

Memorandum



CITY OF DALLAS

DATE February 17, 2026

TO Members of the Transportation and Infrastructure Committee

SUBJECT **Open Streets – Street Festival/Special Events Update**

On November 12, 2024, the Convention and Event Services Office of Special Events (CES-OSE) briefed the Quality of Life, Arts, and Culture Committee about the proposed implementation of periodic weekend street closures to create vehicle-free zones through a concept more commonly referred to as Open Streets. The November 2024 briefing is attached as **Exhibit A**, and includes case studies from San Jose, California; Portland, Oregon; and Mexico City, Mexico.

As indicated to the committee, Open Street events occur when a street is closed to vehicles, allowing pedestrians and cyclists to reclaim the space. This past fall, CES-OSE partnered with Downtown Dallas Inc. (DDI) to introduce the first Open Streets activation to the public during a “Trick or Treat” event held on October 31, 2025. As this event confirmed, closing streets to vehicles provided a safe environment for families, allowing for a successful test run of the concept in advance of the FIFA World Cup.

The event was both enjoyable and successful, receiving positive feedback from attendees, partners, and downtown stakeholders. According to Placer.ai data, the event attracted an estimated **7,100 attendees** during the three-hour timeframe. From an operational standpoint, the event ran smoothly, including effective barricade placement and overall logistical management.

Based on the event’s success and community response, CES-OSE believes an Open Streets concept would be well-received by residents, visitors, and local businesses during the FIFA World Cup. To maximize efficiency and reduce operational costs, we recommend focusing closures on Main Street between Ervay and Field, as well as Akard Street from Elm to Commerce.

CES-OSE proposes the following alternative approaches:

Option A

- Sunday closures between FIFA matches (excluding game days):
June 21, June 28, July 5, and July 12
- Full-day street closures
- Opportunities for merchants to expand into the street for food and beverage service
- Potential amenities such as bike valet, pending available space

Option B

- Select **one weekend** from the following dates:
 - June 20–21

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- July 4–5 (Fourth of July weekend / Semi-Quincentennial)
- July 11–12
- No FIFA matches are scheduled during these weekends

DDI is actively developing initiatives in preparation for the **FIFA World Cup**, including street enhancements, sidewalk improvements, and activations across parks and public spaces. We are pleased to support the Open Streets concept through collaborative efforts such as programming, marketing, and targeted assistance from DDI’s Field Operations teams for security, cleaning, and hospitality, where feasible and as resources allow.

Please feel free to contact Rosa Fleming, Director, or Jacquelin (Jackie) Justice, Assistant Director – Convention and Event Services with any questions or to discuss recommended next steps.

Service First, Now!



Robin Bentley
Assistant City Manager

c: Kimberly Bizzor Tolbert, City Manager
Tammy Palomino, City Attorney
Mark Swann, City Auditor
Biliera Johnson, City Secretary
Preston Robinson, Administrative Judge
Dominique Artis, Chief of Public Safety
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M. Elizabeth (Liz) Cedillo-Pereira, Assistant City Manager
Alina Ciocan, Assistant City Manager
Donzell Gipson, Assistant City Manager
Jack Ireland, Chief Financial Officer
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Directors and Assistant Directors