

Carrboro Open Streets 2018 Report



Event Origination

In Bogotá, Columbia, streets close temporarily to make a *civlovía* so runners, bikers, skaters, and many others can recreate in the street. In July 2012, the Carrboro Bicycle Coalition was awarded a Better Bicycling Community Grant from Performance Bicycle, for the sole purpose of conducting an open streets event. The Board of Aldermen voted to approve the event and hence the first *civlovía* or “Open Streets” was held on Saturday, April 13, 2013. In 2014, the event was added to the Town Code Article III Section 7-19 under the Special Event exempt public hearing and notice process. Staff worked with a planning committee for 5 years. This year RP staff coordinated and implemented the event with volunteer assistance. Special thanks to Public Works and Police for supervision and logistics.

Budget

Expenses (Rentals, marketing, staffing and event supplies) - \$5,167

Revenue (Sponsorships and booths) - \$1,775

Attendance

- Estimated 3,000 people in attendance. The event grows annually.
- Two other events were scheduled about the same time - The CD and Record Show at the Century Center and the Bazaar at Town Commons which sparked synergy and likely boosted attendance.

Sponsors

Town of Carrboro, The Animal Hospital of Carrboro, Performance Bike, Open Eye Café/Carrboro Coffee, Aidans Pizza, Mr. Roof, PNC Bank, Pizzeria Mercato, Humane Homes, Dwell Real Estate and Learning Outside.

Publicity

- PeachJar flyers were sent to 18 different schools
- Poster guys placed 8.5 x 11 posters throughout downtown Carrboro and neighboring areas
- Eighty Chapel Hill Transit buses had Carrboro Open Streets 11 x 17 gloss posters
- Posted on Social Media (Twitter and FB)
- WCHL posting online linking to social media and ads
- Emails were sent out to the local Carrboro businesses
- Advertised on the Our State Magazine calendar

Booths

Thirty-six booths/activities highlighted this year, which is a slight increase from previous year.

The list includes: Climbing Wall, Carrboro Community Acupuncture and Community Body Work, NC Chiropractic, Jamis Bikes, The Clean Machine - Freedom from the Training Wheels, Triangle Bikeworks Kids Bike Loop, Carrboro Coffee Roasters and Open Eye Café, Mr. Roof, United Taekwondo, Chapel Hill Transit, I9 Sports, Bike Obstacle Course – Carrboro Rec, Performance Bike, Carrboro Bicycle Coalition Bike Blender, Bike Alliance of Chapel Hill, Townsend Bertram and Company Adventure Outfitter, Fit on Main, Craft Table Carrboro Recreation, Jump Ropes, Hula Hooping, and Chalk Art, Aidans Pizza Dough Toss, Kotox Taekwondo, Womancraft gifts, Orange County Animal Services, UNC Department of City and Regional Planning, Bean Bag Toss Carrboro Youth Council, Learning Outside, Paws4Ever, Carnival Game Zone -Whip 'n skip, Ricochet, Roller Bowler, and Rattlesnake Round up, Humane Home NC, SpringFree Trampoline, Compost Now, The Clean Machine - Test ride an electric bike, Back Alley Bikes - Slow Bike Race, Town of Carrboro Planning Department, Town of Carrboro Public Works and Dwell Real Estate Inflatable Slide.

Recommendations

- Possibility of moving the event location to other neighborhoods in the community. Rotating the event between different areas throughout Town may benefit residents by increasing access to the event. Staff can explore logistical needs. For example - residential neighborhood ingress and egress, noise, driveway access, etc.
- Continue to seek new and innovative ways to publicize the event. Direct contact with more community groups (civic organizations, churches, etc.) may yield new partners for booth space and an increase in participation.
- Solicitation of booth registrations will occur further in advance to allow for the promotion of booths and their corresponding activities in more detail via the website, social media, etc.
- Consider paid social media advertisement via promoted/boosted posts.
- Use hand held tally counters for next year's event.
- Staff will continue to research similar open street concept events in other areas around the country to see what other activities and amenities may work well.
- When Weaver Street is used have cones and warning signs on the sidewalk adjacent to the parking spots along East Weaver St. indicating that vehicles parked there must be moved no later than 11:00am. Vehicles remaining in the area create logistical complications and pose a safety hazard for event attendees.