





Contact

8 80 Cities

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A Message from the Chair and the Executive Director

At 8 80 Cities, we don't stagnate. We're always looking for new and improved ways to further our mission and support the creation of healthier and more vibrant cities for all. 2018 has been a year of transformation and growth.

This year marks our 12th year bringing people together to transform mobility and public space to improve the quality of life for people of all ages, abilities, socioeconomic conditions and ethnocultural backgrounds.

Reflecting on our journey, we're proud of how we've grown. In the last 12 years we've learned a lot as a team, and from the communities and partners we work with. We've made memories and met project milestones that pushed ourselves as professionals and strengthened our commitment to our mission.

This year we've made great traction in challenging cities and communities with the simple question that inspires us every day: What if everything we did in our cities was great for an 8 year old and an 80 year old?

2018 marked a year with the most diverse partnerships to date. Our collaborative muscles have gotten stronger working with other non-profit organizations, community-based organizations, universities, municipalities, private sector firms, volunteers, and foundations.

We feel we've pushed the needle on the possibilities of what community-driven city building can accomplish. But don't just take it from us! The proof is in the pudding, or in this case, the projects.

That is why we are so pleased to share the highlights from a great year with our amazing 8 80 team in our annual 8 80 Yearbook.

Enjoy!

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



Our Team



Gil Penalosa
Founder, Chair of the Board

Board of Directors

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



Jannat Nain
Summer Project
Coordinator



Pablo Muñoz
Project Coordinator

We Believe

Whether you're 8 or 80 years old, cities should work for everyone.

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.

Our Vision

We exist to create safe and happy cities that prioritize people's well-being. We believe that if everything we do in our public spaces is great for an 8 year old and an 80 year old, then it will be great for all people.

2018

Partners & Clients



Astana, Kazakhstan
Buenos Aires, Argentina
Canberra, Australia
Canmore, Canada
Chicago, USA
Cowichan Valley, Canada
Elliott Lake, Canada
Fredrikstad, Norway
Gdansk, Poland
Gothenburg, Sweden
Istanbul, Turkey
Kansas City, USA
Katowice, Poland
Kingston, Canada
Kitchener, Canada
Los Angeles, USA
Malmo, Sweden
Melbourne, Australia
Merida, Mexico
Miami, USA
Montgomery County, USA
Naples, USA
Newport Beach, USA
New York City, USA
Oslo, Norway
Pasco, USA
Phoenix, USA
Puebla, Mexico
Riyadh, Saudi Arabia
Rochester, USA
Rosario, Argentina
Salt Lake City, USA
San Antonio, USA
San Juan, Puerto Rico
Santiago, Chile
Sault Ste. Marie, Canada

Tallahassee, USA
Tel Aviv, Israel
Tokyo, Japan
Toronto, Canada
Toyama, Japan
Tucson, USA
Victoria, Canada
Vienna, Austria

2018

Gil Penalosa Keynotes



Table of contents

2018 By the Numbers

2

2018 Year in Review

4

Unconventional Engagement

6

Open Streets

13

Special Projects

18

2018 Conference Presentations

28

2018

By the Numbers

14

cities we worked in

Ajax, Akron, Charlotte, Contra Costa,
Duluth, Gretna, Macon, Miami, New Orleans,
Ottawa, Tallahassee, Toronto, Windsor,
Winnipeg

18 + 2

projects

study tours

11

reports completed

Our Work

40

blog posts

26,910

blog views

12

newsletter issues

58

news features

6

conference presentations

Our Influence

52,203

website sessions

85%

web visitors are new

Web visitors by country:



41%



26%

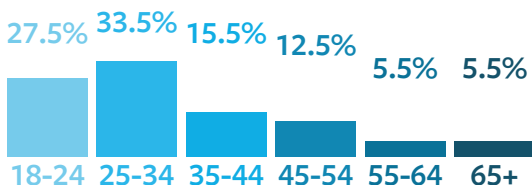


13%



20%

Web visitors by age:



7,896

Newsletter subscribers

4,876

Facebook followers

7,042

Twitter followers

1,562

Instagram followers

174

Linkedin followers

2018

Year in Review

Open Streets 704
Workshop:
Charlotte, NC

Walk Wheel Windsor
community engagement:
Windsor, ON

Jan

Feb

Inaugural Cold Front
Duluth Festival:
Duluth, MN

Building Better Cities
with Young Children
Webinar

Board meeting #1

Mar

Apr

Linked and Livable -
Miami Immersion:
Miami, FL

National Institute on
Ageing Knowledge
Exchange - Aging Across
the Lifecourse:
Toronto, ON

Age-Friendly Contra
Costa Workshop:
Contra Costa, CA

May

Jun

Akron Connects
community engagements:
Akron, OH

Emerging City Champions
4th Cohort

Spaces to Places
Workshop:
Winnipeg, MB

Board meeting #2

Jul

Aug

8 80 Cities engagement at
Open Streets TO

David Crombie Park
Summer Public Life Study:
Toronto, ON

International Federation on
Ageing Conference Session
Toronto, ON

Parks and Public Spaces for
All Ages Guide published
with AARP and TPL

Open Streets Summit
2018:
New Orleans, LA

8 80 Cities engagement
at Open Streets TO

Imagine Canal Park pop-
up evaluation:
Duluth, MN

ByWard Market Fall
Public Life Study:
Ottawa, ON

Sep

Oct

Public Spaces to Great
Places - Tallahassee
Immersion:
Tallahassee, FL

David Crombie Park
Fall Public Life Study:
Toronto, ON

Wintermission
competition launches

8 80 Cities hosts tours
at Future Cities Canada
Conference:
Toronto, ON

Walk Wheel Windsor
community engagement:
Windsor, ON

Nov

Dec

Staff strategic planning
session

Ryan Lo leaves 8 80 Cities

Pablo Munoz joins 8 80
Cities

End of year celebrations!

Unconventional Engagement

Walk Wheel Windsor

Client:
City of Windsor

8

Focus Groups

In January, 8 80 Cities was commissioned to lead unconventional engagement for the development of Walk Wheel Windsor, the City of Windsor's Active Transportation Master Plan. The plan will set the foundation for developing well-connected, active transportation networks that are safe, convenient and user-friendly, no matter what mode of transportation people use.

The engagement strategy was designed uniquely for the City of Windsor. It featured 8 focus groups specifically geared towards engaging populations not normally included

13

**Pop-up engagement
booths**

in active transportation conversations, i.e. lower income residents, recent immigrants, and youth. Additional engagement activities included more than 15 pop-up engagement booths at Open Streets Windsor, centralized transit hubs, the University of Windsor and various other locations.

The 18-month process will continue into the new year with a final Plan expected to be approved in the winter of 2019. Engagement will be carried throughout the full duration of the project to continue to capture ideas for the Active Transportation Master Plan.

4,000

People Engaged





David Crombie Park

Client:
City of Toronto

48

Hours spent observing
the park

8 80 Cities is leading a public life study of David Crombie Park to guide the future design and programming of this bustling park in the St. Lawrence neighborhood of downtown Toronto.

Public life studies provide a snapshot of who visits a park, when they visit, and what they do there. We strategically collect the data at various times of the day, days of the week, and weeks of the year to better understand the rhythms and patterns of a park.

60+

Volunteers trained

The data collected began illustrating trends of how the park is performing, what is working, what isn't, and what can we do in the future to make the space more accessible for all residents.

The study is expected to conclude in 2019, at which point 8 80 Cities will summarize trends and findings in a final report for our partners at the Planning Partnership to use to inform their design concepts for David Crombie Park.

370

Surveys completed

ByWard Market

Client:
City of Ottawa

7

Survey locations

28

Hours of surveying

350

Surveys completed

Utilizing the approach of public life surveys, a critical research method for understanding public space, 8 80 Cities studied Ottawa's central market place.

The public life study of ByWard Market determines how the area is currently being used and who is using it. The data helps identify the people and activities that the Market is serving, while shining a spotlight on individuals and activities that are underrepresented in the space. 8 80 Cities provided the City of Ottawa with a summary report highlighting the design implications

of the study results that illustrated a clearer picture of the markets strengths, weaknesses, challenges, and threats.

Working in collaboration with the Planning Partnership, 8 80 Cities is leading the public life survey for the ByWard Market Public Realm Plan. Two additional surveys will be completed in 2019.





Imagine Canal Park

Client:
City of Duluth

1

Year

6

Piloted projects

1,200

Participants engaged

Imagine Canal Park was a year-long community engagement initiative that invited Duluth residents and visitors to think critically and creatively about how Canal Park should look, feel, and function. In the first phase of the project in fall 2017, we initiated a comprehensive community engagement process to learn what people think about Canal Park and what ideas they have for improving the area. From February to September 2018, the City of Duluth tested those ideas in real time through a series of pilot projects. 880 Cities measured and evaluated the impact of those pilots, to

better understand the benefits and trade-offs of new designs, traffic patterns, and events. Pilot projects included a month-long celebration of winter, the transformation of streets and parking lots into parks and plazas, new wayfinding signage, re-designing a street configuration, and more.

Not every experiment yielded positive results, but in trying new things we all learned what works and what brought adverse impacts. The data and feedback collected from stakeholders stands to guide future decisions and investments in the area.



#GetAjax Moving

Client:
Town of Ajax

600

People engaged

#GetAjaxMoving was a bold initiative that achieved what many transportation systems strive to do - implement a Transportation Demand Management (TDM) Plan.

The 18 month Transportation Awareness Campaign, engaged the Town of Ajax with TDM Toolkits, developed by 8 80 Cities. These were interactive and compelling resources that both educated and encouraged residents to make their average commutes with sustainable modes of transportation.

The campaign strategically built on the

68%

Participants walked more often

momentum from community events to diffuse the benefits of sustainable transportation. The latter half of the campaign focused on a specific area and provided personalized resources to support a shift towards sustainable transportation.

Ajax has set the ambitious goal to convert 30% of trips to walking, biking, and transit by 2031. To this end, the 8 80 Cities driven campaign helped the Town get closer to achieving this goal.

89%

Participants more likely to use sustainable modes of transportation in the future



Akron Connects

Client:
City of Akron

12

Engagement activities

Using unconventional engagement strategies, 8 80 Cities led the internal and external consultation for the 2018 Akron Bicycle Network Strategy.

Building off of Akron's thriving community development groups and Greenway Initiatives, 8 80 Cities conducted stakeholder workshops, online surveys and 9 pop-up engagement stations to garner input about cycling in the city.

350+

Community members engaged

The objective of this project, led by our partners at Copenhagenize Design Co., is to deliver a bicycle network strategy that is resilient and welcomed by Akron residents. The deep engagement strategy, implemented by 8 80 Cities, has shown to be a critical element to understanding active transportation in Akron and working with Akron residents to shift to cycling as a form of transportation.

930

Community generated ideas

Open Streets



Open Streets Summit

Cities:
New Orleans and Gretna, LA

2

Inaugural open streets programs inspired by the Summit

In September 2018, 8 80 Cities and Street Plans Collective hosted the fifth Open Streets Summit in New Orleans and Gretna, LA. The event brought together leaders who currently organize open streets programs or are interested in bringing the simple but powerful concept to their community.

This event provided a rare opportunity for these community leaders to share stories and knowledge, and to brainstorm solutions to common logistic and policy challenges. The Summit began on a Saturday morning as we toured two inaugural open streets programs in New Orleans and Gretna. The tours

40

Cities represented

provided a behind-the-scenes perspective of how to organize and host open streets programs that reflect the unique size and culture of their communities.

The following day we enjoyed the air-conditioned indoors for a series of presentations and workshops led by open streets leaders and practitioners. Participants worked together to address common open streets challenges such as funding and permitting, and developed strategies to improve core components of open streets programs such as programming, route selection, marketing, and team recruitment.

50+

Open Street program leaders

Open Streets TO

Partner:
Open Streets TO

2

Open Streets programs
dates

5,000

Square feet of pop-up
parks

140,000

Participants

In its 5th year, Open Street TO has become a hallmark for Canada's largest municipality.

What was once just an idea has prospered into a critically acclaimed success that challenges residents to question how Toronto's streets can be used. This year, the program attracted more attendance than ever. It featured various activity hubs such as mural painting and a pop-up bike tune-up shop as well as pop-up parks where parking spots normally would be.

Acting as an advising partner to the Open Street TO organization, 8 80 Cities supported the program by advising on financial practices, visioning and goal setting. 8 80 Cities also brought its expert experience facilitating Open Streets programs and supported the logistic and program development that made the program as engaging and successful as it was.



Open Streets Macon

Client:
Bike Walk Macon

2

Miles of Open Streets

5

Partnered organizations

1,600

Participant turnout

The Open Streets project in Macon, Georgia is an exciting initiative to push the needle on the impacts of Open Streets. Bike Walk Macon was awarded a \$20,000 grant to conduct 3 open streets programs in one year. As part of the program, funds were allocated to assist in gathering data relating to demographics, transit habits and how the public realm can and is being used. To this end, 8 80 Cities was commissioned to support the evaluation of Open Streets Macon.

in fashion, the blocks transformed into car-free zone, free and open to the public. The event celebrated the public space; bring people of all ages, abilities, and backgrounds together creating a vibrant and dynamic public realm.

8 80 Cities supported the development of the innovative and engaging evaluation strategy and summarized findings. These results are serving as a guide for future program growth and expansion.

Open Streets Macon took over nearly 2 miles of downtown Macon. In true Open Streets

Open Streets 704

Client:
City of Charlotte



20

Road map recommendations

Founded in 2015, Open Streets 704 saw more than 60,000 participants walk, run, bike and roll across four program dates over two years. To build on this momentum, program organizers hired 8 80 Cites to help chart a roadmap for the future growth and expansion of open streets in Charlotte.

8 80 Cities began engaging diverse program stakeholders – from elected officials to business owners – to collect feedback and identify implementable solutions in four key areas: Route Planning, Organizational Structure, Building Awareness and Inclusion and Equity. Next, 8 80 Cities conducted an

50+

Hush puppies consumed

100

Stakeholders and program organizers engaged

on-site audit of the 2017 Open Streets 704 program date. The audit identified areas where the organizing team could streamline program delivery and improve the quality of the open streets experience.

Putting together the findings from all three steps, 8 80 Cites created a final report outlining the roadmap for future growth and expansion of Open Streets 704. Containing 20 recommendations on everything to developing a framework to selecting future program routes, the roadmap will serve as a guide for decision making in Charlotte for years to come.

Special Projects



From Spaces to Places Workshop

Partners:

Urban Systems Ltd.

Canadian Institute of Planners

30

Workshop participants

300+

Pop-up public space
visitors

2,000

Pounds of sod

8 80 Cities joined the Canadian Institute of Planners 2018 conference to host a full day workshop on tactical urbanism. Collaborating with Urban Systems, the full day session inspired participants to transform ordinary and underused spaces into vibrant places for people.

The workshop kicked off with a lightning round of community engagement and a public space audit before moving indoors for a presentations from 8 80 Cities on a 7-step guide to activating the public realm. It provided a robust explanation on

tactical urbanism and precedent examples of transformative public space projects. Following the presentations, participants were tasked with the opportunity to transform a parking lot in Winnipeg's Historic Exchange District. The pop-up public space featured greenery, public art, benches and tables. It was a temporary installation that was open to the public and acted as a destination point for local students of the University of Winnipeg, conference attendees, as well as the general community of downtown Winnipeg.



Creating Parks and Public Spaces for People of All Ages

Partners:
AARP
The Trust for Public Land

600

People engaged

68%

Participants walked more often

89%

Participants more likely to use sustainable modes of transportation

Working collaboratively with AARP and the Trust for Public Land, 880 Cities published the Step-by-Step Guide to Creating Parks and Public Spaces for People of All Ages. The guide is designed for city leaders and residents to evaluate the performance of parks and opportunities for innovative. Structured into three parts; Evaluate the design, Evaluate the connectivity, and Identify opportunities, the guide works as a tool to create or improve parks for the needs of generations.

In addition to creating the document, 880 Cities worked to publicize and diffuse the tool. Together, partnering organization lead a series of webinars with city leaders to educate listeners about best practices and principles for creating age-friendly parks and public spaces, and equip participants with new tools for evaluating park performance and developing innovative strategies for improvement.



Reimagining the Civic Commons

Client:

Reimagining the Civic Commons

4

Days

18

Speakers

30

Visiting city builders

One of the best ways to learn is to see things in person and engage with others. This is the exact experience 8 80 Cities provided by hosting the Reimagining the Civic Commons Learning Journey in Toronto.

The Learning Journey gathered 30 city builders from Akron, Chicago, Detroit, Memphis, and Philadelphia in Toronto. During their visit, 8 80 Cities lead a series of tours and workshops featuring several community driven initiatives and city leaders. The common themes tying each site and

speaker together were aligned with the work that Reimagining the Civic Commons strives to do: civic engagement, socioeconomic mixing, environmental sustainability, and value creation.

Throughout the Learning Journey, visiting City Builders were able to garner best practices and make meaningful connections with expert professionals. At the conclusion of the trip, the group critically identified the top 10 lessons learned from Toronto that were then carried forward with them.



Emerging City Champions

Funder:
Knight Foundation

12

Guest Speakers and Guides

20

Champions

\$5,000

Grant for each Emerging City Champion

For the fourth year, the Emerging City Champions Program gathered 20 urban innovators to support their solutions to complex city issues.

The Champions derive from various parts of the United States and are inspired to lead their own community driven, passion projects. The 2018-2019 cohort individually catalyzed projects that strive to create public life in public spaces, enhance mobility options, and build a culture of civic engagement in their communities.

With the continued support of the Knight Foundation, Champions receive \$5,000 and expert guidance to kick-start their projects. At the onset of the program, 8 80 Cities leads the Emerging City Champions Studio, convening the Champions in Toronto to provide professional support. Over the span of four days, the Champions work collaboratively to ideate their projects, meet with experts, and receive hands-on guidance to develop critical city building skills.

ULI Toronto Study Tour

Partners:

Urban Land Institute Toronto

Evergreen Brick Works

5

**Dynamic Communities
Featured**

In early November, 8 80 Cities lead a tour as part of the ULI Toronto Symposium entitled 'Putting the Public back into Public Spaces.'

The tour explored various neighbourhood in Toronto that feature unique examples of community driven design. At each stop of the tour, stories from those who took initiative in shaping or programming public spaces were highlighted. Collectively, lessons learned were shared and participants were inspired.

7

Speakers

8

**Hours of neighborhood
exploration**

The objective of the tour was to showcase the dynamic communities where residents are leading a people-first approach to the ongoing management and programming of their civic commons. Far too often, residents are viewed simply as users of public spaces and not as the co-creators they are or can be. 8 80 Cities led this tour to recognize the community-driven work of public spaces and subsequently inspire others.





Public Spaces to Great Places

Partners:
Blueprint Intergovernmental Agency
Knight Foundation

1

Week

15

Workshops, presentations
and events

+300

Program participants

With the support of Knight Foundation, 880 Cities partnered with Blueprint Intergovernmental Agency to host the Public Spaces to Great Places Summit in Tallahassee, Florida. The week long summit focused on Tallahassee's path forward as a city, paying special attention to the role of public spaces and their potential to improve the quality of life for all residents.

880 Cities curated an inspiring program of activities to build on Tallahassee's existing

momentum around public life investments.

The program featured a series of keynotes by Gil Penalosa who inspired decision makers, community leaders and citizens to take action to create a Tallahassee for all ages. 880 Cities staff also hosted several events, meetings and workshops that were focused on generating community ideas for under-performing public spaces.



Linked and Livable Miami

Partners:

Miami Downtown Development Authority
Knight Foundation

1

Week

14

Presentations and
workshops

+300

Participants

Miami is a special place with natural beauty and year-round sunshine housing a young, diverse and dynamic population. With so much potential, and with the county set to grow by over 50% over the next twenty years, Miami is at a crossroads. The Linked and Livable Miami Immersion event questioned how the city will respond to this growth.

With the support of Miami Downtown Development Authority and generous funding from the Knight Foundation, 8 80

Cities led the week long immersion program. The 8 80 Cities team and founder Gil Penalosa facilitated meetings and keynotes about building a healthier, happier, more connected, inclusive, and equitable Miami in the face of its expected growth. The program brought together civic leaders, elected officials, city and county staff, community advocates, and business leaders from across the city to think critically about the future of Miami. Working collaboratively, participants charted a new course for the future of public space and development in Miami.



Age-Friendly Contra Costa Idea Lab

Client:
County of Contra Costa

32

Participants

40

Commitments to
immediate action items

137

Age-friendly ideas
generated

In late May, 8 80 Cities gathered with elected officials, city staff and aging advocates from 14 cities across Contra Costa County to facilitate a full-day Idea Lab. The objective of the Lab was to generate ideas and actions to create successful cities for growing up and aging in.

The session was fruitful and participants left inspired and motivated. 8 80 Cities kicked off the day with a presentation of best practices for independent mobility, public space, and civic participation. Participants worked in

small groups to develop an age-friendly vision statement for Contra Costa County, followed by brainstorming ideas that they'd like to see implemented in their communities, and developing action plans for specific pilot projects they plan to implement over the next year.

The Age-Friendly Idea Lab demonstrated that there is support and momentum for creating a more age-friendly Contra Costa county among municipal and county level decision makers.

2018

conference presentations & webinars

Age-Friendly Public Realm
International Federation on Ageing
Toronto, ON

Building Better Cities with Young Children
Bernard **van Leer Foundation Webinar**
Global

Bus to the Future
1UPToronto Conference
Toronto, ON

Creating Parks and Public Space for People of All Ages
AARP
U.S

Getting to 8 80
Age **Friendly Hamilton**
Hamilton, ONU.S

Healthy Cities Across the Lifespan
National Institute on Ageing
Toronto, ON

Inclusive Design
OCAD University
Toronto, ON

Open Streets State of the Union
Walk Bike Places 2018
New **Orleans, LA**

Shift Into Gear: A Bicycling Advocacy
Resource
Playcore
U.S

Tactical Urbanism
Safe Streets Summit
West Palm Beach, FL

The 8 80 Lens
Safe Street Summit
West Palm Beach, FL

The Urban Innovation Generation
Walk Bike Places 2018
New Orleans, LA

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



