

Hello CAC Members,

On December 3, 2013 we communicated the results of the poll of CAC members regarding the installation of full build walls for 2015. To recap,

- 43% support Full Build wall installation in 2015
- 57% do not support Full Build wall installation in 2015
- 85% Response Rate

As you know, Metrolinx had originally decided to install all the walls for 2015, so communities along the corridor are expecting to receive the earlier benefit of noise mitigation. As such, we felt the residents who would be directly impacted by a change in Metrolinx's original commitment to build all of the walls should also be given an opportunity to express their views on the matter.

Between December 9 and December 18, GTS Project Community Relations staff knocked on the doors or mailed out letters to all residents directly facing the Full Build walls between Bloor St. W and St. Clair Ave. W.

The residents we engaged were those directly facing the walls on Dundas St. W between Bloor St. W and Dupont St., the residents on Edwin Ave. between Ruskin Ave. and the Planet Storage Facility and the residents on Mulock Ave. between St. Clair Ave. W and Hiron St.

Here is a summary of when our door-to-door engagement took place:

- December 9 – between 5:30 and 7:00 p.m.
- December 11 – between 11:30 a.m. and 12:30 p.m.
- December 11 – between 1:30 and 3:00 p.m.
- December 12 – between 2:30 and 4:00 p.m.
- December 17 – mailed out letters to 30 units at the Glenlake Condominiums at 2495 Dundas St. W.
- December 18 – 10:30 a.m. to 12 noon

If someone was not available during our door-to-door canvassing, we left behind detailed information and a call to action to contact the Strachan community office.

The results of the poll are below:

- 72% support Full Build wall installation in 2015
- 14% do not support Full Build wall installation in 2015
- 14% were Neutral
- 22% Response Rate

Although this response rate may appear to be low in comparison to the results of the CAC engagement, it is respectable given the cold call nature of this engagement. By comparison, direct marketing industry response rates are in the low single digits.

Based on various factors including community feedback, discussions with elected representatives and the uniqueness of the UP Express service (which will operate all day and on weekends), Metrolinx will stay the course with the original decision and install all the walls between Bloor St. W and St. Clair Ave. W. for 2015 to provide an earlier benefit of noise mitigation to those living along the corridor.

Thank you to all the CAC members who have been part of this process and we look forward to continue working with you.

Sincerely,

Kelly

Kelly Thornton
Community Relations
GO Transit -A Division of Metrolinx
Georgetown South Project, West Toronto Diamond Site
18 Hook Avenue #204
Toronto, Ontario M6P 1T4
Phone: 416-604-9582
Blackberry: 416-706-6020
kelly.thornton@gotransit.com
<http://www.gotransit.com/gts/>