



## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	October 27, 2022
<b>SUBJECT:</b>	Our City Survey 2022 (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Cyrus Tehrani Chief Digital Officer City Manager's Office
<b>SIGNATURE:</b>	

As approved by Council as part of CM20009 (November 2020), the Our City Survey will be undertaken from November 1<sup>st</sup> to December 9<sup>th</sup>, 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.

This City has partnered with Metroline Research Group to conduct the telephone survey. The online version of the survey will be made available starting November 1 via the Engage Hamilton platform to supplement the telephone interviews and offer 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 will be the third iteration of Our City Survey, following 2018 and 2019. The survey results will be benchmarked against previous years' findings to identify trends and patterns, where possible.

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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, budgeting process and continuous improvement efforts.

Questions related to the Our City Survey can be directed to [performance@hamilton.ca](mailto:performance@hamilton.ca).

**APPENDICES AND SCHEDULES ATTACHED**

N/A