



# FRIENDLY STREETS TOOLKIT

A resident's guide to creating safer and vibrant streets for walking and biking in Hamilton

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## Friendly Streets Hamilton

Engaging community members in dialogue, collaboration, and action to improve conditions for those who walk and bike is critical to ensuring street-level changes that benefit the most vulnerable street users in Hamilton.

[Friendly Streets Hamilton](#), an initiative of [Environment Hamilton](#) and [Cycle Hamilton](#), has been working to support and engage community stakeholders in securing safer cycling and walking conditions in urban Hamilton.

Over the course of 2017, this pilot project focused on the area around the Hamilton General Hospital on Barton Street and radiated out to the Beasley, Keith, and Gibson-Landsdale neighbourhoods. This location was chosen because community members who live, work, and play here have raised concerns about the challenges that they face when walking or biking in the area. Important community services in Hamilton's downtown neighbourhoods, like a major hospital, not only provide care to local patients but also bring in people from other regions across the province. Employees travelling to and from the area will often make less sustainable transportation choices due to a lack of public transit routes and connected bike routes. Overall, street-level changes are needed to encourage healthier, more active community members in these neighbourhoods.

### Friendly Streets worked towards:

- Gaining a better understanding of community challenges and opportunities related to neighbourhood mobility in Hamilton's downtown core
- Exploring and identifying the best engagement tools to enable community members, collaborators, and organizational stakeholders to share concerns and explore solutions together
- Creating a strong foundation for long-term partnerships with a broad network of stakeholders and residents of all backgrounds, abilities, and age groups Determining how best to simultaneously consider biking and walking needs by engaging both audiences in the same process and harmonizing efforts
- Developing a web-based toolkit to share the most effective tools to engage and empower people in the creation of more walkable, bikeable, and vibrant neighbourhoods through dialogue, collaboration, and action

**The project was made possible by the generous support of the Ontario Trillium Foundation.**

Funding to support the project into the next phase, as well as expand it beyond these neighbourhoods and into others across the city, is in the works. Please visit [our blog](#) for toolkit and project updates.

## Friendly Streets Toolkit

Over the course of this year-long pilot project, Friendly Streets explored and tested methods of engaging community stakeholders and residents of all backgrounds, abilities, and age groups in assessing current challenges and barriers to walking and biking, as well as re-imagining neighbourhood streets as places that are delightful for active transportation. We aimed to empower residents and other community stakeholders to engage in, and contribute to, the conversation around safe and vibrant streets. We also explored ways of harmonizing walking and biking efforts in order to identify common ground between both groups which can help to strengthen the case for friendlier streets.

We heard from over 200 community members: residents, neighbourhood associations, businesses, people who walk or bike to commute or for pleasure, community organizations, City of Hamilton staff, and major community institutions. Many tools that we tested to engage these groups were developed by the Friendly Streets team and other collaborators, but many were also existing tools that were adapted to better serve the context of active transportation in Hamilton.

This toolkit is the result of our efforts. **It is a living document that will be frequently updated with additional tools, information pertaining to city services or plans, and resources.** In this toolkit, we refer to “pedestrians” and “cyclists” as “people who walk or bike” because language matters. As [\*Toronto Centre for Active Transportation\*](#) says: “Labels encourage an ‘us versus them’ mentality, with clear cut groups that have very little to do with one another. Once we lock our bikes, park our cars, we all become pedestrians. Moreover, all of these road ‘users’ share the common characteristic of being people”. **So let’s work together to create safer, more vibrant streets for people who walk or bike in Hamilton.**

**The following modules provide information and resources to help residents, like you, who want to see the momentum for friendly streets turn into concrete changes in your local streetscape. This is not a list of steps to be completed in order. Rather, these are ideas to help familiarize you with different ways that you could make changes in your neighbourhood. You can pick and choose which activities best suit your interest and the needs of your community.**

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# MODULE 1 – ABOUT THE FRIENDLY STREETS PILOT

“Having friendly streets isn’t a luxury - it’s a necessity. Without it, you only get two types of active transportation users: the super dedicated and those who have no other choice. With friendly streets, everyone will want to use them.”

- Dr. John Neary, MD, Beasley resident

## The Case for Friendly Streets

This section provides context for active transportation in the city of Hamilton and why prioritization of walking and biking is needed to create healthier, active communities.

### Why Friendly Streets?

Brent Toderian, former Vancouver Chief City Planner, said it best: “If ‘balanced transportation’ is truly your city’s goal, you must prioritize the active modes that have been deprioritized for many decades”<sup>1</sup>. The problem with ‘balancing transportation’ is that if our cities have been built over the past decades for cars, other modes can’t catch up without prioritization. Therefore, we really must prioritize improvements for walking and biking, as well as street vibrancy, in the city of Hamilton.

By ‘street vibrancy’, we refer to the elements of a streetscape that make it livable, inviting, and enjoyable for people. This often includes public art, street furniture, wide sidewalks, storefronts, green infrastructure, and interesting destinations. These elements must be included in the conversation about active transportation and mobility in our city because vibrant streets attract people to arrive by foot or by bike.

Mobility in our city is influenced by the designs of our streets and how friendly they are for people who walk or bike. It has been said that **people** get the leftover parts of the street after

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<sup>1</sup> <https://twitter.com/brenttoderian/status/645794356142567425>

we build them for **cars**. After we've accommodated for cars, then we give space to people who walk or bike on that street. It is for this reason that people who walk or bike in the city experience particular challenges. Mobility is also about more than your mode of transportation. Mobility is about your experience on a street - it's about the safety and connectivity of the routes that you can take to get from A to B. Mobility is about having more than one safe option for routes when you walk or bike. There are streets and areas in our city that are enjoyable for people who walk and bike. We see people walking and biking in these areas, enjoying the experience on the street! People want to be there. But there are also streets and areas in our city that are less friendly for people who choose active travel. If we prioritize mobility and active travel in our city, we will better understand the challenges and needs in order to create a city that is friendly, vibrant, and safe for walking and biking everywhere.

Vibrant and social streets are the future. Research has shown that when they are safe for walking and biking, our neighbourhoods and communities are healthier and strengthened by social, economic, environmental, cultural, and health benefits<sup>23</sup>. To arrive at this point, public participation is a critical part of the process. We need to include all voices, particularly those of women, youth, seniors, and limited mobility. Without these voices, our streets are unlikely to reach their full potential as enjoyable and safe spaces that are tailored to the diverse needs and desires of those who use them.

### Outcomes of our efforts to engage the community include:

- This toolkit, which will enable residents to work together to improve conditions for walking and biking in their neighbourhoods, and replicate our efforts in other areas across the city
- The establishment of a working group with Hamilton General Hospital staff to improve the patient journey with focused efforts on mobility, safety, and beautification
- An ongoing, neighbourhood-targeted, resident and community stakeholders' conversation that continues to evolve and change the dialogue from "streets for cars to travel through" to "community and neighbourhood streets where people are prioritized"
- A broad network of residents and community stakeholders who want the same thing: Safe, vibrant streets that strengthen our neighbourhoods and our communities socially, economically, environmentally, and culturally

<sup>2</sup> <http://canadawalks.ca/about/benefits/>

<sup>3</sup> <https://www.bicycling.com/rides/news/building-bike-friendly-communities-good-economies>



- A nurtured sense of belonging, pride, and ownership of neighbourhood streets that are for people
- A nurtured sense of responsibility among residents and businesses to support initiatives that make streets friendlier for people who walk and bike

## Our Strategy: A Community Stakeholder Neighbourhood Approach to Engagement

This section provides an overview of the strategy that Friendly Streets used to engage with the community in our pilot area. As a cross-sector neighbourhood approach, it covers practical steps for you to take in order to engage a broader audience in your efforts.



Safe and vibrant streets benefit us all. In order to maximize success in securing safer, more vibrant streets for walking and biking, Friendly Streets takes the position that we need the participation of all community sectors. The approach outlined below will provide a starting point for your engagement efforts and some tips on how to build relationships with key stakeholders.

### 1. A neighbourhood-centred approach

Why take a neighbourhood-focused approach? The streets where we live, work, shop, and play should be safe for all ages. People care about their neighbourhoods, or at the very least, are more likely to be concerned about safety where it impacts them the most. This starts at the neighbourhood level - a shared experience and investment in place can bring people together. **A louder and unified voice for a concern in the neighbourhood can go a longer way than one or two residents working alone.**

As well, a neighbourhood-centred approach aligns with the [City of Hamilton's Neighbourhood Action Strategy \(NAS\)](#) which is focused on helping certain neighbourhoods "be great places to live, work, play and learn". There is a direct rapport with the NAS since it supports community planning teams in developing and implementing action plans that build healthier

communities. Many neighbourhoods have established neighbourhood associations and identified priorities, so it can be easier to leverage momentum around these. Connections within a neighbourhood can also happen more easily and organically because people tend to know one another or can at least think of a few people who might share similar concerns. Beasley neighbourhood residents note that community developers are excellent at facilitating those connections so take advantage if you have one working in your neighbourhood.

If you feel that there isn't enough interest in friendly streets, or that there is a lack of resources towards these kinds of initiatives in your neighbourhood, you can always reach out to other neighbourhoods to learn from their efforts and receive support. For example, Dundas Works, a community working group from Dundas, reached out to Friendly Streets because they had heard of the work that we were doing in the downtown core and were interested in discovering how this might align with or further their community vision and aspirations.

## 2. Engage key stakeholders

Our engagement strategies focused on 5 key stakeholders within the target area:

1. Residents
2. Community groups and organizations
3. Institutions (e.g., local hospitals or service providers)
4. Businesses
5. City councillors and staff (e.g., Public Health Services, Transportation Management, Public Works)

It is important to include different perspectives and gather feedback from all community members who are interested. We all have different stories of mobility in our neighbourhood that should be included in the narrative. That being said, **there are certain groups whose voices are often left out of the conversation around active transportation and the planning processes.** These include women, youth, seniors, and those with mobility challenges.

Friendly Streets engaged these groups by connecting with the YWCA Hamilton, Hamilton's Council on Aging, Advisory Committee for Persons with Disabilities, local secondary schools in the downtown core, Smart Commute's Active &



Sustainable School Transportation Hub, and held group-specific tables at [Change Camp Hamilton](#) in Fall 2017. Engaging major community institutions such as the Hamilton General Hospital also gave legitimacy and added weight to our cause. As a community stakeholder providing services to local and regional patients, as well as one of the largest employers in Hamilton, the hospital's involvement in improving walking and biking conditions is important given the large volume of people who move in and out of the area each day. Major community institutions, like local hospitals, can have a lot of power and resources, so finding ways to align with their aspirations can further your efforts.

**Who are the key stakeholders in your community?** Make a list and continue to add to it as your engagement efforts broaden. Make sure that you connect with all key stakeholders early on and include them in all efforts of your initiative.

### 3. Understand aspirations of various community stakeholders

Community aspirations do not necessarily mesh, but sometimes they overlap.

Every community stakeholder has ideas about how they would like their streets to be designed or what they think could make them safer. These desires may be different depending on if you are a resident, business owner, or traffic engineer. For example, the Hamilton General Hospital talks about the “patient journey” at the hospital. Patients certainly want to get to the hospital safely. An aspiration to explore would be a pedestrian crossover near the hospital that would make it safer for both patients and local residents who walk in the area - this could be a way to extend the “patient journey” beyond the hospital walls. Another example would be a local high school that wants bike racks to reduce bike theft for students who ride to school. The Active & Sustainable School Travel hub in Hamilton has been trying to make connections with the school to develop a school travel plan, which would incidentally also include funding for bike racks. As a last example, a business owner may be keen to increase the number of customers that they see each day. Residents want to get there by bike but don't want their bikes to get stolen. Perhaps an audit of travel modes could reveal that a bike rack in front of the business would solve the problem for both parties.

**The trick is find for synergies for all stakeholders in order to identify priorities and opportunities to further your efforts.**

## Building on Aspirations

You will also need to build on aspirations in order to make connections between various overlapping interests or priorities, as well as make a stronger case for friendly streets. Where do you see an opportunity to influence positive change? This will encourage multiple stakeholders to get involved and work together to address challenges and pursue solutions.

For example, Hamilton General Hospital wants to build better relationships in the community with surrounding neighbourhoods, as well as find ways to satisfy parking demand for both employees and patients. Friendly Streets has learned that hospital employees want to get to work quickly and efficiently. Employees who live on the mountain note that lack of transit connections to the hospital make it less convenient for them to use public transit. There is interest in securing a direct HSR bus line from the mountain to the hospital. Building on these aspirations involves identifying solutions that would align with multiple stakeholders and their interests. Therefore, connecting with HSR transit to look into options for rerouting a specific line is a potential solution to alleviate demand for parking and open up parking spots for those who absolutely need to drive to the hospital. This is a solution worth exploring because it would increase the number of safe and viable active transportation routes to the hospital, encourage more hospital employees to take active travel to for the last mile of their journey, and improve public health. We've also learned that the hospital wants employees to feel safe in the community, such as when they walk around at lunch hour or when they travel through parking lots to their cars. How might public art, green infrastructure, and street furniture along the Barton St. corridor and around the hospital site make the area friendlier and enjoyable? These are all projects that the working group of Friendly Streets and Hamilton General Hospital are collaborating on.

## 4. Identifying allies and partners

Allies and partners are everywhere! Find out about any efforts in your neighbourhood or community that relate to walkability, bikeability, and vibrancy of streets. Where do your objectives overlap? It is a lot easier to work together with people who support your vision for friendly streets than to tackle different sides of the same challenge on your own.

During our year-long project, we found support from groups such as Hamilton Bike Share, the Community Skills Building Network (a partnership of Evergreen and the Social Planning and Research Council), Beautiful Alleys, Smart Commute Hamilton, and the City of Hamilton staff.

These groups are actively working to improve active transportation, public spaces, and street vibrancy in Hamilton. They were natural partners to collaborate with during the Friendly Streets project.

**There are even allies outside of Hamilton.** Lots of people are doing innovative projects to improve the streetscape for people who walk and bike. An urban planner from Toronto, doing her PhD at the University of Waterloo, was interested in our project because her mother lives in Hamilton. She helped to facilitate a workshop to build knowledge and skills with residents about urban planning, policies, and design. Inspiration can also come as far from other provinces! A city of Vancouver initiative to improve active transportation along the 10th Avenue Health Precinct around Vancouver General Hospital inspired us to begin talking in terms of a “Hospital Zone” for the Hamilton General Hospital, in the same way as the city of Vancouver is doing. **Connect far and wide with people who**

## 5. Leverage momentum on existing plans or projects

There are likely many stakeholders in your neighbourhood who are working to address challenges or barriers to active transportation, like reviewing existing truck routes or improving secure bike parking. **What is currently being done, or is in the works, that aligns with your efforts? How can you help each other?**

For example, Hamilton Health Sciences’ is developing a twenty-year planning process called **Our Healthy Future** for the healthcare that communities will need. There are many elements of this vision that echo the need for more sustainable and healthier transportation choices. Through the Friendly Streets Community Stakeholder Group, we are working on short-term collaborative initiatives but plan to align these projects with Our Healthy Future to ensure that planning for active transportation is a priority of the planning process.

## 6. Use the correct language or narrative for different stakeholders and audiences

**You can gain more traction with certain community groups when you are able to find the language that resonates with them.** For example, Friendly Streets started using the context of

the “patient journey” with staff from the Hamilton General Hospital to convey the idea that a patient’s experience includes their journey that begins well beyond the hospital doors (i.e., a patient needs to get to the hospital in a safe way!). By using this language, we found that our vision for friendly streets was better understood than when we were saying “improved walking conditions” or “safer bike routes.” The key was putting the emphasis on the patient.

We also found that referring to pedestrians and cyclists as “people who walk or bike” is well received and is more inclusive. Likewise, “safer streets” resonates better with a lot of people than “improved infrastructure for pedestrians and cyclists” does. Everyone wants safer streets regardless of how they travel!

Think about the various stakeholders that you have connected with or would like to involve in your efforts. How can you reframe the language or narrative so that it appeals to the interests and needs of your stakeholders? Be creative!

## 7. Keep the conversation and action moving

Follow up with stakeholders as needed, prod (politely!) to move forward with identified priorities, and invite and share when possible. Being aware of what is going on and who is doing what is also helpful because you will be able to revise your list of stakeholders and include more people as you move forward.

Remember to include allies and partners, seek local leadership, and support community leaders. Working to secure safer streets for walking and biking is a community effort.

## Findings and Recommendations

This section provides a detailed summary of the project's findings related to challenges and barriers to active transportation, as well as concerns and anecdotal evidence from community stakeholders who participated in our efforts.

These concerns and suggestions were raised by community members who participated in the pilot project through street audits (both on foot and by bike), sessions with neighbourhood associations, individual meetings with residents, conversations with community members, bike rides, interactive workshops, engagement at community events, and the interactive desire map.



### Key Concerns Raised by Community Members

One of the project's objectives was to better understand the needs and challenges related to neighbourhood mobility. To achieve this, Friendly Streets heard from over 200 community members: residents, neighbourhood associations, businesses, people who walk or bike to commute or for pleasure, community organizations, city staff, and anchor institutions.

**The following key concerns raised by community members that relate to walking, biking, and street vibrancy will also help to inform the city's priorities of Healthy and Safe Communities, Clean and Green, and Built Environment and Infrastructure. We hope that these concerns will highlight gaps that should be addressed in order to fulfill these priorities.**

#### Walking

- There is strong support for converting streets from one-way to two-way
- There is strong support for Vision Zero and reducing the speed limit on city streets
- Lack of snow clearing on sidewalks pushes people with mobility devices, such as walkers or motorized scooters, to use bike lanes or traffic lanes which decreases safety for all road users
- Urban braille is needed on all streets, but sometimes is implemented incorrectly (e.g., one intersection at Barton Street and Wellington Street)

- The slope of sidewalk ramps or curbs is often too steep or not wide enough for mobility devices
- There is a need for monitoring and reducing speed in Beasley neighbourhood
- Wilson St. has too many trucks, especially for a street with a neighbourhood park, community centre, and elementary school
- One house on Wilson St. has been hit by a car 4 times in the past decade, the most serious incident resulted in a sheared gas line and the evacuation of the people in the surrounding radius

## Biking

- Lack of signage to alert motorists that they need to be aware of people biking eastbound on the Cannon Cycle Track
- Signage on north-south streets that approach the Cannon Cycle Track is set too far back from the intersection to be effective in reminding drivers to look both ways before they turn left on Cannon Street
- Many collisions and near misses between people on bikes and people driving cars along the Cannon Cycle Track
- Parked vehicles in bike lanes (specifically on Bay Street, Cannon Street, and York Boulevard) is extremely dangerous and puts people on bikes at risk
- There is a need for more bike lanes to the Hamilton General Hospital (e.g., along Wellington Street, Birge Street, Sanford Avenue, and Wentworth Street)
- Crossing Main Street East on the Ferguson Avenue bike route is very unsafe
- Bike lanes that just end are a huge concern (e.g., the Cannon Cycle Track ending at Sherman is problematic area)
- Messaging about cycling in the city should always feature someone wearing a helmet
- “Cyclist” and “cycling” is not a term that everyone likes, but “people who bike” or “biking” appears to be a more effective narrative
- There is a need for secure bike parking facilities along Barton Street and surrounding community facilities, as well as in the downtown core (e.g., the Birge Outdoor Pool)
- Safe and viable north-south bike routes are very limited in Ward 3
- Bike-friendly streets are mostly quiet, residential streets and some streets with higher traffic like Delaware Avenue



## Street Vibrancy

Friendly Streets has embraced the term “street vibrancy” to convey the sense of how people experience “well-being” on the street - how they feel, what captures their interest or sense of enjoyment, what features captures their sense of attachment to the street and how they identify to it, what would enhance that sense of attachment. Elements of street vibrancy can include: green infrastructure, public art, benches, wayfinding signs, water fountains. Most importantly, people on the street create vibrancy and the feeling of being safe.

### Street vibrancy points of interest that our work flagged included:

- General need for more green infrastructure in our pilot area
- Continued efforts to promote business and economic activity in the Barton Village BIA
- More park benches in Barton Village BIA
- Benches and shelters at each bus stop
- More street trees on Wentworth Street North
- People are opposed to gentrification, but want more businesses and “people places”
- Areas where safety is a concern: downtown parking lots, hospital parking lots, along Barton BIA corridor
- Green infrastructure is important to make a street feel more liveable, especially important to provide shade on days with extreme heat advisories

### Exploring potential policy and infrastructure solutions

The pilot project also provided an opportunity for community stakeholders to explore policy and infrastructure opportunities that would improve mobility in the city’s downtown core. These potential solutions reflect evidence-based research and best practices from other municipalities across the province, as well as suggest ways to make active travel safer and more enjoyable, as well as encourage more people to walk and bike. Where possible, proposed solutions have been aligned with future capital projects in the downtown core. They align with and support the Traffic Calming/Management Policy’s objectives:

“Improve neighbourhood liveability by mitigating the impact of vehicular traffic on local (residential) streets.”

“Promote safe and pleasant conditions for cyclists, pedestrians and motorists on local (residential) streets.”

“Encourage citizen involvement and engage citizens in all phases of neighbourhood traffic calming/management activities”.

The City of Hamilton's vision is **to be the best place to raise a child and age successfully**.

The City of Hamilton's mission is **to provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner**.

In order to further the city's vision and mission, the feedback that we received from the community suggests that the following improvements to policy and planning would make it safer and more enjoyable for active travel:

### Walking

- Continuously refer to the Pedestrian Mobility Plan as a tool to ensure that mobility in the City of Hamilton is prioritized and that recommendations in the Plan be implemented
- Provide a clear explanation of how pedestrian crossover (PXO) requests to the City of Hamilton Public Works Department are prioritized and if the ranking system that has been developed by staff is reflective of the neighbourhood's residential, institutional and commercial needs
- A snow clearing pilot for residential sidewalks to be conducted by the City of Hamilton
- Reducing the speed limit on residential streets

### Biking

- A pilot project by the City of Hamilton to test the efficacy of green paint along specific intersections of the Cannon Cycle Track. Green paint
- Reconstruction of York Boulevard (from Caroline Street North to Dundurn Street North) in 2025 - using this opportunity to install a protected and separated one-way bike lane
- The installation of an activated pedestrian crossover and improved signage would between the Rail Trail and Waterfront to make it easier to cross and improve connections
- Reconstruction of Sanford Avenue (between Main Street East and Barton Street East) - using this opportunity to install protected and separated on-street bike facilities. While Sanford Avenue is not in the Cycling Master Plan, it is a relatively quieter major arterial road and community feedback has highlighted that north-south routes east of Victoria Avenue are needed in Ward 3

- Reconstruction of Birch Avenue in 2018 - using this opportunity to install protected and separated on-street bike facilities
- Protected and separated on-street bike facility on Burlington St. from Birch Ave. to Gage Ave.
- Protected and separated on-street bike facilities on Delaware and Maplewood
- Bike lanes on major arterial roads should be prioritized as Class A, and not Class 3 because they are viable active travel routes, especially in the downtown core. This can result in delays of snow clearing which makes it less safe for people who bike
- Supports recommendation of [Beasley Community Association Meeting re: Beasley Park redevelopment in 2014](#): bike infrastructure along south side of Cannon Street near Elgin Street cul-de-sac and Ferguson Avenue. Bike racks, shade structure, and water fountain are needed in this area due to proximity of local park, elementary school, and community centre
- The exploration of offering secure bike parking at recreation centres across the street, whereby residents could rent a secure spot (i.e., similar to renting a day locker)
- Summers Lane reconstruction in 2018 - using this opportunity for more bike parking downtown that is sheltered and secure
- Gore Master Plan redevelopment of Macdonald Square in 2018 - using this opportunity for more secure bike parking
- Central Park redevelopment in 2018 - using this opportunity for more bike parking
- Beasley Park Kelly St. pedestrianization - using this opportunity to provide adequate signage that directs cyclists to routes on Ferguson Avenue and Cannon Street

### Street Vibrancy

- The pilot initiative of the John/Rebecca Park in 2017 was perceived well by community, but the community would like to see more commitment with
- Gore Master Plan redevelopment of Macdonald Square in 2018 - using this opportunity for more green infrastructure (e.g., trees, rain garden, bioswales, etc.)
- Central Park redevelopment in 2018 - using this opportunity for more green infrastructure (e.g., community garden, rain garden, etc.)

## MODULE 2 – BE INFORMED

This section will help you better understand the City of Hamilton’s policies, plans, and designs that directly or indirectly make our streets more or less friendly for walking and biking.

Many important policy documents approved by Hamilton’s City Council include concepts that support safe, walkable, bikeable, and vibrant streets. A basic understanding of how these concepts fit into municipal plans is useful because your support for friendly streets can help get these plans implemented and put into action. It can be helpful to be familiar with key sections of each policy document because it gives community members something to point to when they advocate for change on their streets or neighbourhoods.

### Understand current city plans that are shaping Hamilton’s streets

#### Transportation Master Plan

The central goal of Hamilton’s Transportation Master Plan is to reduce reliance on car travel in the city, and to promote travel by transit, bike, and foot. Here are some sections from the executive summary that show clear support for modal shifts to active transportation:



*“key objectives of the Transportation Master Plan include reducing dependence on single-occupant vehicles and promoting improved options for walking, cycling and transit, while maintaining and improving the efficiency of trips related to the movement of goods and servicing of employment areas.”*

*“a high emphasis on significantly improving transit services, providing options for cycling and walking and optimizing existing road capacity before considering major expansions.”*

*“A potential incline railway near Wentworth Street, which can serve to reduce the barrier effect of the Escarpment for cyclists and pedestrians while potentially becoming a major tourist attraction for the City.”*

The Transportation Master Plan was recently reviewed and updated - a process that included opportunities for public input. The city has already indicated that a **Complete-Liveable-Better (CLB) Streets** policy and framework will be the major theme of the revised Transportation Master Plan. Many of these concepts will likely align with the goals of Friendly Streets to ensure that walking and biking, as well as liveable streetscapes, are prioritized more in municipal transportation planning processes.

One of the ways to ensure that the new Transportation Master Plan is more fully implemented this time is to select the parts that align with your goals for your neighbourhood, create a plan of how it could be implemented in your neighbourhood and then ask your city councilor to help make it happen. The more these plans are discussed and brought back to the attention of councilors the more they will understand that residents want these plans implemented. The revised Transportation Master Plan will be presented to General Issues Committee in February 2018 for approval.

The City of Hamilton's Downtown Transportation Master Plan has also made specific recommendations to improve the downtown environment for those who walk and bike:

*"Identifying crucial pedestrian corridors and connections that should be upgraded with wider sidewalks, improved lighting and other features to make walking more attractive."*

*"Introducing bicycle lanes on specific downtown streets to make cycling easier and safer."*

*"Introducing two-way streets, which are generally friendlier for walking and cycling."*

[The current Transportation Master Plan is available here.](#)

[The current Downtown Transportation Master Plan is available here.](#)

### Rapid Ready Transit Strategy

Active transportation includes transit opportunities. In 2013, City Council adopted a new transit strategy called *Rapid Ready: Expanding Mobility Choices in Hamilton*. The implementation of this strategy has started with some improvements to transit service on the Mountain, including the 44 Rymal, 43 Stone Church, and 20 A-line. The longer term goals of this strategy are to increase ridership by increasing transit funding by \$45 Million/year in operating costs and \$155 Million in capital investments.

[The full Rapid Ready report is available here.](#) (This link includes the staff report to Council. The report begins on page 14 of the PDF.)

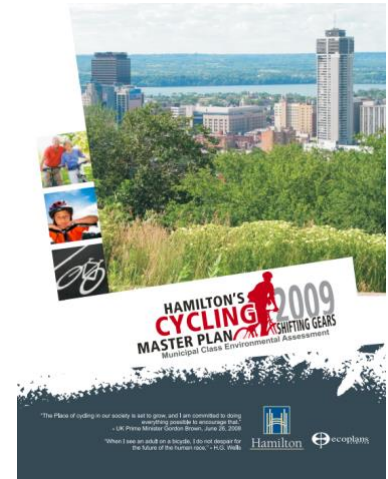
Full provincial capital investment to build an **Light Rail Transit (LRT)** line from Eastgate Square to McMaster University has been gained and the city has received confirmation that the province of Ontario will be investing \$1 Billion for the LRT line. Major construction is scheduled for 2019 to 2024.

[More information about LRT in Hamilton is available here.](#)

Metrolinx is also hosting periodic Public Information Centres to engage with the community. Specific consultations have been held for cycling integration or accessibility for persons with disabilities. There is opportunity for community members to provide feedback on this project before construction begins. [Learn more about how the LRT is engaging with the community and how you can share your feedback.](#)

### Cycling Master Plan

In 2009, City Council adopted a Cycling Master Plan, which called for the implementation of a 300 km bike network over 20 years. While the implementation of this plan has been slow to start, it has accelerated recently with the installation of much needed east-west bike lanes on Cannon St., Herkimer St., and Charlton Ave. The installation of north-south lanes on Bay St. in October 2017 is an important addition to the growing network and connects well to other east-west cycling corridors. More than 20 projects are currently in the planning stages across the city. With the installation of the bike lanes on Bay St., Hamilton now has over 200km of bike lanes across the city.



The most important part of the Cycling Master Plan to understand is the map of bike lanes that is included. This will help you plan a safe and enjoyable route to get from A to B. [The full interactive map of current bike routes across the city is here.](#)

[More detailed maps by ward.](#)

[This page of the city's website](#) gives updates about the planning and implementation of the bike network and upcoming bike lane installations.

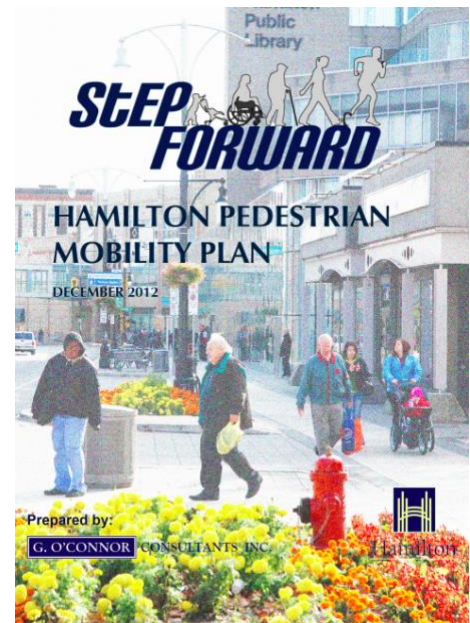
[The full Cycling Master Plan is available here.](#)

### Pedestrian Mobility Plan

The most recent plan adopted by the city in 2013, the Pedestrian Mobility Plan, is in line with a friendly streets approach. At the core of the plan is a requirement that all road projects undertaken by the City include 'routine accommodation' for pedestrians. Routine Accommodation means that street improvements for pedestrian will be added **by default** to all

construction, reconstruction, and maintenance activities on our roads, so that incrementally, one by one, each street becomes more walkable over a period of about 20 years.

Along with routine accommodation, the Pedestrian Mobility Plan calls for a complete reversal in how our streets are designed. Currently, roads are designed from the centre line out - determining how much space vehicles need and then whatever's left over can be space for pedestrians and cyclists. The plan explicitly reverses this, and the accompanying staff report highlights it this way:



“Council's endorsement of the Pedestrian Mobility Plan authorizes and directs a shift from traditional road design by starting with the requirements for pedestrians and cyclists first at the right of way (ROW) and working to the centre line.”

Instead of a list of chosen streets to improve, the Plan lists 36 so-called ‘countermeasures’, which are elements of a toolkit to improve all streets.

Here is [a summary of the Pedestrian Mobility Plan](#) and [examples of these countermeasures](#).

[The full Pedestrian Mobility Plan is here.](#)

## Understand the city’s traffic calming and management policies

Most of the knowledge shared in this section has been learned over the course of the pilot project through conversations with city staff who work in Traffic Engineering and Operations, Traffic Demand Management, and Public Works. The accuracy of this information has been verified and confirmed by city staff who work in departments that oversee these policies or programs.

### Traffic Calming

The city’s current traffic calming policies and resources are posted on the city’s website, but are somewhat difficult to find. In general, you can find information about traffic calming under most sections, particularly *Driving & Traffic*, in the [Streets & Transportation dashboard](#).

Different types of traffic calming interventions can be employed for each mode of travel, but

often most serve the purpose of making travel safer for all street users regardless of travel mode choice. Specific examples of traffic calming measures, like red light cameras, can be found by navigating the Streets & Transportation dashboard.

Here are some helpful links to understand **commonly used traffic calming interventions** that you may have in your neighbourhood:

- [Accessible pedestrian signals](#)
- [Slow Down Safety Zones](#)
- [Traffic Signs](#)
- [Traffic Signals](#)
- [School Zones & Safety Tips](#)

The city recently introduced pedestrian crossovers to improve safety for people when they cross the street. This is a new traffic calming intervention in the city. There are 3 different types of pedestrian crossover, so it's possible that you have seen different designs across the city or in your neighbourhood. The city receives a large volume of requests for pedestrian crossovers and uses an internal ranking system to determine which locations are the highest priority. The city is only able to install a limited number, the highest-ranked locations, based on available funding each year.

[For more information about city's new pedestrian crossovers.](#)

### Traffic Management Plans

If the city receives a significant number of complaints or requests for traffic calming from one neighbourhood, that are based on valid concerns, the Traffic Engineering and Operations department can choose to begin a review of the entire neighbourhood. The goal is usually to develop a neighbourhood-wide traffic management plan to address all concerns in a systematic and cohesive way. The process typically involves a review of current traffic and transportation problems in the neighbourhood, as well as public consultation through public information centres and community advisory meetings. Information about data collected throughout the review is shared at public information centres. Throughout the process, there is opportunity to raise concerns about current issues and to provide feedback on the proposed plan. (See the section on requesting a Traffic Management Plan in Module 5).



Several neighbourhoods in the city, including the North End neighbourhood and Binbrook Village, have secured a neighbourhood traffic management plan.

[Here is a summary of the North End Traffic Management Plan.](#)

[Here is a summary of the Binbrook Village Neighbourhood Traffic Management Plan.](#)

This plan also features examples of different traffic calming measures that the city can implement.

## Understand current Neighbourhood Action Plans

Under the city's Neighbourhood Action Strategy, enacted in 2011, specific neighbourhoods developed neighbourhood action plans (NAP) "that communicate a clear vision for the future of the neighbourhood and describe specific projects that can be implemented, are achievable, and have widespread community support". The neighbourhoods of Beasley, Gibson-Landsdale, and Keith each have an NAP that was developed through the neighbourhood associations with help from staff at the city and community developers from the Social Research and Planning Council of Hamilton. As of mid-2017, the city is undertaking a project called *(Re)Imagine the Neighbourhood Action Strategy* to plan for the next generation and gather ideas for improvement.



[Here is more information about the Neighbourhood Action Strategy.](#)

While each neighbourhood set their own priorities and projects to be implemented, based on the history and desires of the neighbourhood residents, many have prioritized traffic calming or street safety. Some have also prioritized beautification of their neighbourhood or improving the cycling network. If you live in a neighbourhood that has an NAP, but weren't part of the development process or haven't heard of the NAP yet, it can be helpful to look it over and understand what your neighbourhood has already looked at or planned for. If there was a 'champion' assigned to oversee any projects related to traffic calming, street safety, or biking, then you might feel inspired to share your ideas to contribute to the vision or join their project team to take action in moving your ideas forward.

There are also **small grant opportunities** available for residents to use for small projects in their neighbourhood. Each neighbourhood has up to \$5,000 to spend on local projects, with a maximum of \$1,500 per project. This can be a great resource to apply for if your neighbourhood is interested in beautifying the streets through community art or building capacity through workshops that teach residents about traffic calming.

[Here is more information about the small grant opportunities.](#)

If your neighbourhood has a community developer, connecting with them can also give you more information about how to address the specific concerns that you might have.

Connecting with other neighbourhood associations is also a great idea because they have successfully implemented a project, or are working towards implementation, that could lead to collaboration and be a good fit for your neighbourhood as well.

## Understand biking in the city

With over 200 km of bike lanes across the city, Hamilton is slowly building a connected cycling network.

Understanding common city by-laws for people on bikes is a first start to feeling more confident and ensuring that you are biking safely.

### A few tips for riding safely in the city:

- It is illegal to bike on the sidewalks in Hamilton - you may be at fault if you are in an accident.
- If the lane is narrow, you should be in the centre of the right lane. This forces vehicles to change lanes to navigate around the person riding a bike. In this case, be a vehicle and be part of traffic.
- If the lane is wide and there is enough room for a vehicle, buffer, and a person riding a bike, you should ride 1m from the curb. Avoid swerving around sewer grates because this makes you less predictable. Make yourself visible to traffic!
- Be predictable so that vehicles are aware of you and can see you.
- Communicate with other road users by using the appropriate signals. You must signal your turn with arm signals (\$85 fine for violation)
- Anyone riding a bike under the age of 18 must wear a helmet (\$60 fine for violation)



## There are several things that your bike must have:

- A working bell or horn (85\$ fine for violation)
- A front white light and a rear red reflector or light if you ride a half hour before sunset and after sunrise (\$35 fine for violation)
- At least one working brake (\$85 fine for violation)

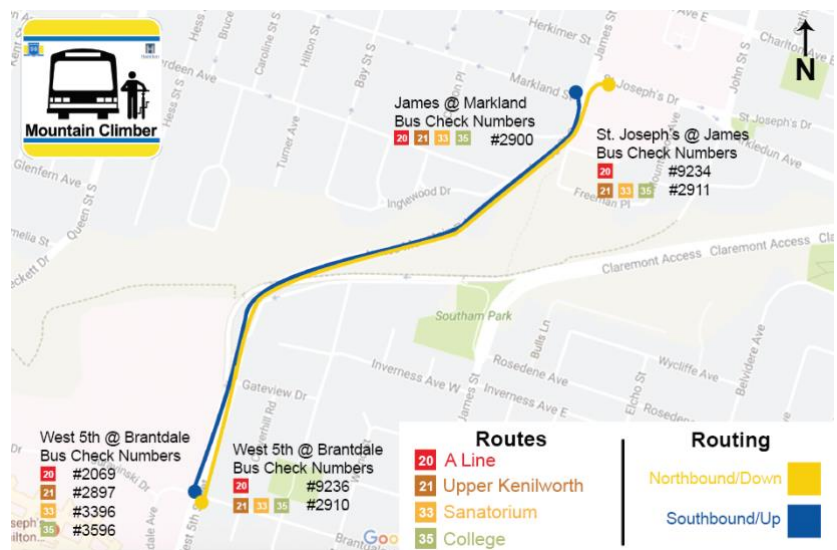
While it is only mandatory for people under the age of 18 to wear a bicycle helmet in Hamilton, there are many health and protective benefits to wearing a helmet. Finally, **always bike according to your skill level!** If you are new to biking in Hamilton, check out the city's website for bike routes and a variety of resources that are offered to help improve your skills.

[For more information on cycling education.](#)

You can use various maps offered by the city or Smart Commute to plan your trip. [The full interactive map of current bike routes across the city is here.](#)

[For information about secure bike parking in the city.](#)

The city also recently introduced a pilot program called *Mountain Climber*. This program allows you to take your bike up or down the escarpment for free on buses that operate on the James Mountain Road/West 5th cut. You can take the following routes: 20 A Line, 21 Upper Kenilworth, 33 Sanatorium, and 35 College.



[For more information on the Mountain Climber program.](#)

## Bicycle Traffic Signals

[Learn how to properly use the new bicycle traffic lights](#) and how they have made travelling in the City of Hamilton clearer and safer for all road users.

## MODULE 3 – BE A FRIEND OF THE CITY

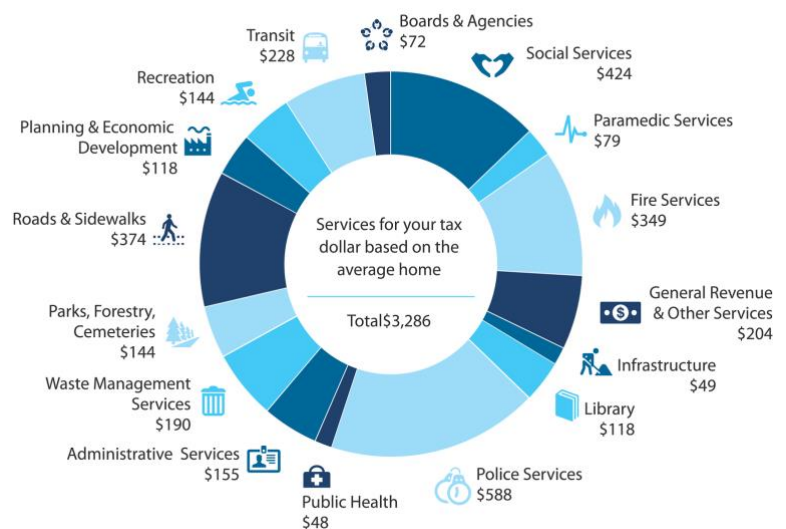
This section provides information about when and how you can contact the city whenever there are repairs or improvements needed to city infrastructure, such as streets or sidewalks. It also includes information on how to stay informed about potential changes that might be planned for your neighbourhood.

### Stay informed about upcoming street projects in your neighbourhood

There are annual street changes planned all over the city. Finding out about these projects is helpful so that you can prepare feedback and comments to give to the city to ensure that changes create safer and more vibrant streets in your neighbourhood for those who walk and bike.

### Capital Projects

Budget documents give information about what capital projects have been approved for the near future in and around your neighbourhood. “Capital” means the city’s spending on infrastructure, like roads, parks, buildings, and buses. Each year, the City of Hamilton posts its annual capital plan with a list of which projects, including specific roads, are to be built or rebuilt in the next ten years.



**It's much easier to get improvements to an item already in the Capital plan than to get something added to the plan (although it is possible).** Finding out which streets are about to be redeveloped helps you to share your feedback and friendly street ideas in the design stage of the process.

Being informed about the upcoming road projects in your neighbourhood will help you understand which streets you can target in the short term for improvements. Keep an eye out for capital project opportunities to leverage momentum that would directly improve the streets is one of the most effective ways to raise concerns or provide feedback before the plan is finalized.

[You can visit the city's interactive map to view capital construction projects.](#) In order to add something to the Capital plan, connect with your neighbours and neighbourhood association. Asking your Councillor about upcoming capital projects in your neighbourhood can save you lots of time. But if you want to do some of the work yourself, the following links are a good start.

For any given year, the [main Budget and Funding dashboard](#).

[The direct link for the 2018 capital budget is here.](#) On that page there are links for the summary capital budget document (Book 1) and the detailed version (Book 2). After the table of contents, the detailed budget book shows a summary of capital projects by ward, with the last section listing all the roads that will be upgraded in each year. All the amounts are in thousands, so 600 means \$600,000 and 2,300 means \$2,300,000. The detailed budget book is quite long, but using the table of contents, you can go directly to the pages for your neighbourhood streets. There you will find a map, budget, and specific improvements planned for each street.

[To find out more about the redevelopment plans for any street, you can contact your ward councillor or city staff in the transportation planning division of Public Works.](#) There may be detailed plans available, if the project is already some ways along.

In addition, the following links can give you more information about projects that are often beyond the planning and design stage and are moving into the construction phase.

[Search City Construction Projects \(information for current or recent city construction projects\).](#)

[City of Hamilton Corridor Activities Web App \(Map of road and other construction - active, upcoming and pending\).](#)

[How to request garbage bins, street furniture, and street trees](#)

For public inquiries including questions about or request for garbage receptacles, benches, bus shelters, or street trees, it is best to contact the City's Contact Centre at **905-546-2489** or at [askCity@hamilton.ca](mailto:askCity@hamilton.ca).

Information about the Contact Centre info is [available here](#), as well as locations of all Municipal Service Centres. The Contact Centre staff will be able to either provide the answers or direct residents to staff who can help them.

## Report infrastructure that should be repaired or improved

The city needs residents to contact them whenever there are repairs needed to city infrastructure, such as streets and sidewalks.

**Currently installed elements that contribute to making your streets safer may include:**

- Sidewalks
- Painted pedestrian crosswalks
- Pedestrian activated traffic lights
- Pedestrian crossovers
- Bus stops and shelters
- Bike lanes

Whenever any of these needs repair, isn't working as it should be, or is damaged by graffiti, report the issue to the city's contact centre. Many types of repairs are made within a few days; issues that can impact public safety such as a malfunctioning pedestrian signal button are often repaired the next day or sooner.

**Contact the city either by phone or email:**

[askcity@hamilton.ca](mailto:askcity@hamilton.ca)

905-546-CITY (2489) (staffed 24 hours per day)

Translation is available in 149 languages. When calling callers can identify their language preference to be connected to the appropriate interpreter.

(For residents in Campbellville, dial 905-634-2971; for residents with a 519 area code, dial 519-647-2577)

The Bell Canada Relay Service is available to assist in placing a call from persons who use a TTY/teletypewriter. For TTY, type 711 for the operator and by telephone, dial 1-800-855-0511. The operator will also assist in placing VCO (Voice Carry Over) and HCO (Hearing Carry Over) calls. There is no charge for local calls.

If the issue you report is not repaired to your satisfaction, contacting your city councillor for assistance can be helpful to understand the reason and bring more attention to the issue.

[City councillor contact info can be found here.](#)

## Participate in consultations and reviews of the City of Hamilton's official plans

Master plans that relate to transportation, cycling, and pedestrian mobility, are routinely reviewed. The process typically involves consultation phases where the city will hold Public Information Centres to present highlights and findings of ongoing work, as well as to receive feedback from the public.

Keeping up to date on consultations about policies and plans related to complete streets gives you the opportunity to influence these city strategies and projects as they are being designed. You can stay informed by following groups like Environment Hamilton for alerts on upcoming reviews.

Sign up for your councillor's email list, so you will receive public consultation notices for your ward. [Councillor contact information is here.](#)

You can also [visit this page on the city's website](#) that lists the policies or plans currently in a public review period.

You can participate in person or online in the consultations that interest you. You can submit comments and ideas as an individual or you can get multiple people to sign off on the written document you submit. This shows that the ideas have broader support than just one person. You can also edit your submission into a Letter to the Editor for The Hamilton Spectator or a community newspaper. This adds your views to the public discourse and helps increase public awareness of and support for friendly streets.

## MODULE 4 – BUILD SUPPORT FOR YOUR FRIENDLY STREETS IDEAS

This section provides information and engagement tools for you to use in your efforts to make your neighbourhood streets safer for walking and biking.

Working with other community members to improve neighbourhood streets for walking, biking, and general vibrancy has far more impact than going about it on your own - plus it's a lot more fun! Conversation with multiple perspectives can lead to surprising new ideas, building on individual strengths that when pulled together often lead to more interesting and useful actions or results. As well, the added support from many people amplifies the voice of the group, leading to more effective advocacy. There are many ways to gain support for your friendly streets ideas. Here are some to pick and choose from.

### Start a Friendly Streets Café in your neighbourhood

You can join existing city-wide or neighbourhood groups (check out your local neighbourhood association) and take leadership within those groups, or you can start a neighbourhood Friendly Streets Cafe! Starting one in your neighbourhood is a great way to bring together people who share the same concerns as you do about the safety of walking and biking, as well as the vibrancy of your local streets. Your Friendly Streets Cafe can be a short-term committee created to achieve one goal on one specific street. It can also be a long-term committee looking to address broad issues across the neighbourhood with multiple stakeholders. A Friendly Streets Cafe can be as simple as meeting at the library or a local coffee shop once a month to share concerns and brainstorm ideas to move forward. Many of the tools listed below can be used by your Friendly Streets Cafe.



Refer to **Module 8, Expand Your Network**, for a list of all neighbourhood associations across Hamilton.



## Collect data about your streets: Tell the city what's there, what could be there, and what you want there



Gathering data can strengthen your case for safer and friendlier streets in your neighbourhood. This evidence can be shared with your ward councillor, city staff, or other residents in your neighbourhood to support your ideas and inform how solutions can be implemented. Data can be collected in

a variety of ways: a street audit (either on foot or by bike), photos, videos, anecdotal stories, or social media responses. You can use these sources to document a narrative of your neighbourhood and some of the challenges or issues that need to be resolved. Is there a street or part of your neighbourhood that is friendly and enjoyable? Document it too!

Showcasing the areas that are vibrant and safe can also contribute to the narrative of your neighbourhood.

**Street audits** are a good start to better understanding how a street currently operates and how it serves or doesn't serve vulnerable users. Audits can be done by individuals or they can be used as a group activity, either on foot or by bike. Street audits are a great way to involve neighbourhood residents who might not have the time or interest to participate in a formal meeting but enjoy interactive activities. Tailoring the street audit for kids is another approach, providing a different perspective from the most vulnerable street users, which makes this tool more inclusive for families and all-ages

### Key people to invite on a street audit:

- Residents and those who work and play in the neighbourhood
- Your neighbourhood association
- Your ward councillor! This gives them the chance to hear from the community and experience the street or neighbourhood from their perspective.
- Business owners - they provide services to residents from local neighbourhoods and across the city. It's likely that they would be interested to hear how their customers experience the street.

The results and findings of a street audit can be sent to your local councillor and city staff. Based on the results of the audit, you can identify areas of concern and priorities for improvements. Writing up the findings into a simple document and posting it online can help to bring more attention to the experience of the street audit.



Refer to **Module 10, Templates for Engagement Tools**, for a walkability and bikeability checklist

You can also do your own **traffic counts**. A few hours of observation on your neighbourhood streets can reveal very useful data to support your efforts. If time is limited, perform some counts at the highest peak times in both morning and afternoon. Don't forget to count all street users: cars, trucks, buses, people on bikes, and people walking. It can also be helpful to shoot a short video that visually demonstrates the way your neighbourhood street is not safe or friendly. Showcasing the areas that are vibrant and safe can also contribute to the narrative of your neighbourhood.

Some examples of other tools to collect data about your streets:

Tool	Resource
Neighbourhood assessment of different kinds of infrastructure	<a href="http://www.physicalactivitystrategy.ca/pdfs/BEAT/B.E.A.T.Neighbourhood_Assessment.pdf">http://www.physicalactivitystrategy.ca/pdfs/BEAT/B.E.A.T.Neighbourhood_Assessment.pdf</a>
Short video about how to conduct a street audit by walking	<a href="https://www.youtube.com/watch?v=X94o3PZ70w8">https://www.youtube.com/watch?v=X94o3PZ70w8</a>
Short video about how to conduct a street audit by biking	<a href="https://www.youtube.com/watch?v=mEmJ3yNz_dg">https://www.youtube.com/watch?v=mEmJ3yNz_dg</a>
Traffic count of pedestrians and cyclists	<a href="http://bikepeddocumentation.org/index.php/downloads">http://bikepeddocumentation.org/index.php/downloads</a>
Handbook of simplified practice for traffic studies	<a href="http://www.ctre.iastate.edu/pubs/traffichandbook/3TrafficCounts.pdf">http://www.ctre.iastate.edu/pubs/traffichandbook/3TrafficCounts.pdf</a>
Intersection traffic volume count	<a href="http://www.ctre.iastate.edu/pubs/traffichandbook/appB.pdf">http://www.ctre.iastate.edu/pubs/traffichandbook/appB.pdf</a>

Often, citing city-wide data or even from other cities is all that's needed to back up your arguments. Here are a few data sources provided by the city about local traffic in Hamilton:

Tool	Data Source
Location-specific traffic volume from City of Hamilton	Requires a payment of \$59.65 to obtain traffic volume data per location (when available). Contact <a href="mailto:csr_gcm@hamilton.ca">csr_gcm@hamilton.ca</a> for more information. You can also contact your local councillor to help with this request.
Historical traffic volume data from 1999	<a href="https://www.hamilton.ca/NR/rdonlyres/82525E9C-331B-46E0-999D-B13A807AF732/0/TrafficVolumes1999.pdf">https://www.hamilton.ca/NR/rdonlyres/82525E9C-331B-46E0-999D-B13A807AF732/0/TrafficVolumes1999.pdf</a>
City of Hamilton traffic count mapping tool	<a href="http://hamilton.ms2soft.com/tcds/tsearch.asp?loc=Hamilton&amp;mod=">http://hamilton.ms2soft.com/tcds/tsearch.asp?loc=Hamilton&amp;mod=</a>

Take **photos or videos** to paint a realistic picture of how people experience the street or neighbourhood. This can be done while you conduct a street audit or do a traffic count to help support the other forms of data that you collect. Anytime that you see something that is a concern, document it! A picture really does say 1,000 words. It also gives the viewer a chance to experience the street from the perspective of that user and to witness other mobility challenges that they might not be aware of.



Sharing collected data through **social media** also allows you to reach a broader audience. You can tag your local councillor or start a discussion with other community members about the problem areas or concerns that you've identified. Refer to the section below, *Use social media tools*, for more ideas.

## Conduct a community assessment

“Community needs are defined as ‘the gap between what a situation is and what it should be... Examining needs helps us discover what is lacking, and points us in the direction of future improvements.’

**A goal of a community assessment is to develop an informed understanding of the gaps or needs that exist within a community and their impacts upon the community's members.** Community needs can affect a large or small number of a community's members: families,

individuals, youth, seniors, parents, businesses, community organizations, faith-based organizations, anyone who claims membership in the community.

Community assets are defined as ‘those things that can be used to improve the quality of life’. **Another goal of a community assessment is to develop a detailed analysis of community assets, or resources, that currently exist in the community and can be used to help meet community needs.”**

- From [\*Strengthening Nonprofits: A Capacity Builder's Resource Library - Conducting a Community Assessment\*](#)

Before or after you’ve collected some initial data about specific concerns, you can start to think about ways to **identify the broad gaps or challenges** to mobility across the neighbourhood. A community assessment is a participatory approach used in public health, social work, and community development to “develop an understanding of the gaps or needs within a community and their impacts upon the community’s members”. This can be a good start after you’ve established a Friendly Streets Cafe. Based on known community feedback, perhaps there are a lot of concerns about cars speeding on residential streets, or lack of protected bike lanes, or excessive truck routes in your neighbourhood, or narrow sidewalks that don’t accommodate those who use mobility devices. This approach is helpful to hear from as many residents as possible in your neighbourhood. Focus groups or roundtable discussions can organize concerns into general priorities for your initiative.

Another component of a community assessment is to **analyze what assets, skills, or knowledge, already exist** in the community that can be used to improve the neighbourhood and address the community’s needs. Everyone has something to contribute to your initiative, so identifying and using your community’s strengths gives you more control and creativity when addressing your concerns. This also helps to map out any gaps in assets - what’s missing in terms of skills or knowledge? Who do you know beyond the neighbourhood, but in the broader community, that can contribute these assets?

There is no single or best way to conduct a community assessment. Common approaches involve collecting feedback and data through surveys, focus groups, and interviews to develop a plan for addressing community needs. However, there are lots of resources, templates, and different approaches available online to help guide you in facilitating this activity in your neighbourhood. Refer to the link in the text box above for a guidebook on conducting a community assessment.



Refer to **Module 10, Templates for Engagement Tools**, for an activity that you can do with your Friendly Streets Café to identify assets in your community.

## Conduct a survey with businesses

Business owners are important community members to connect with because they offer services that bring people to the streets. These customers might be from your neighbourhood, other parts of the city, or the broader Southern Ontario region. To ensure that you capture all mobility journeys in your local area, visit the businesses in your neighbourhood to share your interest in creating friendlier streets.

There is a lot of evidence that accommodating for people who walk or bike to a store has a positive effect on local businesses. **Mention how walkable, bikeable streets provide direct benefits to businesses.** Research is dispelling common beliefs, proving that when people are out walking and biking, they make more stops, linger, and shop more. You can look to recent pilot projects like the Bloor Street bike lanes in Toronto for some compelling arguments. Their findings revealed that there was increased economic activity (i.e., people spending money at businesses on Bloor Street) after the installation of bike lanes despite the removal of 160 parking spots and one lane of traffic. You can learn more from their published reports and write down a few talking points to share!

When going door-to-door to visit businesses, try to get a sense of their perceived safety of the street - is it safe for community members who walk or bike? They might be able to share anecdotal or personal stories that you can add to the narrative of mobility in your neighbourhood. Find out if the business has a bike rack or if they would be willing to purchase or request one from the city. Do they want to attract more people who walk or bike? How can their desires be complemented by your friendly streets efforts? How can you collaborate? This conversation can lead to emerging partnerships or innovative ways for business members to directly improve the mobility journey for their customers. What a win!

**Give them some ideas about how they can get involved in your efforts.** Perhaps it's as simple as requesting a bike rack from the city or offering incentives to those who walk or bike. You can refer them to this toolkit for more tips on how businesses can become more friendly to customers who walk or bike.



Refer to **Module 10, Templates for Engagement Tools**, for a template of a survey focused on businesses. Refer to **Module 14, Fact Sheets**, for a fact sheet that can be printed and shared with businesses.

## Connect with City of Hamilton staff and talk to your councillor

Councillors and staff with the City of Hamilton have the tools, resources, and power to both evaluate community requests and implement policy and infrastructure solutions. It is important to share residents' concerns and feedback about current barriers to walking and biking with them so that your suggestions can inform and enhance city planning.

### Talk to City of Hamilton staff

Staff in the departments of Public Health Services, Public Works, Traffic Operations and Engineering Services, and Transportation Planning can **provide information and offer resources** that may support your group's efforts. They may also be able to connect you with others in the community who are working on similar efforts so that you can work together and have a louder voice. Staff who are responsible for writing and developing transportation or streetscape policies can be invited to community meetings or Friendly Streets Cafes to hear directly from residents and answer any questions that you may have.

### Talk to your Councillor

Your city councillor can be your best ally for getting the changes you envision for your neighbourhood's streets. They can give you more information about upcoming road projects in the ward and connect you with city staff to answer your questions. Through Friendly Streets, the Beasley Neighbourhood Association connected with Councillor Farr to express their concerns about lack of safe condition for walking and biking, and traffic dangers in this neighbourhood. Councillor Farr has assigned city staff to join concerned residents on a walking audit of Beasley streets, as a first step to assessing the conditions.

Even if your councillor is **not** immediately supportive of your friendly streets vision, it's still crucial to communicate with them to let them know that you support friendly streets. Request a meeting with them and discuss their perspective about friendly streets in their ward. That can then guide your next steps: either find relevant research on that particular issue and bring it to their attention, or do some public engagement to allow the community to find out more and demonstrate public support for friendly streets.

You can also contact city councillors outside of your ward, especially if there's a future vote or budget request that will be coming to Council.

[Contact information for city councillors and the Mayor can be found here.](#)

### **Make a Deputation at a committee of Council**

One way to get your issue and perspective known by all councillors at once is to make a deputation at a committee of Council. This means that you speak or present to council on a particular issue. These are two useful guides to making deputations. While written about the process in Toronto, much of the information applies to Hamilton as well:

<http://witopoli.com/resources/deputation-guide/>

[For more information on how to submit a deputation request in Hamilton](#)

### **Host an interactive workshop**

Interactive workshops are excellent participatory approaches to engage the community. They often draw large groups because people like to learn, share and discuss ideas with others, and apply skills to real-world concerns that affect them or their families. Interactive workshops can be held at neighbourhood association meetings, Friendly Streets Cafes, or at a community space. Many topics related to walking and biking, as well as street safety, are likely to be of interest to residents and community organizations. **When planning an interactive workshop, here are a few tips to make your event successful:**

- Start planning 2-3 months in advance. This will give you enough time to secure a venue, invite guest speakers, and coordinate any supplies that will be needed. If you are planning to apply for funding to cover the cost of a guest speaker or to purchase supplies, planning may need to begin even more in advance to meet the funding application deadline.

- Start advertising 3-4 weeks in advance. Spread the word via social media, put up posters at local community spaces and businesses, and share the invite with your neighbourhood association or core group of interested residents. You can also send the event details to the local newspaper and post on the events calendar of community websites like [Raise the Hammer](#).
- It is helpful to set up an event page online so that interested participants can RSVP. You can use websites like [Eventbrite](#), [Bruha](#), or Facebook for free. Although it is not necessary, it can give you an idea of how many people to expect when setting up the venue or when purchasing supplies and refreshments.
- If possible, make the event child-friendly. This can be a barrier for parents who are unable to find someone to watch their children while they attend the workshop. If there are volunteers who can take care of any child who attend, then parents can join the discussion without worry. However, if there are no volunteers to supervise, ensuring that parents know that the event is child-friendly may encourage them to attend. It's also a great opportunity for young residents to become more involved in their communities.
- Document the workshop throughout for those who couldn't attend: Facebook live stream, live-tweet key moments or takeaways from discussion among attendees, and take photos to share on social media. After the workshop, share a blog post or reflection on the turnout, what went well, any lessons learned, and share make any materials available online.

Below are examples of 3 interactive workshops that you can host in your neighbourhood to build capacity for your efforts.

### **How planning, policy, and design affects the walking and biking experience**

There are many ways that plans, policies, and designs at multiple scales (for example: local, regional, or provincial) directly or indirectly make streets in Hamilton friendly or unfriendly for those who walk or bike. It can take a lot of time and reading for one person to delve into the long documents that govern how we plan and design our cities.

However, having **an understanding of how these processes affect the walking and biking experience is important to provide context for what you are trying to achieve and what is feasible**. Sharing that knowledge at a workshop is an opportunity for a broader audience to



learn, network with others, and ensure that members of the community working on this initiative are all equipped with the tools to enact change.

You can also **invite guest speakers to help guide your initiative** - whose perspective or skills can complement or better inform what

you are trying to achieve? You might think to invite a local community leader who has worked a lot to beautify streets, another neighbourhood association that was successful in addressing a similar concern in their ward, or a researcher with a lot of knowledge in the area of interest. There is a variety of people working in Hamilton, either with non-profit organizations or advocacy groups, who can contribute time to share their expertise.



Refer to **Module 10, Templates for Engagement Tools**, for the slide presentation and workshop on policy, planning, and design.

### 100in1 Day

This global festival of civic engagement has happened in Hamilton since 2013. **On the first Saturday of June each year, residents develop innovative, creative, fun, and interactive interventions to improve their city.** Many are related to active transportation, community connections, the environment, and the arts or music. Examples from last year include a pop-up reading garden, community knitting at the Dundas library, a plant exchange, and bike share as art. In 2017, Friendly Streets used washable spray chalk and traffic cones to create a traffic calming intervention on Wentworth St. N. It was interesting to see how simple and cost-effective measures encouraged people driving cars to slow down and be more cautionary for other street users.

You could think about registering an intervention and participating in [100in1 Day Hamilton](#) to raise awareness about your efforts and explore some innovative solutions to address the neighbourhoods needs. It's also a fun way to experience Hamilton's communities and connect with residents who are working to make the city more liveable, vibrant, and enjoyable.

## Traffic Calming 101 Workshop

There's a lot to learn about general traffic calming measures and how the city approaches requests for traffic calming interventions. Often, residents have a particular concern and then contact the city to request a traffic calming measure that they think will



solve the problem. Stop signs and speed bumps are commonly requested, but do not always adequately address the concern. There are a **variety of traffic calming measures that each serve a different purpose**. If your neighbourhood association or Friendly Streets Cafe is thinking about requesting a neighbourhood traffic management plan, then a general understanding of traffic calming is needed. You can facilitate different activities related to the re-design of neighbourhood streets or road diets (which is a reduction of the number of lanes or width of the road). You can also ask city staff, like those working in Transportation Planning or Traffic Operations and Engineering Services, to join the workshop and facilitate a presentation to learn what the measures are and how they calm traffic. This is a great opportunity to ask specific questions and get detailed feedback.



Refer to **Module 5, Steps for Traffic Calming**, for more information. Refer to **Module 10, Templates for Engagement Tools**, for activities that you can facilitate at a workshop with your neighbourhood.

## Host a neighbourhood bike ride

Get out on your bike and roll through your neighbourhood! Pick a day when the weather is comfortable and invite others to join you. **Think about a route that you might feel is safe or unsafe - what's the purpose of the bike ride?** If it's to draw attention to areas that are problematic for people on bikes, then you might choose a route that is less safe in order to collect data and explore solutions about how to address the concerns. If you simply want to explore safer routes to certain areas of your neighbourhood, then you can pick a familiar route that you think is safe and ask those who join you about their preferred way of getting around by bike.

Similar to a walking street audit, **think about the audience that you are trying to engage with**. Do you want to know if the route is safe for kids, women, or seniors? Do you want to know if the route is safe for all-ages? You can also invite your ward councillor and other community organizations to ride with you and experience the street from the community's perspective. The route can include key destinations if you're trying to get a sense of how to reach those areas by using the city's bike network.



### Street audit ride

Similar to a walking street audit, you can conduct a street audit by biking. How safe is your neighbourhood for people who bike? You may also choose to venture out of your neighbourhood to assess other routes in parts of the city that you or your neighbours frequently travel to. This is an opportunity to **collect data about particular bike lanes or routes that have areas of concern**, either due to poor infrastructure, lack of infrastructure, or travel patterns of other street users. What ideas do you have, as a group, about how these areas can be more safe for all street users? Take photos or videos if you can, and share on social media! **After the ride, you can send your feedback to city staff or request to meet with them to discuss the findings**. Don't forget to experience your streets during the winter - viking biking is safe and fun, but will let you document challenges or concerns that are specific to winter.



Refer to **Module 10, Templates for Engagement Tools**, for a bikeability checklist to use on your ride.

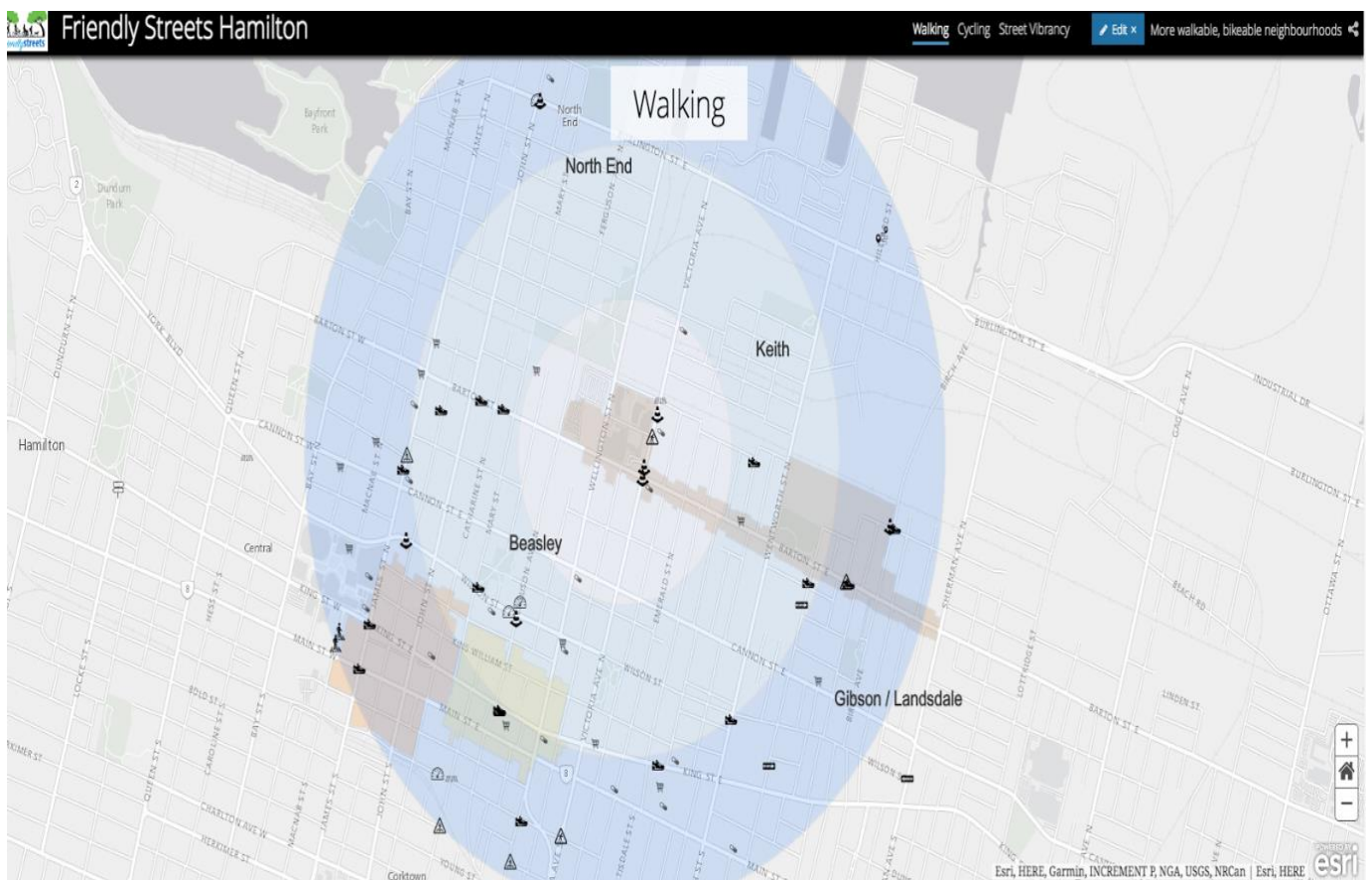
### Neighbourhood and social ride

Bike rides for the sole purpose of exploring the neighbourhood and socializing with others is also an effective way to engage the community. People are always looking for fun and social activities in their communities. They can **learn about safe routes** that they might not have explored and share how they like to get around the city. Creating friendly streets is also about celebrating the ways in which your neighbourhood is already safe and vibrant! Make sure to enjoy the areas that you love most.

## Create a neighbourhood desire map

A “desire” map is a visual way to capture the ideas and aspirations of community members to better inform the planning and design of our city’s streets. This feedback is very important to share with staff at the city. This visual representation of the neighbourhood’s desires and needs can be an easy way to what your neighbourhood could have or look like!

Your group can also use the online Friendly Streets interactive desire map that was developed for the pilot project by Alex Ricci from [Bike for Mike](#). Feedback on the map that was gathered throughout the pilot was summarized in a final report that was shared with the city’s Transportation Planning, Public Health Services, Traffic Operations and Engineering Services, and Planning and Economic Development departments. The community’s input on where to improve biking and walking conditions in your neighbourhood, as well as suggestions for green spaces, street furniture, public art, and local amenities were added to the map. [Click on the link](#) to add your suggestions to the map! Suggestions are periodically gathered and included in the original report to city staff.



## Share stories about your streets

*“Lead with story, not facts. Facts rarely speak for themselves. While the factual accuracy of your message is essential, facts should only serve as the supporting details for the story, not the hook that makes the story compelling.”*

*If you want to convey the devastation of unemployment, don't lead with statistics. Tell us a compelling story about one person. Then tell us there are ten million more like her out there.”*

- From “Show Don't Tell” principle in [\*Beautiful Trouble: A toolbox for revolution\*](#)

Stories about how particular streets affect the residents who use them are effective in convincing the general public on broader friendly street issues. Everyone has a story about their experiences on the streets in their neighbourhood. Talk to your neighbours and ask them how the streets affect their lives. For example: do the unsafe streets prevent kids from visiting a friend who lives across a busy street or going to the park on their own? Have they experienced a near miss or collision, and how did that affect them or their feeling of safety on the streets? Instead of driving, would they walk or bike to the corner store to get milk if they felt safer? **Make these stories a central part of the narrative to explain why friendly streets are needed in your neighbourhood.**

The problems on your local street may not be well known by residents outside your neighbourhood. Your direct knowledge of the streets in your neighbourhood makes you an expert and you can bring your expertise to the city-wide debate on safer streets.

## Use social media tools

**The use of social media is one of the most effective ways to share your campaign. To connect with Friendly Streets on social media, you can tag @CycleHamilton and @EnvHamilton, or use the hashtag #FriendlyStreetsHamilton and #HamOnt.** Always use images and short, concise, and relevant wording.

One example of a social media campaign is the #BestRoutestoBarton campaign that Friendly Streets project conducted in the pilot. We ran this campaign in the summer as a way to engage more residents in the conversation. We asked: which routes do you take to

www.friendlystreetshamilton.wordpress.com

**FriendlyStreets**

What's your favourite spot for great food in Barton Village? How do you get there by walking or biking?

Post your photo on Twitter, tag @CycleHamilton and @EnvHamilton, use the hashtag #BestRoutestoBarton for a chance to win a prize!

walk or bike in Barton Village? Where would you like to see more bike connectivity? We invited residents to share a photo of their travels to Barton Village using #BestRoutestoBarton for a chance to win a prize! We ran weekly themes, included best places to eat, best public art, which we announced every Wednesday. If possible, make sure to connect with the local businesses for prizes and rewards to offer participants!



Refer to **Module 10**, *Tips for Social Media*, for more ideas on how to take advantage of social media.

## Express your support for friendly streets

There are lots of ways to let your city know that you support friendly streets or to raise awareness about particular initiatives that you are working to address in your community. For example, you can get in touch with the media by calling in to radio shows or writing an article for a local newspaper. These are all great ways to amplify your voice and share your friendly streets message and stories beyond your neighbourhood's borders.

Another way to contribute to the city discussion on friendly streets is to read the articles and letters to the editor in The Hamilton Spectator, CBC Hamilton, and Hamilton Community News papers. When you see topics that relate to your issues, you can send your own letter to bring your point of view to the debate.

Letters are more likely to be published if they are short, about 200 words, and include a daytime phone number. The phone number is not published, but simply used to verify your identity.

**Email addresses for letters to the editor:**

Hamilton Spectator: [letters@thespec.com](mailto:letters@thespec.com)

Hamilton Community News

Ancaster News: [ddowney@hamiltonnews.com](mailto:ddowney@hamiltonnews.com)

Dundas Star: [ddowney@hamiltonnews.com](mailto:ddowney@hamiltonnews.com)

Hamilton Mountain News: [editor@hamiltonmountainnews.com](mailto:editor@hamiltonmountainnews.com)

Sachem and Glanbrook Gazette: Have Your Say/Letters to the Editor: [news@sachem.ca](mailto:news@sachem.ca)

Stoney Creek News: [mpearson@hamiltonnews.com](mailto:mpearson@hamiltonnews.com)

Submissions to **Raise the Hammer** can be longer, and are more likely to be read if they include photos: [editor@raisethehammer.org](mailto:editor@raisethehammer.org)

## Celebrate the Friendly Streets changes in your neighbourhood

“Getting results is important, but much of the potential value is lost if you fail to celebrate your success and thank those who made it possible. Neighbours need to know that people like themselves are responsible. The sharing of such stories inspires people about what is possible when they work together and build on their assets.”

- Jim Diers, former director of Seattle’s Department of Neighbourhoods (<http://www.neighborpower.org/papers/five-keys.pdf>)

Friendly Streets is about serious issues - like health, accessibility, mobility, and the environment. It is also about enjoying public spaces - so be sure to have fun in them and celebrate all your victories, large and small! Make sure to include everyone in your celebration by recognizing caring neighbours, strengths, and skills that everyone offers in your community.

One way to celebrate friendly street victories is to throw a street party. Street parties are a great way to experience streets on a pedestrian scale. That’s how public spaces become people places!

Parties are also a natural way to build “social capital.” In a casual, less formal setting, neighbours have the opportunity to share stories, learn about each other’s concerns, interests and skills, and network. That growing sense of closer connection between people who live near each other can become a critical step towards fostering neighbourhood friendly streets.

Organize a barbecue or potluck, have games for children, and encourage local talent to come forward and perform. Organizing a street party can be easier to organize than many expect, if you choose a residential street with little through traffic.

In Hamilton, an official street closure would require a formal request to city hall (complete with fee), two million dollars in liability insurance, and ninety days' notice for city council deliberations. But for smaller scale events on some streets, there is an alternative.

Instead of a full street closure, you can opt for a street closure that uses "street hockey etiquette" by placing cones at each end of the block, and spacing them so that cars can pass

through them, but slowly. Notify all neighbours on the street through a letter delivered to all mailboxes with contact information and ask for a reply with any concerns (this is key, you don't want anyone to be surprised by the event). Invite your city councillor (also a must for this kind of event).

If you would like to take a look at more resources, a great group called [Resilient Neighbourhoods](#) has a Celebrations & Gatherings section available online in their [Resilient Streets Toolkit](#). You will find helpful checklists and planning tips for throwing a more “formal” Street Party. This group refers to “Resilient Streets” as places where neighbours know each other and over time develop strong ties, share resources and other items (like tools, yards, sports equipment, kids' toys etc.), are available to help each other out in small or sometimes big ways and are able to cooperate and share leadership in street or building issues and activities. A really interesting concept - one that undoubtedly includes a lot of things that “Friendly Streets” can bring to communities too.



# MODULE 5 – STEPS FOR TRAFFIC CALMING

This section provides information specific to the city’s approach to traffic calming, including how to request traffic calming measures or a traffic management plan that will make your neighbourhood streets safer for all users.

Traffic safety concerns for the City of Hamilton are managed by two city staff who oversee two parts of the city: west of west of James St. and Upper James St., and east of James St. and Upper James St.

The best way to connect with the city if you have a traffic concern is to email

[tplanning@hamilton.ca](mailto:tplanning@hamilton.ca).



For more information, you can visit the city’s website: <https://www.hamilton.ca/streets-transportation/driving-traffic>

## Traffic Calming and Management 101 – Frequently Asked Questions

Throughout the pilot project, Friendly Streets learned a lot about how the city oversees traffic safety concerns and responds through traffic calming or management. To make the process more transparent for residents and other community stakeholders, answers to frequently asked questions are detailed below.

### 1. What is the first thing that a resident should do if they have a concern about the traffic or safety of their street?

There are a few things that can be done, depending on the concern:

- A. You can contact the traffic department at [trafficops@hamilton.ca](mailto:trafficops@hamilton.ca) or call 905 546-CITY (the switchboard will direct you to best person to speak with).
- B. Talk to your ward Councillor. [Here is a link to all ward councillors and how to connect with them.](#)

- C. Connect to your neighbourhood association and seek support. See Module 8, *Expand Your Network*, for contact details for all neighbourhood associations in Hamilton.
- D. If you have a **concern that relates to cycling or on-street bike facilities**, you can connect with the Hamilton Cycling Committee ([cycling@hamilton.ca](mailto:cycling@hamilton.ca)) at the City. You can also email Daryl Bender, Project Manager - Alternative Transportation with Public Works, at [Daryl.Bender@hamilton.ca](mailto:Daryl.Bender@hamilton.ca). Some of your questions or concerns may already be answered through information provided on the city's website for cycling.
- E. If your concern is a maintenance issue (i.e., immediate concern), call 905 546-CITY to speak directly with city staff.

## **2. What happens when a resident raises a valid concern about the safety of a street and offers a solution (i.e., Complete Streets policy, etc.)?**

It's very important for residents to clearly identify and describe the problem first. Be as specific as possible and provide details that relate to or show evidence for your concern. If you've collected data about your streets (either through an audit or from anecdotal evidence), you can share that with the city to provide context.

## **3. Is there a traffic calming request form on the city's website that is accessible and promoted to residents?**

There is currently no form. Residents should send an email request to the appropriate city staff (see above).

## **4. How does the city integrate resident concerns/solutions to inform future planning and infrastructure development (i.e., related to walking or biking)?**

The city's approach is a patchwork process. It's a preferred route strategy that will be more connected and completed over time. Designs pitched by residents may not necessarily be possible, so alternative routes might be suggested.

For broader issues, residents are typically invited to give input on City plans and policies when these are under review, such as the Transportation Master Plan or the Cycling Master Plan. The public is given opportunity to provide input to influence the review, before the revised plan or policy goes to committee and Council for final review and approval.

The City's preferred approach is to do Neighbourhood Traffic Management Plans (NTMP) in order to assess a neighbourhood's traffic issues in a holistic manner. This approach avoids the problem that piecemeal remedies to traffic issues can produce - namely the diversion of traffic issues from one street to another. Unfortunately, NTMPs are expensive to undertake and so, there is no guarantee that requesting one will be successful.

### 5. How do you request a review of a street or intersection to improve traffic safety?

To request new traffic signs, pavement markings, crosswalks, speed limit changes, or other traffic safety improvements, you will need to contact the City by:

**Phone: 905-546-4376**

**Email: [TrafficOps@hamilton.ca](mailto:TrafficOps@hamilton.ca)**

### 6. How do residents request a neighbourhood-wide review (Neighbourhood Traffic Management Plan)?

There is no set rule as to when a neighbourhood-wide review is conducted. City staff in the Traffic Operations section will log and forward requests to the appropriate technologist to review the area. If there are a number of complaints from the area, they will widen the scope. You can email [tplanning@hamilton.ca](mailto:tplanning@hamilton.ca) for more information.

Sometimes, the NTMP can go through the councillors office. You will need to contact your ward councillor, who will then work with staff to determine whether an NTMP is necessary and possible. [City councillors' contact info is here.](#)

### Case Study for Beasley Neighbourhood:

Wilson Street in downtown Hamilton is a street of great concern. Through our work, we have connected the Beasley Neighbourhood Association (BNA) to the ward councillor, Jason Farr, concerning the need to do a NTMP for Beasley.

To date, Councillor Farr requested that a motion be passed by the BNA in support of a NTMP for



Beasley. This has happened and the Councillor has now given the go-ahead for the staff to proceed with an audit.

## **7. Why do some neighbourhoods have a Neighbourhood Traffic Management Plan, but others don't?**

Neighbourhoods have to identify a need for one and then request the review. The request needs the support of the ward councillor.

Residents can build the case for a NTMP by documenting concerns (e.g., use street audits, photos, data collection). You are more likely to be successful in getting an NTMP by working with your neighbourhood association, if one exists in your area.

### **When to request a neighbourhood traffic management plan**

To request a neighbourhood traffic management plan, you will need to contact the city:

*Phone:* 905-546-4376

*Email:* [TrafficOps@hamilton.ca](mailto:TrafficOps@hamilton.ca)

The decision to undertake a review of the neighbourhood and draft a neighbourhood traffic management plan ultimately rests with the city's Traffic Engineering and Operations department. However, if you aren't satisfied with the response that you received from the city then you can reach out to your neighbourhood association and local businesses for support. A louder, unified voice from a large group of residents in your neighbourhood may be helpful in moving forward. It can also help to identify other issues at the street-level that need to be looked at and included in the neighbourhood review. You can also meet with your ward councillor to raise awareness about the issue, and s/he may be willing to contact the city and request that the issue be re-assessed and resolved with traffic calming measures. Please go to Module 11 on Engagement Tools to find a sample Petition for Traffic Calming.

## **8. What is the ranking system that the city uses to prioritize and implement requests for traffic calming measures or street infrastructure (e.g., Pedestrian Crossovers (PXO))?**

The City of Hamilton has developed a ranking system to prioritize and rank requests for traffic calming measures like a pedestrian crossover. This ranking system sets criteria for which

pedestrian crossovers are implemented annually in the city. [The staff report was released in January 2018.](#)

Methodology for the priority ranking of bike lanes is explained in the Cycling Master Plan ([see Chapter 4, section 4.2.2.2.](#))

## 9. What is the City of Hamilton Strategic Road Safety Program?

Funded through the [Red Light Camera Reserve Fund](#), this program's primary emphasis areas are intersections and vulnerable road users, consistent with priorities and objectives of Neighbourhood Action Plans. The 2017 Hamilton Strategic Road Safety program has identified the following initiatives.

1. Pedestrian Crossovers
2. Collision Analysis and Reporting - The plan here is to prepare a Yearly Annual Collision report for September each year which ranks collisions by Wards and highlights areas related to Pedestrian and Cyclist collisions. Traffic Operations is also looking into creating an active collision map that the public can access.
3. Public Safety and Education - In 2018, the program is looking to focus on doing a Road Safety Pledge in partnership with the Ontario Road Safety Committee of Ontario
4. Traffic Calming
5. Neighbourhood Safety Reviews
6. School Zone Safety Flasher Upgrades
7. Message board signage on the LINC and RHVP

It is estimated that between 2017 and 2018, \$4.3 million will be used from the reserve to address these items.

## 10. Does the City have an official Complete Streets policy?

The City is working on a Complete-Liveable-Better Streets policy as part of the Transportation Master Plan review. The revised TMP will go to Council in February 2018, thus the framework and policy has been developed. It will also develop specific design guidelines for multi-modal service and promote transportation equity, as well as create a vision for individual streets.

**11. Hamilton's Pedestrian Mobility Plan made a recommendation for the establishment of a Pedestrian Mobility Advisory Committee. City Council did not adopt that recommendation. Can stakeholders in the community create such a committee?**

A Vision Zero Committee at the city-level and neighbourhood-level Vision Zero Committees are scheduled to be established in 2018 to address and improve concerns related to safer streets. We are optimistic and hope that it can achieve the vision, goals, and objectives of the Pedestrian Mobility Plan.

Vision Zero is a global movement transforming the way we use, interact with, and travel on our roads. It has a simple and clear goal: ZERO fatalities or serious injuries on roadways. Vision Zero aims for safer streets through improved education, enforcement, engineering, evaluation and engagement.

[For more information about the City of Hamilton exploring Vision Zero for our neighbourhoods.](#)

**12. Transit between various sites is not connected, which makes it difficult for residents who have to access services across different parts of the city. What is the correct process to request that a transit route be re-directed so that there is better connectivity between sites such as the Juravinski and General Hospital sites, for example?**

The HSR's route reevaluation is promised to start this year - but no hard indication has been given as to when it will be done. The first step is to get the automatic passenger counters (APCs) up and running - and they're also going to be looking at Presto data which will help them establish where people's destinations typically are and where popular transfer points are. At the operating budget presentation early in 2018, councillors asked staff to have some answers and progress report on this process later in 2018. The public meetings that HSR plants to host may also play a role in collecting rider feedback, but that hasn't been explicitly stated.

To stay in the loop about this process, connect with and follow the [Fix the HSR campaign](#), a project of Environment Hamilton.

## How to request traffic calming in your neighbourhood

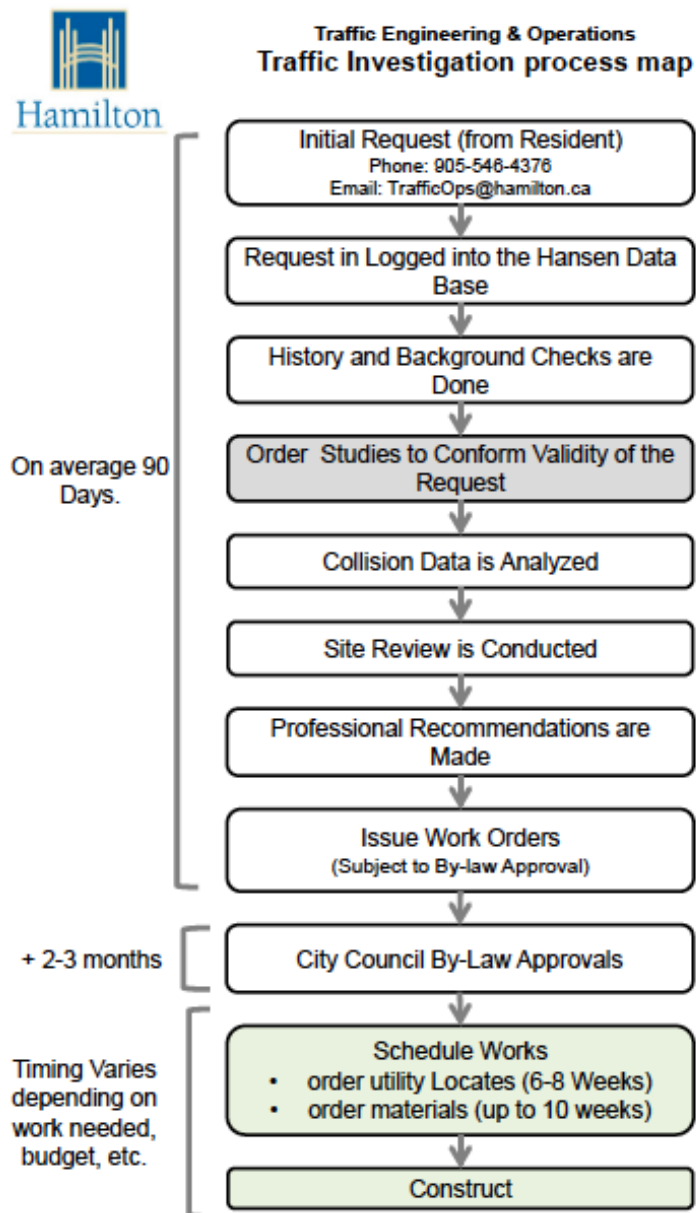
The city is open to hearing from residents about concerns or issues related to their street.

However, we've heard from the city that they often receive emails or calls where residents ask for specific solutions without framing the issue first. For example, a common misconception is that stop signs will calm traffic.

Residents often request stop signs in their neighbourhood, but these signs are designed to direct right-of-way for road users and have little to no effect on the speed at which a vehicle will travel in their neighbourhood. **It is for this reason that the city has explained that it's crucial to explain the issue or concern first.**

Provide as much detail as possible - any collected data can also help to support your case.

The city can then assess the situation and look at all available options to address your concern.



To request new traffic signs, pavement markings, crosswalks, speed limit changes, and other traffic safety improvements you will need to contact the city: *Phone: 905-546-4376 Email:*

[TrafficOps@hamilton.ca](mailto:TrafficOps@hamilton.ca)

## How to organize a petition

You can use the petition template below if you identify the need to do so in order to support your efforts.



Councillor <Name>  
 Ward <#>, City of Hamilton  
 71 Main Street West, 2<sup>nd</sup> floor  
 Hamilton, ON L8P 4Y5  
 www.hamilton.ca

We the undersigned residents of <Street Name> between <Street1 and Street2> support:

1. Installing traffic calming features on <Street Name> between <Street1 and Street2>.
2. These features may be; speed hump, speed cushion, chicanes, median island, bump outs, reduced lanes and other devices as required

I/We also accept that I/We MAY BE impacted by additional Noise, loss of on-street parking & delay to travel time/ EMS response times.

Sheet of

Name (PLEASE PRINT)	Address (unit #)	Telephone No.	Email Address	Signature	Support √	Opposed √	No Opinion √

<p><b>GUIDELINES:</b></p> <ul style="list-style-type: none"> <li>• Contact person must be the first person to sign the first page of the petition.</li> <li>• Maximum of one signature per dwelling unit.</li> <li>• Each person signing must indicate his/her opinion.</li> <li>• A 70% majority of the total abutting dwelling units of a street must indicate support of the request for the petition to be considered.</li> </ul>	<p><i>Personal information collected on this form is collected solely for the purpose of determining whether or not a majority support the installation of traffic calming features. The information is collected under the legal authority of the Municipal Act, 2001, S.P. 2001, c. 25, Sec. 11(1) 1 and is subject to the provisions of the Municipal Freedom of Information and Protection of Privacy Act. If you have questions or concerns about this collection, please contact:</i></p> <p><b>Councillor (name) at (905) 546-XXXX</b></p>
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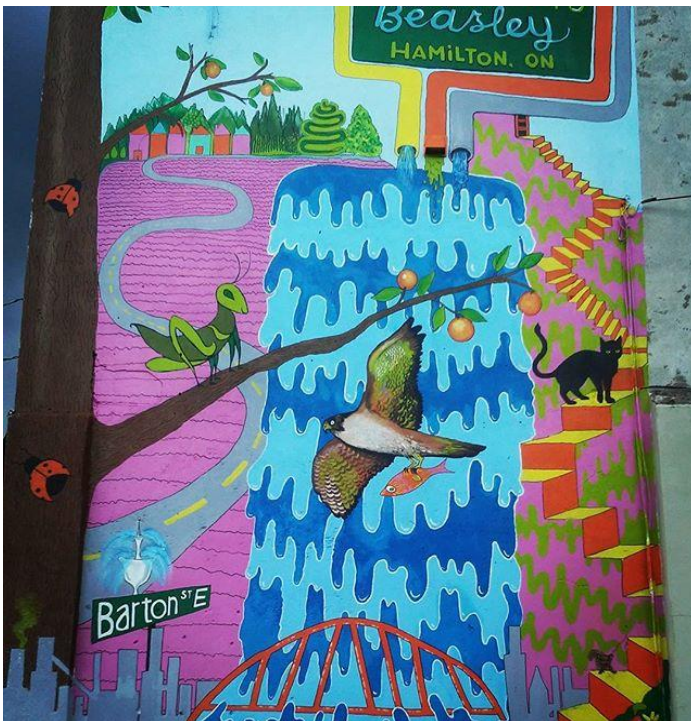


## MODULE 6 – STREET VIBRANCY

This section provides information and resources about creating public spaces in our community that are more vibrant, liveable, and enjoyable for people.

In 2013, Hamilton’s [CoBALT Connects](#)’ group conducted a research project called [Expressing Vibrancy](#) “to get to a working definition of the term vibrant as it relates to specific communities, or how to meaningfully implement plans to help realize the goal of “vibrant communities.” They noted that what was also missing is “the recognition that vibrant can mean different things to different people, so there is a need to adequately capture a range of impressions from the members of a community.”

### The case for street vibrancy and why “friendly” streets is not a luxury



Street vibrancy is about people on the streets. If there are no people, then there is no vibrancy!

Dan Burden, Director of Innovation and Inspiration at Blue Zones and cofounder of the Walkable and Livable Communities (WALC) Institute, said, “Focus on building communities through transportation, instead of transportation through communities.” Streets that are envisioned and designed this way help to strengthen and build communities.

More and more, people are seeking out experiences of place - how can the public places they go to be “third spaces”? A third space is a place after home and work. People are starting to reimagine streets as third spaces, gathering places that are welcoming, interesting, and worthy of lingering. Animated spaces and destination places can be enjoyed when there are benches, other street furniture, art, shady trees, something of interest, and a feeling of safety. Naturally, streets that are safe for walking and biking are beneficial to local businesses. Results from a California study show that the number of businesses per acre is the single

most robust indicator of whether people are likely to walk in their neighbourhoods. People living in neighbourhoods with more business establishments per acre conduct more of their travel within their neighbourhood and are more likely to travel by walking. This study suggests that neighbourhoods that support active transportation are places where there are a large number and variety of businesses in a relatively small area.

## How to make streets into people places: Enhance street vibrancy

### How to request street furniture

Street furniture consists of a wide variety of elements and amenities installed in the public right of way for the use and convenience of the public.

Key street furniture elements include:

- Transit shelters
- Litter receptacles
- Benches
- Multi-publication structures
- Poster kiosks
- Wayfinding signs
- Bicycle racks
- Cigarette receptacles

To request street furniture, garbage receptacles, benches, bus shelters, etc. it is best to [contact the City's Contact Centre at 905-546-2489](tel:905-546-2489) or at [askCity@hamilton.ca](mailto:askCity@hamilton.ca). The Contact Centre staff will be able to either provide the answers or direct residents to staff who can help them. Check out the City of Hamilton [Coordinated Street Furniture Guidelines](#) for city planners and designers.

### Tips to increase green infrastructure in your neighbourhood

Green infrastructure refers to trees, as well as rain and pollinator gardens. These elements not only serve to increase the attractiveness of a street and clean the air, but also contribute to the street's viability and provide climate change benefits. Green infrastructure on local streets is crucial for increasing biodiversity within the city. This is becoming increasingly needed as habitat for pollinators and wildlife has declined dramatically in our rural

communities. More complex greenery, such as bioswales, are newer to the city of Hamilton and are only now being introduced as pilots along streets like Ottawa Street North. Trees and shade in urban neighbourhoods are also important because they bring coolness and protection from the sun, which encourages more walking along urban streets.

### Hamilton Street Tree Program

Did you know that **you can get a free street tree** to be put on your property? The City of Hamilton [Street Tree program](#) offers free trees for homeowners. This program is a great way to have a tree planted in the city-owned portion of your property.



### Help build the Hamilton pollinator corridor



The [Pollinators Paradise Project](#) is a project of Environment Hamilton and the Hamilton Naturalists' Club that invites residents to plant pollinator-friendly gardens on their property to creating much needed habitat, and to help to create an uninterrupted corridor of native plant species that support pollinators across the city. The project offers free certification, resources, and support. If you have a spot that would be ideal for a pollinator-friendly garden, you can contact the project team to find out how to get started.

### Create a rain garden

A rain garden is a sunken garden planted with deep-rooted native plants and grasses designed to capture, absorb, and naturally filter stormwater. If placed in the correct spot, it will intercept the flow of polluted stormwater and allow it to slowly infiltrate into the ground rather than entering our city's creeks and sewers. [Green Venture](#)'s Rain Garden project is a great resource for schools in the Hamilton Harbour Watershed. If you have connections at a local school in your neighbourhood, which is also located in the Watershed, you can suggest this project to them and make any needed connections between interested schools and Green Venture.

If there's another ideal location in your neighbourhood, like in a local park, you can also create a rain garden in one of these community spaces.

## Public Art



Art in public spaces adds character and enhances the vibrancy of a street. Many neighbourhoods take on art projects on their own, such as the Art Alley project. In Hamilton, we are noticing interesting art pieces that neighbours have created, such as wool knitted pieces attached to trees and prints on construction side boards.

Major public art initiatives are managed by the Culture section at the City of Hamilton. The Hamilton Public Art Master Plan is an important tool in the ongoing implementation of public art in the city. Its primary intent is to identify and prioritize potential sites and opportunities for new public art projects across the city and to outline the principles by which this art is commissioned.

Public art is defined by the City of Hamilton as original works of art created by artists, or in collaboration with artists, through a **public process** and existing on publicly accessible City of Hamilton property. Public places are those that are owned and/or managed by the City including parks, trail systems, road allowances, tunnels, courtyards, building exteriors, and interior areas where everybody can go, such as community centres.



Check out the [Public Art Master Plan](#) developed in consultation with the public, councillors, City staff, and stakeholders.

## MODULE 7 – TIPS FOR BUSINESS OWNERS

This section provides tips and resources owners who want to make their businesses friendlier for customers who walk or bike.

There are lots of different ways to get to a business, but those who walk or bike experience different challenges as vulnerable street users. While there is almost always parking for those who drive, amenities for people who walk or bike can often be lacking.

Sometimes there is no bike parking, or the bike route to get there is particularly unsafe, or the sidewalk isn't wide enough to accommodate someone using a mobility device. The journey that a customer takes to reach your business should also be enjoyable - people go back to the streets and places that their community more liveable.



There is a lot of evidence that accommodating for people who walk or bike to a store has a positive effect on local businesses. [Walkable and bikeable streets provide direct benefits to businesses](#). Research is dispelling common beliefs, proving that when people are out walking and biking, they make more stops, linger, and shop more. [Pilot projects like the Bloor Street bike lanes in Toronto](#) have some compelling arguments that you can share as examples with business owners. Their findings revealed that there was increased economic activity (i.e., people spending money at businesses on Bloor Street) after the installation of bike lanes, despite the removal of 160 parking spots and one lane of traffic. You can learn more from their published reports and write down ideas that might apply to your street too!

If you own a business and are interested in making it more friendly for people who arrive by foot or by bike, or if you want to engage with a business, then the information below can help you!

### How to make your business bike-friendly

As the city continues to build the bike network, there is an increasing number of routes that someone can take to bike to a business. How can you, as a business owner, make other small changes to improve this experience and attract more people who bike?

### Tips for making your business friendlier for people who arrive by bike:

- Have a bike rack right out front! This small gesture of convenience can go a long way and save someone time instead of looking for a street post or fence to lock their bike.
- Have a small bike repair kit in the event that someone needs to fix something on their bike. This can include a mini pump, chain checker, wrench, hex key, screwdriver, and patches for a tire. This can be helpful if a customer experiences some problems with their bike so that they can continue safely on their travels.
- Have one or two bike locks available to check out - not everyone can afford a bike lock! Bike theft is a growing concern in particular neighbourhoods in Hamilton. If you developed a system to sign out a bike lock to a customer, that can give them peace of mind while they shop and encourage them to return by bike in the future. A safe bike is always good for business!
- Offer a glass of water or refill their water bottle! Staying hydrated makes biking a lot easier.
- Own a bike? Conduct a street audit! Explore the nearest bike routes to your business and gather feedback about particular challenges or concerns related to safety.

If you currently don't have a bike rack for customers, you can choose to purchase one and place it on your property or you can request one from the city. After you submit the request, the city will do a site analysis prior to receiving funding for installation. The site visit usually happens within one month of receiving the request, but it can take longer depending on the time of year. If a bike rack can be installed at the desired location, then a work order is submitted which takes at least 6-8 weeks before installation.

[You can request a bike rack from the city here.](#)

Lastly, you can become more informed about the design and implementation of the city's bike network. If you hear from customers that they wish there was a safer route to get to your business, you can connect with city staff or your ward councillor to provide that feedback. You can also get involved in the municipal transportation planning processes by advocating for rapid implementation of the bike network or by providing anecdotal and detailed feedback at a consultation event held by the city.

## How to make your business pedestrian-friendly

Walking is one of the most essential ways that people get around. At some point in the day, everyone is a pedestrian - we walk to transit or to our cars, and we walk from transit or car to a store. How can you, as a business owner, make small changes to improve this experience and attract more people who walk?

### Tips for making your business friendlier for people who arrive by foot:

- Put a bench or street furniture in front of the store! It can be a restful spot after their travels. People also like to sit and linger. Enjoying the streetscape is the first step to nurturing a sense of belonging and responsibility to make streets for people.
- Improve the street vibrancy - make it a people place! Connect with local artists who may be willing to showcase their art. Adding beautification elements, even in the form of decorative bike racks, makes the street more interesting to look at and contributes to the creation of a community space.
- Add more green infrastructure to the street. You can plant a garden or trees that provide shade for people walking by. Being near nature enhances liveability for all!
- Shovel the sidewalk soon after a snowfall! People have difficulty walking down paths that have not been cleared, particularly those with mobility issues.
- Offer a glass of water or refill their water bottle! Staying hydrated makes the trip back a lot easier.
- Host a street audit to get a sense of your customers' journeys from their perspective. Take notes and document the walk on social media!

Keep an ear out for any stories that you hear from customers about their experience travelling to or from your business. Similar to any feedback that you hear from those who bike, you can share any walking-related concerns with city staff and your ward councillor. Stay informed of any capital construction projects that may affect the streetscape and weigh in early on with suggestions for accommodating people who walk in the area.

### Request an on-street patio

The City of Hamilton's On-Street Patio program allows local businesses to establish temporary seasonal patios and seating areas utilizing on-street parking spaces within business improvement areas (BIAs) and community improvement plan areas (CIPAs).

**Applications are due on April 1 of each year at 4:30pm.** The on-street patio program was

inspired by the pop-up patio interventions that community members held as part of [100in1 Day Hamilton](#).

On-street patios act as buffers to vehicular traffic on the street, making it safer for people who walk. The presence of more people on the street, socializing or enjoying a meal, also contributes to the vibrancy and friendliness of street. Building people places in our neighbourhoods only brings positive benefits to the community and invites people to linger for longer periods of time and to strengthen social connections.

[More information about applying for an on-street patio is available here.](#)

## Become Ontario by Bike certified

Ontario by Bike is a network that offers information related to biking and showcases bicycle friendly locations across the province! This includes accommodations, attractions, breweries, cafes and restaurants, and business areas. There is a growing number of people who enjoy travelling within and outside their cities by bike and who contribute to “cycle tourism”. This growing industry generates revenue for local and regional businesses alike.

The City of Hamilton is Ontario by Bike certified, along with 32 bicycle friendly locations across the city. The city is also interested in helping more businesses, particularly business improvement areas, to become certified. Becoming certified can connect you to a larger network of bicycle friendly businesses and can increase business from both local and regional people who arrive by bike.



Refer to **Module 15, More Resources** for more information about Ontario by Bike and how you can become certified.

## Offer incentives for people who walk or bike to your business

**Research** is dispelling common beliefs, proving that when people are out walking and biking, they make more stops, linger, and shop more. Why not encourage them to stop by more often? Similar to days where seniors get discounts at stores, you can also think of interesting ways to attract more people who walk or bike. Some ideas include: 10% off on a certain day of the week, a free cold or hot beverage, or a monthly raffle for a chance to win a bike lock or tool.



## Apply for funding for façade improvement opportunities offered by the City of Hamilton

The City of Hamilton offers several grant opportunities and programs for businesses and business improvement areas across the city. These can go a long way with recreating a business facade that is more attractive and enjoyable for the streetscape. You can connect with the city's Planning and Economic Development Department for more information specific to your business.

Here are a few opportunities relevant to business owners in the downtown core:

- [BIA Commercial Property Improvement Grant Program](#)
- [Commercial Facade Property Improvement Grant Program](#)
- [Barton-Kenilworth Commercial Corridor Building Improvement Grant Program](#)

## MODULE 8 – EXPAND YOUR NETWORK

This section provides a list of key stakeholders to connect with in order to build a strong network of people who support safer streets in your neighbourhood or ward.

A neighbourhood is more than the residents that live there - your network should include your neighbourhood association, local businesses, advocacy groups for pedestrians and cyclists, local organizations whose work aligns with your efforts, and local cycling businesses. These key stakeholders likely have a lot of connections in the community, as well as expertise or resources, to support your efforts and give you a louder voice for friendly streets.

### Connect with your neighbourhood association

Many neighbourhoods in the city have neighbourhood associations. These groups represent the interests and priorities of the neighbourhood, and work together to enhance the community. They typically meet once per month and discuss different topics like affordable housing, local transportation, and upcoming community events. You can email them and **ask to be put on the agenda so that you can speak to the whole group**. This might generate some more discussion about particular priorities for your streets and you may connect with other neighbours who are interested in joining your initiative or working on similar efforts. Your neighbourhood association should also have resources to help.

#### Neighbourhood associations in Hamilton:

For more information on the neighbourhood associations across Hamilton, you can consult [The Red Book of Hamilton](#). Using the term “neighbourhood association”, you will be directed to a list of active groups in the city.

Other groups led by the community that are interested in community development and a variety of topics related to active transportation and liveability:

- [Dundas Works](#)
- [Hamilton LRT Advocacy](#)
- [Hamilton Light Rail Initiative](#)

## Connect with local advocacy groups

Groups like [Environment Hamilton](#) and [Cycle Hamilton](#) can lend support and work with you to advance your efforts or initiatives related to active transportation.

## Connect with local cycling businesses and organizations

Other groups in the community that work to make our city a safer and more enjoyable place to ride a bike:

- [Hamilton Bike Share](#)
- [New Hope Community Bikes](#)
- [Downtown Bike Hounds](#)
- [Bike Locke](#)
- [Ancaster Cycle](#)
- [Freewheel Cycle](#)

These groups often host social rides, which are good opportunities to connect with other people who rides bikes and learn about their experiences.

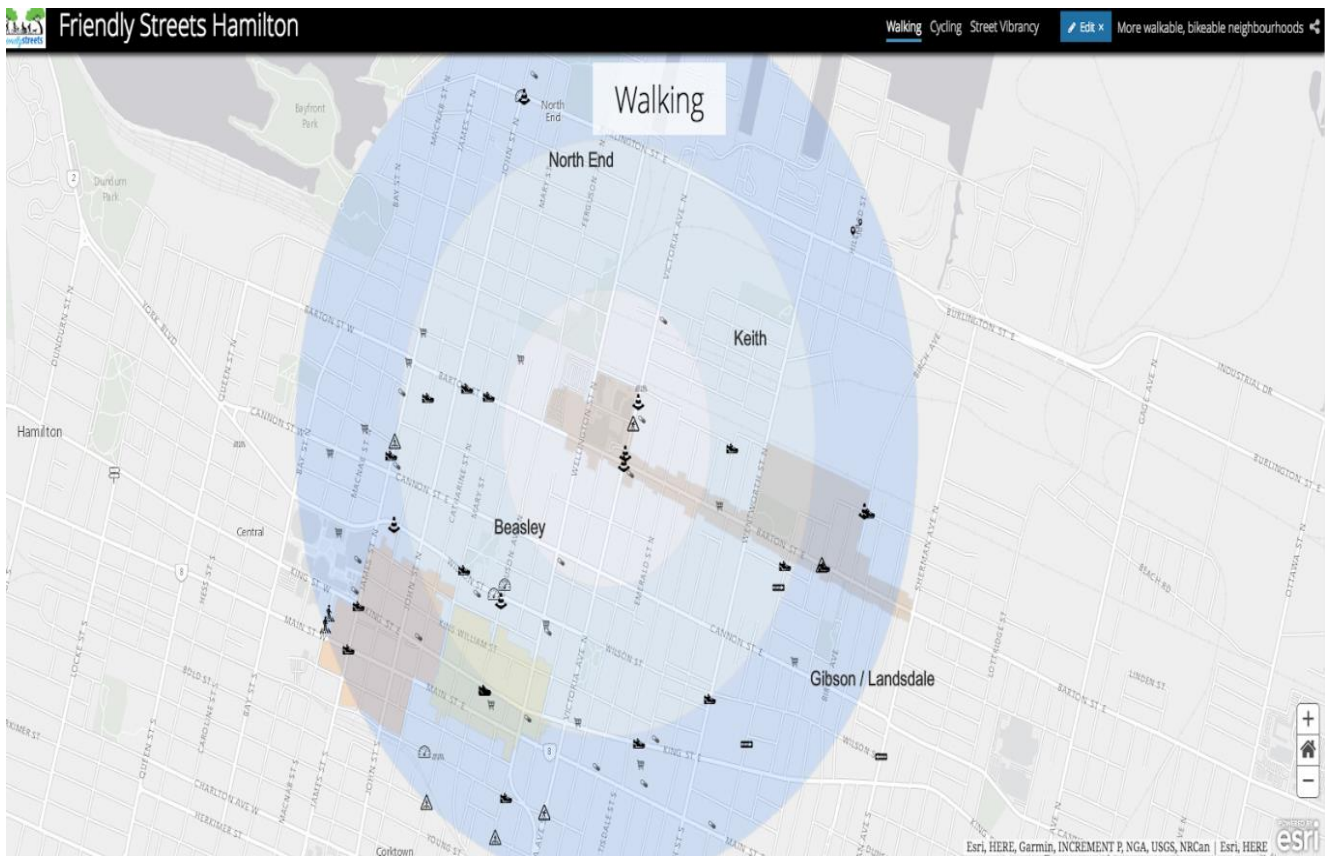
## MODULE 9 – FRIENDLY STREETS DESIRE MAP

This section shares a tool created by the Friendly Streets pilot project that residents can use to share what can be done to improve your neighbourhood streets. The suggestions and feedback are routinely shared with city departments in order to pursue policy and infrastructure solutions.

We invite people to share input on where to improve biking and walking conditions in our pilot neighbourhood and elsewhere across the city, as well as suggestions for green spaces, street furniture, public art, and local amenities. The link to the desire map form is shared below.

The map shows where others have voiced their concerns or shared ideas about improving walkability, bikeability, and street vibrancy in your neighbourhood. The suggestions and feedback are routinely shared with city departments in order to pursue policy and infrastructure solutions.

Put your voice on the map to share your feedback on the [city-wide online desire map!](#)



# MODULE 10 – TEMPLATES OF ENGAGEMENT TOOLS

This section shares engagement tools created or adapted for the Friendly Streets pilot project that you can use to engage other community residents, stakeholders, businesses, major community institutions, and your ward councillor. These tools are helpful to assess current challenges and re-imagine neighbourhood streets.

Links to each engagement toolkit will be available on the [Friendly Streets blog](#), and [Environment Hamilton](#) and [Cycle Hamilton](#) websites, in early February 2018.

- Walking street audit template
- Biking street audit template
- Walking and biking street audit template
- Survey for businesses template
  - Template to record responses
- Presentation on traffic calming
- Presentation on policy, planning, and design
- Map of bicycle-friendly routes
- General online survey
- Presentation on winter cycling and route planning

# MODULE 11 – TIPS FOR SOCIAL MEDIA

This section provides tools for effectively using social media in your efforts and how to launch a social media campaign.

## Communicating Your Message

It is important to clearly and effectively communicate your message if you want to have a greater impact and reach a broader audience. Think about who your audience is. Is it the public, the media, elected officials? In all your written, verbal, and visual communications, it is critical to be clear about who you are trying to reach.

**Depending on who you are trying to reach, it is helpful to tailor your language and narrative in a way to best communicate your message.**

In addition to explaining the facts and arguments that support your desire for friendly streets, consider sharing stories from your life or from the life of residents in your neighbourhood. Facts provide the foundation for telling a simple story, but to complete the picture, real stories and people are needed. Storytelling is a powerful way to reshape and include more voices in the narrative of mobility in our communities. We need to hear stories to understand the impact that

Explain why concerns about friendly streets are important to you and how the solutions that you are exploring might lead to safer walking and biking conditions for you and your community. Often these issues are not well understood by members outside of your immediate community, but hearing about the ways in which people are personally affected can create a much better understanding. Stories can also link experiences - people might feel the same way about other streets or challenges related to their mobility. Stories ultimately make a stronger case for friendly streets.

## Tips for posting on social media

If you want to connect with the Friendly Streets project, we encourage you to tag us in your twitter message:

**Environment Hamilton: @EnvHamilton**

**Cycle Hamilton: @CycleHamilton**

**Include the link to your event or you campaign in your message.** You can use **Bitly** to shorten links that will be too long to include on a poster or in a tweet.

**Use relevant hashtags "#."** Hashtags are words or multi-word phrases preceded by the # symbol, such as #FriendlyStreetsHamilton or #HamOnt. People can search for posts with a specific hashtag, so they are helpful to categorize content or track topics on Twitter and other social media platforms including Facebook, Instagram, and Pinterest. Using hashtags helps people find posts and tweets that interest them.

Including hashtags helps your audience find your messages when posting on social networks. Consider using terms such as; #ActiveTransportation, #walking, #cycling, #cycle, #bike, #walking, and #HamOnt. If you develop a name for your efforts, you can create a hashtag for that

Don't use any spaces in your hashtag; if you need to use more than one word, simply run them together. If it's hard to read the meaning of the phrase without spaces, you can capitalize each word. For example, #throwbackthursday and #HamOnt are examples of popular multi-word hashtags.

**Use relevant pictures.** Including these in your posts makes your social media messages more engaging. There's a reason that the saying goes "a picture says 1000 words".

## Tips for personalized hashtags

**How do you decide which hashtags to use?** You can come up with a phrase that you find appropriate to describe your efforts or you can use hashtags that you've seen other people use in their posts. You can definitely include more than one hashtag in your Tweet, if appropriate, but beware of using too many hashtags. Once you get above three hashtags or when your post has more hashtags than text in it, your post begins to look like spam. You can insert a hashtag at the beginning, middle, or end of your post.

### Sample Tweets

- Spring is here! Get your bikes in gear and join us on a #bikeride #friendlystreetshamilton. June 2-11. Link to event.
- Dust off your #walking shoes we are going on a #neighbourhood walkabout! June 29th

- Does your #business have a #bikerack? Request one @cityofHamilton #SustainableBusinesses [add bike rack photo]
- Ditch the car! Take the #BestRoutestoBarton and curb emissions. Link to event
- Tweet us a photo of your favourite place to eat in @Barton-BIA for a chance to win a gift card to La Luna restaurant #bestEats #HamOnt

### Hashtags to use

#FriendlyStreetsHamilton

#FriendlyStreets

#VisionZero

#ActiveTransportation

#Multimodal

#MultiModalTransport

#MultiModalHamOnt

#PlaceMaking

#UrbanThinkers

#SaferCities

Use the #HamONT hashtag to reach local audiences

### Twitter handles of neighbourhood associations, city staff, councillors, and local organizations

Friendly Streets partnering organizations	Twitter Handle
Environment Hamilton	@EnvHamilton
Cycle Hamilton	@CycleHamilton

Neighbourhood Associations	Twitter Handle
Beasley Neighbourhood Association	@OurBeasley
Gibson & Landsdale Community Planning Team	@GibsonLandsdale
Central Neighbourhood Association	@CentralHamOnt
Strathcona Community	@hamiltonscc



Durand Neighbourhood	@Durand_NA
Crown Point Hub	@CrownPointHub
Jamesville Hub	@JamesvilleHUB
The Sherman Hub	@TheShermanHub
North End Neighbours	@nenhamilton

Ward Councillors and City Staff	Twitter Handle
City of Hamilton	@cityofhamilton
Ward 1 - Councillor Aidan Johnson	@aidan_johnson
Ward 2 - Councillor Jason Farr	@JasonFarrHamOnt
Ward 3 - Matthew Green	@MGreenWard3
Ward 4 - Sam Merulla	@Sam_Merulla
David Ferguson, Superintendent of Traffic Engineering	@FergusonDF
Jason Thorne, General Manager of Planning & Economic Development	@JasonThorne_RPP
Smart Commute	@SmartCommuteHam
Aaron Grieser, Parking Control Officer	@HamOntParking

Business Improvement Areas (BIA)	Twitter Handle
Barton Village BIA	@Barton_Village
Downtown Hamilton BIA	@DwntwnHamBIA
International Village	@HamIntlVillage
Ottawa Street	@OttawaSt_BIA
Concession St	@OttawaSt_BIA
Downtown Dundas BIA	@dwntwnDundasBIA
The Westdaler	@mywestdale
Ancaster Village	@AncasterVillage

Locke Streets Shops	@LockeStShops
Hamilton Chamber of Commerce	@hamiltonchamber

More groups	Twitter Handle
Social Planning Research Council (SPRC)	@SPRCHamOnt
Hamilton Bike Share Program	@SoBiHamilton
Bike for Mike	@bikeformike
New Hope Community Bikes	@NewHopeBike
Hamilton Bike Lanes	@HamOntBikeLanes
Raise the Hammer	@raisethehammer
Walkable Hamilton	@WalkableHamOnt
Smart Commute	@SmartCommute
Ontario Transport	@ONtransport
Ontario By Bike	@Ontariobybike
Brent Toderian, Former City of Vancouver Chief Planner	@BrentToderian
Toronto Centre for Active Transportation (TCAT)	@TCATonline
Share the Road	@STRCycling
Jane's Walk	@janeswalk
Project 4 Public Spaces	@PPS_Placemaking

## MODULE 12 – FRIENDLY STREETS CASE STUDIES

This section offers insight from local Beasley Neighbourhood Association and major community institution Hamilton General Hospital about current issues that impact the safety, walkability, bikeability of neighbourhoods. Learn about how these stakeholders are working together and with the community to get things done.

### When traffic calming is not enough: Beasley Neighbourhood Association's traffic management plan

There are major concerns about traffic safety in the Beasley neighbourhood downtown Hamilton. The corner of Hughson Street and Wilson Street is one area of particular concern, where a residential home has been hit by a car 5 times over the last 15 years. Through the Friendly Streets project, the Beasley residents who live in the home have now been connected to the Beasley Neighbourhood Association, which has led to interest in moving forward with a Neighbourhood Traffic Management Plan. Residents are concerned that designing a two-way street with signals optimized to allow speeding in one direction, which currently describes the reality of Wilson Street, is a dangerous combination that impacts the safety and liveability of the neighbourhood.

#### Background

The first Beasley Neighbourhood Plan was published in 2011 and was reviewed in 2016 through public engagement. The [revised Neighbourhood Plan](#) includes an endorsement of Vision Zero, which aligns with the work of Friendly Streets and the desire for safer streets.

Mike Borelli, current co-chair of the Beasley Neighbourhood Association (BNA), reports that the BNA has called on the city to immediately support and implement proposals for **40km/h on all residential streets in Beasley** in their latest Neighbourhood Plan. The Plan also includes actions for the community: individuals, small groups, and other associations will work with the Ward 2 Councillor to address traffic safety through design and other infrastructure improvements. Happily, there are a few residents who are willing to work together and ready to take the lead on these priority actions.

Jason Farr is the City Councillor for Ward 2, which includes Beasley neighbourhood. Jason Farr holds quarterly meetings, through the Ward 2 Community Council, with the six neighbourhoods of the ward. The resident of the home that was hit by several cars has met with Councillor Farr and other city staff to discuss safety on Wilson Street between James Street North and John Street North. There is currently a list of improvements that will be implemented in future, including improved signage to warn drivers of the curve along Wilson Street. Staff reported that they did not want to make any significant changes to the street in anticipation of LRT construction. Other street-level improvements that were discussed include light timing, reduced speed limit along this section of Wilson Street, narrowing lanes, and other traffic calming measures.

To move forward with addressing traffic and safety concerns, Councillor Farr suggested that the BNA invite city staff to participate in a street audit to share their concerns and experiences, as well as discuss long-term solutions for Wilson Street.

**On February 5, 2018, residents of Beasley and other community stakeholders will conduct a street assessment with city staff to highlight areas of concerns and explore policy or infrastructure solutions.**

## **Working and collaborating with a major community institution: Hamilton General Hospital**

The Friendly Streets pilot focused on the area around the Hamilton General Hospital and radiated out to surrounding neighbourhoods. We chose to begin the project around the General Hospital because community members have expressed concerns about the challenges they face walking and biking in this area.



### **Hamilton Health Sciences and the Hamilton General Hospital**

An initial meeting with a representative from Hamilton Health Sciences provided a broad picture of this major community institution's background and goals for the future. Some key points for consideration include the nature of the 7am-7pm workplace for health care

professionals, the hospital's role as a regional destination for trauma patients, the twenty-year [Our Healthy Future](#) plan for the health care that the community will need in years to come (which is one of their biggest planning efforts in decades), the future consolidation of Hamilton Health Sciences' sites, engagement approaches with the community, current parking demand for hospital employees and patients, and the role of Smart Commute Hamilton encouraging and promoting more opportunities for hospital staff and employees to walk or bike. The representative also shared data that was collected through a Smart Commute survey, which revealed that the average commute for an employee is 15-30 minutes and that 80% commute to work alone. Most employees commute between 6-10km each way and report that driving is a preferred travel mode because it is faster than alternatives. Lastly, [Hamilton Health Sciences does not currently have a transit strategy.](#)

### **Engagement with the Community**

From March to July 2017, we began engaging and involving residents who live in the area in street-level assessments along Barton Street and around the hospital so that people could share their perspectives on current barriers and challenges to walking and biking. We also conducted another street-level assessment specific to the Hamilton General Hospital site, which was attended by local public health officials who work for the City of Hamilton and shared their expertise.

### **Engaging Staff**

With support from our connections at the Hamilton General Hospital and the Smart Commute working group at the hospital, we organized an outreach event in the cafeteria to talk to hospital staff and gather feedback about how to make sustainable, alternative transportation choices a viable option. We learned that driving is currently the most convenient way for many employees to get to work, but that many would take public transit if there was a fast, direct, and convenient route from the mountain. Many employees were keen to learn more about the carpooling option offered through the Smart Commute working group. Lastly, we heard that perceived safety was a concern for some employees and a barrier to walking in the surrounding area.

### **Aspirations of multiple stakeholders**

Given the current efforts of the Smart Commute working group at the hospital, as well as the current parking demand, it would be useful to focus on linking sustainable transportation to the vision of Our Healthy Future and to think of the hospital area in a similar way to [Vancouver's "Hospital District"](#). The lack of connectivity between transportation modes, for example a multi-modal commute, and the lack of transit connections to the hospital site is a challenge for both hospital employees and patients. Improving transit and active transportation connections would not only enhance the commute for employees and provide more travel options for patients, it would also alleviate parking demand and improve public health. The future consolidation of Hamilton Health Sciences sites will also create more demand for parking and increase the number of cars that travel to the site each day. It would be strategic then to look at other examples in the community, like Mohawk College, who prioritized active transportation and transit options on campus. The synergies between these aspirations, to alleviate parking demand and to plan for the future vision of health care, aligns well with planning for active travel and encouraging these modes among employees and patients. Beautification of the hospital site was also identified as an aspiration.

### **Taking it to the next level: Connecting with the Administration**

Through our connections, we met with the CEO of Hamilton Health Sciences, Rob Maclsaac, in August 2017 to express how together, Friendly Streets and HHS, might work to develop a plan of action for sustainable transportation in and around the Hamilton General Hospital.

Rob Maclsaac arranged for Friendly Streets to meet with Teresa Smith, President of Hamilton General Hospital, to discuss how our work and findings from the community might improve the patient and employee journey. This led to the creation of a partnership between Friendly Streets and the Hamilton General Hospital, as well as the establishment of a steering committee to work on specific actions and initiatives.

### **A Friendly Streets Community Stakeholder Group**

Since the fall of 2017, the Friendly Streets Community Stakeholder Group has been working on specific actions and initiatives that relate to the patient journey, pedestrian safety, cycling infrastructure, and beautification. The first meeting included community partners who were already engaged in initiatives around the Hamilton General Hospital, including Trees for






Hamilton, Beautiful Alleys, and the Hamilton Pollinator Paradise Project. Moving forward, the Friendly Streets Community Stakeholder Group will continue to explore how we can begin addressing some of the concerns that were raised through the street-level assessments around the hospital and feedback from employees. Some major concerns include the need for a pedestrian crossing at Victoria Avenue North and Copeland Avenue North, improving north-south bike routes to the hospital, and exploring the rerouting of an HSR bus to better serve this area.

## MODULE 13 – FACT SHEETS

This section has multiple fact sheets that can be shared in your neighbourhood or ward to help inform and engage other stakeholders around issues related to walking and biking.

# STREETS ARE FOR PEOPLE

[WWW.FRIENDLYSTREETSHAMILTON.WORDPRESS.COM](http://WWW.FRIENDLYSTREETSHAMILTON.WORDPRESS.COM)

<p><b>91% of 2040 surveyed residents by the City agree that Hamilton's roads could be safer</b></p>	<p>In Hamilton, <b>420 collisions</b> (or <b>5% of total collisions</b>) from 2011-2015 were <b>with pedestrians and cyclists</b></p>	<p><b>Walkable urban spaces increase social capital and provide economic benefits to local businesses</b></p>
		
<p><b>PEOPLE WHO LIVE IN A WALKABLE NEIGHBOURHOOD ARE TWICE AS LIKELY TO GET THE RECOMMENDED DAILY AMOUNT OF PHYSICAL ACTIVITY</b></p>	<p><b>BETTER STREET DESIGN SO THAT AMENITIES ARE ACCESSIBLE BY WALKING OR CYCLING REDUCES THE NEED FOR PEOPLE TO OWN CARS</b></p>	
		
<p><b>Cities that support active transportation reduce social and health inequities by providing transportation options for those who cannot drive</b></p>	<p><b>Physical inactivity and obesity cost the GTHA \$4 billion per year</b></p>	<p><b>When more people walk or bike, roads become safer because drivers expect them and become more cautious</b></p>
<p><b>CYCLING TO WORK WAS ASSOCIATED WITH A 45% LOWER RISK OF DEVELOPING CANCER AND A 46% LOWER RISK OF HEART DISEASE COMPARED TO COMMUTING BY CAR OR PUBLIC TRANSIT</b></p>		
<p><b>We want to hear from you about what can make streets safer for people:</b> <b>FRIENDLYSTREETSHAMILTON@GMAIL.COM</b></p>	<p>PRESENTED BY: </p> <p>AN INITIATIVE OF:  </p>	



# WOMEN AND CYCLING

WWW.FRIENDLYSTREETSHAMILTON.WORDPRESS.COM

In Canada, women account for **less than 30%** of cyclists

Female cyclists are more likely than males to wear bike helmets



Women make up **45%** of all bike trips in Denmark, **49%** in Germany, and **55%** in Netherlands

RYERSON UNIVERSITY REPORT FOUND **WOMEN ARE KEY TO BOOSTING CITY'S CYCLING POTENTIAL IN GTHA**

THE NUMBER OF WOMEN ON BIKES IS AN **INDICATOR OF A CITY'S CYCLE-FRIENDLINESS AND SAFETY**



**Building safe, extensive infrastructure** like separated bike lanes is "a critical factor in increasing cycling by women" in GTHA

Half of SoBi bike share users are women

"Outreach to get more women on bikes must be designed to **meet women's specific needs**"

**WE WANT TO HEAR FROM YOU ABOUT WHAT CAN MAKE STREETS SAFER FOR WOMEN TO CYCLE:**

[FRIENDLYSTREETSHAMILTON@GMAIL.COM](mailto:FRIENDLYSTREETSHAMILTON@GMAIL.COM)



offers **WOMEN\* ONLY** D.I.Y. bike repair nights

PRESENTED BY:



AN INITIATIVE OF:



## MODULE 14 – MORE RESOURCES

This section offers a variety of resources related to active transportation, participatory planning, community engagement, urban planning, tactical urbanism, and community development. These tools can be helpful to further support any resident-led efforts for friendly streets at the neighbourhood level.

### [A Resident's Guide for Creating Safer Communities](#)

A guide that provides examples from other communities working to improve pedestrian and bicycle safety, includes ideas and resources to help residents find ways to address street-level issues, and promote safety for all road users.

### [Active Neighbourhoods Canada](#)

A partnership of organizations across Ontario to build active citizenship and active streets. Their case studies provide resources, ideas, and inspiration for community building and tactical urbanism to secure safer streets.

### [Ecology Ottawa Walk/Bike Audit Tools](#)

Provides an audit toolkit, which includes checklists for walkability and bikeability, as well as an active transportation community guidebook. These resources help residents to identify obstacles to walking and biking in their community.

### [CAPE Active Travel Toolkit](#)

A guide for health professionals aiming to promote active travel to patients. Includes five modules and fact sheets that can be shared.