CICLOVIA PROJECT PROPOSAL PRESENTATION

WHAT IS A CICLOVIA?

a Ciclovia is an event that temporarily closes streets to automobiles to provide safe spaces for walking, bicycling, and other social activities. This is done to promote alternate forms of transportation, particularly within communities where access to open streets for biking and walking is not always available due to car-centric infrastructure.

CICLOVIA ROOTS

"Ciclovia" has its roots in Bogota, Columbia, which began this practice of closing streets for bicycles in the mid-1970s.

Since then, Bogota's Ciclovia Program has drawn mass participation, with an average of 1.7 million people (1/4th of the city's population) turning out every week to bike and walk.

https://openstreetscorvallis.org/2018/07/30/ciclovias-inspiration-and-beginnings/

SPREAD OF SIMILAR PROJECTS

Since then, Ciclovias have spread to cities across the world, including here in the Bay Area:

Sunday Streets in San Francisco hosts weekly Ciclovias for the community, including collaborations with non-profits, local businesses, and volunteers

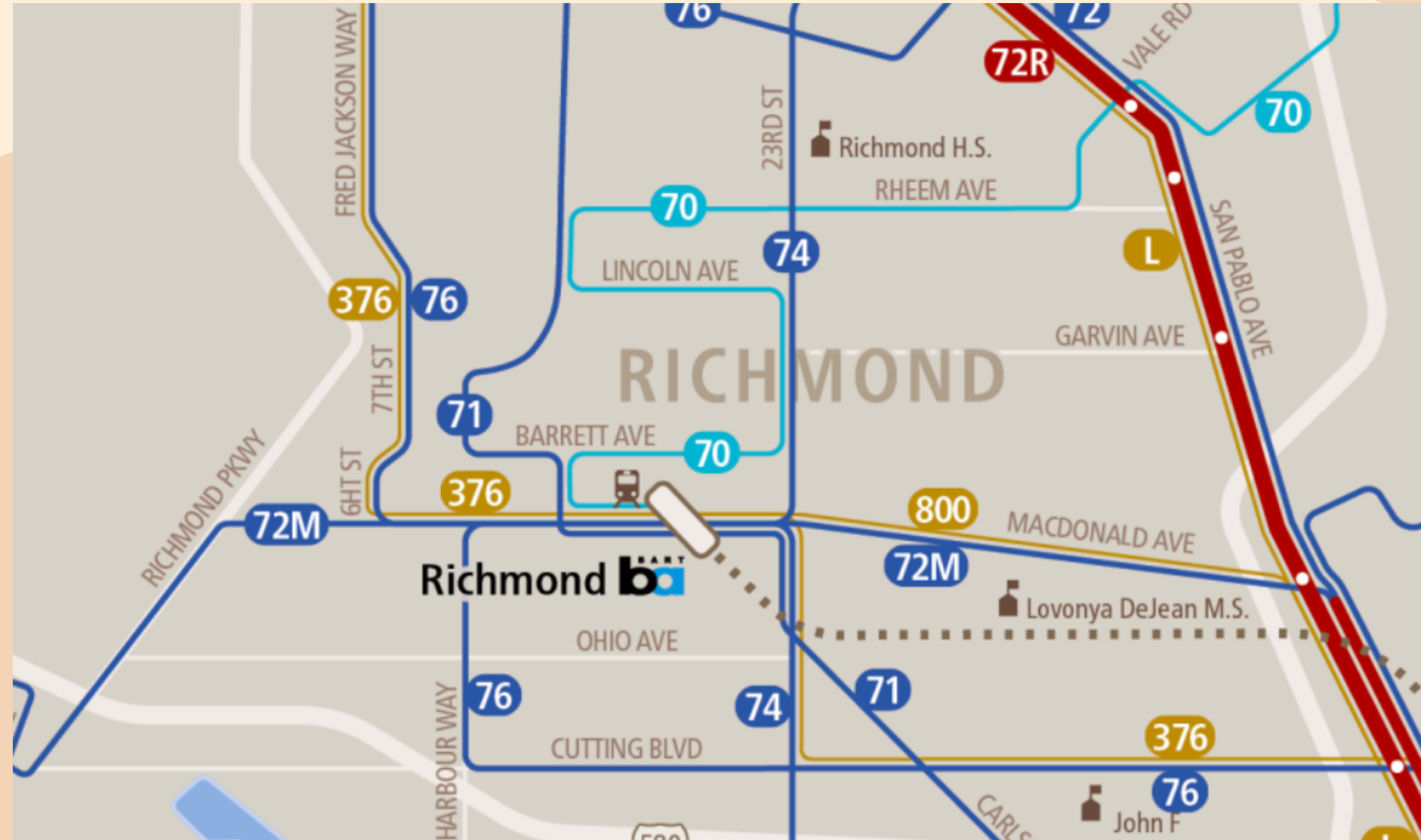# CONSIDERATIONS FOR IMPLEMENTATION

Community Input

Bus Routes/ Detours

Routes

Synergy with street improvement projects

BUS ROUTES

To create minimum disruption for bus routes as well as vehicles, coordination will be required to make sure that there are detours available for vehicles passing through closed routes.

In Columbia, the city alleviates this problem by only closing one side of the street. This may be a possible consideration depending on the width of the street being closed.
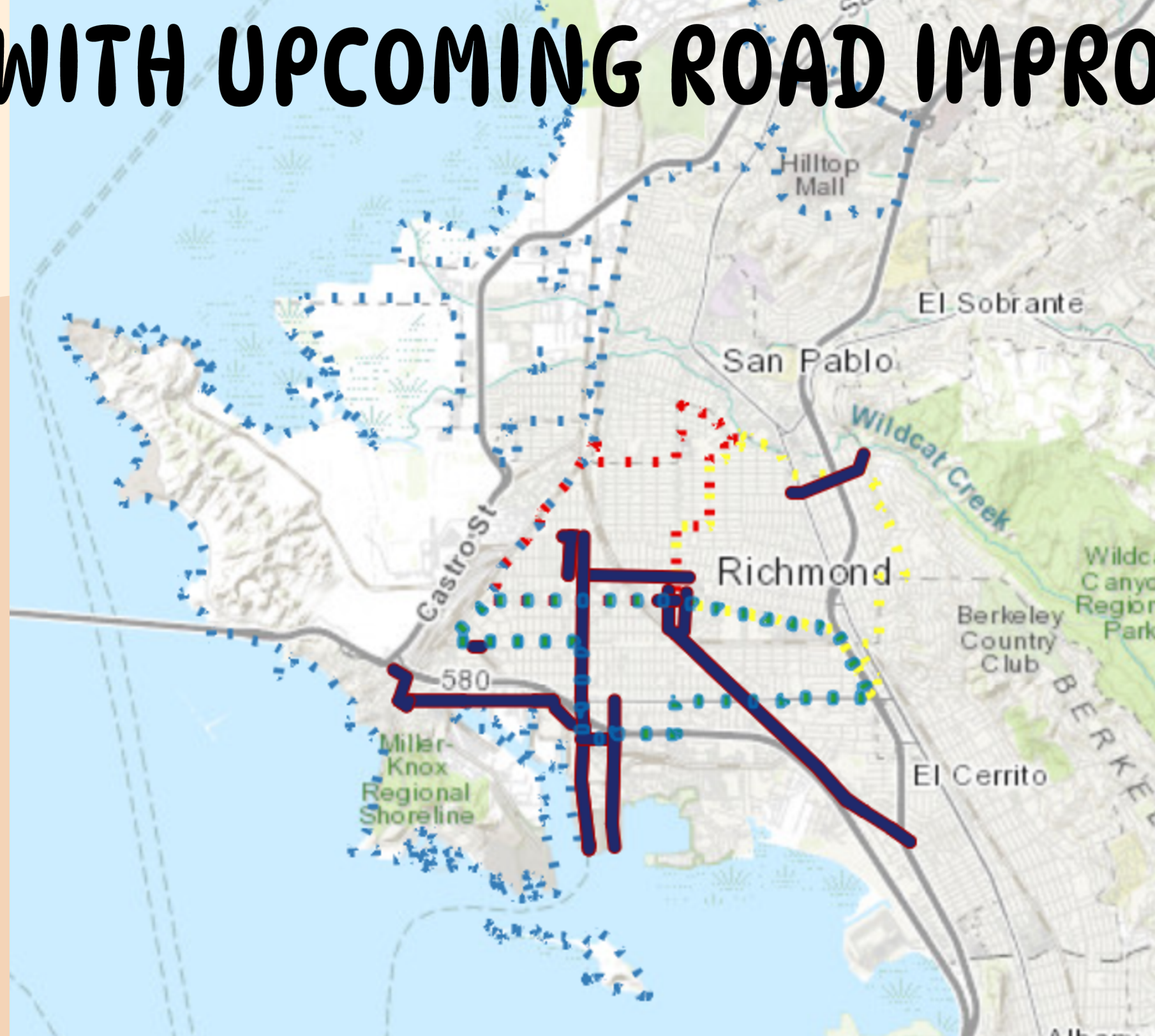
ROUTES

A crucial consideration will be determining what streets in Richmond are able to be closed. For the most effective implementation of a Ciclovia, the routes should be easily accessible from people's homes so that they don't need to drive or walk far to get to a nearby route.

SYNERGY WITH UPCOMING ROAD IMPROVEMENTS

A potential synergy can be achieved by incorporating new routes to coincide with upcoming or completed street improvement projects. This can be a great way to highlight new road repavements around the neighborhood, or highlight the installation of new bike lanes.

COMMUNITY INPUT

If approved, one recommendation can be to host workshops to collaborate with local residents, neighborhood councils, and community organizations to design a route and recommend programming.

If not feasible, a poll or survey can also be sent out to local residents and stakeholders to collect local input. The hope is that this program can be largely guided by community input to encourage ownership in the success of a Ciclovia in Richmond.

ECONOMIC COSTS

If approved, City staff will be tasked with implementing a budget proposal for this project. It is important to note, however, that Ciclovias remain one of the most cost-effective investments in community health compared to larger facilities:
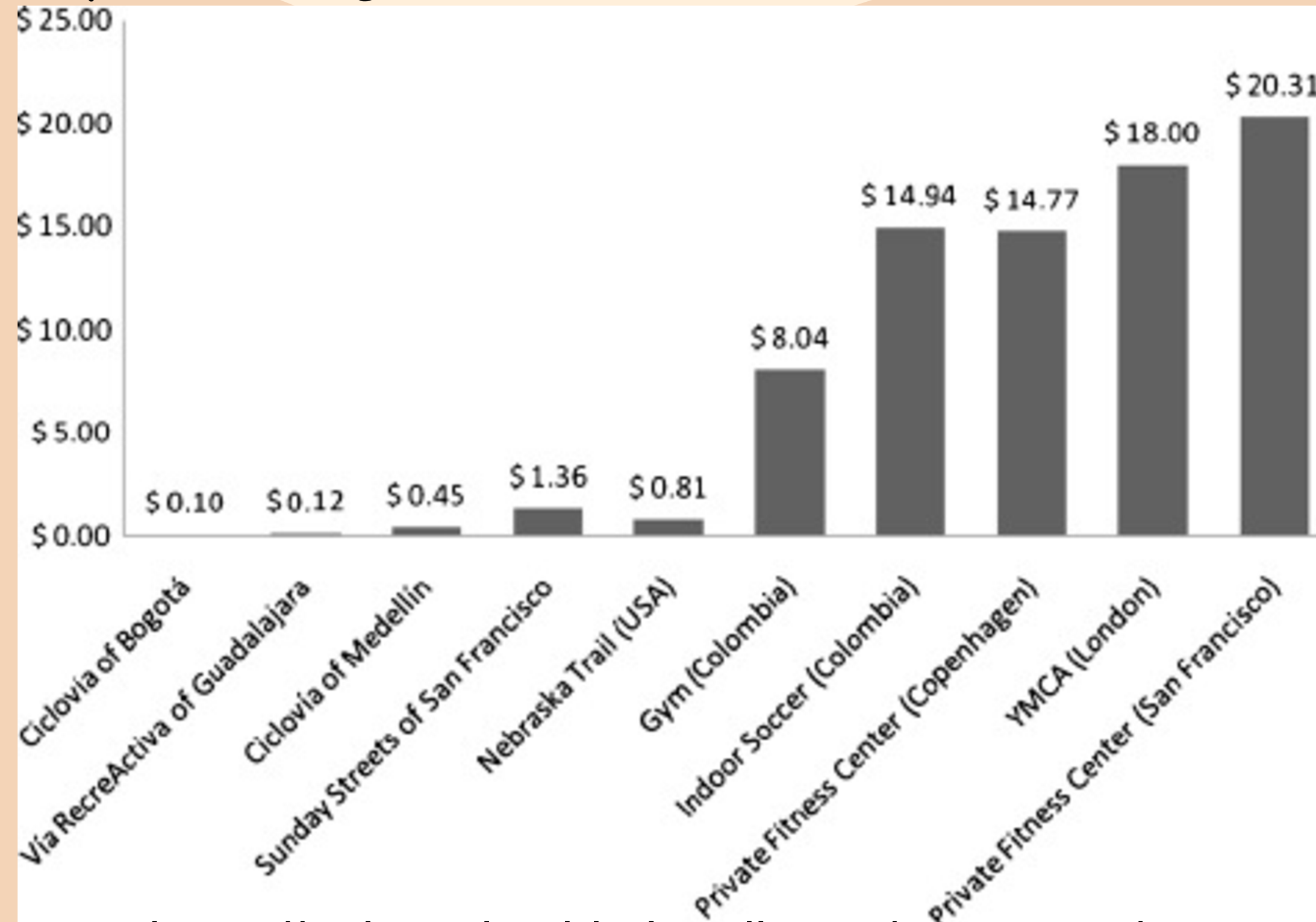
POTENTIAL PROGRAMMING

Depending on the funding allocated for this project, the Ciclovia can offer different kinds of programming outside of solely closing down streets for a period of time.

Some potential activities include:
Community Bikes Rides, fitness and yoga classes, food and beverage stands from local vendors and businesses, arts and crafts stations, bike repair clinics, and bike valet services.

POST-EVENT EVALUATION

Following a pilot launch of the Ciclovia program, there should ideally be a way to track the engagement of community members in this program to ensure this program can be as effective as possible.
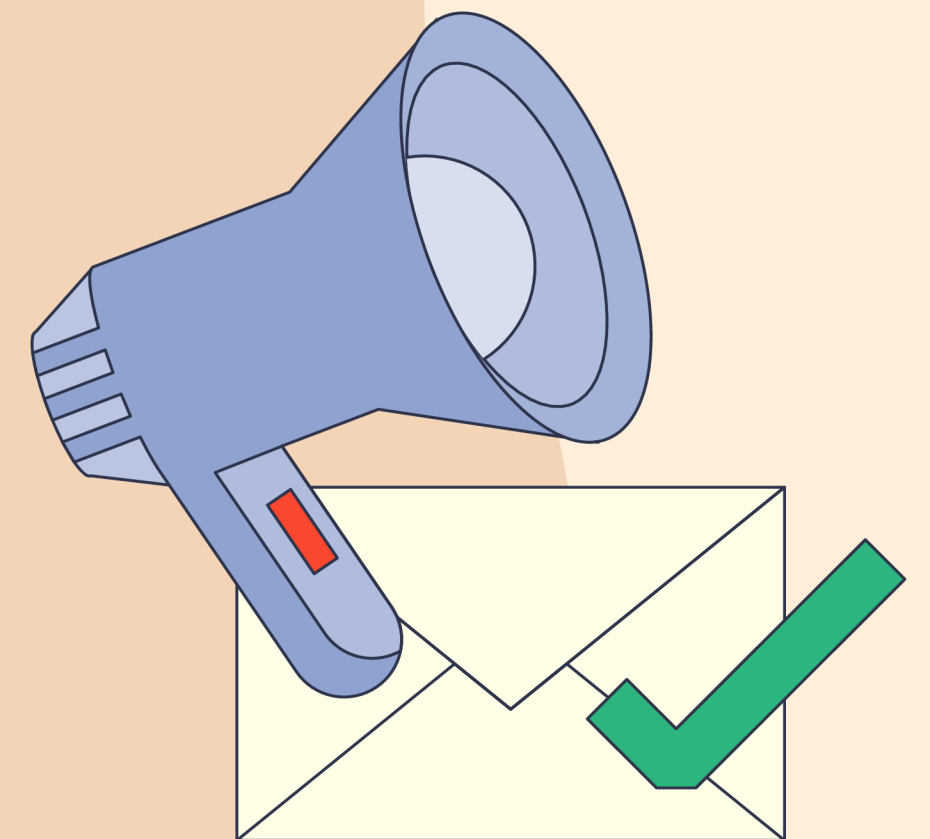
Feedback from participants, partners, and stakeholders should be collected, as well as the number of participants who engage in the Ciclovia event. This should be put together into a post-event report written by stakeholders to inform future events.

OUTREACH STRATEGIES

While community partners and volunteers will be able to support with community outreach, the City of Richmond can also support with community outreach by allocating funds towards the marketing and outreach of this event to the public. This can include things like:

- Creating and distributing flyers to residents and local businesses
- Creating digital advertising on social media
- Collaborating with AC Transit to advertise the event on buses and bus stops
- creating and distributing flyers to residents and local businesses, creating digital advertising on social media, collaborating with AC Transit to advertise the event on buses, trains, and stations
- Recruiting residents or community leaders as ambassadors to spread the word and build excitement in their networks
- Reaching out to local newspapers, radio stations, and TV channels for coverage.

THANK YOU!