

DRAFT Scope of Work for Glendale Open Streets 2025
Prepared By Community Arts Resources, August 2, 2023

Plan and produce Glendale's first wholly Glendale Open Streets event.

➤ **PRE-PRODUCTION**

- Oversee all matters relating to the production and implementation of Glendale's open streets event, including relevant community outreach, small business outreach, route and hub planning and overall logistics.
- In collaboration with City staff, coordinate and schedule planning meetings with city agencies (police, fire, transportation, sanitation, etc.) with regards to route planning and to coordinate necessary day-of services. Attend all planning meetings with relevant city agencies.
- Determine and implement responses to route logistical needs by conducting exploratory rides and drives to determine and mitigate street closure and access issues for businesses and residents. With City staff, arrange alternate parking as necessary for residents and businesses and hire security and parking attendants as needed.
- Work with a third-party traffic management company to create and finalize traffic plan in tandem with city staff. Third party contractor to identify and implement street closures, detours and alternate vehicle access (k-rail, traffic flaggers, etc.).
- Coordinate and hire necessary traffic personnel, separate from in-house staff and volunteers, for route car-crossing points to support Glendale Police.
- With City staff, conduct stakeholder outreach for the route including neighborhood councils, BIDs, homeowner associations and other relevant groups.
- Convene or attend stakeholder meetings as needed (neighborhood councils, BIDs, homeowner associations, aetc.). In these meetings, the production team will discuss logistics of the route and its impact to stakeholders in terms of residential and business access. Production will present issues pertaining to the route itself.
- Contract with a graphic design company, which meets the approval of the City. Graphic designer, in coordination with CARS and with City staff, will develop: route map, postcard, poster, door to door notification flyer, we banner ads, print ads, banner designs, event program, event signage, staff t-shirt, and any mitigation flyers.
- Act as point of contact for the general public by answering general inquiries for the event; forward all relevant calls to appropriate city staff, if necessary.

➤ **EVENT OUTREACH & COMMUNICATIONS**

- Develop, print and distribute appropriate signage, banners and other printed outreach

materials. Examples of materials include: route and hub signage, promotional postcard, notifications, alternate access flyers and community meeting flyers.

- Act as the public face for the open streets event.
- Contract with a graphic design firm to take city-designed logo and branding and design new collateral for communications and outreach based upon the city's logo and branding.
- Assist with communications outreach, including advertising, digital communications, photography, video, website content and design, in-kind advertising and marketing.

➤ **EVENT PRODUCTION, ACTIVITIES & SERVICES**

- Coordinate the Glendale open streets event with all relevant city agencies and departments including police, fire, transportation, office of sustainability and cultural affairs. Maintain one staff person in the unified command post the day of the event to facilitate communications with production team.
- CARS to create a timeline for the event that will set deadlines for both city departments and for CARS and subcontractors.
- Manage all physical production components of the event by supervising, coordinating and working in tandem with City agencies on the following: necessary rentals; event packing and breakdown; security and crowd control, insurance from participating partners, permits; first aid; bike repair and Glendale's open streets event information booth (if applicable).
- Manage the event budget within the City's parameters.
- Secure event staff and all independent contractors; provide oversight of day-of staffing and any volunteers.
- Determine final hub locations and develop hub elements and layout; create site plans and identify infrastructure, signage and staffing needs. Create programming for the hubs (see below). Work closely with all groups who will have a physical presence at Glendale's open streets event to determine needs at hubs.
- Create protocol materials for day-of staff and train personnel on information and general event needs.
- Recruit and manage volunteers for the event, if necessary.
- Work with the City to implement metrics to measure event as necessary.

➤ **HUB PROGRAMMING**

- In addition to coordinating food, free water, first aid, restrooms, information, bike repair

and bike parking along the route, CARS will also produce programming at hubs mindful of budgetary constraints. All programming will be coordinated closely with relevant city staff and will fall within the existing budget parameters of the event.

➤ **REPORTING**

- Provide a final report on the event as required by city staff.
- Provide final written financial and event attendance reports and records.

➤ **SCHEDULE**

- 5 - 6 months in advance:
 - Create timeline for event planning
 - Begin attending key stakeholder meetings
- 4 - 5 months before event:
 - Begin mitigating route/access issues
 - Secure additional permits
 - Finalize hub locations and crossing points
 - Identify programming partners
 - Coordinate necessary city services (water, trash, bike valet, etc....)
- 3 months before event:
 - Secure staffing
 - Secure necessary permits and insurance as required
 - Develop merchandise
 - Develop printed outreach materials
 - Coordinate community outreach and mitigate additional access issues
 - Beginning 2 ½ months prior, conduct door to door outreach to each business and residence along the event route
 - Coordinate small business outreach on how best to engage with the event
- 2 months before event:
 - Convene public community meeting
 - Mitigate additional access/route issues
 - Develop signage
 - Finalize hub elements and programming
- 1 month before event:
 - Finalize site plans
 - Contract with flyering company to distribute flyers about the event at least ¼ mile in each direction around the route.
 - Develop protocol documents for staff
 - Rent vans and pack for event