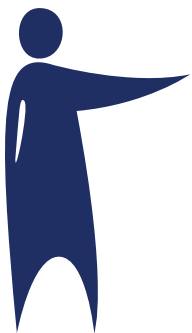


Hamilton



ANNUAL

Public Engagement Survey and Project Inventory

SUMMARY REPORT

2021 Project Inventory **HIGHLIGHTS**



Background Overview

Community engagement is a key direction of our City's Strategic Plan and Term of Council Priority 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.

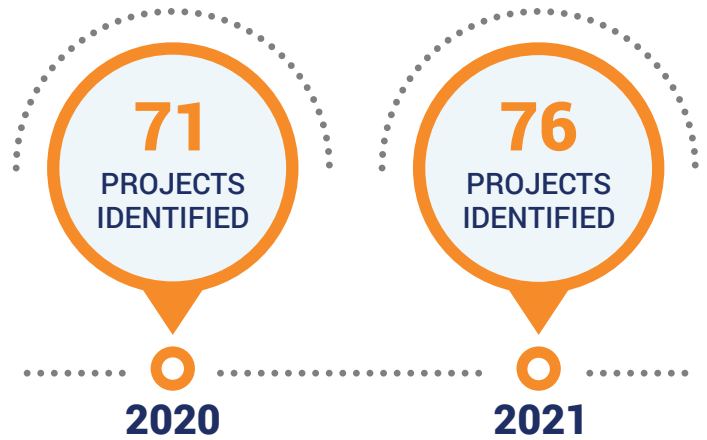
Enterprise-wide, many business units lead community engagement activities as a critical component of legislative-required processes, City building initiatives, placemaking, or as best practice to support key City-led projects.

In 2020, the City's Community Initiatives unit and Public Engagement Community of Practice launched its first annual internal Public Engagement Survey to better understand the breadth of City-led public engagement initiatives planned for the year.

Feedback from the 2020 Public Engagement Survey helped to inform Community of Practice strategic priorities, such as the City's new online engagement platform (engage.hamilton.ca) and support key leadership decisions regarding the reactivation of all non-in-person community engagement following the first wave of COVID-19.

2021 Public Engagement Survey

The City's Annual Public Engagement Survey was open for cross-departmental staff input from May 18 to June 4, 2021. The City's Senior Leadership Team (SLT) authorized this data collection initiative to help identify key City-led projects and initiatives requiring any form of public engagement from January 1, 2021 to March 31, 2022. A total of 76 City-led public engagement projects and initiatives were identified through the annual survey.



Survey Results

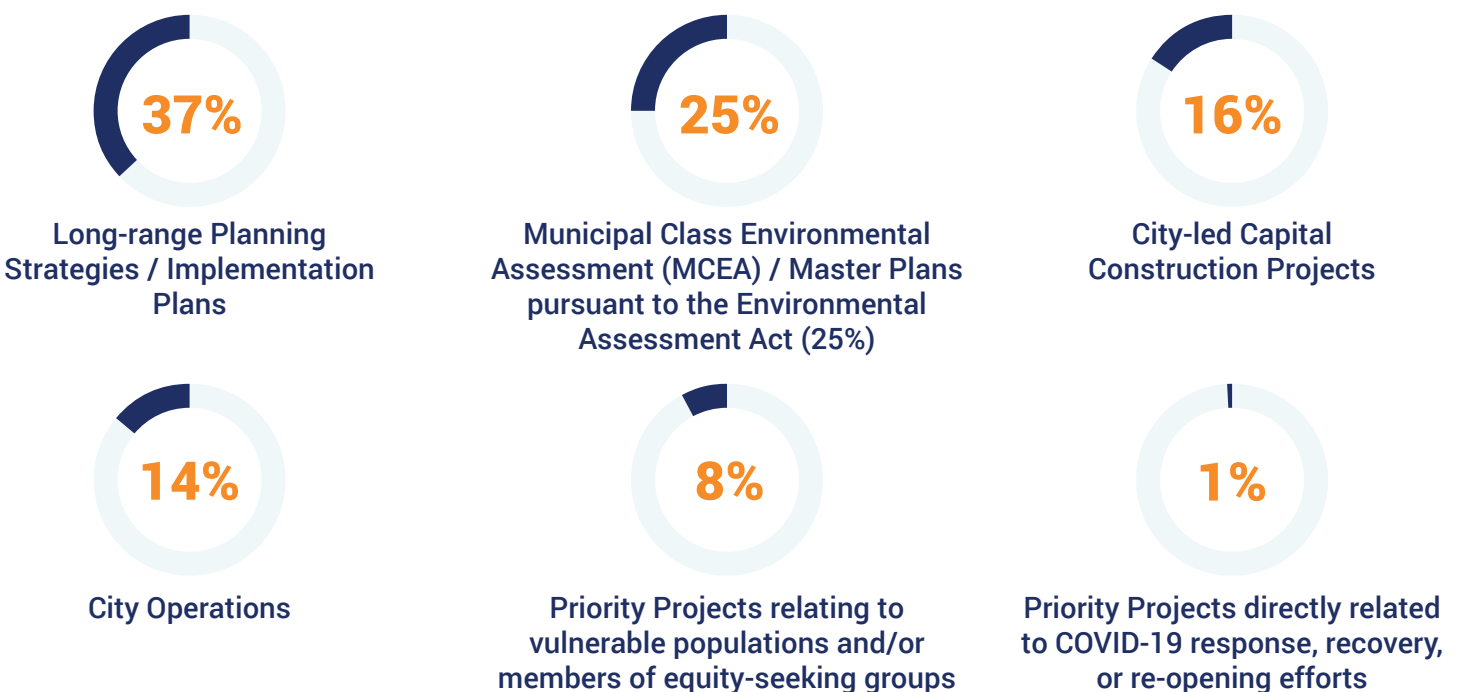
Results from the 2021 survey represent public consultation initiatives, engagement methods, and promotional tactics identified at this time. Since public engagement planning is a fluid process, some projects may change over time as a result of shifting needs and new emerging priorities.

Feedback from the survey has been consolidated to support enhanced corporate-wide public engagement planning, cross-departmental collaboration, knowledge exchange, reporting, and benchmarking efforts.

Project Categories

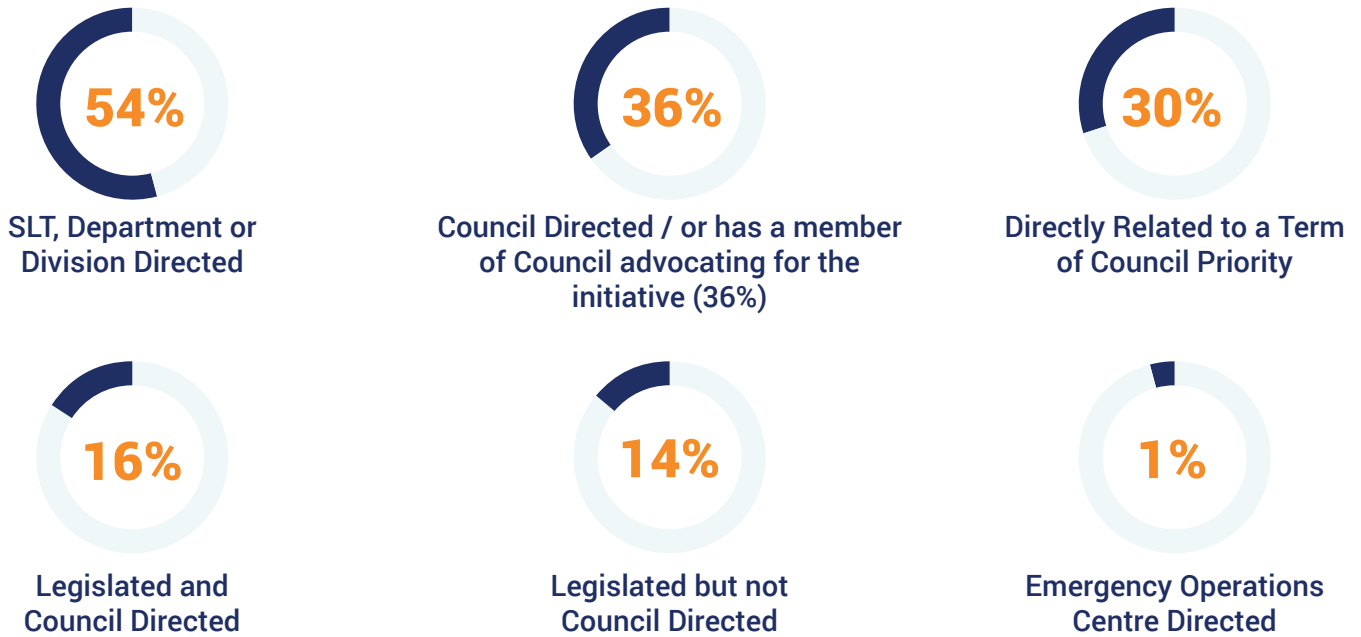
The largest category of City-led public engagement projects relates to long-range planning strategies or implementation plans, followed by engagement processes that are mandated by legislation such as the Environmental Assessment Act.

The 2021 Public Engagement Project Inventory depicts a diverse mix of engagement projects ranging from public art, park renewal, recreation, and community well-being to public transit, roadway improvements, transportation networks, infrastructure growth, land use, and sustainability plans.



Project Direction

A substantial proportion of all City-led public engagement projects are Council directed and/or directly related to a Term of Council Priority, representing a combined total of 80% of projects identified through the annual survey. More than half of all projects are SLT, department or division directed and 30% of engagement initiatives are legislatively required.



Target Audiences

Survey results show a balanced combination of targeted audiences representing a broad range of stakeholders including the general public, community groups, partner networks and local organizations, as well as government institutions, agencies, associations, adjacent municipalities, and members of Council.

More than half of all projects included geographically targeted engagement initiatives within rural, ward-specific, and individual neighbourhood areas. Over a third of all projects identified targeted efforts to engage equity-seeking groups and specific populations such as youth, persons with disabilities, and members of the LGBTQS1A community.



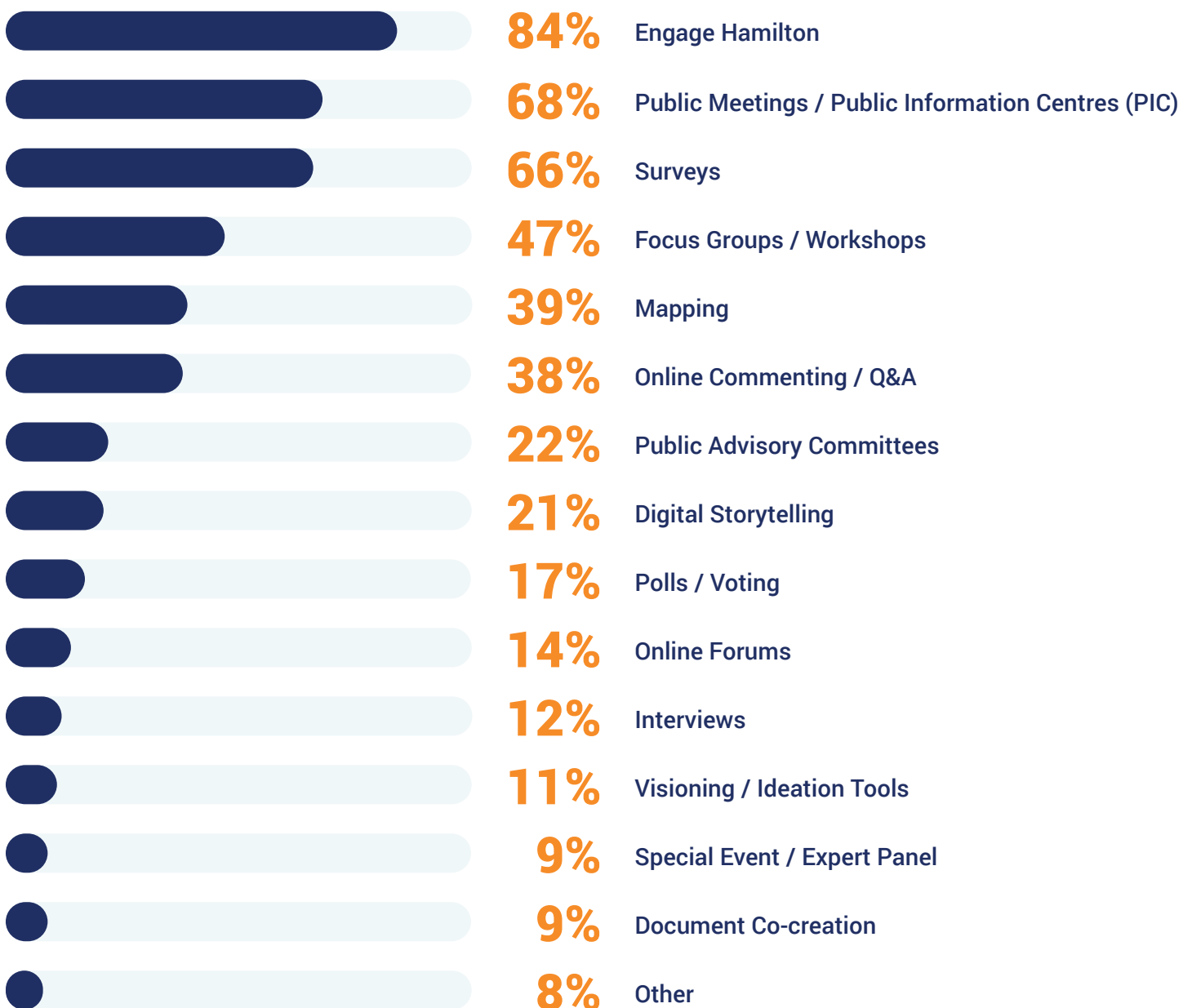
Engagement Tools and Techniques

Preferred engagement methods indicated by cross-departmental staff demonstrate an impressive corporate-wide adoption of the City's new online engagement platform (engage.hamilton.ca), along with a continued commitment to hosting public meetings and conducting focus group discussions.

Surveys were listed among the top selected tools used by staff to gain public feedback, followed by mapping tools, and opportunities for participants to provide digital comments or questions.

Spurred by the challenges of engaging during a time of physical distancing, staff have shown an interest in exploring creative online engagement tools such as digital storytelling, virtual polls, interactive rich media and online discussion forums.

Most projects identified through the survey illustrated the robust use of multiple engagement methods as well as traditional communication strategies such mailings and print advertisements (listed under the promotional tactics section).

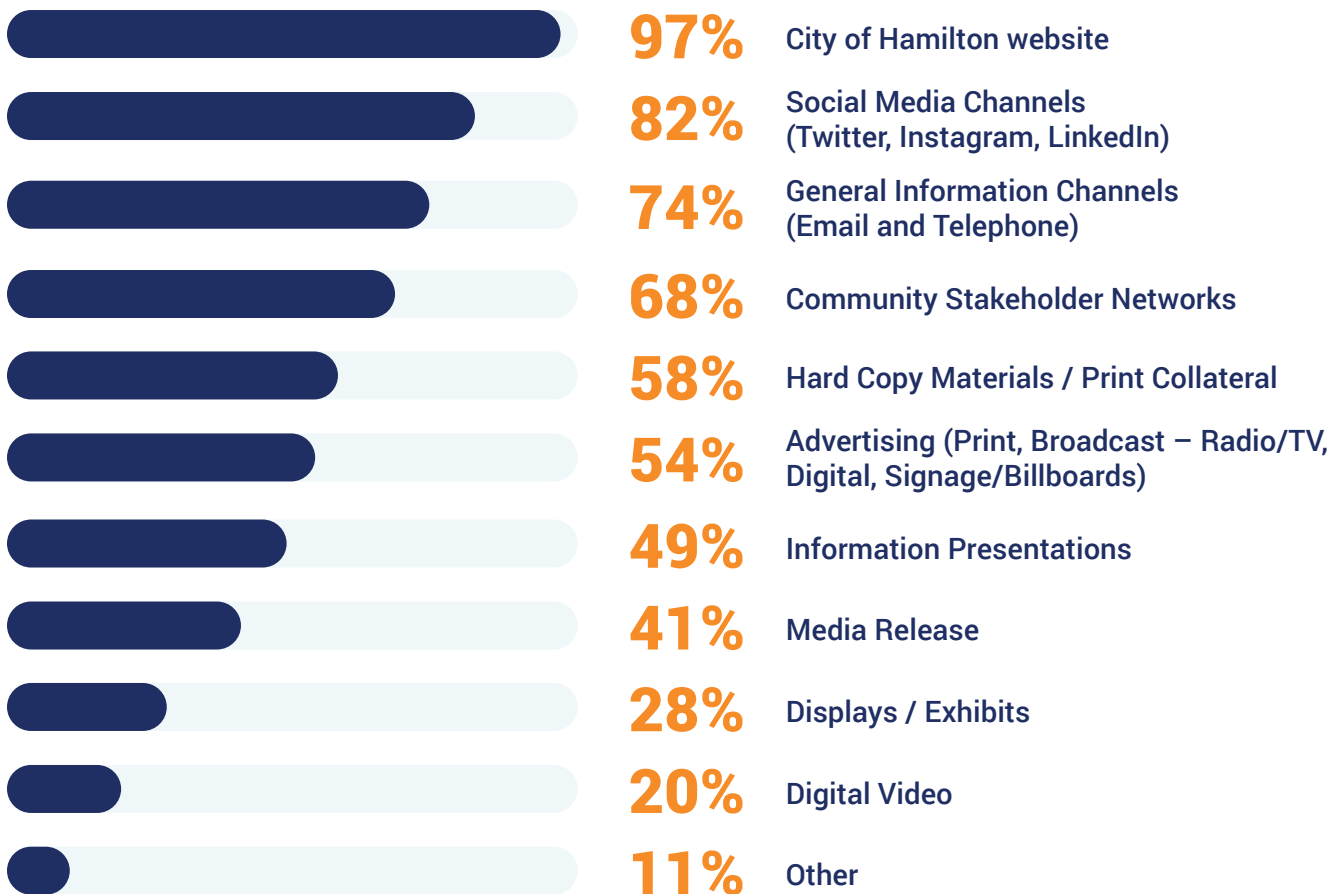


** respondents could select all that apply*

Promotional Tactics:

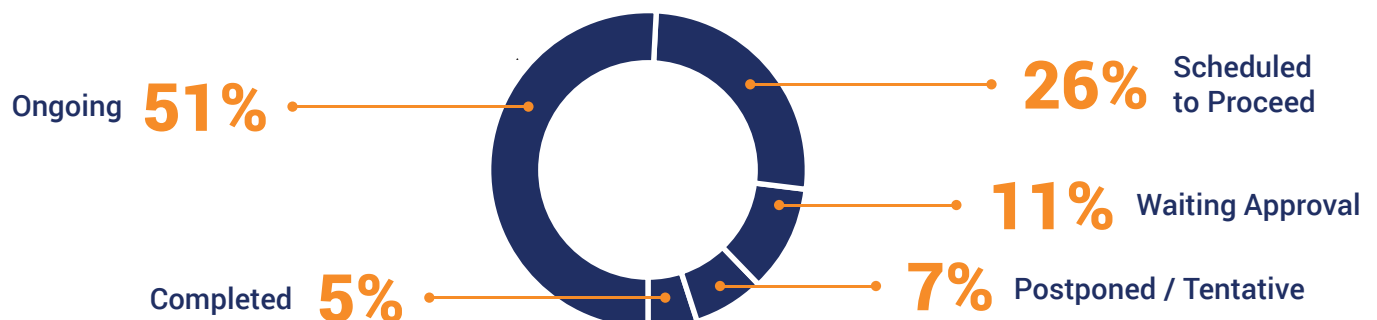
Strategic communication is an essential tool for effective public engagement. A whopping 97% of projects indicated the use of the City's main website as a core communications tactic (www.hamilton.ca). Social media channels were selected as the second-largest driver of public engagement initiatives, followed by general information channels and community stakeholder networks.

The consistent use of hard copy materials, advertising and marketing, informational presentations, displays, and video production signify the strong use of communications strategies, organizational collaboration, and comprehensive approaches in City-led public engagement planning and implementation efforts.



* respondents could select all that apply

Current Status of Engagement Projects



Initial Engagement Launch Timelines*



* This represents the first identified engagement activity scheduled in 2021. Many projects will have multiple engagement activities scheduled over the year. Future surveys will capture all phases of anticipated engagement activities throughout a project's annual timeline.

Projects Listed by Department



To receive a copy of the 2021 Public Engagement Project Inventory and to join the City's Public Engagement Community of Practice, please contact Cindy Mutch, Senior Project Manager of Community Engagement (Cindy.Mutch@hamilton.ca).



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Public Engagement COMMUNITY OF PRACTICE

