

Aug 14, 2024 DRAFT - City of Hamilton MTFTAA

Interested parties engagement plan

This (draft) interested parties engagement plan is intended, once finalized, to serve as the guide for the activities of the Mayor's Task Force on Transparency, Access, and Accountability (MTFTAA) and project partners Enterprise and SPRC Hamilton to gather insight from interested parties to inform the Task Force's recommendations.

In order to provide recommendations to Hamilton City Council that will ultimately improve both how the City of Hamilton operates in the context of the Task Force's mandate, as well as to foster increased trust between residents, community stakeholders and the City, our engagement strategy will focus on being accessible to any one or any group in the City that either interacts with or is impacted by decisions made by the City..

This strategy focuses on ensuring that opportunities to provide feedback, ideas and opinions is accessible and that effort is made to ensure that those who are historically excluded from the consultative process have the opportunity to participate.

The plan outlines the vision for who and how the Task Force and partners will engage with interested parties. Each audience will have both a specific lead organization and dedicated Task Force member supporting outreach and engagement. The proposed approach is as follows:

Target Audience: Elected Officials & Key City Departments & Staff

Audience Groups: City Council, Mayor, Senior Leadership in key departments

Modes of Engagement: One-on-One Interviews (and Surveys)

1. For members of this target audience, one-on-one interviews will be offered and scheduled to solicit input.
2. Interviews will be held virtually or in-person and seek to ensure that responses to questions are as robust and informative as possible.
3. In the event a verbal interview cannot be scheduled, Enterprise will facilitate the delivery of a questionnaire to ensure that the feedback can be properly incorporated into the report.
4. Responses will be anonymized in the report in order to foster more transparent thoughts and considerations from those interviewed. The final report will include an appendix of all those who contributed.
5. There will be a core list of questions that will be directed at all members of Council, as well as additional questions that take into account the unique constituencies that each councillor represents.
6. Specific questions will be developed based on the identified senior leadership across City Departments.

Target Audience: Institutional Partners & Community Organizations

Audience Groups: Health Care, Education, Businesses, Community and Social Services and Media

Modes of Engagement: Focus Groups, Delegations, Surveys

1. The Task Force, Enterprise Canada and SPRC Hamilton will finalize targeted list of institutional stakeholders and community organizations that will be engaged throughout the consultative process. This list will not be exhaustive and throughout the engagement process work will be done to ensure additional voices can be included.
2. The engagements seek to build on the information collected in the reimagining public participation consultation to both ensure that new voices are being added to the conversation and tangible recommendations can be made in the final report.
3. All stakeholders under this target audience will be provided with a tailored survey that seeks to collect specific feedback relevant to their unique perspectives and experiences. Each survey will include a base set of questions to ensure consistency but will be customized to address particular concerns and insights of different groups such as health-care providers, educators, businesses, community services, and media representatives. This approach will help capture a diverse range of voices and ensure that the final recommendations are comprehensive and reflective of the needs and priorities of all stakeholder groups.
4. Enterprise will lead the facilitation of select in-person interviews/roundtables with identified and approved community stakeholders and will facilitate the distribution of a questionnaire to additional stakeholders recommended during the process.
 - a. Responses will be kept confidential in the report in order to foster more transparent thoughts and considerations from those interviewed. The final report will include an appendix of all those who contributed.

Target Audience: Citizens

Audience Groups: Representation across all wards with specific outreach to ensure voices from an IDEAs perspective

Modes of Engagement: Online Survey, Delegations, Written Submissions

1. The primary method of engagement for citizens across the City of Hamilton will be done through an online survey hosted on the Engage Hamilton platform. This survey will be available for all residents and will be encouraged as the main method of participation.
2. In addition to this, the Task Force will hold two promoted sessions of public delegations — expected in September 2024 — to allow for both citizens and community organizations to provide oral testimony to be collected for the consultative process.
3. A public email and physical mailing address will be available for those members of the public who feel more comfortable or require an alternative method of engaging in the consultative process.
4. The Task Force will be supported by SPRC to lead additional engagements and outreach to equity-deserving communities to ensure that underrepresented voices are being included throughout this process. This will include additional methods of engagement to ensure that these communities have an equal opportunity to participate in these consultations.

Breakdown of audiences, engagements and those tasked with leading outreach.

Audience	Engagement Lead	Method of Engagement
<p>Elected Officials & Key City Departments/Staff</p>	<ul style="list-style-type: none"> · Task Force Member · Enterprise Canada 	<ul style="list-style-type: none"> · One-on-one interviews · Surveys
<p>Citizens</p>	<ul style="list-style-type: none"> · Task Force Member · Enterprise Canada 	<ul style="list-style-type: none"> · Engage Hamilton · Delegations · Written Submissions
<p>IDEAS Communities</p>	<ul style="list-style-type: none"> · Task Force Member · SPRC Hamilton 	<ul style="list-style-type: none"> · Engage Hamilton · Delegations · Written Submissions · May include virtual/in person engagements
<p>Institutional Partners</p>	<ul style="list-style-type: none"> · Task Force Member · Enterprise Canada 	<ul style="list-style-type: none"> · Focus Groups · Delegations · Surveys · Written Submissions
<p>Community Organizations</p>	<ul style="list-style-type: none"> · Task Force Member · SPRC Hamilton · Enterprise Canada 	<ul style="list-style-type: none"> · Focus Groups · Delegations · Surveys · Written Submissions