

Potential Interview Questions

What are Open Streets?

- Open Streets are programs that temporarily open streets to people and close them to cars. People traffic replaces car traffic and the streets become ‘paved parks’, where people of all ages, abilities, and backgrounds can come out and improve their health.

Why does your city need Open Streets?

- Nearly XX% of people in our city are not physically active and this percentage is steadily increasing.
- We need to encourage new ways for our citizens to get active.

Why close the streets if we have so many parks?

- Many people do not live close enough to a park. Our existing parks, services, and programs are not enough. We need new strategies to encourage physical activity.
- Open Streets is about the street. It’s about experiencing the street from a new vantage point, showing people that they can get around the city by foot or bike.
- As Open Streets are on the street, they are also very accessible to people with mobility devices and challenges because the surface is flat and smooth.
- We need to use our existing assets to their greatest potential. We can get so much more from our streets!

Why does it have to be a main road?

- The most successful Open Streets are on iconic streets—that’s where people want to be.
- We want to showcase our city!
- There are alternative routes <list alternative routes>

Won’t this just make our already bad gridlock worse?

- We recognize there is a gridlock problem and we know that to solve this we need to get more people out of their cars walking, biking, and using public transit. Open Streets have been a proven tool to encourage these sustainable modes of transportation.
- We have design the program to minimize traffic disruptions (.ie. Sunday morning, low traffic, soft closure).

What about church access? Little old ladies?

- Explain transit options.
- We have/will map out all the entrances along the route and will work with the <insert names of churches> to determine the best alternative.
- We will be providing plenty of notice
- We will make special considerations when necessary.

How can Open Streets have a positive impact on businesses if cars can't get to them?

- Los Angeles example: 57% increase in sales for stores that engaged participants in the program in any way.

Who is paying for it? How much does it cost?

- <List who is paying for it>
- <Say how much it costs, or tell them that you are still working on the details of the budget>
- We are very grateful for their generous sponsorships and donations and for ensuring that we can run a professional and successful pilot program.

Do you want the city to pay for it?

- There are many successful funding models for Open Streets programs.
- We certainly hope that we can prove our success this year and grow the program in the future in collaboration with the city.
- These programs have proven to have strong cost-benefit ratios. For every dollar invested in the San Francisco program, they saw a 2.3 dollars in health care savings (net savings of 4million per year).

Do you have support from the city? XX says he/she doesn't support the program. How do you respond to that?

- We have very positive support from many stakeholders affected by the Open Streets program and beyond.
- We have been working closely with <list stakeholders> to ensure that we create a program that the City supports and can be proud of.

XX is opposed to the idea. What are your comments?

The Open Streets concept is supported around the world. In world class cities like New York and L.A., the programs have been strongly supported by the Mayors and have been hugely popular and successful. We're committed to creatinWg a high-quality program and we look forward to continuing to collaborate with the City and other stakeholders on this project.

How many people are you expecting?

- The most successful programs in the world draw hundreds of thousands of people. In Guadalajara, Mexico they consistently get more than 400,000 participants every single Sunday of the year. In Los Angeles, they are getting crowds larger than 150,000—we hope Open Streets <insert name of your city> can become a world class program like theirs'.
- We expect <an approximate number> of people, weather dependent.

Are you planning more next year?

- We are using this year as a pilot program.