

Summary Report

27 June 2022 - 22 August 2022

Engage Hamilton

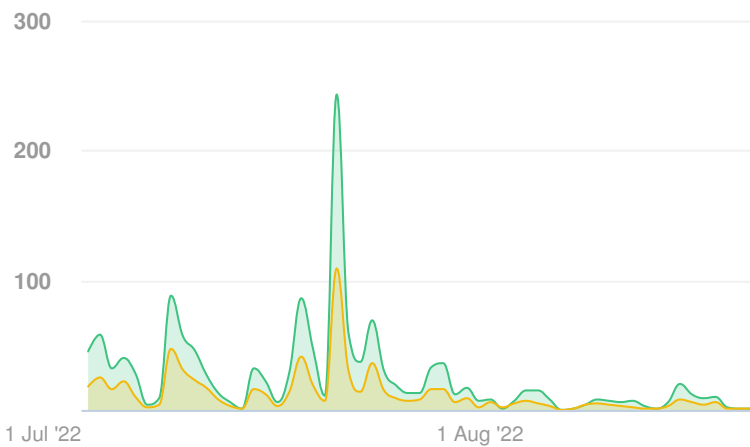
PROJECTS SELECTED: 1

Food Strategy in Hamilton

FULL LIST AT THE END OF THE REPORT



Visitors Summary



— Pageviews — Visitors

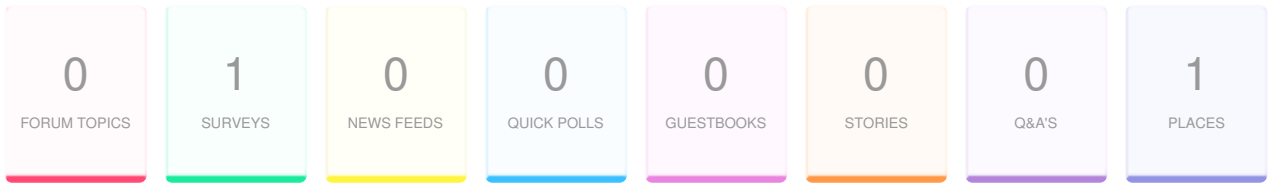
Highlights

TOTAL VISITS	MAX VISITORS PER DAY	
767	109	
NEW REGISTRATIONS		
2		
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
267	360	613

PARTICIPANT SUMMARY

ENGAGED	267 ENGAGED PARTICIPANTS			(%)
INFORMED	Registered	Unverified	Anonymous	
	Contributed on Forums	0	0	0
	Participated in Surveys	8	1	256
	Contributed to Newsfeeds	0	0	0
	Participated in Quick Polls	0	0	0
AWARE	Posted on Guestbooks	0	0	0
	Contributed to Stories	0	0	0
	Asked Questions	0	0	0
	Placed Pins on Places	2	0	0
	Contributed to Ideas	0	0	0
<i>* A single engaged participant can perform multiple actions</i>				<i>* Calculated as a percentage of total visits to the Project</i>
				Food Strategy in Hamilton 267 (43.6%)
ENGAGED	360 INFORMED PARTICIPANTS			(%)
INFORMED	Participants			
	Viewed a video	0		
	Viewed a photo	0		
	Downloaded a document	0		
	Visited the Key Dates page	3		
AWARE	Visited an FAQ list Page	0		
	Visited Instagram Page	0		
	Visited Multiple Project Pages	87		
	Contributed to a tool (engaged)	267		
<i>* A single informed participant can perform multiple actions</i>				<i>* Calculated as a percentage of total visits to the Project</i>
				Food Strategy in Hamilton 358 (58.4%)
ENGAGED	613 AWARE PARTICIPANTS			
INFORMED	Participants			
	Visited at least one Page	613		
AWARE				
	<i>* Aware user could have also performed an Informed or Engaged Action</i>			
				Food Strategy in Hamilton 613
				<i>* Total list of unique visitors to the project</i>

ENGAGEMENT TOOLS SUMMARY



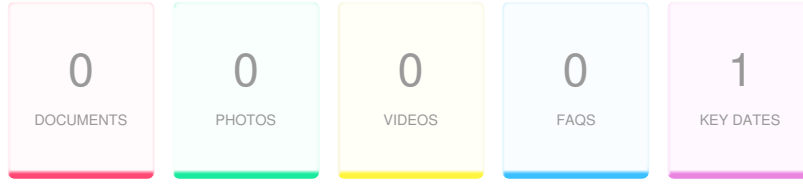
SURVEYS SUMMARY	
1	Surveys
265	Contributors
267	Submissions

TOP 3 SURVEYS BASED ON CONTRIBUTORS
<p style="text-align: center;">265</p> <p style="text-align: center;">Contributors to</p> <p style="text-align: center;">Food Strategy Progress Survey</p>

PLACES SUMMARY	
1	Places
2	Contributors
3	Pins

TOP 3 PLACES BASED ON CONTRIBUTORS
<p style="text-align: center;">2</p> <p style="text-align: center;">Contributors to</p> <p style="text-align: center;">Access to food in your neighbourhood</p>

INFORMATION WIDGET SUMMARY



KEY DATES	
1	Key Dates
3	Visitors
3	Views

TOP 3 KEY DATES BASED ON VIEWS
3 Views Food Strategy in Hamilton

TRAFFIC SOURCES OVERVIEW

REFERRER URL	Visits
t.co	74
m.facebook.com	41
www.google.com	36
www.reddit.com	26
lm.facebook.com	22
android-app	22
l.facebook.com	18
out.reddit.com	13
www.hamilton.ca	13
www.linkedin.com	10
mail.google.com	4
unitedwayhaltonhamilton.jostle.us	4
www.google.ca	4
www.bing.com	3
www.maureenwilson.ca	3

SELECTED PROJECTS - FULL LIST

PROJECT TITLE	AWARE	INFORMED	ENGAGED
Food Strategy in Hamilton	613	360	267

Project Report

27 June 2022 - 22 August 2022

Engage Hamilton Food Strategy in Hamilton



Visitors Summary

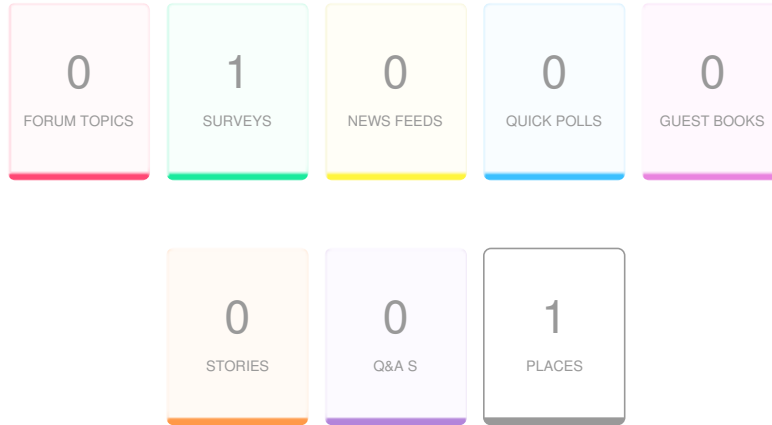


Highlights

TOTAL VISITS	767	MAX VISITORS PER DAY	109
NEW REGISTRATIONS	2	ENGAGED VISITORS	267
		INFORMED VISITORS	360
		AWARE VISITORS	613

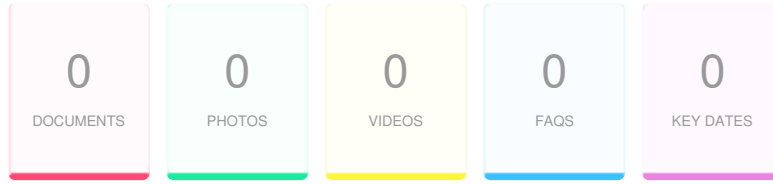
Aware Participants		Engaged Participants	
613		267	
Aware Actions Performed	Participants	Engaged Actions Performed	
		Registered	Unverified
			Anonymous
Visited a Project or Tool Page	613		
Informed Participants	360	Contributed on Forums	0
Informed Actions Performed	Participants	Participated in Surveys	8
		Contributed to Newsfeeds	0
Viewed a video	0	Participated in Quick Polls	0
Viewed a photo	0	Posted on Guestbooks	0
Downloaded a document	0	Contributed to Stories	0
Visited the Key Dates page	3	Asked Questions	0
Visited an FAQ list Page	0	Placed Pins on Places	2
Visited Instagram Page	0	Contributed to Ideas	0
Visited Multiple Project Pages	87		
Contributed to a tool (engaged)	267		

ENGAGEMENT TOOLS SUMMARY



Tool Type	Engagement Tool Name	Tool Status	Visitors	Contributors		
				Registered	Unverified	Anonymous
Place	Access to food in your neighbourhood	Archived	11	2	0	0
Survey Tool	Food Strategy Progress Survey	Archived	385	8	1	256

INFORMATION WIDGET SUMMARY



Widget Type	Engagement Tool Name	Visitors	Views/Downloads
Key Dates	Key Date	3	3

ENGAGEMENT TOOL: PLACE

Access to food in your neighbourhood

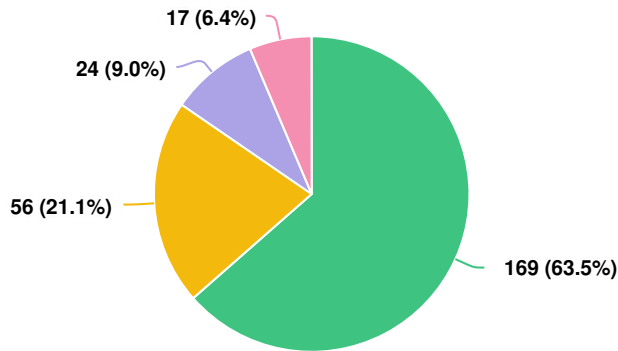
Visitors 11	Contributors 2	CONTRIBUTIONS 3
<p>2022-07-04 11:39:57 -0400</p> <p>dmarg</p> <p>CATEGORY</p> <p>Good access</p>	<p>Lots of access to commercial grocery stores but difficult to access fairly priced, local, home grown food (ie. eggs, milk, meat etc.) and no local community area to garden</p> <p>Address: 37 Briarwood Crescent, Hamilton, Ontario L9C 4C1, Canada</p> <p>http://engage.hamilton.ca/food-strategy-in-hamilton/maps/access-to-food-in-your-neighbourhood?reporting=true#marker-91951</p>	
<p>2022-07-27 15:14:14 -0400</p> <p>jjstock</p> <p>CATEGORY</p> <p>Fair</p>	<p>Access to food is okay for essentials with access to multinational food corporation (No-Frills), however, access to locally produced foods from small business is limited. Variety stores carry bare minimum needs (milk, egg, cheese) and zero produce. Mostly junk and highly processed foods.</p> <p>Address: 20 Gladstone Avenue, Hamilton, Ontario L8M 2H6, Canada</p> <p>http://engage.hamilton.ca/food-strategy-in-hamilton/maps/access-to-food-in-your-neighbourhood?reporting=true#marker-93626</p>	
<p>2022-07-27 15:14:15 -0400</p> <p>jjstock</p> <p>CATEGORY</p> <p>Fair</p>	<p>Access to food is okay for essentials with access to multinational food corporation (No-Frills), however, access to locally produced foods from small business is limited. Variety stores carry bare minimum needs (milk, egg, cheese) and zero produce. Mostly junk and highly processed foods.</p> <p>Address: 20 Gladstone Avenue, Hamilton, Ontario L8M 2H6, Canada</p> <p>http://engage.hamilton.ca/food-strategy-in-hamilton/maps/access-to-food-in-your-neighbourhood?reporting=true#marker-93627</p>	

ENGAGEMENT TOOL: SURVEY TOOL

Food Strategy Progress Survey

Visitors 385	Contributors 265	CONTRIBUTIONS 267
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How familiar are you with Hamilton's Food Strategy? Select what best applies to you.



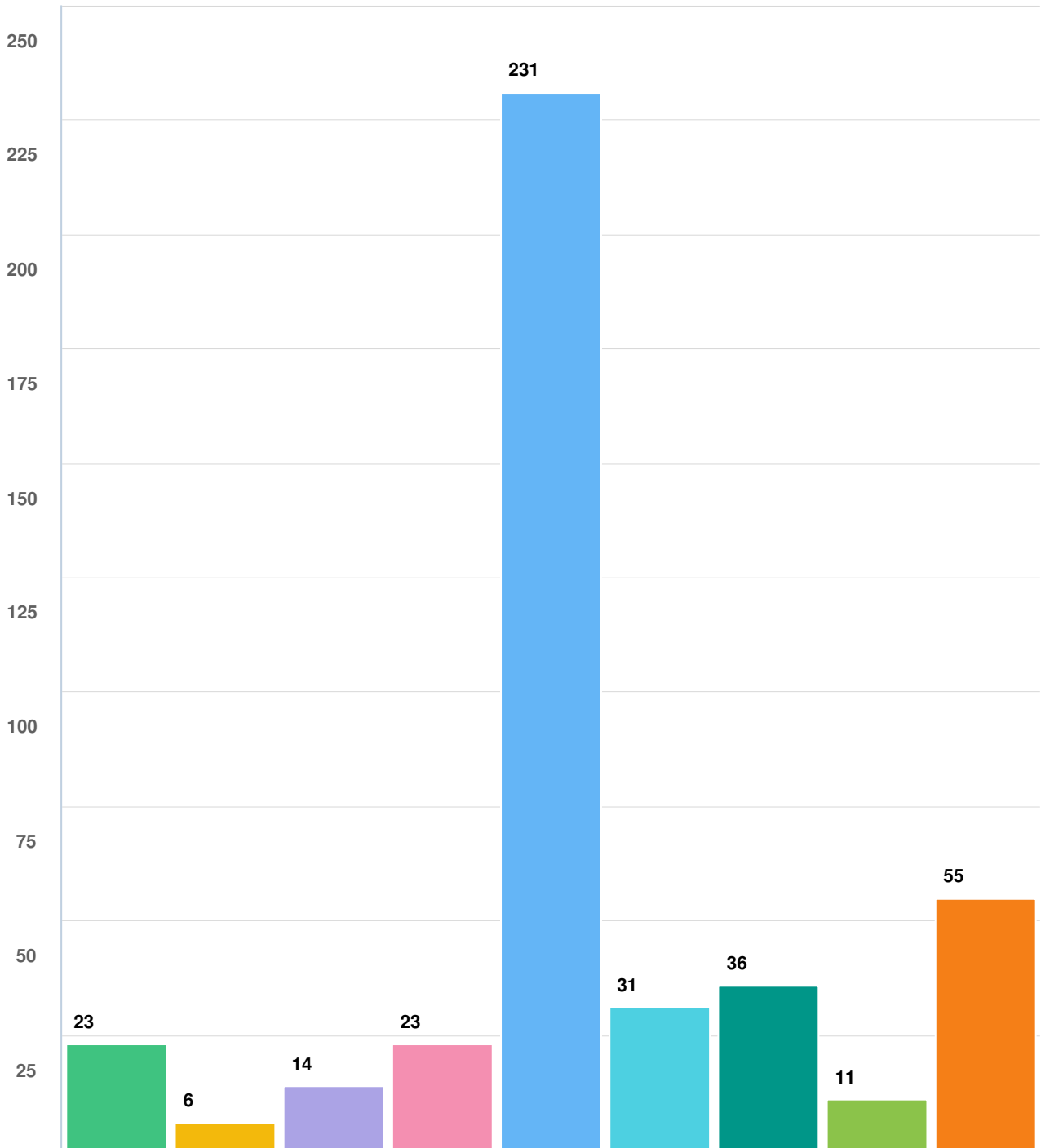
Question options

- First time hearing about it
- Heard of it before but have not read it
- Familiar with it and have read it
- Familiar with it and have actively participated in Food Strategy events

Optional question (266 response(s), 1 skipped)

Question type: Radio Button Question

When it comes to food in Hamilton, in which of the following area(s) are you actively involved? Please check all that apply.



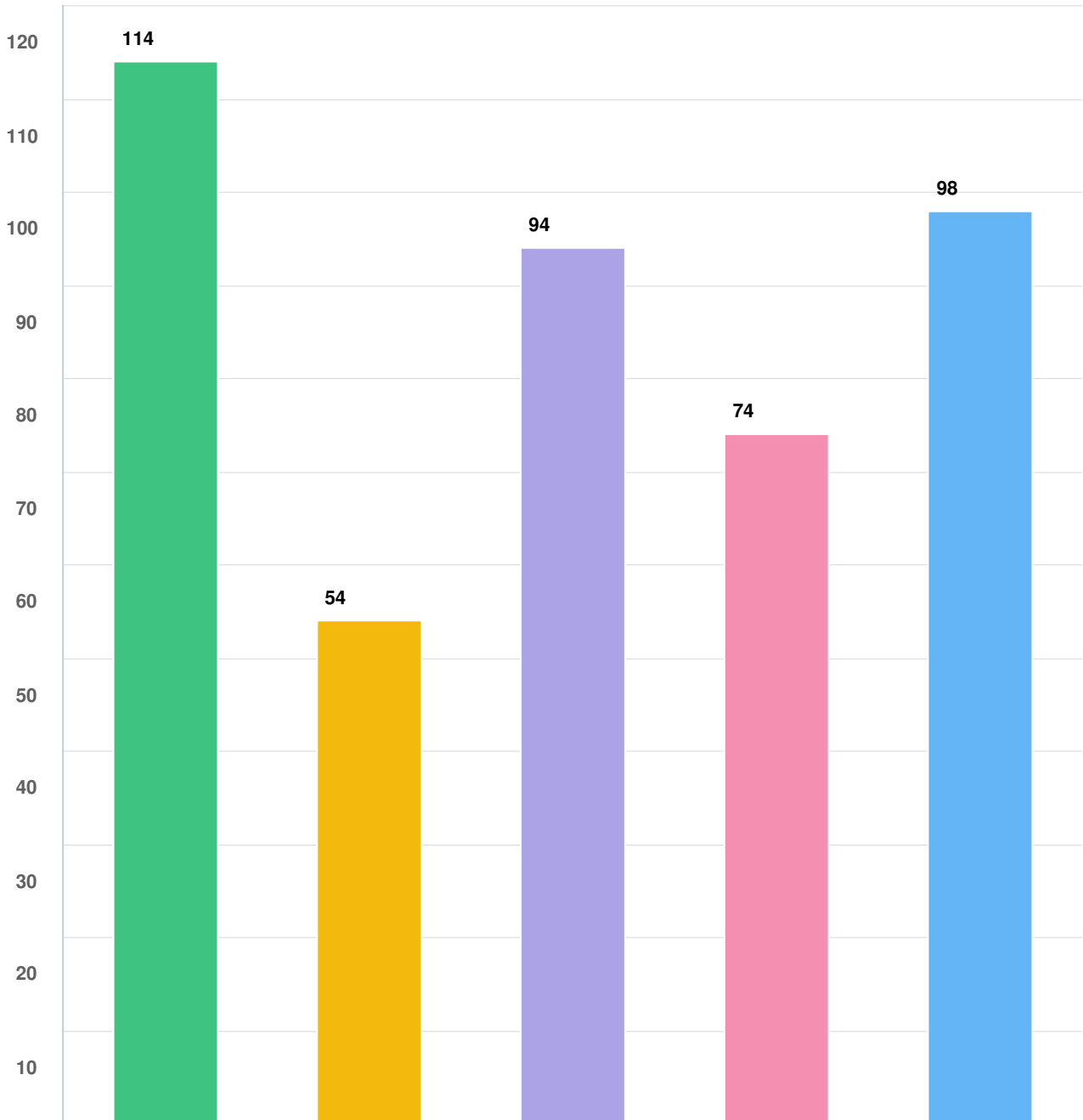
Question options

- Agriculture
- Food Processing
- Food Retail
- Food Distribution
- Eater/Consumer
- Foodie/Food Stylist
- Food Education
- Funding
- Other (please specify)

Optional question (259 response(s), 8 skipped)

Question type: Checkbox Question

As mentioned, the City of Hamilton’s Food Strategy has 4 main goals, identified below. If you are currently involved in food related activities, select which goals they might be contributing to, if any.



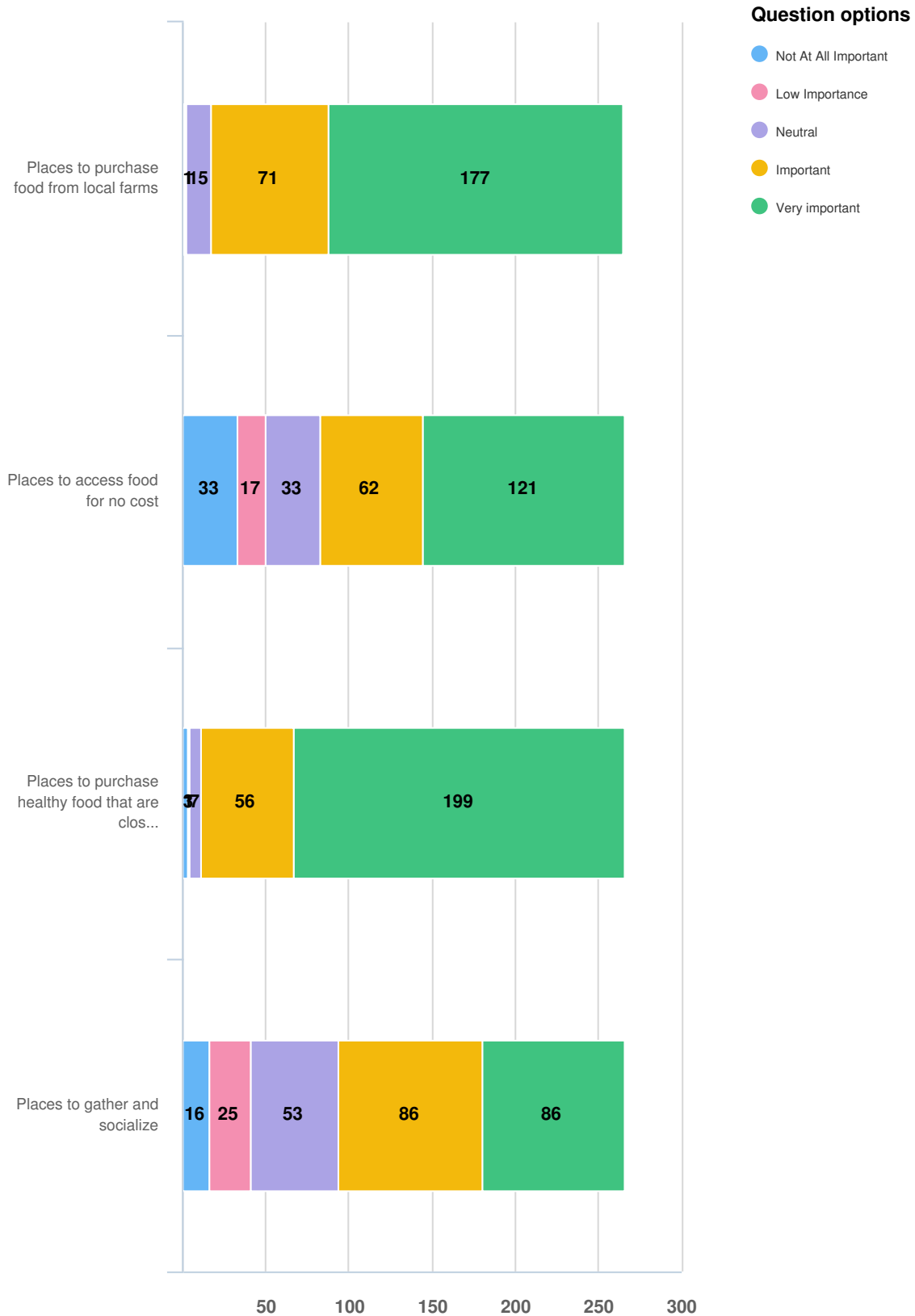
Question options

- Support food friendly neighbourhoods to improve access to healthy food for all
- Increase food literacy to promote healthy eating and empower all residents
- Support local food and help grow the agri-food sector
- Advocate for a healthy, sustainable, and just food system with partners and at all levels of government
- Not applicable

Optional question (260 response(s), 7 skipped)

Question type: Checkbox Question

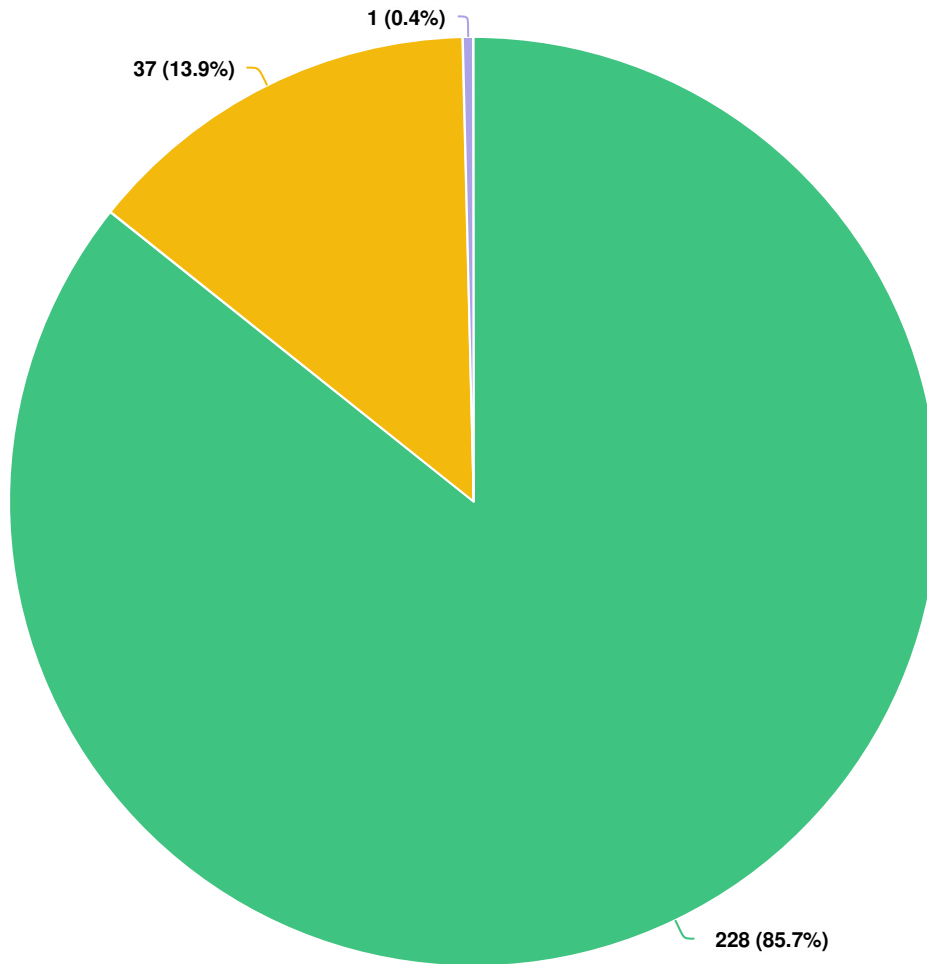
The Food Strategy identifies a need to create ways to better connect and support food initiatives and food organizations in Hamilton. How important are the following to you:



Optional question (267 response(s), 0 skipped)

Question type: Likert Question

How much do you value locally grown food?



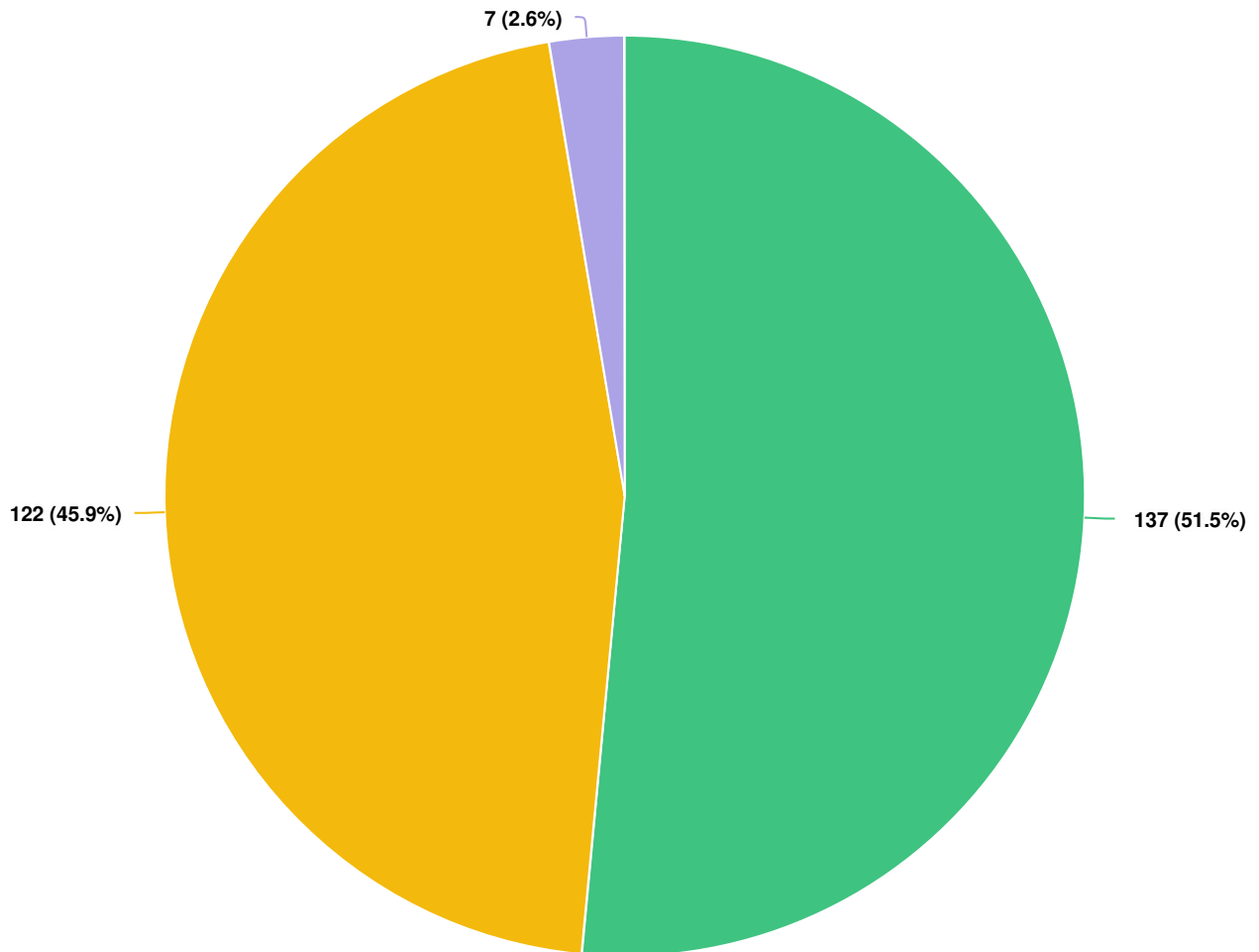
Question options

- Not very much
- Somewhat
- Very much

Optional question (266 response(s), 1 skipped)

Question type: Radio Button Question

Do you purchase food from local farms? (e.g., at farmer's markets, farm stands, community supported agriculture programs, etc.)



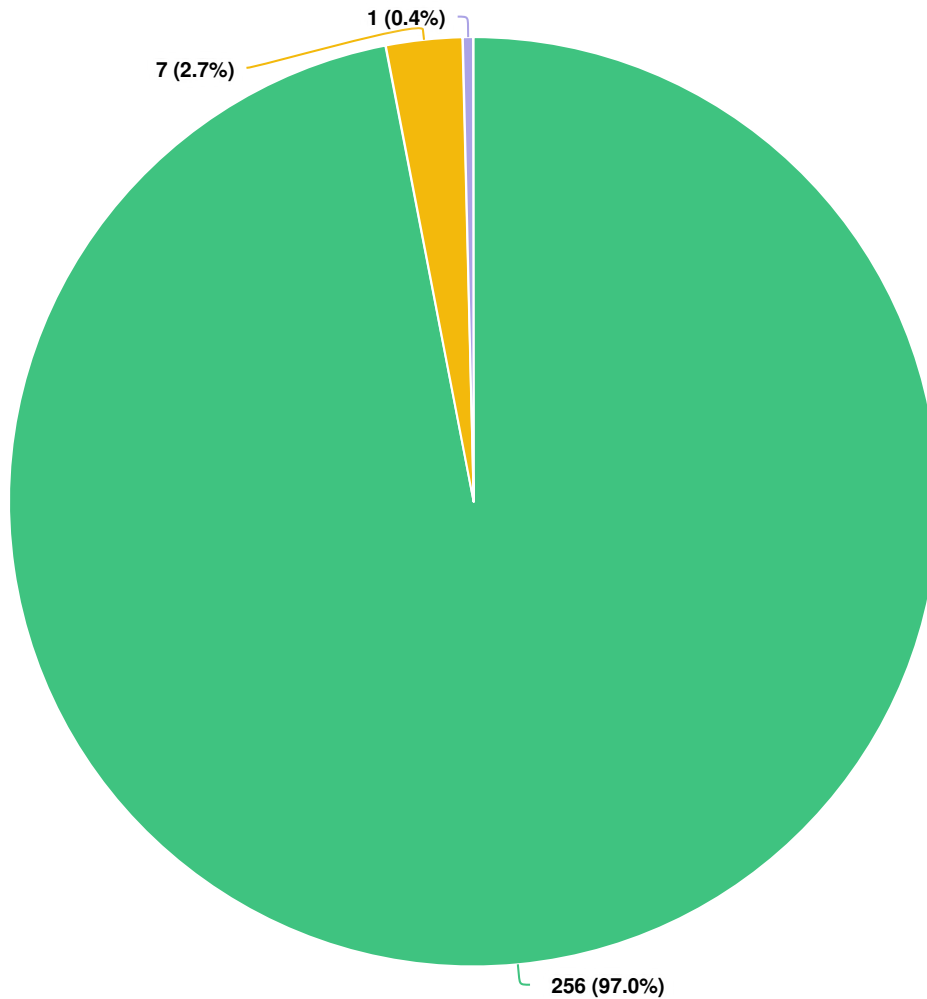
Question options

- No
- Sometimes
- Yes, regularly

Optional question (266 response(s), 1 skipped)

Question type: Radio Button Question

Do you have the space and tools to cook for yourself?



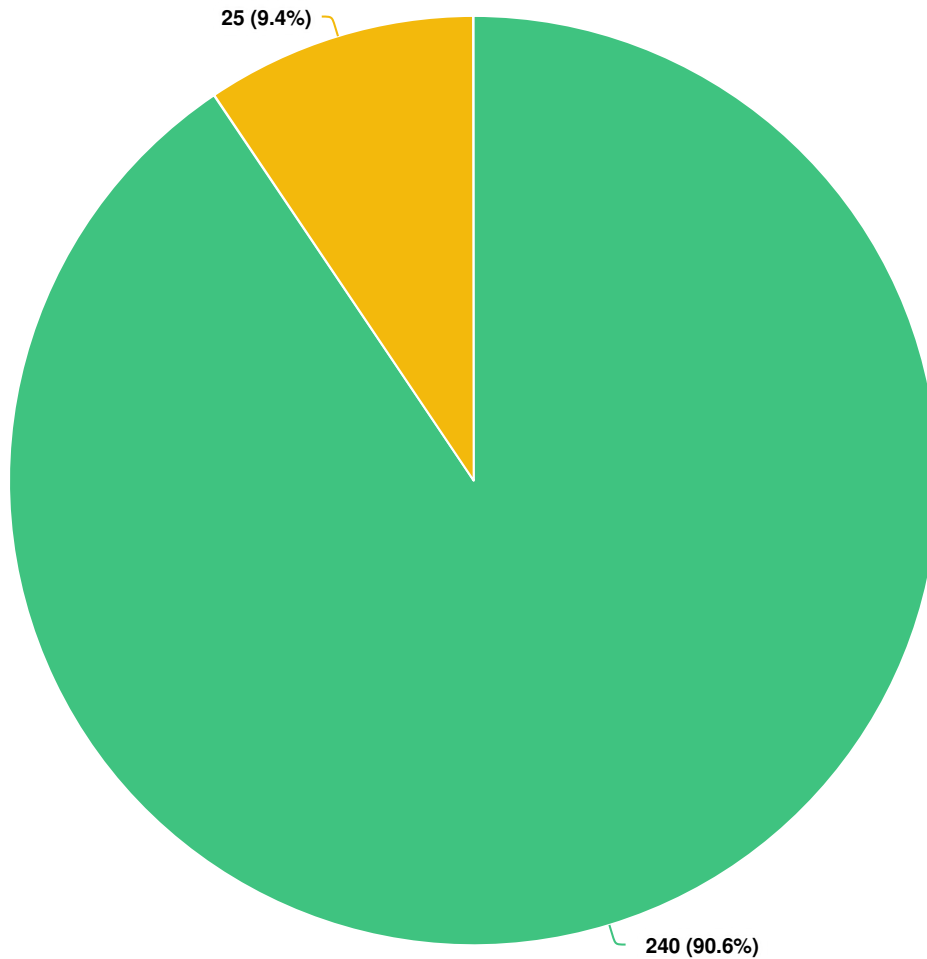
Question options

- No
- Somewhat
- Yes

Optional question (264 response(s), 3 skipped)

Question type: Radio Button Question

How much do you believe that reducing food waste is important?



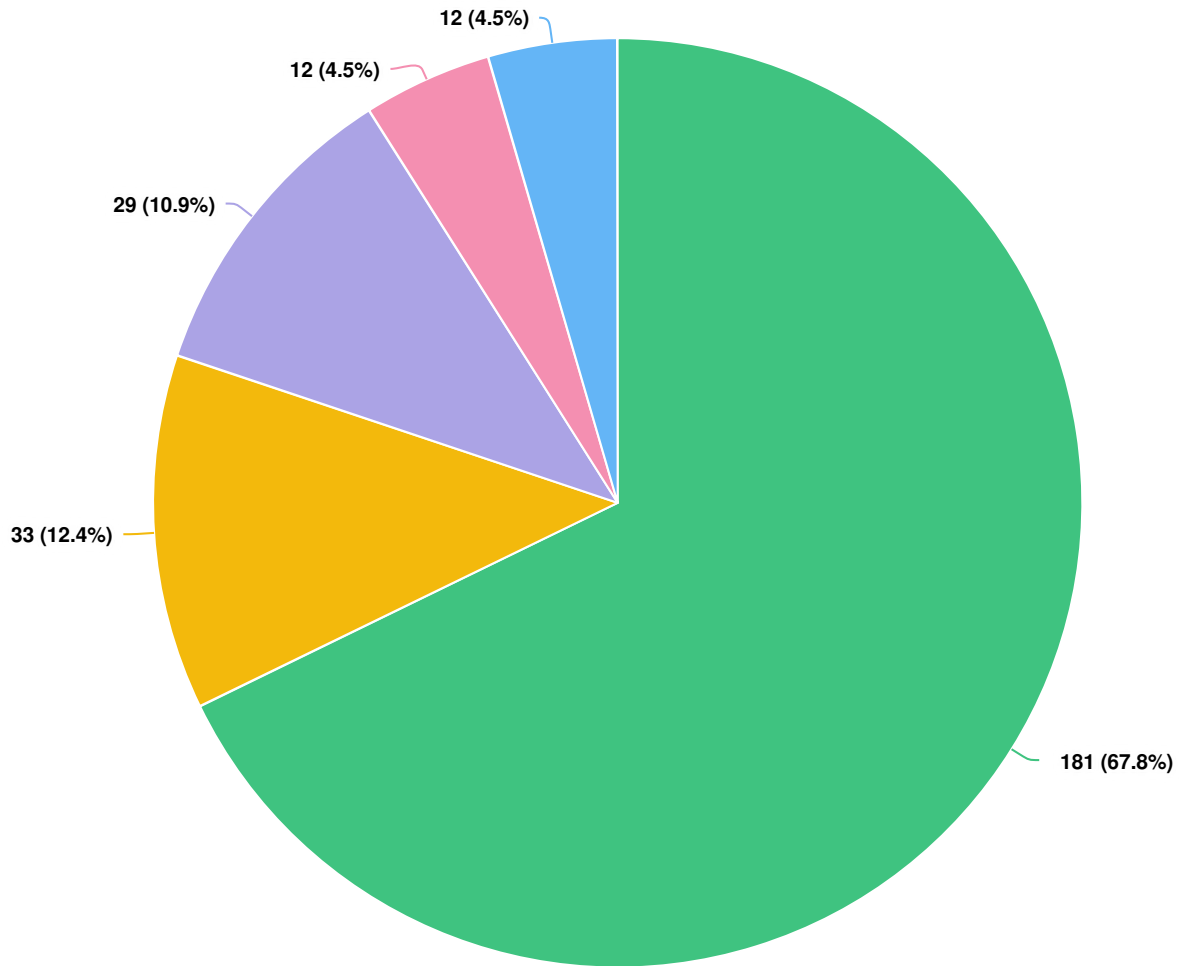
Question options

- Somewhat
- Very much

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

Do you compost?



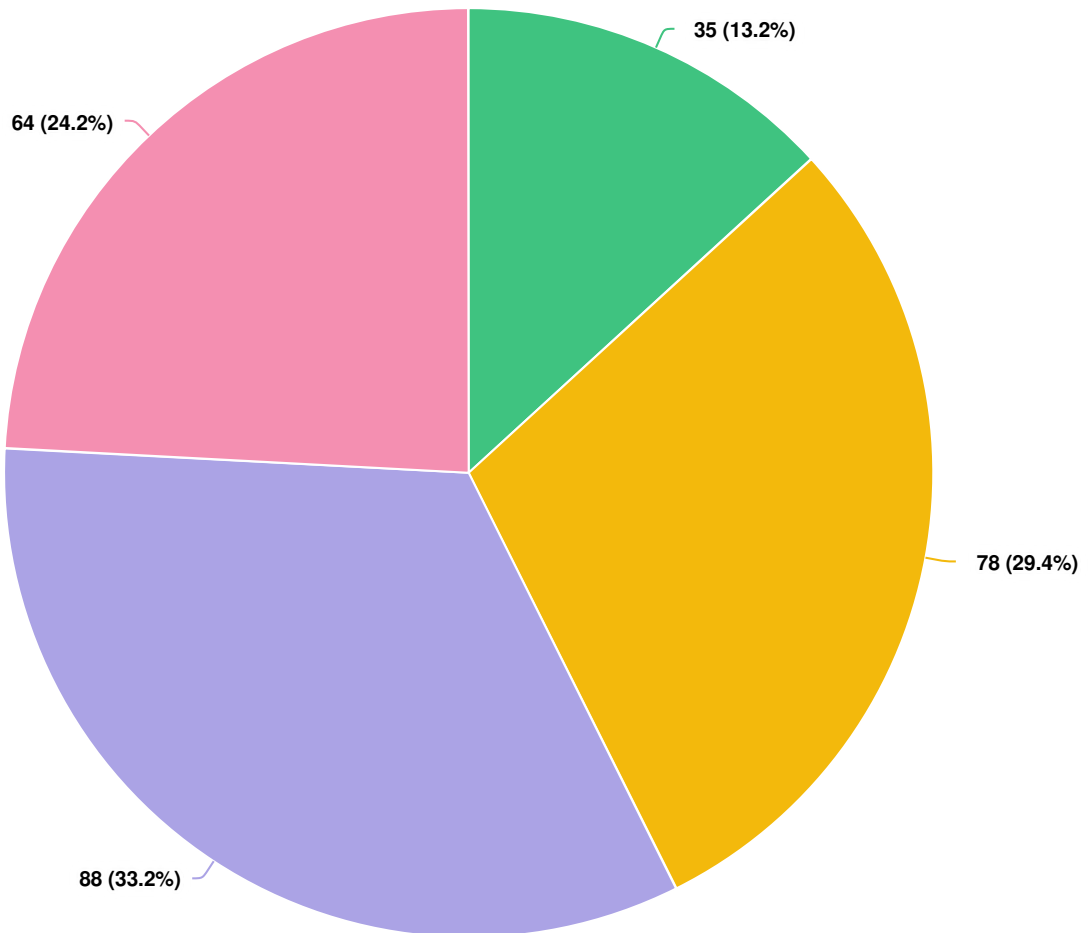
Question options

- No, I'm not interested
- No, I don't know how
- No, I don't think it's available to me
- Sometimes
- Yes, regularly

Optional question (267 response(s), 0 skipped)

Question type: Radio Button Question

Do you feel like you have enough space to grow food (e.g. vegetables, fruit, fruit trees)?



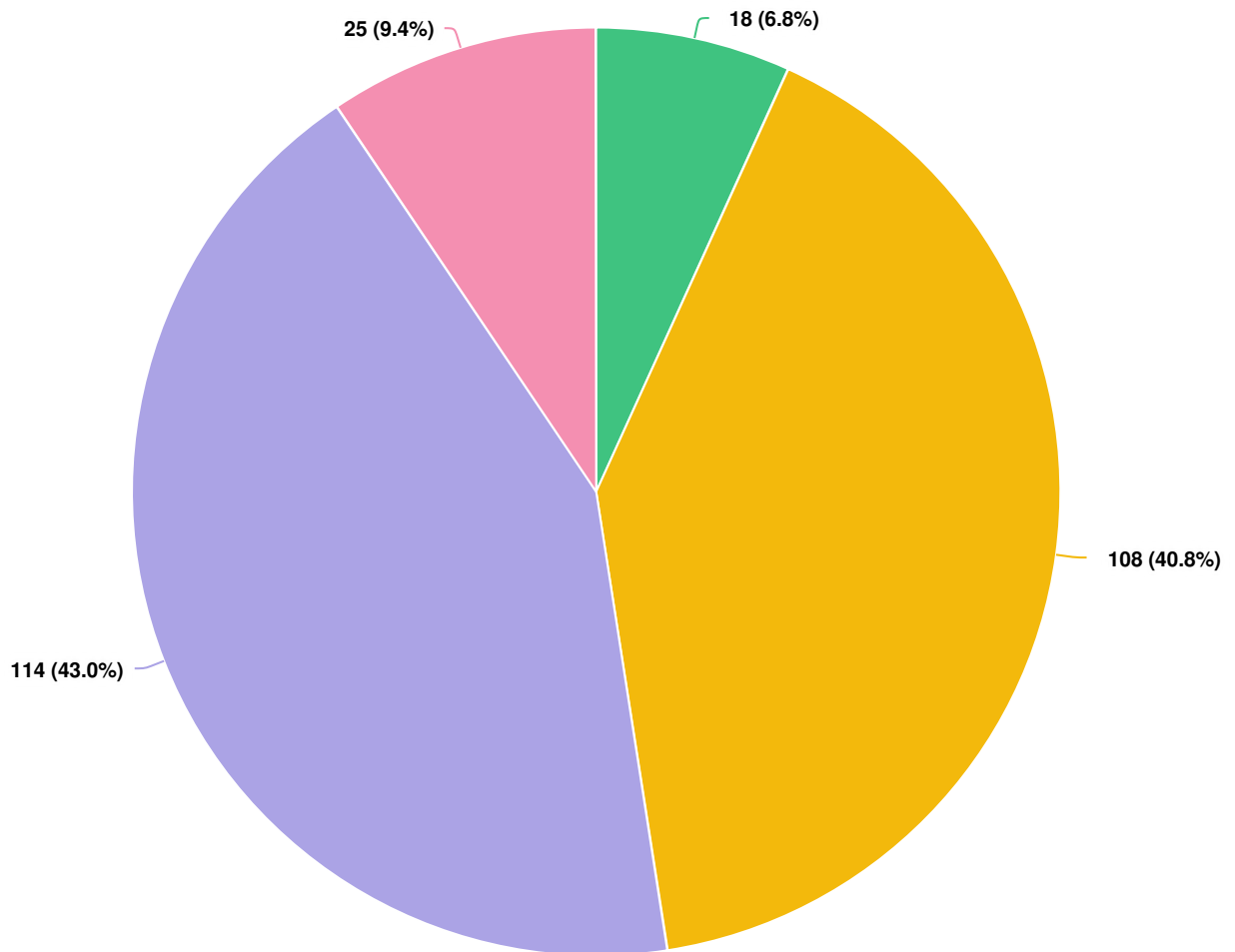
Question options

- No, I would like to have more access to land to grow
- Some but not enough
- Yes
- I'm not interested in this

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

Do you feel like you have enough knowledge to grow food (e.g., vegetables, fruit, fruit trees)?



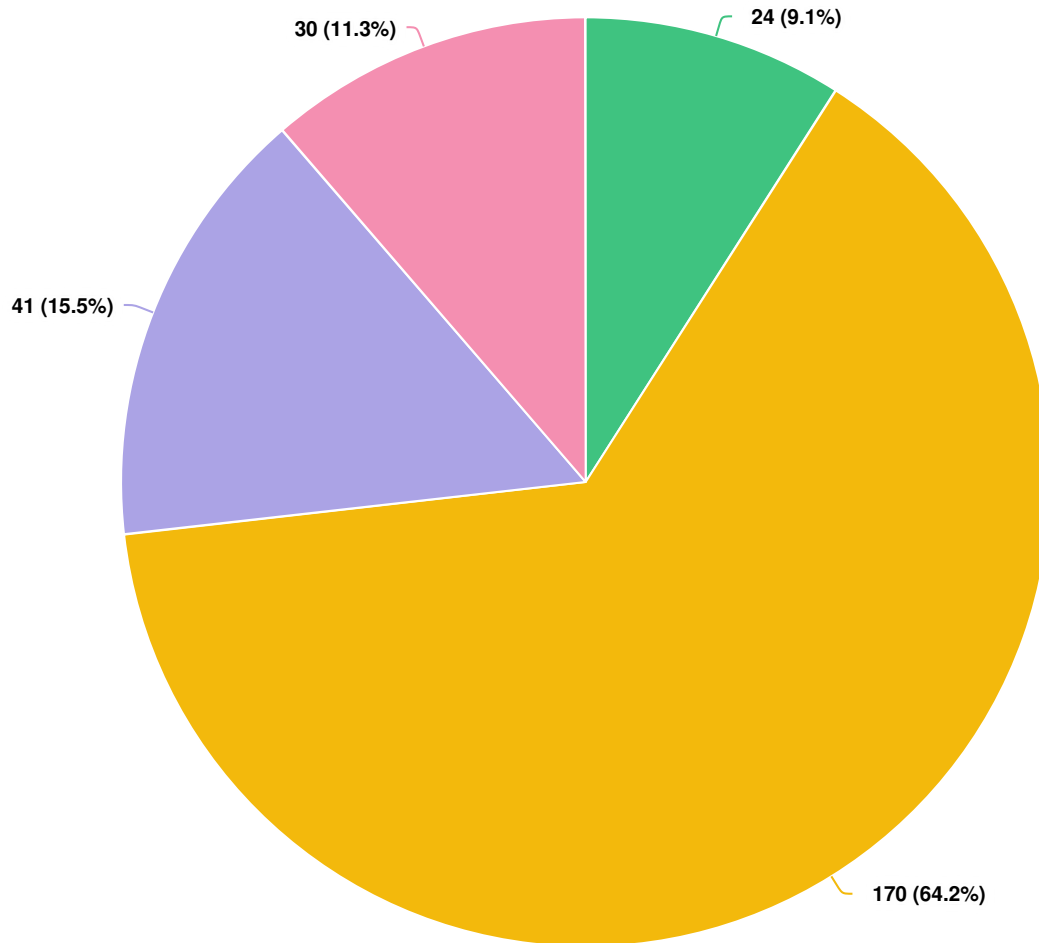
Question options

- No, I would like to know more
- Some but not enough
- Yes
- I'm not interested in this

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

Are you able to access the tools and supplies for growing food? (e.g., seeds, shovels)



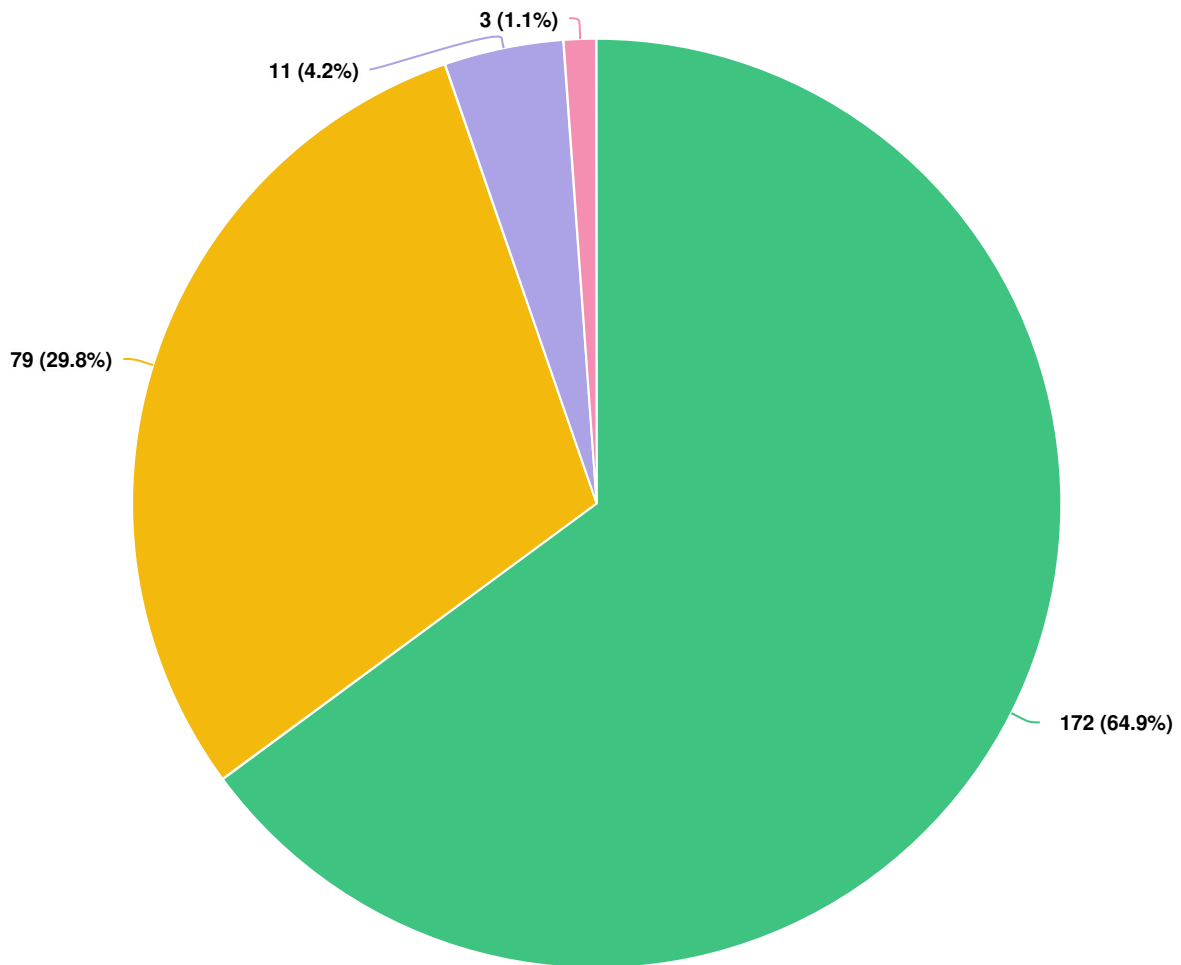
Question options

- No, I would like to have more access to these items
- Some but not enough
- Yes
- I'm not interested in this

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

“Food literacy” refers to the knowledge, skills and attitudes necessary to choose, grow, prepare and enjoy healthy food to support one’s health, community and the environment. How important is Food Literacy to you?



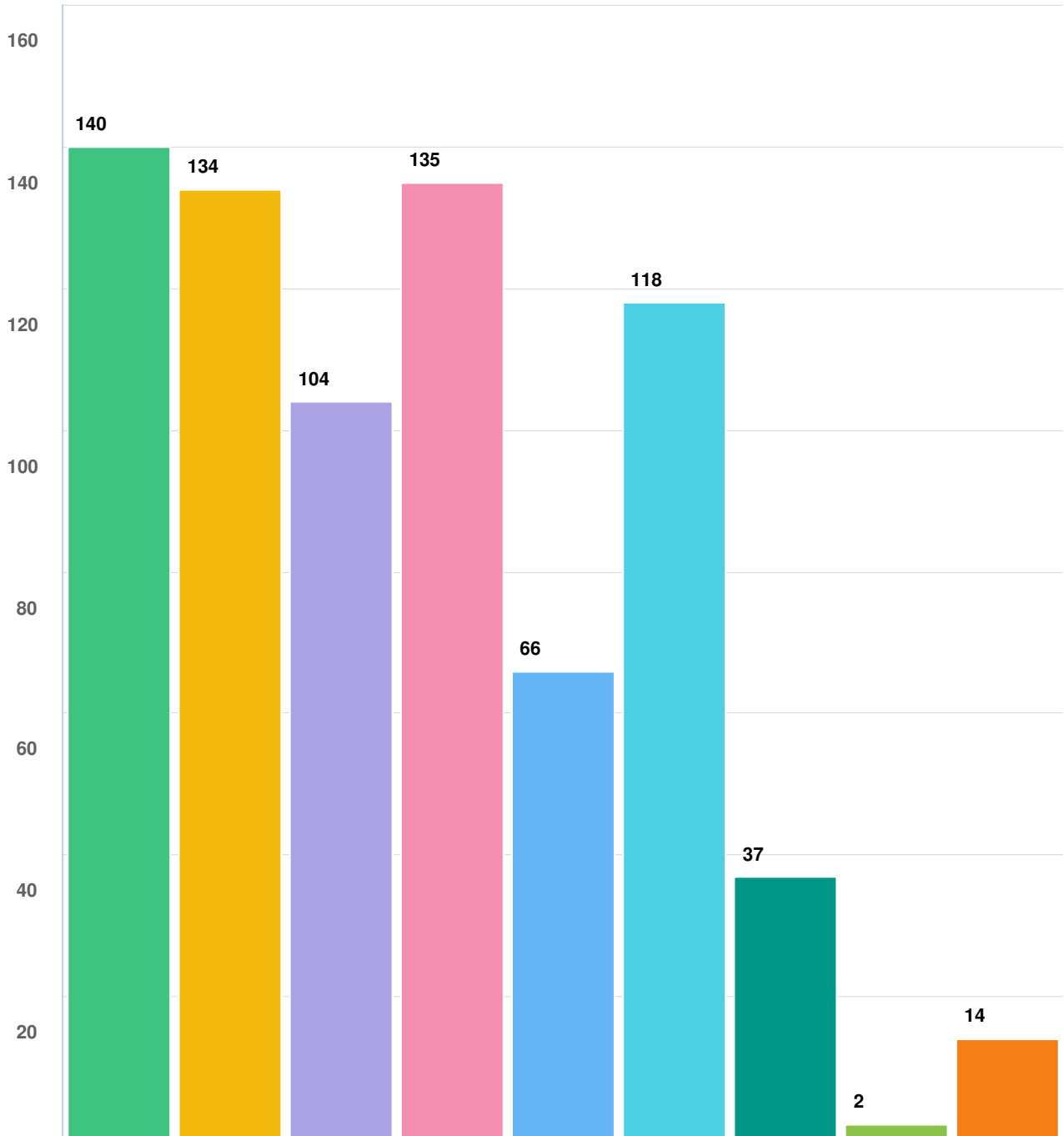
Question options

- Low Importance
- Neutral
- Important
- Very important

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

What aspects of Food Literacy would you like to see offered to residents of Hamilton? Choose up to 3 answers:



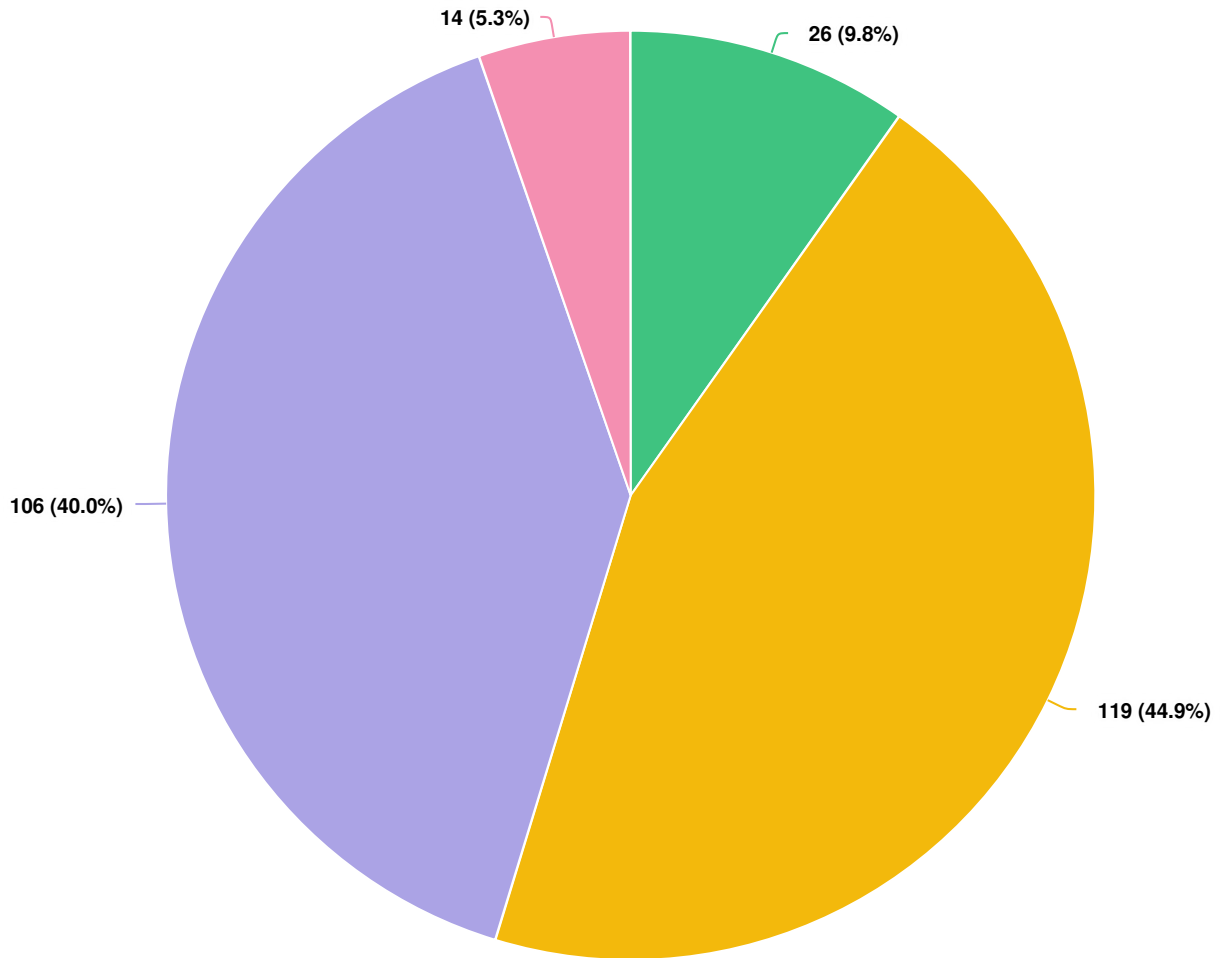
Question options

- Other (please specify)
 ● None
 ● Job Skills
 ● School educational programs
 ● Food Waste – compost
- Food skills - preparation
 ● Where food comes from – distribution, local, environment
 ● How to grow food
- Nutritional health and knowledge

Optional question (266 response(s), 1 skipped)

Question type: Checkbox Question

Are you able to access information and/or education related to food skills, in Hamilton?



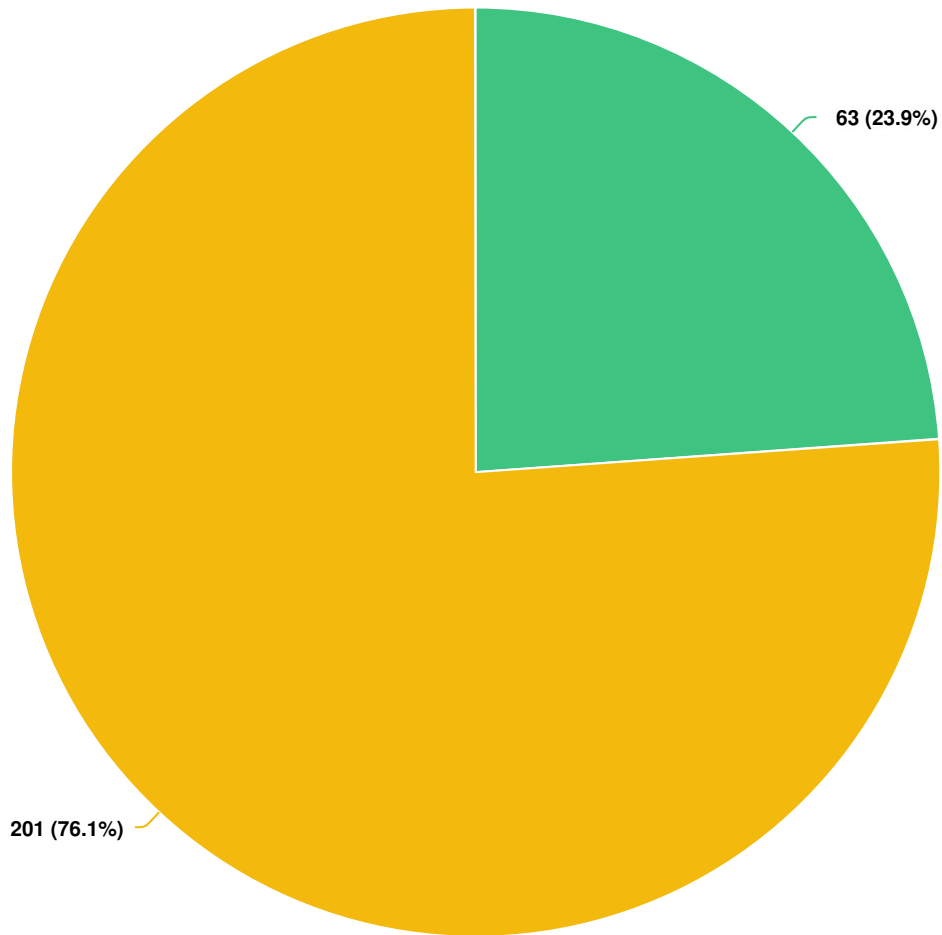
Question options

- No
- Somewhat
- Yes
- I'm not interested in this

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

Are you the parent or guardian to any school-aged children?



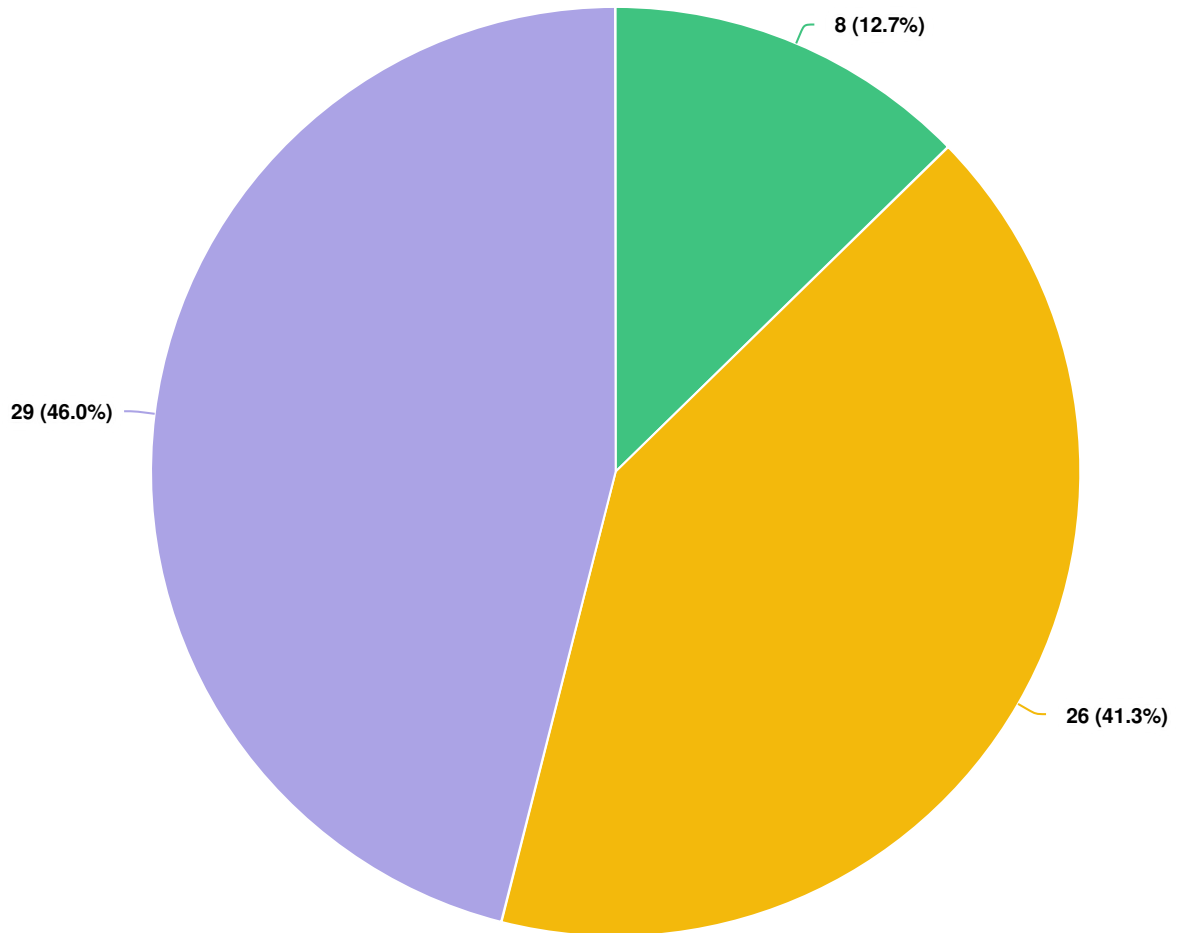
Question options

- No
- Yes

Optional question (264 response(s), 3 skipped)

Question type: Radio Button Question

Do you feel like they have opportunities to learn about food systems and skills through school?



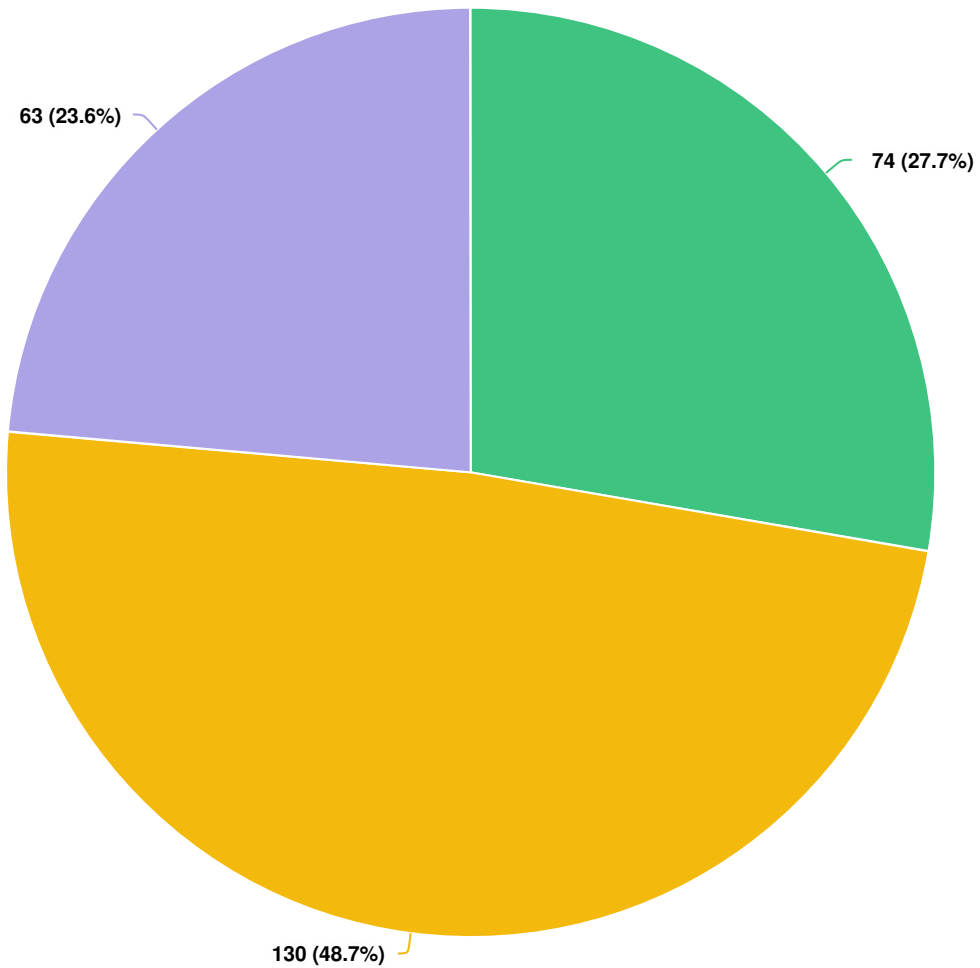
Question options

- Somewhat
- No
- Yes

Optional question (63 response(s), 204 skipped)

Question type: Radio Button Question

Do you feel like you have enough information about how to access local farms and food-related businesses and events in Hamilton?



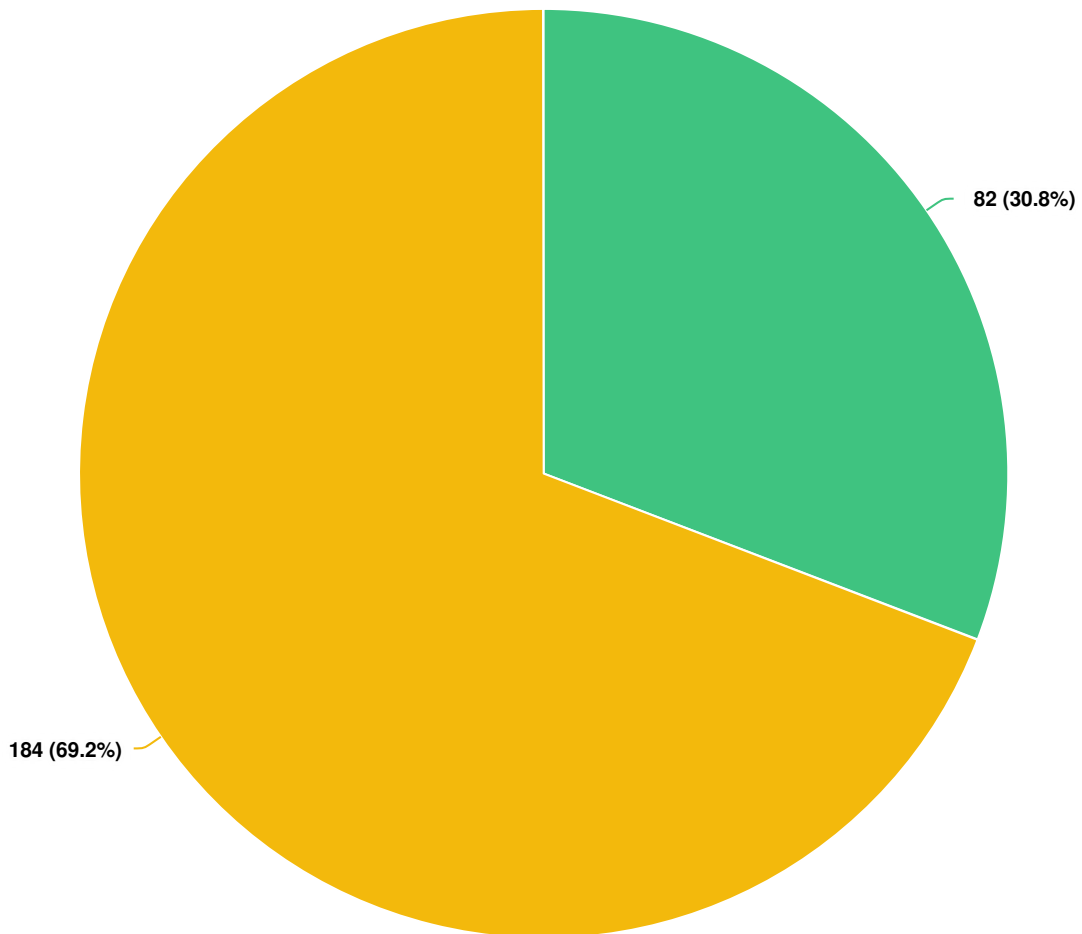
Question options

- No
- Somewhat
- Yes

Optional question (267 response(s), 0 skipped)

Question type: Radio Button Question

Are you part of any food-related network of people or organizations?



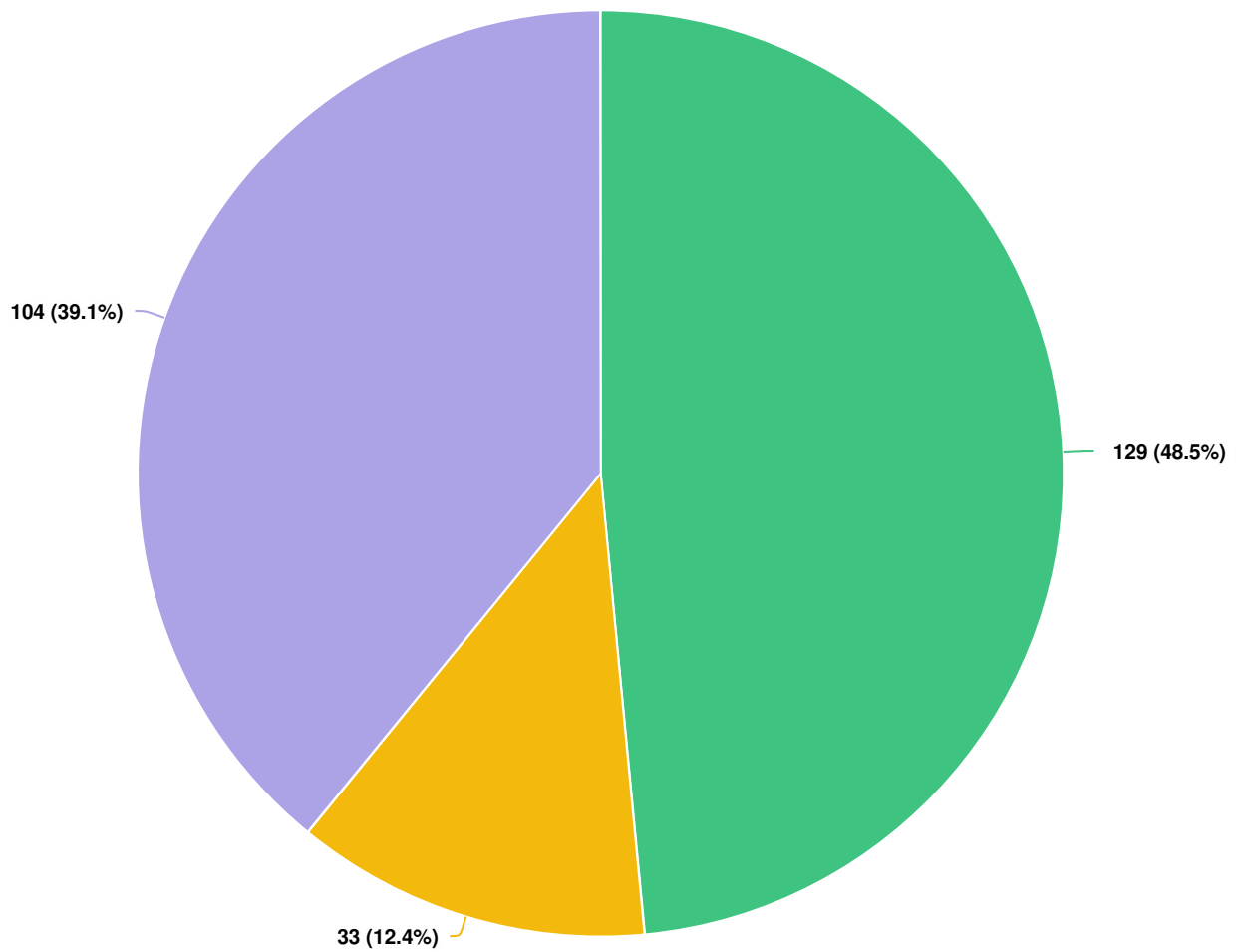
Question options

- No
- Yes

Optional question (266 response(s), 1 skipped)

Question type: Radio Button Question

Do you feel like Hamilton has the resources and culture to support new and exciting food related initiatives?



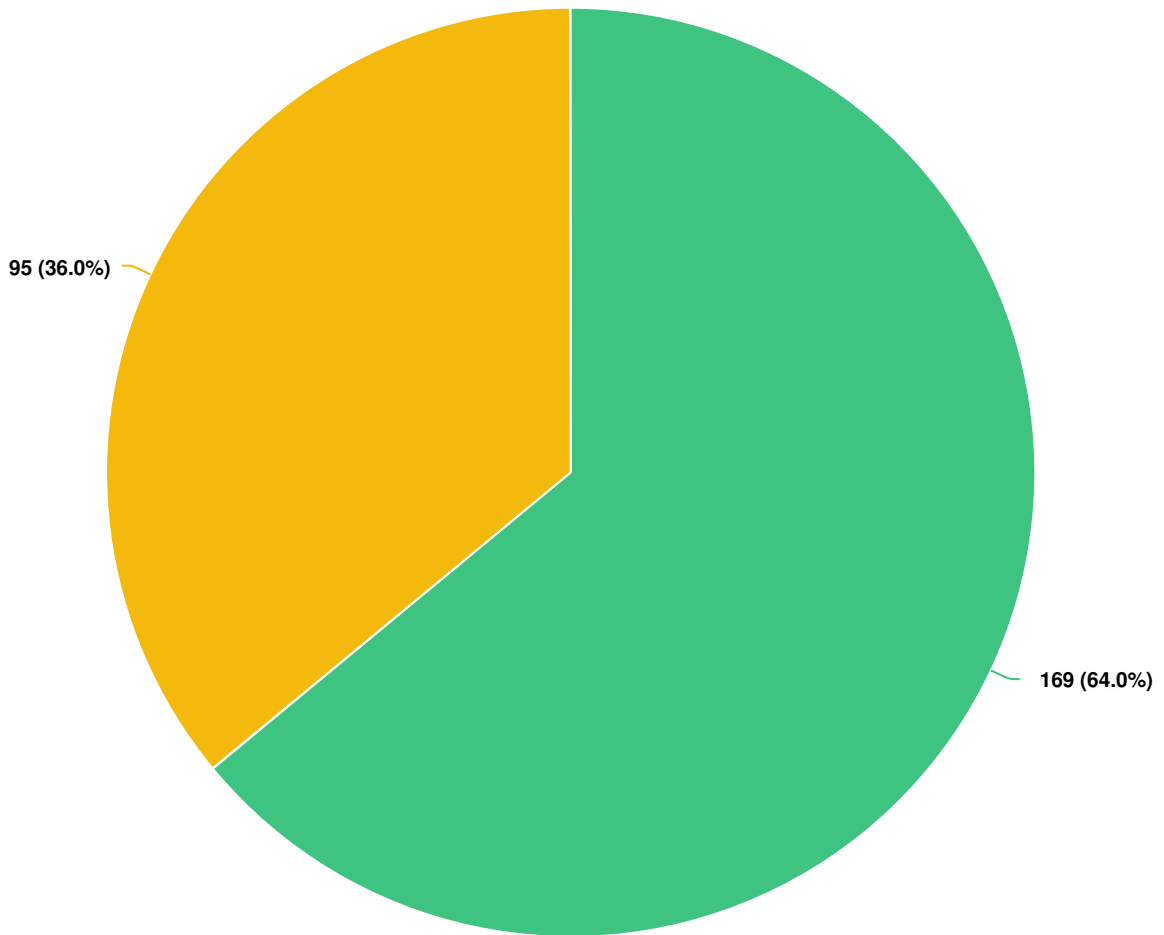
Question options

- Somewhat
- No
- Yes

Optional question (266 response(s), 1 skipped)

Question type: Radio Button Question

Due to the pandemic, have you seen or experienced changes or innovations in food systems, food programs, production and/or food access?



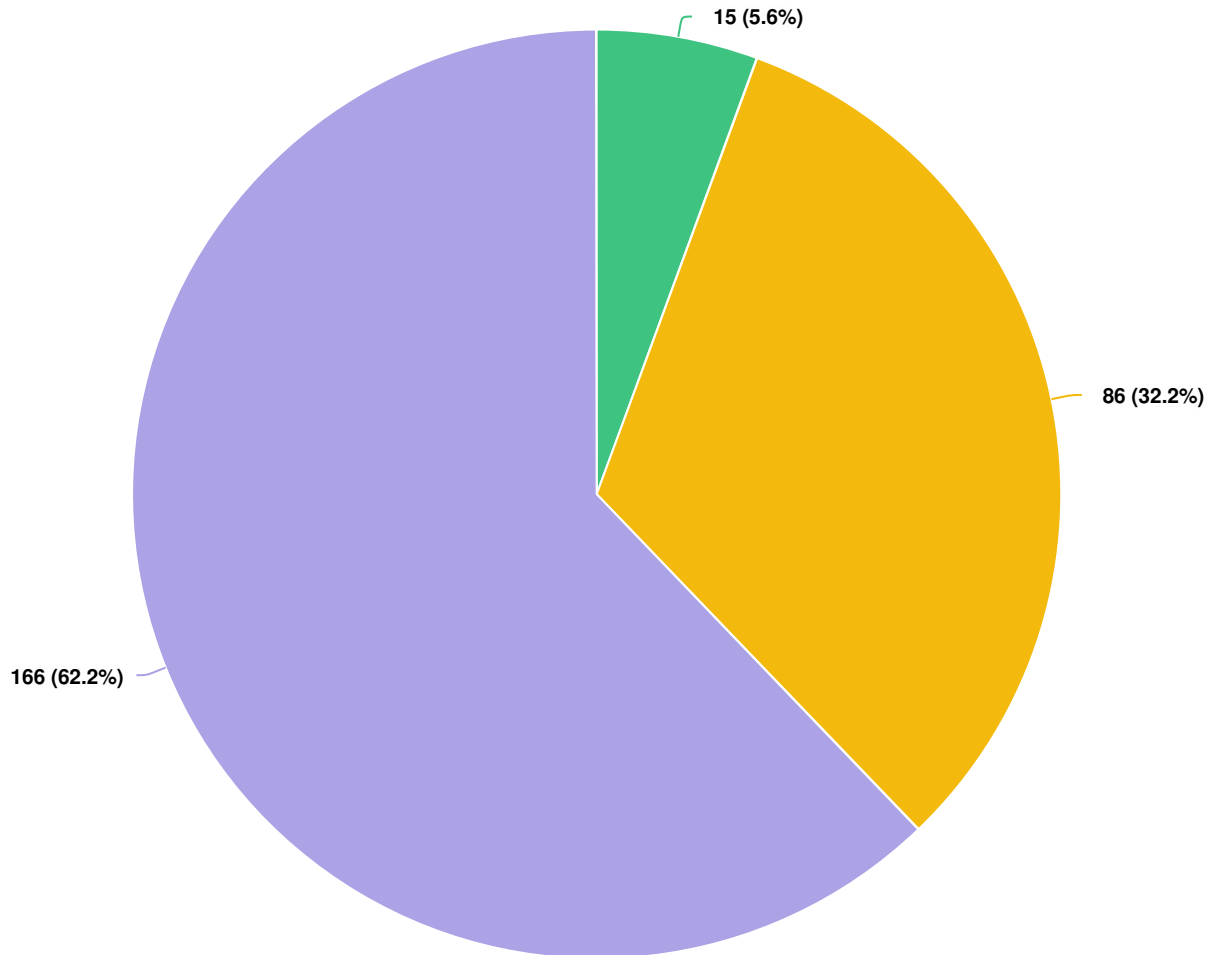
Question options

- No
- Yes

Optional question (264 response(s), 3 skipped)

Question type: Radio Button Question

Do you think that there are enough supports available to help Hamiltonians with starting food-related initiatives and/or businesses?



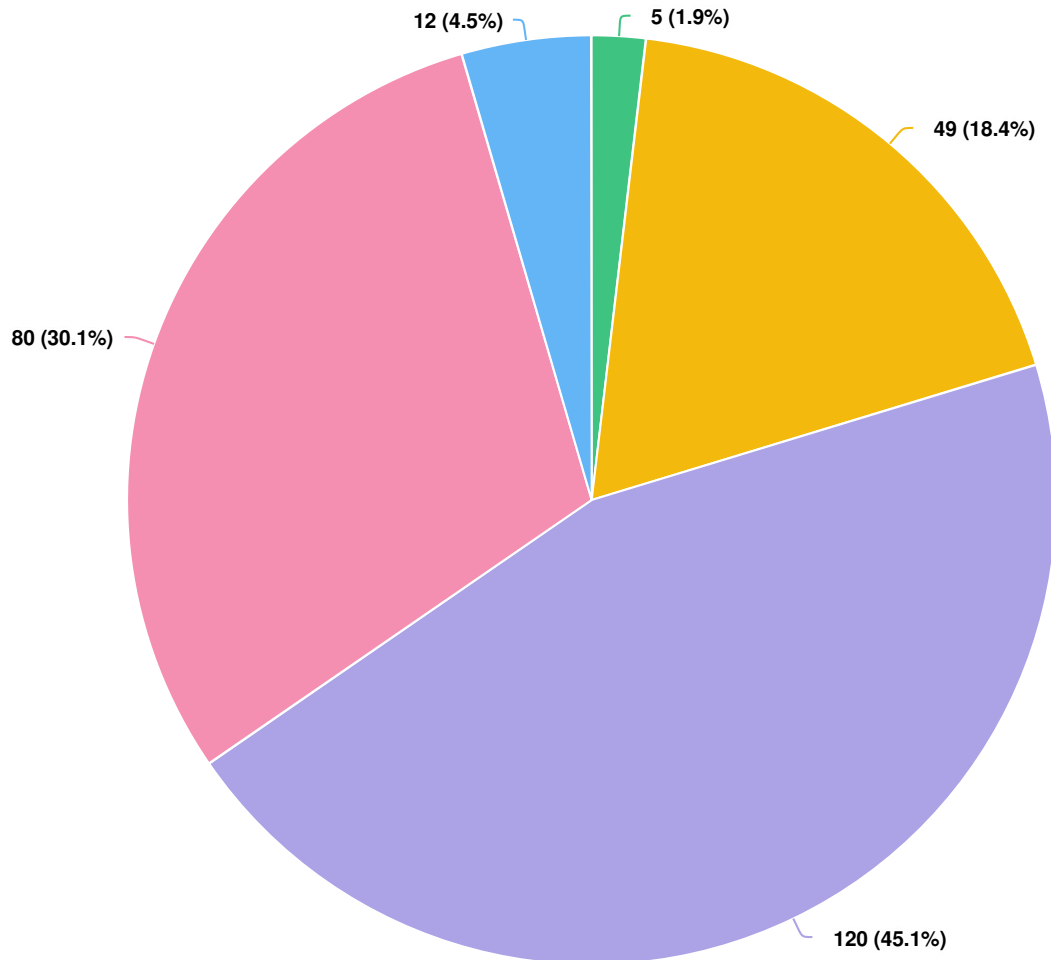
Question options

- Unsure
- No
- Yes

Optional question (267 response(s), 0 skipped)

Question type: Radio Button Question

To what extent do you agree or disagree with the following statement? “Hamilton has a strong local and sustainable food system”



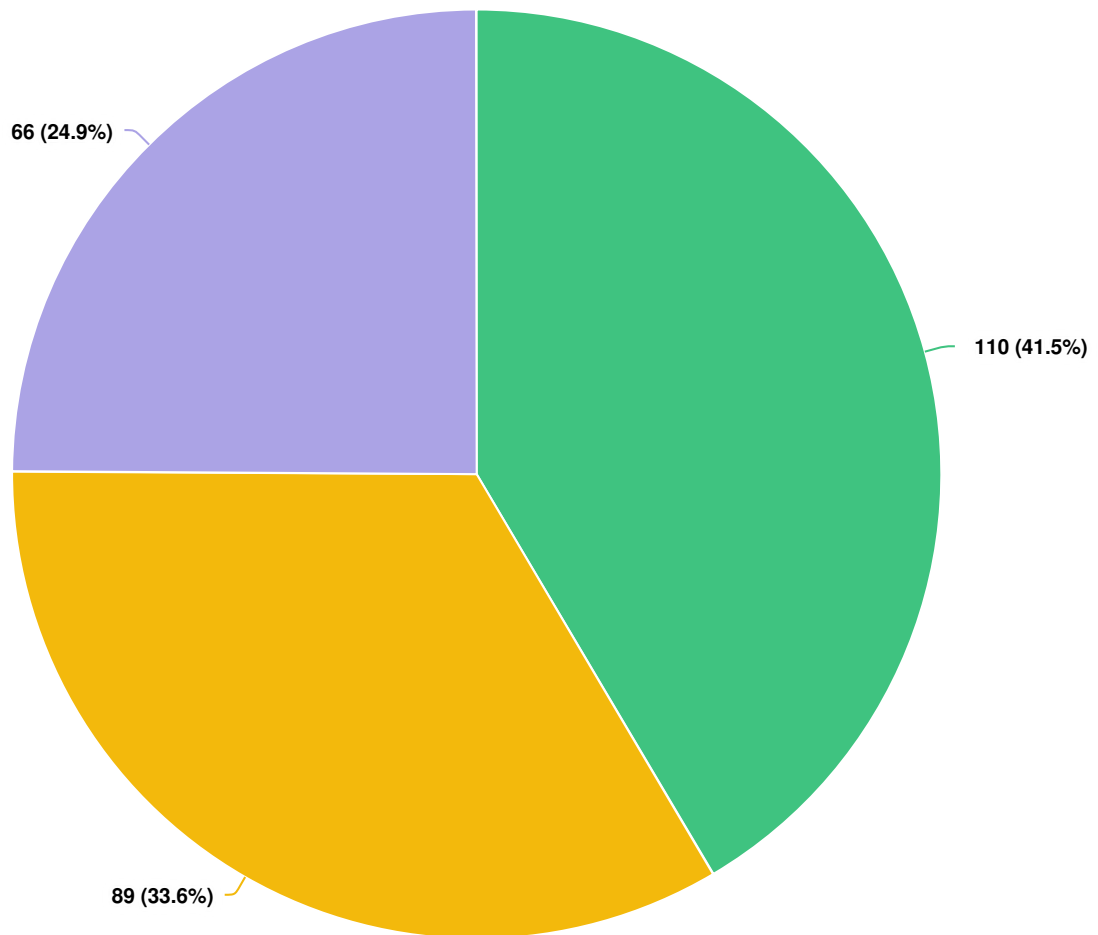
Question options

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

Optional question (266 response(s), 1 skipped)

Question type: Radio Button Question

Are you involved with or familiar with the concept of food justice?



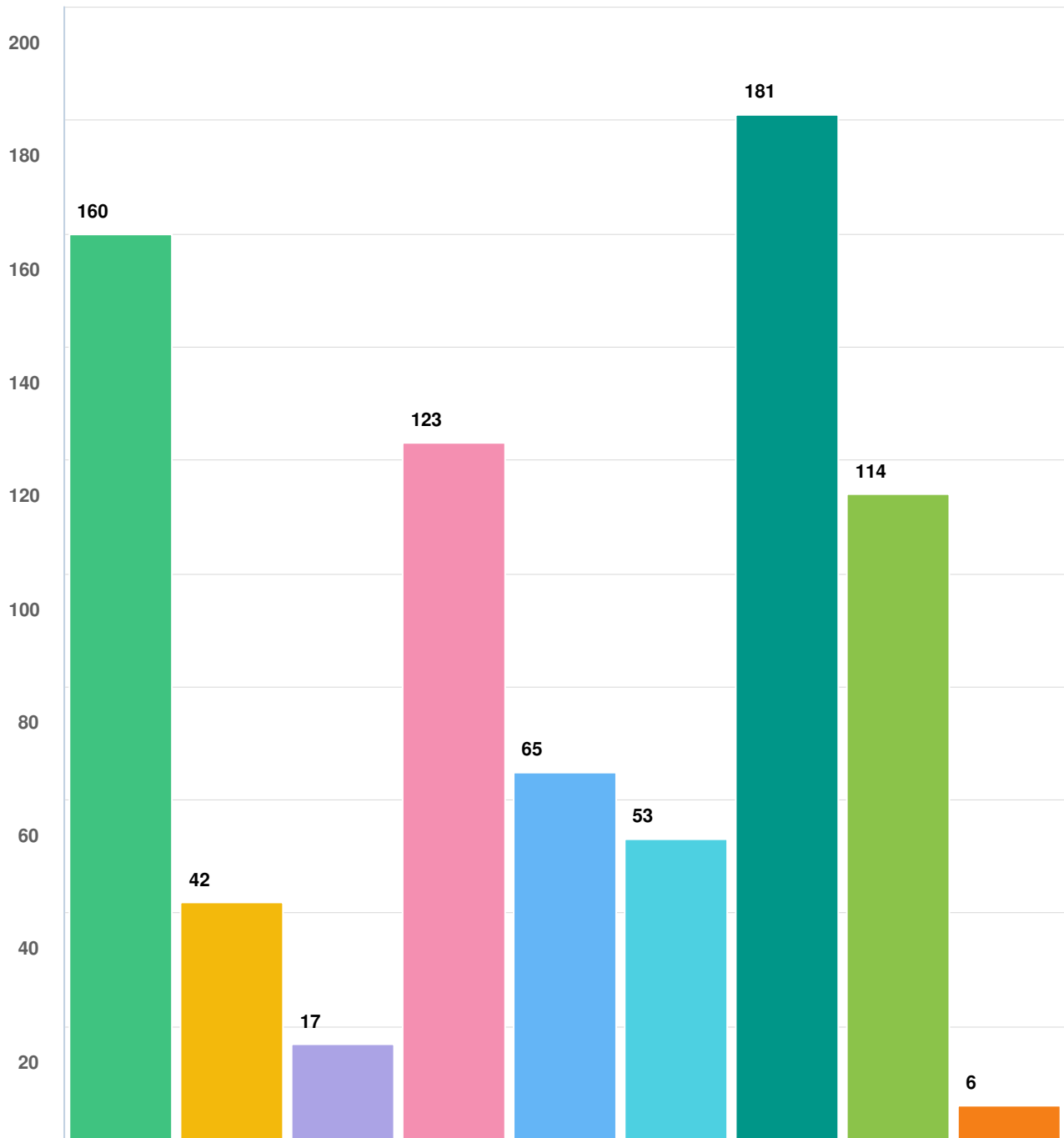
Question options

- Somewhat
- No
- Yes

Optional question (265 response(s), 2 skipped)

Question type: Radio Button Question

Please indicate the food justice topics that are most important to you. Select 3 only.



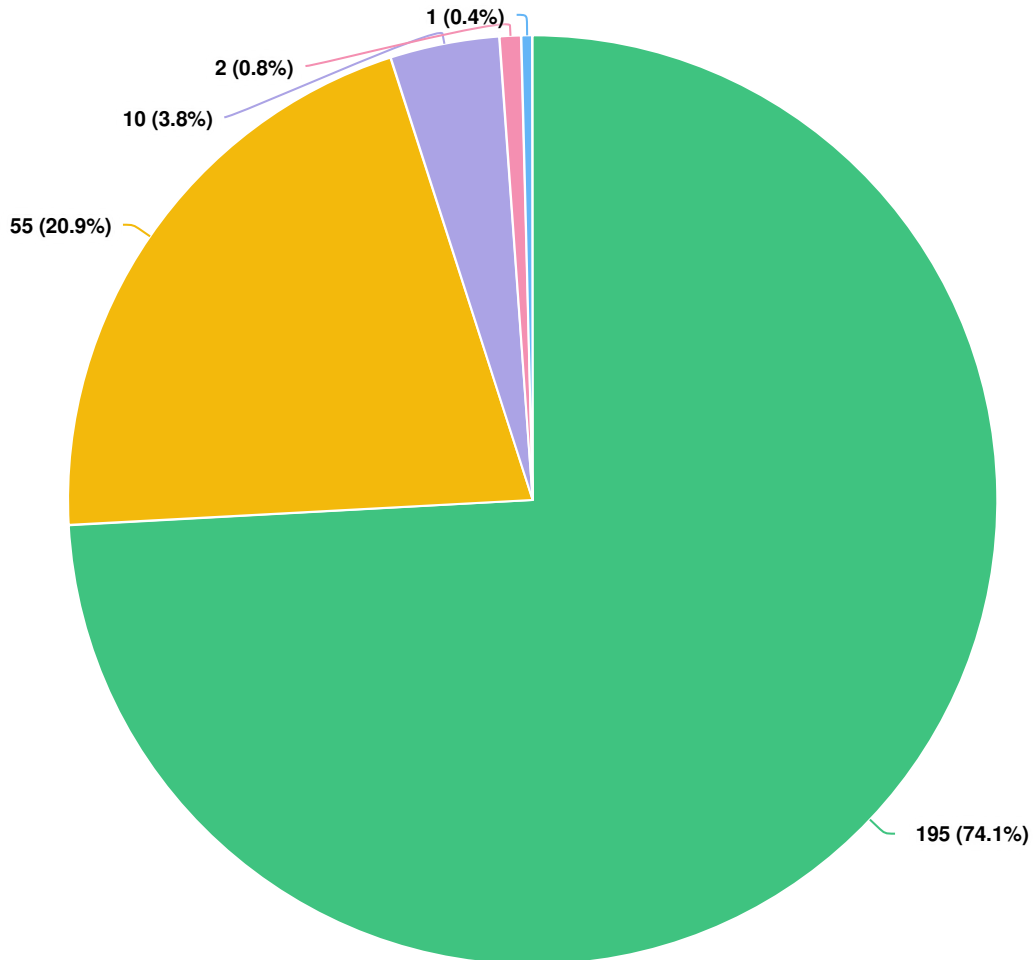
Question options

- Other (please specify)
 ● Sustainable Practices - Climate Crisis
 ● Poverty/Food Insecurity
- Migrant Farm Workers Rights
 ● Mandatory Food Literacy Curriculum in schools
 ● Living Wage
 ● Job Creation
- Indigenous Food Sovereignty
 ● Affordable Housing – Homelessness

Optional question (265 response(s), 2 skipped)

Question type: Checkbox Question

How important do you feel it is for Hamilton to invest in local and sustainable food systems and food businesses?



Question options

- Not At All Important
- Low Importance
- Neutral
- Important
- Very important

Optional question (263 response(s), 4 skipped)

Question type: Radio Button Question

Survey for Map - 3739

SURVEY RESPONSE REPORT

27 June 2022 - 22 August 2022

PROJECT NAME:

Food Strategy in Hamilton



SURVEY QUESTIONS

Q1 | **Your Comment**

dmarg

7/04/2022 12:17 PM

Lots of access to commercial grocery stores but difficult to access fairly priced, local, home grown food (ie. eggs, milk, meat etc.) and no local community area to garden

jjstock

7/27/2022 03:14 PM

Access to food is okay for essentials with access to multinational food corporation (No-Frills), however, access to locally produced foods from small business is limited. Variety stores carry bare minimum needs (milk, egg, cheese) and zero produce. Mostly junk and highly processed foods.

jjstock

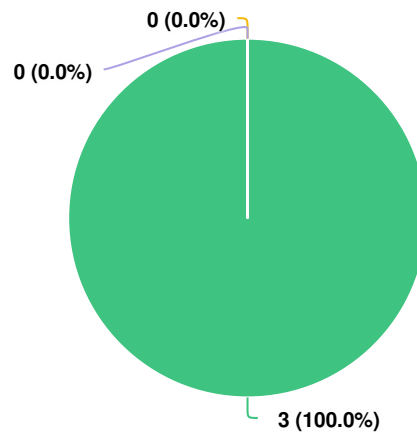
7/27/2022 03:14 PM

Access to food is okay for essentials with access to multinational food corporation (No-Frills), however, access to locally produced foods from small business is limited. Variety stores carry bare minimum needs (milk, egg, cheese) and zero produce. Mostly junk and highly processed foods.

Optional question (3 response(s), 0 skipped)

Question type: Essay Question

Q3 Do you feel like you can access the type and quality of food you need/prefer, in the neighbourhood where you live?

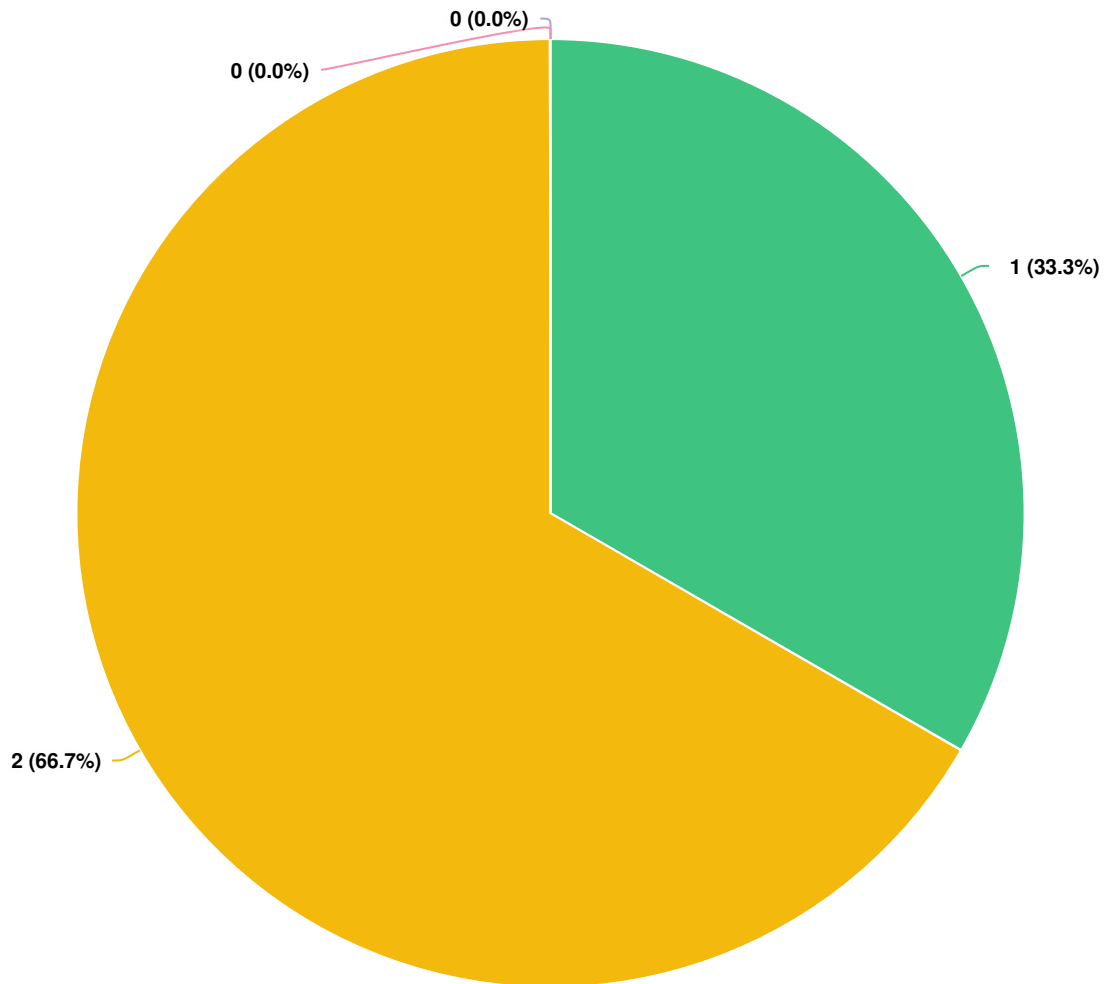


Question options

- Somewhat
- Yes
- No

Optional question (3 response(s), 0 skipped)
Question type: Radio Button Question

Q4 Please select which best applies to your living situation:



Question options

- I rent
- I own
- I live with friends/family
- Other

Optional question (3 response(s), 0 skipped)
Question type: Radio Button Question