

- SWITCH -

OPEN STREET SUNDAYS

DREAM SESSION ANALYSIS



“**What is Switch?** Switch: Open Street Sundays is an event that encourages people to enjoy Halifax in a new way by walking, biking and moving around safely and comfortably on a 2km route.”

“During June of 2013, two **Dream Sessions** were held to engage the community in discussion about the future of Switch. Each session brought people together and asked them to imagine where the event needs to go now.”

“Lots of **brainstorming** and **conversation** later we boiled it down to these main questions and points...”

“**It is freeing** to be on the street and not worrying about cars.”

“**Reveals** the authenticity of the neighbourhood and local community. Makes the city **vibrant** and **fun**.”

“**An inspiring** way to rediscover the city I grew up in.”

“**Livens the city** and is a good way to introduce neighbourhoods to tourists and foster civic pride.”

Additional Ideas



“Helps change image of cyclists”



“Involves **young** and **old**”



“Lots of different businesses participate”



“It’s a **lovely** thing to do with **family**”



“**Appeal** of **discovering** a neighbourhood”

2 If you could DREAM BIG What Would SWITCH

Open Street Sundays Look Like?

“**More frequent**—should become a habit, people just know it’s going to happen.”

“**Longer route**, connect neighbourhoods and communities, Halifax to Dartmouth.”

“**HRM** should become known for Open Streets”

“**Larger Scale**—more vendors, more exhibits, more connections to different community groups.”

Additional Ideas



“**Portion** of HRM event budget used to help reduce cost”



“**Partner event** with existing events, parades, games”



“**Extend** the season into winter, make it **longer term**”



“**Variety** of community organizations offering programs and services”



“**Make enough** events to keep people there the whole day”

3 What Needs to Happen to Make Your Dream Possible?

1

“**Formal Partnerships** between organizations, such as Metro Transit, HRM— pool funding.”



Partner with HRM, Business Commission, etc.



Group Funds, sustainable budget



Build relation with police



Partner Transit, mutual benefit



Cooperative with tourism



Mutual Support with Capital Health, Heart and Stroke, Etc.

2

“Tie into **other events** such as Nocturn, Open Doors, Jazz Fest, etc.”



Piggy back off Nocturne, invite groups like NSCAD



Use **existing land marks** like the Oval



Team up with booths, promote connectivity



Run alongside summer festivals, like **Buskers**, Open Doors, Film Screening

3 What Needs to Happen to Make Your Dream Possible?

3

“**Improve** awareness through marketing and pomotion”



Publicity—more awareness and marketing



Provide more food and drinks



Hold interviews of participants, upload to site



More demos and well known groups involved, ex: **yoga**



Improve and increase programming and advertising

4

“**Build public support** through community participation.”



Invite **specific populations** such as Seniors and students



Switch **different neighbourhoods**, not always the same crowd



Sign your name in chalk on the route



Involve **visible groups**: church, cultural, etc



Go out **into communities**, talk to groups, organizations



Survey people during event, get feedback

4 How do We Make the Next SWITCH Better?

“Have the **bus running** outside the route to pick up and drop off people ”

“Make it feel more like a **street party or festival**”

“**Bigger but full**, with lots of vendors”

“Use roads that **don't need barricades**”

“**Corporate sponsors**, i.e. Java Blend and bike shops”

“**Connect accross the bridge**, maybe with a traveling road closure”

“**Extend event into evening** and use **permanent signage**”

“**Inform vendors** that participation is free”



Tables outside



Once a Month



More seating



Set up tents



More youth



Bands, Buskers



Skate ramps



Biking demos



Film screening/
Fashion show



Mass yoga/
zumba



Near community garden



Healthy Eating workshops



Firetruck tours



Picnic on route



Next Steps for Switch Open Street Sundays

Moving forward it is critical to build broad public support through Switch Open Streets, while building strategic partnerships to reduce the costs and challenges associated with opening up the streets and extending the length of the route for future Switch Open Street Sundays.

In order to achieve these goals PDC is looking to host two more additional Switch Open Street Sundays in 2013. First on **August 25, 2013** in Dartmouth in partnership with the Downtown Dartmouth Business Commission as well as **Sunday September 8th** on the same Halifax route as last year.

We will be reaching out to many community groups and organizations to participate and engage in making Switch a success on these days as we work to build broad public support for open streets in HRM. If you are interested in being involved email the Planning & Design Centre at Switchopenstreetsundays@gmail.com

At the same time PDC is working with key partners such as United Way of Halifax, Stepping Up, and Capital Health to build stronger relationships with key organizations such as HRM and Halifax Regional Police. This is a critical part of building the long-term sustainability of Switch Open Street Sundays. As part of this process PDC is also looking to develop a governance and sustainability committee to guide some of this work.