



Ward 3 & McMaster University Community Project

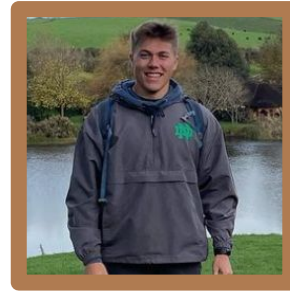
March 13, 2023



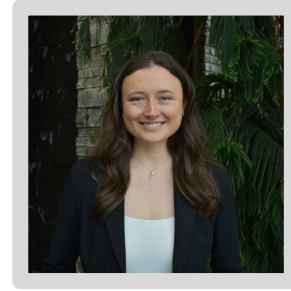
Meet Our Team



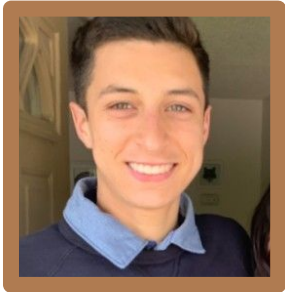
Virginia Purvis



Nathaniel Will



Maeve Reid



Gabriel Rodriguez



Jennifer Hong



Lauren Reny



Erin Oughtred

Integrated Business & Humanities (IBH)

DeGroote School of Business

The IBH Program

IBH has a uniquely integrated, interdisciplinary curriculum that weaves together the core pillars of the program; leadership and community engagement, through creatively designed courses and activities.

IBH 4AB6 - Social Entrepreneurship

This course aims to help students build knowledge of Hamilton as a community, as well as the best practices in activism and community engagement within specific environments.

Built around semester-long reciprocal research projects conducted with our various community partners

Our Project

Hamilton's Ward 3 is dominated by industry

Those who are residents of the Ward have limited access to resources that tell them who and what is in their backyards

Creating an interactive map that makes it simple and efficient for community members to access information about the businesses that operate in their area

Our Working Journey

1

- Walking Tour of Ward 3
- Familiarize ourselves with the community

2

- Basic Data Collection
- Contact Info, Location(s)
 - Description of business functions

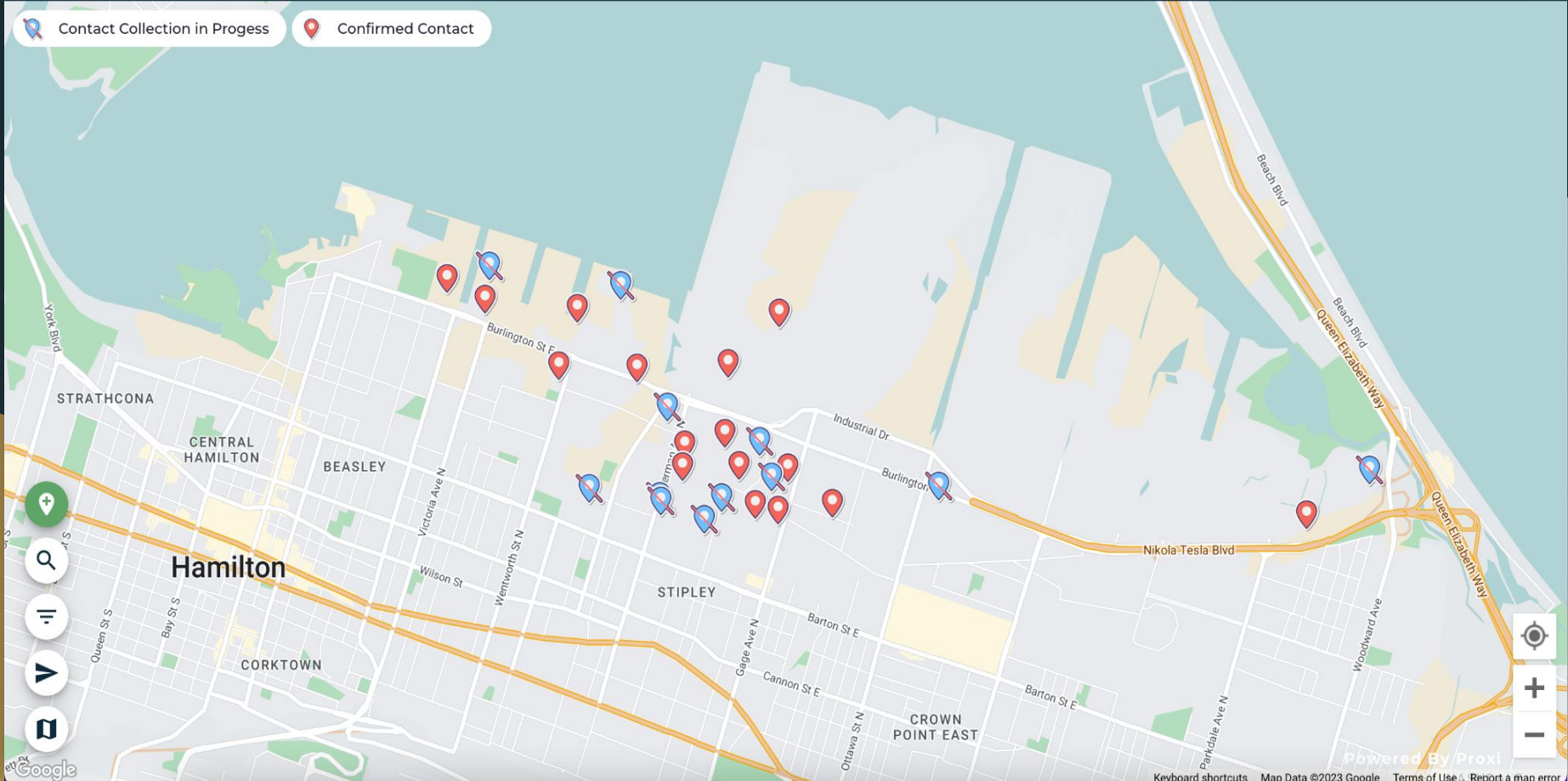
3

- Detailed Data Collection (ongoing)
- Gathering environmental documents

4

- Map Building (ongoing)
- Pinpointing businesses and including information collected

Contact Collection in Progress Confirmed Contact



Map navigation controls including a location pin, search, zoom in, zoom out, and street view icons.

Map navigation controls including a compass, zoom in (+), and zoom out (-) buttons.

 Confirmed Contact

Trotters Auto Complex

 231 Gage Avenue North, Hamilton, ON, Canada

Trotters Auto Complex is a vehicle repair and maintenance company.

Hours of Operation:

Monday - Friday: 6:30AM - 6:30PM

Saturday: 6:30AM - 1PM

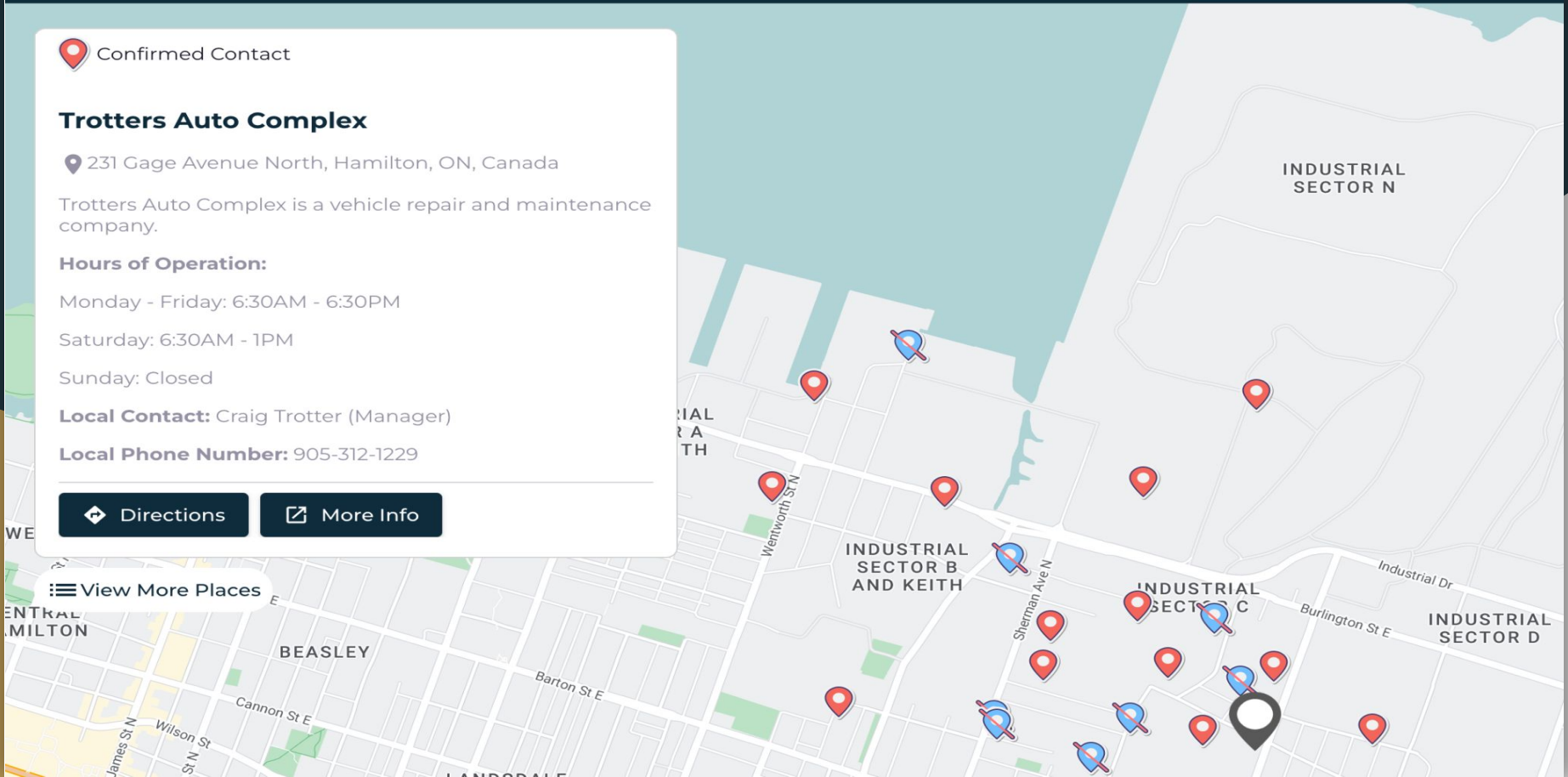
Sunday: Closed

Local Contact: Craig Trotter (Manager)

Local Phone Number: 905-312-1229

 [Directions](#)  [More Info](#)

 [View More Places](#)



Challenges

Difficulty finding company information

- Minimal email response
- Unsuccessful calls
- Unhelpful websites

Researching environmental reports

- Lack of documentation
- Wrong addresses

Finding appropriate mapping software

- Pricey or inadequate options

Intended Outcomes

Primary objective: Put knowledge in the hands in residents

- Current: Primary and local contact information, bylaws
- Future: Relevant emissions contributing to air pollution

Purpose: Make information accessible and empower residents to advocate for their wellbeing

Why this matters: Residents in Ward 3 deserve to know what their industrial neighbours are doing and voice how it affects them



Next Steps



Local Business Visits
To collect local contact info



Toxicology Meeting
To discuss potential biological effects of emissions



Social Media Campaign
Highlight user friendly map, our working process and McMaster & Ward 3 partnership