



CiclaVista

Chula Vista

What: Please join us for Chula Vista's inaugural open streets celebration. Enjoy a car free street for one mile along the historic Third Avenue Village in Chula Vista.

No registration is required. It's open to anyone who wants to bike, walk, stroll or skate as long as they're using a non-motorized vehicle. Families and pets (on leashes) are welcome. Activities will include special promotions and festivities from local businesses and family oriented entertainment.

CiclaVista is a public event that promotes active living and healthy communities. Open Street Celebrations temporarily close down streets to automobiles so that people may use them for healthy and fun physical activities like walking, jogging, biking and dancing. Today there are more than 90 open streets initiatives in the United States and Canada. Open streets are typically part of a broader city or organizational effort to encourage sustained physical activity, increase community engagement and build support for the provision of broader transportation choices.

CiclaVista is the culminating event for Walk+Bike Chula Vista, a campaign designed to promote and encourage walking and biking throughout the City.

Where: Third Avenue Village from E Street to H Street

When: Sunday, April 30 11am-3pm

Why: Show your support for local businesses and active living.

For more information www.ciclavista.com , City of ChulaVista/WalkBike



Sponsorship Levels

Gold Sponsor \$5,000

- Stage speaking opportunities
- Banner prominently displayed on stage
- Event booth
- Inclusion in “Walking Tour Brochure”
- Inclusion in all press including: interviews, press releases, and promotional videos
- Logo on CiclaVista door hangers/ Event advertising (signage, flyers, sign-spinners)
- Logo on Facebook, CiclaVista and SDCBC websites

Silver Sponsor \$2,500

- Banner prominently displayed on stage
- Event booth
- Inclusion in all press including: interviews, press releases, and promotional videos
- Logo on CiclaVista door hangers/ Event advertising (signage, flyers,)
- Logo on Facebook, CiclaVista, and SDCBC websites

Bronze Sponsor \$1,000

- Event booth
- Inclusion in all press including: interviews, press releases, and promotional videos
- Logo on CiclaVista door hangers/ Event advertising (signage, flyers)
- Logo on Facebook, CiclaVista, and SDCBC websites

Grand Marshall \$500

- Inclusion in all press including: interviews, press releases, and promotional videos
- Logo on CiclaVista s door hangers/ Event advertising (signage, flyers)
- Logo on Facebook, CiclaVista, and SDCBC websites

Champion \$250

- Logo on CiclaVista door hangers/ Event advertising (signage, flyers)
- Logo on Facebook, CiclaVista, and SDCBC websites

For more information: michelle@sdbikecoalition.org or 858-487-6063



Key Findings from the CicloSDias 2013 Survey:

- Approximately 8,311 people attended the event; this attendance rate is similar to that of inaugural Open Streets events in many other cities. (p. 6)
- 713 attendees completed the evaluation survey; 49% were women and 36% were non-White or Latino. (p. 7)
- 38% of attendees came to the event from further than 1 zip code from the route. (p. 8-9)
- Attendees obtained two-thirds of their typical weekly minutes of physical activity during the event. (p. 15)
- 49% of attendees met the 150-minutes per week physical activity guideline during the event; as a comparison, 26% of San Diego County residents obtain 150 minutes of physical activity in a given week. (p. 15)
- 84% of attendees shopped or purchased food or drink during the event, and 94% said they would return to the neighborhood. (p. 16)
- 50% of businesses reported that the event had a positive impact on their business and
- 13% reported a neutral impact. Restaurants, pubs and retail stores reported benefitting the most. (p. 17)

Key Findings from the City-Wide Survey:

- 58% of randomly sampled San Diego city residents said they want a CicloSDias event in their neighborhood. (p. 13)
- Only 46% of randomly sampled San Diego city residents rated existing bicycling infrastructure as good or very good. (p. 18)
- 84% of randomly sampled San Diego residents support improving bicycling infrastructure;
- 62% still support improving bicycling infrastructure even if it means removing a lane of traffic or parking, with the highest levels of support among non-Whites and Latinos. (p. 18-19)

To view full report, visit www.ciclosdias.org.

2016 Open Streets event-CicloSDias

City of San Diego

