Transport & Climate Change Week
Motivating People: How to organize mobility events

Workshop as part of the Transport & Climate Change Week 2018
Tuesday, September 25th, 2018
MobiliseYourCity Contributing Partners

Undertaken with support from:

Implementing Partners:

Knowledge and Network Partners:

Endorsed by:
# Service Lines

<table>
<thead>
<tr>
<th>Level</th>
<th>Service</th>
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<tbody>
<tr>
<td>Local</td>
<td><strong>SUMPs</strong>&lt;br&gt;(Sustainable Urban Mobility Plans)&lt;br&gt;Development / Improvement  +  Implementation of <strong>pilot projects</strong>&lt;br&gt;(small scale, replicable)</td>
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<td>National</td>
<td><strong>NUMPs</strong>&lt;br&gt;(National Urban Mobility Policies &amp; Investment Programs)&lt;br&gt;Development / Improvement</td>
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<tr>
<td>Regional / International</td>
<td><strong>Regional &amp; Global Communities of Practice</strong>&lt;br&gt;(Capacity Building &amp; International Learning)</td>
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Transport & Climate Change Week
Motivating People: How to organize mobility events
Tuesday 25 September, 2018
Key Questions

• How to get the mobility topic out of the meeting room onto the street?
• Which organisational necessities need to be taken into consideration?
• How to make stakeholder and partner management effective?
• What is the role of government?
Outline

• Background about Open Streets
• The experience in a South African urban setting
• Open Streets toolkit
• Group work: Route matrix
• Reflection: Best practices and learned lessons
A global movement
A global movement
South Africa & the apartheid city
South African cities: spacial and social divides

One dot represents 25 people.

- Black African
- Coloured
- Indian or Asian
- White

Based on Census 2001 Small Area Layer for density and Subplace layer for race.
Cape Town: a city of contrasts
Cape Town: mobility challenges
Open Streets: A citizen-driven initiative
Out of the meeting room & onto the street
Lesson 1: start where you are
Lesson 2: open your first street
Lesson 3: define success
Lesson 4: people care & want to partake
Lesson 5: magic happens
Organisational needs
Lesson 1: public-private partnership is key
Lesson 2: volunteers are the heartbeat
Lesson 3: it takes more than money
Lesson 3: experiment & document

<table>
<thead>
<tr>
<th>DAY</th>
<th>WHERE</th>
<th>WHEN</th>
<th>WHERE</th>
<th>WHEN</th>
<th>WHERE</th>
<th>WHEN</th>
<th>TRAVEL MODES USED</th>
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<td>Uber/!ka</td>
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<td>gym</td>
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<td>home</td>
<td>bus</td>
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<td>7:42</td>
<td>walk</td>
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</table>

How did you get to Open Streets?

- Car: 42.8%
- Walk: 27.1%
- Bus: 10%
- Cycle: 9.8%
- Train: 9.8%
- Taxi: 3%
- Other: 3.4%
Lesson 4: a city that plays together...
Stakeholder & partner management
Lesson 1: invite everyone to take part
Lesson 2: door-to-door engagement is key
Lesson 3: media coverage helps
Lesson 4: always say thanks
Role of government
Facilitate road closure permits
Connect with residents
Make it official
Walk/cycle the talk

#Bike2Work
on the last Friday of the month
Foster knowledge exchange

Open Streets exchange between African cities

22-28 October 2018

Hosted by

In partnership with
Open Streets toolkit

STEP BY STEP

Here’s an example work plan for the weeks leading up to the day. There are many more tasks you could add here, but this will give you an idea of how we split up our time.

Week 1
- Host a planning workshop with your core-organising team (page 28)
- Draft a project plan (page 18)
- Identify and map stakeholders (page 22)
- Draft a communications plan (page 38)

Week 2
- Continue researching and identifying stakeholders (page 22)
- Submit the event application forms (page 34)
- Send an invite to a Talking Streets walk to key stakeholders (page 24)
- Draft the Traffic Management Plan (page 36)
- Meet with local partners (page 26)
- Schedule a public meeting (page 34)

Week 3
- Follow up on the event permit (page 34)
- Follow up with service providers to confirm quotes (page 27)
- Host the public meeting (page 24)
- Recruit activity organisers (page 29)
- Recruit volunteers (page 30)
- Finalise poster design (page 39)
- Visit local businesses, places of worship and schools (page 22)

Week 4
- Submit info about the Open Streets Day to relevant calendar sites
- Distribute the public meeting flyers (page 24)
- Set a date for a volunteer briefing (page 30)
- Review survey questions (page 42)
- Identify potential marshal groups (page 32)
- Draft a call for vendors (page 37)

Week 5
- Follow up on your first press release (page 41)
- Confirm logistics for the first public meeting (page 24)
- Create and print a flyer for the public meeting (page 23)
- Brief a designer about the poster and flyers (page 39)
- Create a Facebook event for the Open Streets Day (page 40)
- Send an announcement to your email database (page 23)
- If you have a website, start publishing your own articles about the day (page 40)
- Request quotes for all the services you will need (page 37)
## Route matrix for Cape Town

<table>
<thead>
<tr>
<th>Street &amp; Area</th>
<th>Local partner</th>
<th>Community support</th>
<th>Alt. route</th>
<th>Public transport</th>
<th>MyCiti route</th>
<th>Significant potential to transform street (from normal day)</th>
<th>Residents’ access</th>
<th>Precedent</th>
<th>Need for redesign long-term</th>
<th>Parking</th>
<th>No petrol stations</th>
<th>Total</th>
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<tr>
<td><strong>CITY OF CAPE TOWN TOD FOCUS AREAS</strong></td>
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