



# METROLINX 2041 REGIONAL TRANSPORTATION PLAN

Hamilton Light Rail Transit




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PRC 5001: Public Affairs



## Backgrounder

### Metrolinx

Metrolinx is a growing agency which promotes road and public transportation in the Greater Toronto and Hamilton Area. Metrolinx is created by the Government of Ontario and is in charge of TTC, GO Transit and HSR. Its main goal is to connect people of these areas to each other and improve commuting lives of its citizens. They are working to improve the quality, sustainability and overall wellness of the Greater Toronto Area.<sup>i</sup> Since the launch of The Big Move in 2008, transit initiatives have expanded throughout the region.

### The Project

The Hamilton LRT is the first piece of a broader rapid transit strategy for Hamilton as well as a priority project into the Regional Transportation Plan.<sup>ii</sup> New, modern light rail vehicles on tracks separated from regular traffic will offer frequent, reliable and safe service from MacMaster University in the west, through downtown Hamilton to Eastgate in Stoney Creek.<sup>iii</sup> The LRT will also connect to Hamilton GO Centre through a pedestrian connection via Hughson Street. This 14-kilometer corridor will include 17 stops.

### Objective

The main objective for Hamilton LRT is about building for the needs of tomorrow. The Hamilton LRT will be a rebirth for the Main-King-Queenston corridor. Pedestrian-friendly city blocks with modern stops will be the meeting place between community and convenience. They are designed to deliver rapid, reliable and safe transportation services.<sup>iv</sup> With higher capacity than other transit systems, LRT will carry passengers in reserved transit lanes separated from regular traffic.

### Construction Status

This project is currently in the Request for Proposals phase. According to the City of Hamilton's website, three pre-qualified teams are currently preparing proposals detail how they will deliver the project.<sup>v</sup> Bid submissions are expected in Spring 2020 and preferred proponent will be occurring in 2020 as well.

### Potential Issues /Opposition

A report from the Canadian Urban Institute (Mayor Fred Eisenberger is the former CEO) say LRT will bring economic uplift to Hamilton, including more tax assessment along the route, generating more tax dollars for Hamilton because of an "LRT premium" on nearby properties.<sup>vi</sup>

One of the other biggest concerns people are concerned with new LRT is the construction to will follow. When questioned if construction would be happening in stages or if construction will tear up the whole length at the same time, the response received was not sure yet. It ultimately is up to Metrolinx to get quotes and select companies to do the work. LRT projects have varied on locations. The new LRT transit in Waterloo for instance was done all at once.

## Client Key Messages

### Key Messages

1. The Hamilton Light Rail Transit System (LRT) will bring economic growth and financial sustainability to local businesses along the proposed transit line.
  - A) According to the Hamilton Light Rail Initiative, the LRT has the power to attract new riders which is why investors are willing to undertake new projects such as residential, commercial and office developments adjacent to the line. These developments not only benefit residents and employers but commercial vendors as well.<sup>vii</sup>
  - B) According to a report from McMaster University, the LRT will benefit Hamilton by strengthening job opportunities along the transit line. The implementation of an LRT system will influence job growth in residential, offices, retail service sectors.<sup>viii</sup>
  - C) According to Metrolinx, the LRT will allow greater access to McMaster University and its hospital, one of Canada's leading research institutions. This will increase its student population to over 23,000 students and have a greater economic impact on the Hamilton Region.<sup>ix</sup>
2. Installing a Light Rail Transit System will promote greater accessibility and mobility between McMaster University and Eastgate in the City of Hamilton.
  - A) According to McMaster Institute for Transportation and Logistics, the LRT will have 17 stops across 14 kilometers in the City of Hamilton. All stops are or within walking distance of key destinations in Hamilton and connect to key transit hubs such as the HSR and GO Transit.<sup>x</sup>
  - B) According to an article in the Hamilton Spectator, the LRT is fully accessible. It provides a higher peak passenger capacity at a significantly lower per-passenger operating cost as it can carry two to three times as many passengers as a bus.<sup>xi</sup>
  - C) According to the City of Hamilton, a light rail transit system is more accessible than local buses. The low-level floor boarding and multiple doors on a Light Rail vehicle makes it easier for strollers and mobility devices to get on and off.<sup>xii</sup>
3. A Light Rail Transit System will have a positive impact on the environment and reduce the ecological footprint of the city of Hamilton.
  - A) According to the Hamilton Light Rail Initiative, light rail is more efficient than internal combustion at moving people around. A light rail transit system produces

no emissions and can be powered using renewable energy such as solar, hydro and wind resources.<sup>xiii</sup>

- B) According to Infrastructure Ontario, a light rail transit system will lower the number of buses and cars on the road. A light rail transit system will minimize traffic congestion, reduce the number of greenhouse gases being emitted and lessen the overall consumption of fuel in the region.<sup>xiv</sup>
- C) According to the City of Hamilton, developing the LRT within already existing rural areas will limit the need to expand and build new roads outside the city. This contributes to the conservation and preservation of any surrounding green and agricultural lands, like the Greenbelt.<sup>xv</sup>

## Stakeholder Map

Stakeholder	Perspective	Strategy	Message	Deliverable	Timing
<p><b>McMaster University</b></p> <p>Contact:</p> <p>Gord Arbeau Director, Public and Community Relations 905-525-9140, ext. 27305</p>	<p><b>Ally</b></p> <p>In support of the LRT as McMaster is a transit stop along the line. It will promote accessibility for students to access campus.</p>	<p>To maintain a partnership with McMaster University and Metrolinx to develop and create a better infrastructure to support transit users and students.</p>	<p>In having a greater economic impact on the Hamilton region, the LRT will increase McMaster University student population.</p>	<p>1) Series of emails updating McMaster University officials of the construction status and traffic concerns surrounding the university.</p> <p>2) Presentations describing Metrolinx's objectives, goals and how the Hamilton LRT will benefit McMaster University.</p>	<p>January 2020 - December 2024</p>
<p><b>Hamilton Chamber of Commerce</b></p> <p>Contact:</p> <p>Marie Nash Director of Communications and Strategic Initiatives  m.nash@hamiltonchamber.ca</p>	<p><b>Ally</b></p> <p>The Hamilton Chamber of Commerce supports initiatives bringing economic advantages to local businesses in the region of Hamilton.<sup>xvi</sup></p>	<p>To continuing to establish an initiative to help the area of Hamilton impacted by the construction phase of the LRT. The initiative should promote an understanding and appreciation of the business development</p>	<p>The LRT will attract new investors along the proposed transit line, encouraging the development of new residential, commercial and office areas and increase job opportunities.</p>	<p>1) Fact sheets with preliminary research and investigations into the economic benefits of the LRT in Hamilton.</p> <p>2) Invite members of the Hamilton Chamber of</p>	<p>January 2020 to December 2024</p>

905-522-1151 (x245)		opportunities to come.		Commerce to any structured meetings about the Hamilton LRT.	
<b>Transit Alliance Ontario</b>  Contact: Transit Alliance, 2480 Mississauga Rd,  Mississauga, ON L5H 2L5  416.779.8304	<b>Ally</b>  Transit Alliance Ontario is an ally to the Hamilton Transit Initiative as it a non-politically aligned organization dedicated to supporting transit systems and the transit industry in Southern Ontario. <sup>xvii</sup>	To be present at Metrolinx events across the greater Hamilton area to demonstrate support and awareness for the construction of the LRT.	The LRT is an eco-friendly method of transportation which runs solely on renewable energy. As the LRT produces no emissions, its installation is expected to reduce the ecological footprint of the city of Hamilton.	1) Create an infographic displaying the benefits of the LRT for the transit industry to distribute to Transit Alliance Ontario.  2) Transit advertisements showcasing sponsored messaging in favor of the LRT from Transit Alliance Ontario.	January 2020 to December 2022

<p><b>Haudenosaunee First Nations</b></p> <p>Contact:</p> <p>Haudenosaunee Confederacy.ca c/o Haudenosaunee Development Institute P.O. Box 714 Ohsweken, Ontario N0A 1M0\</p> <p><b>Note:</b> There is no direct individual responsible for media or communications.</p>	<p><b>Neutral</b></p> <p>Haudenosaunee First Nations are neutral stakeholders as the land currently owned and protected by the Dish with One Spoon Wampum agreement has already been developed on.<sup>xviii</sup></p>	<p>To rally support building the LRT on the land currently borrowed and protected by the Dish with One Spoon Wampum agreement.</p>	<p>The construction of the LRT will take place on already developed urban areas of Hamilton, reducing damage to the surrounding ecosystem.</p>	<p>1) Meeting between Metrolinx, developers, and the Haudenosaunee First Nations.</p> <p>2) Q and A Session for members of the Haudenosaunee First Nations to ask questions regarding the LRT.</p>	<p>January 2020 to December 2020</p> <p>Quarterly from the start of January 2020 to December 2024.</p>
<p><b>Downtown Hamilton BIA</b></p> <p>Contact:</p> <p>Emily Walsh, Community Engagement Coordinator: engage.with@downtownhamilton.org</p>	<p><b>Opponent</b></p> <p>The Downtown Hamilton BIA believes the upcoming construction of the LRT in downtown Hamilton will threaten the financial sustainability of local businesses.<sup>xix</sup></p>	<p>To gather support and increase awareness of the LRT and the economic benefits the new line will bring to the surrounding businesses.</p>	<p>Once construction has been completed, the LRT will see an increase in opportunities such as job growth, new developments in commercial and office sectors in the city of Hamilton.</p>	<p>1) Gantt Chart to define a tentative timeline of the construction of the LRT and future milestone markers.</p> <p>2) Speak to local business owners with a focus on supporting business owners through questions, concerns and the construction process.</p>	<p>January 2020 to December 2024</p>



<p><b>Tourism Hamilton</b></p> <p>Contact:</p> <p>Dana Borcea PR and Media dana.borcea@hamilton.ca 905-546-2424 ext. 5499xx</p>	<p><b>Ally</b></p> <p>In support of the LRT as it supports more accessible transportation for tourists within the City of Hamilton.</p>	<p>To gather support and overall awareness of the LRT transit and the added benefits the new line will bring for Tourism in the City of Hamilton.</p>	<p>Once the LRT is complete, it will help to support a better form of transportation system for the City of Hamilton.</p>	<p>1) Print a list of the new LRT stops for tourists to take with them at the tourist center.</p> <p>2) Create an app to inform the public of what stops are available to them.</p>	<p>January 2024</p> <p>These initiatives should be implemented once the LRT is up and running. The tentative year the LRT will be running is currently in 2024.</p>
<p><b>Tiger Cats Hamilton</b></p> <p>Contact:</p> <p>Will Kay, Director of Business Development wkay@ticats.ca<sup>xxi</sup></p>	<p><b>Ally</b></p> <p>The Tiger-Cats have packed a powerful political punch when it comes to influencing major city decisions. This would help persuade a target audience.</p>	<p>Use the Tiger-Cats as spokespeople who support the LRT. LRT would lower the cost of driving to the game and is accessible for all football goers. This would serve as a mutually beneficial partnership between the team and Metrolinx.</p>	<p>The Tiger-Cats support LRT because it is a significant investment in Hamilton's future and improves the City of Hamilton's transit infrastructure.</p> <p><sup>xxii</sup></p>	<p>1) Advertise at Home Tiger-Cats Games the new LRT Logo.</p> <p>2) Sponsorship with the Team. Have the LRT logo printed on the team jersey</p>	<p>January 2020 to December 2020</p> <p>Quarterly from the start of January 2020 to December 2020.</p>

<p><b>Hamilton General Hospital</b></p> <p>Contact:</p> <p>Communications &amp; Public Affairs team at 905-521-2100 ext. 75387 <sup>xxiii</sup></p> <p><b>Note:</b> There is no direct individual responsible for media or communications.</p>	<p><b>Neutral</b></p> <p>The Hamilton General Hospital has not addressed their opinion where they stand with the LRT transit. Their opinion could go either way depending on the patient(s) needs and priorities.</p>	<p>Hamilton General Hospital could lean in favor of the LRT seeing as there are a number of patients who rely on transportation. There is also the possibility the hospital would oppose the LRT transit. The construction would mean less area allocated to parking in the city.</p>	<p>Metrolinx helps to ensure transit is available to those who need it most.</p>	<p>1) Gantt Chart to define a tentative timeline of the construction of the LRT and future milestone markers.</p> <p>2) Share Metrolinx's website to the Hospital so they are able to share the website with their workers and patients</p>	<p>January 2020 to December 2020</p> <p>Quarterly from the start of January 2020 to December 2024.</p>
<p><b>Donut Monster</b></p> <p>Contact:</p> <p><a href="https://www.donutmonster.ca">https://www.donutmonster.ca</a> 246 Locke Street South, Hamilton, ON L8P4B9, Canada 289-309-1108<sup>xxiv</sup></p>	<p><b>Opponent</b></p> <p>Donut Monster location is right on the main line of the new LRT downtown location. They believe the construction will threaten their local businesses.</p>	<p>To inform Donut Monster of the added benefits the new LRT transit will bring for their business.</p>	<p>Although construction may seem like a challenge, it is only short-term. Once the new LRT is finalized, it will help revitalize the Hamilton region. It's an incentive for stimulating economic development.</p>	<p>1) Q and A Session for Local business owners to ask questions regarding the LRT.</p> <p>2) Start a social media campaign with Donut Monster to help promote the new transit line.</p>	<p>January 2020 to December 2020</p> <p>Quarterly from the start of January 2020 to December 2024.</p>
<p><b>First Ontario Centre</b></p> <p>Contact:</p> <p>Michaella Putman</p>	<p><b>Neutral</b></p> <p>First Ontario Centre has yet to speak on the new LRT transit line. We believe they</p>	<p>To persuade First Ontario Centre of the added benefits LRT can provide their visitors in</p>	<p>Once the LRT is completed, it will help to support a better form of transportation system for the</p>	<p>1) Advertisement of the new LRT transit during pre-show previews at</p>	<p>January 2020 to December 2020</p>

<p>Director of Marketing and Communications Phone Number: 905-546-3076<sub>xxv</sub></p> <p>michaella_putman@comcastspectacor.com</p>	<p>could be both for or against. First Ontario Centre is already located near a bus route so they may not really care for a new transportation line. We could argue they could serve as allies in support of the new initiative. Similarly, to the Tiger-Cats, First Ontario Centre wants to partner with organizations and clients to create a memorable entertainment experience for their visitors.</p>	<p>the upcoming future.</p>	<p>City of Hamilton.</p>	<p>concerts and events.</p> <p>2) Forum on First Ontario Centre's website to let visitors comment on their thoughts on how the LRT will shape their entertainment experience within the city of Hamilton.</p>	<p>Quarterly from the start of January 2020 to December 2024.</p>
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## Action Plan

### Public Affairs: Hamilton Light Rail Transit

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Updated: December 10th, 2019

Action	Responsibility	Timing	Status
<b>A. Federal Government</b>			
Action - Infographic The infographic will list information regarding the benefits of the LRT in Hamilton such as economic, environmental and accessibility.	Metrolinx	March 2020  Infographic will be sent March 2020	Metrolinx is in development of creating an infographic to be sent to the Canadian Federal government in March 2020.
Action - Television Advertisements  Advertisements will entail a call to action for primarily members of parliament to take a stand. It will also feature ways the public can leverage support to the Federal Government.	Castor PR	February 2020 to pending construction date.  Television advertisements will be implemented start of January, 2020.	In the progress of recruiting a film crew, production team, writer and obtaining licensing agreements.
<b>B. Provincial Government</b>			
Action - Web Page  Web page will entail a list of ways the general public can reach out to opposed provincial leaders to support the construction of the LRT.	Metrolinx	January 2020 - December 2024  Website will be updated from start to finish of the project with construction updates, plans, initiatives and business support.	Continuous, ongoing maintenance and updates in time with the construction of the Hamilton LRT.

Action - Event Event covering the benefits, details, technology, sponsors and involving other key stakeholders.	Castor PR	February 2020  Event will take place February 2020	Awaiting the confirmation of the venue and a timeline of the event.
<b>C. Municipal Government</b>			
Action - Newsletter Newsletter will entail a story and information surrounding the LRT.	Castor PR	February 2020  Newsletter will be sent out February 2020	Waiting for graphic designer to finish images for January 1, 2020.
Action - Panel Discussion Municipal Government is invited to a Panel with people who a part of the project, transit industry leaders, construction teams and environmental researchers.	Metrolinx	February 2020  Panel will be held sometime in February 2020 depending on Municipal availability.	Securing panel speakers and preparing an information brief for anticipated questions.
<b>D. Key Messages</b>			
The Hamilton Light Rail Transit System will bring economic growth and financial sustainability to local businesses along the proposed transit line.	Castor PR	January 2019 to December 2024	Completed
Installing a Light Rail Transit System will promote greater accessibility and mobility in Hamilton between McMaster University and Eastgate.	Castor PR	January 2019 to December 2024	Completed
A Light Rail Transit System in Hamilton will have a positive impact on the environment and reduce the ecological footprint of the city of Hamilton.	Castor PR	January 2019 to December 2024	Completed
<b>E. Stakeholders</b>			

<p><b>McMaster University</b></p> <p>Action - Emails updating McMaster University officials of the construction status and traffic concerns surrounding the university.</p> <p>Action - Presentations describing Metrolinx’s objectives, goals and how the Hamilton LRT will benefit McMaster University</p>	<p>Metrolinx</p>	<p>January 2020 - December 2024</p> <p>Updates to McMaster University will be sent from the start of the project to the LRT’s first public use.</p>	<p>Email regarding construction status update is pending approval. Once achieved, it will be sent to McMaster.</p> <p>Presentation has been completed and will be presented in February 2020. These presentations are meant to change and take place on an ongoing basis.</p>
<p><b>Hamilton Chamber of Commerce</b></p> <p>Action - Factsheets with preliminary research and investigations into the economic benefits of the LRT in Hamilton.</p> <p>Action - Invite members of the Hamilton Chamber of Commerce to any structured meetings about the Hamilton LRT.</p>	<p>Metrolinx</p>	<p>January 2020 to December 2024</p> <p>The Hamilton Chamber of Commerce has key relationships and influence over decision makers to shape policy. To support the LRT, the Hamilton Chamber of Commerce will be involved until the LRT’s completion in 2024.</p>	<p>Fact sheets have been created and sent along with open invitations to attend any structured meetings to members of the Hamilton Chamber of Commerce.</p>
<p><b>Transit Alliance Ontario</b></p> <p>Action - Infographic displaying the benefits of the LRT for the transit industry to distribute to Transit Alliance Ontario.</p>	<p>Metrolinx</p>	<p>January 2020 - December 2024</p> <p>Being an essential stakeholder to publicly display their support, Transit Alliance Ontario will be engaged in</p>	<p>Currently developing a tentative calendar for a series of informational events for the public. Awaiting design approval for a number of advertisements to</p>

<p>Action - Transit advertisements showcasing sponsored messaging in favor of the LRT from Transit Alliance Ontario.</p>		<p>Metrolinx activities till the LRT's completion in 2024.</p>	<p>be shown on a quarterly.</p>
<p><b>Haudenosaunee First Nations</b></p> <p>Action - Meeting between Metrolinx, developers, and the Haudenosaunee First Nations.</p> <p>Action - Q and A Session for members of the Haudenosaunee First Nations to ask questions regarding the LRT.</p>	<p>Metrolinx</p>	<p>January 2020 - December 2022</p> <p>Obtaining support for land use and keeping the Haudenosaunee First Nations updated through the initial development, pre-construction construction phases.</p>	<p>In the process of scheduling a meeting between Haudenosaunee First Nations and Metrolinx. Depending on the success of this initial meeting, Q and A sessions will be implemented over a two-year period on a quarterly basis.</p>
<p><b>Downtown Hamilton BIA</b></p> <p>Action - Gantt Chart to define a tentative timeline of the construction of the LRT and future milestone markers.</p> <p>Action - Speak to local business owners with a focus on supporting business owners through questions, concerns and the construction process.</p>	<p>Metrolinx</p>	<p>January 2020 to December 2024</p> <p>As an opponent, the Downtown Hamilton BIA will need continuous communication from start to finish to be reassured the construction of the LRT will not negatively affect local business.</p>	<p>Gantt Chart is completed and ready to be sent to the Downtown Hamilton BIA in January 2020. Communications plan is currently in development for outreach efforts beginning in March 2020.</p>
<p><b>Tourism Hamilton</b></p> <p>Action - List of LRT transportation stops</p> <p>Action - Transportation app</p>	<p>Metrolinx</p>	<p>January 2020 to December 2024</p>	<p>Print a list of the new LRT stops for tourists to take with them at the tourist center</p> <p>Create an app to inform of Hamilton residents as well</p>

			as tourists of what stops are available to them.
<b>Tiger Cats Hamilton</b>  Action - Paid Advertising  Action - Sponsorship with the Team	Castor PR	January 2020 to December 2024	Advertise at Home Games the new LRT Logo.  Sponsorship with the Team. Have the LRT logo printed on the team jersey
<b>Hamilton General Hospital</b>  Action - Gantt Chart  Action - Website	Metrolinx	January 2020 to December 2024	Gantt Chart is completed and ready to be sent to the Hamilton General Hospital in January 2020. Communications plan is currently in development for outreach efforts beginning in March 2020.
<b>Monster Donuts</b>  Action - Q and A Session with Local Business owners to ask questions regarding the LRT with Metrolinx  Action - Social Media Campaign	Castor PR	Q and A Session: January 2020  Social Media Campaign  Spring 2024	Q and A Session will take place at town hall with small businesses in the Hamilton region and Metrolinx. The preferred time is January 2020 as construction has started and it's just after the holiday season.  Social Media Campaign will take place the spring season when LRT launches. Monster



			Donut has a massive following and it's a great opportunity to launch the new transit route with local businesses like Monster Donut.
<p><b>First Centre Ontario</b></p> <p>Action - Pre-concert, event preview advertisement</p> <p>Action - Forum on First Ontario Centre's website</p>	Castor PR	January 2020 to December 2024	<p>Advertisement of the new LRT transit during pre-show previews at concerts and events</p> <p>Forum on First Ontario Centre's website to let visitors comment on their thoughts on how the LRT will shape their entertainment experience within the city of Hamilton.</p>
<b>F. Community Relations</b>			
Action - Community Office Community offices placed near the construction or along the proposed line. It will allow anyone to come and ask questions about the LRT and have initiatives which support local businesses.	Metrolinx	<p>January 2020 - December 2024</p> <p>Community offices will be present in the city of Hamilton to answer any questions the general public may have about the LRT project from start to completion.</p>	Currently obtaining space to have one or two offices along the proposed transit line.

<p>Action - Door to Door Individuals will travel from door to door or reach out, engaging the perceptions of the construction of the LRT in Hamilton.</p>	<p>Castor PR</p>	<p>January 2020 - December 2024</p> <p>Door to door outreach will be conducted on an ongoing basis to engage public perceptions of the LRT project at different stages of development.</p>	<p>Ongoing sporadically throughout the project. Initial door to door efforts are engaging perceptions the LRT in Hamilton. These door to door outreach efforts will change depending on the needs of the project.</p>
<p><b>G. Media Relations</b></p>			
<p>Action - Media Kit Multiple media kits will be created and sent out to media outlets in correspondence with events and experiences related to the LRT.</p>	<p>Castor PR</p>	<p>January 2020 - December 2022</p> <p>Media kits will be created on an ongoing basis to cover the needs of the LRT.</p>	<p>Awaiting final edits. Following confirmation, media kits be sent to corresponding newspapers and publication outlets.</p>
<p>Action - Media Advisory  Media Advisory will invite media to the provincial government event.</p>	<p>Castor PR</p>	<p>January 2020</p> <p>The media advisory will be sent out approximately two weeks before the provincial government event.</p>	<p>Completed. Media advisories will be sent out a month before the event for provincial government support.</p>
<p><b>H. Social Media</b></p>			
<p>Action - Social Media Campaign to leverage support and increase awareness, it will encourage engagement from the residents of Hamilton, encompassing the hashtag, #areyouLRTready?</p>	<p>Castor PR</p>	<p>January 2020 - December 2024</p> <p>This social media campaign will last over the course of the project to leverage support before, during and</p>	<p>Creation of a content calendar currently in development for January 2020.</p>

		post-construction of the Hamilton LRT.	
<p>Action - Media Monitoring</p> <p>Individuals will watch and monitor any outside news of the LRT. This will help align and modify audience perception through the duration of the project.</p>	Castor PR	<p>January 2020 - December 2024</p> <p>Media monitoring will take place over the course of the entire project to understand perceptions of audiences, attitudes and beliefs.</p>	<p>Set up to monitor publications and broadcast media about the Hamilton LRT.</p>

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