



880  
cities

# 2017 Yearbook



**Contact**

8 80 Cities

Toronto, Ontario

(416) 591-7404

[info@880cities.org](mailto:info@880cities.org)

[880cities.org](http://880cities.org)

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# a message from the Chair and the Executive Director

## **At 8 80 Cities, we don't do boring. 2017 was the year we more than lived up to that!**

We celebrated our 11th year of working on creating cities for all, a fantastic milestone that we are so proud to have achieved.

We have both been here from the start of it all in 2007, working in a small office outside of Toronto. We had no idea that a couple of community action grants from the Ontario government would help spur a conversation that has now brought us to over 300 cities around the world.

Over the past 11 years we have challenged cities and communities of all shapes and sizes with a simple, but powerful question: what if everything we did in our cities was great for an 8 year old and an 80 year old?

We believe children and older adults are a kind of indicator species for our cities. If we create a city ecosystem that works for them, we will create a city that works for everyone.

Our mission has always been the same- to improve the quality of life for all people living in cities no matter their age, ability, or socioeconomic status. In 2017 we continued to challenge entrenched ways of thinking about car-centric planning, conventional civic engagement and declining investments in parks and public space in cities.

We worked as instigator and convenor; providing ideas for the transformation of public space, bringing diverse partners together to act on those ideas, and working alongside city government and community partners to get things done!

This year we not only moved to a beautiful new office, we launched our new and improved website, delivered 6 unconventional engagement projects, 3 open streets projects, and 8 special projects.

We are pleased to showcase some of this work from our amazing 8 80 Team in our Annual 8 80 Yearbook.

Enjoy!

Gil Penalosa, Founder and Chair  
Amanda O'Rourke, Executive Director





## **Our mission**

880 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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## our team

### Board of Directors



**Gil Penalosa**  
Founder, Chair of the Board

**Juliana Berrio**  
Treasurer

**Jared Kolb**  
Director

**Rafael Vargas**  
Director

**Eti Greenberg**  
Director



**Amanda O'Rourke**  
Executive Director



**Ryan O'Connor**  
Director of Programs



**Camila Uriona**  
Admin. & Communications  
Manager



**Rossana Tudo**  
Project Manager



**David Simor**  
Project Manager



**Ryan Lo**  
Project Coordinator



**Liliana Diaz**  
Accountant



**Zainab Abbasi**  
Summer Project  
Coordinator



**Kojo Almasi**  
Volunteer

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## 2017 partners & clients

AARP	Cycling Without Age	San Jose State University
Apolitical	Danish Architecture Center	Santa Clara Aging and Adult Services
arki_lab	Danish Cyclists' Federation	Sappi North America
Bernard van Leer Foundation	Discourse Media	Scadding Court Community Centre
Better Block Foundation	District of Saanich	Sidewalks for All
Bike Walk Macon	Evergreen Brickworks	Silicon Valley Bicycle Coalition
Blue Grass Community Foundation	Gehl	SOMOS Mayfair
CicLAvia	Guadalajara 2020	Sports Focused Consulting
City of Charlotte	Henning Larsen Architects	SPUR
City of Copenhagen	Jay Pitter	The Mosaic Group
City of Duluth	Knight Foundation	Town of Ajax
City of Guadalajara	Lexington Downtown Development Authority	Town of Whitby
City of Lexington	Local Color	University of Kentucky
City of Los Angeles	Mecklenburg County	Urban Minds
City of Malmö	#NatureForAll	Urban Systems
City of San Jose	Open Streets 704	Via Recreativa
City of St. Catharines	Open Streets Toronto	West Palm Beach Community Redevelopment Agency
City of Toronto	Rambøll	Zeitgeist
City of West Palm Beach	Ryerson University	
CivicAction	San Jose Aging Services Collaborative	
Copenhagenize	San Jose Generation to Generation	
Cycle Toronto		

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# 2017 Gil Penalosa keynotes

Amsterdam, Netherlands

Birmingham, UK

Bloomington, USA

Bristol, UK

Brussels, Belgium

Buenos Aires, Argentina

Colima, Mexico

Colorado Springs, USA

Concepcion, Chile

Cowichan Valley, Canada

Dix Park, USA

Fort Wayne, USA

Ghent, Belgium

Guadalajara, Mexico

Havana, Cuba

Helsinki, Finland

Jyvaskyla, Finland

Kingston, Canada

Krakow, Poland

Kuala Lumpur, Malaysia

Lexington, USA

London, UK

Malmo, Sweden

Maui, USA

Minneapolis/St Paul, USA

Monterrey, Mexico

Montreal, Canada

Orlando, USA

Oskarshamn, Sweden

Puerto Rico

Raleigh, USA

Rosario, Argentina

Rotterdam, Netherlands

San Jose, USA

Santiago, Chile

Singapore

Stratford, Canada

Tel-Aviv, Israel

Toronto, Canada

Valdivia, Chile

Vancouver, Canada

Varberg, Sweden

Västervik, Sweden

Vlaanderen, Belgium

Winter Park, USA

Wroclaw, Poland







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# 2017

## by the numbers

15

cities we worked in

Ajax, Charlotte, Copenhagen, Duluth,  
Guadalajara, Lexington, Los Angeles, Malmö,  
Miami, Saanich, San Jose, St. Catharines,  
Toronto, West Palm Beach, Whitby

14 + 3

projects

study tours

13

reports completed

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our work

39

blog posts

26,910

blog views

12

newsletter issues

25

news features

9

conference presentations

## our influence

# 26,406

website sessions

(since the launch of our new website in May)

# 85%

web visitors are new

Web visitors by country:



47%



20%

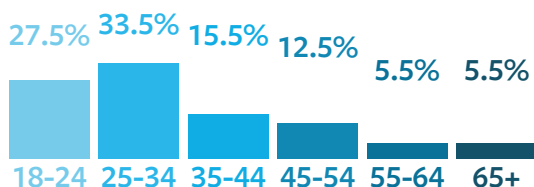


16%



17%

Web visitors by age:



# 7,100

Newsletter subscribers

# 4,020

Facebook followers

# 5,077

Twitter followers

# 1,000

Instagram followers



# 2017

## year in review

#ColourTheSquare:  
Whitby, ON

Moving Saanich Forward:  
Saanich, BC

**Jan**

Newsletter design  
update and relaunch

CicLAvia Study Tour:  
Los Angeles, CA

Board meeting #1

**Mar**

**Feb**

Parking Lot Diaries:  
Lexington, KY

Open Streets Macon:  
Macon, GA

#GetAjaxMoving:  
Ajax, ON

**Apr**

Historic  
Northwest Rising:  
West Palm Beach, FL

Zainab Abbasi joins  
8 80 Cities

New office at  
401 Richmond

New website launch

Future of Facer Street:  
St. Catharines, ON

Parking Lot Diaries:  
Lexington, KY

Lexington Immersion

Guadalajara Study Tour

**May**

**Jun**

Emerging City  
Champions Studio:  
Toronto, ON

Knight Cities Challenge  
Summit:  
Miami, FL

Open Streets Project  
website launch

#ColourTheSquare:  
Whitby, ON

Board meeting #2

**Jul**

**Aug**

Open Streets TO (Day 1)

#GetAjaxMoving:  
Ajax, ON

Board strategic  
planning session

Staff strategic  
planning session

Open Streets TO  
(Day 2): 8 80 Cities  
Engagement Booth

Imagine Canal Park:  
Duluth, MN

Grant received for  
1UP Starter Kit

**Sep**

**Oct**

8 80 Cities received  
Centre for Active Design  
Excellence Award

Open Streets 704:  
Charlotte, NC

Bernard Van Leer  
Foundation report

Copenhagen  
Study Tour

Amanda O'Rourke  
appointed as Executive  
Director

Eti Greenberg joins  
Board of Directors

San Jose Public Life  
Summit

**Nov**

**Dec**

New 8 80 Cities  
branding launch

End of year celebrations!



# **unconventional engagement**





# #GetAjaxMoving

**600** people engaged

**68%** participants walked more often

**89%** participants more likely to use sustainable modes of transportation in the future

**Client:**  
**Town of Ajax**

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 fun, interactive games at community events to help children reimagine their daily commutes in different forms of transportation.

The campaign included a pilot project to encourage residents in a selected neighbourhood to take on sustainable transportation. Resources such as toolkits and maps, as well as free giveaways, were delivered to participating households.



# Colour the Square

**1784** ideas collected

**781** people engaged

**95%** would spend more time in Celebration Square if there were regular programming

**Client:**  
**Town of Whitby**

In July 2017, the Town of Whitby launched the Fresh Air in the Square campaign, a summer long pilot that brought free recreational programming into Celebration Square. These pilot programs are the results of recommendations made to the Town by 8 80 Cities through the Colour the Square campaign, and the first step towards achieving the Town's ambitious plan to transform the square into a premier destination in Downtown Whitby.

Concurrently, 8 80 Cities, with the assistance of passionate community volunteers, conducted an eight-week public life study of the square. The major themes and findings from the public life study, as well as the feedback received from recreational programming participants will serve to help guide and further refine the Town's plans for bringing permanent change to Celebration Square.





# Future of Facer Street

**90** people engaged

**60%** felt positively about Facer Street at the time

**9** design recommendations

**Client:**  
City of St. Catharines

Facer Street is one of the few mixed-use corridors in the St. Catharines-Niagara region outside of a downtown area. The Facer Street neighbourhood is identified in the St. Catharines Garden City Plan as an area for future intensification. Moreover, the St. Catharines Culture Plan 2020 highlights the importance of places like Facer Street that encompass a distinct sense of place and stimulate civic pride. It is a diverse neighbourhood where the top five languages spoken are Italian, Polish, Spanish, German and Tagalog.

8 80 Cities led a Sidewalk Salon, a walkshop, a workshop and an online survey to engage residents, City staff and community members about the future of Facer Street. The overarching community vision for Facer Street is that: “Facer Street will be a unique, cultural district with beautiful, walkable streets and thriving small businesses.” We also developed a short term design concept based on our recommendations, and proposed next steps for the City to move forward with this community vision.





# Historic Northwest Rising

**7352** ideas collected in Phases 1 and 2

**833** people engaged in Phases 1 and 2

**5** action areas

**Funder:**  
Knight Foundation

**Partners:**  
West Palm Beach  
Community  
Redevelopment Agency,  
Mosaic Group,  
Better Block

From August 2016 to April 2017, 880 Cities and the Historic Northwest Rising team spoke to over 800 community members about what changes they'd like to see in the Sunset Lounge and the open space across from it.

Hundreds of people came out to experience the temporarily improved space and provided valuable feedback on which elements should be kept, improved, or done away with. Phase 2 also dug deeper into community members' values and how

they would like to participate in the redevelopment of the Sunset Lounge on an ongoing basis.

The redevelopment of the site will provide the Historic Northwest District with a new multi-purpose venue and public space focused on arts and entertainment for all ages. Our recommendations will be used to guide the planning and design of the Sunset Lounge and the open space. The Sunset Lounge will be under renovation from late Summer 2017 to Fall 2018.



# Parking Lot Diaries

**996** ideas collected

**600** people engaged

**7** public space experiments

**Funder:**  
Knight Foundation

**Partner:**  
Lexington Downtown  
Development  
Authority

The parking lot across East Vine Street from the Transit Center will become a brand new pedestrian corridor and a park as part of the Town Branch Commons plan.

880 Cities partnered with Lexington Downtown Development Authority to engage the city in a conversation about what residents would like to see and do in the new park space, and then to test out some of those ideas to measure their impact. The Parking Lot Diaries would store these ideas and pass them on to key stakeholders for

reference when making decisions regarding the future of the space.

Since October 2016, we conducted community engagement events and public space experiments. Over 600 citizens generated close to 1,000 ideas. We heard loud and clear that Lexingtonians want more inclusive, accessible, and dynamic public spaces. The Parking Lot Diaries project proved there is a demand for programming and activation of public space in this block of the downtown core.





# Imagine Canal Park

**1200** people engaged

**706** online survey responses

**400** launch events participants

**Funder:**  
Knight Foundation,  
Duluth Superior Area  
Community Foundation

**Partners:**  
City of Duluth, Better  
Block, Zeitgeist

Imagine Canal Park is a collaborative project to chart a future for one of the city's most beloved and unique areas – Canal Park. In fall 2017, the City of Duluth led a comprehensive community engagement process to learn what residents, visitors, business owners, and other stakeholders think about Canal Park, and what ideas they have for improving the area. Thousands of people shared thoughts, concerns, criticisms, and praise for Canal Park through online surveys, at public events, and at community workshops.

We sorted through thousands of sticky notes, online comments, and surveys to develop a collective vision statement for the future of Canal Park, recommendations and pilot project ideas.

We will evaluate each pilot project that goes forward to help determine what changes should be made permanent. The final report, due in fall 2018, will feature results from the pilot project phase, and include a final set of recommendations to shape the future of Canal Park.

The image features a large, abstract graphic composed of several overlapping circles. A large blue circle is on the left, and a large green circle is on the right. These two circles overlap in the center, creating a dark green area. Within this dark green area, the words "open streets" are written in a bold, white, sans-serif font. The text is centered horizontally and vertically within the dark green area. The overall design is modern and minimalist.

**open streets**





# Open Streets Macon

**320** people engaged

**250** educational toolkits given out to residents

**93%** support spending more on active transportation infrastructure

**Client:**  
**Open Streets Macon**

Open Streets Macon has received a \$20,000 grant to support the planning, promotion, and evaluation of Open Streets Macon. As part of this grant, Open Streets Macon has engaged 880 Cities to provide insight and support in the development of new Open Streets Macon evaluation materials.

A survey was created for Open Streets Macon stakeholders in an effort to clarify the key strategic goals and foundational values that will underpin the direction of the evaluation strategy.

The data from the evaluation tools will help build the case for expanding Open Streets Macon and increasing investments in active transportation infrastructure. The data will also help to foster closer partnerships with the County, and guide Open Streets Macon on improving the program and making it more accessible to all people.





# Open Streets TO

**12** km of car-free streets

**150,000** participants

**36 MILLION** media impressions generated

**Partner:**  
**Open Streets TO**

In November of 2012, 8 80 Cities helped introduce the open streets concept to Toronto. Working with elected officials, advocates of all stripes, and passionate volunteers, 8 80 Cities was at the forefront of the advocacy campaign. Bringing to bear our experience in evaluating and building open streets programs across the world, 8 80 Cities played a key role in building support and providing data on the benefits of open streets 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. Successfully launched in August of 2014, Open Streets TO and 8 80 Cities have worked side by side on slowly yet surely expanding the reach and scope of the program. 2018 saw the fruit of this labour, with the best attended program dates yet. 8 80 Cities continues to partner with Open Streets TO on a building the best free recreation program in Canada.





# Open Streets 704

**257** residents and stakeholders engaged

**5** workshops delivered

**27** recommendations made

**Client:**  
City of Charlotte

Over the past two years, close to 100,000 participants have walked, run, biked, and rolled at Open Streets 704. With four program dates in the rear-view mirror and a fifth scheduled in April of 2018, Open Streets 704 partnered with 880 Cities to explore how the team can build upon their successful foundation and expand the reach and scope of open streets in Charlotte.

Over the fall of 2017 and winter of 2018, we spoke to hundreds of Open Streets 704 stakeholders, including key organizers,

city and county staff, business owners, community leaders, elected officials and program participants. We engaged these stakeholders through online surveys, interviews, workshops, and an on-site audit of the program on October 15, 2017.

Our final report summarized the findings of this process and provided 20 recommendations to help guide Open Streets 704 to the next phase of growth and expansion.

The background features two large, overlapping circles. The top circle is a vibrant blue, and the bottom circle is a bright green. These circles overlap in the center, creating a dark green, almost black, elliptical area. The text 'special projects' is centered within this dark area in a white, bold, sans-serif font.

# **special projects**





# CicLAvia Study Tour

- 9 participants
- 6 miles of car-free streets
- 5 open streets events hosted by CicLAvia in 2017

**Funders:**  
Knight Foundation

The CicLAvia Study Tour was an opportunity for delegates from the City of San Jose to meet with and learn from the organizers and supporters of CicLAvia, the unique Open Streets program in Los Angeles. As one of the largest Open Streets programs in the country, CicLAvia has attracted more than 1 million participants, collectively, since launching in 2010.

This study tour provided an immersive experience to understand the strategies and partnerships that have led to CicLAvia's

incredible growth and success. Through meetings, site tours, and of course by participating in the CicLAvia Culver City route, the San Jose delegates learned how CicLAvia has sparked investment, created healthier communities, and shaped the urban landscape in Los Angeles. Along the way, we heard firsthand from current and past program organizers about the best practices they've developed, and what lessons and tools could be used by leaders in San Jose to improve and scale up their Viva Calle SJ open streets program.





# Guadalajara Study Tour

**16** delegates guided

**580** cumulative miles cycled

**\$300,000** in secured funding for Viva Calle San Jose after the study tour

**Funder:**  
Knight Foundation

The Guadalajara Study Tour allowed San Jose city leaders to immerse themselves in one of the largest, most successful Open Streets programs in the world, the Via Recreativa in Guadalajara. This provided a valuable opportunity for current and prospective supporters of Viva Calle San Jose (VCSJ) to consider how their program could be scaled up and made more sustainable in the long-term.

8 80 Cities curated an experiential learning opportunity by guiding 16 San Jose delegates through the Via Recreativa, and by facilitating a series of presentations by the founders of Guadalajara's program. In addition to the on-site learning, the study tour also provided valuable time for the delegates to learn from and connect with one another, thereby strengthening the network of VCSJ supporters.





# San Jose Immersion

**400** attendees

**15** events

**1.5** mile walkshop conducted

**Funder:**  
Knight Foundation

**Partners:**  
SPUR  
City of San Jose

With the support of Knight Foundation, 80 Cities partnered with SPUR San Jose and the City of San Jose's Parks, Recreation, and Neighborhood Services department to host the San Jose Public Life Summit. The weeklong event featured a series of keynotes by Gil Penalosa who inspired decision makers, community leaders and citizens create to take action to create a more people-friendly San Jose.

The summit also included live interviews, panel discussions, advisory sessions, a walkshop, and community engagement training and facilitation.



# Lexington Immersion

**300+** people engaged

**17** events

**1** trip to a horse farm

**Funder:**  
Knight Foundation

Lexington, Kentucky is more than horses, bourbon, and bluegrass (though it's reputation of doing those things exceptionally well is well-earned!). The Lexington Immersion gave the 8 80 Cities team an opportunity to spend a full week meeting, speaking, and working with local elected officials, city staff, and business and community leaders on a wide range of issues facing the mid-sized city.

The 8 80 Cities Immersion Program is an opportunity to engage civic leaders and

diverse stakeholders in a conversation about building people-friendly cities through a series of public and invitational events.

In Lexington, the energy and commitment from a broad range of stakeholders across the city signal great change comes down the pipeline. The Immersion has helped shape those changes and has galvanized community support for building a happier, healthier Lexington.





# Emerging City Champions

**\$5,000** grant for each Emerging City Champion

**20** champions

**15** guest speakers and guides

**Funder:**  
**Knight Foundation**

Twenty creative urbanists joined the 2017 Emerging City Champions fellowship program, an initiative of 880 Cities funded by Knight Foundation. In its third year running, the program continued to empower young leaders to experiment with new solutions to urgent challenges in their cities.

Champions received \$5,000 in funding to implement an innovative project to enhance public spaces, mobility or civic engagement in their city over the next 12 months.

Before embarking on their city building mission, the fellows convened in Toronto for the Emerging City Champions Studio. The studio was a four-day workshop where the champions would refine their project ideas, and hone skills such as storytelling, inclusive community engagement and project management.

The studio featured neighborhood tours, interactive workshops and presentations from established city leaders and past Emerging City Champions alumni.





# Copenhagen Study Tour

**26** participants

**11** cities represented

**25** local experts met with

**Funder:**  
Knight Foundation

Thanks to the generous support of Knight Foundation, 8 80 Cities hosted our fourth annual Copenhagen study tour for high-level decisionmakers. Participants walked, biked, bussed, and boated from location to location, to experience Copenhagen's urban transformations firsthand. We met with leaders from the City of Copenhagen, City of Malmo, Gehl, Ramboll, GHB Landscape Architects, Henning Larsen Architects, Copenhagenize, arki\_lab and others to learn about best practices for creating an engaged city where public life flourishes.

Towards the end of the study tour, we challenged the participants to develop action plans for public space ideas they could adapt to their home cities. Ideas ranged from creating new public markets, transforming school grounds into public parks, to creating a network of protected bike lanes. Participants went home with a renewed sense of energy, passion, and vision for creating happier, healthier cities.





# Building Better Cities

with Young Children  
and Families

24

expert interviewees

21

case studies from 16 countries across the world

17

recommendations

Partner:  
Bernard van Leer  
Foundation

The Urban95 Strategy, led by the Bernard van Leer Foundation, aims to challenge the status quo and elevate the discourse on child-friendly cities by highlighting the specific needs of very young children – how would we plan a city differently from the perspective of 95 centimeters (the average height of a 3 year old child)? What engagement processes, strategies, and principles are best in seeking participation and consultation of young children, their parents and caregivers, and pregnant women?

8 80 Cities, in partnership with the Bernard van Leer Foundation, used a mix of background research, place-based research, and interviews with over 20 researchers, practitioners, policy-makers and thought-leaders. Relevant case studies from around the world and key learnings were compiled into a resource document to inform, inspire, and highlight some of the great work being done on this topic.



# 1UP Starter Kit

- 100** starter kits produced
- 11** step process for youth-led public space projects
- 10** participating schools in upcoming launch year

**Funder:**  
Sappi North America  
Ideas That Matter

**Partner:**  
Urban Minds

The 1UP Starter Kit, funded by the Sappi Ideas That Matter grant, aims to help high school students improve public spaces in their local communities. Designed in partnership with Urban Minds, the 1UP Starter Kit would be a youth-friendly, step-by-step guide to tackling challenges students may see in their neighborhood public spaces. Through the use of encouraging and accessible language and visuals, this starter kit will emphasize learning by doing, inspiring students to take real, immediate action in their neighborhood.

They will learn how to identify and observe a site, brainstorm and design solutions, and build prototypes based on the real needs of the users of the space.

Once the students' prototypes are built and placed in the public space, they will solicit feedback from real community members. The prototypes will also help their neighbors see the positive impact of public space interventions, and rally the community to bring about more permanent change.



# 2017

## conference presentations

### **The Power of Pop-Up**

ACT Canada Sustainable Mobility Summit  
Peel Region, ON

### **Parks for People**

Children and Nature Network Conference  
Vancouver, BC

### **Urban Interventions: Means to an End**

CIP Annual National Conference  
Calgary, AB

### **Flipping the Script**

Cities of the Future Symposium  
Toronto, ON

### **Bridging the Divide Between Citizens and Government**

Knight Cities Challenge Summit  
Miami, FL

### **Child-friendly Streets**

NACTO Designing Cities Conference  
Chicago, IL

### **The Power of Pop-Up**

OBIAA Conference  
Toronto, ON

### **Child in the City: Health, Parks and Play**

Salzburg Global Seminar  
Salzburg, Austria

### **Bus to the Future**

1UPToronto Conference  
Toronto, ON



**What if everything we do in our cities was  
great for an 8 year old and an 80 year old?**



