

# Open Streets Mitchells Plain

## Marketing & communication plan



### Summary

Open Streets Mitchells Plain is the grand finale of the first Open Streets series, which included the following.

Langa: 30 October 2016

Bellville: 20 November 2016 (in collaboration with [Greater Tygerberg Partnership](#))

City centre: 15 January 2017

In addition to emphasising the messages outlined in the communications plan for the series, the finale is an opportunity to talk about the future of Open Streets as a programme in a way that engages the public directly and encourages involvement and feedback.

It is an opportunity to start to visualise what Transport and Urban Development Authority mayoral committee member Brett Herron has publicly stated; namely that Open Streets should “be something that every community embraces [to] allow people to move by foot, by cycle, by skateboard, by rollerblade – or just play on the street – without cars interrupting them.”

### Overarching Open Streets objectives

- Bring people together across social, spatial, economic and cultural barriers by creating shared spaces that embody respect for all.
- Challenge the paradigm of urban mobility and how streets are used.

### Communications objectives

- Create awareness about alternative ways of moving around the city.
- Create awareness about MyCiTi coming to Mitchells Plain.
- Challenge the status quo of car dependence and segregation.

### Key messages

- An OS Day creates shared and safe space for all.
- It provides a safe opportunity to try something new.
- Our transport choices have an impact on carbon emissions and the environment – there are alternatives.
- Open Streets relies on public support and requires everyone to get involved. What is your vision for Open Streets Days in Cape Town?

### Target audience

- Residents of Cape Town (those who have been to an OS Day and those who haven't)
- City of Cape Town staff, officials and politicians
- Facebook event attendees
- KFM listeners
- The media
- Local businesses
- Local schools
- Local faith-based organisations

### Questions to answer in our communications

- What is an OS Day?
- What's unique about OS Mitchells Plain?
- “Take back the streets”
- Why should I attend?

