

## Open Streets Event Update

Presented To:	Operations Committee
Meeting Date:	August 16, 2021
Type:	Managers' Reports
Prepared by:	Marisa Talarico Infrastructure Capital Planning
Recommended by:	General Manager of Growth and Infrastructure

## Report Summary

This report provides a recommendation regarding a business case to outline costs associated with how the City could host an Open Streets event in 2022.

## Resolution

THAT the City of Greater Sudbury directs staff to prepare a business case for consideration during the 2022 Budget process to host one Open Streets event in 2022, at a total cost of \$150,000 on the proposed event route, as outlined in the report entitled "Open Streets Event Update", from the General Manager of Growth and Infrastructure, presented at the Operations Committee meeting on August 16, 2021.

## Relationship to the Strategic Plan, Health Impact Assessment and Community Energy & Emissions Plan (CEEP)

This report supports the 2019-2027 City of Greater Sudbury Strategic Plan in the goal area of 'Create a Healthier Community', by investing in infrastructure and programs to support community recreation with a focus on quality of life for residents. This report further supports this goal area by building community pride through the promotion of the City to both residents and people visiting the community.

## Financial Implications

The total cost to host an annual Open Streets event in Greater Sudbury would be approximately \$150,000. This cost includes all event planning and management, traffic control, waste management and sanitation, public health and safety and event promotion and marketing.

It is anticipated that a percentage of this total cost could be offset by the creation of a corporate sponsorships program for the event, or through the successful application to potential grant programs from other levels of government.

## **Background**

Significant strides have been made to deliver on the recommendations of the Transportation Master Plan (2016) which suggests the City explore opportunities to expand upon its leadership role through the development, implementation and promotion of outreach programs with local partners to educate residents about the many benefits that participating in active transportation provides. Providing programming and events like Open Streets are also a great way to engage residents in the community.

Open Streets are unique programs that have been held in over 100 cities in North America and involve temporarily repurposing municipal streets into car-free spaces for people to walk, cycle, or participate in other programmed activities. These types of events can be held on a single day or can be recurring on a weekly, monthly or annual basis; they have also been shown to help encourage physical activity, civic engagement, economic activity and transportation behavior changes.

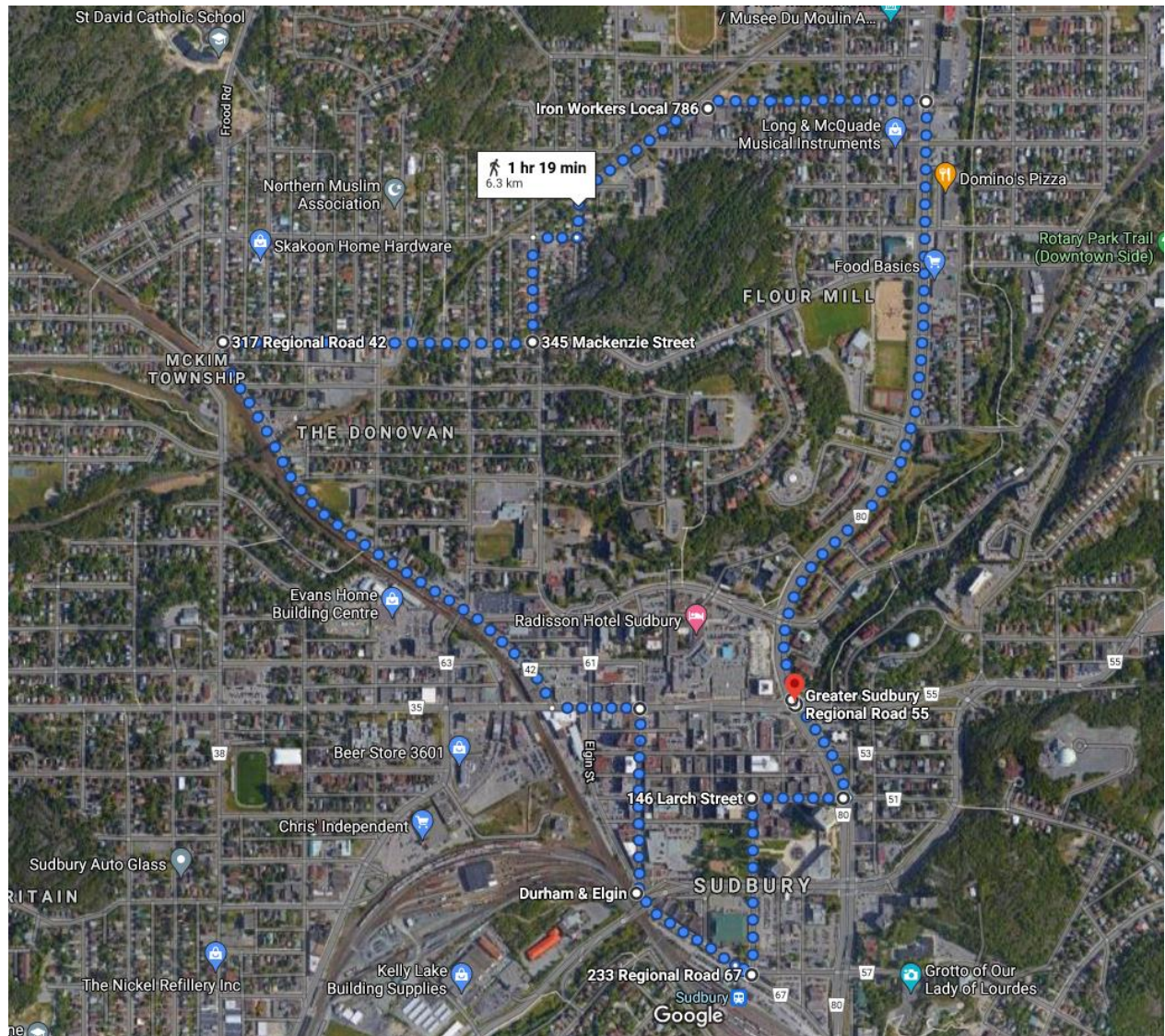
A report was presented to the Operations Committee in November 2020 outlining the successful Beat the Traffic event held in October 2019 to celebrate the opening of the Maley Drive Extension. The report further described the components of a successful Open Streets program and committed staff to continue working with internal partners to refine the full cost of delivering an expanded Open Streets program. Staff were to report back with these details to the Operations Committee by the fourth quarter of 2021 and in advance of the 2022 budget deliberations.

## **Internal Working Group**

Following the November 2020 meeting, an internal working group was formed to assess the requirements of hosting a large-scale Open Streets event to be able to inform the development of the requested Business Case. The working group includes staff from Economic Development, Leisure Services, Environmental Services, Communications and Community Engagement and Infrastructure Capital Planning. Staff from other departments and divisions may be brought in for input as needed.

## **Proposed Event Route**

A proposed route was selected in an attempt to pass through as many neighborhoods and commercial areas in the City as possible, while avoiding capital projects planned for 2022 and minimizing the need for traffic control (Figure 1). The proposed route is approximately 6.3 km long and forms a loop.



**Figure 1. Proposed Event Route**

## **Event Considerations**

## **Event Planning and Management**

It is envisioned that Open Streets would be an annual, signature event, hosted by the City of Greater Sudbury for all residents and visitors to enjoy.

This event will require a position who is responsible for the annual recruitment and training of all required volunteers, securing any community or corporate sponsorships, working with community agencies such as Public Health Sudbury & Districts and the Greater Sudbury Police Service to ensure a safe event, and coordinating all other aspects of the event, as outlined briefly below in this report. The event manager would also engage other City staff for input and support as needed, and would engage the assistance of the multi-department and multi-agency Special Events Advisory Team for additional review and input.

In the City of Windsor, a staff resource of 0.5 full time equivalent (FTE) is dedicated annually to the preparation and planning of the Open Streets Windsor event, which attracts over 10,000 participants and

requires 300 volunteers to run a successful event. The existing staff complement does not currently have the excess capacity required to plan a large-scale event like Open Streets.

It is anticipated that the job duties required for this role could be completed by a coordinating staff position, and estimate a cost of approximately \$50,000 for a 0.5 FTE to advance this initiative. It may be appropriate to pair this role and associated job duties with other proposed positions associated with event support and community liaison roles/tasks.

## **Traffic Control**

Traffic control is a significant factor in determining the total cost to host an Open Streets events in Greater Sudbury. The total cost of traffic control to host a one-day event would be approximately \$61,000.

The proposed event route traverses through 11 signalized intersections, which will require the use of paid duty police officers to manage traffic flow at these locations. Each intersection will require a team of two officers and one cruiser, at a total cost of approximately \$21,000.

The proposed route includes a segment of Notre Dame Avenue. In order to maintain some traffic flow during the event, Notre Dame Avenue would be divided into two, with two-way traffic routed onto the east side of the roadway. This will require the use of approximately 275 traffic barrels, all of which the City currently has available. In addition, all side streets along the proposed event route will need to be barricaded to prevent vehicular traffic from entering the event space. This will require the use of approximately 200 to 250 wooden traffic barricades, 100 of which the City currently has available. The remaining 100-150 required would need to be constructed at a cost of approximately \$15,000 for time and materials. Total traffic control would be set up and taken down by operations staff and would cost approximately \$40,000, including the construction of the barricades.

## **Waste Management and Sanitation**

### **Waste Management**

Managing waste at large scale events is critical to ensure that litter and refuse is not left behind in residential or commercial areas along the proposed event route. Environmental Services and its partner, Waste Management, are able to provide garbage, recycling and organics collection receptacles at set intervals along the route to make it easy for participants to sort waste appropriately.

Through the Special Events program, Environmental Services is able to provide 50 recycling and organics auto carts at a total cost of approximately \$2,000, under its existing annual budget.

Waste Management is able to provide 50 garbage auto carts for the event and will also provide delivery and garbage collection services for those carts at a total cost of approximately \$2,500. In addition to the auto carts, the City also has approximately 21 recycling and 29 roadside litter containers situated along the proposed route for the event, which will likely require additional servicing on the Monday, following the conclusion of the event. Included in the cost estimate for the event is approximately \$500 to cover this additional service requirement.

### **Sanitation**

For a large-scale event, proper availability of portables for all participants is necessary. The City has a contract with Environmental 360 Solutions, to provide portable toilets for the event. Using the City of Windsor as an example, if we project an estimated participation of 10,000 participants, we will require the use of approximately 80 portables, including fully accessible portables. In addition, to help support good hand hygiene, a number of additional handwashing stations will be situated throughout the proposed event route.

The total approximate cost of providing sanitation for the event is \$25,000.

## Public Health and Safety

Ensuring the health and safety of all participants is of the utmost importance to be able to ensure the success of the event. The City will provide four to six security and first aid personnel to ensure that any materials or equipment set up for the event remains secure and to provide assistance in the event there are any incidents or altercations that take place during the event. These services will be provided at a total cost of approximately \$2,000.

## Marketing and Promotions

The success of what could become the City of Greater Sudbury's own annual signature event is highly dependent on the active participation of both local residents and visitors to our community. Marketing and promotion of the event will play a significant role in attracting volunteers, vendors and community groups and participants. A budget of \$7,000 would enable the advertisement of the event both locally and to a broader Ontario market through the use of social media marketing, earned media coverage, radio ads and other methods of marketing.

## Total Budget Cost Estimate

The total estimated budget to host a large-scale Open Streets event is approximately \$150,000, as outlined in the table below.

Event Planning and Management	\$50,000
Traffic Control	\$61,000
Waste Management and Sanitation	\$30,000
Public Health and Safety	\$2,000
Marketing and Promotions	\$7,000
<b>TOTAL</b>	<b>\$150,000</b>

## Potential Local Economic Impact

Another benefit of hosting events such as Open Streets is to introduce local residents to different parts of their community. Other municipalities who have hosted similar large-scale Open Streets events have reaped the benefits of significant local economic impacts. Local residents are able to discover new businesses that they may not have known about and out of town visitors get to know the community in a very unique way.

## Next Steps

Developing and implementing an Open Streets program would build upon the success of Beat the Traffic and the growing interest in active transportation in the community and will ultimately lead to increased civic pride, engagement and potentially more residents choosing to walk, bike, take transit or carpool to access destinations, while also having a significant economic impact on our local community.

The internal working group will continue to refine the full cost of delivering an expanded Open Streets program and a Business Case will be submitted as part of the 2022 budget deliberations for Council's consideration.