



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

9, 10, 11

Wards

**4, 5, 6, 8
12, 14**

Wards

**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?

