




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	November 17, 2022
SUBJECT:	Our City Survey 2022 (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Cyrus Tehrani Chief Digital Officer City Manager's Office
SIGNATURE:	

As approved by Council as part of CM20009 (November 2020), the Our City Survey is being undertaken between November 1st and December 9th, 2022.

The Our City Survey is a resident survey completed via telephone interviews and online that seeks to:

- Understand resident perception of City services and help identify areas for improvement
- Understand resident perception of quality of life in Hamilton
- Understand resident perception of interactions with the City
- Understand similarities and differences in resident feedback across the city.

The City has partnered with Metroline Research Group to conduct the telephone survey. The online version of the survey was made available starting November 1 via the Engage Hamilton platform to supplement the telephone interviews and offers an additional option for residents to participate in the survey. Resident responses to both the phone and online survey will be completely confidential.

The phone survey results will be statistically representative and reflective of the Hamilton population by ward and age composition aged 18 or older.

This is the third iteration of Our City Survey, following 2018 and 2019 and councils direction to conduct the survey every three years. The survey results will be benchmarked against previous years' findings to identify trends and patterns, where possible.

OUR Vision: To be the best place to raise a child and age successfully.

OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

Promotional efforts to make residents aware of the survey and encourage participation include leveraging online/digital City assets such as the website, corporate social media channels and digital message boards; physical posters in City-owned facilities such as Municipal Service Centre locations, Hamilton Public Library branches and Recreation centres; and paid advertising in local media both print and online.

The Our City Survey findings will be brought forward to Council in early 2023. The survey results will be integrated with the City's strategic planning and continuous improvement efforts.

Questions related to the Our City Survey can be directed to performance@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

N/A

Our City Survey 2022 – Council Toolkit

Newsletter Article

Our City Survey 2022: Your Thoughts. Our Action.

The City of Hamilton wants to know how residents feel about living in Hamilton and how the City is doing in providing services.

By participating in the Our City Survey, your feedback will help us understand how we can improve city services and programs that matter to you.

We have partnered with Metroline Research Group to conduct the Our City Survey telephone survey. A random sample of the Hamilton residents in each ward will be called (both cell and land lines) to complete the survey over the phone. If you receive a call, please share your feedback! The survey is also available online at engage.hamilton.ca/ourcitysurvey.

Responses will be completely confidential by phone or online.

The survey is open until **December 9, 2022**. Responses will be completely confidential by phone or online.

To learn more, please visit Engage.Hamilton.ca/OurCitySurvey

Social Media Messages

- Take the Our City Survey! Metroline Research Group will call a random sample of [#HamOnt](#) residents in each ward to complete the survey over the phone (both cell and landlines). Residents who receive calls are encouraged to share feedback. Learn more: engage.Hamilton.ca/OurCitySurvey
- How can we improve city services and programs that matter to you? Participate in the Our City Survey by phone if you receive a call from Metroline Research Group, or take the survey online at engage.Hamilton.ca/OurCitySurvey [#HamOnt](#)
- Tell us what you think about your municipal services and how we can do better. Take the Our City Survey today! Learn more: engage.Hamilton.ca/OurCitySurvey [#HamOnt](#)
- Help us understand what you think about city services and programs and how we can do better. Take the Our City Survey now until December 9. Participate by phone if you receive a call from Metroline Research Group, or take the survey online at engage.Hamilton.ca/OurCitySurvey [#HamOnt](#)



**WE WANT TO
HEAR FROM YOU!**

our City Survey

Your Thoughts. Our Action.



Hamilton



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Survey closes December 9, 2022.



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For more information, visit

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