



Hamilton

PLANNING AND ECONOMIC DEVELOPMENT

**HAMILTON LIGHT RAIL TRANSIT PROJECT
COMMUNICATIONS AND ENGAGEMENT UPDATE
(PED24150) (City Wide)**

September 20, 2024

Community Engagement

Goals and responsibilities for the community engagement function for Hamilton LRT project:

- Awareness building and sharing information
- Collaboration and relationship building
- Facilitate public conversation and information sessions
- Share stakeholder interests with internal project teams
- Frontline liaison with stakeholders, elected officials and residents, before, during and after construction

Types of Engagement

- Elected official briefings
- Townhalls, opens houses
- Walking tours
- Local partnerships
- Print materials (mailers, construction/demolition notices)
- Stakeholder meetings
- School presentations
- Community events and pop ups
- Metrolinx Community Office
- Web, social media and email newsletters
- Corridor canvasses

Roles and Responsibilities

- For project-specific communications, Metrolinx has overall lead and responsibility, including major announcements
- City and Metrolinx community engagement staff work collaboratively to resolve and respond to resident and media inquiries
- City LRT Project Office is responsible for LRT project reports and major document review where LRT matters are referenced
- City LRT Project Office works in coordination with Metrolinx to prepare and share project information through respective channels

Engagement Highlights

Type of Engagement	# Events	# Engagements
Transit in Your Community sessions (2023-24 school year)	48	2351
LRT Pop-Ups, Events, Festivals (2024 YTD)	50	2334

Note: The above data is collected by Metrolinx as the community engagement lead for the Hamilton LRT project. In addition to the engagement activities above, City staff and Metrolinx continue to meet with elected officials, community and business stakeholders.



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City Communication Channels

The City has an opportunity to share information, as available, with the community through the following channels:

- City's News Roundup email newsletter
- Social media (@cityofhamilton – X, LinkedIn, Facebook, Instagram)
- Communications Updates (web)
- Council and staff communications
- Project updates to LRT Subcommittee

Hamilton LRT Community Office

Metrolinx Hamilton LRT
Community Office,
116 King Street East

Opened June 2024

Available Tuesday and
Thursday, 10am,-3pm or
by appointment



Future Engagement Opportunities

Additional opportunities to engage, inform and support the community will become available as the project evolves. These may include:

- Construction Liaison Committees – to be established by Metrolinx ahead of major construction
- BIA wayfinding and signage programs
- Shop Local campaigns and events
- Partnerships with Chambers of Commerce and BIAs
- Community Connector canvasses



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Business Support Overview

- Metrolinx has developed a Community Benefits and Supports framework for all projects, which includes business supports.
- A comprehensive strategy to support local businesses will develop as the project evolves, and will be available once construction schedules and timelines are confirmed.
- LRT Project Office will continue to work with Economic Development to identify opportunities, grants and programs to support the community throughout project construction.



Hamilton

THANK YOU