



Ministry of Housing and Urban Affairs  
Government of India



INDIA  
**CYCLES 4 CHANGE**  
CHALLENGE

**Streets 4  
People**  
CHALLENGE

**Templates & Guides**

# How to institutionalise Open Streets Campaign?



# Open Streets Campaign

Open Streets Campaign is a **recurring event** (daily, weekly, bi-weekly, or monthly) which aims to **reimagine streets as safe, happy, and healthy public spaces for all** by opening them up for the exclusive use of pedestrians, cyclists, and other non-motorized transport users!

**As your cities might have hosted occasional open streets events in the past, we encourage you to reflect upon the learnings and institutionalise it as a recurring year-long campaign.**

# Institutionalising Open Streets Campaign

**WHAT?** Putting in place a **system** that will support your city for **scaling-up** the Open Streets events as a **recurring campaign** for the coming years

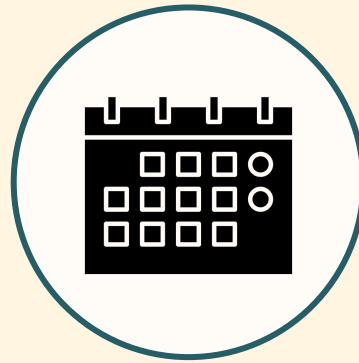
**WHY?** To ensure **citizens experience the streets on a regular basis** to celebrate public life and **embed mobility-related behavioural change**

**HOW?** By appointing a **multi-stakeholder team, allocating/organising budget**, setting up an **impact assessment system**, and ensuring **citizen engagement** throughout.

# Step-by-step Guide



**A.**  
Appoint a  
multi-stakeholder  
working team



**B.**  
Organise recurring  
Open Streets  
Campaign



**C.**  
Setup an impact  
assessment  
system



## **A. Appoint a multi-stakeholder working team**

# STEP 1: Organise a stakeholder meeting

## WHY?

To understand opportunities and challenges towards institutionalising Open Streets campaign and secure support

## HOW?

- **Prepare a list** of all stakeholders whose support is essential. *(ULB Departments, Traffic Police, State-level departments, political representatives, etc)*
- Schedule a discussion to **reflect on the learnings** from previous Open Streets events
- Come up with ideas / solutions to scale it up



# STEP 2: Build your team

## WHY?

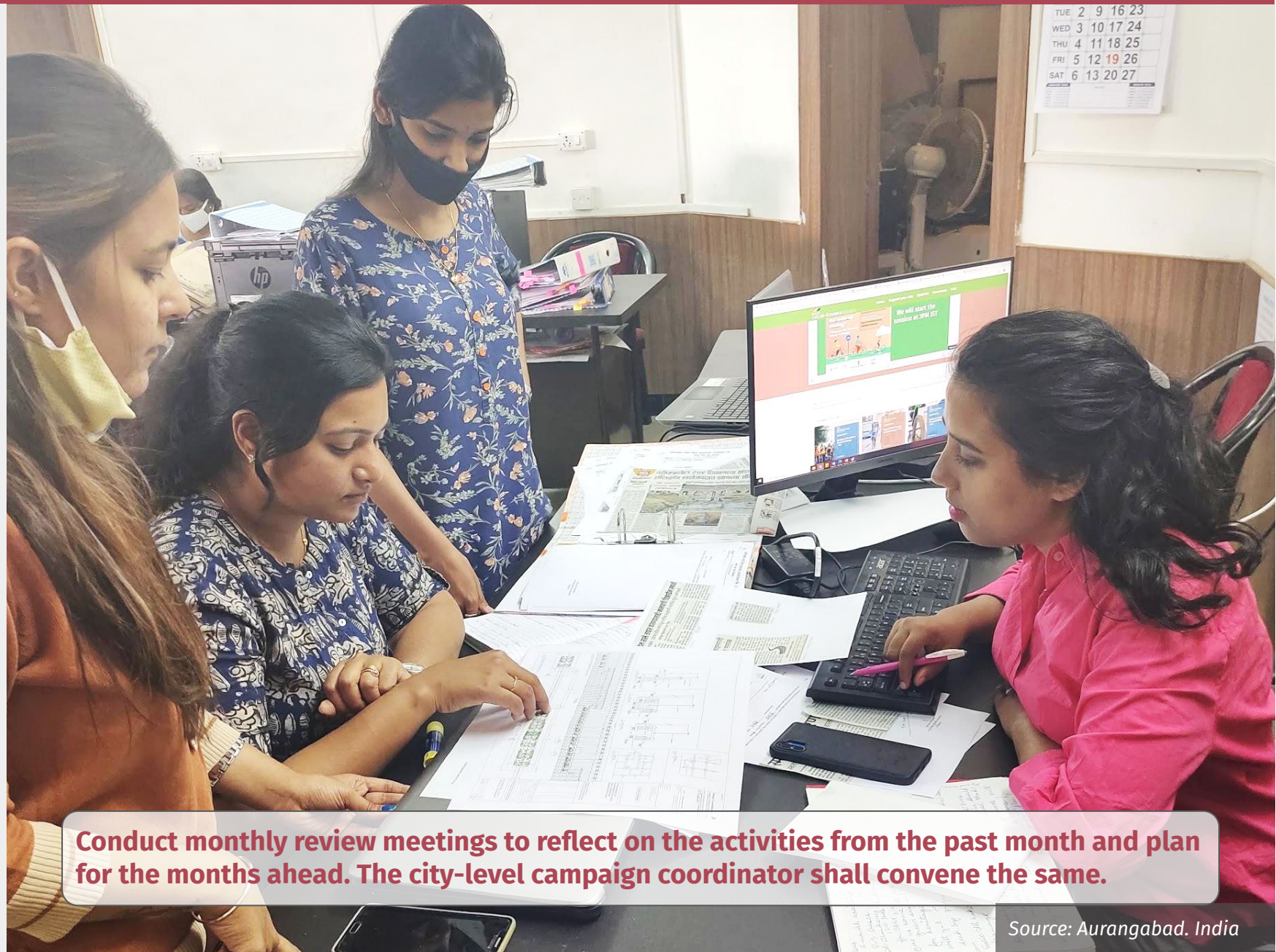
To drive a collaborative effort with shared responsibilities and accountability

## HOW?

- Form a **dedicated multi-stakeholder Working Team** and define roles and responsibilities

For example:

- Communications - PR team from ULB
  - Traffic enforcement - City Traffic police
  - Hosting events - volunteers, RWAs
- Appoint a **city-level Campaign Coordinator**



**Conduct monthly review meetings to reflect on the activities from the past month and plan for the months ahead. The city-level campaign coordinator shall convene the same.**

# STEP 3: Allocate an annual budget

## WHY?

To ensure smooth roll-out of the campaign throughout the year

## HOW?

- Include **Open Streets Campaign Funds** as part of your city's annual budget
- **Collaborate** with other govt. agencies or local CSOs & RWAs to pool funding
- Identify **full or partial sponsors** for the campaign - Corporates, Media houses, etc.





# You can also Setup a Public Engagement Portal

## Launch an exclusive Open Streets Portal for your city:

1. **Curate the content** of the portal with maps, schedule of events, information on partners and stakeholders, and features for collecting feedback
2. **Integrate the portal** to the city's main website and all social media platforms to broaden reach
3. **Ensure that the portal is updated on a regular basis** and engage with citizens & stakeholders

The screenshot shows the LADOT Livable Streets website. At the top, there is a dark blue header with the Los Angeles logo and the text 'LOS ANGELES'. Below this is a white navigation bar with the LADOT logo and the text 'LIVABLE STREETS'. To the right of the logo is a menu with the following items: ABOUT, OUR PROGRAMS, OUR PROJECTS, GET INVOLVED, and MAPS & DATA. Below the navigation bar is a breadcrumb trail: Home / Our Vision. The main content area features a large, rounded rectangle with a red border containing the heading 'Our Vision'. Below the heading is a paragraph of text: 'LADOT Livable Streets is a website of the Los Angeles Department of Transportation where you can interact online with our programs and projects that support safe, great streets for all including Vision Zero, Active Transportation, Safe Routes to School, Safe Routes for Seniors, People St, Play Streets, Great Streets, and Open Streets. LADOT's work is guided by the following set of beliefs:'. Below this paragraph is a list of three bullet points: 'Everyone in Los Angeles deserves safe streets', 'A healthy city is one where our streets are safe, but also one where there are opportunities for active transportation, recreation, and play', and 'Great streets support our communities'. A red circle is overlaid on the bottom left of the screenshot, containing the text 'Click here to check out LADOT Open streets portal'.

LOS ANGELES

Language: Select Language

LADOT  
LIVABLE STREETS

ABOUT OUR PROGRAMS OUR PROJECTS GET INVOLVED MAPS & DATA

Home / Our Vision

## Our Vision

LADOT Livable Streets is a website of the [Los Angeles Department of Transportation](#) where you can interact online with our programs and projects that support safe, great streets for all including [Vision Zero](#), [Active Transportation](#), [Safe Routes to School](#), [Safe Routes for Seniors](#), [People St](#), [Play Streets](#), [Great Streets](#), and [Open Streets](#). LADOT's work is guided by the following set of beliefs:

- **Everyone in Los Angeles deserves safe streets.** Safety is a top priority for LADOT. Every 40 hours, someone in Los Angeles is killed in a traffic collision. Traffic collisions are a leading cause of death for kids in Los Angeles. In August 2015, Mayor Garcetti launched a citywide initiative to eliminate traffic fatalities in Los Angeles, called Vision Zero. Along with effective enforcement of safety-related traffic laws, LADOT uses innovative street designs, education, and outreach to make our streets safe for everyone.
- **A healthy city is one where our streets are safe, but also one where there are opportunities for active transportation, recreation, and play.** As Los Angeles prepares to host the 2028 Olympic and Paralympic Games, we are working to ensure all Angelenos have mobility access to parks and open space in order to make Los Angeles the healthiest city in the U.S.
- **Great streets support our communities.** Transportation connects communities. LADOT is committed to achieving the goals of the Sustainable City pLAN, which seeks to invest in rail, bus lines, pedestrian and bike networks, and complete neighborhoods.

[Click here to check out LADOT Open streets portal](#)



## **B. Organise recurring Open Streets Campaign**

# STEP 1: Identify locations and partners

## WHY?

To implement the campaign on locations with strong local stakeholder support

## HOW?

- Roll out the **Institutionalising Open Streets Campaign** form to all stakeholders (eg: RWAs, CSOs, corporates, institutions, citizens)
- **Partner** with local leaders, representatives, influencers, bureaucrats; who can **actively advocate for open streets campaign**
- Edit & share **this poster** on your social media & public portal



[Click here to  
download  
the Poster  
template](#)

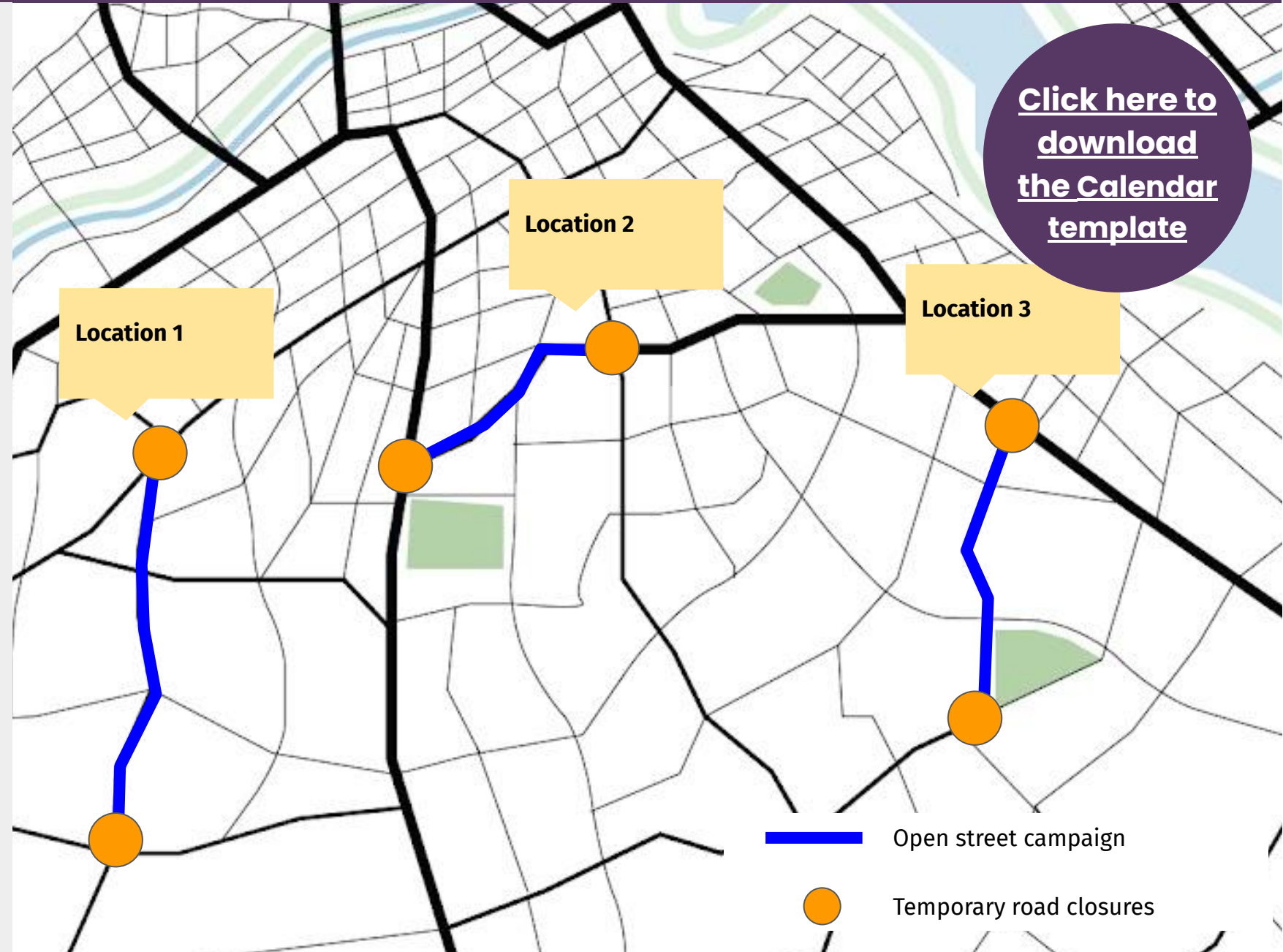
# STEP 2: Shortlist Locations and prepare monthly calendar

## WHY?

To ensure appropriate selection of locations for maximising positive impact

## HOW?

- Plot the **suggested locations** received from the public on a city map
- Shortlist and finalise locations based on **accessibility**, connectivity to **public transport**, and **alternate transport routes**
- Prepare the list of open streets events planned and create your **monthly calendar**



# STEP 3: Inform your citizens

## WHY?

To boost public participation

## HOW?

- Spread the word through press, media, local partners and public portal
- Consider installing **physical posters / panels** in public spaces and selected locations
- Edit & share **this poster** on your social media handles for wider outreach
- Promote **relevant hashtags** to create an impact on social media  
(eg: #<CityName>OpenStreets)

**INDIA CYCLES 4 CHANGE CHALLENGE** | **Streets 4 People CHALLENGE**

**Let's celebrate life on our Streets!**

**<CITY NAME>**

aims to reimagine streets as safe, happy, and healthy public spaces. We will open streets to play games, exercise, socialize with friends, and more!

**On Sunday, 20th Oct' 20,**  
Join us for an **"OPEN STREET"** event  
At **ABC NAGAR**

**Location:** 16th Avenue Road,  
Near Cool Supermarket,  
Opp. Petrol bunk

**Timings:** 09.00am-1.00pm

For more details,  
contact: +91- 1234567890

Note: Masks and physical distancing to be followed.

**ROAD CLOSED**  
STREETS FOR PEOPLE

[Click here to download the Poster template](#)

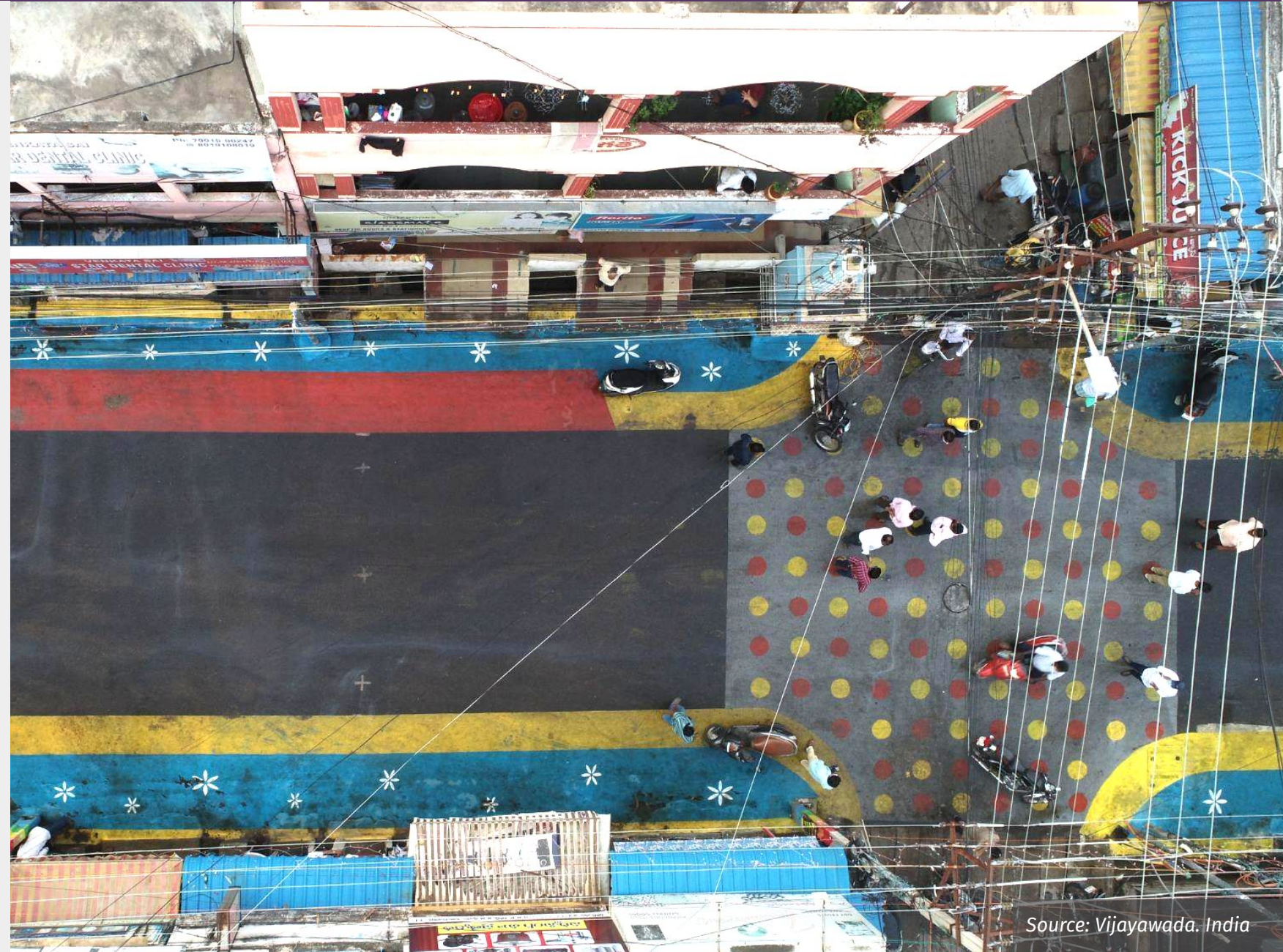
# STEP 4: Prepare the identified locations for the event

## WHY?

To ensure smooth execution and management of the event

## HOW?

- **Display a notice** at relevant locations **to inform motorists** about the open streets event
- **Communicate alternate traffic routes and parking slots** through standard signages and markings at the location
- Use **simple items such as pots, planters, tyres, cones etc.** to close the street for vehicular movement



# STEP 5: Include activities and invite local champions

## WHY?

To make the campaign engaging and attractive for higher public participation

## HOW?

- Ensuring all COVID-19 related safety precautions, include **engaging activities for various user-groups** (eg: Yoga, aerobics, games for kids, Music, dance & art workshops, Cycle training workshops, awareness programmes)
- **Invite artists, local champions, and other influencers** to liven up the events



# You can also use the Public Engagement Portal for outreach

## WHY?

One platform for the campaign simplifies the communication and feedback process

## HOW?

1. **Inform** all stakeholders and citizens about new activities
2. **Showcase the impact and experiences** of the open street events
3. **Obtain feedback** from the citizens and other stakeholders

This will encourage citizen participation and also lead to **community-led campaigns**

The screenshot shows the LADOT Open Streets website. At the top left is the LADOT logo with the tagline 'LIVABLE STREETS'. To the right are navigation links: 'ABOUT', 'OUR PROGRAMS', and 'OUR PRO...'. Below the logo is a breadcrumb trail: 'Home / Open Streets'. The main heading is 'Open Streets'. Below this is a paragraph: 'LADOT's Open Streets Program invites Los Angeles to celebrate our s public spaces for people.' To the right of the text is a map of Los Angeles with green lines indicating open streets. A red pushpin is on the map, and a red circle with the number '3' is overlaid on it. Below the map is a news section titled 'LATEST OPEN STREETS EVENTS AND MEETINGS'. It lists two events: 'CicLAvia - Meet the Hollywoods Presented by Metro' on Sun Aug 18 and 'CicLAvia - Heart of LA Celebrating UCLA 100 Presented by Metro' on Sun Oct 6. A red circle with the number '1' is overlaid on this section. Below the events is a link: 'See All Events from Open Streets'. At the bottom right is a 'CONTACT OPEN STREETS' link. A red circle with the number '2' is overlaid on a photo of a woman speaking at a podium with a 'CICLA VIA' sign, surrounded by people and bicycles. A red circle with the number '1' is also overlaid on the top right corner of the website screenshot.





## **C. Setup an impact assessment system**

# WHY is it important to assess the impact?

- To demonstrate the need of the program, adding value to why it should **continue, grow, and expand**
- To make **improvements** to the program wherever required
- To prepare **evidence** of the success and share with the **funders, media, political leaders, and other stakeholders**
- To **share the story** with other communities to support and trigger a larger impact



# How can you assess the impact?

**I.  
Document the  
event through  
photos and videos**

**II.  
Gather and analyse  
on-site feedback  
and observations**

**III.  
Gather and analyse  
online Feedback**

# I. Document the event through photos and videos

## WHY?

To effectively showcase the transformation and impact

## HOW?

- Capture **photographs and videos** of the street **before, during, and after** the event from the same location
- Capture **photographs and videos** to showcase **emotions of all**; especially elderly, women, children

**Share the documentation** on social media platforms and Public Engagement Portal



## II. Gather and analyse on-site feedback and observations

### WHY?

To measure the real-time impact on footfall & activities

### HOW?

- **Count** the number of **Pedestrian & Cycle users** during the event manually or through video cameras
- Conduct 1-2min **interviews** with focus groups
- Collect the **vehicle count and crash data** around the location during the event from traffic authorities

**Compare the data** during the Open Streets event to a regular day, for evaluating the impact

[Click here to download the Guide & questionnaire for interviews](#)

[Click here to download the Guide & template for volume count](#)



# III. Gather and analyse online feedback

## WHY?

To capture the comments and appreciations

## HOW?

- Share **Google Forms for user feedback** with event highlights on social media
- Invite votes and comments through **Online Feedback Map and Public Engagement Portal**
- Monitor multiple **social media handles** for mentions and hashtags

**Analyse the data** to identify what people liked and disliked about the event



## Oakland Slow Streets Feedback Map

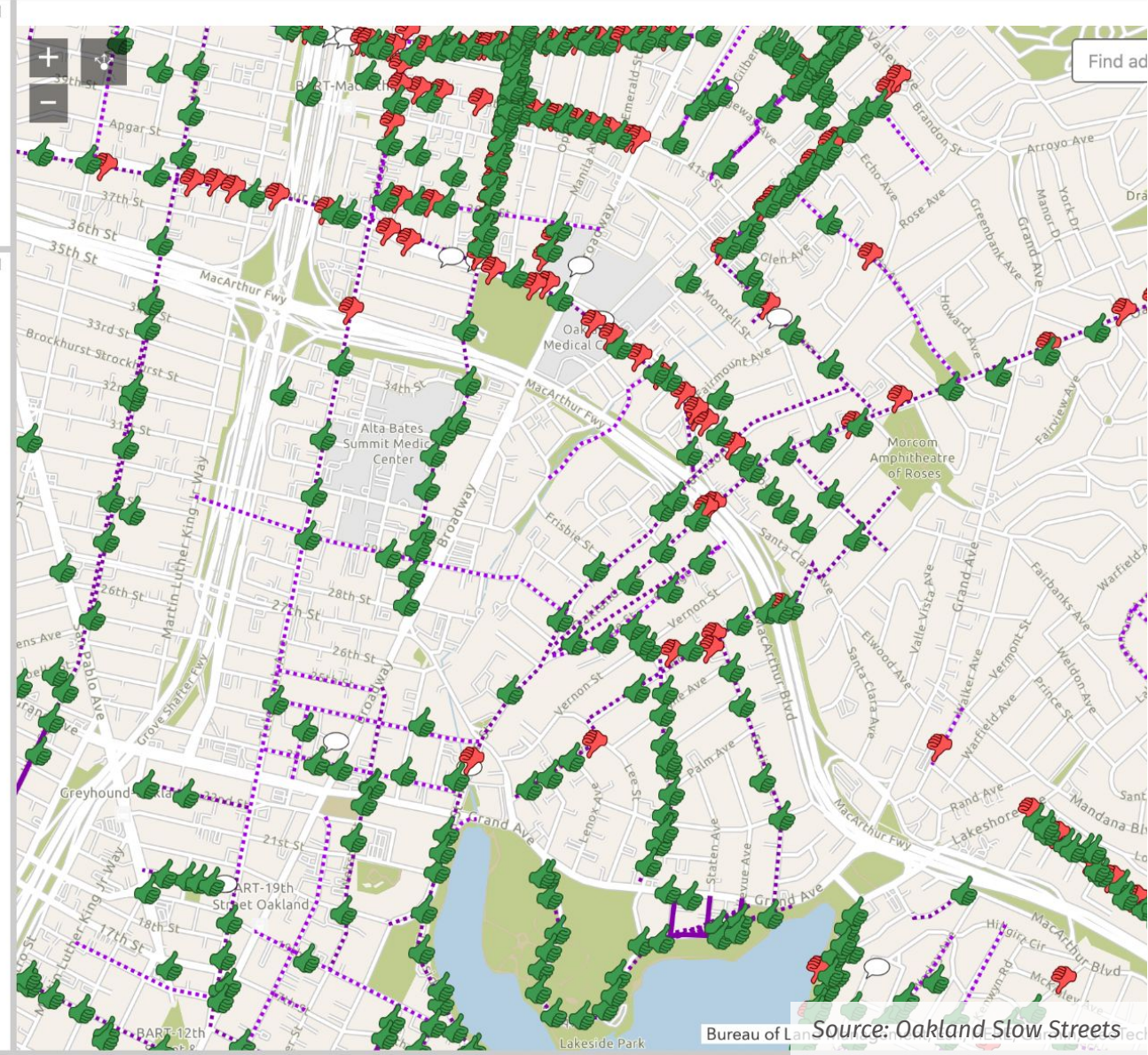
City of Oakland Department of Transportation

Feedback Instructions (ZIP Code Required):

To share overall program feedback, [complete this survey](#). To request City services, use OAK 311.

Legend:

- Upvotes
- Downvotes
- Suggested Slow Streets
- Comments
- Installed Slow Streets
- Completed



# Nurture an internal culture of continuous learning!

## WHY?

To recognise the gaps and challenges and collaboratively improve them in the future

## HOW?

- The **City-level Campaign Coordinator** shall convene a **monthly meeting** with the working team
- The team shall **reflect on the activities** from the past month and **plan for the upcoming** events
- The **Minutes of the meeting** could be uploaded on the **Public Engagement Portal**





**Learn and be inspired!**



# Case 01: Oakland Slow Streets

## WHAT?

City-wide Slow Streets to support safe physical activity and alleviate overcrowding in parks and on trails

*(in response to COVID-19)*

**In a period of 4 months, Oakland covered around 35 kms of Slow Streets and 15 public places**

## HOW?

By discouraging free flow of traffic on certain local streets by **installing soft closure barriers such as cones and barricades.**



Click here to know more: [Oakland Slow Streets – Essential Places](#)

# Oakland Slow Streets - Impact

- Traffic decreased by **~35% on slow streets**
- **#OaklandSlowStreets** was used more than **600 times** in the first **3 months**  
*(to share people's feedback on Twitter, Instagram, and Facebook)*
- **An Interactive Feedback Map** was set up and more than **1000 community members** upvoted or commented on the existing Slow Streets, and also proposed new ones *(within 3 months)*



# Oakland Slow Streets - Learn & Improve!

- Almost **60%** of the barricades and **100%** of the signages had to be replaced within **three months period**. The communities thus, adopted planter boxes and other sustainable materials to offset these expenses.
- Oakland is now Implementing permanent Slow Streets through the City's Capital Improvement Program and the Five Year Paving Plan.



# Case 02: Los Angeles Livable Streets (LADOT)

## WHAT?

An initiative to enable programs and projects that support safe streets for all.

Facilitated 16 open street events and 15 play streets in 2017-2020 and Installed 50 miles of open streets in 2019- 2020.

## HOW?

By **restricting movement of vehicles** and encouraging use of streets as **public spaces, play spaces, enable safe routes to schools and for seniors.**



# Los Angeles Livable Streets- Impact

## Successes:

LADOT established an **online communication platform** exclusively for regular updates from its livable streets programme (in use over the last 5 years)

## Challenges:

Self-funding for a range of open street campaigns by DOT was financially limiting. The city explored various **public private partnership models and community partnership models** to support the deployment and administration of the campaign.

The screenshot displays the LADOT Livable Streets website interface. On the left is a navigation sidebar with links for 'About', 'Feedback Map', 'News and Events', 'Photos and Videos', and 'Contact Us'. The main content area features a 'Tell Us About This Area' section with a 'Feedback Map' showing a corridor in Los Angeles with a red line of markers. Below this is a 'Take an Action' section with three options: 'Attend a Meeting or Event', 'Talk to Us', and 'Join Us'. At the bottom is an 'Apply for a Project' section with four options: 'Bicycle Corral', 'Plaza', 'Bicycle Repair Station', and 'Parklet'. Each project option includes an image, a title, a brief description, and a 'Go' button. A green circular callout on the right side of the map says 'Know more about the **Communication platform**'. Another green circular callout on the right side of the project options says 'Know more about **Funding & partnerships**'. The source 'Source: LADOT Livable streets' is noted at the bottom right.

Know more about the **Communication platform**

Know more about **Funding & partnerships**

Source: LADOT Livable streets

# Thank you

A programme of



Conducted by



[www.itdp.in](http://www.itdp.in)