



# (Re)envision the HSR

B.I.A. Advisory Committee  
September 10, 2019 • 8 a.m.

*Presented by: Melissa Steep, HSR Customer Experience & Innovation*

# Agenda



1. (Re)envision Project
2. My HSR Campaign
3. Response to Survey, Awareness, Engagement, & Early Results
4. Get Involved & What's Next



# (Re)envision Project



## INFORM

Providing updates on the project  
for major milestones



### WINTER 2019

Survey our current  
and potential  
customers



### SPRING/SUMMER 2019

Consult, deliberate and  
collaborate with Hamilton's  
many communities



### FALL 2019/WINTER 2020

Design and reconfigure  
our network



### SPRING 2020

Provide  
recommendations  
to Council

# My HSR Campaign



# Response to Survey



#HamOnt invested

**2,600+** hrs  
on survey

Avg minutes to complete



**3,201**  
Comments



**500+**  
Pages  
of comments

Open for

**70**  
Days



**5,844**  
Surveys Completed

**1,335**  
Residents on  
email list



# Awareness and Engagement



## Getting the Word Out



**IN PRINT**

The Spec  
The Silhouette  
VIEW Magazine  
HCN  
Forever Young  
Urbanicity

**21,600** Visits to [hamilton.ca/reenvision](http://hamilton.ca/reenvision)

Video was viewed  
**31,100**  
times

**122,600**  
Impressions on Social Media

**40**  
Bus Shelter Ads

**200**  
Ads on Buses

Posters or Brochures in  
**80+**  
City Locations

**ON THE WEB**



Facebook  
Twitter  
Instagram  
The Spec  
YouTube  
VIEW Magazine  
Weather Network  
The Silhouette  
Farmers' Market Screen  
HCN  
Google Adwords  
City of Hamilton

## In the Community



**200+** @  
Conversations



**15**  
Events

**CREATING & SUSTAINING RELATIONSHIPS**

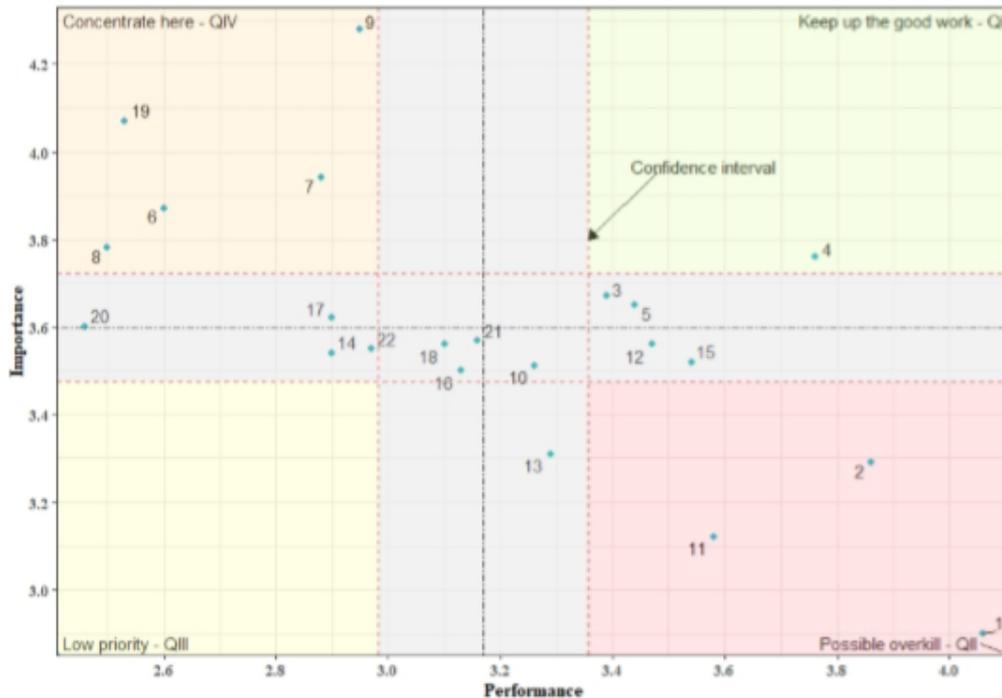
- Neighbourhood Associations
- Commercial + BIAs
- Chambers of Commerce
- Healthcare
- Post-Secondary Schools
- School Boards
- Service Providers
- Advocacy Groups + Advisory Committees



# Early Survey Results: Customer Priorities



## IPA matrix of HSR current users



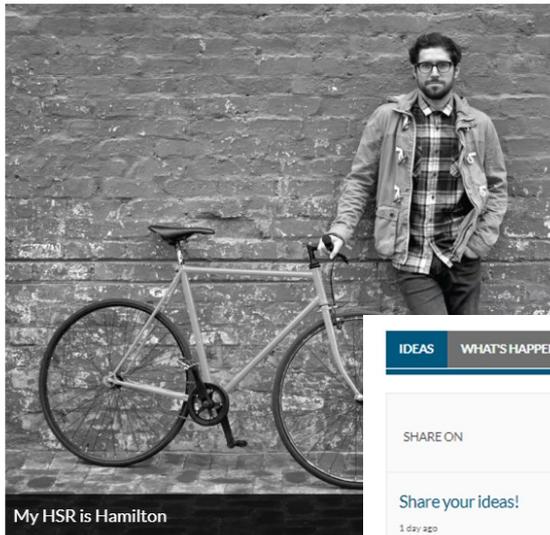
1. Walking distance from home to the bus stop
2. Number of transfers needed to accomplish a daily trip
3. Total trip time (door-to-door)
4. HSR service area (i.e. takes me where I need to go)
5. Service operating hours
6. Frequency of service on weekends and holidays
7. Waiting times at transfer/connection points
8. Bus crowdedness (seat availability and available standing room)
9. Service reliability (i.e. service is on time)
10. Bus accessibility and interior layout (e.g., ease of movement)
11. Connectivity to other transportation modes or hubs (i.e. bike share, GO, etc.)
12. Availability of service information before your trip
13. Availability of service information during your trip
14. Customer service response to complaints and suggestions
15. Staff professionalism and helpfulness
16. Cleanliness of the inside of the bus
17. Cleanliness of bus stops
18. Comfort on the bus (noise, temperature, taking off / stopping, getting on and off)
19. Weather protection at bus stops
20. Comfort amenities at bus stops / shelters
21. Bus stop accessibility for people with mobility devices (e.g., wheelchair, etc.)
22. Safety and security at bus stops

# Digital Engagement



## Help us (Re)envision the HSR

How can we make transit your first choice? Hamilton is changing. And we're changing too. For work, school, play and everything in between, we want to take you there. That's why we're asking you to tell us what you need from the HSR, today and in the future.



IDEAS WHAT'S HAPPENING

SHARE ON



### Share your ideas!

1 day ago

Use this space to detail your idea and let's get the conversation started. You can vote on the ideas you like and comment on other ideas.

Join us in making transit your first choice!

## Register

Already registered? [Sign In](#)

Help us (Re)envision the HSR! Whether you take transit every day, once in a while or have not experienced the service yet, we want to hear from you and dig deep into transit conversations that matter to you.

You can sign up to:

- Share ideas, take part in mapping exercises, and discuss our routes and service.
- Find out when we'll be in your community.
- Learn about upcoming projects and announcements.
- Sign-up to receive newsletter updates about the project.
- Connect with the (Re)envision Team for questions and answers about our plans to reconfigure the network.

Your opinion matters to us! Explore the site, visit us at events and let us know how we can make transit your first choice.

All fields marked with an asterisk (\*) are required.

Login \*

Email \*

Password \*

Passwords must be 8 - 16 characters and contain a combination of numbers and letters, with at least one lower case letter and one upper case letter.

Password confirmation \*

Postal Code

Please limit answer to 7 characters

Maximum characters 7

I agree to the [Terms of Use and Privacy Policy](#) for using Engagement HQ \*

Register

# Digital Engagement: Weather Protection at Bus Stops



## BUS STOP LOCATIONS

HSR Bus Stops

9 days



Mapbox © OpenStreetMap Improve this map

**How to use**

Click the  symbol on the left of the screen to access the map key and pins.

-  **I have an idea**  
Use this pin to share any ideas and suggestions you have for an area with or without a stop or bus service.
-  **I have a problem**  
Use this pin to share stories and issues you have with our current transit offering.
-  **I like what you've done here**  
Use this pin to let us know what we're doing right and what you like about it.

[Go to Map](#)

# How to Get Involved



- Invite us to your BIA executive meeting to share info about the project
- Help us connect to your membership
- Sign-up and engage on [hamilton.ca/MyHSR](https://hamilton.ca/MyHSR)



# Thank You



Questions?

Get in touch:

HSR Customer Experience and Innovation

[hamilton.ca/MyHSR](https://hamilton.ca/MyHSR)

[reenvision@hamilton.ca](mailto:reenvision@hamilton.ca)

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