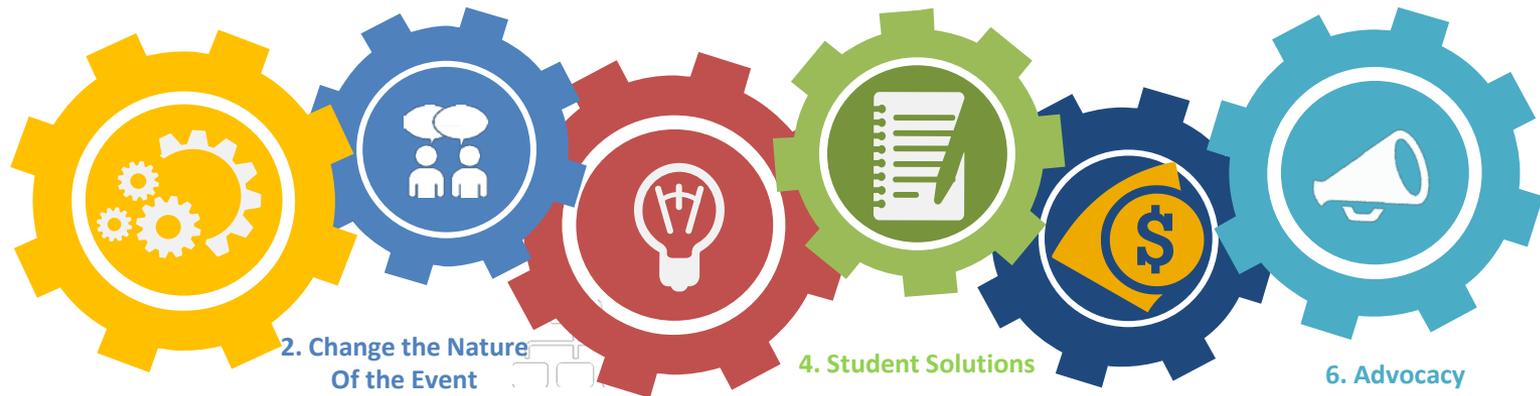


Large Street Gatherings - Areas of Recommendation



1. Operational Excellence

Continue and enhance progressive coordinated planning for unsanctioned street gatherings, with a focus on decreasing crowd sizes and reducing risks to public safety.

Currently, St. Patrick's Day and Ezra Homecoming generate the street parties. These street gatherings are seen as entitlements for young adults, or a rite-of-passage. These celebratory days need to shift focus toward responsible celebration, community wellness and involvement of social not-for-profits such that street parties are not expected.

3. Institutional Culture

Post-secondary institutions need to shift the party culture to one of community respect, even when celebrating on campus, in private residences or in licensed establishments. Existing Strategic Plans within respective institutions should guide this work.

4. Student Solutions

A comprehensive, multi-institutional program is needed to allow students to identify and implement solutions to meeting the goal of no street gatherings.

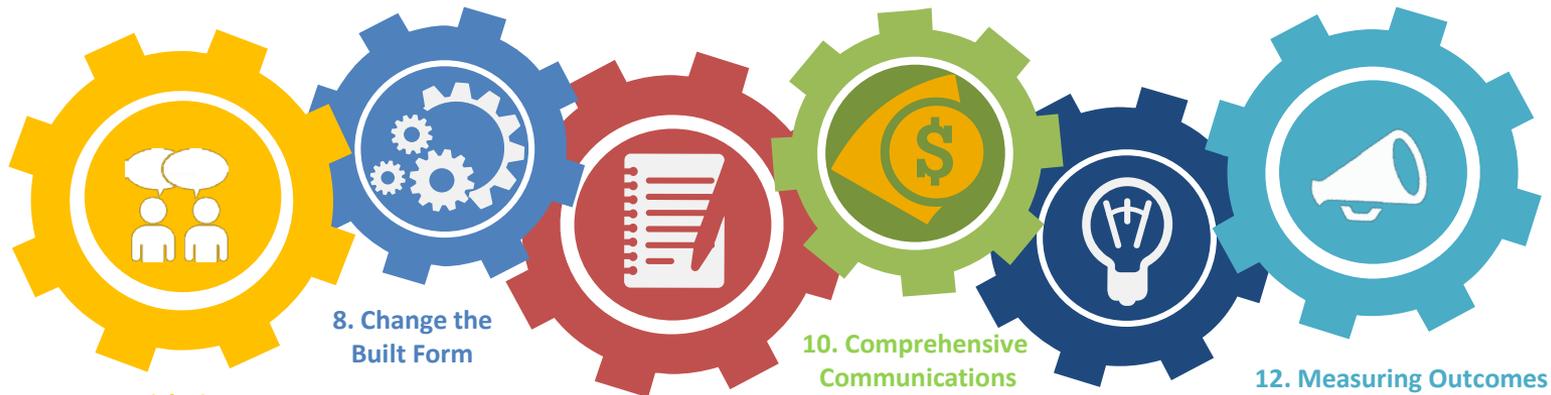
5. Reduce the Financial Burden

Post-secondary institutions and their student bodies need to engage with emergency responders to reduce, and eventually eliminate, the taxpayer costs to manage street gatherings.

6. Advocacy

A systematic, multi-partner advocacy strategy at the provincial level, must be utilized to promote the cessation of a street gathering at all times of the year.

Large Street Gatherings - Areas of Recommendation



7. Legislative Improvements

The City needs to lobby the province for changes that will enhance municipal enforcement's capabilities during operations. Overall impacts associated with large street gatherings should be considered when advancing legislative and community safety provisions.

8. Change the Built Form

The City and WLU should explore the opportunity to replan/redesign the Ezra/Bricker neighbourhood as a mixed-use, predominantly institutional area, with a pedestrian focus. There may be potential for the public road network to be closed through this redesign.

9. Landowner Education

Landlords on and adjacent to Ezra Avenue should be provided material on methods to manage overcrowding during peak days, both inside and outside of their buildings.

10. Comprehensive Communications Plan

A multi-faceted, comprehensive communications plan is needed that targets all relevant audiences, includes peer-to-peer messaging on risks and negative impacts to attending street gatherings, and features an influencer campaign to maximize its reach.

Communications will be embedded within all other recommendations, and will be a key tool to integrate all activities.

11. Ongoing Collaboration

Taskforce partners will be needed as key implementers. Ongoing collaboration at least until the street gatherings cease, should be expected.

12. Measuring Outcomes

Use empirical research to determine the efficacy of our efforts, including whether motivations to attend are shifting, the trajectory of attendance and costs.