



Cyclovia Downtown Tampa

October 19, 2014

Cyclovia: What is it?

- ▶ Full/partial Road Closure
- ▶ Provide an opportunity for activity
- ▶ Occurs on weekends during non-rush hour
- ▶ Engage local businesses
- ▶ Key themes: active transportation, safety, exercise, health



Cyclovia: What is it NOT?

- ▶ Street party
- ▶ Market
- ▶ Fair
- ▶ Bike race
- ▶ Parade
- ▶ Festival



Cyclovia Downtown Tampa

- ▶ October 19, 2014
- ▶ 9:00 AM to 2:00 PM
- ▶ Road Closure on State Road 60/Kennedy Boulevard from Nebraska Ave to Tampa Street
- ▶ Each block programmed with an activity by a "block sponsor" organization
- ▶ Food trucks & adjacent restaurants opened
- ▶ Live music
- ▶ Chalk Art
- ▶ Live demonstrations



Partners

Coordinators

- ▶ Florida Department of Transportation
- ▶ Tampa Downtown Partnership

Funding & In-Kind Support

- ▶ City of Tampa
- ▶ Creative Loafing Tampa Bay

Gov't. Partners

- ▶ Hillsborough Metropolitan Planning Organization (BPAC)
- ▶ Hillsborough Area Regional Transit
- ▶ FL Dept. of Health - Hillsborough

Other Partners:

- ▶ Tampa Bay Lightning
- ▶ Walk Wise & Tampa Bay Cycle
- ▶ Tampa Bay Bike Co-op
- ▶ COAST Bike Share
- ▶ The Urban Conga
- ▶ St. Joseph's Hospital
- ▶ Florida Wellness
- ▶ The Green Artery
- ▶ WeVue
- ▶ Florida Safe Routes to Schools
- ▶ Culligan Water
- ▶ The Florida Lottery



Planning Timeline

City of Tampa Special Event Permit Process for Street Closures
MINIMUM 90 DAYS

- ▶ Begin coordination with FDOT & local agencies on roadway closure & funding requests
- ▶ Pre-planning meeting with City
- ▶ Draft site plan & draft permit application

MINIMUM 60 DAYS

- ▶ Finalize roadway closure agreement and begin maintenance of traffic design process
- ▶ Finalize staffing commitments
 - ▶ TPD, Fire, EMS, Transportation, Parks & Rec

MINIMUM 30 DAYS

- ▶ Final Permit due & payment of estimated costs



Marketing & Promotions

- ▶ Social Media - contests and paid promotion
- ▶ Print media sponsored by Tampa Bay Cycle & Creative Loafing (3 weeks quarter page ad)
- ▶ Grassroots flyer posting - coffee shops, bike shops, community centers, etc.
- ▶ Partner agency cross-promoting & communications
- ▶ News media - 5 TV video interviews & dozens of print stories. Live coverage during event



Numbers

- ▶ Approximately 3,000 attendees throughout the day (over 100 dogs)
- ▶ 5 hours
- ▶ 5 food trucks
- ▶ 2 coffee shops (Kawka & Buddy Brew)
- ▶ 1 restaurant (on-route)



Costs & Expenses (approximate)

Not including coordination effort*

- ▶ Maintenance of Traffic Design Costs \$25,000
- ▶ Maintenance of Traffic Road Closure \$10,000
- ▶ Police/EMS/Fire \$5,000
- ▶ Permits, Labor and fees \$1,500
- ▶ Event Cleanup, Garbage \$2,500
- ▶ Portable Sanitation \$1,000
- ▶ Additional Optional Expenses can be up to \$10,000
- ▶ Total \$55,000 (approximate)

Costs & Expenses

- ▶ The most expensive item is maintenance of traffic design and implementation (road closure). For a limited time, FDOT D7 is accepting requests to absorb these costs using District resources.
- ▶ Partner with City for emergency staffing.
- ▶ Volunteers for coordination, planning, staffing during event, setup & tear-down
- ▶ Leverage other grant opportunities to promote alternative transportation and safety awareness at the same time.

Thank you!

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