

East Bay Open Streets Director (Team)

Walk Oakland Bike Oakland is seeking qualified applicants to submit proposals to produce one or two East Bay Open Streets events, Love Our Neighborhood Day (LOND) on June 4 and Sunday Streets Berkeley (SSB) on October 16. Each event is unique, though both events hold the basic principles of Open Streets: activity-driven, non-commercial, health-oriented, and supportive of community and social connections.

No proposals exceeding \$8,000 for LOND or \$12,000 for SSB will be considered.

Job Description

In 2016, the EBOS Program Director coordinates between local teams and steering committee involved in production of East Bay Open Streets (EBOS) Events to

- Provide logistical, budgetary, volunteer, and/or publicity support to primary presenters: Walk Oakland Bike Oakland, North Oakland Neighborhoods of Golden Gate, Longfellow and Sante Fe, and Livable Berkeley, Downtown Berkeley Association and North Shattuck Association.
- Provide Steering Committee with monthly update on EBOS in person, via email or phone
- Be available for evening and weekend meetings

Love Our Neighborhood Day and Sunday Streets Berkeley Expectations:

- The event should draw between 10,000 to 40,000 people per event.
- The events will engage neighborhoods and groups throughout parts of but not exclusive of North Oakland, Emeryville, Berkeley, Uptown, Downtown Oakland, Rockridge and Temescal.
- The project budget for the two (2) combined events is approximately \$90,000.
- Fundraising and sponsorships will be solicited solely by the Fundraiser, with the assistance and guidance of WOBO, Steering Committee and members of the local planning community teams.
- A Steering Committee consisting of representatives WOBO, local planning team representatives, North Shattuck Business Association, Downtown Berkeley Association and Livable Berkeley will advise and provide event design, budget guidance.
- The WOBO Executive Committee will monitor the EBOS Program Director Team's performance on an ongoing basis.
- The EBOS Program Director Team is responsible for developing and executing a detailed plan, and coordinating with volunteer coordinators, traffic consultants, fundraisers and additional subcontractors to deploy event staff and volunteers effectively to ensure safe and meaningful participation in the open streets events.

Roles are often shared between the EBOS Director, WOBO and local teams. Each item listed below reflects core expectations of the EBOS Director, with some items co-facilitated or supported by others.

ITEM	EBOS Director	LOND Team	SSB Team	WOBO
Organize meetings and work flow, timelines, budget and scope of work, in consultation with relevant Committees, when appropriate	X			
Coordinate and facilitate route design	X			
Hire, support and assist graphic artist(s)	X	Review	Review	Review
Develop a detailed rendering of event layout at least 3 weeks from event, so volunteer and activity coordinators, food vendors, relevant police and fire department representatives, AC Transit managers, CalTrans (and other transit entities), and stage coordinators can reference for communication with activity, food pod and entertainment hosts, as well as community members impacted by potential alterations to routine traffic circulation	X			
Test and verify road closures and detour directions with traffic management subcontractor(s)	X			
Meet with City staff, police and fire departments, AC Transit, CalTrans, and affected neighborhood stakeholders to present street closure plans, file permit applications, and ultimately secure all necessary permits and insurance requirements	X			
Communicate and train volunteers and key route rabbits on traffic management responsibilities	Support Volunteer Coordinator			
Develop, in collaboration with volunteer coordinator communication and training materials for volunteers	X			
Organize and implement all the permitting for the day including police, fire, health dept, etc.	X			
Identify/recruit food vendors, contract with them, obtain necessary proof of health permit, and place them on the route in collaboration with local planning teams and food vendor leads	X	X - approve	NA	
Organize and implement sponsor benefits and placement pre-event and at the event	X – in collaboration with Fundraiser			
Secures Environmental Health Permits and ensures compliance	X		NA	X – Purchase under WOBO's name

ITEM	EBOS Director	LOND Team	SSB Team	WOBO
Website maintenance	Eastbayopenstreets.com, Eastbayopenstreets.org		Sundaystreetsberkeley.org	Oaklavia.org
Identifying opportunities for in-kind sponsorships for materials, services, and negotiating agreements (Volunteer lunches, t-shirts, printed materials, medical/first aid, walkie-talkies, etc)	X	Support	Support	
<p>Create and finalize sponsor agreements, and then manage the fulfillment of benefits from each sponsor, as per agreements</p> <ul style="list-style-type: none"> • Manage day-of sponsor involvement and perform after-event follow up • Submit official forms and requests for sponsorship as necessary 	X			X
Communicate with WOBO Treasurer to stay current on bank balances, checks received and processed, and invoices received/paid. Ensure total of event budgets do not exceed \$90,000 or the amount fundraised, whichever is less	X	Oversight	Oversight	Support
Monthly update to steering committee on Expenses to date	X			Generate template for report with SC
<p>Engage in Strategizing, Meetings, and Negotiations related to City Emergency Services and Event Staff</p> <ul style="list-style-type: none"> • Make block by block determinations for key logistical concerns including “soft closures,” location of handicap parking and key event areas, etc. in collaboration with traffic team • Communicate programming needs and traffic control needs to BPD/OPD and collaborate to ensure sufficient coordination and to avoid conflicts • Collaborate with Volunteer Coordinator to encourage BPD/OPD to permit greater provision of volunteer services for traffic control to reduce City costs 	X			X
<p>Schedule and conduct meetings to plan day-of logistics</p> <ul style="list-style-type: none"> • Schedule and facilitate multiple meetings with Business Improvement Districts, Volunteer Coordinator, and Street Closure Contractor 	X			X

ITEM	EBOS Director	LOND Team	SSB Team	WOBO
<p>Manage and Engage in Marketing and Communications</p> <ul style="list-style-type: none"> • Create custom-tailored copy/messaging that emphasizes mission-driven aspects, broad principles, and overarching goals of East Bay Open Streets events • Incorporate messaging, whenever possible, into publicity materials and promotions, including outreach, merchant publicity, calendar announcements, etc • Actively seek new marketing and outreach partners. • Manage graphic designer to create: spoke-cards, postcards and posters • Executing creation of promotional and publicity materials relating to and including: Fundraising/Sponsorship, Website content & design, Publicity flyers, Parking info flyers, Day-of posters with map, Day-of flyers with activities, and Social media content and e-newsletters 	X	Support	Support	Support
<p>Manage postering and postcard distribution</p> <ul style="list-style-type: none"> • Oversee distribution of flyers and/or postcards throughout neighborhoods in East Bay, including: North Berkeley, Downtown Berkeley, Solano Ave. (Berkeley/Albany), San Pablo Ave., Piedmont Ave., Temescal Area, Grand Lake Area, Elmwood, Rockridge Area, Lake Merritt, San Antonio, Fruitvale, Downtown Oakland, West Oakland, East Oakland, etc. • Supply professional poster distributor with cards and posters; and ensure prompt payments of professional poster distributor. 	X			
<p>Secure and Manage Media Sponsorships & Publicity Sponsorships</p> <ul style="list-style-type: none"> • Perform initial outreach and pitching, and conduct negotiations and follow-ups to finalize agreements • Manage ad materials creation with graphic designers and media outlets • Manage dissemination of publicity materials to local and regional media outlets • Identify and act upon publicity sponsorship opportunities and foster resulting agreements (e.g., PLACE, Habitot, Oakland Grown, Buy Local Berkeley, HUB Bay Area) • Monitor and follow up with publicity partners and offer reminders of promotional obligations (e.g., Ecology Center, Bike East Bay) 	X			

ITEM	EBOS Director	LOND Team	SSB Team	WOBO
<p>Engage in Programming Outreach & Management</p> <ul style="list-style-type: none"> • Appeal to community groups, performers, merchants, institutions, other entities for participation in day-of activities and programming. • Follow-up with unresponsive stakeholders and contacts who are well-positioned to provide high-quality and engaging program. • Conduct in-person meetings to secure event participation, where necessary. • Collect information on needs and requirements for participation (e.g., street surface requirements, proximity to related participants, etc.) • Negotiate and identify placement for leading activities as per amenities needed, while keeping requests and expectations in check • Manage potentially conflicting needs among and between merchants and activity leaders • Request and secure Additional Insured Documents from all participants hosting activities that involve physical activity for Sunday Streets Berkeley. <ul style="list-style-type: none"> ○ Conduct early and frequent follow-up with unresponsive participants to ensure that such activities are insured ○ Review validity of insurance documents, including proper event sponsor names, such as City of Berkeley, and primary partner organizations. • Move participant placement/timing as necessary as more participants come on board • Manage schedules, give individual guidance, instructions & contacts for on-the-day unloading and loading options, operations, etc 	<p>Bridge across all three events</p>	<p>LOND local team</p>	<p>SSB will take on majority;</p>	
<p>Manage Activity Maps on public platform, e.g., Google</p> <ul style="list-style-type: none"> • Create interactive on-line map with locations and descriptions of participants and activities for each EBOS event. Add participants and activities to map on a frequent and regular basis to promote interest in event and provide detailed event information. 	<p>In collaboration with Livable Berkeley</p>	<p>Livable Berkeley</p>	<p>Livable Berkeley</p>	<p>Post on social media</p>

ITEM	EBOS Director	LOND Team	SSB Team	WOBO
<p>Perform Press Outreach & Relations</p> <ul style="list-style-type: none"> • Complete necessary forms for and submissions to Bay Area event calendars, involving 80+ calendars associated contacts • Gather newsworthy information pertinent to each event, including special activities, menus, or business promotional offers (as event participation continues to grow until just before the event itself, this item is acknowledged to require a great deal of ongoing and last-minute attention) • Draft, publish, and promote press release and obtain approval from sponsors for supportive quotations • Organize press kits with non-copyright images of Sunday Streets • Maintain contacts with the press to pitch and shepherd through positive coverage of the event. Make multiple individual contacts with press as necessary before, during, and after the event • Manage creation of and promote advertisements and announcements for print, blogs, TV, and radio • Ensure key stakeholders are interviewed during press coverage • Maximize press coverage by leveraging connections and by pushing information and event promotional materials (including the event website) to bloggers, other journalists, and participants with major social media channels • Follow up to secure additional post-event press 	Variable across events – Coordinate with local teams	X	X	X
<p>Ensure Day-Of Media Coverage of Event</p> <ul style="list-style-type: none"> • Perform aggressive outreach to videographers and photographers • Flyer to engage photographers on Flickr and/or other photosharing websites • Follow up with videographers and photographers to capture their content • Maintain media assets • Oversee items key to EBOS events long-term goals implemented at Info booths (e.g., sign-up sheets, activity flyers, photo flyers, sponsor banners) 	X			Support Production Team

ITEM	EBOS Director	LOND Team	SSB Team	WOBO
<p>Communicate With and Perform Outreach to Merchants</p> <ul style="list-style-type: none"> • Coordinate with the local planning teams to engage district institutions individually (especially those who have previously not participated) including the YMCA, arts organizations, etc. <ul style="list-style-type: none"> ○ Acquire improved contacts for these organizations. 	Maintains communications only regarding day-of logistics	X	X	
<p>Complete Post-Event Follow-ups and Evaluations</p> <ul style="list-style-type: none"> • Perform check-ins with Sponsors & activity leaders regarding their experience and remind them of the next EBOS event. • Send Thank You notes to volunteers, activity leaders and encourage to participate in the next EBOS event • Send official thank you to event sponsors via e-newsletter client 	X			X – Thank yous to Sponsors

Performance Requirements

- The EBOS Director will be under the direct supervision of WOBO Executive Committee members: Board President, Vice-Chair and Secretary
- Performance will be judged based on
 - Effective coordination and collaboration with other event contractors
 - Maintaining positive working relationships with committees, City and community stakeholders
 - Successful production of events
 - Timely completion of deliverables
- WOBO Executive Committee reserves the right to terminate the EBOS Director contract at any time.
- Events may be cancelled if fundraising milestones are not met. As such, EBOS Director compensation will be prorated.

Contract Period

- Start date: ASAP; first community meeting March 16, 2016 for LOND. Approximately May 1 for Sunday Streets Berkeley.
- End date: June 30, 2016 for LOND, October 31, 2016 for Sunday Streets Berkeley, or upon completion of responsibilities
- Approximate compensation schedule

LOND	SSB
4/15: 15% of accepted proposal amount	8/15: 15% of accepted proposal amount

LOND	SSB
5/15: 25%	9/15: 25%
6/5: 35%	10/17: 35%
6/30: 25%	11/15: 25%

Other organizing members of the events and their respective roles

Steering Committee

Steering committee: membership includes at least one representative from each event's neighborhood/business association, WOBO board members, and potentially a rep or two from very engaged sponsors. Ideal size is 5 to 10 very active committee members

- Provide introductions & initial sponsorship ask (via email) to previous sponsors. Fundraiser will conduct all follow up (*and approach new potential sponsors)
- Meet monthly with Director, Fundraiser and Traffic Consultant to provide / receive updates, suggestions, and advice.
- Be one of the Team Leads on a Local Neighborhood Planning Team and act as liaison between steering committee and Local Neighborhood Team

Fundraiser

- Develops sponsorship packet with Steering Committee and WOBO
- Conducts outreach and follow-ups to past sponsors
- Researches and pursues
- Ensures appropriate benefits received
- Produces invoices and acknowledgement letters
- Highlights sponsors in local media

Traffic Consultant

- Secures appropriate permits and requirements from municipal and regional partners
- Secures contractor to Develop engineering and traffic plans for event
- Organizes and implements traffic management plan including placement and removal of “no parking” signs as well as related traffic alert systems, e.g., CMS boards, etc.
- Organizes, contracts for, and provides all operations elements including cones, barricades, signs, toilets, radios, first aid, etc.
- Ensures pre-event notifications on detours, on-street parking limits completed within legal parameters
- Day of event traffic execution – Equipment delivery, placement, removal, cleanliness
- Ensures communication with Volunteer Coordinator and Event Production team on support needs
- Addresses inquiries or complaints, in advance and during event
- Provides documentation of lessons learned as well as reports to respective municipal and regional agencies

Volunteer Coordinator

- Recruits Volunteers
- Communicates with and confirms assignments with volunteers
- Coordinates with Traffic and Event Production teams on needed tasks and day of volunteer support logistics
- Ensures volunteers receive appropriate training(s)
- Manages and executes Volunteer Newsletter and facebook page
- Summarizes volunteer feedback, follow-up, documentation
- Co-hosts with WOBO Volunteer Appreciation event
- Purchases volunteer supplies (reimbursable)

Local Neighborhood Planning Teams

Each Neighborhood Planning Team will optimally have two Team Leads to provide direct support to EBOS Director and manage Neighborhood Planning Team responsibilities. Team Leads

- Commit an average of 3 to 4 hours per week to coordination.
- Meet with EBOS Director regularly and with increased frequency leading up to event
- Provide outreach to neighbors and merchants for activities – flyers, email, going door to door
- Outreach to neighbors & merchants on route re parking/street closure
- Publicize event news & help with distribution of posters in event area, near media hot spots
- Assist in completing petition forms for street event permit, sound permits, etc
- (If necessary) Liaise with the city – attend logistics meetings
- Facilitate EBOS Director in asking for city sponsorship - asking city to waive all costs or contribute money
- Provide support to EBOS Director in conducting evaluation of the event from local stakeholders: surveys, business receipts, attendance counts