




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	May 2, 2024
SUBJECT:	Open Streets Hamilton Information (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Brian Hollingworth Director, Transportation Planning and Parking Planning and Economic Development Department
SIGNATURE:	

The purpose of this Communication Update is to provide Council with general information about Open Streets Hamilton and the events taking place Sunday May 26, 2024, and Sunday June 23, 2024.

Councillors are invited to join Open Streets Hamilton on May 26, 2024, and June 23, 2024. During the event King Street East will be closed to motor-vehicle traffic from Gage Avenue to John Street from 10:00 a.m. to 2:00 p.m. and open for residents and visitors to walk, cycle, roll and play.

There will be five Activation Hubs along King Street East. These hubs will be located primarily at future LRT stops including Wellington, Wentworth, Sherman, and Scott Park (Bernie Morelli Rec Centre), John Street will also be a hub. Businesses along King Street East will participate through sidewalk sales, community events, and outdoor seating. The Downtown and International Business Improvement Areas (BIAs) will add to the programming in this area with music at John Street and activations at Ferguson Station on both dates.

Please note, the King Street East closure will begin at 7:00 a.m. and re-open by 4:00 p.m.

Background:

At Council's direction, the City's first Open Streets Temporary Linear Urban Park on King Street East was held in June 2023. King Street was closed to motor-vehicle traffic from John Street to Gage Avenue, approximately four kilometres in length. The event ran from 10:00 a.m. to 2:00 p.m. and was attended by an estimated 15,000 individuals.

Positive feedback was received from local businesses, participating community groups, Business Improvement Areas, Councillors, the Mayor, City staff, and residents and visitors who attended Open Streets Hamilton. In total, 47 community organizations and 14 businesses along King Street East registered to participate in Open Streets Hamilton. Several organizations and businesses joined in on the day of. At the Activation Hubs participants engaged in activations such as, pickleball, wheelchair basketball with Parasport, Hamilton Bike Share, Bird e-scooter demonstrations, yoga, dancing, organized runs and bike rides, pilates on the street, and much more.

Route Map:



OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Shareable Information:

The following information can be shared in Ward Newsletters and/or via social media:

Join us for Open Streets Hamilton!

Experience an unforgettable car-free King Street East on May 26 and June 23, 10 a.m. to 2 p.m. From John Street to Gage Avenue, enjoy fun, activity, and community connection at Open Streets Hamilton. Walk, cycle, roll and play on King! Discover family-friendly activities at our Activation Hubs at John Street and Ferguson Station as well as future LRT stops at: Wellington, Wentworth, Sherman and Scott Park (Bernie Morelli Rec Centre). Visit King Street East businesses along the route. Save the dates and join us for two unforgettable Sundays on King Street! Visit hamilton.ca/openstreets for more information or to get involved.

Open Streets Hamilton

Date: Sunday May 26 and Sunday June 23, 2024

Time: 10 a.m. to 2 p.m.

Location: King Street East from Gage Avenue to John Street

Please note, the King Street closure will begin at 7:00 a.m. and re-open by 4:00 p.m.

Open Streets Graphic for Newsletters



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Social Media Content:

- Sample Posts

#HamOnt! Open Streets Hamilton is coming back to King St E! On Sunday May 26 and Sunday June 23, 2024 from 10 a.m.-2 p.m. we will turn a portion of the King Street roadway, from John Street to Gage Avenue, into a linear urban park. Open Streets provides an opportunity for the public to experience King Street in a unique way. Join us! #OpenStreetsHamilton

Save the date for Open Streets Hamilton! On Sunday May 26 and Sunday June 23, 2024 from 10 a.m.-2 p.m. King St E will be closed to car traffic and open to people to walk, cycle, roll and play! The street will be transformed into additional public space with physical activity stations & other activities along the route. Join us for a vibrant community experience. #OpenStreetsHamilton

The graphic features a light blue background with a red location pin icon in the top right corner. The main text reads "OPEN STREETS" in large, bold, black letters, followed by "MAY 26 & JUNE 23" in a large, outlined font. Below this, a black banner contains the text "KING ST E FROM JOHN ST TO GAGE AVE - 10AM-2PM" and "2024". The central part of the graphic is a blue, winding path that loops through several circular images showing people walking, cycling, and playing. Text boxes along the path include: "THE ROUTE: 3.6 KM OF KING STREET FROM JOHN TO GAGE", "JOIN US TO WALK, CYCLE, ROLL & PLAY ON A CAR-FREE STREET!", "OPEN STREETS FOR A HEALTHY, VIBRANT CITY", and "FAMILY FRIENDLY ACTIVATION HUBS". At the bottom left, there is a blue box with the "OPEN STREETS HAMILTON" logo and the text "Learn more at www.hamilton.ca/openstreets". At the bottom center, it says "Proudly Supported by" followed by logos for Hamilton, Environment Hamilton, and TD.

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o Sample Tweet:

Join us for Open Streets #HamOnt as we once again close King St E from Gage Ave to John St. Mark your calendars for two dates in 2024:

Sunday May 26 & June 23 2024 | 10am- 2pm

King will be closed to motor vehicle traffic and opened for everyone to walk, cycle, roll and play up and down the street #OpenStreetsHamilton

<https://bit.ly/41RI9iv>



The graphic features a large photo of a street scene with people walking and cycling. Overlaid on this is the 'OPEN STREETS HAMILTON' logo, which includes icons of a person walking, a person on a bicycle, and a person on a roller skator. Below the logo is a blue box with white text: 'SUNDAY MAY 26 & JUNE 23 10AM-2PM'. At the bottom of the graphic are three smaller photos: a group of people walking, a person pushing a stroller, and a child playing with a large, colorful umbrella.

Walk, Cycle, Roll, Play on King St E

Learn more at www.hamilton.ca/openstreets

Proudly Supported by

Hamilton TD Environment Hamilton

If you have any questions regarding this communication, please contact Rachel Johnson, Project Manager – Sustainable Mobility at (905) 546-2424 Ext. 1473 or by email at Rachel.Johnson@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

Not applicable.