

FREQUENTLY ASKED QUESTIONS

Is alcohol consumption allowed in a people street?

Alcohol can be consumed in permitted outdoor cafes only.

How do I staff my people street?

You will be responsible for staffing the event, including setup, take down, and any tabling during the event.

What is the required outreach?

Outreach is essential and needs to occur throughout the entire program, particularly during the initial planning phase. We highly recommend engaging all businesses within your proposed closure footprint.

You are required to use at least 3 methods of outreach, including 1 each of the following:

1. Printed outreach, such as:
 - a. Door-to-door Fact Sheet or Flyers
 - b. Local Print Newsletters
 - c. Direct Mailings
 - d. Posters in Local Businesses, Venues, Community Centers
 - e. Sign(s) posted on site
2. Electronic/digital outreach, such as:
 - a. Project website or webpage
 - b. Email to Distribution List / Listserv
 - c. Post on Local Blog or in Digital Newsletters
 - d. Social Media Post/Advertising (paid Facebook post, etc.)
 - e. Online Survey
3. In-person outreach, such as:
 - a. Group meetings in homes, businesses, or community venues
 - b. Interviews with community members/leaders
 - c. Focus group of local stakeholders
 - d. Drop-in hours at business or community center
 - e. Staffed "Pop-Up" event near site
 - f. Guided tour or site walk
 - g. Table at community event or festival
 - h. Presenting at an established community group's meeting
 - i. Hosting or co-hosting a community meeting

All printed and electronic/digital outreach materials must:

1. Include the location of the proposed people street
2. Identify a contact person for the proposal
3. Provide an email address, survey link, phone number, or alternate way of providing written feedback on the proposal directly to the applicant
4. Note where any additional information about the proposal can be found

All in-person events must be either:

1. Open to the general public and publicized using at least one electronic/digital outreach method and one printed outreach method; or
2. Open to representatives of community stakeholder groups identified by the Department of Neighborhoods (DON), where appropriate

You need to submit proof of outreach with your application materials. This must include:

1. A brief summary of the community outreach plan, including a list and brief description of the outreach methods used and dates associated with each method; and
2. Sufficient materials to demonstrate that each outreach method was conducted.
3. For printed outreach methods, documentation shall include:
 - a. Copy of mailed notice and address list; or
 - b. Copy of flyer and distribution area or route
4. For electronic/digital outreach, documentation shall include a copy of (and link to) blog post, newsletter, or project webpage.
5. For in-person outreach, documentation shall include:
 - a. Copy of sign-in sheet and/or applicant notes from community meeting;
 - b. Photo of comment boards at open house, or of audience at meeting; or
 - c. Email from community partner confirming dates and time of in-person contact.

We may refer applicants seeking assistance with the development of an outreach strategy to staff at DON. DON staff will serve in an advisory role only and will not conduct any of the required outreach on behalf of the applicant.

How much does the program cost?

There is no direct cost associated with this program. We will select the most qualified applicants to partner with in 2018. If you are selected, we will provide technical support and guidance based on our experience leading Pike People Street over the last few years.

Is there a limit to the number of closures I can propose?

You may propose as many closures as appropriate for your community. We will select a maximum of three community partners to host up to 10 closures total.

How do I make a site plan?

You can use an online map as a template, or create your own. The site plan does not need to be to scale, but needs to include all relevant information – the footprint of your proposed closure, location of program elements (including closure barricades, community information kiosk, etc.) and all affected businesses. Also note any businesses interested in hosting a temporary café during the people street.

Can I have food trucks at the people street closure?

Food trucks are not allowed in a people street, unless they have been permitted separately by SDOT. Please note that other permits are required before a food truck business can vend in a people street. See our [Vending Permits page](#) for more information.

What is the difference between a People Street and a Play Street?

Both programs allow temporary street closures that create additional public space. Play streets are intended to create space for people to play, and they can only be located on non-arterial streets; People Streets are intended to create spaces for:

1. Local businesses on the street to host outdoor cafes and display retail merchandise adjacent to their business
2. Community activation such as art installations, performances
3. Public access and opportunities for people to interact

People streets will be located where there is an interest in creating temporary space for all three of these opportunities.

People street – geographic availability

The People Streets program is only available within the City of Seattle.

Is a people street right for my community?

People street closures are intended to create space for local business engagement, community activation, and public access. Your proposal must meet these requirements to be eligible for the people street program. If you want to close a street for a different purpose, see SDOT's website for other street closure public space permit options here:

<https://www.seattle.gov/transportation/projects-and-programs/programs/public-space-management-programs>

When can I propose a people street closure?

For 2018, people street closures will occur between July 1 – August 31.

Other questions?

Send them to casey.rogers@seattle.gov and they will be posted here with answers. Thanks!