

PhillyFreeStreets

A people-powered initiative of the City of Philadelphia

Philly Free Streets is a people-powered initiative of the City of Philadelphia. Philly Free Streets temporarily closes streets to cars, inviting people to walk, bike, and play. Philly Free Streets promotes active transportation (walking & biking) while highlighting diverse Philly neighborhoods. In 2018, over 50,000 Philadelphians participated in Philly Free Streets on North Broad Street! Philly Free Streets is the perfect opportunity for your organization or business to reach a new audience.

Philly Free Streets is led by the Managing Director's Office of Transportation and Infrastructure Systems (oTIS).

When is Philly Free Streets?

Saturday, August 3, 2019

Where will it be?

Philly Free Streets will bring car-free streets to North Broad Street between Arch Street and Butler Street, just north of Erie & Germantown Avenues.

What time is the program?

8AM – 1PM

Visit www.PhillyFreeStreets.com for more information, including the full 2019 program route.

GET INVOLVED—OFFER A PROGRAM!

To engage in the North Broad community, Philly Free Streets invites North Broad community partners to offer program activities along the route. As a first step, partners are asked to submit a **program partner proposal**. When planning a program activity, please consider that it should be:

- Family-friendly (all activities need not be *for* children, but they cannot be inappropriate for all-ages)
- “Pop-up” in nature (be prepared to set up and break down your program station)
 - Unless otherwise arranged, be prepared to bring all equipment needed to have a successful program (e.g., tents, tables, chairs cannot be provided for each program)
- Free to the public (Sales are not permitted, unless by a business/organization on North Broad Street)
- Independently supplied.
 - Activities will be approved if they show that the organization can offer a successful program activity;

A few additional notes:

- Philly Free Streets will begin at 8AM. Street closures will begin earlier that morning, which may require you to walk with your equipment if you arrive after the closures are installed.
- Please come prepared for the August heat – bring plenty of water and sunscreen! Consider wearing hat and sun glasses. If you have a tent, feel free to bring it!
- You should expect to break down your activity station at 1PM, upon the end of the program.

PROGRAM PARTNER PROPOSAL

Partnership proposals—and any questions—can be submitted by email to PhillyFreeStreets@phila.gov. Proposals should include the components in the below checklist. **Deadline to submit your proposal is Sunday, July 7.** Proposal review will begin on Monday, July 8—expect the Philly Free Streets team to be in touch with you soon after with an update, including an assigned location for your program.

Special consideration will be provided to businesses seeking to activate the following areas:

- Arch Street to Ridge Avenue
- Montgomery Avenue to Allegheny Avenue

PLEASE NOTE: This is only for organizations serving the North Broad community who would like to partner with the Philly Free Streets team. For all others, please **visit phillyfreestreets.com** for information about getting involved.

Proposal checklist—use this as you prepare your proposal!

	Requirements (Note: Some are optional)
	<ul style="list-style-type: none"> • Name and contact information of the activity coordinator • List of organization(s) associated with proposal • Website (if applicable)
	One-page narrative (not to exceed one page): <ul style="list-style-type: none"> • Program description • Specific audience (ie., kids, seniors, etc.) (if applicable)
	Approximate amount of space needed
	Timeline for program activity, which considers that: <ul style="list-style-type: none"> • Vehicle access to the route will not be possible as 6AM, please plan to accordingly • Activities should begin at 8AM and continue until 1PM • Program break down will begin at 1PM
	<i>Optional:</i> Social media message <ul style="list-style-type: none"> • A brief description that can be posted by Philly Free Streets social media accounts • Social media handles
	<i>Optional:</i> Specific site requested (Does your program require a specific location along the route? Philly Free Streets will do its best to grant your request, but cannot promise.