

Light Rail Transit (LRT) Communications & Engagement



Vision For Rapid Transit

“Rapid Transit is more than just moving people from place to place. It is about providing a catalyst for the development of high quality, safe, environmentally sustainable and affordable transportation options for our citizens, connecting key destination points, stimulating economic development and revitalizing Hamilton.”

Alignment with Citizens' Jury Report

This communications & engagement approach aligns with:

- All 7 Guiding Principles
- All recommendations related to communications and engagement
- Advice related to community input on design will be incorporated into our consultation process
- We will undertake market research and evaluation and report back on progress

LRT Messaging

- How LRT will benefit and change Hamilton
 - Economic Development
 - Environment
 - Transportation and mobility
 - Integrated transportation in GTHA

Key Messages

Economic Development

- Hamilton LRT will stimulate economic growth and contribute to the ongoing revitalization in Hamilton. The LRT will be part of a multi-modal network of transportation options throughout the city. This will attract new investors, grow our economy, broaden the tax base and bring more jobs to Hamilton.
- It's all about city-building.

Key Messages

Environment

- LRT is clean and green with no emissions from the vehicle. Environmental benefits include reducing air pollution from vehicle emissions and greenhouse gases which can contribute to cleaner air and reduce noise pollution. By increasing transit ridership, LRT can contribute to reducing the amount of vehicle kilometres travelled and associated emissions.

Key Messages

Transportation and Mobility

- The investment in Hamilton's LRT will provide a catalyst for the development of high quality, safe, sustainable and affordable transportation options for our citizens. Hamilton's LRT will be integrated with the local HSR network, pedestrian connections along with cycling routes and the SoBi bike share system.

Key Messages

Integrated Transportation in GTHA

- Hamilton LRT is an integral part of Metrolinx's regional transportation plan and will provide residents and businesses in Hamilton with fast, reliable, convenient and integrated transit, including connections to the GTHA through GO Transit. The project will enhance connections to the Hamilton GO Centre and West Harbour GO Station.

Communications Team

- The Local Team
 - Manager of Communications & Engagement (COH)
 - Manager of Communications & Community/Stakeholder Relations (MX)
 - Communications Officer (COH)
 - Corridor Engagement Coordinator (COH)
- Collaborative effort
- Hamilton 'voice'
- Metrolinx support

Communication Objectives

- Build awareness of the project and process
 - What is LRT?
 - Metrolinx funding and role
 - Not just a downtown project
 - Timelines for EA Addendum, procurement and construction
- Inform and engage stakeholders along the corridor
- Inform and engage all Hamilton residents
- Conduct market research for measurement & evaluation
- Educate the community about the construction approach

Stakeholder Relations

Timelines for engagement:

- Immediate – Spring 2016 - Spring 2017
- Medium-Term - Spring 2017-2019
- Long-term - 2019-2024

Major stakeholder groups:

- City Council and Metrolinx Board
- MPPs and MPs
- Businesses and properties along the corridor
- Stakeholder groups along the corridor (hospitals, school boards, university, BIAs, Chamber of Commerce, Neighbourhood Groups, etc.)
- Community at large
- City of Hamilton staff

Engagement to date

Fall 2015– Present

General information about LRT

Timelines and process

Citizens' Jury

Communications Protocol



- LRT Subcommittee meetings - livestream
- One-on-one briefings with Council
- Meetings with BIAs, Chamber of Commerce
- Stakeholder meetings/presentations
- Media interviews
- Social Media
- Website
- Light Rail Vehicle display

First Look at LRT Design

May – August 2016

General information about LRT

Preliminary design elements – first look before EA Addendum

General stop locations

Maintenance & Storage Facility location



- LRT Subcommittee meetings
- One-on-one briefings with Council
- Business engagement
- Media relations
- Tele town halls and ward/community council meetings
- Stakeholder meetings/presentations
- Social Media
- Pop-up displays at festivals, events and key locations
- Website
- Project newsletter
- Media buys and feature stories
- Dedicated phone/email
- Partnerships to help get the word out

Corridor Engagement

Starting May/June 2016

- Community outreach model
- Visit all directly impacted properties/businesses along the routes (~ **1,000**)
 - Twice per year for the duration of the project
 - Outreach team of residents and students – pay living wage
 - Training
 - Branding/visibility
- Database to inventory businesses and vacant spaces; make personal connections
 - Businesses can provide input about operational issues and other concerns for the technical team to follow up on
- Additional outreach to property owners
 - Registered letters

Environmental Assessment Addendum Process

September 2016 – Spring 2017

- Formal process to provide input
- Public Information Centres – September and January
- Tele town hall meetings
- Stakeholder meetings
- Social media and website
- Go where the people are. i.e. festivals/events, trails, bus stops, GO stations, malls

Submit Environmental Project Report in Spring 2017

Community Engagement

- Stakeholder presentations and meetings
- Ward meetings/updates
- Pop-up displays at City facilities
- Outreach at festivals, events across the city
- Website and Social media
- Project newsletter
- Storefront presence – longer term



Engagement Schedule

2016																				
	J	F	M	A	M	J	J	A	S	O	N	D	2017	2018	2019	2020	2021	2022	2023	2024
Early Communications Activites <ul style="list-style-type: none">- Inform and educate about LRT, benefits, project details- Share preliminary design elements with stakeholders and the public- General reaction before formal EA process starts in the fall																				
EA Addendum Public Consultations <ul style="list-style-type: none">- Formal EA Addendum process																				
Pre-Construction Phase <ul style="list-style-type: none">- Prepare community for construction impacts- Business support toolkit- Markings along the route to identify stop/station locations- Trip planning support- Establish community offices																				
Construction Phase <ul style="list-style-type: none">- Frequent updates about construction progress, road closures, traffic issues, service impacts- Marketing and support for affected businesses- Community offices open for the duration of the construction period																				

Working with Business During Construction

Our Commitment

- Metrolinx understands that its construction activities have an impact on local businesses.
- We are committed to mitigating the impacts of construction, where practical.
- Metrolinx makes every effort to ensure that businesses receive up-to-date information on construction activities and timing and where they are directly impacted, they are supported. This involves significant outreach and public communication.
- Metrolinx works closely with City Transportation, local Councillors, Police Services, traffic and parking enforcement etc. to monitor and understand the impacts of construction, and to consider and implement mitigation measures.

Supporting Business

Metrolinx works with local BIAs and local businesses themselves:

- fully-staffed community office(s), working directly with businesses and the local community
- development and implementation of a business support program, based on best practices
- strengthen local businesses through professional training opportunities, market research and advertising

Community Benefits

- In September 2013, the Metrolinx Board of Directors adopted the following approach for Metrolinx Community Benefits Framework/Program:
“for major public infrastructure that address how to take advantage of local jobs and support training and workforce development, apprenticeship goals, environmental sustainability and local economic development.”
- Metrolinx will work with community organizations in Hamilton to ensure local benefits are realized:
 - Jobs
 - Apprenticeships
 - Social Procurement
- Met with Anchor Institutions in September 2015. Will work to build on this and other relationships.

Related Engagement Projects

- Opportunities and links with ongoing engagement
 - Transportation Master Plan Review and Update
 - LRT Zoning public meetings
 - 'Our Future Hamilton'
 - West Harbour development

Questions?



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