

2016

8 80 Cities
Annual Report



Contact

8 80 Cities
192 Spadina Ave. Suite 510
Toronto, Ontario
M5T 2C2, Caanada
(416) 591-7404
info@880cities.org
www.880cities.org



We don't do boring.

We are a team inspired by cities, their capacity to change and adapt, welcome and nourish. We know the future belongs to places that foster equity, health, and joy.

We want to build a world for all of us, young and old, rich and poor. We work with partners who value shared space and shared experiences. 2016 was a big year for 8 80 Cities. It was most certainly not boring. Keep reading to find out why.



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.

Table of Contents

**2016
Snapshots**

6

**2016 Projects:
Unconventional
Community Engagement**

10

**2016 Projects:
Open Streets Planning**

17

**2016 Projects:
Idea Labs**

21

**2016 Projects:
Special Projects**

25

**Staff, Board,
Partners & Clients**

28

2016

By the Numbers

Cities worked in:

21 Ajax, Akron, Bogotá, Clear Water, Cleveland, Copenhagen, Detroit, Innisfil, Lexington, Long Beach, Macon, Malmo, Miami, Ottawa, Philadelphia, Portland, St. Paul, Toronto, West Palm Beach, Whitby

Kilometres travelled:

60,200



That's **2.85 times** the entire length of the **Great Wall of China**, which means **45 months of walking or hiking!**

We worked hard...

14,848 work hours



1,300 cups of coffee



50 brainstorming sessions



34 blog posts



10 project reports



...to inspire others.

400 Open Streets Toronto volunteers



35 community projects



27 leaders through the Copenhagen Study Tour



20 leaders through Emerging City Champions Studio



Digital media presence:

956,340 total hits on blog posts 

108,000 people engaged through newsletters

3,362 Facebook Likes 

2,992 Twitter followers 

550 Instagram followers 

38 news features 

Open Streets attendance:

125,000 in Toronto, Detroit and Long Beach

Resumes received:

400 

Photos taken per trip:

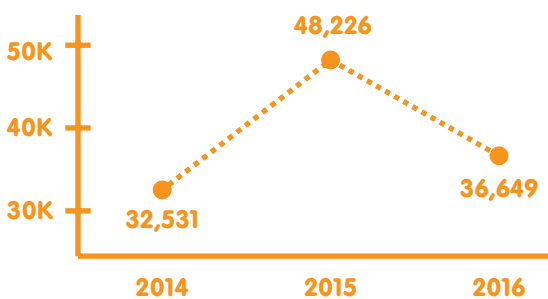
200 

Kilometres to/from work:



9776 **1824**

Website sessions:



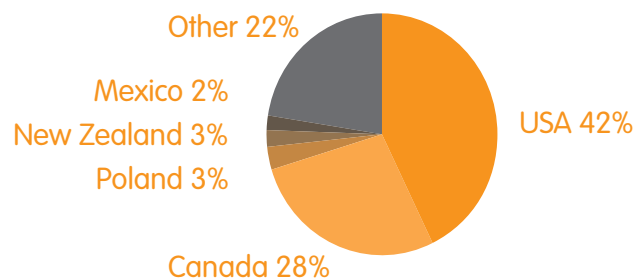
There was a decrease in website visits due to technical issues (hackers attack) in 2016. 2015 was also the year when our new website and blog was launched, which led to a spike as well.

New vs. returning

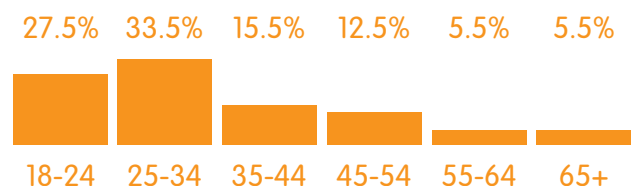
New visitors 69% Returning 31%



Location of web visitors:



Age of web visitors:



2016

Year in Review

Akron Immersion

ALR Conference:
Clear Water, FL

St. Paul
Wintermission

We Don't Do Boring:
Spacing Ad #1

Board Meeting #1

Macon Immersion

Jan

Mission & Vision
published on
our website

Beach Streets:
Long Beach, CA

Feb

Mar

New Newsletter
template design

Beach Streets

Board Meeting #2

Apr





Unconventional Community Engagement



1600
people engaged

8+ km
of pop-up bike
infrastructure

854%
increase in
downtown bike
counts

Macon Connects

📍 Macon, GA

Macon Connects was a bold initiative that set out to change the way Macon residents get around for the better. With the support of the Knight Foundation, 8 80 Cities worked with Better Block, the county government and other local organizations to find out how Macon residents can better connect to one another and places they want to go.

The team started by hosting a three-day Ideas Festival and gathered thousands of ideas through this process.

The team and 90 local volunteers, constructed 8+ kilometres of connected bike infrastructure and left it up for a week. In a city that normally sees only 24 bikes a day on its downtown streets, the pop-up bike network increased downtown bike counts by nearly tenfold (854%).

We captured rich data indicating Maconites' preferences and built strong public support for investing in a permanent bike network. The experiment showed that if you build it, the people will in fact ride.



Funder: Knight Foundation
Partners: NewTown Macon,
Macon-Bibb County, Bike Walk
Macon, Better Block

497

people engaged
in Phase 1

2673

ideas collected

11

engagement
events in the span
of 4 days



Historic Northwest Rising

📍 West Palm Beach, FL

A recipient of a Knight Cities Challenge grant, Historic Northwest Rising is a unique community engagement initiative led by the West Palm Beach Community Redevelopment Agency (CRA), along with consultants including 8 80 Cities, Better Block and other local partners.

During segregation, the Sunset Lounge was an iconic jazz club. However, the venue no longer attracted big names after segregation and the community struggled after years of disinvestment.

8 80 Cities worked closely with the CRA and other local partners to conduct the first-ever large-scale community consultation in the Historic Northwest, to understand how the restoration of the Sunset Lounge can reestablish the neighbourhood and improve opportunities for residents.

In November 2016, 8 80 Cities held the first round of engagements. In April 2017, 8 80 Cities will work with Better Block, the local team and community members to build and test prototypes of community ideas.



Funder: Knight Foundation
Partner: West Palm Beach
Community Redevelopment
Agency, Mosaic Group,
Better Block



600
people engaged
in Phase 1

996
ideas collected

5000
people pass
through the space
every day

Parking Lot Diaries

📍 Lexington, KY

With the support of the Knight Foundation, 8 80 Cities partnered with the Lexington Downtown Development Authority to create a civic engagement lab in an underutilized parking lot in the downtown core.

The objective is to test and track temporary interventions and activities designed to add vibrancy and increased pedestrian activity to the area. This data will be utilized as part of a larger plan to transform the parking lot into a permanent public park.

In October 2016, five pop up community engagement hubs were conducted around Lexington over two days with the goal of better understanding what kinds of infrastructure and programming would be most desired in a new downtown park.

In February 2017, 8 80 Cities will organize a placemaking workshop with the Downtown Development Authority, geared towards City Staff, community stakeholders and potential programmers.



Funder: Knight Foundation
Partner: Lexington Downtown Development Authority

350

people engaged
in Phase 1

115

survey responses

1279

ideas collected



Colour the Square

📍 Whitby, ON

Located at the front of the Whitby Public Library, Celebration Square is an architecturally beautiful public square. Featuring a large open space and a water fountain, the square is occasionally used for events but is otherwise underused all year round. Seeing great potential, 8 80 Cities is working with the Town of Whitby to reactivate the space through improved programming and amenities.

Establishing a captivating brand is important to get residents excited about the possibilities of Celebration

Square's future. With colourful graphics and effective messaging, #ColourTheSquare brings the community together to add different colours and flavours to reanimate public space.

8 80 Cities hosted community outreach activities at multiple community hubs, including the square itself, when the annual Christmas Tree Lighting took place. At these events, the team engaged large crowds of residents, gathering feedback and building public support.



Client: Town of Whitby



320
people engaged

250
educational
toolkits given out
to residents

93%
support spending
more on active
transportation
infrastructure

#GetAjaxMoving

Ajax, ON

The Town of Ajax has set an ambitious goal to convert 30% of all trips to walking, biking and transit by 2031. To achieve this, 8 80 Cities and the Town teamed up to create an engagement campaign to give Ajax residents the tools they need to get around easier, faster, and smarter.

By piggy-backing larger community events and hosting outreach events at existing community hubs, 8 80 Cities engaged residents of all ages in a conversation about sustainable transportation.

8 80 Cities also developed a set of educational toolkits and ran a fun, interactive game at an outdoor community event to help children reimagine their daily commutes in different forms of transportation.

The campaign will include a pilot project to encourage residents in a selected neighbourhood to take on sustainable transportation. The project will take a train-the-trainer approach, where neighbourhood leaders will be trained through workshops.



Client: Town of Ajax

1000+
people engaged

750
survey
responses

6
engagement
events hosted



Moving Saanich Forward

📍 Saanich, BC

8 80 Cities is collaborating with Urban Systems Ltd. to create a road map for the District of Saanich to become a leader in sustainable mobility.

Moving Saanich Forward will provide the District with a new, community-led vision along with policies and actions to guide the development of safe, attractive and convenient active transportation options for people of all ages and abilities over the next 30-years.

This active transportation plan will prioritize the needs of pedestrians, cyclists, and transit riders.

8 80 Cities is supporting the team in developing inclusive community engagement strategies, implementing outreach events, and designing attractive and interactive engagement materials.



Client: District of Saanich
Partner: Urban Systems



Open Streets Planning

2

Open Streets
dates in 2016

6 km

of car-free streets

20,000

participants



Open Streets Detroit

📍 Detroit, MI

Open Streets Detroit is a unique opportunity to bring the city and the region together through a celebration of public space that fosters community connections. Open Streets Detroit seeks to produce similar social and economic benefits demonstrated in other communities by showcasing the city's business districts, neighbourhoods, parks and cultural institutions.

2016 was the inaugural year for Open Streets Detroit. The route covered 3.7 miles (or 6 km) along Michigan

Avenue and West Vernor Highway.

The long-term vision is to make Open Streets Detroit a regular program that highlights a variety of streets and neighbourhoods throughout Detroit.

Less than two months after the program took place, bicycle lanes were installed on Michigan Avenue from downtown Detroit to the Corktown neighbourhood (a 2-mile portion of the Open Streets route).



Funder: Knight Foundation

Partner: Open Streets Detroit



2

Open Street
dates in 2016

9 km

of car-free streets

100,000

participants

Open Streets Toronto

📍 Toronto, ON

In November 2012, 8 80 Cities and a Toronto City Councillor launched an effort to found an open streets program in Toronto. 8 80 Cities provided support and data on the benefits of open streets programs, and advised on best practices for route planning, brand building, and grassroots engagement efforts.

Open Streets TO was incorporated as a non-profit organization, with 8 80 Cities acting as an advising partner on financial practices and vision statements and goals.

Following the successful launch of Open Streets TO in August 2014, 8 80 Cities continued to work with the program to gather data on program outcomes and help advocate and build support for continued program growth.

As of 2016, Open Streets TO has doubled in size and in the number of participants. 8 80 Cities continues to partner with Open Streets TO on building the best free recreation program in Canada.



Partner: Open Streets Toronto

1

Open Streets
date in 2016

4.2 km
of car-free streets



Beach Streets

📍 Long Beach, CA

Long Beach's Open Streets Program, has the potential to be one of the most successful in North America, but it had seen mixed results in terms of attendance and achieving the desired outcomes.

In March 2016, 8 80 Cities conducted a series of interviews with residents, businesses and other stakeholders involved with organizing, programming and participating in Beach Streets. 8 80 Cities then conducted an audit of the program during a program date.

After compiling and consolidating the data gathered from the interviews, 8 80 Cities worked with the local partner to develop a common set of goals and values for Beach Streets as a whole, as well as a series of action plans to be implemented for the next program date.

Improvements focused on consistency of program branding, clear strategies for community and business outreach, better curated programming activities, and new materials to evaluate program outcomes.



Funder: Knight Foundation
Partner: City of Long Beach



Idea Labs

2**workshops****425****participants**

Cleveland, OH

2016 Sustainable Cleveland Summit

We facilitated an Impatiens and Orchids workshop at the 2016 Sustainable Cleveland Summit. The workshop followed a rousing presentation by Gil Penalosa to a room full of 400 city officials, sustainability professionals, and community leaders. The workshop served as a warm-up to the Summit, and helped participants brainstorm quick and effective solutions to create a more sustainable city during Cleveland's "Year of Sustainable Transportation."

8 80 Cities also hosted a workshop to teach community leaders how to

host walking audits. The workshop took place in Cleveland's Slavic Village neighbourhood. More than 20 people attended the session, which covered the fundamentals of pedestrian infrastructure and planning. The latter part of the workshop was spent walking through Slavic Village where participants noted observations and graded the pedestrian realm using 8 80 Cities' Walk Audit Toolkit. The results of the workshop and group activity were shared with the Slavic Village Community Development Corporation to help lead their revitalization efforts in the area.

2**workshops****50****participants**

Innisfil

Town of Innisfil

8 80 Cities was invited to help the Town of Innisfil create implementable action plans to bring more public life to streets, public spaces, and transportation network.

This workshop was built on the Town's existing momentum around placemaking and community engagement, and brought representatives from various Town departments and organizations together to form new collaborations and partnerships moving forward. Participants were divided into

three focus areas for the workshop activities: parks and public spaces, streets, and public transportation. Participants worked together with those at their table to develop a comprehensive action plan to implement one pilot project related to their focus area.



Special Projects

27
participants

12
cities represented

48 km
biked per person



Copenhagen Study Tour

📍 Copenhagen, DK

Copenhagen is a special city. Of all the places in the world, it's the one city our team hosts a study tour for city leaders year after year, thanks to the generous support of the Knight Foundation.

The Copenhagen Study Tour program is an in-depth exploration of what it takes to build one of the happiest, healthiest, and most engaged cities in the world.

This year, 80 Cities curated a week of engaging lectures, planning

workshops, and walking and cycling tours featuring some of Copenhagen's best and brightest urbanists. The tour included a one-day excursion to Malmö as well.

The Study Tour participants, all influential decision-makers from across the US, return to their home cities re-energized, fresh with new ideas, approaches, and commitments to transform their cities into places where public life can thrive.



Funder: Knight Foundation



200
applications
received

26
Knight cities

20
Emerging Cities
Champions

Emerging City Champions

📍 Toronto, ON

The Emerging City Champions is a fellowship program for young civic innovators with creative solutions to complex urban challenges.

Emerging City Champions receive \$5,000 in seed funding and professional guidance from established city builders to turn their ideas into reality. The fellowship begins with a trip to Toronto, where the Champions refine their project ideas and develop detailed implementation plans during the four-day Emerging City Champions Studio.

The 2016 Emerging City Champions are currently implementing their projects.

Their ideas include: bringing Bradenton, Florida its first Open Streets program; transforming the Grand Cities Mall in Grand Forks, North Dakota, into a more vibrant gathering space; dressing up the buses in State College, Pennsylvania, in wild costumes that attract public attention and win new fans for the city's transit system.



Funder: Knight Foundation

200
people attended
the Summit

2
presentations



ALR Open Streets Summit

📍 **Portland, OR**


8 80 Cities supported the organization of the 2016 Open Streets Summit through promotion, identifying and soliciting speakers, and supporting travel for international guests.

Over 200 people attended the Summit, from places as far as South Africa and Chile.

8 80 Cities was part of three unique presentations, including a review of metrics of all 125 Open Streets programs in the U.S., a discussion on implementing Open Streets from within city governments, and a workshop on cost-saving for Open Streets Programs.



Funder: Active Living Research



**Staff, Board,
Partners & Clients**



Staff

Emily Munroe
Executive Director
(on maternity leave)

Amanda O'Rourke
Senior Advisor & Board Liaison

David Simor
Project Manager

Ryan Lo
Project Coordinator

Liliana Diaz
Accountant

Ryan O'Connor
Interim Executive Director

Rossana Tudo
Project Manager

Camila Uriona
Administrative & Communications
Manager

Alyssa Bird
Associate

Kojo Almasi
Volunteer

Board

Gil Penalosa
Founder & Chair of the Board

Julia Berrio
Treasurer

Amanda O'Rourke
Director

Jared Kolb
Director

Rafael Vargas
Director

2016 Partners & Clients

Better Block Foundation

Bike Walk Macon

City of Cleveland

City of Copenhagen

City of Long Beach

City of Malmo

City of Toronto

Cycle Toronto

Cycling Without Age

Danish Architecture Center

Discourse Media

District of Saanich

GAME Denmark

Gehl Architects

Human Scale Studio

International Sport and Culture
Association

Jane's Walk

Knight Foundation

League of Creative
Interventionists

Lexington Downtown
Development Authority

Listening Post Macon

Macon-Bibb County

Mosaic Group

NewTown Macon

Ramboll Engineering

Realdania

Rising Sons Philadelphia

Sports Focused Consulting

StopGap Foundation

SUPERFLEX

Town of Ajax

Town of Innisfil

Town of Whitby

Urban Systems

West Palm Beach Community
Redevelopment Agency

