

CHRISTCHURCH OPEN STREETS

Sunday 29 September 2013



Open Streets bike & street signage, Armagh Street Bridge, Hagley Park, Christchurch July 2013
<http://www.youtube.com/watch?v=kyL5v1rghd4&feature=youtu.be>

Partners

- Christchurch City Council (CCC) Events Production Team
- Supported by three Community Partners:
 - Spokes Canterbury
 - Living Streets Aotearoa
 - Healthy Christchurch
- Partners provided:
 - planning and delivering of some event activities
 - marketing with their networks
 - website content & more!



Aims

- Open up our city streets to people walking, wheeling, and taking part in fun activities free from motorised vehicles for the day.
- Celebrate our exciting changing city as the inner city cordon rolls back and the rebuild unfolds whilst providing a novel opportunity to discover and support inner city businesses.
- Initiate a new regular walking and cycling event for Christchurch.
- Encourage a diversity of cyclists and support active transport modes and cars to enjoy sharing city spaces.



Crowd photo, New Regent Street, Open Streets 2013, Christchurch, Photographer Dean Mackenzie, CCC Facebook

Why now? Why July?!

- On wish list of Christchurch cycling advocates for years
<http://can.org.nz/article/is-it-time-to-have-a-sunday-parkway-in-your-town>
- Availability of Transitional City funding to celebrate end of the inner city cordon in June 2013
- Rationale for July date
 - first weekend school hols
 - launch 2013 TV2 KidsFest (annual CCC children’s festival)
 - launch new Central City events programme
<http://www.futurechristchurch.co.nz/ever-evolving/open-streets-sept-2013>

However....

Two days from July event it was postponed due to extreme weather so rescheduled to 29 September to coincide with the first week of the September school hols with no postponement date.



Bicycle Band, Open Streets 2013, Christchurch,
Photographer Dean Mackenzie, CCC Facebook

Marketing

- Bikes with signage boards in frame (15/3)
- Cargo bike trailer with A frame signage
- Radio (KidsFest Sponsor)
- Facebook esp. CCC Facebook
- Event websites e.g. BETHERE.co.nz
- You Tube clip short & sweet promoting Open Streets with a link to Future Christchurch website
<http://www.youtube.com/watch?v=kyL5v1rghd4&feature=youtu.be>
- Internal at CCC with intranet newsletter, closed circuit TV in foyer
- Websites e.g. Cycling in Christchurch; Future Christchurch
- The Press (newspaper) paid advertising and Free Event Promotion section
- Word of Mouth
- Other e.g. Canterbury Active Transport (CAT) Forum, email networks



Entertainers, Open Streets 2013, Christchurch, Photographer Dean Mackenzie, CCC Facebook



Site/Location

Central City Christchurch (~3 kms of Open Streets)

Celebrate our city 29 Sept 10am - 4pm



Open Streets 2013, Christchurch, Event Site Map

Weather

“Cloudy day over central Christchurch, still drying from the early morning showers, but that wasn't going to keep this town's cycling enthusiasts out of the street. In fact, they took it over”

Ginny Tory photographer

People dressed for the weather and came out anyway!



Street Scene, Cashel Street, Open Streets 2013, Christchurch, CCC Facebook

Attendance

- Difficult to accurately access numbers:
 - permeable event boundaries (multiple entry points - no gateways/entrances)
 - large event area (3km+ streets) (*see site map above*)
 - event spread out over six hours
- Thousands attended: estimates range 3,000 – 5,000+
- Event objective of 3,000+ achieved
- Two other central city event openings - Nature's Play Park (DoC and Greening the Rubble on event perimeter) & SCAPE 7 Public Art Christchurch Biennial* (inside event area)

* <http://www.stuff.co.nz/the-press/christchurch-life/9215854/Explore-the-streets-this-weekend>

Suggestions:

- Counting attendance to support funding for ongoing regular Open Streets.
- Surveying for feedback with attendees & partners to determine future direction including location and activities
- Cycle Counters
- Expert opinion (experienced event organisers)



Cathedral Square, Open Streets 2013, Christchurch,
Photographer Dean Mackenzie, CCC Facebook



Pedalmania, Open Streets 2013, Christchurch,
CCC Facebook

Budget

- Much in-kind support by volunteers, businesses and organisations (not costed) e.g. Environment Canterbury bus with bike racks and driver
- CCC staff time not included in budget
- Other CCC teams' funding e.g. exercise classes from Recreation and Sports Team, input from Cycle Safe group and KidsFest
- Reused event resources e.g. astro turf, pump track (sustainability slide)
- Future Cities “Ever Evolving City” event (key funding source)
- Re-opening Central City to the Public so greater than Open Streets

TOTAL: ~ \$70,000



The Parade, Open Streets 2013, Christchurch, Photographer Dean Mackenzie, CCC Facebook



Bubbles from bubble bike, Open Streets 2013, Christchurch, Daily Photo blog by Christchurch resident Michelle Sullivan <http://www.christchurchdailyphoto.com/2013/09/29/open-streets/>

Environmental Sustainability

- Event “collateral” reused for future events or activities
 - mobile pump track (currently used in a local neighbourhood)
 - astro turf (to mimic green painted cycle lanes now available for Pocket Parks, a Transitional City activity)
 - signage explaining CCC Cycle programme
 - Bike signs from postponed July 14 used update “bandage”
 - Portable toilets due to damaged city infrastructure
 - Waste not an issue from visual assessment - no special provisions
 - Mobile food vendors encouraged to provide environmentally sustainable packaging
 - Walking, cycling, & public transport to Open Streets promoted
- <http://cyclingchristchurch.co.nz/people-riding-bikes/how-to-get-to-open-streets-on-sunday/>
- Valet Bike Parking
 - **The EVENT ITSELF!** Developing progressive event waste management protocol & processes is appropriate. Audience likely receptive of (even expect) such initiatives



New Regent Street, Open Streets 2013,
Christchurch, Photographer Dean Mackenzie,
CCC Facebook

Environmental Sustainability cont.

Suggestions

- Energy use, transport to/from, water consumption, waste water recycling, waste generated & recycled - all measurable if data collection planned ahead
- Selecting environmentally sustainable contractors as future measurable target e.g. NZ IceFest 2012 sustainability charter
- Using innovative waste experts such as *Our Daily Waste*

Activities (read later!)

- **The Parade:** kicked off at 11.30am, led by The Bicycle Band, did a circuit of the event
- **Pedalmania:** big hit on the day in Cathedral Square, lots of photos
http://www.stewartsgully.co.nz/our_bikes.html
- **Mobile Bike Pump Track: by Huxster** (Andrea Murray) <http://www.huxster.org.nz/>
<http://www.youtube.com/watch?v=z3eePr4bR7U>;
<http://www.youtube.com/watch?v=V8wJ89R1vlw>;
<http://www.youtube.com/watch?v=T3dsNSIHfU>
- **Mock-up of a Dutch style Intersection & Copenhagen cycle lanes:** for cyclists to try plus opinion survey with prize
- **Cheapskates Jam & Lesson:** Free skateboarding ramp & gear for people to use.
- **Music & busker style entertainment:** three stage locations each with stage manager
- **Mobile Food Vendors:** to complement existing businesses as earthquake had severely decreased the number of outlets



Oldest bike in Christchurch/New Zealand?
Open Streets 2013, Christchurch,
Photographer Dean Mackenzie, CCC Facebook



Bike Pump Track, Open Streets 2013, Christchurch,
Photographer Dean Mackenzie, CCC Facebook)

- **Big Bike Fix Up** by ICECycles team
- **Bike wired with speakers:** mobile sound with ~200 bike themed songs
<http://cyclingchristchurch.co.nz/2013/07/19/sound-system-bike-trailer/>
 MP3 songs from an SD card, using 3 waterproof horn speakers provided by the Green Horn Company & a radio microphone for public announcements, smallish 7AH sealed lead acid battery lasting many hours with sensitive electronics in a rain proof plastic bin
- **Gap Filler Bicycle Powered Cinema**
- **Refresh rooms:** 2 containers on both sides of event area uniquely themed with mirrors for event attendees to rest and check appearance
- **Cycle Safe:** CCC programme for Year 6 students includes basic cycle skills & maintenance. Bikes, instructors, & cones for children to have a go
<http://www.ccc.govt.nz/cityleisure/gettingaround/roadsafety/schoolcyclesafe.aspx>
- **Mass Aerobic Sessions** provided by CCC Recreation team
- **Bike Racks on Buses:** Bus, driver, & bike racks – hands on using bike racks & sitting in bus to get a bus driver’s perspective of cyclists
- **Penny Farthing Bikes:** Christchurch riders and an Oamaru contingent
- **Bike Milkshake Maker**



Bike Polo, Open Streets 2013, Christchurch,
 Photographer Ginny Tory



“Copenhagen lane”, Open Streets 2013,
 Christchurch, CCC Facebook



The Parade, Open Streets 2013, Christchurch,
 Photographer Dean Mackenzie, CCC Facebook

- **Bike bells (“I love my bike”)**: given away with flyer shared message of respect between pedestrians and cyclists
- **Spot Prizes** e.g. socks, umbrellas, bicycle clips, & bike lights
- **Bike Polo**
<https://www.facebook.com/media/set/?set=a.642339249133260.1073741835.302901759743679&type=1>
- **Chalk games, spontaneous street games (e.g. 4 Square), and urban orienteering** by Living Streets Christchurch
- **Bike Valet Parking** by Spokes Canterbury
- **Frocks On Bikes Christchurch** attended
- **Bling Up Your Bike area** by Creative Junk
- **DJ Area** by White Elephant Trust
- **Library to GO Van (CCC)**: Mobile library facility focused on cycle literature
- **Next Bikes* hire scheme & stall of rental bikes** for workplaces and public bike scheme, available to ride at event. Robert Henderson of Bicycle Ventures Ltd
- **Antique Bike Display***: 15 bikes from collection of Keith Guthrie of Cycle Trading
- **Commuter Bikes & Unusual Helmets (e.g. disguised as hats) Display** displayed and for sale by Velo-Ideale* David Wittam www.velo-ideale.com
- **Cycle Counter Signboard**: new technology showcased* philip.walton@becounted.co.nz
**one of 4 non-food businesses present at Open Streets*
- **Pallet Pavilion Activities** ran independently in collaboration with Open Streets included Anissa’s Vintage Market & Pop-up Theatre
- **Nature’s Play Park**: an independent initiative (DoC & Greening the Rubble) launched around the time of the Open Streets
- **Small Brothers Photobooth**: Dave Small, photo@smallbrothers.co.nz free photos with bike, in constant use all day

Ideas for Next Time

Bike Swop Meet – swop bike parts; Giant Games; Wheelchair Football; Belly Dancing; Onesie Spot Prizes; Penny Farthing vs. Double Bike Races; Penny Farthing Races; Tandem Bikes; Wheelchairs for people to try (*Pedalmania had one and it was very popular*); BMX Demos; Bike Trails (bike jumps etc.); Tai Chi & Yoga; **Street Chalk/Talk**; Simple Challenge Courses; Simple Walking Maze (constructed out of tape or similar); Synchronised Cycling; Mass Hacky Sack; Stilt Walking; Hoopla Hoops; Hopscotch; Skipping; Wiggly route for young riders; Climbing Wall; Have A Go Sport-Zone (e.g. street football, tennis, & basketball); Water Walkers (large inflatable balls to walk on water e.g. Avon river); Urban Art; Parkour; Strider Races (children's bikes without pedals); Steam Punk; etc...



Minneapolis Open Streets, July 2013, Chalk Art, Facebook

Discussion Points

- **Branding/Naming:** Open Streets or Ciclovía or Summer Parkways or Sunday Streets or Streets Alive or....?
- **Time of year** e.g. spring/summer more suited to walking and cycling; February part of Bike Wise month?
- **Day of week** - Sunday has merits
- **Location: Central City vs. Local Neighbourhood** - different purposes
<http://can.org.nz/article/is-it-time-to-have-a-sunday-parkway-in-your-town>
- **Traffic Management Plan (TMPs)** costly (very) and strict enforcement required
- Focus on “Rec-rovia” as key part of the Ciclovía? – free mass exercise has wide appeal in Bogota; does NZ share that interest? (Essential evidence on a page 102, Health Benefits of Mass Recreational Programmes by Adrian Davis)
- **Post-event evaluation** - counting attendance & feedback



Penny Farthings, Open Streets 2013, Christchurch ,
Photographer Dean Mackenzie, CCC Facebook



Pedalmania, Open Streets 2013, Christchurch,
Photographer Alastair Lang, CCC Facebook

For more great photos

- **Photo essay by photographer Ginny Tory** on how Open Streets activities wound around the Central City in Christchurch

<http://forums.singletracks.com/viewtopic.php?f=101&t=10426&p=60087>



Open Streets 2013, Christchurch, Photographer Ginny Tory



Children with entertainers, Open Streets 2013, Christchurch, Photographer Dean Mackenzie, CCC Facebook

- **Daily Photo blog** about Christchurch by **Christchurch resident Michelle Sullivan** featured Open Streets to celebrate September 29 2013 in Christchurch.

<http://www.christchurchdailyphoto.com/2013/09/29/open-streets/>

- **CCC Facebook Page**

<https://www.facebook.com/media/set/?set=a.660112260695391.1073741913.189426624430626&type=1>

Demand for more Open Streets

Open Streets Christchurch A Huge Success: a fun day and very well attended

“What an awesome day. It was lovely to see so many smiley faces. Thanks so much to everyone who helped make this happen.”

“This was a fantastic event- thanks to everyone who was involved in organising it. Hope to see it back next year!?”

“Why wait another year...we should have them all the time!!”



Pedalmania, Open Streets 2013, Christchurch, Photographer Alastair Lang, CCC Facebook



Bubble bike, Open Streets 2013, Christchurch

Acknowledgement and Thanks to Open Streets Christchurch Supporters:

Partners

- Living Streets Christchurch
- Spokes Canterbury
- Healthy Christchurch

and all our fab **Volunteers**



Special thanks to

- **Glen Koorey** for actively & practically supporting the Open Streets vision including assisting planning, promoting, implementation, & on day support.
- **Steve Muir** for his fantastic level of support in organising activities.
- **Robert Fleming** for leading the Spokes Canterbury team planning and servicing two Bike Valet areas.
- **Living Streets Christchurch** members (Ava, Meg, Nigel, & Glen) who spent several hours walking and in a wheelchair the Open Streets route and providing recommendations to improve the safety and accessibility for all. Also for their Urban Orienteering and chalk games.

Questions?



CoolStuff KidsFest Mascot (with minder) on Cargo Bike supplied by Steven Muir, Open Streets 2013, Christchurch, Photographer Dean Mackenzie, CCC Facebook