Contact
8 80 Cities
Toronto, Ontario
(416) 591-7404
info@880cities.org
880cities.org
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

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.
our team

Gil Penalosa
Founder, Chair of the Board

Amanda O’Rourke
Executive Director

Jared Kolb
Director

Juliana Berrio
Treasurer

Rafael Vargas
Director

Eti Greenberg
Director

Jared Kolb
Director

Rossana Tudo
Project Manager

David Simor
Project Manager

Ryan O’Connor
Director of Programs

Ryan Lo
Project Coordinator

Camila Uriona
Admin. & Communications Manager

Liliana Diaz
Accountant

Zainab Abbasi
Summer Project Coordinator

Kojo Almasi
Volunteer
2017 partners & clients

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

2017 by the numbers ........................................ 2
2017 year in review ........................................... 4
unconventional engagement .............................. 6
open streets ..................................................... 13
special projects .............................................. 17
2017 conference presentations ......................... 26
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 projects + 3 study tours

13 reports completed

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:

18-24 25-34 35-44 45-54 55-64 65+

27.5% 33.5% 15.5% 12.5% 5.5% 5.5%

7,100
Newsletter subscribers

4,020
Facebook followers

5,077
Twitter followers

1,000
Instagram followers
2017 year in review

Jan

#ColourTheSquare: Whitby, ON
Moving Saanich Forward: Saanich, BC

Feb

Parking Lot Diaries: Lexington, KY
Open Streets Macon: Macon, GA
#GetAjaxMoving: Ajax, ON

Mar

Newsletter design update and relaunch
CicLAvia Study Tour: Los Angeles, CA
Board meeting #1

Apr

Historic Northwest Rising: West Palm Beach, FL
Zainab Abbasi joins 8 80 Cities

May

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

Jun

Emerging City Champions Studio: Toronto, ON
Knight Cities Challenge Summit: Miami, FL
Open Streets Project website launch
Open Streets TO (Day 1)

Staff strategic planning session

#GetAjaxMoving: Ajax, ON

Board strategic planning session

Amanda O’Rourke appointed as Executive Director

Eti Greenberg joins Board of Directors

San Jose Public Life Summit

Open Streets TO (Day 2): 8 80 Cities

Engagement Booth

Imagine Canal Park:

Duluth, MN

Grant received for 1UP Starter Kit

#ColourTheSquare:

Whitby, ON

8 80 Cities received Centre for Active Design Excellence Award

Bernard Van Leer Foundation report

Open Streets 704:

Charlotte, NC

New 8 80 Cities branding launch

Copenhagen Study Tour

End of year celebrations!

Copenhagen Study Tour

Bernard Van Leer Foundation report

Open Streets 704:

Charlotte, NC

New 8 80 Cities branding launch

End of year celebrations!
unconventional engagement
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.

#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
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.

**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
Future of Facer Street

90 people engaged

60% felt positively about Facer Street at the time

9 design recommendations

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.

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.
From August 2016 to April 2017, 8 80 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.
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.

8 80 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

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.

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
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 8 80 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.
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.
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 8 80 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.

Open Streets 704

257 residents and stakeholders engaged

5 workshops delivered

27 recommendations made

Client: City of Charlotte
special projects
CicLAvia Study Tour

9 participants

6 miles of car-free streets

5 open streets events hosted by CicLAvia in 2017

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.
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

With the support of Knight Foundation, 8
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, 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.

Lexington Immersion

300+ people engaged
17 events
1 trip to a horse farm

Funder: Knight Foundation
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 8 80 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.
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.

Copenhagen Study Tour

26 participants

11 cities represented

25 local experts met with

Funder:
Knight Foundation
Building Better Cities with Young Children and Families

24 expert interviewees
21 case studies from 16 countries across the world
17 recommendations

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.
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.

<table>
<thead>
<tr>
<th>1UP Starter Kit</th>
<th>100 starter kits produced</th>
<th>Funder: Sappi North America Ideas That Matter</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>11 step process for youth-led public space projects</td>
<td>Partner: Urban Minds</td>
</tr>
<tr>
<td></td>
<td>10 participating schools in upcoming launch year</td>
<td></td>
</tr>
</tbody>
</table>
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?