



## Overview

### **Mission:**

*Santa Cruz Open Streets fosters individual and community health through creative use of public space.*

### **Event Description**

SCOS is a free public outdoor active recreation event which is scheduled for **Sunday, October 7, 2012** from **9 a.m. to 1 p.m.** on **West Cliff Drive** in Santa Cruz. This unique event will temporarily block automobile traffic and open the entire street from Lighthouse Field to Natural Bridges for people to bike, walk, jog, roller skate and more in a safe and enjoyable environment.

In addition to individual recreation, participants will also have the opportunity to take part in a variety of free fitness activities along the route, such as Zumba, hula hooping, kick boxing and bike skills. There will also be booths hosted by local community organizations and businesses where people can learn about resources for leading more healthy and sustainable lives. Free bicycle maintenance will also be on hand.

The atmosphere will be fun and festive with music, dance and other performances animating the re-invented public space.

### **Community Benefits of SCOS:**

- ✦ Promotes health through physical activity and education by providing people of all ages and experience levels a large, safe and fun space to be active and try new forms of physical exercise.
- ✦ Promotes sustainable and active transportation by providing participants a positive experience of bicycling and walking, as well as education about how these activities can be integrated into daily life for getting around.
- ✦ Event programming connects participants to local wellness and environmental organizations and businesses which offer resources for healthy and sustainable living.
- ✦ Boosts local economy through business promotion and eco-tourism. Showcases Santa Cruz' natural beauty and resources, as well as outdoor, active life-style.
- ✦ Promotes community connectedness, civic pride and quality of life for residents.
- ✦ Inspires citizens to think "outside of the box", sparking discussion about creative use of public space.

### **Who is SCOS for?**

While SCOS is open to the general public to participate in a variety of physical activities, it is especially appealing to families with children and new and non-regular bicyclists, as it provides a safe, extended and enjoyable area to learn and practice skills.

## **History of Open Streets**

Santa Cruz Open Streets joins a national and international movement of Open Streets events. The recent surge in cities world-wide creating temporary street parks is widely credited to Ciclovía, an event in Bogotá, Columbia, that began in the mid-1970s and continues to this day with tremendous success. Currently over 80 US cities, including New York City, San Francisco, Portland and Chicago, have established on-going and highly popular Open Streets events. For more information visit the national clearing house for Open Streets events and resources, <http://openstreetsproject.org/>.

## **Open Streets In Action**

**Video:** Showcases Ciclovía event in Bogotá, Colombia, the leader in the international Open Streets movement. <http://www.streetfilms.org/ciclovía/>

## **Long-term Vision of SCOS**

The long-term goal is for SCOS to become an established program in which a series of annual events are held in the different cities of Santa Cruz County: Santa Cruz, Watsonville, Scotts Valley and Live Oak/Capitola.

## **SCOS Stakeholders:**

- ⤴ Youth organizations and schools
- ⤴ Community/neighborhood groups
- ⤴ Health and wellness organizations and businesses
- ⤴ Environmental and sustainable living organizations and businesses
- ⤴ City and County elected officials and staff
- ⤴ Law enforcement
- ⤴ State Parks
- ⤴ Local business associations

## **About Santa Cruz Open Streets**

SCOS was officially launched in March 2012 by founder and director, Saskia Lucas. Inspired by the national and international movement of Open Streets events and by personal experiences of the joys and benefits of active recreation in traffic-free public spaces, she decided to begin a local initiative. Previously Saskia worked for six years at Ecology Action, a local environmental non-profit, where she developed and ran the Bike Smart! Youth Bicycle Safety Education Program.

SCOS has partnered with a number of organizations to bring this event to the community, including: Greenways to School, People Power, Ecology Action and Santa Cruz Neighbors.

**Major sponsors include:** Cyclists for Cultural Exchange, REI, Palo Alto Medical Foundation Santa Cruz, New Leaf Community Market, Bay Federal Credit Union, the Good Times, Moved by Bike, UC Santa Cruz TAPS and the Santa Cruz County Cycling Club.

## **Contact:**

Saskia Lucas

Founder/Director

[saskia@scopenstreets.org](mailto:saskia@scopenstreets.org)

[www.scopenstreets.org](http://www.scopenstreets.org)

Follow us on Facebook at <http://www.facebook.com/SantaCruzOpenStreets>

831-566-6569