

# Open Streets TO

## FACT SHEET

### WHAT IS OPEN STREETS TO?

#### The Basics

The city's largest free recreation program, unlike any other in Toronto or Canada



A program that opens the streets to people and closes them to cars



A world-class program that connects our diverse neighbourhoods and people across the city



People traffic replaces car traffic, and the streets become 'paved parks' where people of all ages, abilities, and social, economic, and ethnic background can come out, engage and improve their health.

#### 2019 Program

##### Sunday Dates:



##### Location:



#### What Makes it Different from Other Festivals?

Open Streets TO is focused on promoting physical activity and exploring our city in fun and healthy ways.

Activity Hubs are programmed along the route by members of the surrounding community.

There is no outside vending. Open Streets TO participants can make purchases at established businesses along the route.

Open Streets TO will "soft close" streets. Participants will stop at major signalized intersections, allowing perpendicular traffic to cross normally.

Let's create a **happier**, **healthier** Toronto

Want to learn more? Visit [www.OpenStreetsTO.org](http://www.OpenStreetsTO.org), @OpenStreetsTO or email [info@OpenStreetsTO.org](mailto:info@OpenStreetsTO.org)

# 2018 OPEN STREETS TO PROGRAM

## Social Media Results

On both program dates:



#OpenStreetsTO – in top 10 of highest trending hashtags in Canada on both dates



Targeted posts were shown to an average of 40,000+ Facebook accounts



Participants posted 600+ photos on Instagram

## Earned Media Results



Open Streets TO was recorded in TV, print, radio, and online.

28

unique media stories recorded.

36  
million

media impressions generated.



Tone of the stories registered at 29% "positive" and 75% "balanced".

## Program Statistics

100,000+

participants attended the program.

118 minutes

average time spent at the program.

97%

support the expansion of the Open Streets TO concept



94%

of people agreed that Open Streets TO is a free event that welcomes everyone.



63%

of people agreed that they met people from other ethnic backgrounds or economic statuses at Open Streets TO.



31%

of participants reported that they would have been at home indoors (watching T.V., on the computer or reading) if they had not attended.

**Ryerson  
University**

Ryerson's research confirmed assertions made in advance of launching Open Streets TO, including that grassroots marketing would work; that the events would generate positive feelings about TO; and that people would stay for longer than a cup of coffee.