




Hamilton

INFORMATION REPORT

TO:	Chair and Members Planning Committee
COMMITTEE DATE:	January 12, 2021
SUBJECT/REPORT NO:	City Ambassadors on the Waterfront Trail Update (PED21013) (City Wide)
WARD(S) AFFECTED:	City Wide
PREPARED BY:	Kim Coombs (905) 546-2424 Ext. 1318
SUBMITTED BY:	Ken Leendertse Director, Licensing and By-law Services Planning and Economic Development Department
SIGNATURE:	

COUNCIL DIRECTION

At the June 24, 2020 Council meeting, Licensing and By-law Services staff were directed to hire two summer students to act as City Ambassadors on the Waterfront Trail for the months of July and August at a cost of approximately \$12,000 to be covered through the Hamilton Beach Reserve Account 108037.

INFORMATION

The use of the Waterfront Trail has become popular with out of town cyclists many of whom are speeding and racing down the trail, creating daily safety concerns for those in the area. Licensing and By-law Services hired summer students to act as City Ambassadors to educate the public and enforce City By-laws.

There were an estimated 123,942 visitors to the park

- 15,673 cyclists;
- 40,816 pedestrians;
- 2259 Skateboard/Rollerbladers; and,
- 65,194 beach goers.

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.

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The summer students gave 796 warnings and issued 10 charges. The student team made a positive impact for the residents of the Beach Community by improving the overall enjoyment of the waterfront.

The final summer student report shows a breakdown of the statistics and is attached as Appendix "A" to this Report.

APPENDICES AND SCHEDULES ATTACHED

Appendix "A" – Waterfront Trail Student Report July – September, 2020

KL:st