

# PLAY Streets

## SF Play Streets 2019 Program Guidelines

SF Play Streets' mission is to create healthier, more connected communities by empowering San Francisco residents to transform their block into an accessible, car-free open space on a regular basis for children, seniors, and neighbors to enjoy. SF Play Streets is a program of SFMTA, presented in partnership with the nonprofit Livable City with major support provided by SF DPH, DCYF, and SF Planning.

Each Play Street is brought to a community by an Organizing Team of residents and community members who host a series of 3 or more health-focused block parties on a designated block. As capacity and interest grow, Organizing Teams can expand to unlimited sessions on their Play Street block and provide more community members with access to open space and recreation.

The SF Play Streets 2019 Program Guidelines were created to ensure public safety and maintain the integrity of the program's mission. Thank you in advance for investing in your community by hosting a Play Street and adhering to these guidelines.

### General Requirements

All Play Streets and activities must be free and open to the public.

All Play Streets Series must be a minimum of 3 sessions in length, with each session lasting a minimum of 3 hours. Each session must take place no more than one month apart.

### Location Guidelines

Ideal Play Streets are flat, straight and already have low car traffic. Most streets with a high number of storefronts (known as a commercial corridors) are not eligible for a Play Street permit, though some exceptions for streets with a mix of residents and businesses may be permitted.

Streets with bus stops or routes, emergency vehicle routes, parking meters or more than one lane of traffic in each direction are not eligible for a Play Street.

### Organizing Team Requirements

Organizing Teams are made of 4-10 members who are a mix of neighborhood residents, community members, and nonprofit representatives. Collectively, the Organizing Team assumes responsibility for ensuring the Play Street adheres to all program guidelines.

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## Captains

The following Captain roles are required for every Organizing Team and contact information for each will be needed for the Play Street application. Captains are not required to be present at all Play Street sessions, but must attend a one-time training with Livable City before the first Play Street session.

It is highly recommended to have a team member dedicated to each of the roles, but members are allowed to fill up to two Captain roles.

**Administrative Captain** – Responsible for acting as the primary point of contact to Livable City for the Organizing Team’s application, equipment orders, and technical assistance requests.

**Block Captain** – Must be a resident of the Play Street block. Responsible for acting as a Play Street ambassador to the neighbors. Block Captains often help store signs and equipment in between sessions, but this is not required.

**Safety Captain** – Responsible for recruiting and training safety monitors to be present during all hours of the street closure.

**Garbage Captain** – Responsible for ensuring all trash is sorted and disposed of using the 3-bin system (Recycling, Compost, Landfill) and that the street is left clear of trash at the end of each session.

**Outreach Captain** – Responsible for leading door knocking, including recruiting multi-lingual volunteers. Act as primary point of contact for questions from community members by providing phone number and email address for outreach materials.

**Programming Captain** – Responsible for recruiting organizations and volunteers to host activities. Help coordinate equipment needs and activity placement between partners and provide instructions for volunteers.

## Outreach Requirements

- Gather signatures of support from a minimum of 51% of the households and businesses on the street.
- Conduct a minimum of 1 door knocking session on the proposed Play Street block prior to the first session.

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- Post signs and flyer cars on the Play Street block a minimum of 3 days prior to each Play Street session.
- Use only SF Play Streets' supplied signs and outreach templates; Written approval is required for any original or heavily modified artwork.

## Safety Requirements

- Only use the SF Play Street provided barricades for the street closure.
- Ensure an emergency access lane of 14' is maintained in a straight line from one end of the block to the other during each session. No equipment can be placed in the emergency access lane.
- Ensure barricades do not block handicap ramps or crosswalks.
- Ensure street closure signs are prominently placed on the outside of the barricades at the beginning of each session.
- Provide 1-2 safety volunteers to assist vehicles that must enter or exit the Play Street

## Programming Requirements

At a minimum, Each Play Street session must provide equipment or programming support for the following:

- 3 active activities (hop-scotch, jump rope, dance class, etc.)
- 1 activity that is accessible for people with limited mobility (board games, bubbles, performances or presentations)
- 1 community building activity (comment box or board, community potluck, NERT training)

Beyond community organized potlucks, free food services are not permitted with the Play Street permit, but can be facilitated with an additional application process. Email [playstreets@livablecity.org](mailto:playstreets@livablecity.org) no less than 6 weeks prior to your free food service date to secure the additional permit.

## Prohibited Activities

- Use of or promotion of tobacco/smoking products or alcohol
- Use of or promotion of beverages or food that does not meet the City and County of San Francisco's HEAL legislation (i.e. sodas and other sugary beverages, foods with added sugar and/or hydrogenated oils)
- Distribution of individual, single-use plastic water bottles
- Commerce and/or sales (market place, food trucks and stalls, etc)
- Gated, paid programming (pay rides, VIP lounges, etc)
- Motor vehicles or motor vehicle shows

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