

HAMILTON
LRT LIGHT RAIL
TRANSIT



Community Connector

PROGRAM UPDATE



Program Overview

Objectives:

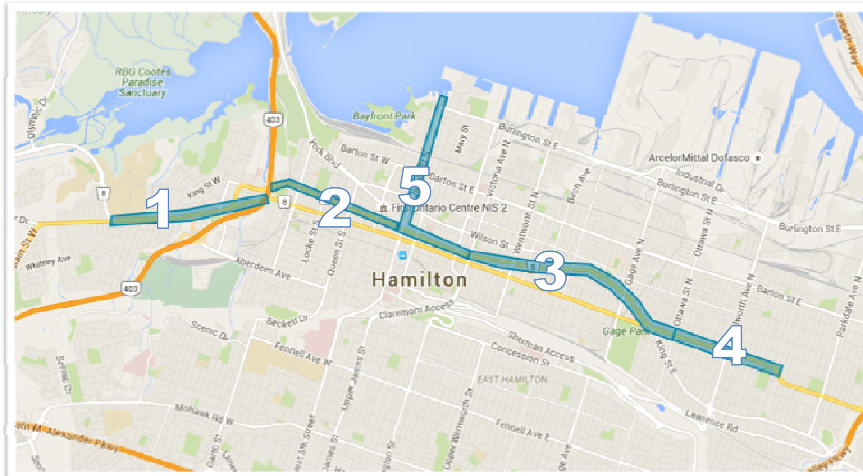
- Inform, educate and engage businesses and property owners along the route
- Gather feedback from property owners that will help inform the LRT plans

The Details:

- One project lead and a diverse team of 14 Community Connectors
- 1,095 properties facing the corridor between McMaster University and the Queenston Traffic Circle
- Two visits per year for the duration of the project



Route Sections



The First Visit

- Three days of comprehensive training leading up to canvass
- Hand-delivered notice to all properties to introduce the program
- Connected with the property owner/tenant to share information about the project and gather feedback
- Canvassed Monday through Saturday from 10am - 8pm
- Daily contact and weekly debrief meetings

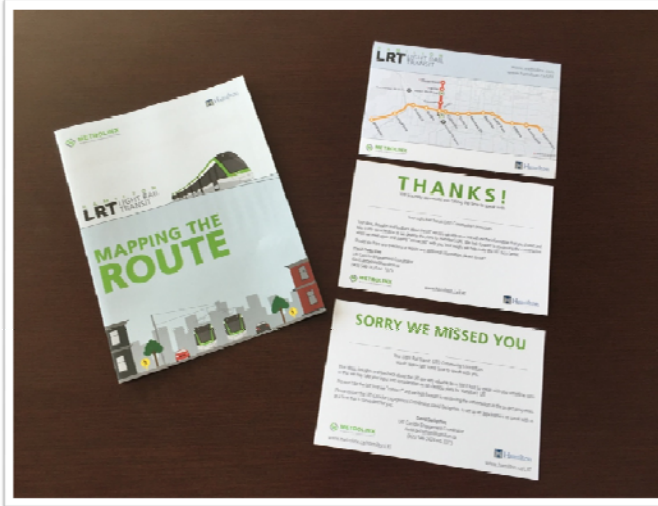


The First Visit

- Feedback was collected on tablets onsite and then downloaded onto a database
- Technical questions and issues were forwarded to the LRT team for appropriate follow up

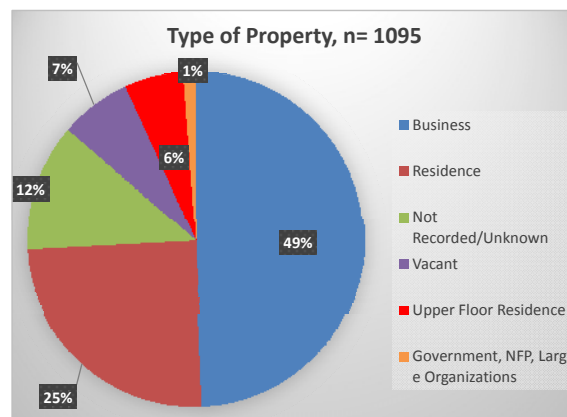


Outreach Materials



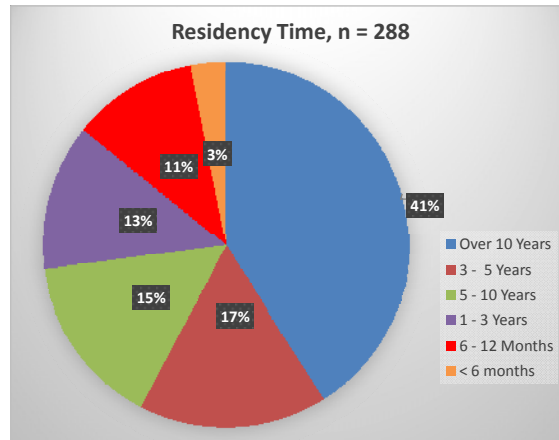
Our Results

- Businesses represent almost 50% of properties along the LRT corridor



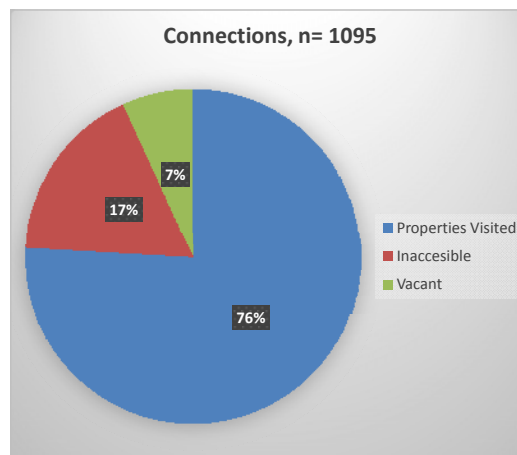
Our Results

- The majority of properties have been occupied by the current owner/tenant for more than 5 years



Our Results

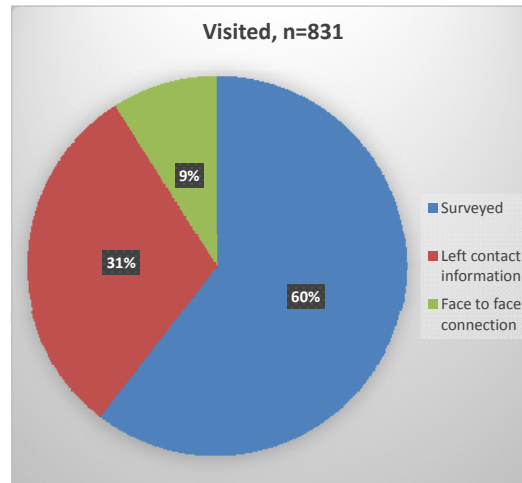
- Nearly 80% of properties received information about LRT
- Could not gain access to 17% of properties (restricted access, franchises)
- 7% are currently vacant



Our Results

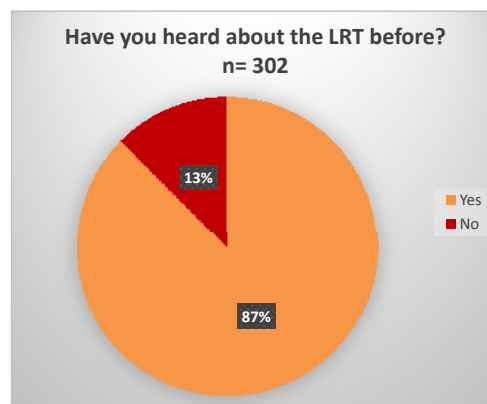
Of the occupied properties we visited (831):

- 60% completed surveys
- 9% met with us but selected not to complete surveys
- After an average of 5 attempts to connect, 31% were left printed material and invited to follow up with our team



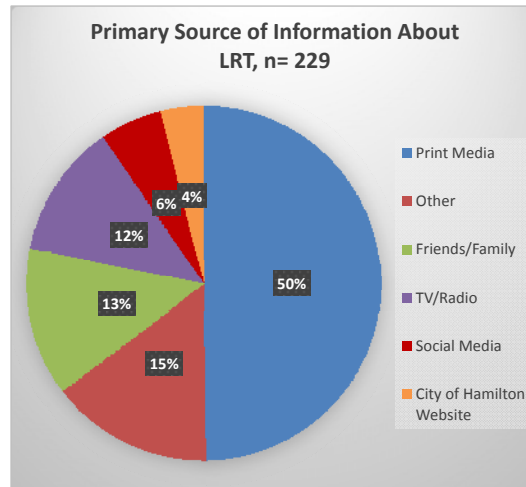
Our Results

- The majority of occupants who responded have heard about the LRT project



Our Results

- 50% of those who responded identified print media as their primary source for information about LRT
- 13% heard about LRT from family and friends



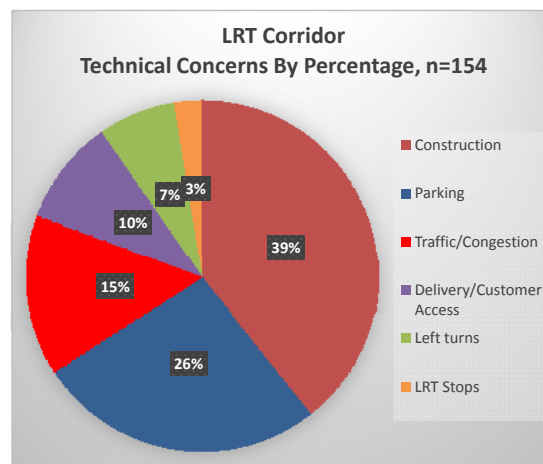
Our Results

Of the 831 properties we visited, the majority didn't identify a specific technical concern at this time.

154 technical concerns were identified.

Of those:

- Construction was identified by 39%
- Parking was identified by 26%



Our Results

- The vast majority of respondents did not identify technical concerns at this time
- The top technical concerns identified within each segment of the route are (ranked in order):

Area 1: McMaster University to Hwy 403

- Left turn restrictions
- Construction

Area 2: Dundurn St to James St

- Parking
- Construction
- Traffic/congestion
- Delivery/customer access



Our Results

Area 3: Victoria Ave to Ottawa Street

- Construction
- Parking
- Delivery/customer access
- Traffic/congestion
- Left turns

Area 4: Ottawa St to Queenston Traffic Circle

- Construction
- Left turns
- Parking
- Delivery/customer access
- Traffic/congestion

Area 5: James St and International Village

- Construction
- Parking
- Delivery/customer access
- Traffic/congestion



Lessons Learned

- Connecting with franchises
- Translation assistance
- Telephone appointments



Successes

- The program was completed in about 5 weeks
- 80% of properties along the corridor received information about LRT
- Gathered important information that will help shape LRT planning
- Generally, positive reception to the program

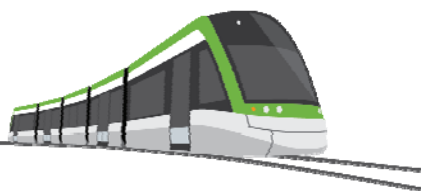


Next Steps...

- Next visit will occur in October
- More targeted questions to help with business planning/support leading up to construction and when LRT is in service
 - Creating a customer database
 - Workshops/training
 - Marketing/social media support



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