





COMMUNITY ENGAGEMENT REPORT



TABLE OF CONTENTS

| INTRODUCTION | 1 |
|---|----|
| WHAT WE HEARD | 9 |
| Advance environmental responsibility and stewardship | 12 |
| Maintain community assets and critical infrastructure | 15 |
| Increase economic prosperity and opportunities | 17 |
| Foster an active and healthy society | 19 |
| Promote connected communities and safe neighbourhoods | 21 |
| Embrace culture and social diversity | 23 |
| Create a city of engaged and empowered residents | 25 |
| NEXT STEPS 2 | 27 |

Appendix A to Report CM15001(a) / CES 15010(a) Page 4 of 34



INTRODUCTION

Background

In 1992, the City of Hamilton asked residents what Hamilton would look like in 25 years. The result of this exercise was Vision 2020 – Hamilton's first community vision. Vision 2020 was the catalyst for collaboration and change within the city and is comprised of 28 goals in 14 theme areas. These goals have helped to guide the City of Hamilton in its decision-making and strategic planning processes. Vision 2020 also helped the community make significant progress in the areas of arts and heritage, reducing and managing waste, improving air quality, improving water quality and protecting natural areas. It inspired collaboration in environmental protection, poverty alleviation, cultural and economic growth and leading edge planning in the integration of infrastructure and growth.

In the City of Hamilton's 2012-2015 Strategic Plan, the City's corporate vision is "to be the best place in Canada to raise a child, promote innovation, engage citizens, and provide diverse economic opportunities". This vision, informed by Vision 2020, guides the organization's strategic priorities and demonstrates that full engagement of Hamilton's residents, businesses, institutions and other regional stakeholders in ongoing, meaningful dialogue is necessary to the success of any project within the city.

With the year 2020 only a few years away, and the development of a new strategic plan for Hamilton planned for early 2016, the City of Hamilton is again asking the community what Hamilton should look like in 25 years. Our Future Hamilton: Communities in Conversation is an engagement initiative aimed at gathering input from everyone who lives, works, plays and learns in the community about their vision for the future of Hamilton. The project started in April 2015 and concludes in early spring 2016.

The ideas and comments that are synthesized in this report come from a variety of engagement activities undertaken as part of Phase One of *Our Future Hamilton: Communities in Conversation*. The conversations that took place captured the pride Hamiltonians have for their city and their commitment to supporting Hamilton's continued momentum.



Project Objectives

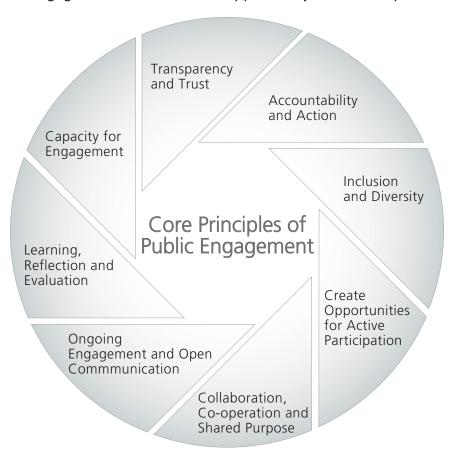
The objective of *Our Future Hamilton: Communities in Conversation* is to build on and update the goals and priorities outlined in Vision 2020. This initiative aims to offer a variety of engagement experiences for residents that not only meet them where they are, but also educate the public and build pride in Hamilton and the people that deliver important services. Input captured will be used to create a community vision framework so that planning in both the public and private sectors can be informed by the priorities of Hamilton residents.

Seven draft directions were developed for *Our Future Hamilton: Communities in Conversation* to bring focus to the engagement:



Project Guiding Principles

Our Future Hamilton: Communities in Conversation is guided by the following core principles as outlined in the City's Public Engagement Charter, developed by Hamilton's Engagement Committee and approved by Council in April 2015:



Our Future Hamilton: Communities in Conversation is informed by the public participation model developed by the International Association for Public Participation (IAP2), which conveys a spectrum of activities that *inform, consult, involve, collaborate* with and *empower* the public.





Community Engagement Process and Approaches

Our Future Hamilton: Communities in Conversation involves three phases of engagement:



Share: gather ideas and feedback from the community about their priorities for the future



Shape: engage with residents and stakeholders to shape a new community vision for Hamilton



Confirm: provide the community with an opportunity to comment on the draft vision

Engagement during the three phases includes traditional, online and creative engagement approaches. Engagment activities include: community workshops, online surveys, a project website, e-newsletters, social media, engaging residents at various community events, community presentations, "Tell us your vision" cards in English and the other ten most common languages spoken in Hamilton, bus tours, focus groups, keynote speakers, a speaker series, new media, open houses, polling, and community partnerships. A summary of engagement activities can be accessed at hamilton.ca/ourfuturehamilton.

Figure 1 - Our Future Hamilton: Communities in Conversation Engagement Process



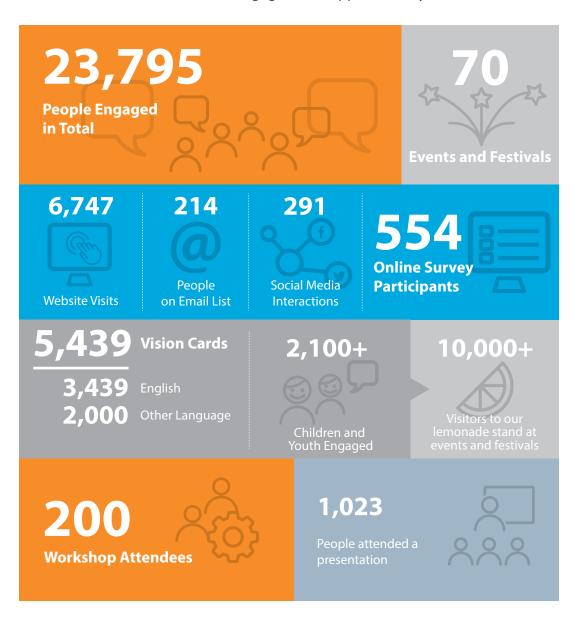
Social media



PHASE 1

Engagement by Numbers

Between April 1st and mid-August as part of Phase One, *Our Future Hamilton: Communities in Conversation* has engaged with approximately 23,795 residents.







This section presents a summary of the feedback received through all engagement mechanisms, including the online survey, "Tell us your vision" cards, community visioning workshops, Environmental Summit, community presentations and community-led conversations. The summary of participant feedback provides a high-level synopsis of the community's vision for Hamilton. Feedback is organized according to the following seven key draft directions.

Summary of Draft Directions and Emerging Community Priorities.



Advance environmental responsibility and stewardship

- i. Reduce our contribution to climate change
- ii. Strive to be a zero waste community
- iii. Protect and improve our water and air quality
- iv. Preserve and rehabilitate the city's natural ecosystems
- v. Transition to more sustainable practices

2

Maintain community assets and critical infrastructure

- i. Build complete streets that are safe for all users
- ii. Increase the availability of affordable housing and reduce homelessness
- iii. Build resilient and accessible infrastructure
- iv. Preserve Hamilton's natural and built heritage
- v. Create a vibrant waterfront and inviting downtown



Increase economic prosperity and opportunities

- i. Reduce poverty
- ii. Diversify the economy to reduce single-industry reliance
- iii. Support local businesses and innovation
- iv. Foster partnerships between industry and the education system



Foster an active and healthy society

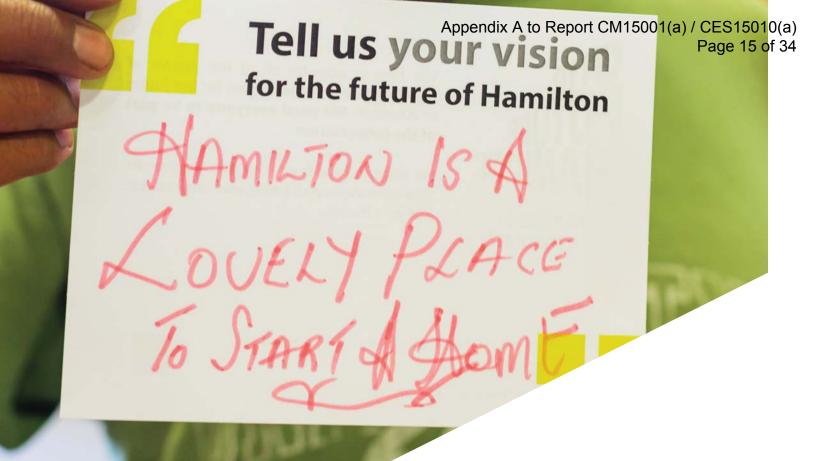
- i. Build safe environments to support active modes of transportation
- ii. Provide outdoor and indoor recreation opportunities in all communities
- iii. Promote local farming and healthy nutrition
- iv. Expand access to health care, particularly mental health services
- v. Provide accessible neighbourhood greenspaces

10



Promote connected communities and safe neighbourhoods

- i. Be a city that is safe for all ages and abilities
- ii. Build a connected and reliable transportation network that is less dependent on automobiles
- iii. Revitalize unsafe neighbourhoods





Embrace culture and social diversity

- i. Be an inclusive, barrier-free city
- ii. Celebrate Hamilton's history and cultural diversity
- iii. Continue to foster a vibrant arts and culture presence in Hamilton
- iv. Encourage acceptance of diversity through education

7

Create a city of engaged and empowered residents

- i. Ensure City Hall is more engaging and reflective of the community
- ii. Provide opportunities for all residents to participate in decision-making processes
- iii. Encourage, support and celebrate community leadership

11





Advance environmental responsibility and stewardship

i. Reduce our contribution to climate change

Hamiltonians value the natural environment and the benefits it provides, such as: clean air, water filtration, food production and wildlife habitat. The generation of greenhouse gas (GHG) emissions and other pollutants is impacting the natural environment and affecting all facets of human life. Hamiltonians have expressed an interest in reducing GHG emissions and other pollutants. Participants listed a number of ways to individually and collectively take action to mitigate climate change:

- Ride public transit
- · Walk or cycle
- Ride share with others
- Transition to electric cars

- Use less water
- Reduce energy usage at home and at work
- Buy local food

Some of the actions outlined above require infrastructure upgrades, while others require changes in behaviour. Participants suggested two ways to foster behavioural changes: 1) provide more public education on the topic; and 2) impose stricter regulations. The first suggestion involves creating a culture of conservation through public education. This entails increasing resident and stakeholder knowledge of the consequences of their actions and outlining the various ways they can do things differently. The second suggestion would involve imposing higher penalties for polluting. Participants outlined that corporations need to bear the environmental costs associated with their pollution. Others voiced that it should be illegal to pollute in 2040.

Participants are hopeful that behavioural change will be accompanied by technological advancements in green industries. Residents and stakeholders suggested building partnerships with local organizations that are pursuing technological and social innovations to reduce human impact on the environment. Research should be focused on exploring and testing new technology that has the potential to replace our current sources of energy and reduce both our waste production and natural resource consumption.

ii. Strive to be a zero waste community

Becoming a zero waste community in the year 2040 is a goal shared by many participants. Evolving into a zero waste and litter-free community is an aspiration that will require commitment from residents, businesses, institutions and the local government. Several participants requested that recycling containers and green bins for compost be available in public spaces. Others suggested that the focus should be on changing current consumption patterns by promoting reuse and reduction in all activities.

Suggested programs and initiatives to reduce waste include composting and repurposing of left-over food in restaurants and grocery stores, eliminating plastic water bottles and plastic bags, promoting sharing and trading of items between community members and reducing the amount of packaging used on products.

iii. Protect and improve our water and air quality

Hamilton's waterfront is a unique and invaluable asset that not only provides residents and visitors with a place to partake in recreational activities, but also connects Hamiltonians to the natural environment. A priority, as shared by participants, is to have a clean, healthy and accessible waterfront and harbour. Improving the water quality of Lake Ontario for drinking and swimming was identified as a priority. Residents also want to improve the habitat of fish and other aquatic species that are dependent on the health of Lake Ontario.

iv. Preserve and rehabilitate the city's natural ecosystems

Having access to clean water and air is important to the health of all Hamiltonians. Being a pollution-free community is an aspiration shared by many Hamilton residents. Hamiltonians envision a city where there are more trees, waterbodies that are safe to swim in and many fewer smog days.

Comments received from a variety of participants identified the importance of protecting and preserving the city's natural ecosystems. Hamiltonians value their local environmental assets, such as the parks, trails, waterfront and waterfalls. They would like these features to be accessible to residents and visitors, but not overly developed and commercialized. Participants expressed their concern for wildlife protection as a result of urban sprawl, outlining that the city's natural ecosystems are home to a diverse wildlife population. Reducing urban sprawl through intensification in already built-up areas and providing more public education on the importance of preserving our natural environment were mentioned as ways to protect wildlife habitats.

Participants communicated their concern around current tree-cutting practices and reduction in plant diversity. A top priority of Hamilton residents is to enhance the urban and rural tree canopy by replacing trees that are removed as a result of development, weather damage or pests. Increasing and protecting plant diversity is an important component of building a resilient ecosystem that can adapt to a changing climate.

v. Transition to more sustainable practices

Protecting existing agricultural farmland and supporting local farmers was identified as a priority. The farmers in Hamilton produce locally grown food that travels shorter distances to markets and grocery stores, resulting in fewer greenhouse gas (GHG) emissions. That being said, the practice of farming itself can contribute to environmental degradation through the use of pesticides and fertilizers, soil erosion, water consumption, habitat loss and the emission of GHGs from livestock and machinery.





Maintain community assets and critical infrastructure

i. Build complete streets that are designed for all users

Complete streets are streets that are designed for all users. They are planned to enable safe and convenient travel for everyone regardless of their mode of transportation, age or ability. Hamilton residents envision a street network that supports and safely accommodates cyclists, pedestrians, transit riders and motorists. To achieve this vision, residents suggested building more bicycle lanes, expanding public transit service, making transit more affordable and building Light Rail Transit (LRT).

Improving connectivity would help residents view walking, cycling and riding transit as viable and convenient modes of transportation. Hamiltonians want decisions about infrastructure expansion to be informed and guided by current and predicated travel patterns. For example, some residents indicated that they would benefit from improved connections between the Mountain and the lower city

ii. Continue to work with partners to develop more affordable housing options

Hamiltonians envision a future where there is an adequate supply of affordable housing in all neighbourhoods. Some residents believe this is an area where the city needs to improve. Many Hamiltonians engaged, suggested that the City of Hamilton should consider the creation of affordable housing in new developments.

In addition to providing affordable housing, residents suggested that shelters need to be available so that all members of the community have access to safe shelter and food.

iii. Build resilient and accessible infrastructure

Hamilton residents and stakeholders recognize the importance of building infrastructure that can withstand the impacts extreme weather events and changing demands. Buildings, roads, power supplies, transportation networks and sewer systems need to be designed with resiliency in mind. This involves developing long-term plans that outline where and how to invest, design, build and maintain infrastructure. It is important to Hamiltonians that money is spent wisely, particularly with regard to infrastructure spending.

Hamiltonians also want infrastructure to be designed with accessibility in mind. Not unlike other Canadian cities, Hamilton has an aging population. To help seniors safely and conveniently move around the city, Hamilton needs to become a more age-friendly city. This may include accessible and affordable public transit, affordable housing in denser neighbourhoods and complete communities that allow residents to walk to nearby amenities.

iv. Preserve Hamilton's natural and built heritage

Feedback from residents outlines a desire to maintain Hamilton's identity and respect for the people and places of the past. It was suggested that the city's history be celebrated through the preservation, conservation and adaptive reuse of heritage buildings and landmarks. It was noted that heritage buildings throughout the city should be protected from demolition and transformed into "jewels" of Hamilton.

v. Create a vibrant waterfront and inviting downtown

Revitalization of Hamilton neighbourhoods, specifically the waterfront and downtown core, was identified as a priority for many participants. In the future, Hamiltonians envision a city with a vibrant and pedestrian-friendly waterfront and a safe and inviting downtown core. Residents envision a waterfront as a place where everyone can spend their free time enjoying nature and participating in recreational activities. In contrast, participants see the downtown as a center for local business and entertainment.



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Increase economic prosperity and opportunities

i. Reduce poverty

A top priority of Hamilton residents that crosses all seven themes is to be a city that thrives socially. It was made evident throughout the first phase of engagement that Hamiltonians want to live in a city that puts people first. Emphasis was placed on eradicating poverty through education and employment opportunities, including for youth, newcomers, those with disabilities or illnesses and other disadvantaged members of the community. Residents would like to see employment programs assist all members of the community to find a job.

Feedback suggests that residents believe it is the lack of stable jobs providing an adequate income, rather than a shortage of jobs, that is the main factor contributing to poverty and inequality. Residents outlined the need for employment that provides a living wage, allowing workers to meet their basic needs.

ii. Diversify the economy

The lives of Hamiltonians have been impacted dramatically by the shrinking steel industry, which at one time provided jobs to many residents. Some Hamilton residents indicated that they are worried about increasing unemployment as a result of this shift, noting that it is important to diversify the local economy. Residents do not want the loss of one industry to lead to significant unemployment again. Hamilton's economic transformation has demonstrated the importance of having a diverse local economy that is resilient to economic downturns and shifts in the economic base.

Feedback from several residents suggested that the shift away from steel provides Hamilton with an opportunity to transition to a creative and knowledge-based economy. Hamiltonians envision a future with an abundance of diverse economic opportunities, such as more employment opportunities in the fields of tourism, health sciences and medical research, technology, arts, education, business and manufacturing. Being leaders in innovation, technology and the green economy are goals shared by many in the community.

iii. Support local businesses and innovation

In an effort to increase economic prosperity, residents indicated that more support should be given to local entrepreneurship and innovation with a focus on building an economy that is supported by local businesses. Residents would like to see a stronger support system for start-up businesses and entrepreneurs.

Attracting businesses to Hamilton is another way to strengthen the local economy and create more job opportunities. Mechanisms to attract and retain businesses, as suggested by residents, include: providing tax credits, fostering partnerships with Hamilton institutions and building an employment hub in the downtown. Stakeholders want the downtown core to be an area that is safe, accessible and attractive to businesses.

iv. Foster partnerships between industry and the education system

A number of Hamilton residents commented that the city is lucky to have excellent post-secondary institutions in the community. Opportunities to increase partnerships between the City, local businesses and these institutions were identified. Residents suggested that local businesses could benefit from greater connectivity with the education system, helping to retain students after graduation by facilitating internship and co-operative education opportunities, and increasing research activities. It was suggested that the education system and job market could be better aligned in order to better prepare students for the workforce.





Foster an active and healthy society

i. Build safe environments to support active modes of transportation

To encourage more active lifestyles among Hamilton residents, participants expressed the need for complete streets that provide safe environments for walking and cycling. It was suggested that walkability be a guiding principle when designing neighbourhoods in Hamilton. Hamiltonians are looking for more pedestrian-friendly streets that are safe from automobile traffic. Some participants stated that a culture change is required in order to prioritize active modes of transportation in place of motorized vehicles. Some residents envision a community that is supported by comprehensive and connected bicycle and pedestrian networks.

ii. Provide outdoor and indoor recreation opportunities in all communities

Having the opportunity to participate in outdoor and indoor recreational activities was identified as a priority of many Hamilton residents. Recreational facilities mentioned by residents include ice skating rinks, swimming pools, splash pads, skate parks, playgrounds and recreation centres. Participants outlined that these activities must be affordable for people of all income levels, designed for people of all ages and accessible to people in all of Hamilton's communities.

Maintaining and creating new green spaces throughout the Hamilton community is important to residents. Some participants acknowledged that the city has walking and cycling trails, but suggested that these community features require more promotion and signage.



iii. Promote local farming and healthy nutrition

Good nutrition is an important part of a healthy lifestyle. Feedback from residents suggests that they value local farming and are interested in having a more sustainable local food system. Many Hamiltonians have an interest in consuming food that is healthy, locally grown and from ethical sources. Hamilton has a wealth of prime agricultural land, both in rural and suburban areas. In order for farmers to sustain their livelihood, it was suggested that additional support be provided through government funding and incentive programs. It was also recommended that partnerships be formed between local Hamilton farmers and food vendors, restaurants and institutions. Delivering nutrition programs at schools and promoting buying local were mentioned as specific opportunities to support the local food system.

Hamilton residents are also interested in producing their own food. It was noted that more urban community gardens are needed in order to improve food security, foster community relationships and educate children about food systems.

iv. Expand access to health care, particularly mental health services

Continuing to invest in healthcare was identified as a community priority so that everyone has access to the health services they need. Feedback from residents suggests that additional health services are needed in the areas of mental health, supports for people living with disabilities and rehabilitation services for those with injuries or illnesses.





Promote connected communities and safe neighbourhoods

i. Be a city that is safe for all ages and abilities

Hamiltonians want a city that is regarded as a safe place to live, work, play, and raise a family. It was suggested that reducing crime and drug use should be a priority. Building mixed-use communities was outlined as a way to improve safety. Hamiltonians are interested in living and working in communities that have residential, employment and recreational uses available. Safety from motorized vehicles was identified as a concern and area for improvement by participants. Participants recognize that Hamilton is home to residents with different abilities. As such, it is important that the city is accessible to everyone living in, working in and visiting Hamilton.

ii. Build a transportation network that connects Hamilton communities

In the future, Hamiltonians want to be less reliant on automobiles to get around the city. Participants shared their vision of a regional transportation network that connects communities, such as Hamilton Mountain and rural communities to the lower city. Residents want to maintain and highlight the unique collection of communities that make up Hamilton while at the same time increasing connectivity and accessibility across the city. Feedback identified the need to first build infrastructure that supports multiple modes of transportation and then implement creative strategies and incentives that encourage riding transit, cycling, walking and carpooling. Hamiltonians are interested to see where initiatives like SoBi Hamilton Bikeshare, dedicated bike lanes and infrastructure such as Light Rail Transit (LRT) will lead in the future.

iii. Revitalize unsafe neighbourhoods

In an effort to reduce crime and drug use in Hamilton, participants suggested revitalizing the city's most unsafe neighbourhoods. Some neighbourhoods in Hamilton struggle with the stigma of being unsafe, and residents are hopeful that this will be positively resolved.

Several participants outlined their vision for Hamilton's downtown, which consists of being safe, inviting, inclusive and accessible. Some participants articulated that they do not want revitalization projects to result in gentrification and displacement of existing residents and business owners. Their vision is for mixed income neighbourhoods that are equipped with community services and recreation opportunities for residents of all ages and abilities. Some participants expressed their concern that revitalization projects would occur in a way that might divide the city. As such, it was requested that areas not listed as "Code Red" also be included.







Embrace culture and social diversity

i. Be an inclusive, barrier-free city

A top priority identified by participants is to be a city that thrives socially. Terms such as inclusive, welcoming, equitable, diverse and affordable were used frequently by participants throughout this phase of engagement. Hamiltonians envision a city that is made up of inclusive and diverse communities that contain a socio-economic mix instead of being stratified by ethnicity or income levels. These communities should be designed as accessible and barrier-free environments. A range of facilities and amenities should be available to all Hamilton residents, with a focus on ensuring the most vulnerable members of the community have access to necessary services.

With this vision in mind, participants want local decision makers to be more representative of the Hamilton community. Several participants outlined that Hamilton residents and stakeholders will need to be the drivers of the change they want to see.

ii. Celebrate Hamilton's history and cultural diversity

Hamilton residents are proud of their rich history and heritage. The city is home to museums, natural historic sites, heritage building and landmarks and distinct architecture. Participants expressed that they value these community assets and want them to be preserved and promoted to visitors and residents. In an effort to foster Hamilton pride and educate residents and visitors about the city's history, residents would like to see more heritage tours and guides offered.

In addition to promoting Hamilton's rich history, residents are hopeful that the city will continue to welcome ethnic diversity and celebrate our differences. Participants are interested in having more opportunities to attend cultural events that celebrate diversity. Fostering interactions between individuals from different cultures is a priority shared by many residents.

iii. Continue to foster a vibrant arts and culture presence in Hamilton

Hamiltonians enjoy and appreciate the city's growing arts community. Feedback from several participants suggests that residents would like to see the arts further integrated into the community. Some participants outlined that arts events are a great way to bring the community together, and celebrated initiatives like Art Crawl and Supercrawl. Hosting more events focused on the arts was suggested as one way to build awareness of culture in Hamilton. Other suggestions include commissioning more public art (art murals, street furniture, and sculptures), supporting local artists and organizations and exposing youth to the arts.

As captured under the "Economic Prosperity" theme, Hamiltonians hope to see the city transition to a creative and knowledge-based economy with more employment opportunities including in the arts. To achieve this, local artists and other creative professionals need support from community members, community partners and the City.

iv. Encourage acceptance of diversity through education

Hamiltonians have a vision of living in a stigma-free city. Education was identified as a tool to reduce discrimination, foster a culture of understanding and promote positive attitudes towards diversity and our differences. Participants noted that discrimination and exclusion is often a result of a lack of knowledge. For this reason, residents want more opportunities for education and information-sharing on the subjects of Indigenous Peoples, the Lesbian, Gay, Bisexual, Transgender, Queer (LGBTQ) community, gender equality, ethnic diversity, disability and mental illness. Education should be tailored to residents of all ages, and can occur through dialogue, sharing stories and participating in cultural/social activities and traditions as well as in more formal educational settings.





Create a city of engaged and empowered residents

i. Ensure City Hall is more engaging and reflective of the community

Hamiltonians wish to see greater accountability and transparency at City Hall. In order to increase trust in local leadership and the municipal government, Hamilton residents are looking for more opportunities to access data and performance monitoring reports. It was suggested that performance monitoring and reporting to the community on the results be a requirement for all City-led projects. It was also recommended that the City host more open door meetings and make information more easily accessible across multiple platforms, including online. Participants outlined that they want to see the municipal government set reasonable, timely and achievable goals.

Additionally, some residents want to have a City Council that is more representative of the community. Hamiltonians are hopeful that in the future, City Hall will be made up of a diverse group of individuals, such as community members representing various cultures, ethnicities, ages and genders. Many residents emphasized the importance of having a local government that listens to the community. Fostering two-way dialogue and responding and reporting back to the community on a continuous basis was identified as a priority.



ii. Provide opportunities for all residents to participate in decision-making processes

Hamiltonians care deeply about political decisions that affect their lives and wish to have their voices heard when these decisions are made. Residents would like the City to develop an overarching engagement program that outlines the various ways in which community members and stakeholders will be consulted during the planning and implementation of significant initiatives. To ensure all decisions are made through the lens of inclusion, all stakeholders (especially those individuals directly impacted) would like to be provided with multiple opportunities to provide feedback. Some engagement mechanisms mentioned include online engagement (social media, city website), face-to-face engagement with councillors and city staff and public information centres. Providing more opportunities for youth to be engaged and informed was also identified as a priority. Youth have an important role to play in shaping what Hamilton will look like in the next 25 years. Some participants outlined that they would like to see more youth empowerment programs and youth-led initiatives.

iii. Encourage, support and celebrate community leadership

26

Being a leader or volunteer in the community requires time, energy and commitment. Residents are looking to the City to encourage and support community leaders and volunteers. Moving forward, Hamiltonians want the city to be unified. Sharing and promoting our good news stories and giving recognition to the members of our community that dedicate their free time to bettering the community should be a priority.

NEXT STEPS

PHASE The first phase of *Our Future Hamilton: Communities in Conversation* was successful in getting Hamilton residents thinking about their priorities for the next 25 years. The engagement process was extensive in its reach. Thousands of conversations took place with residents and stakeholders from across the city.

PHASE 2 The second phase begins in September 2015 and runs through November. The objectives of Phase Two are to share what we've heard, to gather input into community priority areas and to validate the themes and priorities contained in this document. Activities in Phase Two will include a *Communities in Conversation* event that brings together residents and subject matter experts for two days of thought-provoking conversations, open houses, focus groups and online engagement. The feedback collected in Phase Two will help inform the development of a draft Hamilton Community Vision Framework, which will outline the community's vision for Hamilton over the next 25 years.

PHASE 3 Phase Three activities will take place between December 2015 and early spring 2016. During this phase, the community will have an opportunity to provide feedback on the draft Community Vision Framework. Endorsement of this document will be sought from residents, community partners and other key stakeholders. Some of the activities planned for Phase Three include public workshops and online engagement. A collaborative approach to implementation will be developed involving key community partners.

Appendix A to Report CM15001(a) / CES 15010(a) Page 32 of 34

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