



2015

**8 80 CITIES
ANNUAL
REPORT**



CONTACT

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It has been said that 880 Cities punches above its weight.

We are a smart team of energetic city builders who see the world through a unique lens. We see the opportunity in cities that promote equity, health, and joy.

We want to create cities we can grow up in, and grow old in. We work with partners who want to help us break the status quo. We have built our reputation on years of impactful work. 2015 was no exception.

Want proof? Keep reading.

OUR MISSION

8 80 Cities improves the quality of life for people in cities by bringing citizens together to enhance mobility and public space so that together we can create more vibrant, healthy, and equitable communities.

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2015

by the numbers

Cities worked in:

17

Atlanta, Charlotte, Copenhagen, Detroit, Los Angeles, Malmo, Markham, New Brunswick, New Jersey, New York City, Portland, Saint Paul, San Antonio, San Diego, San Jose, San Francisco & Victoria.

Cups of coffee consumed by 8 80 Cities staff:

3,125



Open Streets programs inspired by 8 80 Cities:

3

Akron, San Jose and Toronto!

Open Streets participants in Akron, San Jose & Toronto:

90,000

Photos taken:

3,400



On average 200 photos per trip.

Kilometres flown:

83,597



That's 13.2 times around the world!

Kilometers biked to work:

9,126



That's 1.4 times around the world!

Kilometers walked to work:

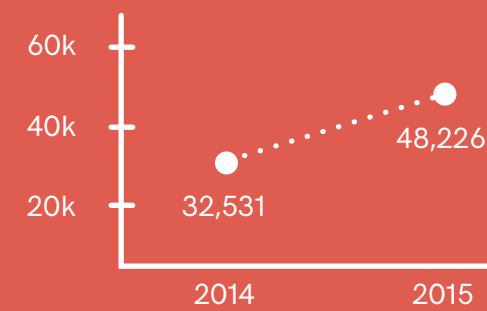
800



Open Streets TO volunteers trained:

300

Website sessions:



That's a 48 percent increase!

Least populous countries that visited the 8 80 Cities website:

Country	Population
Aruba	0.16 million
Iceland	0.32 million
Slovenia	2.06 million
New Zealand	4.47 million
Ireland	4.60 million

Doable City Reader hits:

11,548

Brainstorming sessions held:

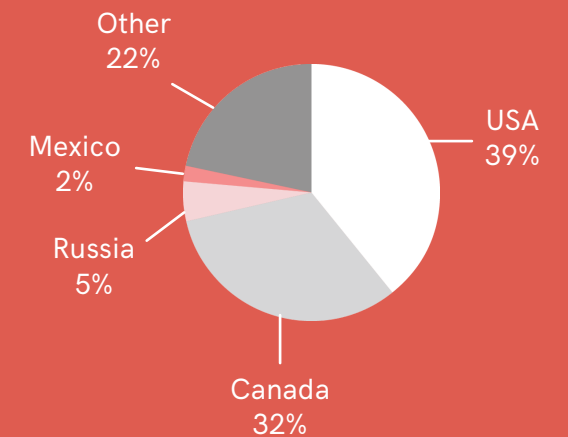
60

Resumes received:

150



Location of website visitors:



Facebook likes:

2,457



Twitter followers:

990



(We started our account in April 2015)

Major Grant Funders:

3

Knight Foundation, Robert Wood Johnson Foundation, and Government of Ontario

Clients and Partners:

26



2015

year in review



01/2015



Emily Munroe
appointed as
new Executive
Director

02/2015

Active Living
Research
Conference in
San Diego, CA

03/2015



8 80 Cities
Community
Innovation
Awards

San Antonio
Open Streets

04/2015

Launch of
8 80 Cities'
new website
and corporate
image

Launch of
Healthiest
Practice Open
Streets website

Toronto Bike
Summit

05/2015

Launch of
Doable Cities
Reader

Portland
Study Tour

BC Parks and
Recreation
Association
Symposium

Board Meeting
#1

06/2015



Rossana joins
the 8 80 Cities
team

K880
Emerging City
Champions
Studio

Detroit
Immersion

07/2015

Launch of
Healthiest
Practice
Open Streets
toolkit

08/2015



Open Streets
TO (1st date)

Board meeting
#2: Strategic
planning with
8 80 Cities staff

#BIKETORIA
Startup Meeting

09/2015

Open Streets
TO (2nd date)

Copenhagen
Study Tour

Atlanta Open
Streets Summit

KPMG
External Audit

Board meeting
#3

10/2015

Launch of Open
Streets fact
sheet

Charlotte
Immersion

Viva Calles
San Jose

11/2015

HCLink
Conference

#BIKETORIA
community
engagement
process begins

12/2015



Christmas
cubicle
decorating
contest. Serious
stuff.

Board meeting
#4

720
people engaged

718
ideas collected

12
engagement
events



SHARED PLACES OUR SPACES: MARKHAM'S PUBLIC REALM STRATEGY



8 80 Cities facilitated an inclusive community engagement process to educate residents about the importance of Markham's public realm and solicit feedback on their ideas for the city.

Our team facilitated interactive activities designed to spark creative

and critical thinking, and challenged residents to imagine their ideal public spaces.

8 80 Cities prepared a final report containing key principles of a vibrant public realm, a summary of the community engagement process, and recommendations that the City of Markham can

implement in the short-to-medium-term.

The ideas we collected fed directly into the City's Shared Places Our Spaces: Markham's Public Realm Strategy, which will inform all public realm development and improvements in the City of Markham.

2,500
people engaged

78%
surveyees agree
the proposed
AAA network
connects them
to places they
want to go

20+
kilometres of
AAA corridors
recommended
by #BIKETORIA
team



#BIKETORIA: BUILDING AN ALL AGES AND ABILITIES BIKE NETWORK

Beginning in October 2015, 8 80 Cities joined an international 'dream team' of cycling experts to develop an All Ages and Abilities bike network for Victoria, BC. The #BIKETORIA project kicked-off with an innovative marketing and engagement strategy developed by 8 80 Cities.

Over a six-week period, city residents and diverse stakeholders were invited to contribute ideas and concerns about the #BIKETORIA network through inclusive pop-up events and creative social marketing campaigns.

The feedback collected by this 8 80 Cities-led process was used by the

#BIKETORIA consultant team to select the preferred corridors of the network, identify opportunities to enhance the design of each corridor, and to develop solutions for anticipated problems in the network.



30
attendees

21
presentations &
tours in two days

\$100,000
funding
leveraged for
one winning
team to
implement ideas
from the trip



33
attendees

27
presentations &
tours in five days

37
new or improved
city projects
inspired by the
Copenhagen
study tour



PORTLAND STUDY TOUR

With funding from the Knight Foundation, 8 80 Cities brought 30 decision makers from seven cities to Portland, OR to study how local businesses contribute to, and benefit from high quality public spaces.

We learned that nurturing a vibrant business community is about more than policy, it's about

people. The cast of entrepreneurs, restaurateurs, artists, and developers we met convinced us that all cities can replicate Portland's success if residents mobilize to identify a collective vision and develop homegrown strategies to support local business.

Before we sent our guests home, 8 80 Cities

facilitated a team workshop that allowed participants to develop action plans to apply these lessons in their own city.

Participants returned to their cities energized, inspired, and with equipped with new skills and knowledge to make meaningful change in their communities.



"It was an outstanding experience I would recommend of any city leader, particularly mayors." - Jeri Muoio, Mayor, West Palm Beach

COPENHAGEN STUDY TOUR

The Copenhagen Study Tour, funded by the Knight Foundation, provided an in-depth exploration of what it takes to build one of the happiest, healthiest, and most engaged cities in the world.

8 80 Cities curated a week of engaging lectures, planning workshops, and walking and cycling tours featuring some of

Copenhagen's best and brightest urbanists, including Gehl Architects, City of Copenhagen staff, Copenhagenize, COBE Architects, and more.

Towards the end of the program, 8 80 Cities hosted an action-planning workshop to get participants thinking about how to adapt and improve some of the lessons learned in

Copenhagen to their own cities. Study tour participants, all influential decisionmakers from across the US, returned to their home cities fresh with new ideas, approaches, and commitments to transform their cities into places where public life can thrive.



20
events

DETROIT CITY IMMERSION

8 80 Cities spent one week in Detroit for Move Detroit, a week long immersion program funded by the Knight Foundation and hosted locally by Jefferson East Inc. Other partners

included Wayne State University, the City of Detroit, Detroit Future City, and more. The program featured more than a dozen events including a meeting with the Mayor, public events,

community walk-about, and workshops with Gil, Emily and Ryan. Everywhere we went, there were signs of struggle and blight, but also clear evidence of progress and hope. The optimism was

evident in the energetic audiences we presented to throughout the city.

Highlight: Detroit is planning to launch and Open Streets program this summer!



12
events

CHARLOTTE CITY IMMERSION

The goal of creating a more lively walkable city was at center stage in October when Gil brought the 8-80 message to Charlotte.

The goal of the Charlotte immersion program was to engage and inspire

ordinary citizens, business leaders, decision makers, public officials, community activists, arts groups, entrepreneurs, children, students and older adults (basically everyone!) to become active participants in the planning and development of their city.

Gil participated as a presenter and expert at 12 events, including a key note presentation at the North Carolina Bike Summit, a bike and walk tour, the 2nd Annual Southminster Leadership Breakfast, a student leadership Q&A, and an honored guest at the

Grand Opening of the Multi-generational Play Park.

Highlight: Charlotte is planning to launch and Open Streets program this summer!

“ 8 80 Cities has been an amazing partner to Knight Foundation. Leaders from the 26 Knight communities who participate in their Study Tours and conferences come back inspired and energized. They are unequivocal in their praise for 8 80’s design of the programs and their attention to detail. Gil, Emily and the team bring the right speakers and show the best examples of how cities are getting it done by focusing on people and public life. ”

- Benjamin de la Peña

Director of Community and National Strategy, Knight Foundation

6,000

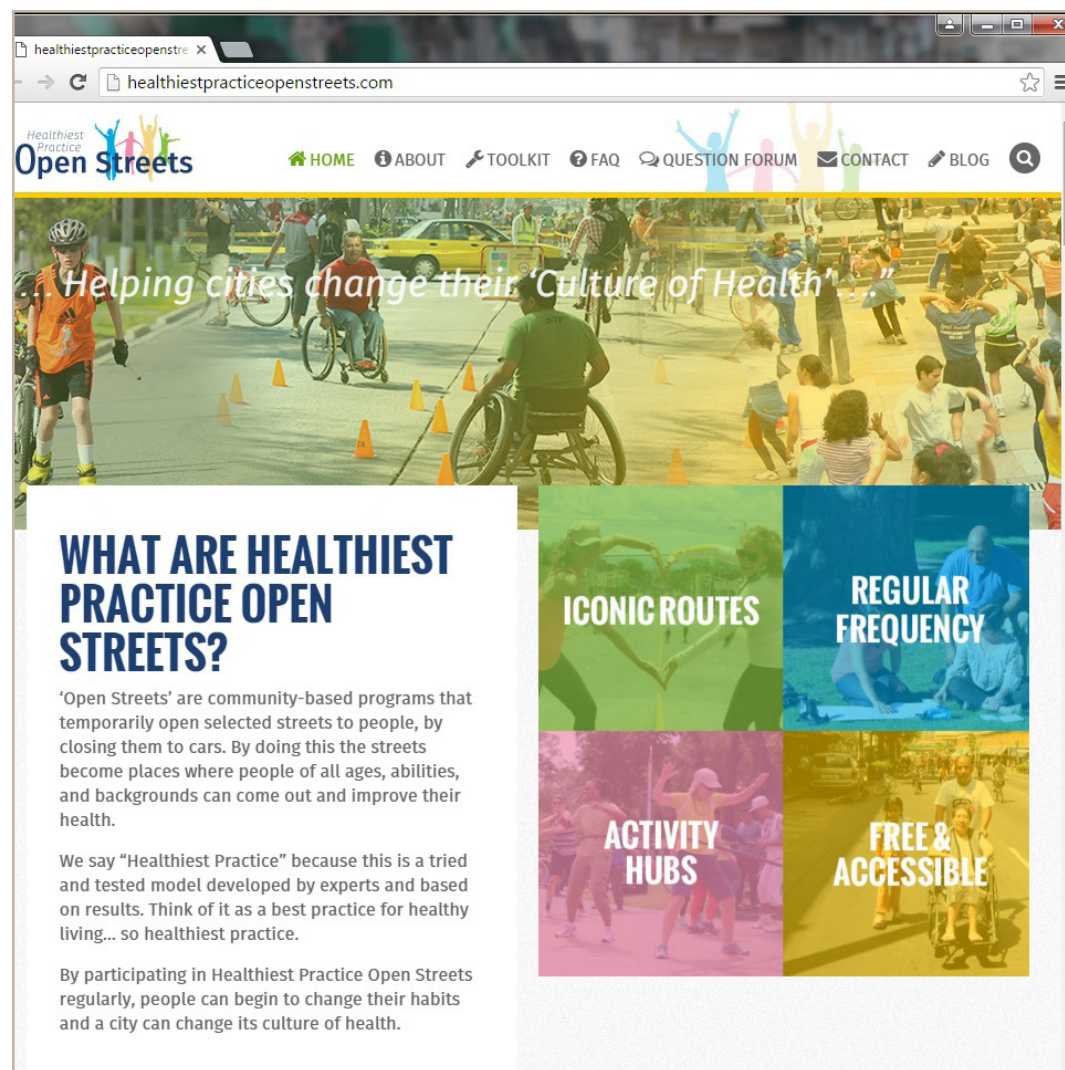
recipients of
Toolkit upon
launch

12,350

webpage hits in
2015

3

conference
presentations
given specifically
about the Toolkit



HEALTHIEST PRACTICE OPEN STREETS TOOLKIT

Our Open Streets toolkit, funded by the Robert Wood Johnson Foundation and the Government of Ontario, was publicly launched in July 2015. It is the first of its kind, being the only comprehensive toolkit for open streets organizers in the world.

The toolkit was launched with videos and online tools that include helping with planning, curating, and evaluating a program while encouraging organizers to think about developing the healthiest programs possible.

"It has been such an honor working closely with 8-80 Cities... From study trips to online resources, I know that the team at 8-80 is hard at work helping Los Angeles, and all of North America, develop a model for open streets that leads to healthier, more sustainable communities in all our cities." - Nate Gale, Office of LA Mayor Eric Garcetti

120

participants

35

participants at
Alyssa's toolkit
presentation



32

participants

4

Open Streets
organizers in
attendance



NATIONAL OPEN STREETS SUMMIT

880 Cities helped coordinate the 3rd annual Open Streets Summit in Atlanta, GA in September. We suggested a number of plenary and concurrent sessions to enhance the program's health focus as well as to broaden the scope of participants beyond the traditional participants of the summit.

Alyssa delivered a concurrent session that offered an in-depth introduction to the Healthiest Practice Toolkit and moderated panel presentations about route planning and getting foundations involved in Open Streets planning. Emily moderated a panel on the growth of the Los Angeles' CicLAvia

and Gil gave the closing keynote.

880 Cities was recognized as as being a great resource for Open Streets planning and advocacy. 880 Cities increased attendance by encouraging the Knight Foundation to send representatives from their cities.

ROBERT WOOD JOHNSON FOUNDATION MEETING, LOS ANGELES

In March 2015, our Healthiest Practice Open Streets Network of Champions met in Los Angeles to preview our Healthiest Practice Open Streets Toolkit and discuss the future of Open Streets programs in the US with select participation from representatives from San Jose, Atlanta, Akron, and Los Angeles.

880 Cities, with support from Nat Gale the Great Streets Program Director in Mayor Eric Garcetti's office, coordinated and presented the curriculum. Participants were able to compare their experience in Guadalajara to an American Open Streets example and make suggestions for how to adapt and improve Open

Streets practices in North America.

The meeting provided opportunities for meaningful conversation and networking between challenged but motivated Open Streets organizers and advocates and researchers pushing for more robust programs in the US.

2015 PROJECTS: OPEN STREETS

45,000

participants

75

programmers

41

media stories

43,281,750

media impressions

300

volunteers
trained



OPEN STREETS T.O.



With support from 8 80 Cities, Open Streets TO successfully advocated for a sophomore season and route growth in 2015 despite permitting competition in the city from the Pan Am Games.

8 80 Cities contributed to meetings with key City Staff as a councillors to make those circumstances possible. 8 80 Cities also contributed to the operations of the program with resource sharing i.e. a shared summer student.

The success of the second Open Streets TO program has generated enough community and city staff support to significantly extend the route in 2016!

35,000

participants

30

connections
made with San
Jose city staff
and stakeholders



2015 PROJECTS: OPEN STREETS

OPEN STREETS, SAN JOSE



8 80 Cities helped the City of San Jose plan and launch Viva CalleSJ, San Jose's unique Open Streets program. San Jose was inspired to host an Open Streets program

when they attended 8 80 Cities' 2014 Open Streets Study Tour in Guadalajara, Mexico. Staff visited San Jose three times to help with communications, logistics,

volunteer planning, evaluation of the program and provided remote support for challenges faced when not on-site.

25
champions

\$100,000
in total funding
given to
Champions

2,300+
people engaged
by Champions'
projects



K880 EMERGING CITY CHAMPIONS FELLOWSHIP

The K880 Emerging City Champions program equips civic innovators with the tools, networks, and resources to transform their cities into places that are happier, healthier, and more liveable for all.

With funding from the Knight Foundation, 8 80 Cities selected 25 young urban leaders from more

than 150 applications in the eight Knight resident cities. In June 2015 the Champions came to Toronto for a four-day studio to develop and refine their project plans through workshops and presentations from professional mentors.

The program participants received \$5,000 to implement their

projects, and were provided with ongoing support from 8 80 Cities staff and our network of mentors. The Champions are implementing projects that will strengthen mobility, improve public spaces, and enhance civic engagement in their cities.

Collectively, these small-scale projects have had

significant impacts by transforming the way people engage with their urban surroundings and each other.

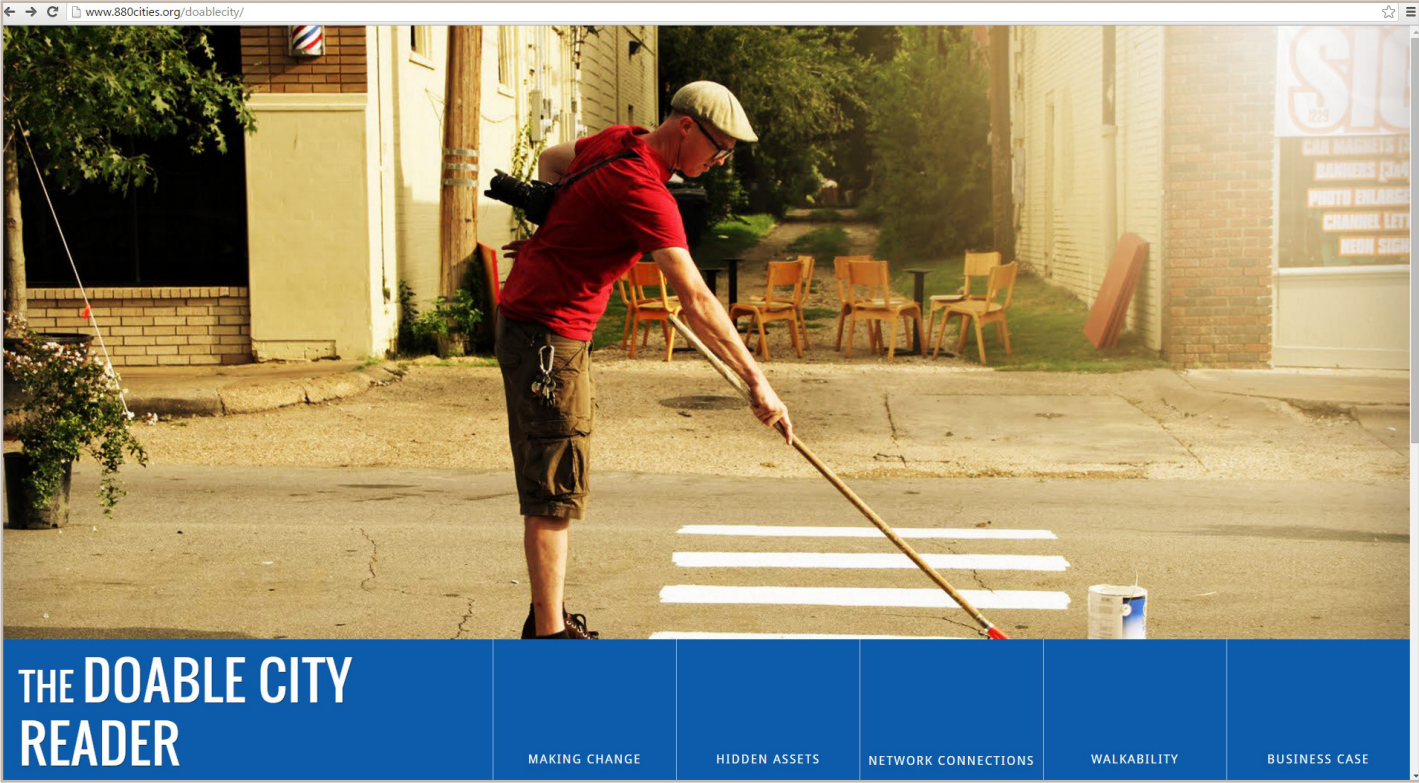
Many Champions have already implemented high-impact projects including pop-up public spaces, community storytelling programs, murals, and a new bicycle advocacy organization.

"My week with 8 80 Cities staff, Knight Foundation representatives, and countless mentors was nothing short of transformational... K880 has been a powerful example of what is possible when we prioritize space that fosters connection between people."



Varian Shrum
2015 K880 Champion
Project: CLT Living Room,
Charlotte, NC





5
chapters

11,548
hits in less than
one year of
being published



DOABLE CITY READER

The Doable City Reader is a resource that inspires, educates, and empowers civic leaders across North America to take steps toward transforming their communities through low-risk, high-impact initiatives.

The Reader is an interactive digital platform that presents feature articles, short case studies, video, and infographics that explore how civic leaders across North America are tackling issues in their communities.

Each chapter covers a different theme: Making Change, Hidden Assets, Network Connections, Walkability, and Business Case. For example, some of the questions we explore in the Business Case chapter include:

Can good public spaces translate to more local revenue?

What is the business case for building new cycling and pedestrian infrastructure?

How are young, talented workers spurring urban revitalization?

What does it mean to treat streets as commodities?

How can businesses work together to attract more people to an area?

This project was inspired by the rich conversations amongst presenters and participants at our 2014 Chicago Doable City Forum and 2014-2015 Doable Neighbourhood Project.

8 80 Cities collaborated with Vancouver-based Discourse Media to embed journalists in the event to report on these conversations and stories.



8 80 CITIES COMMUNITY INNOVATOR AWARDS

The second annual 8 80 Cities Community Innovator Awards were held in May 2015 to celebrate community leaders across Ontario who found creative and meaningful ways to build walkable and bikeable communities, and vibrant public spaces.



This year's award recipients included people and organizations who are creating more vibrant public spaces, improving pedestrian safety, empowering people with public transit, and breaking down barriers to cycling.

The 2015 recipients were:

- Charlie's Freewheels, Toronto
- Leaside Kids at Play, Toronto
- A-Way Express Courier, Toronto
- Town of Cochrane, Cochrane
- Elgin Children's Network, St. Thomas
- Brampton Downtown Development Corporation, Brampton
- Open Streets Thunder Bay, Thunder Bay
- The Office of Councillor Kristyn Wong-Tam, Toronto
- Ken Greenberg, Advocate for 8 80 Cities

9
awards given

130
attendees





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Project Manager

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BOARD

Gil Penalosa
Founder & Chair of the Board

Julia Berrio
Treasurer

Jared Kolb
Director

Amanda O’Rourke
Director

Rafael Vargas
Director

2015 PARTNERS & CLIENTS

Alta Planning + Design
Bloor Annex BIA
City of Charlotte and
Mecklenburg County
City of Copenhagen
City of Detroit
City of Malmo
City of Markham
City of Saint Paul
City of San Jose

City of Toronto
City of Victoria
Detroit Future City
Discourse Media
Downtown Yonge BIA
Friendly Streets Initiative
Gehl Architects
Government of Ontario
Impresa Consulting
James L. Knight Foundation

Jefferson East Inc.
Office of Councillor Kristyn
Wong-Tam
Portland State University
Robert Wood Johnson
Foundation
Saint Paul Riverfront Corp.
Sports Focused Consulting
State of Green
Urban Systems
Wayne State University

