



City of Hamilton
GENERAL ISSUES COMMITTEE (SPECIAL)
AGENDA

Meeting #: 22-013
Date: June 23, 2022
Time: 1:30 p.m.
Location: Council Chambers
Council Chambers, Hamilton City Hall
71 Main Street West

Stephanie Paparella, Legislative Coordinator (905) 546-2424 ext. 3993

- 1. APPROVAL OF THE AGENDA**
- 2. TRAINING PRESENTATIONS**
 - 2.1. Introduction: Cultivating a Culture of Public Engagement at the City of Hamilton (Summary Report)
 - 2.2. Introduction to Foundations in Public Participation - City of Calgary Case Study: Public Engagement Policy and Administrative Framework
 - 2.3. Overview: Evolution of Public Engagement Practices at the City of Hamilton
 - 2.4. Reimaging Public Participation Together: City-wide Public Engagement Campaign and Survey Results
 - 2.5. Reimaging Public Participation Together: Community Partner and Key Stakeholder Engagement Results
 - 2.6. Reimaging Public Participation Together: Specialized Engagement Results with Racialized, Equity-Seeking and Traditional Under-Represented Groups
- 3. ADJOURNMENT**



REIMAGINING Public Participation Together SUMMARY

ENGAGEMENT HIGHLIGHTS



3,696

PROJECT PAGE VISITORS



669

SURVEY PARTICIPANTS



319

POLL RESPONSES



34

COMMUNITY AND KEY STAKEHOLDER INTERVIEWS



54

SPECIALIZED ENGAGEMENT SESSION PARTICIPANTS

Why Engage?

Community engagement is a key priority of the City's 25-year Community Vision. It is also an important focus area of Hamilton's City Council to build transparency, trust and confidence in City government through increased public access to City information and participation in decision-making processes that impact residents and their community. Many City services rely on community engagement as a critical component of City building initiatives, placemaking, legislative-required processes, and as a best practice to help inform the development of City projects, policies and initiatives.

Engaging residents on issues that affect their lives and their city is a key component of a democratic society. Engagement encourages participation, action and personal responsibility. It also helps to identify sustainable solutions and lead more informed decision-making through a range of perspectives, experience and knowledge. Hamilton is our city. We all have a role to play in shaping our city and helping to make Hamilton an even better place to live, work and play.

We're Making Changes

Over the past two years, in-person public engagement was placed on hold in accordance with public health guidelines and safety measures. To keep our community conversations going, City staff shifted engagement efforts online with virtual public meetings, live streamed events and digital tools to make it easier for residents to share their thoughts with us. The City maximized digital platforms, launched the Engage Hamilton platform, and continued to leverage existing channels such as social media, marketing, paid advertising and direct mail where possible.

Although COVID-19 has changed the way we engage with the community, it has not changed how important feedback from residents and the community is to the decision-making process. We understand that online engagement isn't for everyone - that's why the City of Hamilton has prioritized the need to establish a corporate-wide public engagement policy to ensure residents are informed and involved in shaping important City decisions.

A Path Forward: **Hamilton's Public Engagement Policy and Framework**

The path towards creating a corporate-wide public engagement policy and related administrative framework was unanimously approved by Hamilton's City Council in October 2021. The goal of establishing a well-defined public engagement policy and framework will:

- ✓ Ensure consistency, transparency, accountability, equity and inclusivity for all City-led public engagement processes
- ✓ Recognize, affirm and contribute to the City of Hamilton's commitment to public engagement
- ✓ Support high-level City Council priorities including (1)Equity, Diversity, and Inclusion and (2)Trust and Confidence in City Government
- ✓ Advance City decision-making efforts by ensuring the process by which participants are provided information and are engaged is meaningful, clear, convenient and accessible
- ✓ Ensure that City public engagement efforts meet the expectations of Council and community
- ✓ Provide clear descriptions for the roles and responsibilities of Council, City staff and the public in the City's public engagement processes
- ✓ Cultivate an internal culture and infrastructure of excellence and innovation in public consultation and participation in civic affairs

Reimagining Public Participation Together: **Our Engagement Activities**

As part of our efforts to develop and implement a corporate-wide public engagement policy and framework, the City launched a multi-faceted public engagement and awareness campaign in February 2022. The Reimagining Public Participation Campaign kicked-off with a public survey inviting residents to share their thoughts and experiences with City-led public engagement on February 23, 2022, along with two community polls at **engage.hamilton.ca**.

Additional engagement efforts included one-on-one interviews with City Councillors, senior City staff, and key community stakeholder groups, as well as specialized consultation sessions with racialized, equity-seeking and traditionally under-represented groups taking place from March through to May 2022. The campaign also coincided with the release of the City's first Engage Hamilton summary report (*Community Engagement Review: June 2020- December 31, 2021*).

What We Did and Who We Heard From

Public Engagement Survey and Online Polls

To help better understand resident preferences and experiences with City-led public engagement initiatives and to help make our engagement efforts and interactions better, the City's *Reimagining Public Participation* online survey and polls were open for public feedback on **engage.hamilton.ca** from February 23 – April 3, 2022. During the six-week period, the online project page received **3,696 visitors**. A total of **669 residents** completed the survey, including both online and paper submissions. The project's two quick polls received a combined total of **319 responses**.



One-on-One Interviews with Key Stakeholders

In order to support authentic and meaningful dialogue through a fully transparent and unbiased process, the City of Hamilton retained a local Hamilton-based third-party consulting group (Enterprise Canada) to conduct one-on-one interviews with the Mayor and Members of Council, City staff and key public stakeholder groups. Over 60 individuals received requests to participate in the comprehensive one-hour interview process, with a total of **34 interviews** conducted from March to May 2022.



Specialized Consultation Sessions

The City of Hamilton partnered with the Social Planning and Research Council of Hamilton (SPRC) to conduct specialized engagement sessions with diverse community stakeholders using an equity, diversity and inclusion lens. Through their collaborative relationships with local community groups and networks, SPRC led a combination of targeted focus groups and one-on-one interviews with **over 50 participants** including individuals representing youth, senior, Indigenous, racialized, equity-seeking and traditionally under-represented groups.



Reimagining Public Participation Together: **Our Communications Strategy**

| | |
|------------------|---|
| 14 | Print Advertisements (9 Papers) <i>*including daily, weekly community and monthly neighbourhood publications</i> |
| 11 | City-wide Electronic Billboards (2.5 Million Impressions) |
| 3 | Local Radio Stations (368,728 Listeners) |
| 6,559 | City E-newsletter Recipients |
| 209,321 | Social Media Impressions |
| 1,552,575 | Digital Media Impressions |
| 75,000 | Homes (Mailbox Delivery Print Publication) |

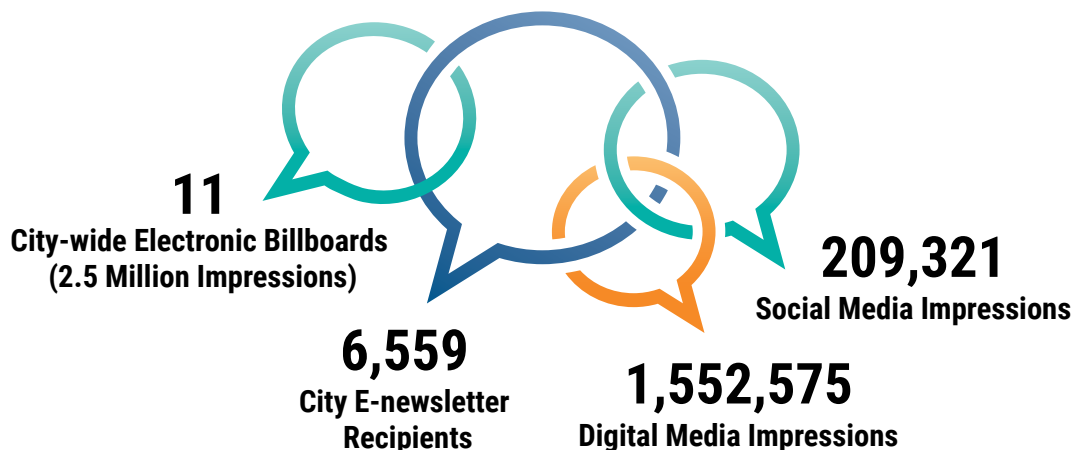
How We Shared Information

Digital

The *Reimagining Public Participation* campaign was promoted through the City of Hamilton’s various communication channels including: Twitter, Instagram, LinkedIn, hamilton.ca and engage.hamilton.ca. Electronic newsletters were sent to more than 2,782 Our Future Hamilton subscribers, 3,277 Engage Hamilton registered users and 500 Youth Strategy network recipients.

Promotional efforts were also supported through the City’s cross-departmental Public Engagement Community of Practice members, select City of Hamilton Citizen Volunteer Advisory Committees and over 200 community partners including local organizations, neighbourhood associations and community networks to help broaden reach.

Online marketing efforts included paid digital advertising to zoned postal codes, along with ads promoted through various channels such the Weather Network, CHCH, Bell Digital, Corus Digital, and Metroland Media, achieving a combined digital reach of 1,552,575 impressions. 11 city-wide electronic billboards also highlighted the campaign’s survey achieving an additional reach of 2.5 million impressions, along with digital signage at City Hall and the Hamilton Farmer’s Market.



Print

Print advertisements were featured in nine papers, including daily, weekly community and monthly neighbourhood publications targeting residents in Ancaster, Binbrook, Dundas, Flamborough, Hamilton and Stoney Creek. A mailbox delivery print publication targeting both urban and rural neighbourhoods reached 75,000 households. Printed campaign posters and surveys were made available at all Hamilton Public Library branches including the Bookmobile, City recreation centres, seniors' centres, and municipal service centres.

14

Print Advertisements (9 Papers)

**including daily, weekly community and monthly neighbourhood publications*

75,000

Homes (Mailbox Delivery
Print Publication)

Radio

The *Reimagining Public Participation* engagement campaign was promoted through popular radio stations unique to the Hamilton area inclusive of AM900 CHML, Bounce Radio 102.9 and KX94.7 New Country FM. Radio announcements comprised of 30-second produced spot commercials aired from February 28 through to March 19, 2022, reaching 368,728 radio listeners. AM900 CHML also featured an on-air interview about the engagement campaign during the Good Morning Hamilton program hosted by Rick Zamperin on March 1, 2022.

3

Radio Stations
(368,728 Listeners)

Public Engagement Insights: **What We Heard**

Key Themes

The City's multi-faceted Reimagining Public Engagement campaign was conducted over a span of three months and included various engagement opportunities with residents, community stakeholders, staff and Council using multiple methods and tactics to better understand and address current challenges and needs.

Based on the engagement findings of over 1,000 project participants, the following eight key themes emerged that will help inform the development of a corporate-wide public engagement policy and administrative framework to ensure consistency, transparency, accountability, equity and inclusivity for all future City-led public engagement.

1. **Incorporate Public Input into Decision Making Efforts**
2. **Establish Clear and Consistent Public Engagement Processes and Expectations**
3. **Lead Authentic Community Collaboration and Outreach Efforts**
4. **Ensure Inclusive, Equitable and Accessible Public Engagement Planning and Design**
5. **Use Multiple Engagement Methods to Collect Feedback**
6. **Share Information Broadly, Listen and Report Back**
7. **Enhance Capacity through Public Engagement Training and Awareness**
8. **Strengthen Public Trust and Improve Transparency**



REIMAGINING Public Participation Together

WE'RE MAKING CHANGES.

Have Your Say in How You Shape City Decisions.

COVID-19 has changed the way we engage with our community, but it has not changed how important your feedback is to the decision-making process. Over the past two years, we have shifted engagement efforts online with virtual public meetings, live streamed events and digital tools to make it easier for you to share your thoughts with us.

We understand that online engagement isn't for everyone - that's why we need to hear from you!

Take our short survey and help us shape the way we do public engagement at the City of Hamilton.

To learn more, visit engage.hamilton.ca/ReimaginingPublicParticipation.

Hardcopies of the survey are also available at City Municipal Service Centres, City Recreation Centres and Hamilton Public Library branches.

PUBLIC ENGAGEMENT

INFORMING
DECISION
MAKING

PUBLIC ENGAGEMENT



- What is it?
- Why do we do it?
- How do we do it well?

IAP2 DEFINES PUBLIC PARTICIPATION AS ANY PROCESS THAT 1) INVOLVES THE PUBLIC IN PROBLEM SOLVING OR DECISION-MAKING AND 2) USES THAT INPUT TO HELP MAKE DECISIONS

INTENTIONAL
GATHERING OF
INPUT TO IMPACT
OUTCOMES

WHY WE DO IT

- ▶ More information and perspectives
- ▶ Better design and execution of projects
- ▶ Provides an early warning of issues that require mitigation
- ▶ Facilitates understanding
- ▶ Builds stronger relationships



CONSISTENT
APPLICATION WITH
CLEAR ROLES &
RESPONSIBILITIES

POLICY,
FRAMEWORK AND
TRAINING




IAP2's Public Participation for **Decision-Makers**



Training
Level 1



THE CITY OF CALGARY



The collage features six photographs illustrating community engagement activities. Top left: A man in a plaid shirt and glasses uses a black marker to draw on a whiteboard with green and red arrows. Top middle: A woman in a red jacket and a man in a black jacket look at a large poster on a table. Top right: A man and a woman work together at a table with a large poster. Bottom left: A group of five people, including a dog, pose in front of a yellow van with the text 'Take Action for Our City'. Bottom middle: A group of four people sits around a table, looking at documents. Bottom right: A woman uses a smartphone while talking to another person.

Engage
Framework
and tools



Hamilton

ENGAGEMENT IN REVIEW

Exploring the Evolution of Public Engagement in Hamilton

June 23, 2022 | General Issues Committee (Special)

PUBLIC ENGAGEMENT OVERVIEW

1. Historical Background
2. Key Achievements
3. Next Steps



HAMILTON'S ENGAGEMENT COMMITTEE

50+ Residents

2014-2015
Working Groups

2015
Charter Endorsed
by City Council

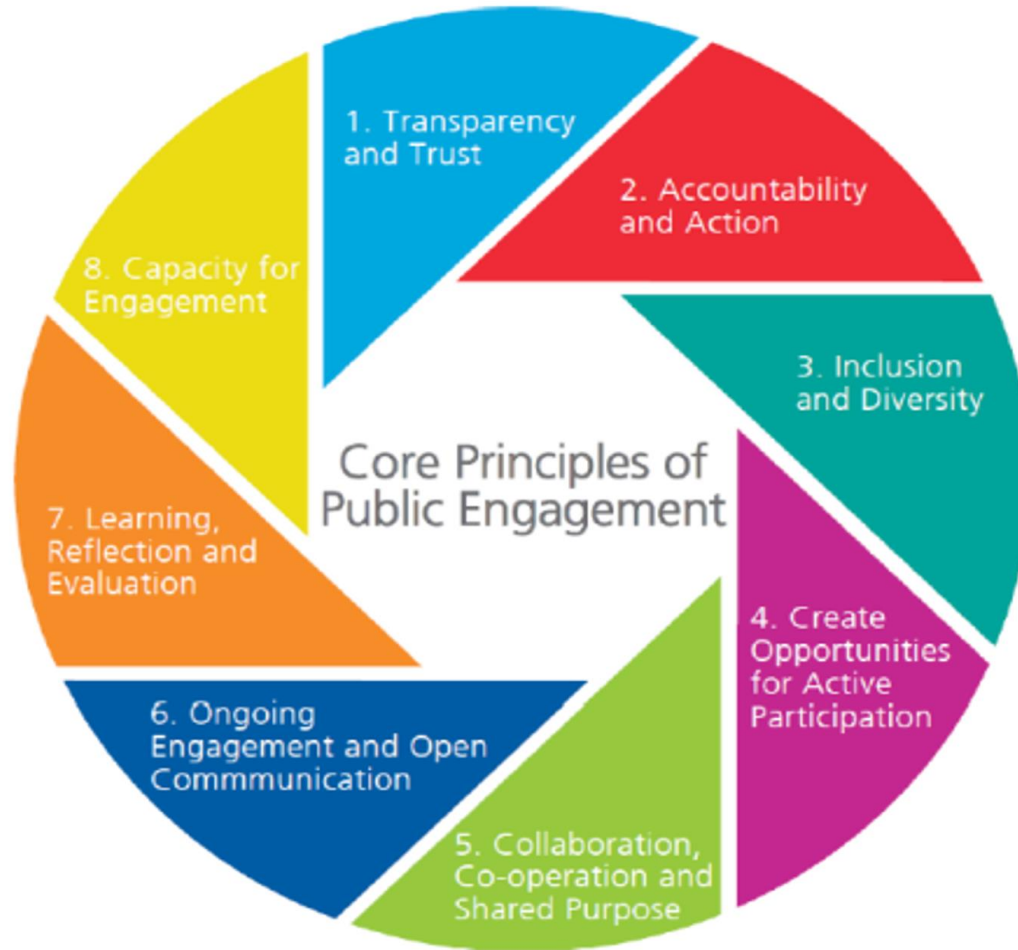
2015-2016
City-wide
Community
Engagement



PUBLIC ENGAGEMENT CHARTER

Hamilton's Engagement Committee

Eight Core Principles of Public Engagement





ENGAGEMENT PRINCIPLES IN ACTION: OUR FUTURE HAMILTON

50,000
Engagement
Target

Goal: Update Vision 2020 - Hamilton's first community vision

Timeline: One-year, April 2015 - April 2016

Approaches: Broad & inclusive stakeholder participation

Outcome: Project findings to inform City's Strategic Plan

OUR FUTURE HAMILTON
“Communities in Conversation”

Le moment est venu pour tous les gens de Hamilton de nous faire part de leur vision concernant l'avenir de notre ville. **Tout le monde doit participer à la conversation.**

Nous désirons connaître votre opinion, celle de vos voisins, de vos collègues ou camarades de travail, de votre famille, de votre entreprise ou organisme et de vos amis.

Pour en savoir plus et pour participer à notre sondage, visitez le site:
hamilton.ca/ourfuturehamilton



**ਹੈਮਿਲਟਨ ਦੇ ਭਵਿੱਖ ਸੰਬੰਧੀ
ਆਪਣੇ ਸਿਟੀ ਬਾਰੇ ਸਾਨੂੰ ਦੱਸੋ**




OUR FUTURE HAMILTON
“Communities in Conversation”



請漢密爾頓的全體民眾告訴我們他們對漢密爾頓的未來願景，現在就是時候。我們需要每個人都表達出自己的心聲。

我們想聽到您、您的鄰居、您的同事、您的家人、您的機構以及您的朋友的心聲。

欲了解詳情並參與我們的問卷調查，請登錄：
hamilton.ca/ourfuturehamilton
漢密爾頓



**أخبرنا عن رؤيتك
لمستقبل مدينة هاميلتون**





OUR FUTURE HAMILTON
“Communities in Conversation”



Ya llegó la hora para que toda la gente de Hamilton nos comunique su visión acerca del futuro de nuestra ciudad. **Todos necesitamos formar parte de la conversación.**

Deseamos conocer tu opinión y la de tus vecinos, colegas, familia, empresa u organización y amigos.

Para saber más y participar en nuestra encuesta, visita el sitio:
hamilton.ca/ourfuturehamilton



**بیملتن کے مستقبل کے بارے میں
ہمیں اپنا نصب العین بتائیں**


54,332

People Engaged in Total

2,095



Our Future Hamilton 2015 - in Review Video

84

Events and Festivals



20,801



Website Visitors

1,407



People on Email List

2,463



Social Media Interactions

331,974



Social Media Impressions

1,225

1,171

54

Online Survey Participants

English

French



2,710



The Spectator Op-Ed Readers

6,943

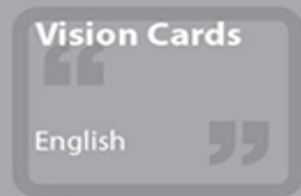
4,759

2,184

Vision Cards

English

Other Language



2,200+



Children and Youth Engaged

10,000+



Visitors to our lemonade stand at events and festivals

700

Workshop Attendees



3,364

People attended a presentation



20

Open Houses hosted

417

Open House Attendees



7



Interviews with small business owners

OUR FUTURE HAMILTON COMMUNITY VISION PRIORITIES



COMMUNITY
ENGAGEMENT &
PARTICIPATION



ECONOMIC GROWTH &
PROSPERITY



HEALTHY & SAFE
COMMUNITIES



CLEAN & GREEN



BUILT ENVIRONMENT &
INFRASTRUCTURE



CULTURE &
DIVERSITY

City of Hamilton Strategic Plan

“Are we doing the right things?”

Population Indicators
Owned by the Community
The City of Hamilton is only one stakeholder

6 Priorities
Key Directions / Signs of Success

2016-2040
• Updated every 10 years as a prelude to the Strategic Plan



Performance Measures
Owned by the City of Hamilton
Monitors the achievement of set targets

7 Priorities
with desired outcomes
Focus Areas, High Level Actions

2016-2025
• Updated every 10 years
• Review Focus Areas every 4 years with new Term of Council and annually as part of Business Planning process

“Are we doing things right?”

Performance Reporting

- Balanced Scorecard**
People, Process & Compliance, Financials, Customer
monthly update
- Trust & Confidence**
Service Accountability Measures
quarterly update
- Citizen Dashboard**
Measures Citizens are interested in
quarterly update
- Our Citizen Survey**
How our Citizens think we are doing
annual update
- Our People Survey**
How our Employees think we are doing
3 year update

Planning consideration is given to:

- Operational Pressures/ Operational Opportunities/ Continuous Improvement Results
- Industry Trends / Historical Data
- Asset Conditions
- Council Direction / Provincial Mandates / Federal Mandates
- Regulatory Requirements
- Risk Management Plans
- Master Plans / Official Plans





450+
SUMMIT
ATTENDEES

- Free Annual Public Engagement Summit
- Share our collective progress
- Explore current issues - keynotes & table discussions
- Trending #2 in Canada on Twitter



Public Engagement COMMUNITY OF PRACTICE

- 85 Cross-Departmental Staff
- Quarterly Meetings
- 4-year Work Plan
- Engage Hamilton



ENGAGE HAMILTON

2020-2022 Snapshot

- 85 projects featured
- 3,600+ registered users
- 274,000 site visitors
- 22,234 visitors shared feedback
- Diverse mix of projects

engage.hamilton.ca





Hamilton, We Need To Talk.

**REIMAGINING
Public Participation Together**

WHAT'S NEXT?

**PUBLIC ENGAGEMENT
POLICY & FRAMEWORK**

THANK YOU!

QUESTIONS?

Cindy.Mutch@hamilton.ca
hamilton.ca/ourfuturehamilton
hamilton.ca/publicengagement
engage.hamilton.ca



Hamilton

REIMAGINING PUBLIC PARTICIPATION: WHAT WE HEARD

June 23, 2022 | General Issues Committee (Special)

WHY DO WE ENGAGE?



Key priority to City's 25-year Community Vision



Council priority: fosters trust, transparency and confidence



Support City processes: city-building, place-making, legislated requirements and best practices that shape our community

WHAT DID WE DO?

WHY?

Council Direction:
Develop and
implement a
corporate-wide
engagement policy
and framework



Multi-faceted public
engagement and awareness
campaign

WHEN?

February 2022 to May 2022



SPREADING THE WORD



14

print advertisements



11

city-wide electronic billboards



209,000+

social media impressions



3

local radio stations



6,500+

e-newsletters



75,000

mailbox delivery



WHO DID WE HEAR FROM?

Responses

669

99% online
1% paper



47%

Adults

(30-54 yrs)

40%

Older Adults

(55+ yrs)

6%

Youth

(19-29 yrs)

*6% No answer or missing



WHO DID WE HEAR FROM?

Self identify as belonging to an equity-seeking group

37%

Do not identify with an equity-seeking group

51%

12% Preferred not to answer



GEOGRAPHIC DISTRIBUTION OF SURVEY RESPONSES

All Wards Represented

Moderate

Average

High



Wards

Wards

Wards

9, 10, 11

4, 5, 6, 8
12, 14

1, 2, 3, 7
13, 15

79% of respondents provided postal code

WHAT WE HEARD: SURVEY

81%

Have participated in City-led public engagement

Most Accessed Engagement Activities



Online tools (survey, polls) and virtual meetings



In-person events and meetings



Paper surveys, comment cards, feedback forms

PREFERRED ENGAGEMENT ACTIVITIES



Online tools (survey, polls) and virtual meetings



Email



In-person events and meetings



Website is increasingly popular and accessed



WHAT WE HEARD: STRENGTHS



Participants understand why feedback is being collected



Participants understand how feedback would be used



Engagement format is effective and easy to participate in



Participants felt free to express views and opinions



WHAT WE HEARD: CONCERNS



Participants do not feel their feedback will make a difference



Participants unaware / did not receive notice about the event/activity



87% of participants experienced one or more barriers to participation: accessibility, equity, trust, timing



WHAT WE HEARD: OPPORTUNITIES



Close the loop: share how input will inform the project



Provide multiple methods to participate



Accessibility is key: plain language, accommodations, translation, reduce/remove barriers to participation

WHAT WE HEARD: QUICK POLL

Do you feel the City of Hamilton engages residents in the decision-making process?



19%



66%



15%

*197 responses received

WHAT WE HEARD: QUICK POLL

Do you feel the City of Hamilton uses the input from residents in decision-making processes?



15.5%



69%



15.5%

*122 responses received

KEY TAKEAWAYS



74%

Felt that knowing **how** feedback will be used in the decision-making process would **encourage/help** them to participate in City-led engagement activities



Respect



Trust



Listen



QUESTIONS?



ENTERPRISE

City of Hamilton

**Reimagining Public
Participation Draft**

May 19, 2022



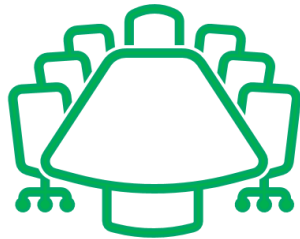
Table of Contents

- 1** The team
- 2** What we did
- 3** What is consultation?
- 4** General themes
- 5** Diversity, Equity and Inclusion
- 6** Trust and public perception



[WHAT WE DID]

For this process we interviewed:



7 City Councillors, plus
the Mayor



8 members of the City
of Hamilton Senior
Leadership team



18 community
stakeholder
organizations

The process

- Assembled a service team for the City of Hamilton leaning on those with experience in public engagements and with the most local knowledge.
- Reviewed and provided input on the list of recommended community stakeholders to engage.
- Drafted questions that were targeted to each stakeholder group that recognized the inherent blind spots of our team and role in the process.
- Conducted one-on-one interviews with key partners and participants of the public engagement process.
- Compiled and analyzed responses to identify themes and areas of interest that were both positive and negative.
- Created a summary report that will be shared with Council at a later date.



[WHAT WE HEARD]



What is consultation?

The definition of consultation as told by interviewees

TO INFORM

People living in the city must be made aware — or at the very least have the avenues to be made aware — of the changes that are being proposed for their community, whether it is a new structure for a playground, the realignment of an intersection or the re-shaping of city boundaries.

TO LISTEN

Collecting thoughts and opinions from the community on a policy proposal or public project is critically important. Engaging citizens in the decision-making process is part of an open and transparent government, and helps residents build a sense of place in their community.

TO FOLLOW UP

Consultation is more than just the process of getting input. There are questions about how that input is going to be used, and ultimately the results of the consultation.



General Themes

- A consultation doesn't have to be about a specific policy proposal or project.
- The “Feedback Loop” is an area where the City can use improvement.
- There is a broad feeling that input provided ends up in a void and has no impact on recommendations or decisions.
- There is a feeling that Councillors often don't want to hear what residents and stakeholders have to say.
- Too often, a consultation is designed to meet bare minimum statutory requirements.
- The City can better utilize the engagement and digital tools available.

Diversity, Equity & Inclusion

- Not enough representation; not enough authentic, genuine respect towards the needs of different, diverse groups.
- A broad call to engage groups who are under-represented, without specific outreach to desired communities, will likely be unsuccessful.
- City does not think about who it is trying to reach, and the best mechanism for reaching that constituency.

Diversity, Equity & Inclusion

- There are many engagement tools that could be used to encourage participating, but the City only uses a few.
- Lack of translation services, physical accessibility accommodations, closed captioning and/or sign language is a big barrier.
- Lack of diversity in City departments and on City Council; tends to reflect the groups/individuals who are consulted.

Perception of Public Trust

- City not seen to heed the advice or input of residents.
- The effort to hear has to be seen to be turned into action.
- It is part of human nature that those who are opposed to the final decision will feel that their voice wasn't heard.
- But when it gets to the level of City Council, there is definitely a perception that the relationship is paternalistic — Council will tell you what is best.
- There are good examples of neighbourhood planning projects incorporating public feedback into their reports, and public housing was cited as being effective at listening to the voices of its residents.

Our Team



Kalvin Reid
Director, Public Relations

Jesse Shea
Senior Consultant, Public Affairs
and Communications

Andrew Tumilty
Senior Consultant, Strategic
Communications and Issues
Management





Deirdre Pike
Senior Social Planner

Reimagining Public Participation in the City of Hamilton

Are they really listening?



OUTREACH

Invitations to 20 organizations connected to

- Immigrants/Newcomers
- Racialized people
- Seniors
- Youth
- Indigenous people
- 2SLGBTQ+ people
- People in poverty
- People with mental health challenges
- People with physical disabilities

SPRC Twitter, Facebook, Eventbrite accounts used for Youth and Senior Focus groups, with specific intention to include racialized, people with disabilities, LGBTQ+, and others in traditionally marginalized communities.

WHO WE HEARD FROM

Focus Groups and Interviews with over 50 people

- Indigenous
- Seniors
- Youth
- Immigrant/newcomer
- Racialized
- People with mental health challenges
- People with physical disabilities
- LGBTQ+ people



Intersections of race, LGBTQ+, physically disabled, mental health challenges, rural

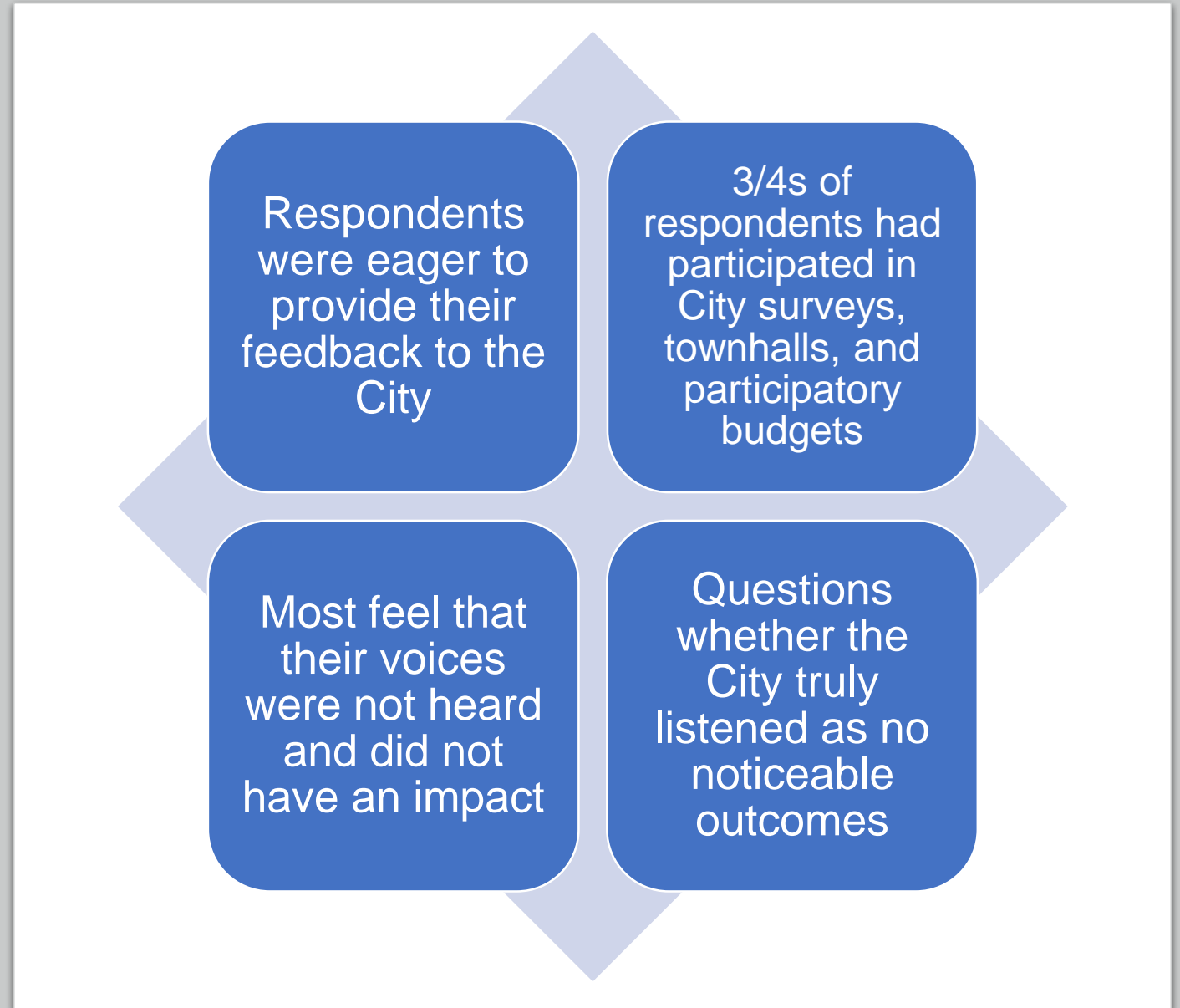
 **WHAT WE HEARD** 
“Are they really listening?”

- 1. PEOPLE WERE HAPPY TO BE ASKED THEIR OPINIONS, BUT...**
“We keep coming but is it really making change?”
- 2. WANT TO OFFER INPUT BUT DON'T SEE OPPORTUNITIES**
“The City’s website is so inaccessible.”
- 3. PEOPLE FELT HEARD BUT DID NOT SEE IT MAKE A DIFFERENCE**
“We feel heard but there is no action.”
- 4. BARRIERS ARE PHYSICAL AND ATTITUDINAL**
“Come to a queer friendly coffee place or community program.”

1. Have you ever participated in a City-led engagement session in any form?

If yes, did you feel your voice was heard?

Did it make a difference?



2. Participants in the City's recent survey reported a slight preference for virtual meetings over in-person meetings.

How would you like to provide your input or feedback to the City?

A hybrid model of participation is favoured to ensure participants can choose a modality suited to their preferences and accessibility needs, reducing current barriers

Enhance accessibility: provide orientation to City Hall, fund transportation, host meetings at alternative locations, expand accessible formats, etc.

Flexible meeting times, small group sizes

Incentivize participation (offering transportation, complimentary snacks and beverages, etc.)

Have a variety of methods to collect feedback (surveys, interviews, door-to-door outreach, social media, phone calls, e-mails, webinars, etc.)

3. Participants in the survey noted a variety of barriers that prevented their participation in City engagement opportunities.

What would prevent you from sharing feedback with the City?

What barriers do you face in providing input or feedback?

Attitudinal barriers

- i. unapproachable demeanor of city staff
- ii. perceived bias towards English-speaking individuals
- iii. lack of follow-up with participants

Lack of awareness

- i. majority unaware of engagement opportunities

Accessibility barriers

- i. social and economic barriers
- ii. digital illiteracy, lack of access to technology
- iii. meetings - locations, crowds, social phobias, lack of breaks, complex language

3. (Cont'd) What would prevent you from sharing feedback with the city?

What barriers do you face in providing input or feedback?

Newcomers and refugees

- i. may avoid or fear interactions with government
- ii. may not have access to participation in their language

People with disabilities

- i. City website “horrendously inaccessible” and incompatible with assistive equipment
- ii. transportation barriers to city hall

Seniors

- i. technology barriers
- ii. need engagement initiatives that come to them

Indigenous community

- i. looking for authenticity in relationship and connection
- ii. Discouraged by participating in sessions without noticeable changes

LGBTQ+ people

- i. systemic homophobia
- ii. some councillors make it unsafe to delegate

4. How would you like the City of Hamilton to let you know what was done with your feedback and how it was used?

Need for multiple formats

- i. website, e-mail, phone, mail, accessible formats, various languages
- ii. Hybrid collective meetings for follow-up and acknowledgement of contributions

Desire to see feedback used in practice

- i. participants want to see the data they have contributed to
- ii. understand how it will be implemented,
- iii. desire regular updates on issues and opportunity to affirm or raise concerns

5. In an ideal world, how would you like the City of Hamilton to engage with you on issues that matter most to you and members of your community(ies)?

- Regular townhalls and community forums that are accessible to all
- Connect with service providers to spread awareness and invitations to participate
- Celebrate diversity and give everyone a voice, including people experiencing homelessness
- Facilitate relationships between citizens and councillors
- Provide people with lived experience leadership roles in addressing pertinent issues
- Go to space where people are comfortable, directly engaging and acknowledging their contributions



“Are they really listening?”

BOTTOM LINE

**PEOPLE WERE HAPPY TO BE ASKED FOR THEIR OPINIONS BUT
LACKED THE EVIDENCE TO KNOW IF IT MADE A DIFFERENCE**

THANK YOU!



Deirdre Pike
Senior Social Planner

**Reimagining
Public Participation
in the City of Hamilton**



Are they really listening?