



CITY OF HAMILTON

PUBLIC WORKS DEPARTMENT
Transportation Division

TO: Chair and Members Public Works Committee	WARD(S) AFFECTED: CITY WIDE
COMMITTEE DATE: May 16, 2013	
SUBJECT/REPORT NO: Quick Wins Projects Update - King Street Bus Only Lane & A and B Line Passenger Amenities (PW11079d) - (City Wide)	
SUBMITTED BY: Gerry Davis, CMA General Manager Public Works Department	PREPARED BY: Christine Lee Morrison (905) 546-2424, Extension 6390
SIGNATURE:	

RECOMMENDATION

- (a) That the General Manager, Public Works, be authorized and directed to undertake the final implementation of Quick Wins projects, as outlined in this report, including
 - (i) King Street Bus Only Lane Pilot
 - (ii) A and B Line Passenger Amenities;
- (b) That the General Manager, Public Works, be authorized and directed to modify the Traffic Bylaw, as required, to implement the planned King Street Bus Only Lanes;
- (c) That the General Manager, Planning and Economic Development, be authorized to revise the Parking Bylaw to reflect changes as part of the King Street Bus Only Lane implementation.

EXECUTIVE SUMMARY

In 2008, the City of Hamilton received \$29.8 million from Metrolinx “Quick Wins”, to be used for municipal capital expenditures for Transit Vehicles and Infrastructure to support A-Line and B-Line improvements. These monies were placed in a Metrolinx Quick Wins Reserve #108047. A package of several projects was selected to build ridership along the A and B-Lines. Previous reports have been presented to Council on the Quick Wins projects. Council has approved specific reports on the Park-and-Ride facility at the

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Mountain Transit Centre (PW11079c), the Mohawk College Transit Terminal (PW11036) and the Public Bike Share System (PW13015). An update on each project underway is provided in this report. The purpose of this report is to obtain Council direction to finalize the outstanding Quick Wins projects, specifically the King Street Transit Only Lane Pilot Project and A and B-Line Passenger Amenities. As of January 1, 2013, the Quick Wins Reserve balance is approximately \$13 million, which is sufficient to fund these projects.

With respect to the King Street Bus Only Lane, a modern, attractive and cost-effective public transit system includes service that people can depend on and one that gets them to their destination as quickly as possible. When transit vehicles are caught in general traffic, the attractiveness and efficiency of the service can be significantly reduced. Transit Priority Measures give transit vehicles priority over general traffic. In order to begin to introduce transit priority in Hamilton, staff have evaluated twenty one (21) route segments of the B-Line & A-Line for appropriateness to pilot a transit only lane. Criteria was established for comparison of route segments, including average travel speeds, schedule adherence, existing and projected intersection level of service and number of HSR trips. King Street, from Mary Street to one (1) block east of Dundurn Street (opposite New Street), was determined to be best location for a trial pilot project for bus-only lanes. The design includes a one (1) year pilot project as illustrated by Appendix A. At the end of the one (1) year pilot, staff will report back on the pilot success and potential for expanding and/or implementation on a permanent basis.

It is also proposed that the Quick-Wins funds be used to improve customer service amenities on the A-Line and B-line. Many transit services in the GTHA have changed their image and brand appeal when launching new bus rapid transit services. These services are differentiated from regular services not only operationally but also through a unique and customized brand identity. As such, the A- and B-Lines will represent not a “makeover” of bus stops but rather the first phase in the evolution of Hamilton’s integrated mobility network. The new facilities will include, where space permits, amenities such as: shelters, benches, waste receptacles, bike locking facilities, location maps and transit information at key strategic locations. Appendix B illustrates four prototype designs that will be used at different locations. It is estimated that ten (10) to twelve (12) stops can be developed within available budget. A list of short-listed locations is attached as Appendix C. Staff is also investigating the potential of expanding the transit stops into the curb lane at two (2) locations, Main and MacNab and Main and Longwood (east-bound, south side). Both locations experience high passenger boarding/alighting and have constrained space. A traffic analysis is underway to determine the feasibility of these encroachments. Following approval of this report, the next steps are to write and issue a Request for Proposal (RFP) for the detailed design, fabrication and installation of the passenger amenities. The locations will be finalized as part of the RFP and tender process.

On February 27, 2013 Council approved recommendations related to Rapid Ready – Expanding Mobility Choices in Hamilton (PW13014). The Rapid Ready report sets out

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actions and investments Hamilton will have to make if it is going to realize its approved transportation strategy. The Quick Wins projects are included in the Rapid Ready 2013 Work Plan and are an integral component to the Rapid Ready strategy. Furthermore, the Quick Wins projects capitalize on funding received by the Provincial government, which is to be spent by 2013. As such, staff are recommending that they be directed to finalize all current Quick Wins projects as outlined in this report, including the King Street Bus Only Lane Pilot & A and B Line Passenger Amenities. With respect to the King Street Transit Only Lane pilot project, amendments are required to Parking By-law #01-218, to allow for the relocation of on-street parking and loading zones and to Traffic Bylaw #01-215, to allow for the establishment of the dedicated bus lane.

Alternatives for Consideration - See Page 9

FINANCIAL / STAFFING / LEGAL IMPLICATIONS

Financial:

In 2008, the City of Hamilton received \$29.8 million from Metrolinx “Quick Wins” to be used for municipal capital expenditures for Transit Vehicles and Infrastructure to support A-Line and B-Line improvements. These monies were placed in a Metrolinx Quick Wins Reserve #108047. A package of several projects was selected to build ridership along the A and B-Lines and were identified as Quick Wins projects in Staff Report PW08074(b) and more recently, Information Report PW11079. The outstanding projects that are the subject of this report include a transit priority project - the King Street Transit-Only Lane and A & B Line Passenger Amenities. The following table summarizes how the remaining Metrolinx Quick wins funds will be allocated.

Project	Estimated Costs
Mohawk College Transit Terminal	\$ 4,300,000
Mountain Transit Centre Park-N-Ride	\$ 4,500,000
Transit Priority – King Street Transit-Only Lane	\$ 300,000
A & B Line Amenities	\$ 1,400,000
Bike Share	\$ 1,600,000
MacNab Terminal - Passenger Information	\$ \$565,000
	<u><u>\$ 12,665,000</u></u>

As of January 1, 2013, the Quick Wins Reserve balance is approximately \$13 million.

Staffing: N/A

Legal:

The Province required a municipal by-law (08-085) to be passed and enacted that reaffirmed the funding would be used for the intended purposes of the grant and a

Council By-law committing the funds to the A-Line and B-Line Rapid Transit projects has been submitted to the Province in accordance with Provincial requirements.

HISTORICAL BACKGROUND

Previous update reports have been presented to Council on the Quick Wins projects. Council has approved specific reports on the Park-and-Ride facility at the Mountain Transit Centre (PW11079c) and the Mohawk College Transit Terminal (PW11036). An update on each project underway is provided below.

Previously Approved Projects Update

Mohawk College Transit Terminal

On May 16, 2011 Council authorized staff to negotiate and execute any and all contracts, agreements, forms, applications or other documents, as may be required with respect to the provision of Metrolinx Quick-Win funds for the construction of and the City's use of, a new mixed-use/multi-modal transit facility and related transit amenities on Mohawk College of Applied Arts and Technology campus. Due to timing issues related to the confirmation of a developer for the multi-use building, the transit plaza may be constructed as the first phase, with the adjacent multi-use building to be constructed at a later date. Once Mohawk College and the City have an agreement in principle, it will be forwarded to Metrolinx for their endorsement. A total of \$3.8M of Quick-Wins funds have been allocated towards the transit plaza at the hub and a further \$0.5M of Quick Wins funds will be used for infrastructure within the City ROW to support the transit hub, including traffic signals on Fennell Avenue and improved pedestrian facilities. Staff are finalizing a Licence Agreement with Mohawk College.

Park-and-Ride Facility at the Mountain Transit Centre

This project involves construction of the City's first Park-and-Ride facility at the Mountain Transit Centre. The park-and-ride would promote the use of public transit by permitting the commuter to park their vehicle in an area outside the urban core and not contribute to traffic congestion, while reducing parking demand and improving air quality. The City's first Park-and-Ride facility will provide convenient parking for HSR passengers, with the goal of increasing ridership on not only the A-Line but other HSR routes. In November 2012, Council approved a report (PW11079c) to complete the engineering and detailed design work for the facility. The detailed design is underway and an application has been made to the Planning and Economic Development Department for site plan approval. Next steps are tender and construction, planned for later this year.

Bike Share System

A Public Bike Share Transit System is a public service in which bicycles are made available for shared use to members of the public who do not own the bikes, but pay a small fee to use them on a daily, monthly or yearly basis. The Public Bike Share Transit System combines pedestrian, cycling and transit facilities in an integrated fashion and is

based on a successful North American model, which views public transit from a new perspective that includes all modes and recognizes that a commute trip can be fast and more convenient when it combines multiple modes in one (1) trip. The innovative nature of the project helps fill a niche that traditional transit cannot provide. This is an “on demand” transit service that facilitates connectivity to the A and B express bus lines in the most convenient way possible for the transit rider.

On February 25, 2013, report PW13015 was presented to the General Issues Committee (GIC), recommending that the City of Hamilton implement a Public Bike Share Transit System and that the capital and start-up funding for the system be funded through Quick Wins. The next step will be to issue a Request for Proposals (RFP) and report back to Committee/Council with the results.

Projects for Approval

King Street Transit Only Lane Pilot Project

A modern, attractive and cost-effective public transit system includes service that people can depend on and one that gets them to their destination as quickly as possible. When transit vehicles are caught in general traffic, the attractiveness and efficiency of the service can be significantly reduced. Transit Priority Measures give transit vehicles priority over general traffic. Completely segregated transit lanes provide the highest level of service, and are reflective of the ultimate plans for Rapid Transit in the City, including LRT along the Main, King, and Queenston corridor. As part of the Rapid Ready report, a King Street Bus-Only Lanes Pilot Project was recommended.

In order to begin to introduce transit priority in Hamilton, staff have evaluated twenty one (21) route segments of the B-Line & A-Line for appropriateness to pilot a transit only lane. Criteria was established for comparison of route segments, including average travel speeds, schedule adherence, existing and projected intersection level of service and number of HSR trips. King Street, from Mary Street to one (1) block east of Dundurn Street (opposite New Street), was determined to be best location for a trial pilot project for bus-only lanes. The design includes a one (1) year pilot project with the following components, as illustrated by Appendix A:

- Utilization of one (1) westbound travel lane for all-day dedicated transit only purposes
- Beginning at Mary Street through to Bay Street, the second lane from the northerly curb would be dedicated, allowing for parking, loading, bus stops and right turns in the northerly curb lane. No new right turn restrictions are necessary.
- Short term on street parking in the southerly lane from James Street to Bay Street (e.g. in front of the Ellen Fairclough building) and in the northerly lane in front of the Sheraton Hotel would not be impacted.
- At Bay Street, the dedicated transit lane transitions to the northerly curb lane through to east of Dundurn. This does require removal of the parking and loading in this lane. However, the plan includes the relocation of parking and loading to the southerly curb lane, with none to minimal net loss in parking. Loading provision on

the south side may be an inconvenience to businesses on the north side of the street; however solutions can be investigated with the business community (e.g. loading along side streets).

- Two (2) through general purpose lanes from Mary to Locke and four (4) general purpose lanes from Locke to east of Dundurn.

It is recognized that implementation of transit priority measures will have an impact on general vehicular traffic. As part of the B-Line LRT investigations, the impacts of dedicating two (2) lanes of traffic to transit along this segment of King Street were modelled and signals were optimized. The results of the modelling suggest that traffic would still operate within an acceptable level of service. It should be noted that this pilot project will reassign one (1) general purpose lane and maintain parking and therefore will be implemented with minor alteration to the ROW (e.g. line painting and signage). This project serves as a good trial towards Rapid Transit and indicator of public acceptance of transit priority measures. As part of the evaluation process staff will undertake more detailed traffic analysis including an assessment of pre-pilot traffic conditions and level of service and an evaluation at the end of the pilot. At the end of the one (1) year pilot, staff will report back on pilot success and potential for expanding and/or implementation on a permanent basis.

In addition to the above, as the paid on-street parking stalls are being reallocated to the south side of King from Bay westerly, staff are also investigating with the Hamilton Municipal Parking System the potential opportunity to upgrade and modernize the parking meters in this area by converting to pay and display machines. The use of these machines, rather than parking meters, has the potential to increase the number of parking spaces by as much as ten percent (10%). The use of these machines is also becoming an industry standard for reasons such as customer convenience, less obstructions on the sidewalks, increased supply of parking, resulting increased revenue, etc.

Next steps, following approval of this report, are to refine the design, investigate signal priority at James, develop a communications plan, develop a monitoring plan, implementation in Autumn 2013 and reporting back to Council with results (see Project Schedule Appendix D).

A and B-Line Passenger Amenities

The B-Line is fourteen kilometres (14 km) in length along the Main Street, King Street and Queenston Road corridors with eighteen (18) stops proposed between McMaster University and Eastgate Square. The A-Line is sixteen kilometres (16 km) in length along the James Street and Upper James Street corridors with approximately twenty (20) stops proposed between the Waterfront and the Airport. It is proposed that approximately \$1.4M of the Quick-Wins funds be used to improve customer service amenities on the A-Line and B-line. Many transit services in the GTHA have changed their image and brand appeal when launching new bus rapid transit services such as VIVA and vivaNext in York Region, miWAY in Mississauga and Züm in Brampton. These services are differentiated from regular services not only operationally but also

through a unique and customized brand identity that is reflected at every touch point on the system, from new buses to new station stops. As such, the A- and B-Lines will represent not a “makeover” of bus stops but rather the first phase in the evolution of Hamilton’s integrated mobility network.

The improved facilities are targeted for completion in 2013 which will encourage and help build transit ridership on the A-Line in time for the 2015 Pan-Am Games and the proposed opening of the James North GO station. The new facilities will include, where space permits, amenities such as: shelters, benches, waste receptacles, bike locking facilities, location maps and transit information at key strategic locations. It is proposed that stock street furniture be used, but customized in a way unique to Hamilton. The City has retained IBI Group to assist with the development and tendering of the station designs. Appendix B illustrates four (4) prototype designs that will be used at different locations, depending on space available. It is estimated that ten (10) to twelve (12) stops can be developed within available budget. A list of short listed locations is attached as Appendix C. Staff is investigating the potential of expanding the transit stops into the curb lane at (2) two locations, Main and MacNab and Main and Longwood (east-bound, south side). Both locations experience high passenger boarding/alighting and have constrained space. A traffic analysis is underway to determine the feasibility of these encroachments.

Following approval of this report, the next steps are to write and issue a Request for Proposal (RFP) for the detailed design, fabrication and installation of the passenger amenities. The locations will be finalized as part of the RFP and tender process (see Project Schedule Appendix D).

POLICY IMPLICATIONS/LEGISLATED REQUIREMENTS

The Quick Wins funded package of enhancements to the A and B-Lines align with a number of Public Transportation initiatives including:

- HSR Transit Operational Review (2010), which recommends that the City implement the park-and-ride at the Mountain Transit Centre to better serve customers
- Corporate Strategic Plan (14.1 i, iii, v) take an integrated, multi-modal, public transportation approach, deliver higher-order transportation and enhanced transit service as well as enhance conventional transit service levels within the A Line and B Line corridors
- Transportation Master Plan towards promoting and increasing public transit as a means to reduce traffic congestion, improve air quality and work towards a twelve percent (12%) modal share for transit by 2031
- The Big Move Regional Transportation Plan
- Rapid Ready – Expanding Mobility Choices in Hamilton (PW13014, Council endorsement February 27, 2013).

RELEVANT CONSULTATION

Staff in the following Departments have been consulted on various components of the Quick Wins projects, as appropriate: Engineering Services, Urban Design, Community Planning, Development Planning, Building, Procurement, Public Art, Landscape Architecture, Parking, Transit Planning, and Transportation Planning.

Ward 1 and 2 Councillors have been consulted on the King Street Transit Only Lanes. Staff and Councillors have consulted with businesses in the affected area. There has been some concern identified with respect the loss of on-street parking and loading in the area west of Bay Street. However, parking and loading can be relocated from the north to the south curb lane with minimal net loss of approximately three (3) stalls between Bay & Queen streets and an increase in on-street parking supply west of Queen Street. The ward Councillors advise that the businesses are satisfied with this mitigation. Upon approval of this report by Committee/Council, a communications strategy will be developed to advise and educate the public on the Transit Only Lane prior to implementation. Feedback will be received during the pilot as input into the monitoring and evaluation process. A copy of the DRAFT Communications strategy is attached as Appendix E.

With respect to the A and B Line Passenger Amenities project, media releases and other similar notices can be used to inform the public that enhanced passenger amenities are being installed along the A and B Line and identifying the final locations. Such notices can also be used as an awareness and image building exercise for the enhanced transit amenities. Furthermore, the intent is to avoid new shelters that encroach onto private property. However, if there are viable enhanced shelter locations with direct property impacts, then relevant discussions will take place with affected property owners.

ANALYSIS / RATIONALE FOR RECOMMENDATION

On February 27, 2013 Council approved recommendations related to Rapid Ready – Expanding Mobility Choices in Hamilton (PW13014). The Rapid Ready report sets out actions and investments Hamilton will have to make if it is going to realize its approved transportation strategy. The Quick Wins projects are included in the Rapid Ready 2013 Work Plan and are an integral component to the Rapid Ready strategy. Furthermore, the Quick Wins projects capitalize on funding received by the Provincial government, which is to be spent by 2013. As such, staff are recommending that they be directed to finalize all current Quick Wins projects as outlined in this report, including the King Street Bus Only Lane Pilot & A and B Line Passenger Amenities.

With respect to the King Street Transit Only Lane pilot project, amendments are required to Parking By-law #01-218, to allow for the relocation of on-street parking and loading zones. The Traffic Bylaw #01-215 will also require amending, to allow for the establishment of the dedicated bus lane.

ALTERNATIVES FOR CONSIDERATION

Alternative 1 - As an alternative to the recommendations in this report, Council could direct staff to not finalize one (1) or more of the identified quick wins projects. However, staff consider these projects an appropriate package of complementary enhancements to the A and B-Lines. Furthermore, as Quick-Wins funds are intended to be spent by 2013, the City would risk losing remaining Quick-Wins funds.

Alternative 2 - As a second alternative to the recommendations in this report, Council could direct staff to not finalize one(1) or more of the identified quick wins projects and buy additional buses to support service on the A and B-Line. However, staff consider these projects an appropriate package of complementary enhancements to the A and B-Lines. Furthermore, as Quick-Wins funds are intended to be spent by 2013, the City would risk losing remaining Quick-Wins funds.

ALIGNMENT TO THE 2012 - 2015 STRATEGIC PLAN

Strategic Priority #1

A Prosperous & Healthy Community

WE enhance our image, economy and well-being by demonstrating that Hamilton is a great place to live, work, play and learn.

Strategic Objective

- 1.2 Continue to prioritize capital infrastructure projects to support managed growth and optimize community benefit.
- 1.3 Promote economic opportunities with a focus on Hamilton's downtown core, all downtown areas and waterfronts.
- 1.4 Improve the City's transportation system to support multi-modal mobility and encourage inter-regional connections.
- 1.6 Enhance Overall Sustainability (financial, economic, social and environmental).

Strategic Priority #2

Valued & Sustainable Services

WE deliver high quality services that meet citizen needs and expectations, in a cost effective and responsible manner.

Strategic Objective

- 2.3 Enhance customer service satisfaction.

Strategic Priority #3

Leadership & Governance

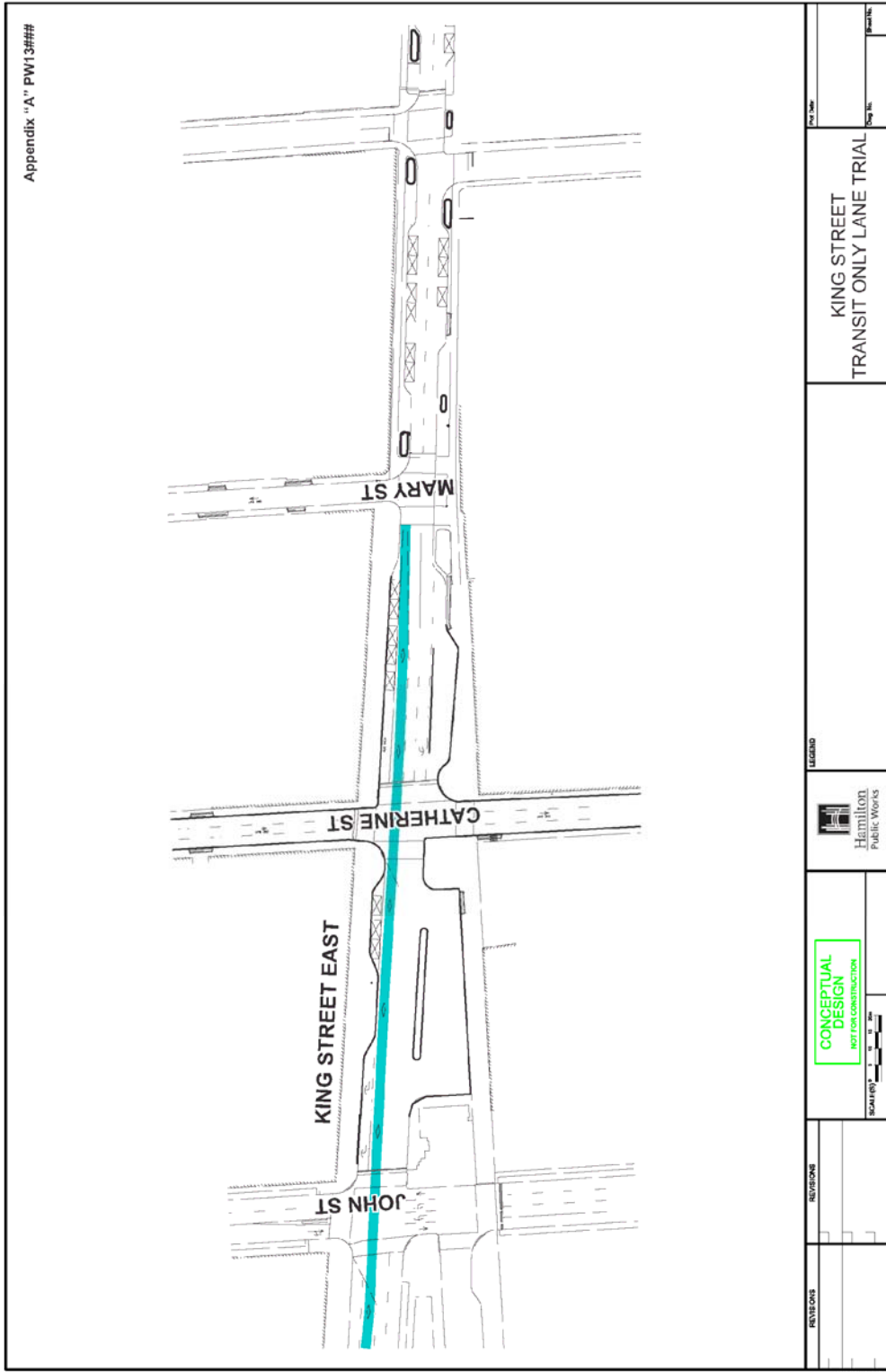
WE work together to ensure we are a government that is respectful towards each other and that the community has confidence and trust in.

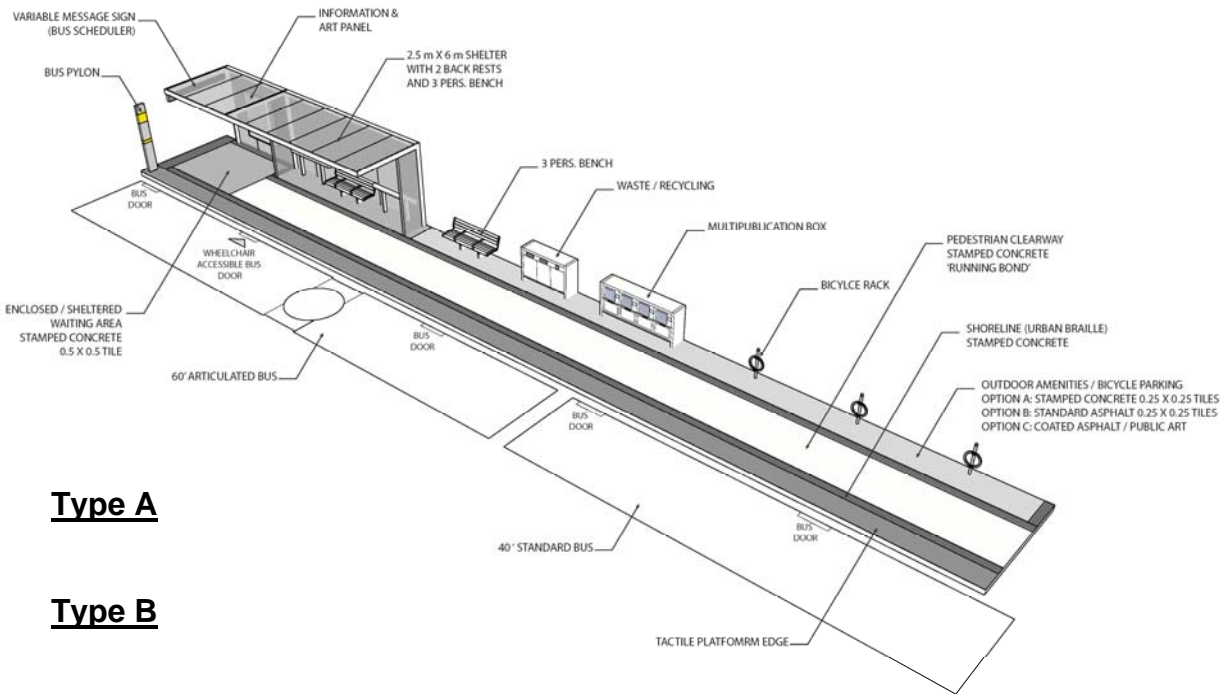
Strategic Objective

- 3.1 Engage in a range of inter-governmental relations (IGR) work that will advance partnerships and projects that benefit the City of Hamilton.
- 3.4 Enhance opportunities for administrative and operational efficiencies.

APPENDICES / SCHEDULES

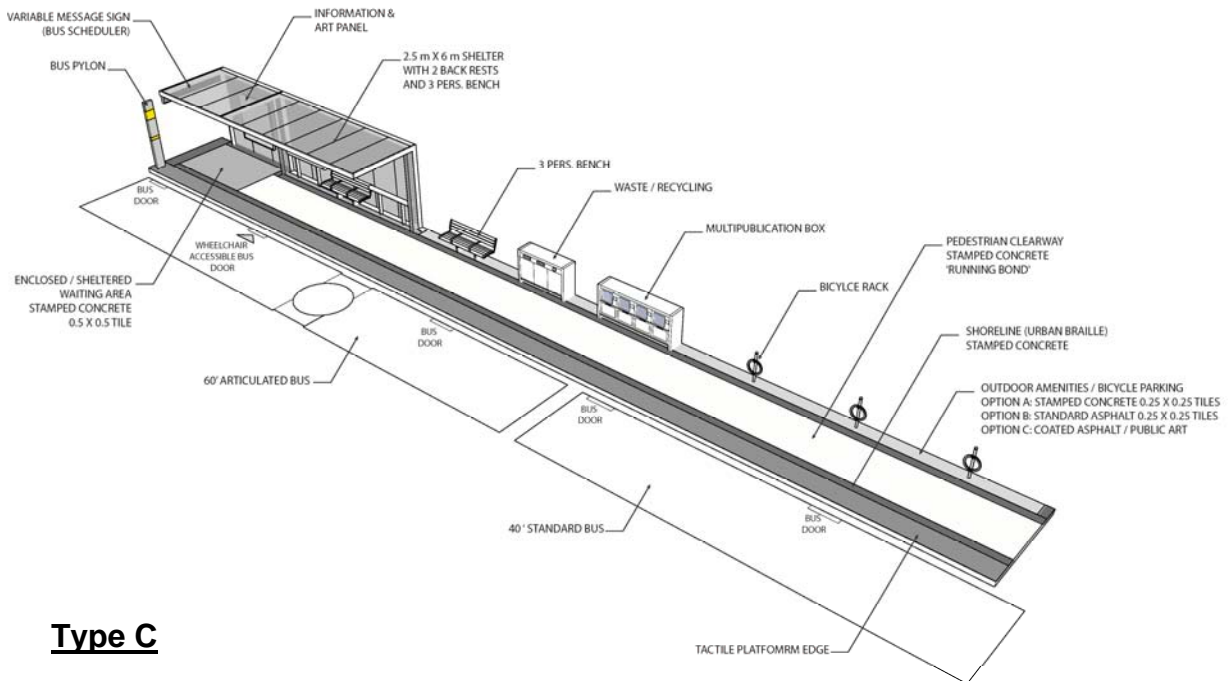
Appendix "A"	King Street Transit Only Lane
Appendix "B"	A and B-Line Passenger Amenities Prototypes
Appendix "C"	Short List of A and B-Line Enhanced Stops
Appendix "D"	Project Schedules - A and B-Line Passenger Amenities and King Street Transit Only Lane Pilot
Appendix "E"	King Street Transit Only Lane Pilot Project - Draft Communications Strategy





Type A

Type B



Type C

Short List of A and B Line Enhanced Stops

B - Line		A - Line		
Main @ Osler	● Eastbound	James @ Mohawk	◆ Northbound	8
Main @ Emerson	Westbound	James @ Rymal	● Northbound	
Main @ John	◆ ● Eastbound			TOTAL - TYPE A
Queenston @ Parkdale	◆ Westbound			
Queenston @ Nash	Eastbound			
Queenston @ Nash	● Westbound			

Main @ Emerson	Eastbound	James @ Mohawk	◆ ● Southbound	6
Main @ Longwood	◆ ● Westbound	James @ Stone Church	● Northbound	
Queenston @ Parkdale	Eastbound			TOTAL - TYPE B
King @ MacNab	● Westbound			

Main @ Longwood	Eastbound			2
Main @ MacNab	● Eastbound			
				TOTAL - TYPE C

- Will require a variation (eg. reduced modules or limited amenities)
- ◆ Will require property or access impacts

16
TOTAL - LOCATIONS

Project Schedules

A and B Line Amenities	
Milestones	Target Dates
Phase 1: Preparation of Request for Proposals (RFP)	
• Writing and preparing RFP	Apr/May 2013
• Issuing RFP	May/June 2013
• Evaluation of RFP Submissions	June 2013
• Award the RFP	June/July 2013
Phase 2: Detailed Design, Fabrication, Initial Installation (by the successful vendor/supplier)	
• Tailor the stock street furniture for Hamilton	July/Aug 2013
• Detailed design and Shop Drawings	July/Aug 2013
• Fabrication and Design reviews	Aug/Sept 2013
• Site surveys and layouts created	Sept 2013
• Installation of test locations	Sept/Oct 2013
• Installation of remaining locations	Sept. – Dec. 2013

King Street Transit Only Lane Pilot	
Milestones	Target Dates
Phase 1: Design Activities	
• 60% Design Drawings	Early May 2013
• 90% Design Drawings	Late May 2013
• 100% Design Drawings	Mid June 2013
Phase 2: Communications & Implementation	
• Stakeholder Update (businesses, external transit agencies, enforcement agencies)	Some completed and the reminder in April/May 2013
• Public Notices & Education	June – Sept 2013
• Installation of Transit Only Lanes	July/Aug 2013
Phase 3: Evaluation	
• Pre-implementation Traffic Volume Counts, Travel Time Measurements and Transit Speed Analysis	Some completed and the reminder in April/May 2013
• Post-implementation Traffic Volume Counts, Travel Time Measurements and Transit Speed Analysis	Oct 2013 to Sept 2014
Phase 4: Report Back to Council	Autumn 2014



King Street Transit Only Lane – Pilot Project
DRAFT Communications Strategy
UPDATED: April 2013

SITUATION ANALYSIS

Public Works is implementing a pilot project to provide a transit-only lane on the north side of King Street, from Mary Street to one block east of Dundurn Street (opposite New Street). This lane will operate as transit-only 24 hours a day, seven days a week, for a one-year trial period. The project is expected to be implemented in late summer 2013.

The pilot project will test the benefit of an exclusive transit-only lane on King Street in the Downtown area. Currently, for the majority of the day, the curb lane is already being utilized by HSR vehicles and other public transit vehicles. The one-year pilot will include formalizing the use of one lane for exclusive use by public transit vehicles and restricting all other traffic to utilize the other traffic lanes on King Street.

The outcome of the pilot project will help determine whether this would be a permanent transit enhancement.

Issues to consider

- This pilot project will occur along part of the B-line - the City's busiest transit route
- Beginning at Mary Street through to Bay Street, the second lane from the northerly curb would be dedicated, allowing for parking, loading, bus stops and right turns in the northerly curb lane.
- Short term on street parking in the southerly lane from James Street to Bay Street (e.g. in front of the Ellen Fairclough building) and in the northerly lane in front of the Sheraton Hotel would not be impacted.
- At Bay Street, the dedicated transit lane transitions to the northerly curb lane through to east of Dundurn. This does require removal of the parking and loading in this lane. However, parking and loading will be relocated to the southerly curb lane, with none to minimal net loss in parking and associated revenue.
- As part of this initiative, there is a potential opportunity to upgrade and modernize the parking meters in this area by converting to pay and display machines, improving convenience for customers.
- Loading provision on the south side may be an inconvenience to businesses on the north side of the street; however solutions can be investigated with the business community (e.g. loading along side streets).
- Taxi pick-up/drop-off and courier/post service trucks won't be able to access the dedicated lane.
- No right turn restrictions are expected.
- The success of this pilot project may foreshadow the viability and community acceptance of full rapid transit along this route in the future
- Two other recent projects have impeded traffic lanes on King Street; the construction of the Good Shepard facility on the north side at Pearl Street (now

completed) and the ongoing work to build a new hotel on the south side near Hess Street.

- The cycling community may have concerns if bicycles are not able to utilize the transit-only lane.

ORGANIZATIONAL GOALS

- To retain and increase the number of transit riders by offering faster, more convenient service on the B-line and other routes in the east-west corridor
- To demonstrate the City's commitment to providing sustainable transportation options to help reach the City's goal of reducing 20 per cent of single occupancy vehicle trips by 2031 (as per Transportation Master Plan: 2007)
- To minimize the impacts on local businesses and motorists

COMMUNICATION GOALS

- To inform and educate current and future transit riders about this transit priority project which will provide faster, more convenient service in the long-term
- To inform and educate business/property owners along the route about impacts they may experience as part of this initiative
- To inform and educate motorists and cyclists about this project

RESEARCH & ANALYSIS

- Engage business/property owners along King Street well in advance to advise them of the initiative, identify their concerns, answer questions, find out the best means of communicating during the process
- Review recent transit ridership survey for data that may reveal how current transit riders prefer to be engaged and what some of their concerns are
- Best practices from other municipalities who have implemented similar initiatives
- Identify effective communication channels to directly target primary stakeholders (i.e. HSR stops, visits/notices to businesses, advertising, etc.)

COMMUNICATION

Stakeholders

- City of Hamilton – Council, SMT and appropriate departmental staff
- Affected BIAs (King Street West, Downtown and International Village)
- Businesses on King Street and their clients/customers
- Customer Contact Centre and Transit Customer Service Centre
- Police/Fire/EMS
- HSR riders
- GO Transit riders
- Burlington Transit riders
- Downtown commuters
- Metrolinx (Quick Wins project)
- Local taxi cab companies
- Delivery/courier companies
- Hamilton Cycling Committee
- Local media

Strategy/Tactics:

- Piggy back on existing communication programs/initiatives like Smart Commute and HSR to help spread the word to stakeholders (i.e. newsletters, web sites, etc.)
- Media relations and Cable 14 videos
- Stakeholder/community relations
 - Mail or hand-deliver notices to affected businesses and property owners
 - Face-to-face meetings with businesses along King Street
 - Councillor meetings with BIAs
 - Fact sheets, Q&As for businesses
 - Posters/postcards for businesses to advise their clients/customers
- Onsite signage at Transit shelters/stops and inside buses
- Customer Contact Centre and HSR Customer Service – consistent messaging to respond to inquiries
- Print ads/radio ads
- Councillors' existing Web sites, newsletters, ward meetings, social media, etc.

EVALUATION

- Analyze traffic and transit level of service before, during, after the initiative to determine whether traffic congestion was an issue and whether transit service improved
- Monitor inquiries that are received by HSR Customer Service and the City's Customer Contact Centre regarding this initiative
- Measure transit ridership on this route to determine if the ridership has increased
- Interview bus operators to gather feedback about the ability to travel more quickly and adhere to tight schedules
- Media coverage/support
- Evaluate the impact to parking operations and revenues during the pilot project