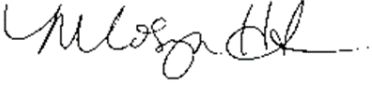




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	March 31, 2025
<b>SUBJECT:</b>	HSR 150 Celebration Activities and Events (City Wide) (HSR2502)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Maureen Cosyn Heath Director, Transit Public Works Department
<b>SIGNATURE:</b>	

The purpose of this Communication Update is to provide Council a summary of the celebration activities and events that took place to commemorate Hamilton Street Railway's (HSR) 150 years of service in 2024.

HSR is one of the longest running transit organizations in Canada and several activities and events were implemented to mark the 150<sup>th</sup> anniversary:

- Tourism Hamilton's latest exhibit, ***Take a Ride with HSR: Celebrating 150 Years of Connections***, launched on May 21, 2024, at the Visitor Experience Centre at Lister Block (28 James St. N.). The exhibit welcomed many visitors and transit fans and is also open on the monthly Art Crawl evenings. The popular exhibit has been extended to May 2025, so there is still time to visit and purchase limited edition commemorative HSR 150 merchandise.
- HSR hosted a **Customer Appreciation Week** from May 19 to 25, 2024. During this week, fares were free on two retro wrapped HSR buses and HSR staff hosted pop-up customer appreciation events throughout the week, giving out HSR 150 goodies to customers. HSR also welcomed stories on the Engage Hamilton platform and through social media.
- From May to December, HSR 150 and Year 8 service improvements were featured at all **HSR engagement events**, totaling 20,000 in-person interactions at 185 events.
- To honour existing customers and attract new customers, HSR offered three \$1.50 fare days that included both HSR buses and DARTS vehicles on select

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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.

dates in 2024 that included: May 20 (to coincide with the HSR 150 launch weekend), September 21 (HSR's Open House date), and November 2 (Hamilton Day).

- Two specially wrapped buses showcased HSR historical colours, a red bus design from the 1960s and a yellow bus design from the 1980s. These buses remain in service on a variety of routes throughout the city and continue to feature an indoor gallery of vintage images.
- HSR hosted an Open House and Behind the Wheel VIP tour on May 21, 2024, at the Mountain Transit Centre. The sold-out VIP tours offered people a chance to be guided through the facility and meet the staff that put service on the road each day. The family friendly event was open to all and featured a fan-favourite ride through the bus wash, interactive booths, HSR 150 merchandise, and special appearances by the Hamilton Ti-Cats and Cheerleaders.
- HSR hosted a staff volunteering event to plant 150 trees at the Mountain Transit Centre on Saturday, October 26 with native trees provided by the City's Forestry Department. Several Councillors joined the staff effort that both honoured HSR's past and inspires a greener future.
- HSR customers were able to tap on the bus with a commemorative HSR 150 PRESTO card. These cards were launched on May 20, 2024, and the last 150 cards were sold in February of 2025. The commemorative card features a horse and buggy image to acknowledge HSR's history.

HSR 150 celebrations were sponsored by Platinum Sponsor Vontas.

A final casual drop-in event is earmarked for Saturday, May 31 at the Visitor Experience Centre before the exhibit is closed.

Should you have any questions regarding HSR 150, please contact Maureen Cosyn Heath, Director of Transit at [Maureen.CosynHeath@hamilton.ca](mailto:Maureen.CosynHeath@hamilton.ca) or (905) 546-2424 ext. 1860.