



A Division of METROLINX

COMMUNICATIONS PLAN

Clarkson GO Station - Parking Structure

Updated: April 26, 2012

DRAFT: INTERNAL USE ONLY

Situation

The existing parking facilities at Clarkson GO Station are currently operating above capacity. It was determined that a multi-level parking structure would best address the increased demands for current and future parking requirements.

Construction is anticipated to take place between May 2012 and the end of 2013/early 2014 (approximately 18 month construction period).

The building footprint will displace approximately 300 reserved and 140 regular parking spots.

Currently, temporary parking to account for the displaced spots has not been secured. Because there will be little/no parking to accommodate customers once construction starts, the strategy will take a two-phased approach:

Phase 1 (Pre-construction, April-May 2012)

- Work with Smart Commute to implement a carpooling program at Clarkson GO Station
- Condition customers to start registering for carpooling permits/using carpool before construction starts by issuing a series of On the Go Alerts

Phase 2 (During construction, June 2012-TBD)

- Emphasize alternative methods for commuting to the station, including carpooling
- Keep customers up-to-date on progress of construction and alternative parking options

Sometime after construction commences, temporary parking may be secured. If secured, the temporary parking lot, which is located 1.8 km from the station, will provide enough replacement spaces. As such, this plan outlines the customer communication options based on the following two scenarios:

- The event that little/no temporary overflow parking options are secured.
- The event that temporary overflow parking in the area surrounding Clarkson GO Station is secured.

Other options if little/no temporary parking is secured:

- Carpooling
 - Smart Commute carpool pilot will launch prior to construction start
 - Ideally, 46 designated carpool spots will be available before and during the construction period (22 on the south side, 24 on the north side).
- Taking public transit (MiWay)
- Biking/Walking

Options for temporary/overflow parking in the area surrounding Clarkson GO Station:

12120 Bromsgrove Rd. (Hasty Market)

- near the existing former Canadian Tire site in the north lot
- building demolished, space will be repaved by contractor once onsite
- to be acquired Feb. 6, 2012
- space potential: 20 spots
- owner has removed the building
- in-use date for customers: TBD

2105 Royal Windsor Dr. (Scooter site)

- not likely to be ready before start of construction
- space potential: 50 spots (TBD)
- spaces would be rented for GO customers during daytime hours/returned to owner for use in evenings and weekends
- status of discussions: TBD

880 Avonhead Rd.

- more than 500 parking spots available
- will require additional transportation to and from the GO station
- will require coordination with Bus Operations
- status of discussions: realty in discussion with owner, will not be ready when construction starts

Objectives

- *In the event of limited to no parking replacement options*
 - to communicate early to customers that they will be required to find alternative means of access to GO service at Clarkson station (i.e. carpooling, local transit, etc.)
- *In the event of at least 1:1 parking replacement options*
 - to communicate early and consistently alternative parking options for customers during the construction period

Strategy

- To ensure Clarkson passengers are aware of the changes to parking in advance of the start of construction, and to ensure they are aware of the parking alternatives that will be available such as:
 - Overflow parking areas (Scooter site, Hasty Market)
 - Avonhead (TBD)
- To educate customers about alternative transportation to the site such as:
 - Carpooling
 - Biking
 - Public Transit (MiWay)
- To promote the parking improvements being undertaken at Clarkson GO Station.

Issues

- Lack of overflow parking to replace construction footprint for parking structure; construction is scheduled to proceed while discussions for overflow parking continue (awaiting confirmation on acquisition of land at Avonhead Road and other options from Realty).

- Use of Avonhead Road as overflow parking would require bus shuttle from parking location to station platforms (approx. 1.8 km distance).
- Construction period is 18 months – customers will be displaced through seasonal periods.
- Carpool option still requires approval to provide as an alternative to customers.
- Currently, only approximately 30 overflow spaces have been secured.

Overall Key Messages

- GO is building a new, multi-level parking facility to make it easier for you to use GO Transit. The addition of the structure will help alleviate the congestion for existing Clarkson customers, but also support growing demand for added parking at this location.
- Once complete in late 2013, approximately 1,200 new spaces will be available for Clarkson customers.
- GO is committed to minimizing the impact on customers while construction is underway by providing the following commute options/alternatives:(still being confirmed)
 - XXX
 - XXX
 - XXX
- GO is working to complete the work as quickly and safely as possible, while also minimizing the impact on our customers.

Audiences

- GO Transit passengers
- MTO (Minister's Office)
- GO Transit staff
- City of Mississauga
- Media

Tactics

Phase 1: Pre-construction

Communication	Responsible	Timeline
On the GO Alerts (Clarkson GO passengers) • Condition customers of upcoming parking infrastructure work and encourage customers to look at other options for getting to the station • Publish three-themed alerts on the following topics: - carpooling program is coming to Clarkson (still being approved) - stay tuned for more information about additional parking options when construction starts (overflow parking still being	Karen Warner/ Savio d’Gama Rose/ Brendon McGibbon	- w/o April 23 rd and April 30 th

investigated with Realty) - using alternative commuting options to get to Clarkson station		
Press release/Station signage - joint release with MTO and Transport Canada - signage includes a rendering of the structure and completion date	Joanna Nicholson/Trina Melatti	- post May 7 th (contract will officially be executed)
Reserved Parking notices sent to approximately 300 reserved parking customers (two weeks notice required before re-locating spaces)	Reserved Parking (Pat Hegarty)	TBD
Windshield Notices/Handouts Customer Care representatives on-site with information and speaking to customers about the construction impacts	Joanna Nicholson/SOW	- ongoing; to begin in tandem with re-location of reserved parking spaces

Phase 2: Ongoing communications through construction and options for temporary parking during construction

Location	Key Messages	Communications Tools Used
12120 Bromsgrove Rd. (Hasty Market) *secured: approx. 30 spaces	- number of displaced parking spots cannot be matched despite efforts and working with the City - promote alternate means of getting to the station (promote local transit, carpooling) - efforts will be made to complete the work as quickly and safely as possible	- Construction Notices (as required) - On the GO Alerts - CCCs with handouts speaking to customers entering the station in days leading up to start of construction - Online Station Page update - News release announcing construction start (with renderings of building) – May 7 TBD - <i>Coming Soon</i> sign/BCF funding sign (timing: to be posted when contractor starts/same day as news release) - detailed Project Notice posted internally and key messages highlighted in the Heads Up to make sure Customer Care equipped to answer calls and explain reason for situation - key messages available internally to CI employees to address CITs consistently

		and on-message - all printed materials include map showing location of new lot and connection to the existing lot and platform -Briefings and/or background info sent to elected officials (TBD)
2105 Royal Windsor Dr. (Scooter site) *not yet secured	*same as above	*same as above
880 Avonhead Rd. *not yet secured	- overflow parking has been secured near the station - GO Bus shuttles will run between the two lots on a regular basis - include information on local transit schedules	*same as above - CCCs to hand out mini-schedule cards with the GO Bus shuttle schedules (if we can accommodate) or local transit details
Carpooling *not yet confirmed	- While there are plans to expand parking at Clarkson GO Station, carpooling is an alternative way to alleviate some of the constraints while still driving to the station. -We are happy to provide 46 designated spots (22 on the south side and 24 on the north side). -Interested carpool customers can register at CarpoolZone.ca to find carpoolers and obtain a free parking permit.	-On the GO Alerts -Station announcements -In-station posters -Gotransit.com - Carpool to GO (Parking>Carpool to GO) webpage update -Permanent signs installed at designated parking spaces - all printed materials include map showing location of designated carpool spots and connection to the existing lot and platform
Public Transit (MiWay) *viable option	-GO PRESTO users are eligible for a reduced fare when using MiWay. -MiWay provides direct access to the bus loop and many stops are conveniently located within close proximity to the station.	-On the GO Alerts -Station announcements -In-station posters -all printed materials include map showing location of nearby MiWay stops

Biking/Walking *viable option	-Clarkson GO Station has 12 bicycle racks, two double bicycle shelters and a bicycle shelter on south side.	-On the GO Alerts -Station announcements -In-station posters -all printed materials include map showing location of designated bicycle storage facilities
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Evaluation

Quantitative and qualitative measures to determine whether communication objectives were achieved:

- Less than 10% of customer comments/complaints specifically criticizing communication of information by GO Transit (eg. quality of information; clarity of information; timeliness of information)
- Minimal number of questions and complaints to Contact Centre and Station Operations regarding communications.

Written by: Joanna Nicholson

Approved by:

Date:

Stakeholder Engagement

Stakeholder	Significance	Strategy	Tactics	Key Messages	Supporting Materials	Timeline
<i>This is the Who you need to engage (include name, title, department)</i>	<i>This is the Why the individual needs to be engaged</i>	<i>This is the What you need to achieve</i>	<i>This is the How you will engage them</i>	<i>This is the What you need to communicate</i>	<i>This is the What is left behind or sent in preparation</i>	<i>This is the When in the program they should be engaged</i>
MP Stella Ambler (Mississauga South) MPP Charles Sousa (Mississauga South) Mississauga Mayor Hazel	• Goodwill gesture and to engage each elected official about the progress of our activities.	• Garnering their support will assist in any obstacles that the project team may encounter in terms of	• Keep in the loop on all activities.	Key messages with emphasis on construction updates.	• Invitations to briefings with relevant background information.	• Before and during the construction and throughout construction.

McCallion Mississauga Councillor Pat Mullin (Ward 2)		residents in the communi ty.				
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