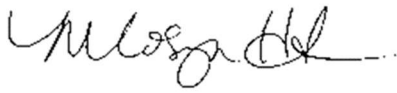




# COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>COMMITTEE DATE:</b>	May 1, 2024
<b>SUBJECT/REPORT NO:</b>	HSR 150 Celebration Activities and Events
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Maureen Cosyn Heath Director, Transit Public Works Department
<b>SIGNATURE:</b>	

The purpose of this Communication Update is to advise Council of the upcoming celebration activities and events that will take place to commemorate Hamilton Street Railway's (HSR) 150 years of service.

Planned anniversary activities and events will include the following:

- Tourism Hamilton's latest exhibit, *Take a Ride with HSR: Celebrating 150 Years of Connections*, will open on May 21 at the Visitor Experience Centre (VEC) at Lister Block (28 James St. N.). This free exhibit will be open Tuesdays through Saturdays, from 10 a.m. to 4 p.m., until December 21, 2024.
  - Limited edition commemorative HSR 150 merchandise will also be for sale at the VEC until the end of the year.
- To honour existing customers and attract new customers, HSR will offer \$1.50 fares on all buses, including DARTS, on select dates until the end of 2024 to commemorate HSR's 150<sup>th</sup> year of service. The first \$1.50 fare day will take place on Monday, May 20, 2024. More \$1.50 days are in the works, and news of these events will be shared on HSR social channels.
- HSR will host a Customer Appreciation Week from May 19 to 25, 2024. During this week, fares will be free on two retro wrapped HSR buses. These specially wrapped buses will be done in HSR historical colours (one red and one yellow)

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OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

as a callback to former bus designs. The buses will be in service on a variety of routes throughout the city, providing complimentary fares to those who climb aboard.

- HSR staff will host pop-up customer appreciation events throughout the week, handing out HSR 150 goodies to customers. Locations will be posted on HSR social channels.
- Starting May 21, HSR customers will be able to tap on the bus with a commemorative HSR 150 PRESTO card. These cards will be available for purchase at HSR Customer Service, 36 Hunter St. E., while supplies last. The commemorative card features horse and buggy imagery to acknowledge HSR's history. The commemorative PRESTO card is the same price (\$4) as a regular PRESTO card.

HSR 150 celebrations are sponsored by Vontas.

HSR will launch a public engagement campaign on Engage Hamilton in May, welcoming the community to share their high-resolution photos and HSR stories to celebrate HSR's 150<sup>th</sup> anniversary. While these stories and photos collected may be used to support HSR's promotional and marketing materials, importantly, it provides the story tellers and transit enthusiasts a chance to share their favourite HSR memories with us. Details on this engagement will be shared with Council in the coming days.

Should you have any additional questions regarding HSR 150, please contact Maureen Cosyn Heath at [maureen.cosynheath@hamilton.ca](mailto:maureen.cosynheath@hamilton.ca).