

COMMUNITY ENGAGEMENT REVIEW:

June 2020 – December 31, 2021

Appendix E to Report CM21011(a)
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Share Your Voice. Shape Our City.

The City of Hamilton recognizes the importance and value of involving local residents to help shape City projects, policies and initiatives. Engaging residents on issues that affect their lives and their city is a vital component of a well-functioning democratic society and is a key priority of the City's 25-year Community Vision.

Public engagement encourages participation, action and personal responsibility. It also helps to identify sustainable solutions and lead more informed decision-making through a wide range of perspectives, experience and knowledge. By sharing your voice, you are shaping our city and helping to make Hamilton an even better place to live, work and play.

Community Engagement During COVID-19

The COVID-19 pandemic has impacted the delivery of many City services, including public engagement. Although in-person engagement activities were put on hold in March of 2020, we enhanced our traditional engagement processes to ensure residents had the opportunity to provide feedback and inform City decision-making efforts.

To keep our community conversations going, we maximized digital platforms, launched the Engage Hamilton website, offered phone meetings, virtual events and focus groups, and continued to leverage existing channels such as social media, marketing, paid advertising and direct mail where possible.

New Interactive Online Space for Public Feedback

In June 2020, the City of Hamilton launched www.engage.hamilton.ca, a new and interactive online space for Hamiltonians to learn about important City initiatives, share their feedback and engage with the community. While in-person engagement activities remain on hold, Engage Hamilton has proven to be a valuable tool for the City to gather feedback and stay connected with residents throughout the pandemic.

From June 15, 2020 to December 31, 2021, Engage Hamilton has featured **62 projects** and welcomed **63,382 individual visitors** to the site. During this timeframe, **28,038 participants** undertook further action while visiting a project page such as clicking on a link or downloading a document and **14,041 individuals actively contributed their feedback** by using one of the site's many engagement tools.

2020 SNAPSHOT



26
PROJECTS
FEATURED



25,149
SITE
VISITORS



11,756
INFORMED
PARTICIPANTS*



6,107
VISITORS SHARED
FEEDBACK



985
NEW REGISTERED
USERS

POPULAR PROJECTS:



Hamilton High Speed
Internet Survey



Hamilton's Truck Route
Master Plan



Public Engagement
During COVID-19



Sidewalk
Snow Clearing



Supporting Healthcare
Public Art

2021 SNAPSHOT



36
PROJECTS
FEATURED



39,590
SITE
VISITORS



16,762
INFORMED
PARTICIPANTS*



8,080
VISITORS SHARED
FEEDBACK



2,230
NEW REGISTERED
USERS

POPULAR PROJECTS:



Century Street Parkette
Public Art



GRIDS 2 and Municipal
Comprehensive Review



Mountain Drive Park
Master Plan



Municipal Election 2022:
Voter Experience




Vacant Home Tax

*Note: Informed participants completed an action to become more informed about a project, such as clicking on a link or downloading a document.

ENGAGE HAMILTON 2020 – 2021 SNAPSHOT

WHAT WE SHARED	153 Engagement opportunities for public feedback
	198 Documents (8,319 downloads)
	59 Key dates for public input (2,392 views)
	33 Project FAQs (1,539 views)
	36 Project news feeds (221 visitors)
	30 Videos (161 views)
	10 Photos (149 views)
WHAT YOU SHARED	12,541 Submissions to 68 surveys
	3,031 Responses to 4 quick polls
	1,038 Ideas on “virtual post-it notes” to 13 project boards
	1,762 Pins dropped on 11 project maps
	395 Questions asked on 18 project pages
	60 Entries to 4 project guestbooks
	22 Contributions to 6 forum topics

TOP ENGAGEMENT TOOLS	 SURVEY Vacant Home Tax Survey: 3,861 Contributors	 MAPPING Complete Streets Report for Ward 3 Map: 228 Contributors (760 pins on map)	TOP INFORMATION-SHARING TOOLS	 DISCUSSION PAPER Creation of Secondary Dwelling Units in Hamilton: 1,238 Downloads
	 POLL Public Engagement During COVID-19 Poll: 1,226 Contributors	 Q&As Hamilton Truck Route Master Plan Review Q&As: 235 Questions Asked		 PROJECT FAQs GRIDS 2 and Municipal Comprehensive Review Project: 372 Views
	 VIRTUAL STICKY NOTES Community Safety and Well-Being Plan Ideation Board: 136 Contributors (140 ideas shared)	 GUESTBOOK Sidewalk Snow Clearing Guestbook: 30 Contributors		 NEWSFEED Complete Streets Report for Ward 14: 79 Visitors
		 DISCUSSION FORUM Community Energy & Emissions Plan Forum: 6 Contributors		

Visit engage.hamilton.ca to join the conversation and have your say on issues that are important to you!



Hamilton, We Need To Talk.

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.