
MANAGEMENT REPORT

Date: March 1, 2023
To: Infrastructure, Transportation and Safety Sub-committee
From: Adam Ryan, Manager of Public Works
Report #: ITS23-007
Attachments: None

Title: City of Stratford Parades – Routes and Closures

Objective: To provide Council with an update on the 2022 Canada Day parade, and Santa's Parade of Lights.

Background: At the May 24, 2022, regular Council meeting, a report was presented to Council titled Canada Day Parade – Route and Road Closures. This report stemmed from the required road closure of Huron Street for the year 2022 to facilitate road reconstruction. In that report, staff highlighted concerns for parade routes using Connecting Link roadways (Ontario Street, Huron Street, and Erie Street). These routes are much more involved and require approvals from the Ministry of Transportation (MTO), require significantly more resources to manage, and have increased public safety risks associated with them. When closing Connecting Link roads there is a need to divert a much higher rate of traffic, in doing so this has caused increased erratic driving behaviours including: removing barricades, driving on boulevards, and speeding on side streets. Staff also highlighted that when taking in safety concerns, a more robust plan and additional associated resources should be considered if proceeding with parades routes on Connecting Links. When considering options for 2022 the following three options were submitted to council:

- Option 1 – Do not permit Connecting Link routes
- Option 2 – Permit Ontario Street (i.e. historic Santa Claus Parade route) as the only Connecting Link route permitted
- Option 3 – Permit Huron Street Parade route

Each option presented an approximate associated cost.

Options	New Capital Costs	Operational Costs
Option 1 – Local Streets	\$0	\$3,100
Option 2 – Ontario Street	\$0	\$7,600*
Option 3 – Huron Street	\$8,100	\$10,800*

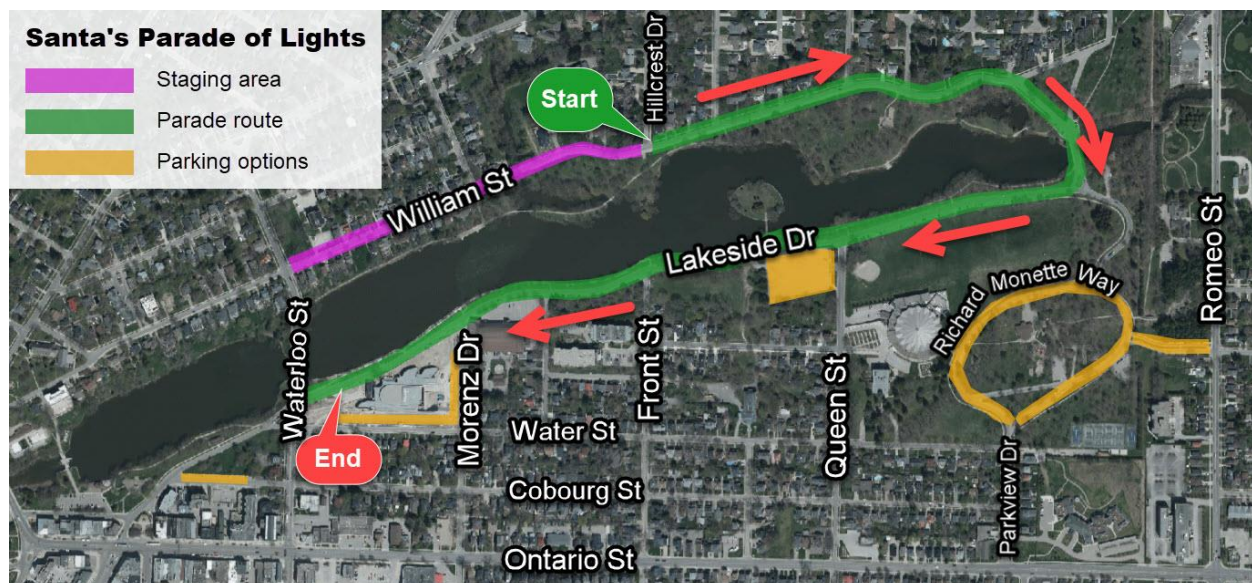
*Excludes costs relating to required police presence.

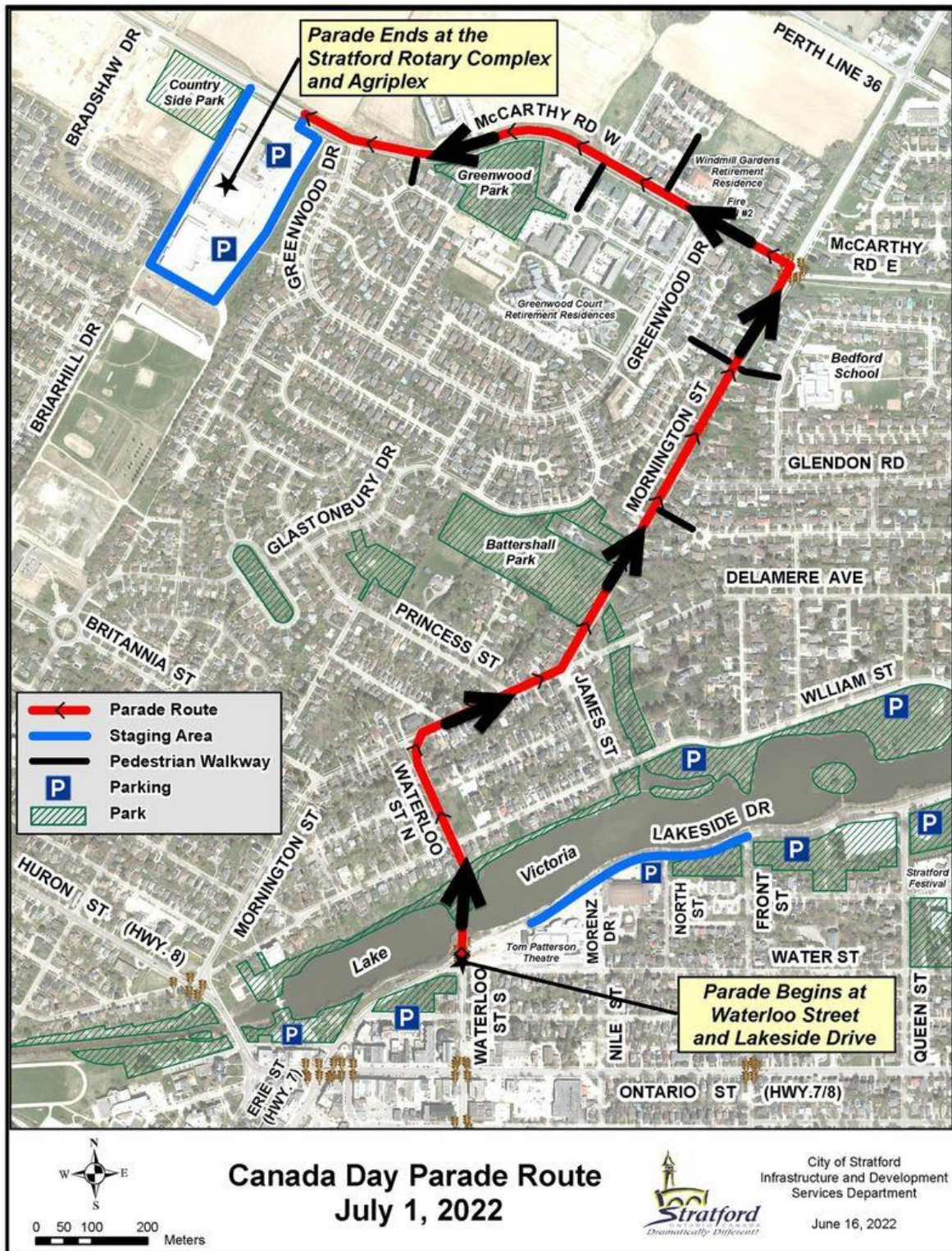
Council adopted the recommendation from the Infrastructure, Transportation and Safety Committee that the Canada Day parade and Santa's Parade of Lights would be authorized using local streets only (option 1); and that a report be submitted to council in the first quarter of 2023 outlining the feedback from the 2022 parades using local streets only.

Subsequent to the Council resolution, City staff prepared several parade route options utilizing local roads only. These routes were discussed with the Kinsmen Club of Stratford, a service club which had historically provided operational support to the parades. The Club confirmed to staff that the proposed routes were not acceptable to warrant their participation in the events, and therefore declined to assist in hosting the parades in 2022.

The Stratford and District Saddle Club offered their assistance to host both the 2022 Canada Day Parade and the 2022 Santa's Parade of Lights events, leading the operational ground support with Bethel Pentecostal Church providing the coordination of volunteers. In consultation with City Staff, routes were chosen based on using local roads only, ensuring that safety was the top priority.

Analysis: City staff met with the Saddle Club on several occasions in 2022 to organize the events while ensuring that they were accessible to as many residents as possible, and that safety measures at road closures would be maintained along the routes with the help of their volunteers. The following maps show the Santa's Parade of Lights and Canada Day Parade routes that were used in 2022:



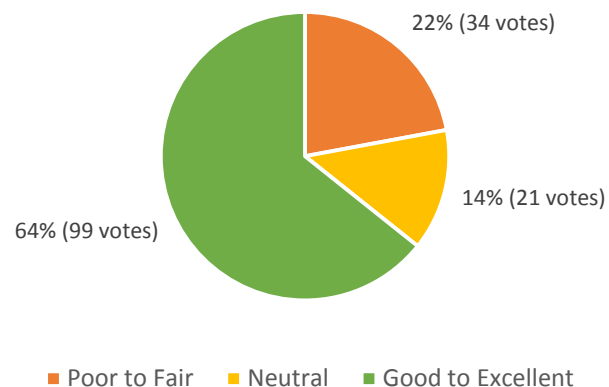


Operations staff note that both the Canada Day Parade and Santa's Parade of Lights were organized and executed safely and successfully with no notable safety concerns or

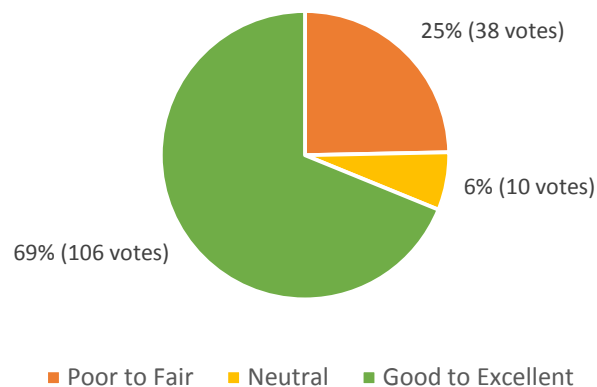
traffic infractions. Volunteers from the Saddle Club and Bethel Pentecostal Church were located at each road closed barricade to ensure that the traffic plans were adhered to by all motorists.

Surveys were posted on the City of Stratford website to determine the overall satisfaction of the parades and their locations. The following results were taken from those surveys.

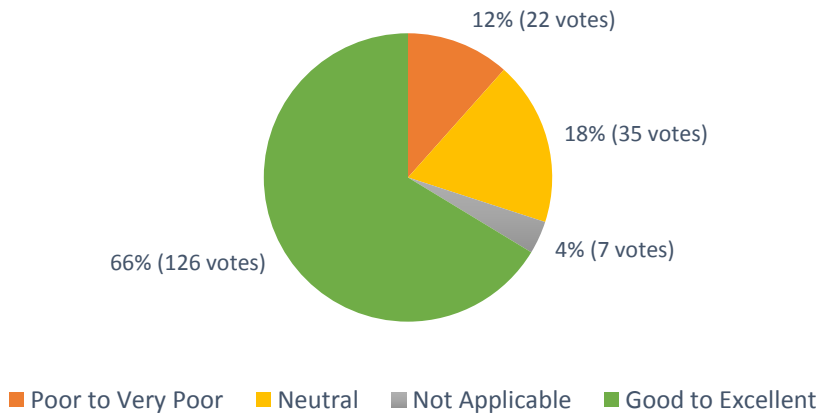
2022 Canada Day Parade - Enjoyment of those who attended (154 surveys)



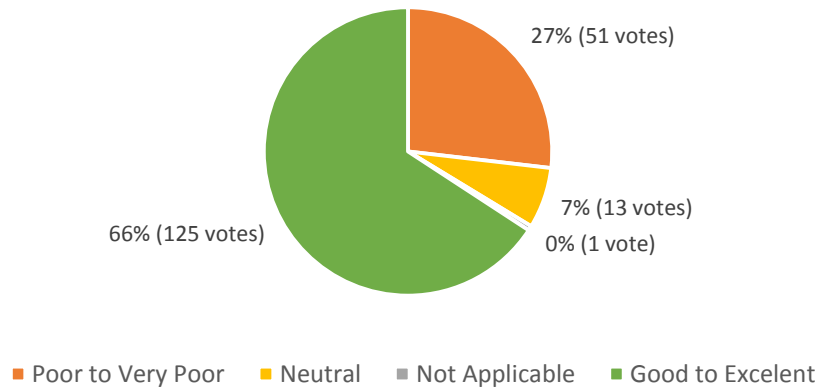
2022 Canada Day Parade - Location opinion of those who attended (154 surveys)



2022 Santa's Parade of Lights - Enjoyment of those who attended (190 surveys)



2022 Santa's Parade of Lights - Location opinion of those who attended (190 surveys)



The survey results show that the majority of those who attended both the Canada Day parade and Santa's Parade of Lights enjoyed the events and the new local routes. The routes for both events allowed spectators to comfortably spread out along the street boulevards, and to watch the parade go by from several neighbourhood vantage points.

In consideration of the public survey results, combined with the direct experience on the ground during the parade events, Staff and the contributing service organizations feel that future Stratford parades can be successfully presented and delivered on local routes with no impacts to spectator participation, or to the cultural enjoyment and safety of all.

The 2023 special event parade applications for Canada Day and Santa's Parade of Lights have been received and processed by staff, with the continued participation and

commitment of the Stratford and District Saddle Club and Bethel Pentecostal Church to both events.

Financial Implications: Costs have been calculated for both the 2022 Canada Day Parade and Santa's Parade of Lights. Capital costs were \$0 as additional materials were not required for routes on local streets. Operating costs for each parade were initially estimated at \$3,100. Actual operating costs for Canada Day was \$2,050 and actual costs for Santa's Parade of Lights was \$2,600. With previous years' under-resourced parades taking place on Huron Street, Ontario Street, and Erie Street, operating costs varied between \$7,500 and \$11,000. Utilizing local roads for parades resulted in reduced costs of \$4,900 to \$8,400 per event.

Financial impact on future year operating budget:

In future budgets, there may be additional support required from Community Grants if the Connecting Link options are reconsidered.

Link to asset management plan and strategy:

There is an element of asset consumption for vehicles, equipment and other resources, required to manage parade routes that will require asset renewal but the impact relating specifically to parades is likely nominal.

Legal considerations:

Special event organizers are required to provide the City with proof of adequate insurance coverage based on the City's insurer's recommendations (\$5 million). This is to ensure that risks related to the event are adequately mitigated and shared appropriately between the City and the event organizers.

Alignment with Strategic Priorities:

Mobility, Accessibility and Design Excellence

Improving ways to get around, to and from Stratford by public transit, active transportation and private vehicle.

Strengthening our Plans, Strategies and Partnerships

Partnering with the community to make plans for our collective priorities in arts, culture, heritage and more. Communicating clearly with the public around our plans and activities.

Alignment with One Planet Principles:

Health and Happiness

Encouraging active, social, meaningful lives to promote good health and wellbeing.

Culture and Community

Nurturing local identity and heritage, empowering communities and promoting a culture of sustainable living.

Staff Recommendation: THAT future parade routes in the City of Stratford continue on local roads only with the exception of a brief closure of Ontario Street and Erie Street intersection for the Remembrance Day Parade;

AND THAT should Council direct otherwise, that any future identified cost estimates be included in future budget considerations.

Prepared by: Adam Ryan, Manager of Public Works
Recommended by: Taylor Crinklaw, Director of Infrastructure and Development
Joan Thomson, Chief Administrative Officer