

Engaging with Your BIA

Public Engagement for BIAs

Communications and Community Engagement Division
February 18, 2025



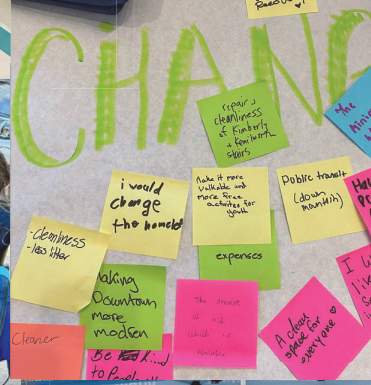
Hello!

Jocelyn Strutt

Blaze Forgie

Communications and Community Engagement Division,
Community Initiatives Team,
City of Hamilton





What is meaningful engagement?

- Informs decision-making
- Planned for at the start of a project
- Authentic & honest
- Inclusive and equity-centered
- Occurs when participants feel their input is valued
- Reflects the interests, ideas, and voices of community

Public engagement is the **intentional process** involving **community** in thoughtful discussion to help inform City **decision-making** processes.

BIA context

BIA:

- **interact** with the public
- are **situated** within neighbourhoods where people live
- **reflect** the diversity and vibrancy of Hamilton (*businesses, consumers, community members*)



Exploring the opportunity for engagement

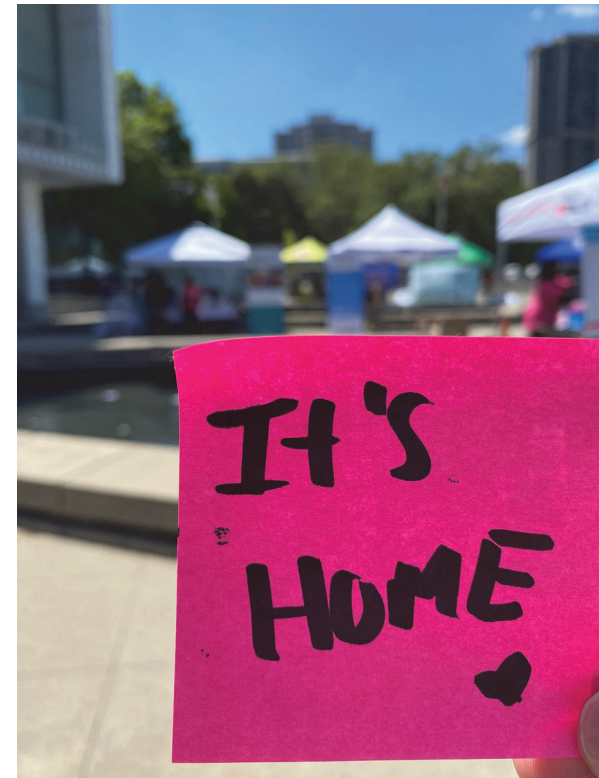
- What types of decisions do BIAs make?
- Who is impacted by these decisions?
- Is there an opportunity for public input?
- How would input strengthen outcomes of our decisions?



Ottawa Street Transportation Engagement

What are some examples?

- Streetscape and beautification
- Parking, transit, active transportation & pedestrian safety
- Community events and programming
- Wayfinding
- Consumer experience & attraction to BIAs



Where might engagement add value?

- Community expertise offers a range of views from diverse perspectives (*child, youth, newcomer, older adult, etc.*)
- Strengthened relationships between businesses, residents, and community (*mutually-beneficial*)
- Increased trust and transparency in BIA initiatives
- Considers input in growth of streetscapes, events, etc.
- Increased, shared participation in development of BIAs

How do we plan to engage?



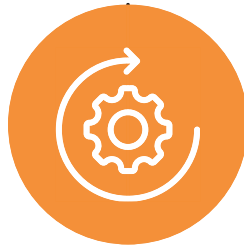
1. Design

- At the outset, we ask questions to understand:
- what is the context surrounding our project?
 - what is your purpose for engagement?
 - what can the public influence?
 - how will the public participate?



2. Engage

Actively engaging community by facilitating a range of creative and accessible methods to engage your target audiences.



3. Report Back

Close the feedback loop by confirming what you heard and how it contributed to the decision-making process.

Aims of engagement planning

To determine:

- **Who** is impacted & **why** should we engage?
- **How** can we engage? (multiple methods/IDEA)



Barton Street Functional Study Public Engagement

What supports are available to support engagement?

Public engagement requires a unique approach every time. The City's public engagement team is here to help!



1:1 internal strategic consultation

- public engagement policy
- engagement planning
- centering IDEA
- Engage Hamilton



Engagement Lending Library

(browse and borrow from a selection of over 100 items to facilitate a wide-range of inclusive and accessible engagement activities)

Thank you!



We're here to help. Contact us at:
engage.hamilton@hamilton.ca