



10-Year Downtown Revitalization Strategy

The McMaster Students Union



McMaster Students Union

The McMaster Students Union **strongly supports** the 10-year downtown revitalization strategy and ongoing consultation.

Your City Survey

The McMaster Students Union recently conducted the Your City Survey to collect 500+ student perspectives on housing, transit, policing, safety, and retention.

Student Perceptions

“Downtown scares me...”

“I would prefer a safer downtown...”

“I don’t feel safe enough to stay in Hamilton after graduation if I can help it...”

“I live in downtown Hamilton and I think that students who don't, have a very skewed and unrealistic perception on the ins and outs of actually living there. I have never felt unsafe, at, for example, Jackson Square...”

What's at Stake?

45%

respondents are not
considering staying in
Hamilton after graduation.

What can be done?

Respondents
are at least

1.5x

more likely to
consider staying
in Hamilton after
graduation if they
explore beyond the
campus community

Recommendations

1. The 10-Year Downtown Revitalization Strategy should allocate funding for student-led placemaking to activate public space, showcase local student artists, and create spaces Downtown that reflect the young residents of Hamilton.
2. The McMaster Students Union should continue to be included in consultation and engagement in the creation of the 10-Year Downtown Revitalization Strategy.

Questions?

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