



Hamilton

OUR CITY SURVEY 2022 RESULTS

General Issues Committee – Report CM23011

May 3rd, 2023

Presenters:

Aimee Tan, Senior Project Manager, Strategy, Performance & Data Integration

Lisa Zinkewich, Manager, Corporate Initiatives

City Manager's Office

Digital, Innovation, Strategic Partnerships & Corporate Initiatives

Our City Survey Background & Objectives

- Third iteration (2018, 2019 & 2022)
- Survey frequency change approved by Council in 2020
- Collect feedback and opinions on the following topics:
 - Perception of the quality of life in Hamilton
 - Views toward the City's vision and priorities
 - Assessment of quality and usage of City services
 - Assessment of quality of the interaction with the City
 - Preference for service delivery and communication channels
 - Views toward community engagement

2022 Survey Promotion

Awareness about the Our City Survey was raised through multiple digital and print mediums



our City Survey
Your Thoughts. Our Action.

We want to hear from you.

Your feedback will help the City of Hamilton understand how we can improve city services and programs that matter to you.

Survey closes December 9, 2022.

We have partnered with Metroline Research Group to conduct the telephone survey. The survey is also available online.

Your responses will be completely confidential by phone or online.

For more information, visit
engage.hamilton.ca/OurCitySurvey



Hamilton



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2022 Survey Methodology & Outcome

- Live November 1 - December 18, 2022

Phone survey

- Administered by a third party via randomized calls
- 1,052 surveys completed
- Results weighted by ward and age according to the 2016 census data, to ensure that the sample reflects the population of the City of Hamilton

Online surveys

- Available on Engage Hamilton through an open link
- 2,500 surveys completed

Paper surveys

- No responses submitted

2022 Survey Challenges & Limitations

- City wide margin of error of +/-2.5%, 19 times out of 20 was not met
 - Achieved margin of error of +/-3.0%
- Ward level margin of error +/- 10%, 19 times out of 20 was not met
 - Ward level analysis not undertaken due to inability to meet margin of error
- Assumption that differences between city services and services provided by other agencies and levels of government is understood
- Online & phone results cannot be directly compared due to differences in methodology, sample size and respondent profile

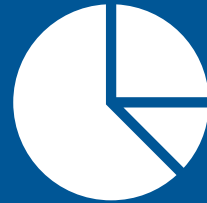


our **City** Survey

Your Thoughts. Our Action.

2022 Results

(phone only – random sample)

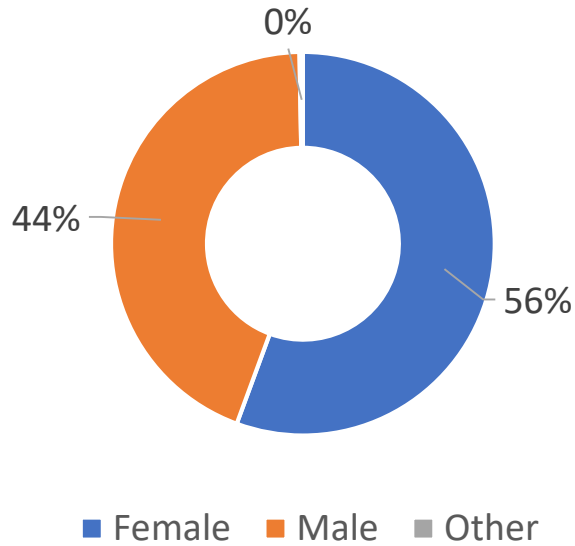


Respondent Profile

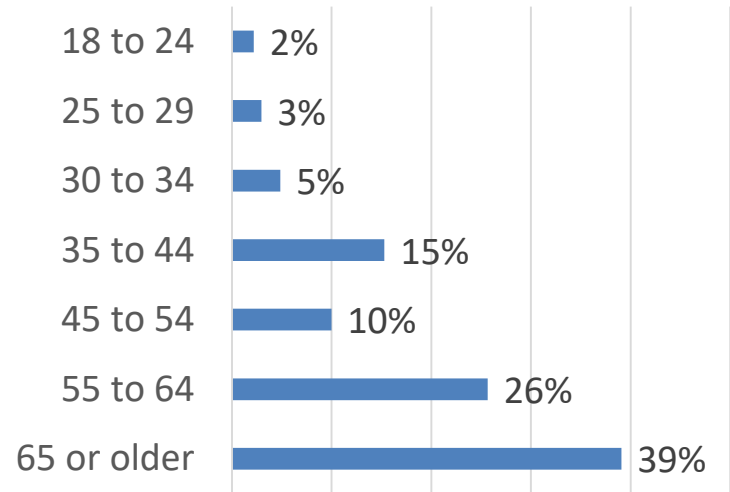
(phone only – random sample)

Respondent Profile

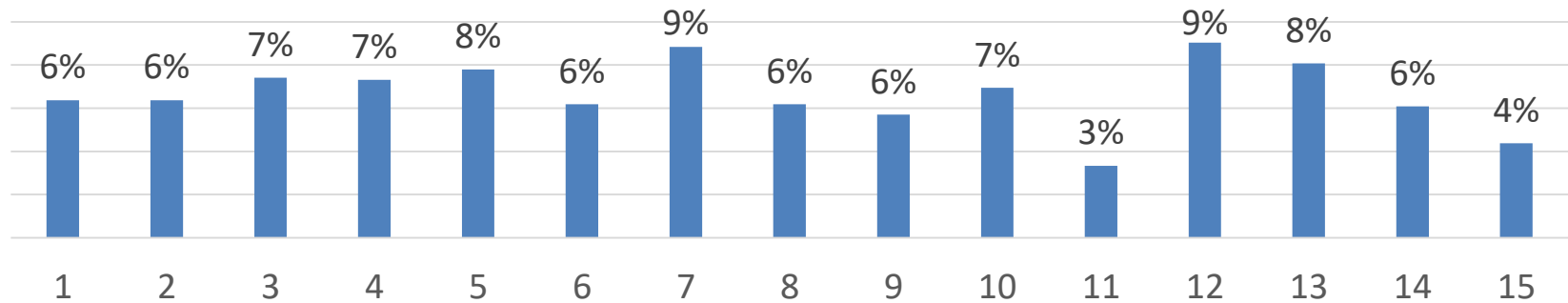
Gender



Age



Ward





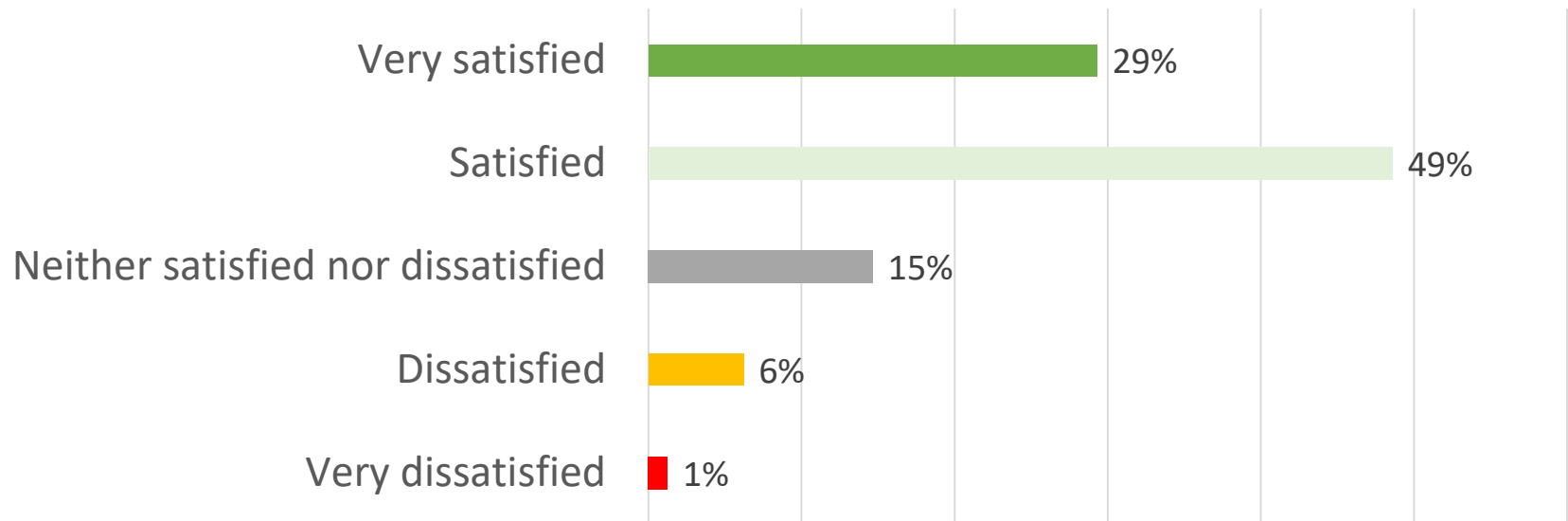
Quality of Life

(phone only – random sample)

Satisfaction with Life in Hamilton

8 out of 10 (78%) residents are satisfied or very satisfied with their life in Hamilton

How satisfied are you with your life in Hamilton?

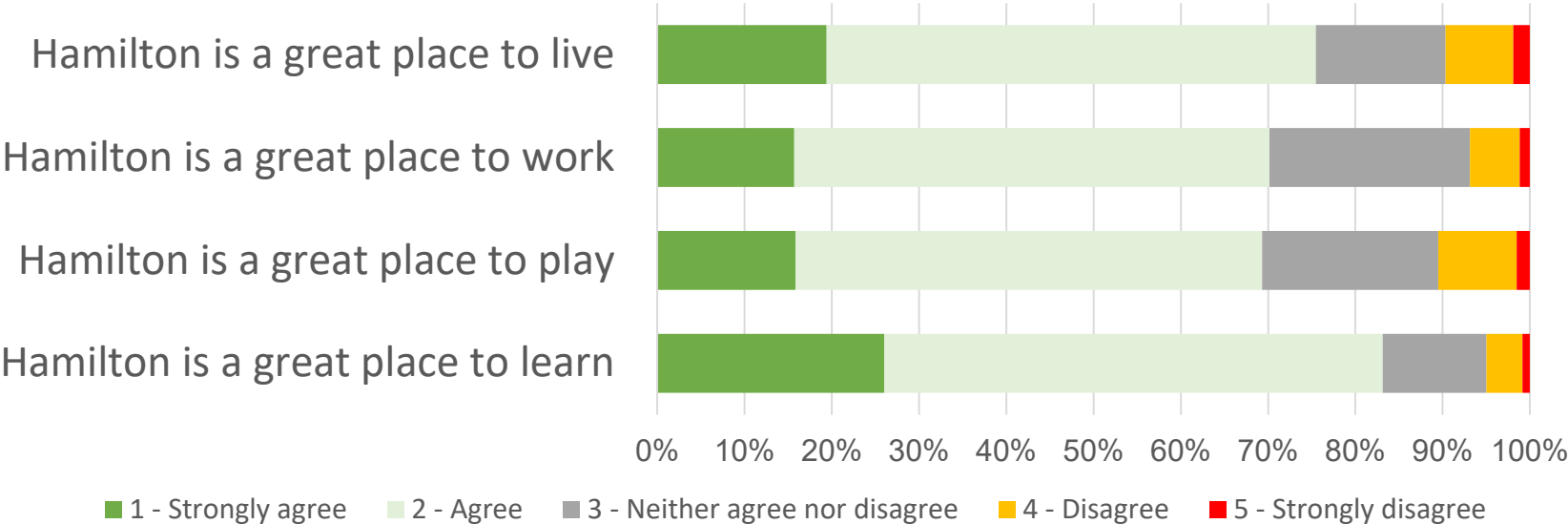


Q21: Overall, how satisfied are you with your life in Hamilton?
2019 wording: Overall, how satisfied are you with your life?

Quality of Life in Hamilton

Most respondents agree/strongly agree that Hamilton is a great place to live (75%), work (70%), play (69%) and learn (83%)

Quality of Life in Hamilton

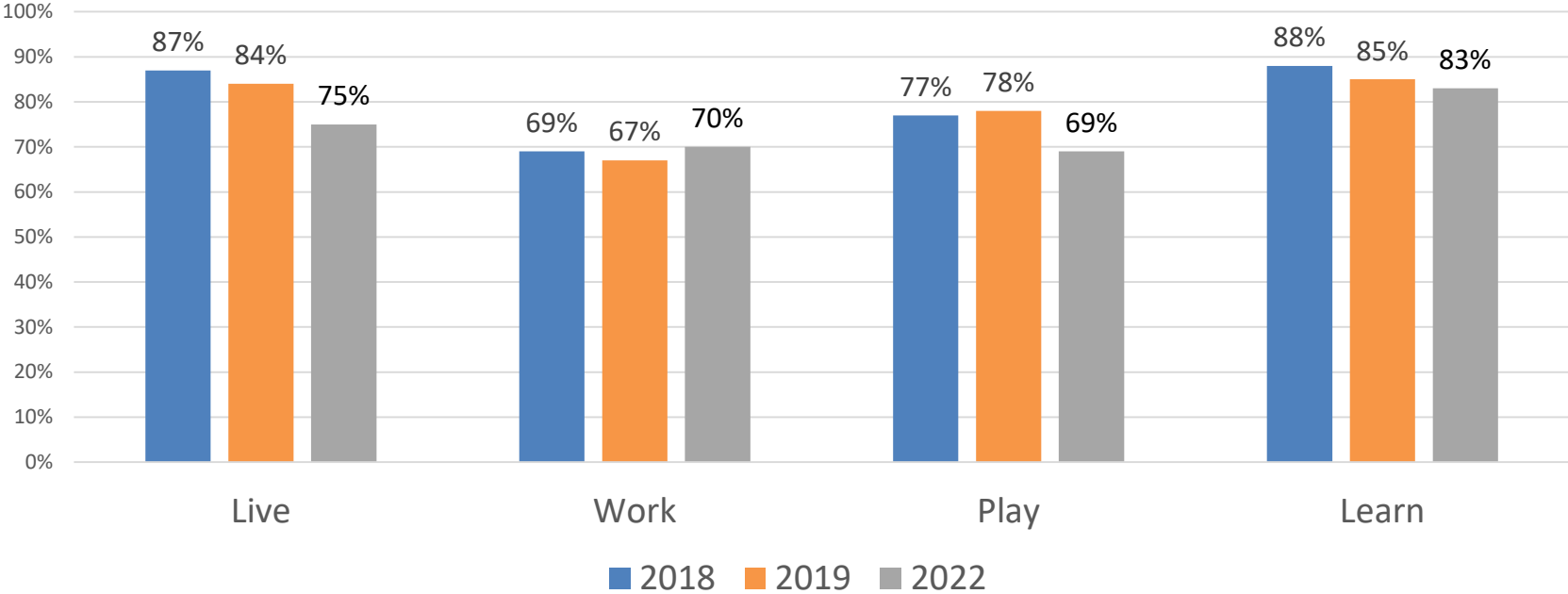


Q1: Please indicate your level of agreement with the following statements. a) Hamilton is a great place to live b) Hamilton is a great place to work c) Hamilton is a great place to play d) Hamilton is a great place to learn.

Quality of Life in Hamilton

Hamilton as a place to live and play is less favorable than previous results

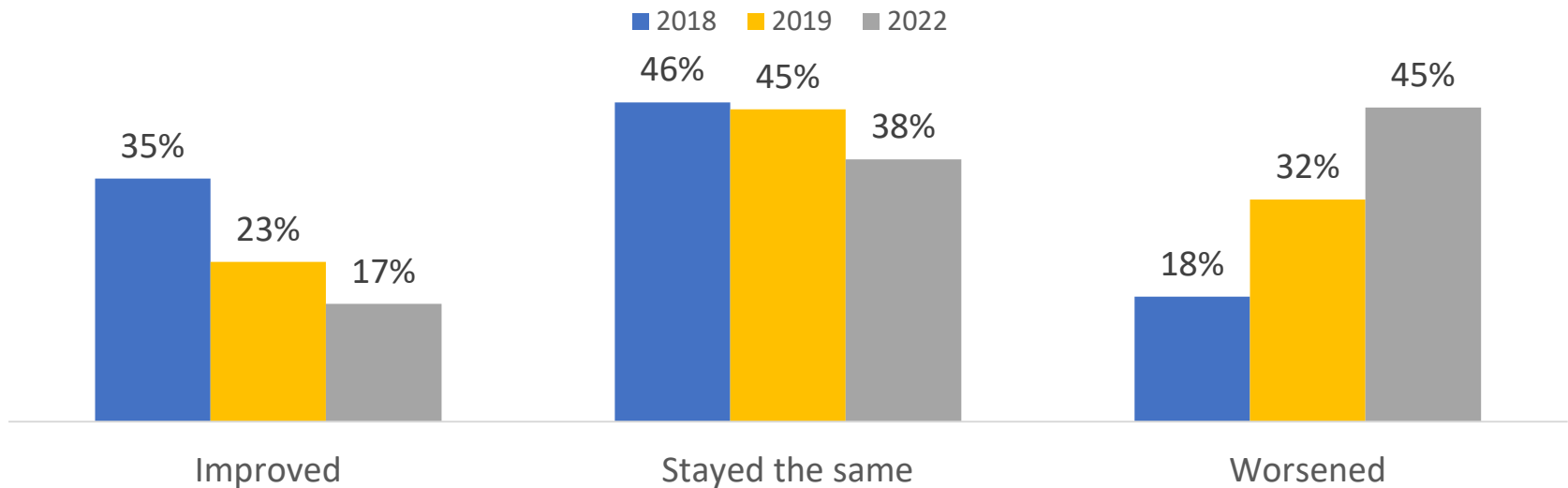
% of Respondents who Agree/Strongly Agree that Hamilton is a Great Place to...



Change in Quality of Life Past Two Years

45% of the respondents viewed the quality of life in Hamilton has worsened in the past two years

In the past two years, would you say the quality of life in the City of Hamilton has ...

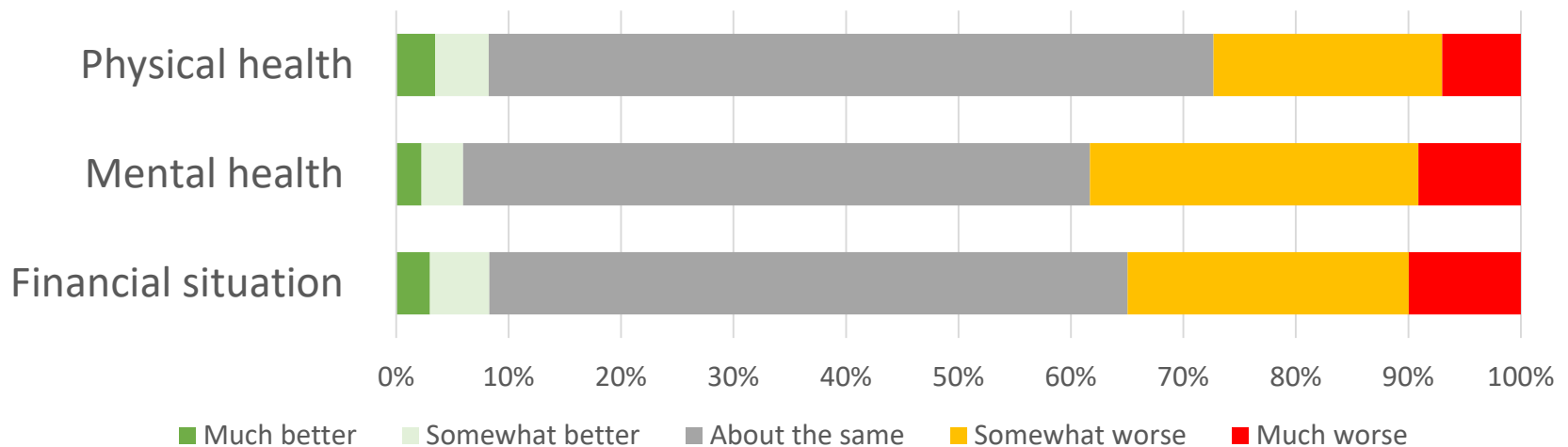


Q2 In the past two years, would you say the quality of life in Hamilton has...

COVID-19 Pandemic Impacts

Most respondents reported the pandemic has not had a significant change in their financial situation (57%), physical health (64%), and mental health (56%)

How would you describe the change the COVID-19 pandemic has had on your ...



Q17 How would you describe the change the COVID-19 pandemic has had on you're a) financial situation b) physical health c) mental health. New in 2022



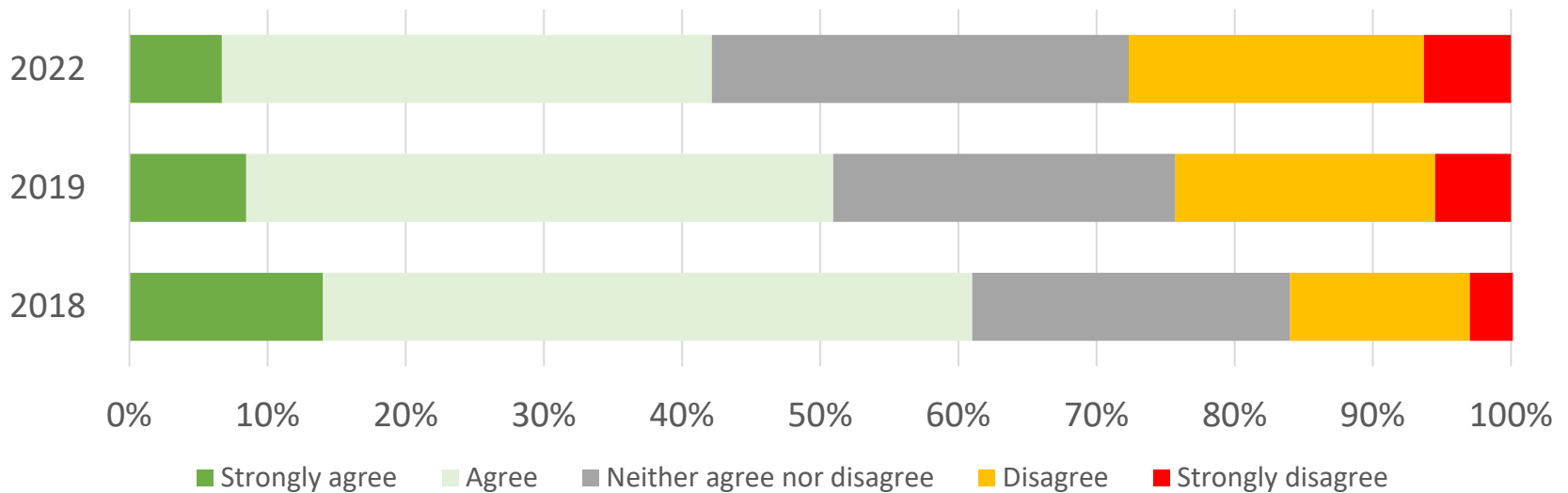
Views Toward the City's Vision and Priorities

(phone only – random sample)

Views Toward The City's Vision

Less than half (42%) of respondents agree that Hamilton is on the right track toward its vision of being “the best place to raise a child and age successfully”

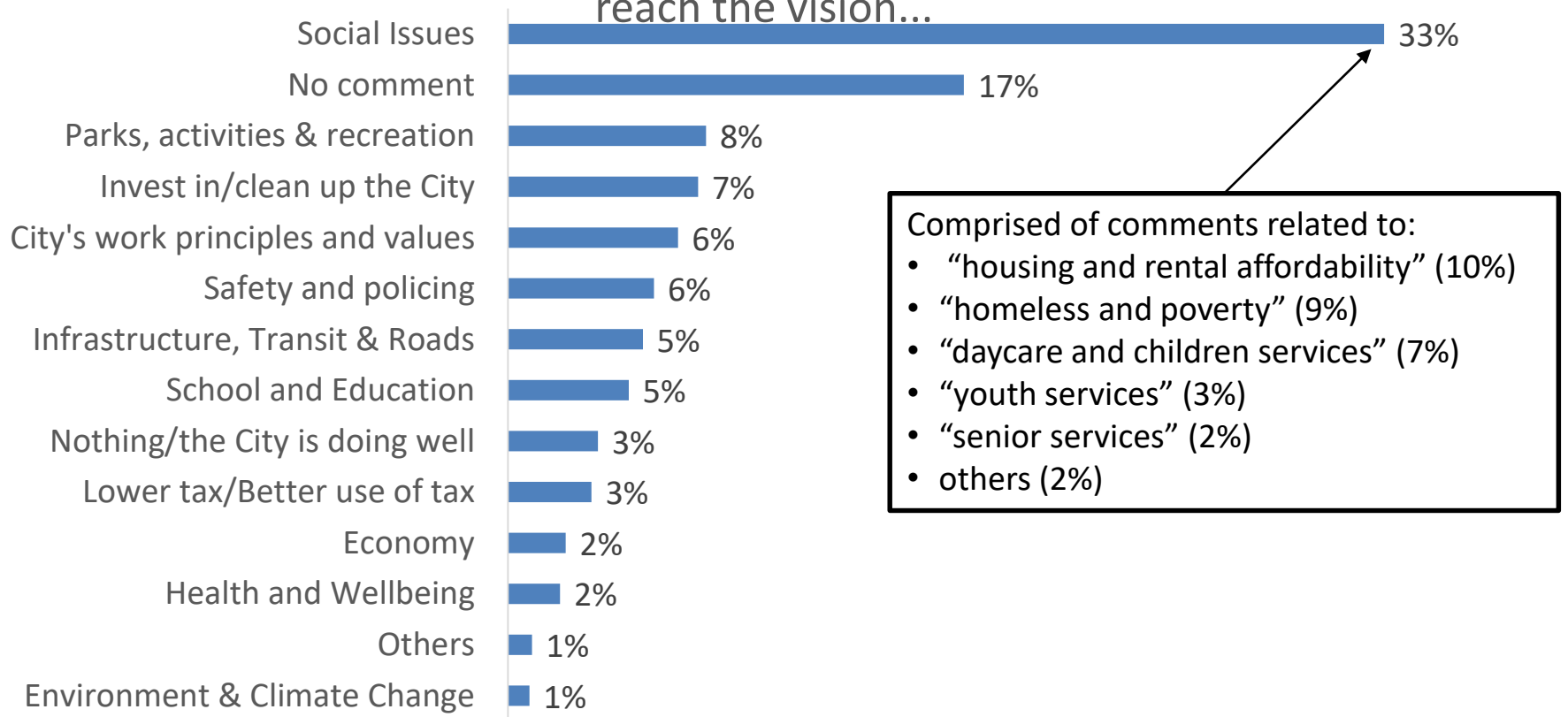
Hamilton is on the right track towards its vision of being "the best place to raise a child and age successfully"



Q1: Please indicate your level of agreement with the following statements. e) Hamilton is on the right track towards its vision of being "the best place to raise a child and age successfully".

Top-of-mind Priorities (open-ended question themes)

What is one thing you think the City of Hamilton should do to reach the vision...



Q18 What is one thing you think the City of Hamilton should do to reach the vision of being "the best place to raise a child and age successfully"?



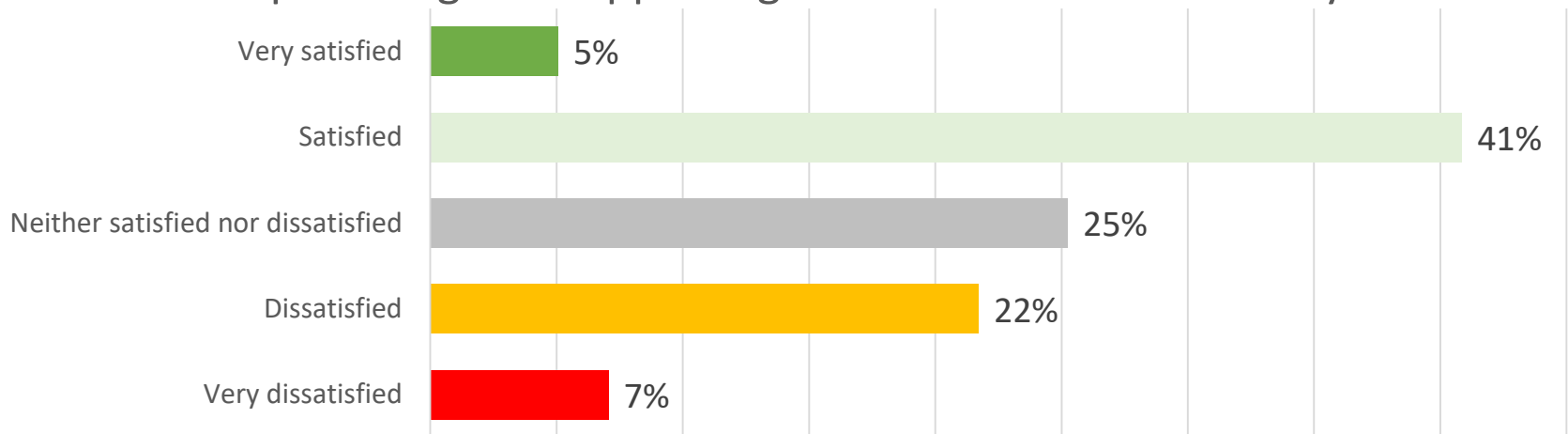
Assessment of The Quality and Usage of The City's Services

(phone only – random sample)

Satisfaction with City Services for the Community

Nearly half (46%) of the respondents are satisfied or very satisfied with what the City of Hamilton is doing in providing and supporting services for the community

How satisfied are you with what the City of Hamilton is doing in providing and supporting services for the community?

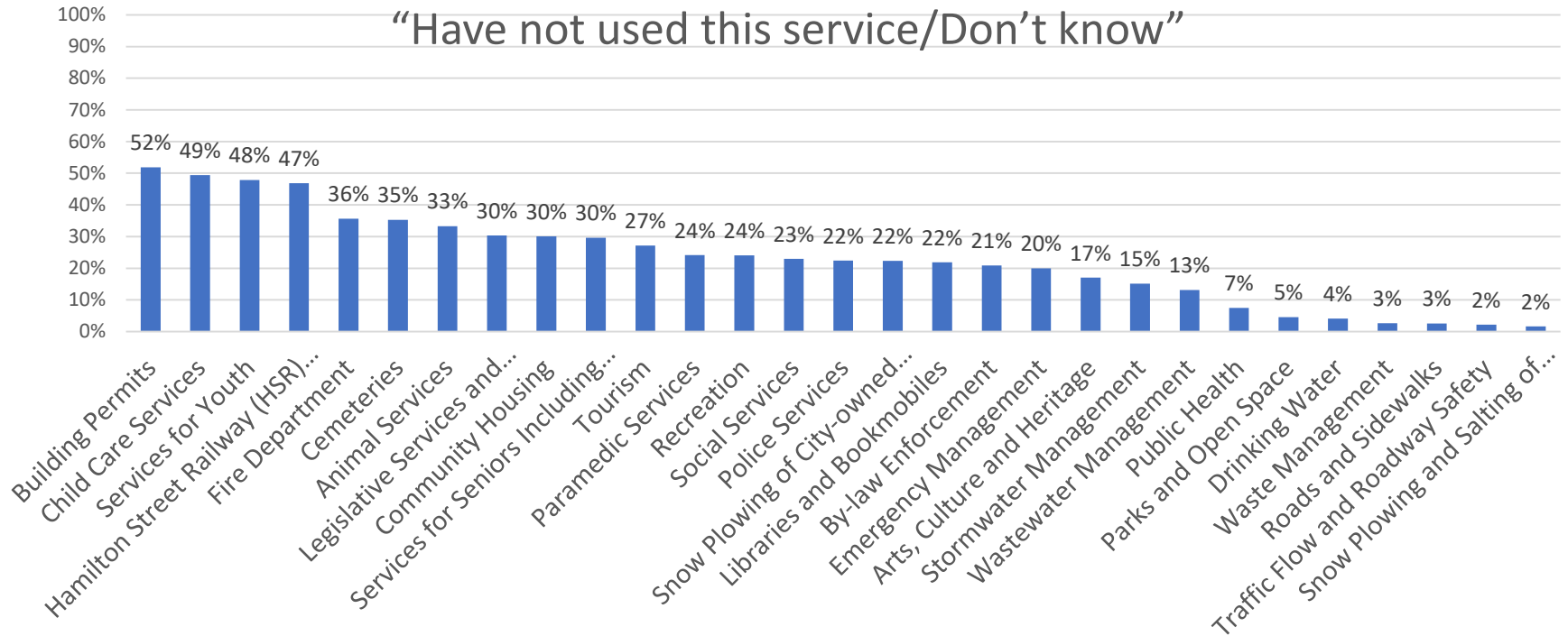


Q3. Overall, how satisfied are you with what the City of Hamilton is doing in providing and supporting services for the community?
2019: Overall, how satisfied are you with the services provided by the City of Hamilton?

Usage of City Programs And Services

% of Respondents Selected

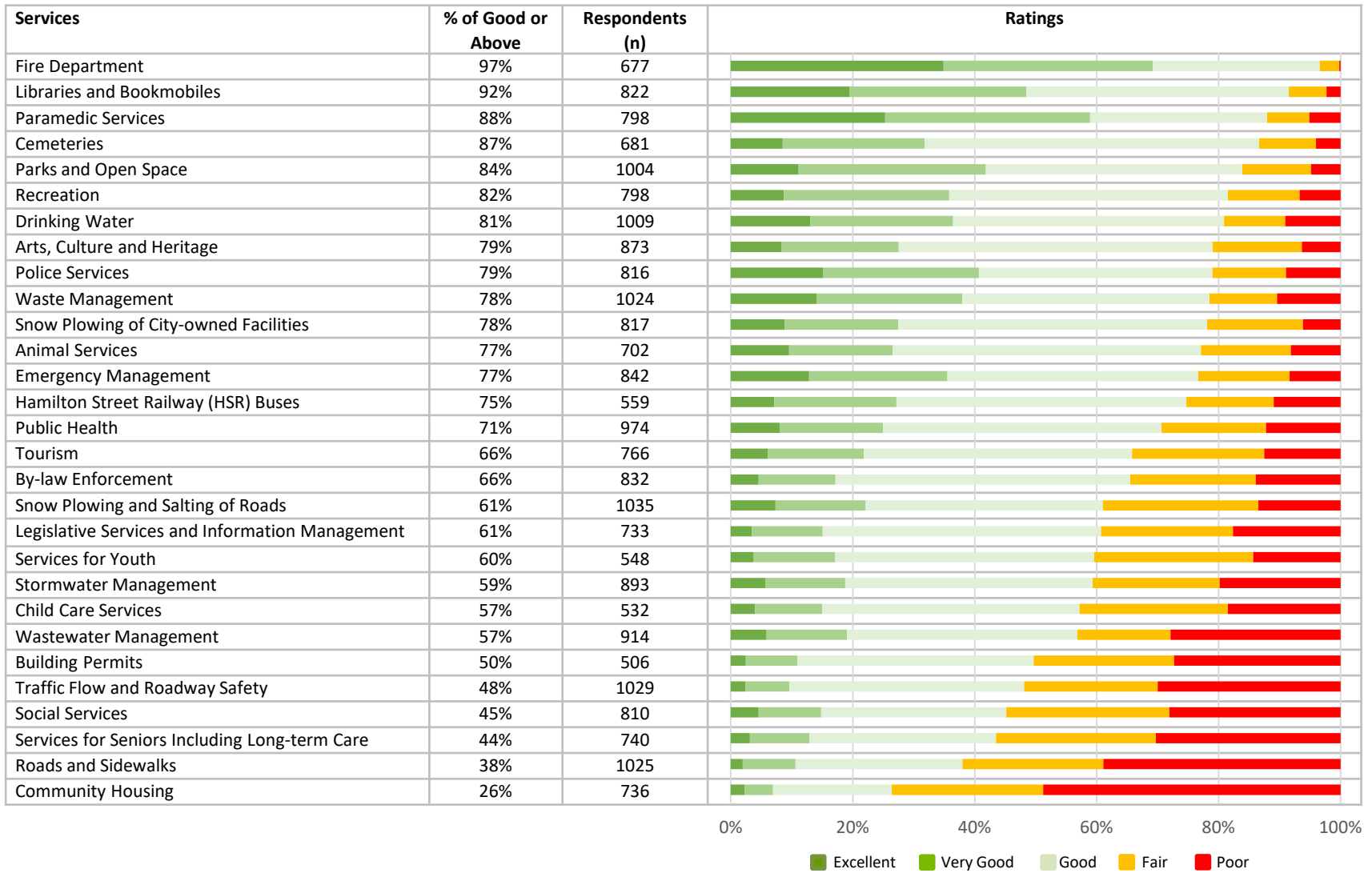
“Have not used this service/Don’t know”



Q4: The following question will focus on different services in our community. These services could be provided solely by the City of Hamilton, or in partnership with other levels of government or agencies in the community. How would you describe each of the following services? Note: If you have not used the service in the past year, please say “don’t know”.

2019: The following questions will focus on the different services the City of Hamilton provides to its residents. How would you rate each of the following services provided by the City of Hamilton?

Rating of City Services



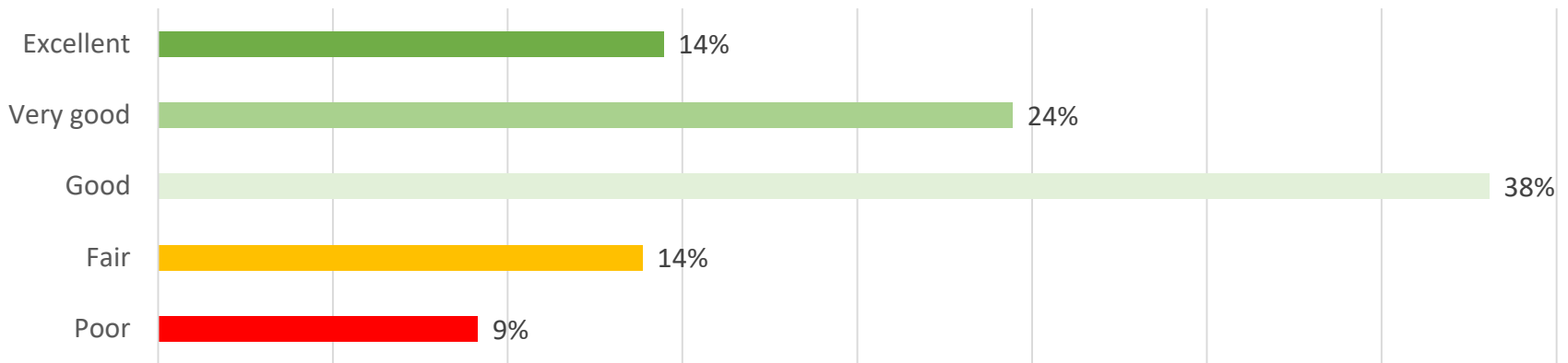
Services with Most Change

	2022	2019	Change
Hamilton Street Railway (HSR) Buses	75%	66%	+ 9%
Snow Plowing of City-owned Facilities	78%	70%	+ 8%
Social Services	45%	52%	- 7%
Legislative Services and Information Management	61%	67%	- 6%

Satisfaction with The City's COVID-19 Response

More than 3 out of 4 (77%) respondents rated the City's response to the COVID-19 pandemic as excellent, very good or good

How would you rate the City's response to the COVID-19 pandemic



Q16 How would you rate the City's response to the COVID-19 pandemic including maintaining city operations, communications, enforcement of provincial and municipal restrictions, etc. New in 2022



Interaction with the City

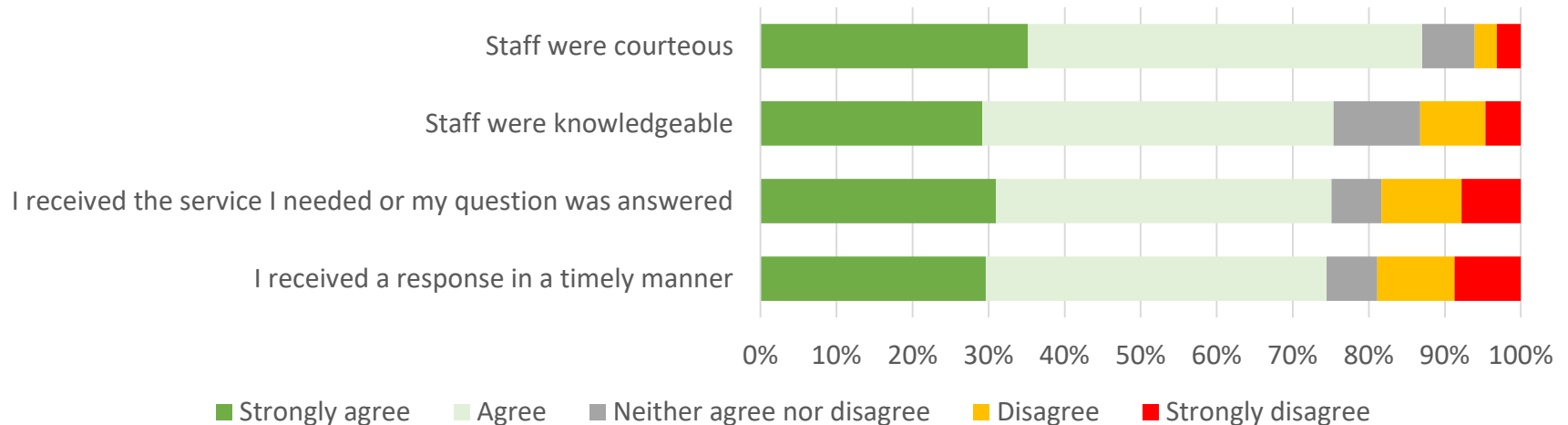
(phone only – random sample)

Customer Experience

74% of respondents reported that their experience contacting the City of Hamilton was positive.

Most respondents felt that city staff were courteous (87%) and knowledgeable (75%), their question was answered (75%) and they received a timely response (74%).

Customer Experience



Q11 Thinking about your contact with the City of Hamilton in the past year, please tell us how strongly you agree with each of the following statements. a) Overall, my experience contacting the City of Hamilton was positive. b) I received a response in a timely manner. c) Staff were knowledgeable. d) Staff were courteous. e) I received the service I needed / my question was answered. ²⁵



Service Delivery and Communication Preference

(phone & online)

Preference: Connecting with / Conducting Business with the City

	Top Preferences Phone Survey	Top Preferences Online Survey
Making A Complaint / Providing Feedback or Compliment	Phone	Email
Paying Property Taxes	Bank (teller, ATM, online/phone banking) City of Hamilton website (hamilton.ca)	
Getting Information		
Registering for Programs and Services		
Applying for Licenses and Permits		
Booking / Renting City of Hamilton Facilities or Parks		
Making Payment for Programs, Services, Permits, Licenses, Fines Etc.		

Q8 The following question will focus on different ways of connecting with and conducting business with the City of Hamilton. If you needed to, what would be your preferred way of conducting each of the following types of interactions? Note that not all response options are currently available or used.

2019: What is your preferred way of conducting each of the following types of interactions with the City of Hamilton?

Q13: How would/do you like to get information about the City of Hamilton's programs, initiatives, news and events?

Preference: Receive Information from the City

	Phone Survey	Online Survey
Updates on what the City of Hamilton is doing or planning to do and the impacts in the community	74%	77%
City of Hamilton service changes and updates, resident safety tips and reminders	64%	53%
Events run/sponsored by the City of Hamilton	53%	42%
Opportunities to share ideas and feedback for City of Hamilton programs and initiatives	48%	51%
Events and awards related to public art and museums	34%	27%
None of the above	14%	13%

Q12: Which of the following topic areas would you like to receive information on from the City of Hamilton? New for 2022

Preference: Information About the City of Hamilton

	Phone Survey	Online Survey
E-mail	48%	60%
City of Hamilton website (hamilton.ca)	44%	51%
Postal Mail	42%	16%
Local Television Stations	42%	25%
Local Newspaper	38%	29%
Internet search engine	36%	17%
Local Radio Station	35%	20%
Social Media	31%	35%
Magazine	10%	4%
Other	4%	2%

Q13 How would/do you like to get information about the City of Hamilton's programs, initiatives, news and events?

29



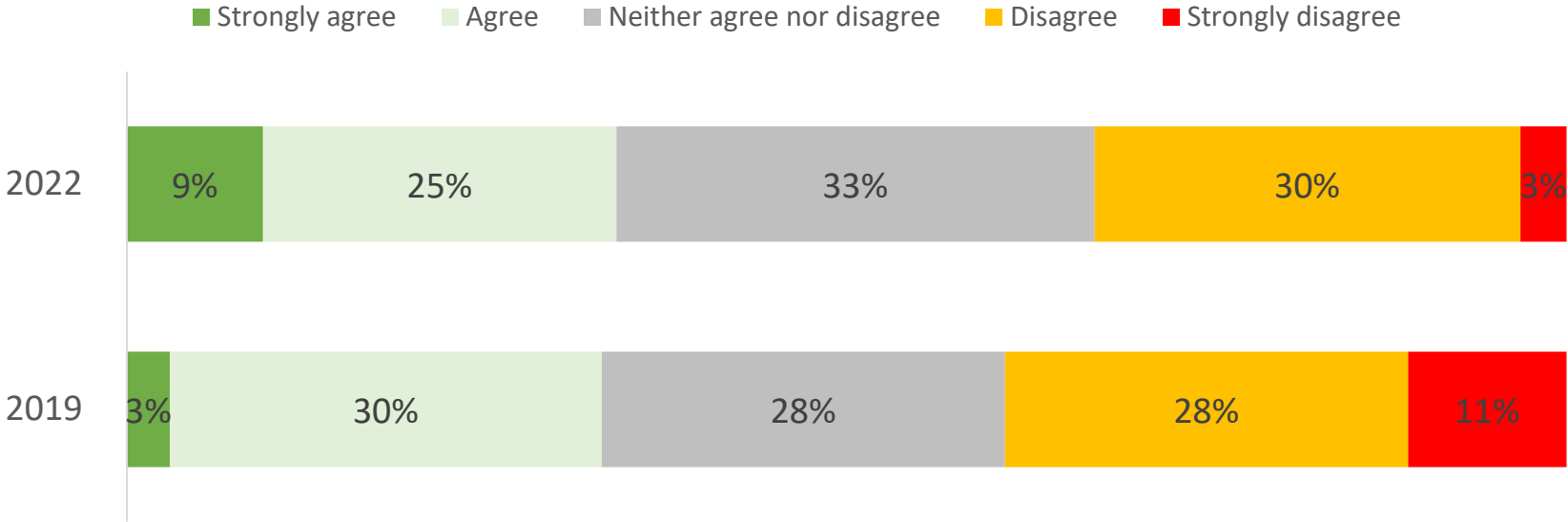
Public Engagement

(phone only – random sample)

Public Engagement

One-third of the respondents (34%) agree/strongly agree that the City of Hamilton **engages** residents in decision-making

The City of Hamilton engages residents in the decision-making process

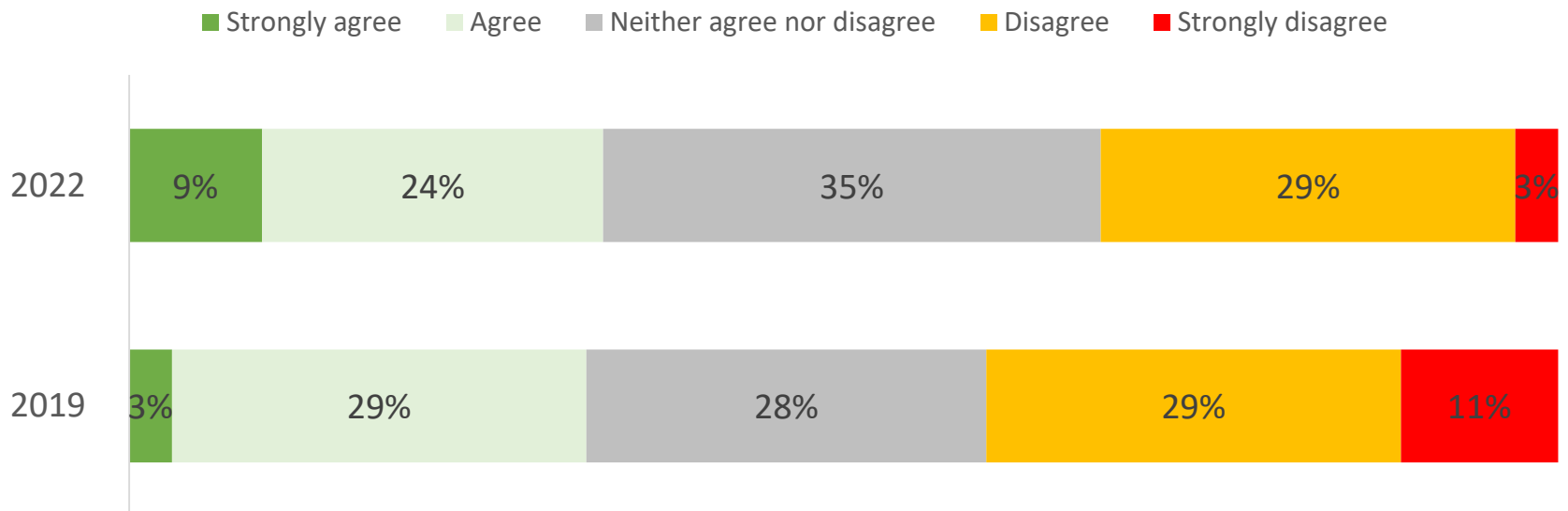


Q6: Please indicate your level of agreement with the following statements. a) The City of Hamilton engages residents in the decision-making process for City programs, services and initiatives

Uses Input from Residents in Decision-making

One third of the respondents (32%) agree that the City of Hamilton **uses** input from residents in decision-making

The City of Hamilton uses input from residents in decision-making



Q6: Please indicate your level of agreement with the following statements. b) The City of Hamilton uses input from residents in decision-making about City programs, services and initiative

Report Recommendations

- That Report CM23011, respecting the Our City Survey 2022 results, be received
- That staff are directed to report back with recommendations on the next steps for the evolution of the Our City Survey, including best practices, recommendations on methodology, resourcing and data integration opportunities, prior to initiation of the 2024 budget process

Thank-You