

# Digital Strategy: Improving Online/Digital Services Survey

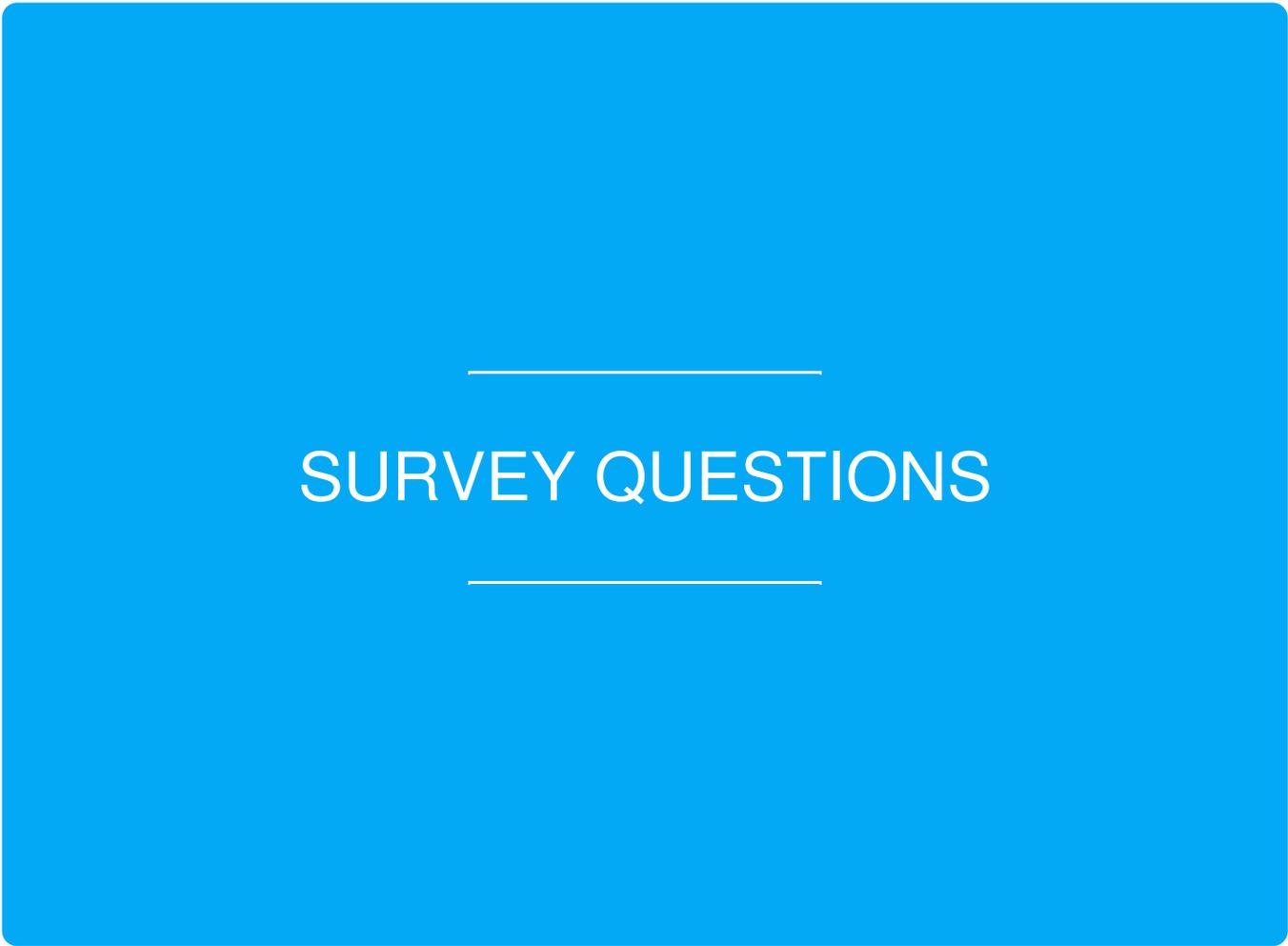
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## **SURVEY RESPONSE REPORT**

18 November 2022 - 12 December 2022

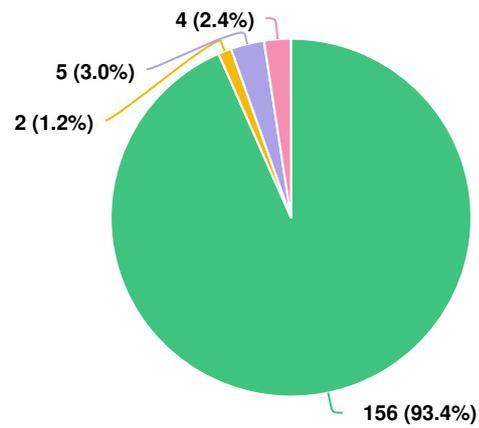
### **PROJECT NAME:**

Improving Online/Digital Services



SURVEY QUESTIONS

**Q1** I am completing this survey as a...

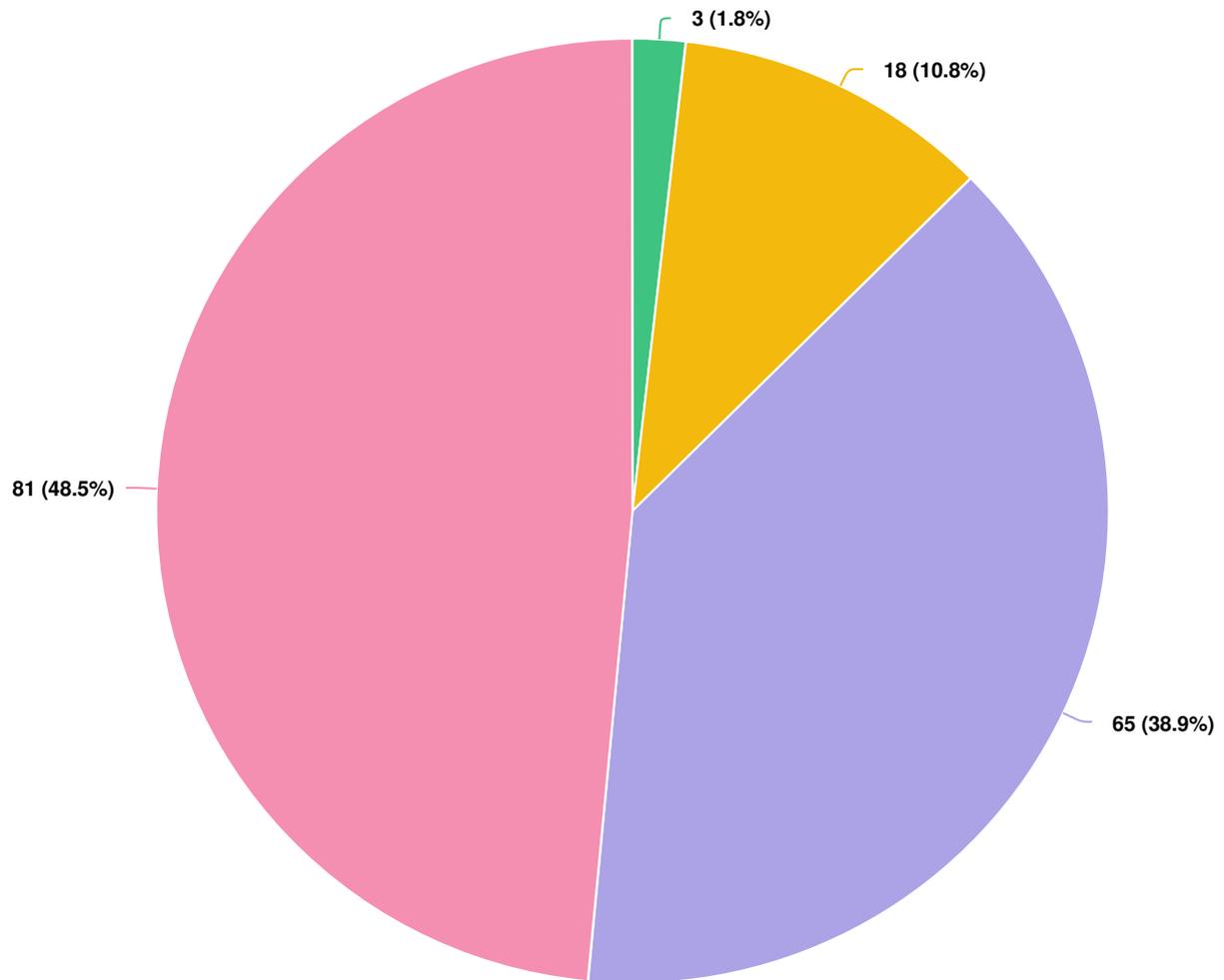


**Question options**

- Resident
- Business
- Community Partner
- Other (please specify)

Mandatory Question (167 response(s))  
Question type: Radio Button Question

**Q2** What is your level of comfort using digital services?

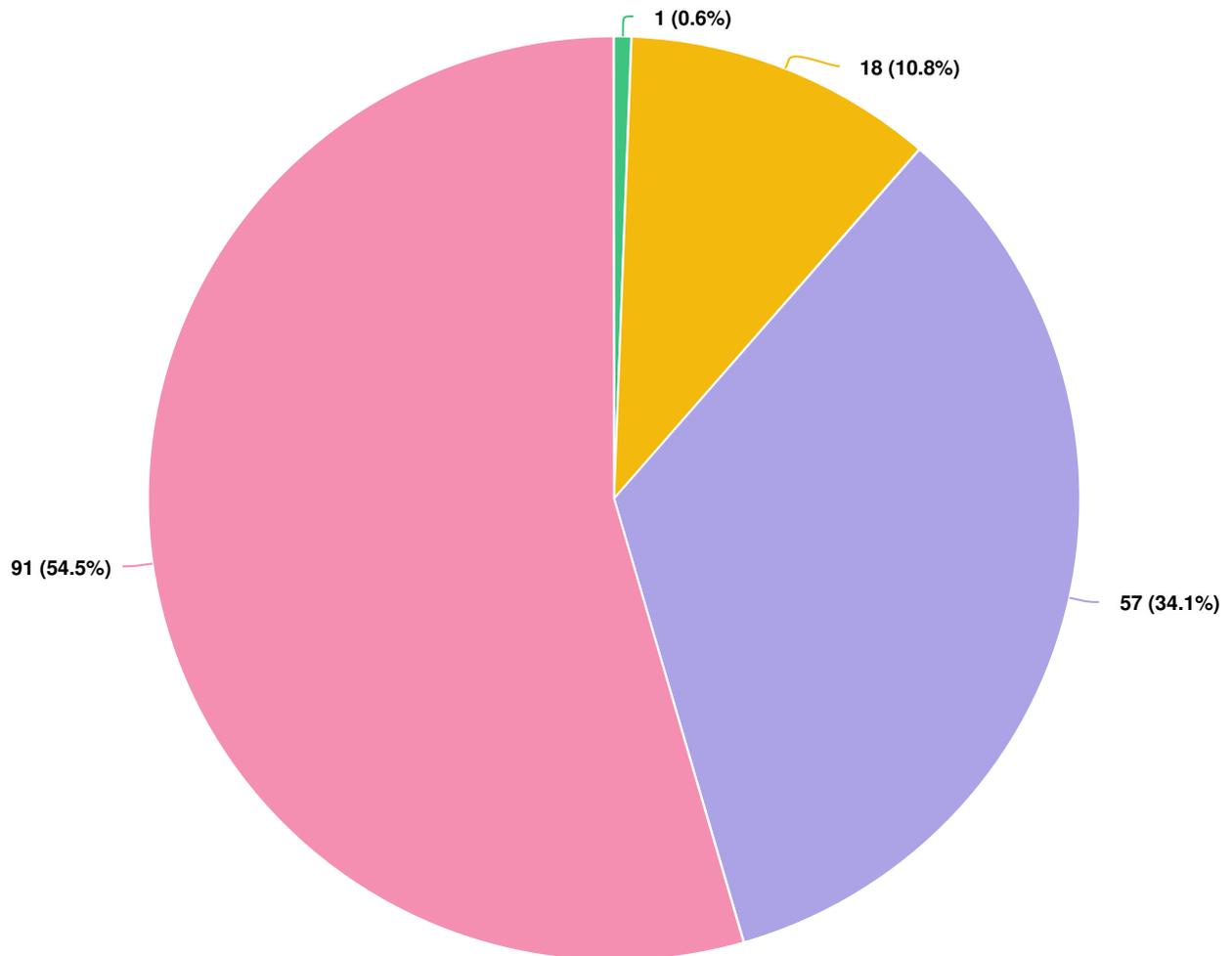


**Question options**

- None, I don't use any digital services
- Low, I can use basic digital services
- Average
- Above average

Mandatory Question (167 response(s))  
Question type: Dropdown Question

**Q3** What is your level of competency using digital services?

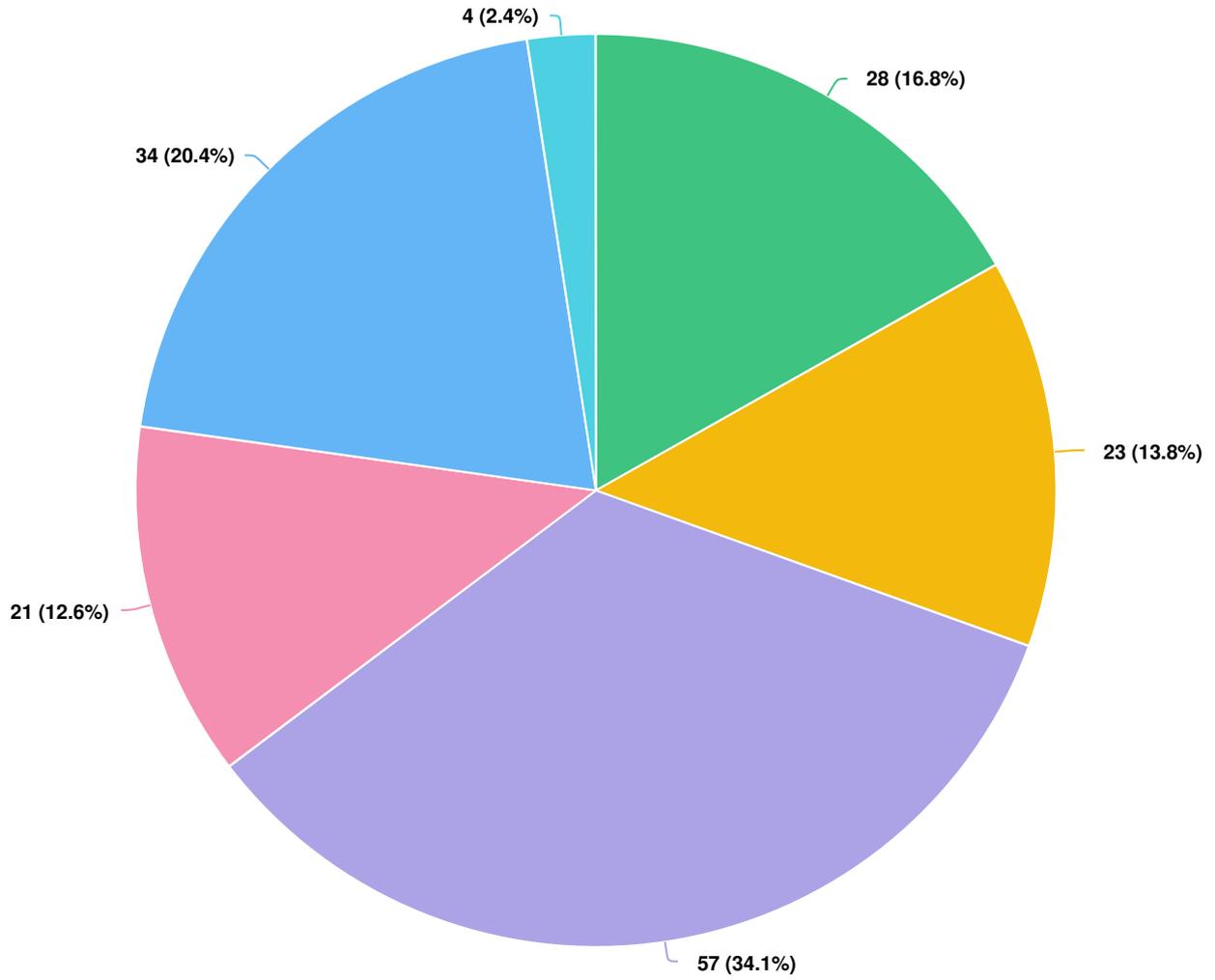


**Question options**

- None, I cannot complete most digital activities
- Low, I can only complete basic digital activities
- Average, I can complete most digital activities
- Above average, I can complete almost all digital activities

Mandatory Question (167 response(s))  
Question type: Dropdown Question

**Q4** How often do you use digital City services?

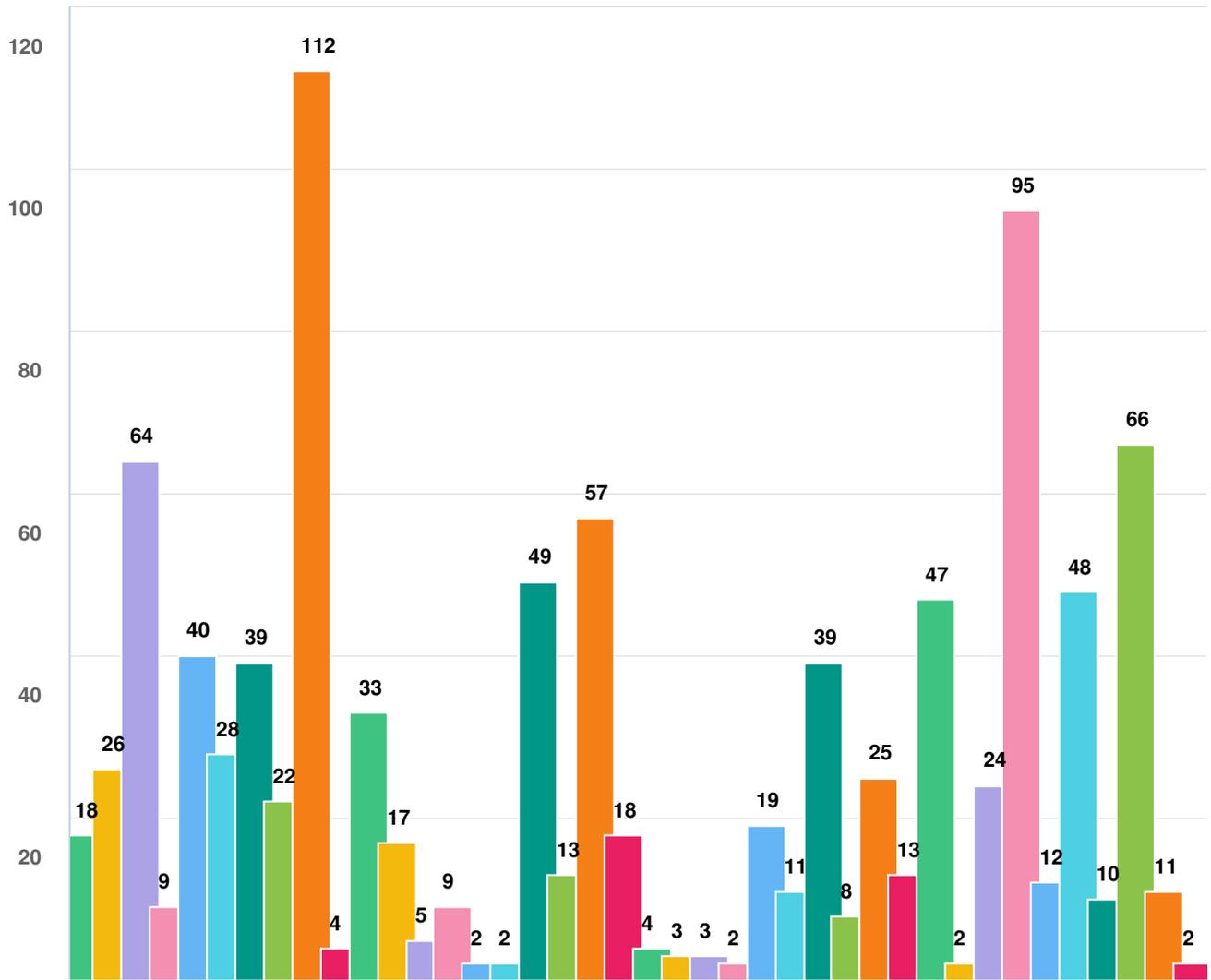


**Question options**

- Daily
- Weekly
- Monthly
- Yearly
- Rarely (less than once per year)
- Never (or service is not currently available digitally)

Mandatory Question (167 response(s))  
Question type: Radio Button Question

**Q7** In the past two years, which digital services provided by the City of Hamilton have you used? (Select all the apply)

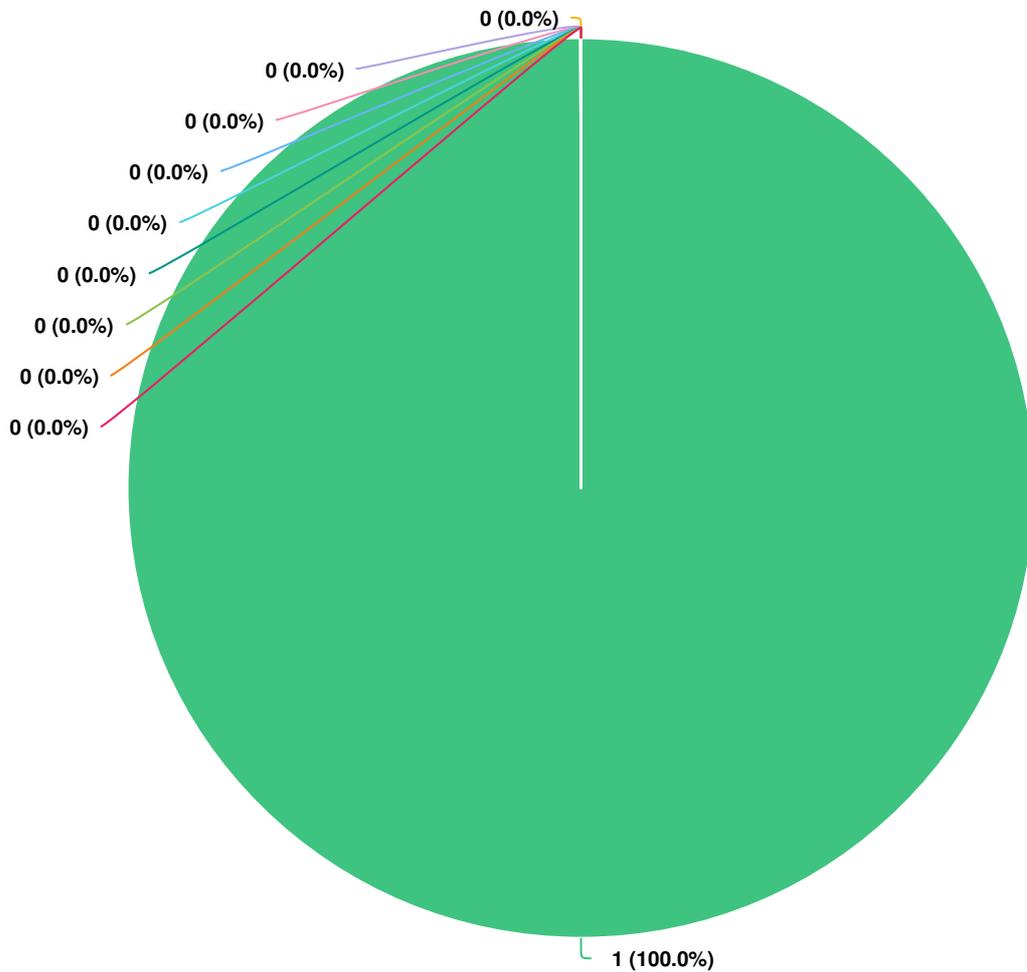


**Question options**

- Accessible Transit
- Building Permit Application/Search
- Bulk Waste Pick-up
- Business License
- City By-law Search
- Contact City Councillor or Mayor Office
- Contact City/City Directory
- Council/Committee Meetings
- COVID-19 Vaccine Booking
- Delegate at Council
- Dog License/Renewal
- Facility Rental
- Film Permit
- Golf Tee Time Booking
- Graffiti Reporting
- Hamilton Sign Lighting
- HSR Bus Schedule
- Inside City of Hamilton YouTube
- Jobs at the City
- Live Stream Meeting/Council
- Lost and Found Pet
- Lottery License
- Marriage License
- Minor Variance
- Municipal By-law Complaint
- Municipal Service Centre/City Hall
- News and Notices
- Ontario Works
- Parking Ticket/Administrative Penalty System Notice
- Property Records
- Property Tax
- Provincial Offences Notice
- Public Engagement/Consultation
- Recreation Programs
- Road Construction
- Social Media
- Subscribe to E-Updates
- Waste Collection
- Zoning Verification
- None

Optional question (167 response(s), 0 skipped)  
Question type: Checkbox Question

**Q8** If you have never used a digital service offered by the City of Hamilton, can you tell us about the reason why and/or the barriers you faced?



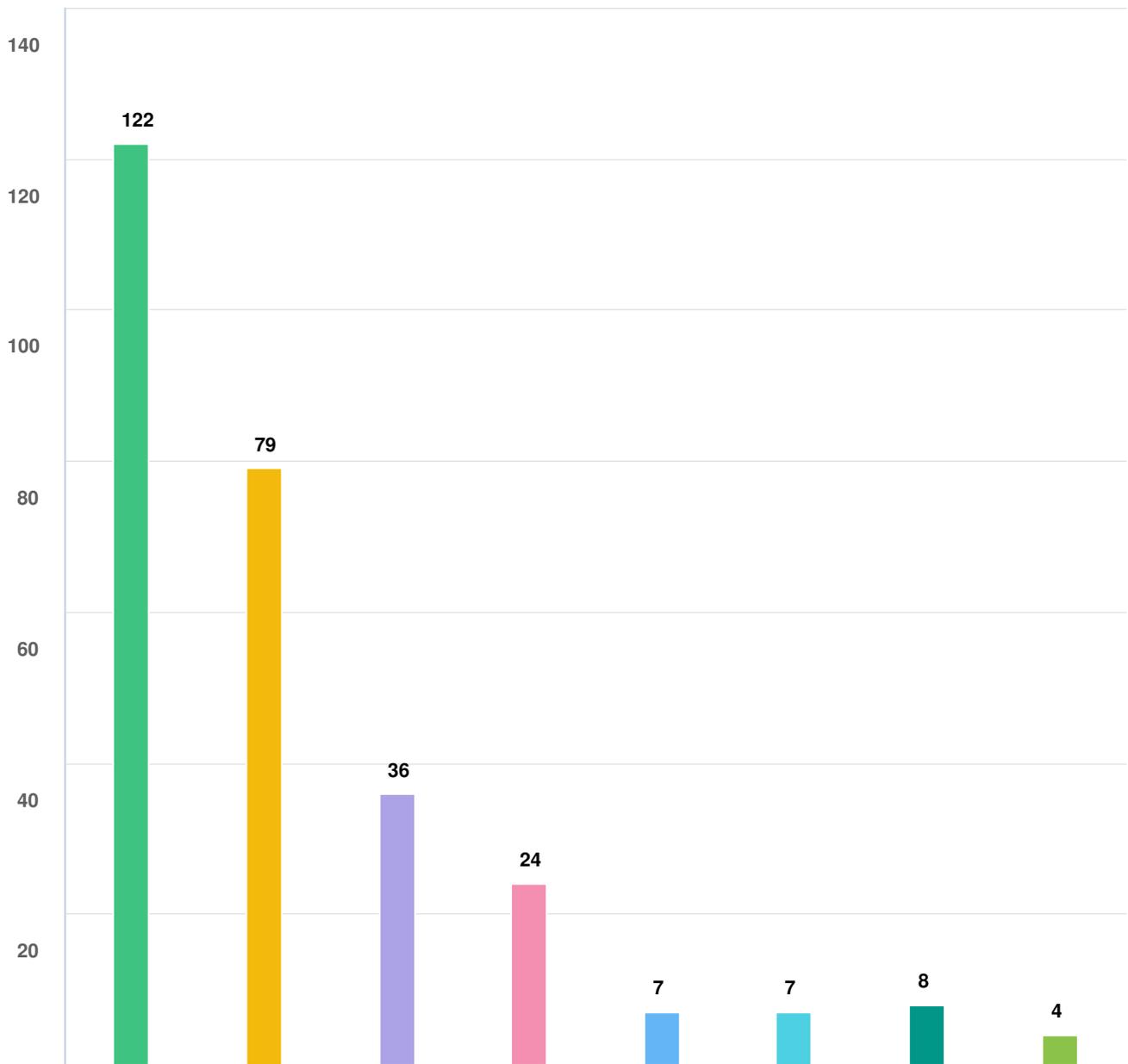
**Question options**

- Ease of identification and authentication (e.g., did not have to repeat same information multiple times)
- Ease of access to the service
- Clarity of information/instructions
- Ease and simplicity of navigation throughout the service process (e.g., application, payment)
- Timely completion/resolution of services
- Quality of the service and service experience
- Availability of service in my preferred channel (digital, in-person, phone etc.)
- Access to help and support (if/when required)
- Ability to modify service request
- Other (please specify)

Optional question (1 response(s), 166 skipped)  
Question type: Dropdown Question



**Q10 How do you typically identify digital services?**

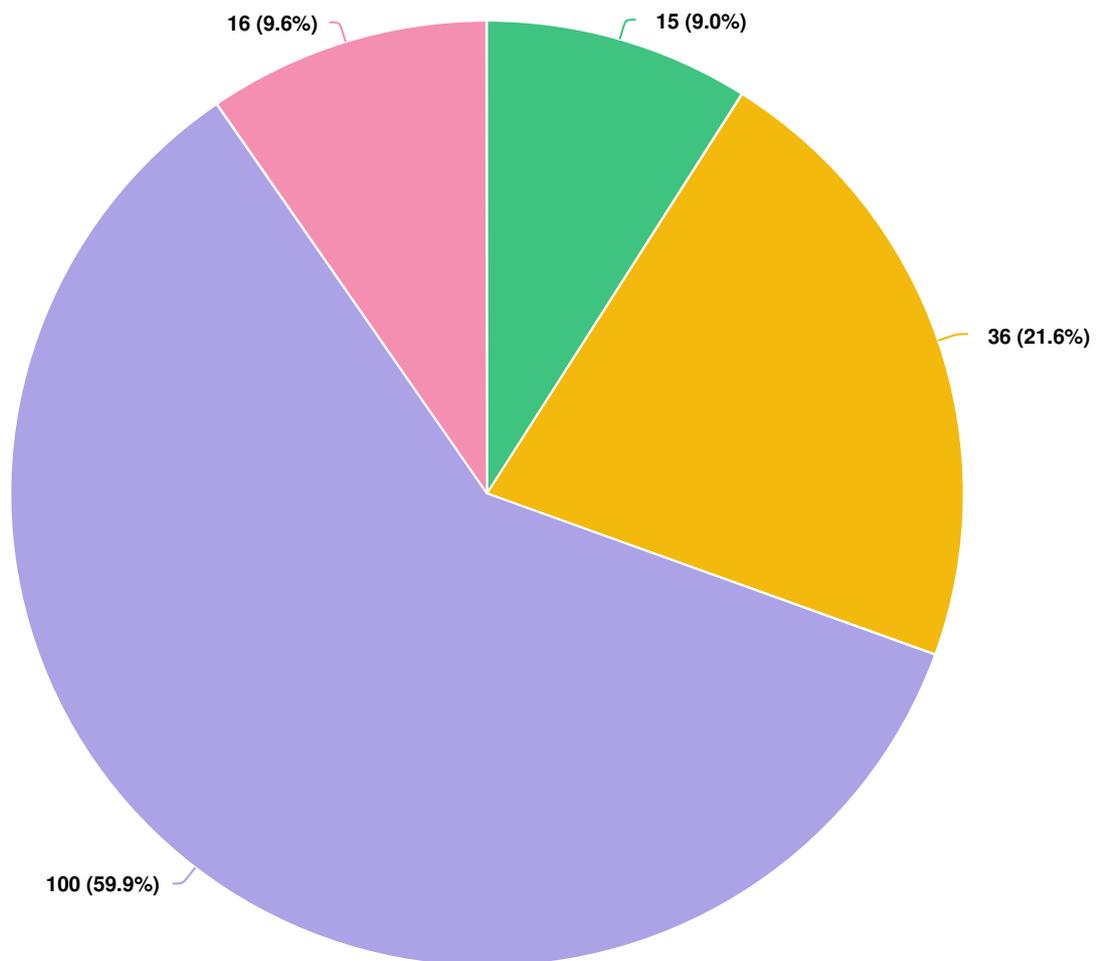


**Question options**

- City of Hamilton website (hamilton.ca)
- Internet search engine (e.g., Google, Bing)
- Social media (e.g., Twitter, Facebook, Instagram, YouTube)
- Email (e.g., via City's digital newsletter or information email from the City)
- Postal mail (e.g. information received from City via mail that includes links to digital services)
- Physical signage (e.g., at a library, community center or digital signage)
- SMS (e.g. receiving information via text message to your mobile phone)
- Other (please specify)

Mandatory Question (167 response(s))  
Question type: Checkbox Question

**Q11** Rate your overall level of satisfaction with the experience of identifying a digital service.

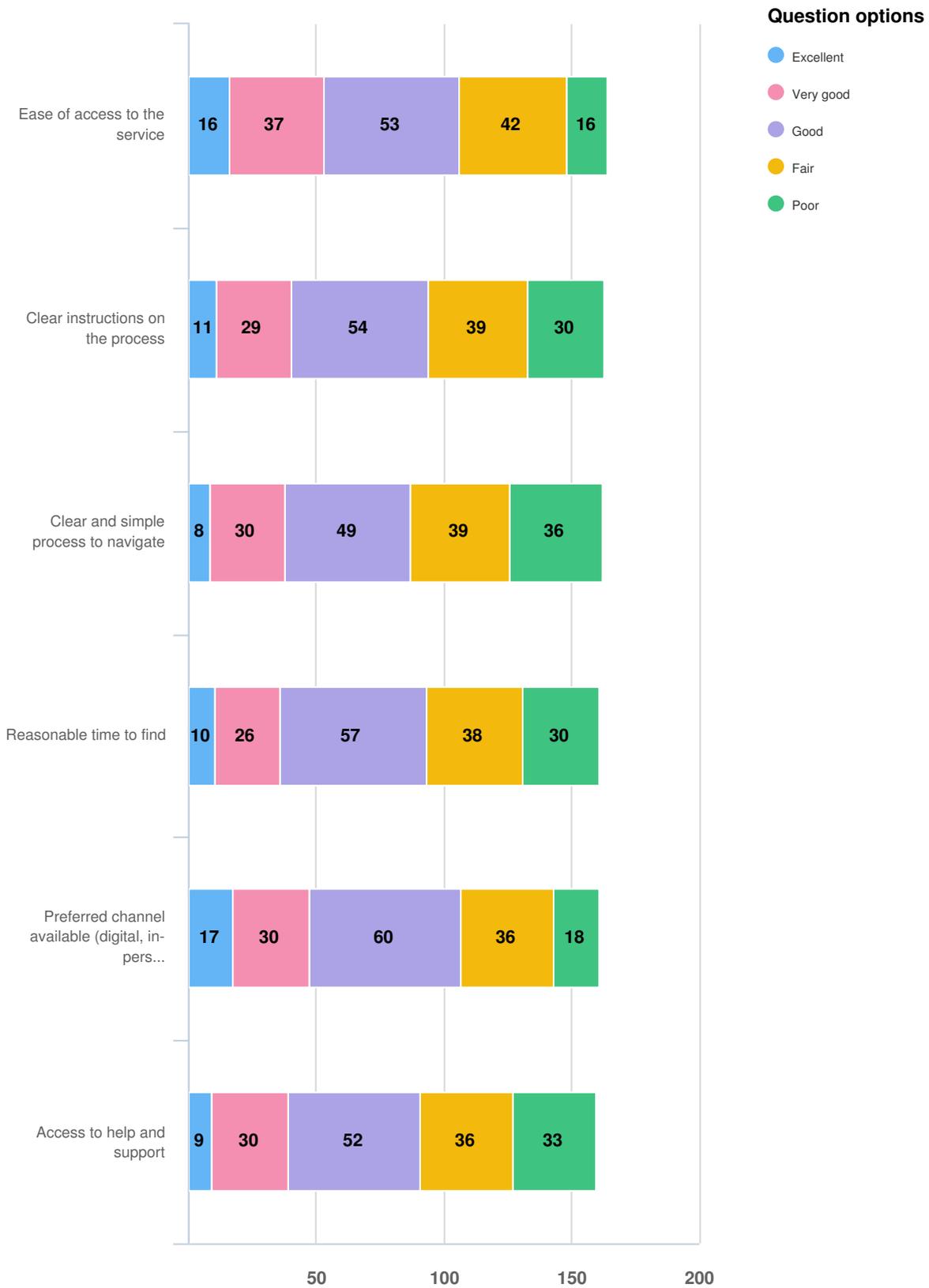


**Question options**

- Very unsatisfied
- Unsatisfied
- Satisfied
- Very satisfied

Mandatory Question (167 response(s))  
Question type: Radio Button Question

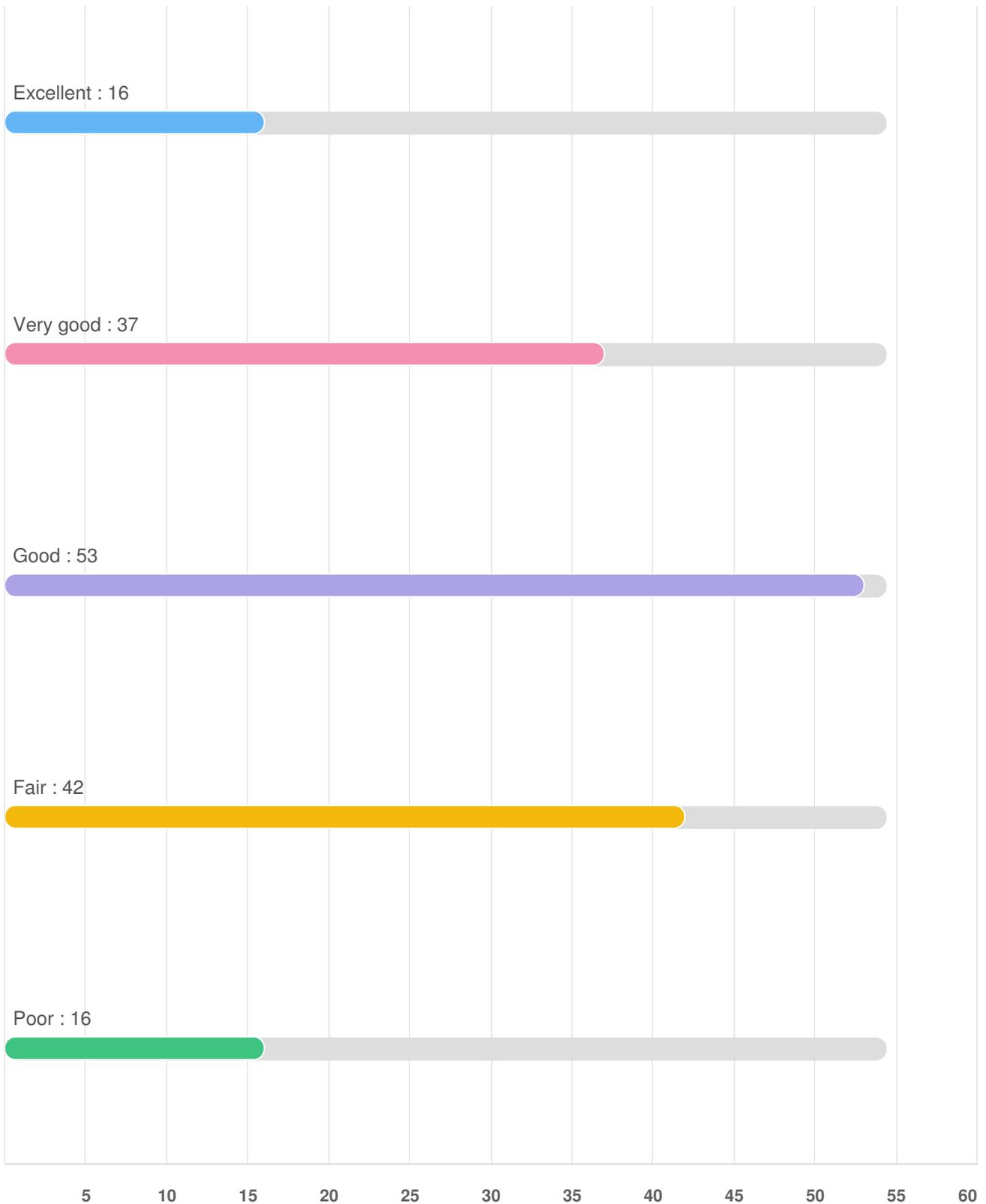
**Q12** When you were identifying the digital service, rate your experience for these criteria.



Optional question (164 response(s), 3 skipped)  
 Question type: Likert Question

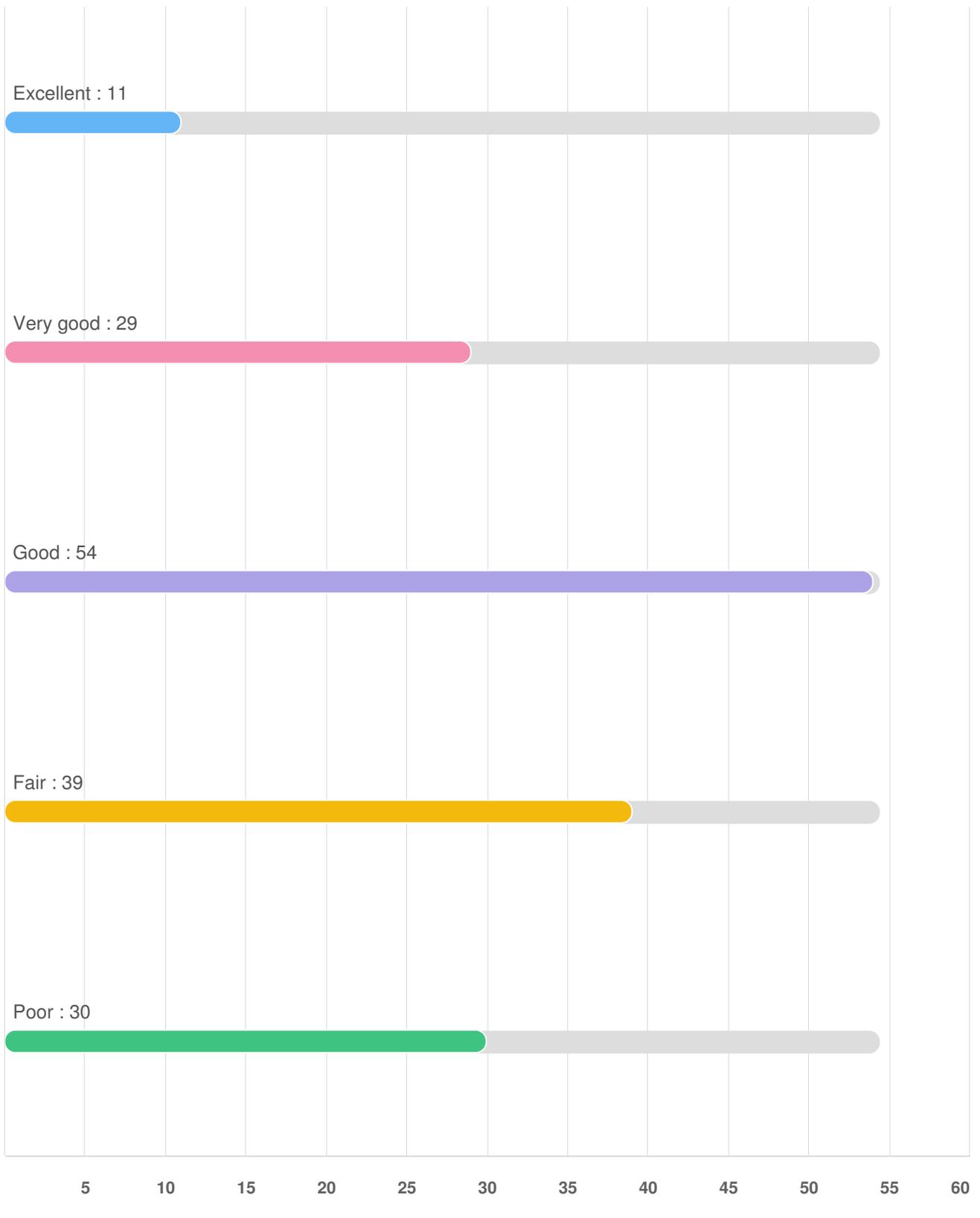
**Q12** | When you were identifying the digital service, rate your experience for these criteria.

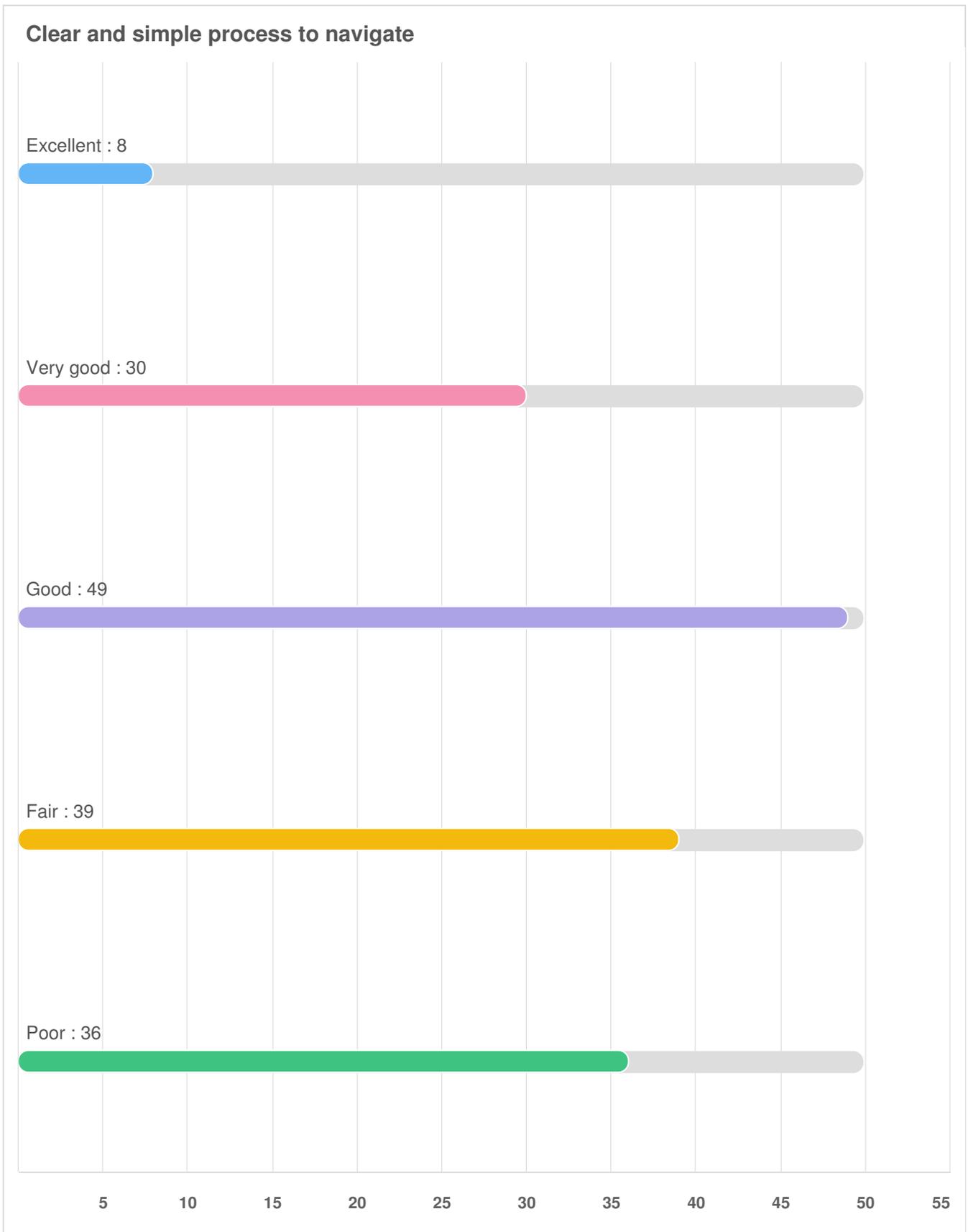
**Ease of access to the service**

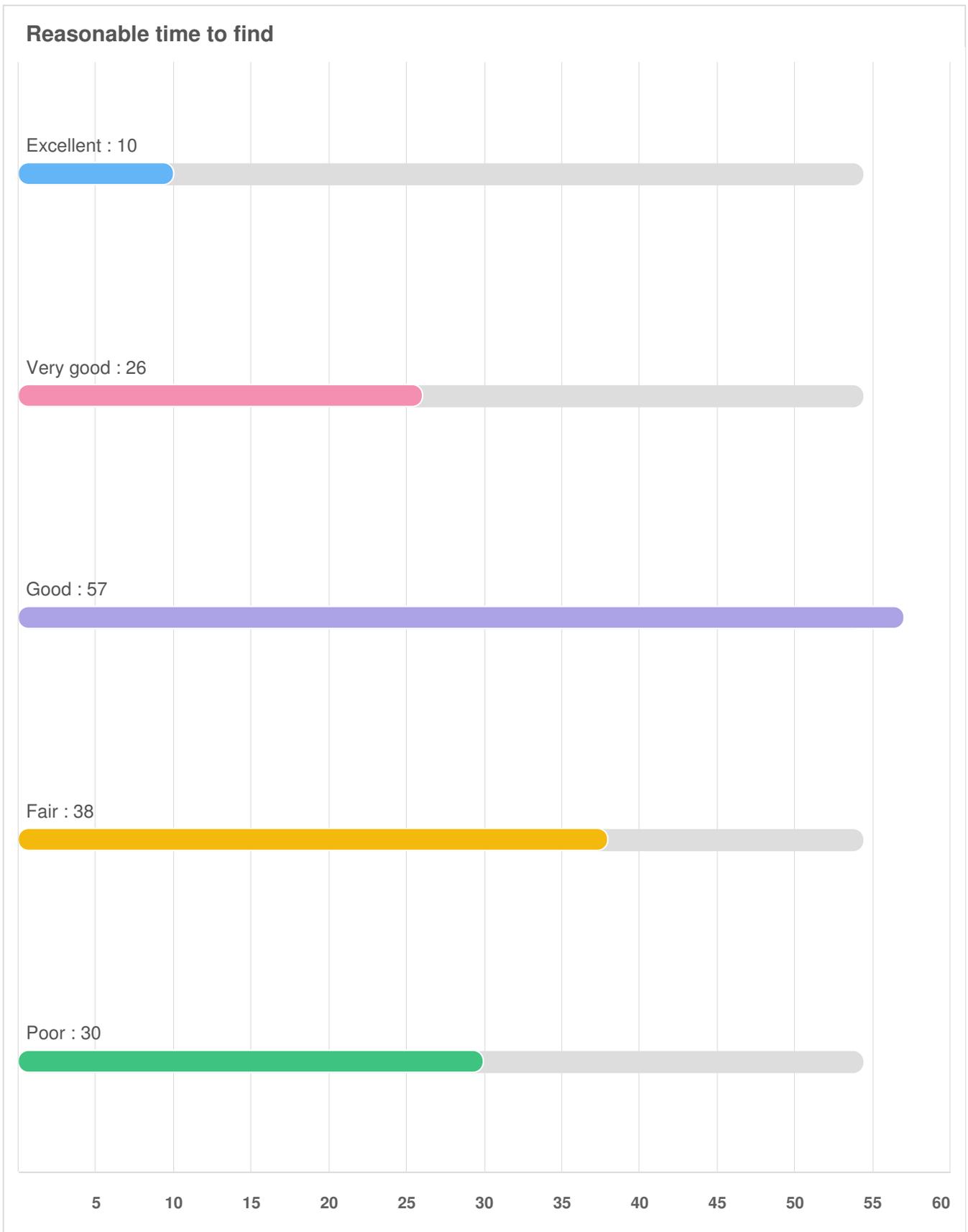


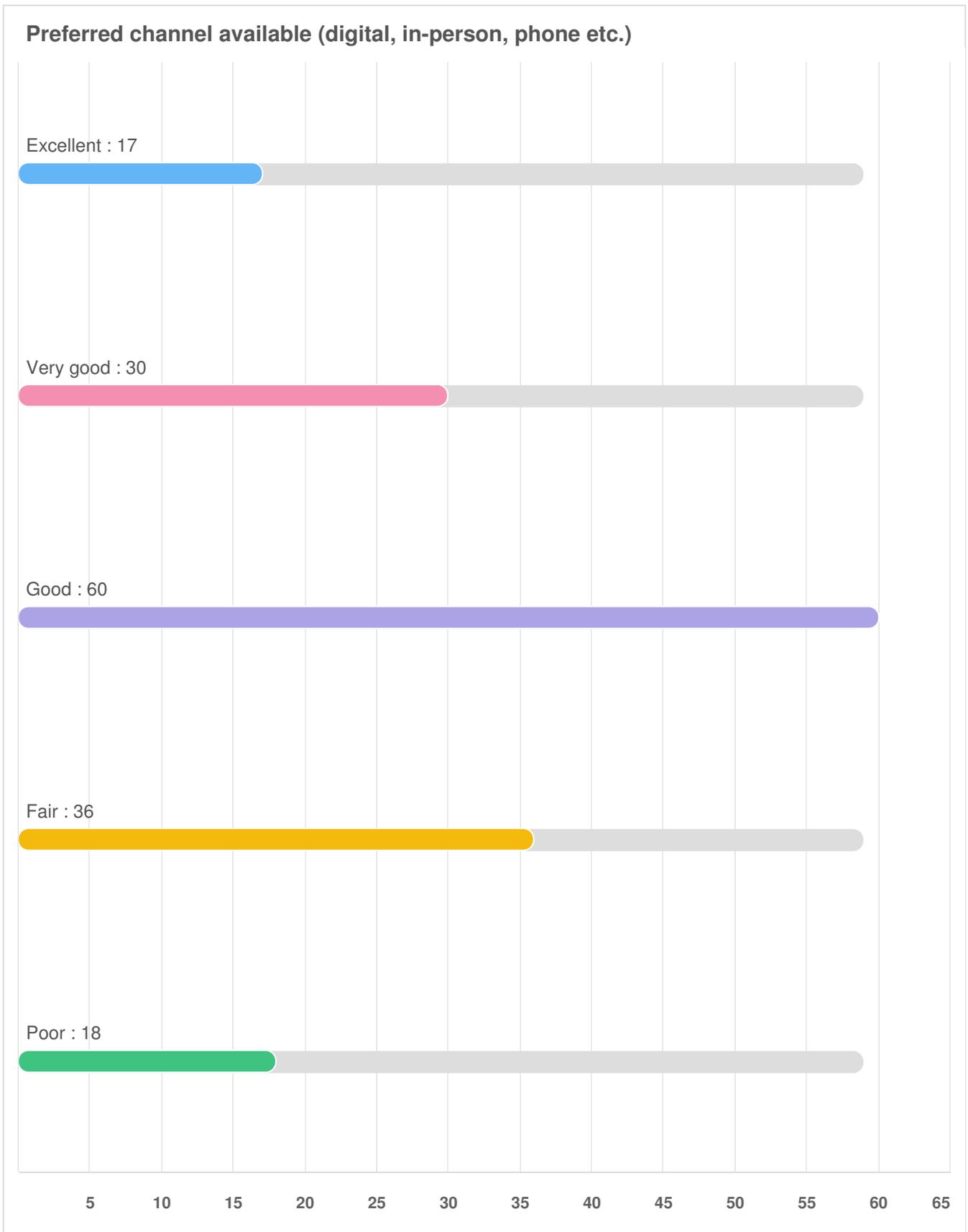


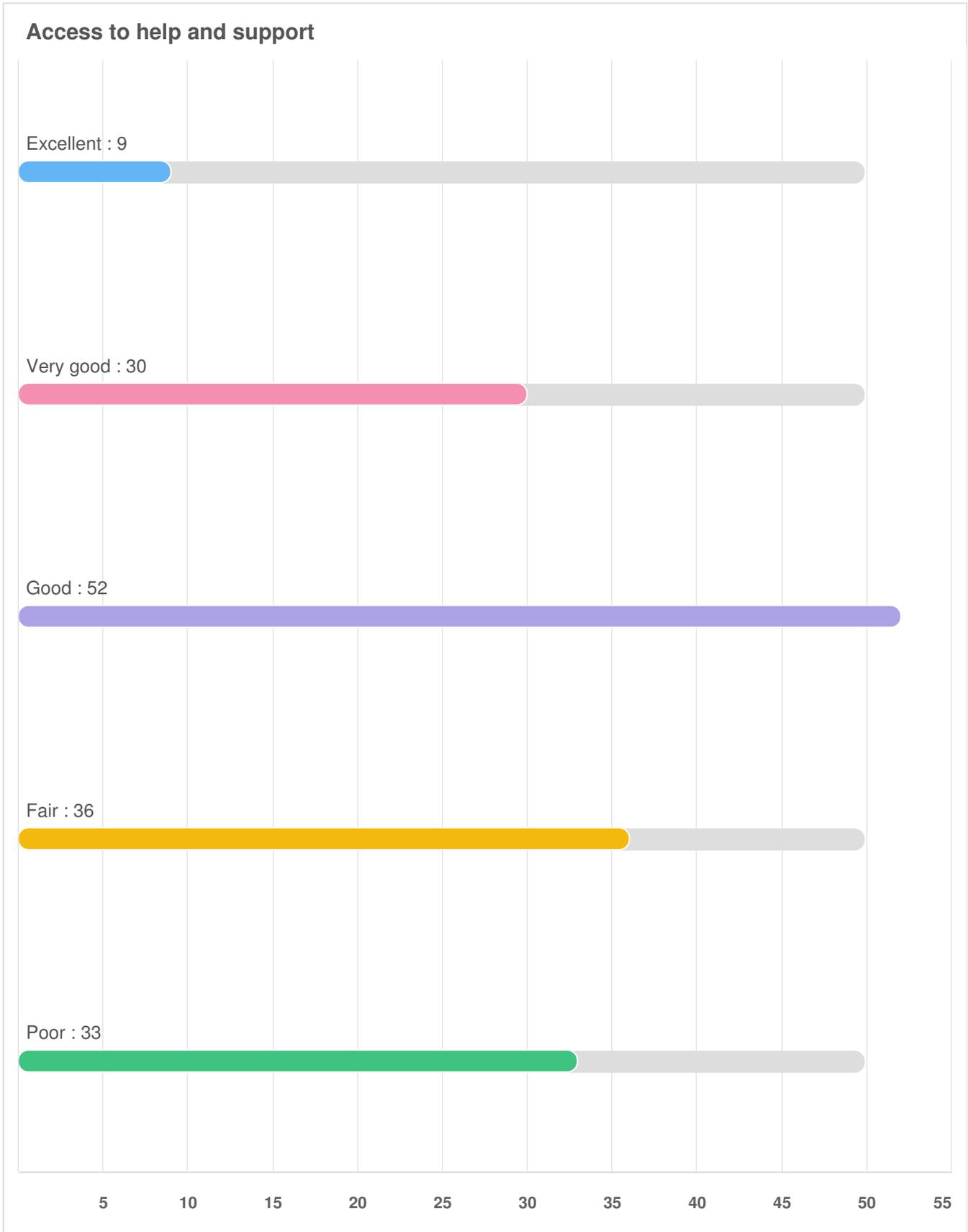
### Clear instructions on the process



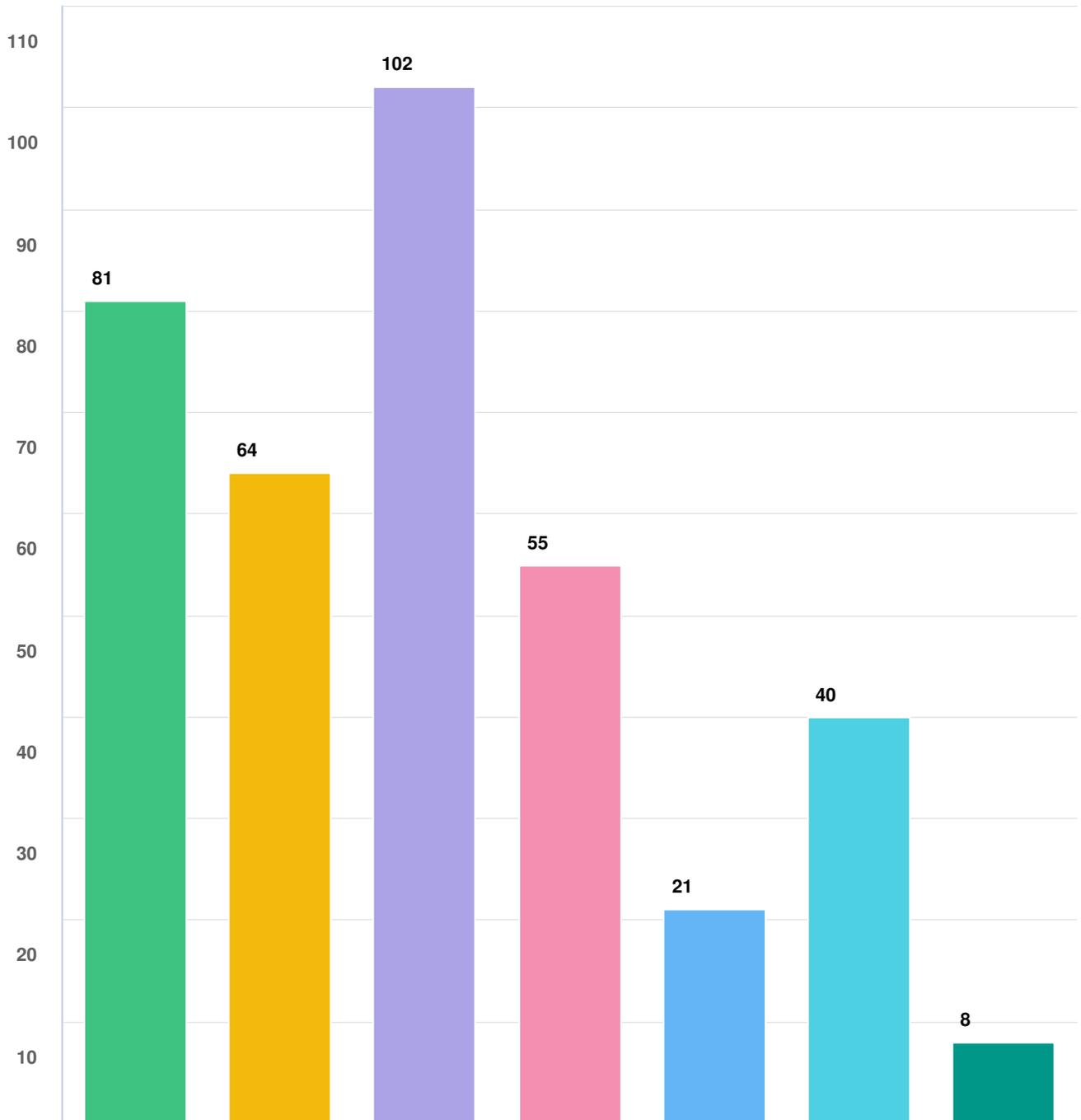








**Q13 Which would be the most impactful in improving your experience in finding the service? (Select top 3)**

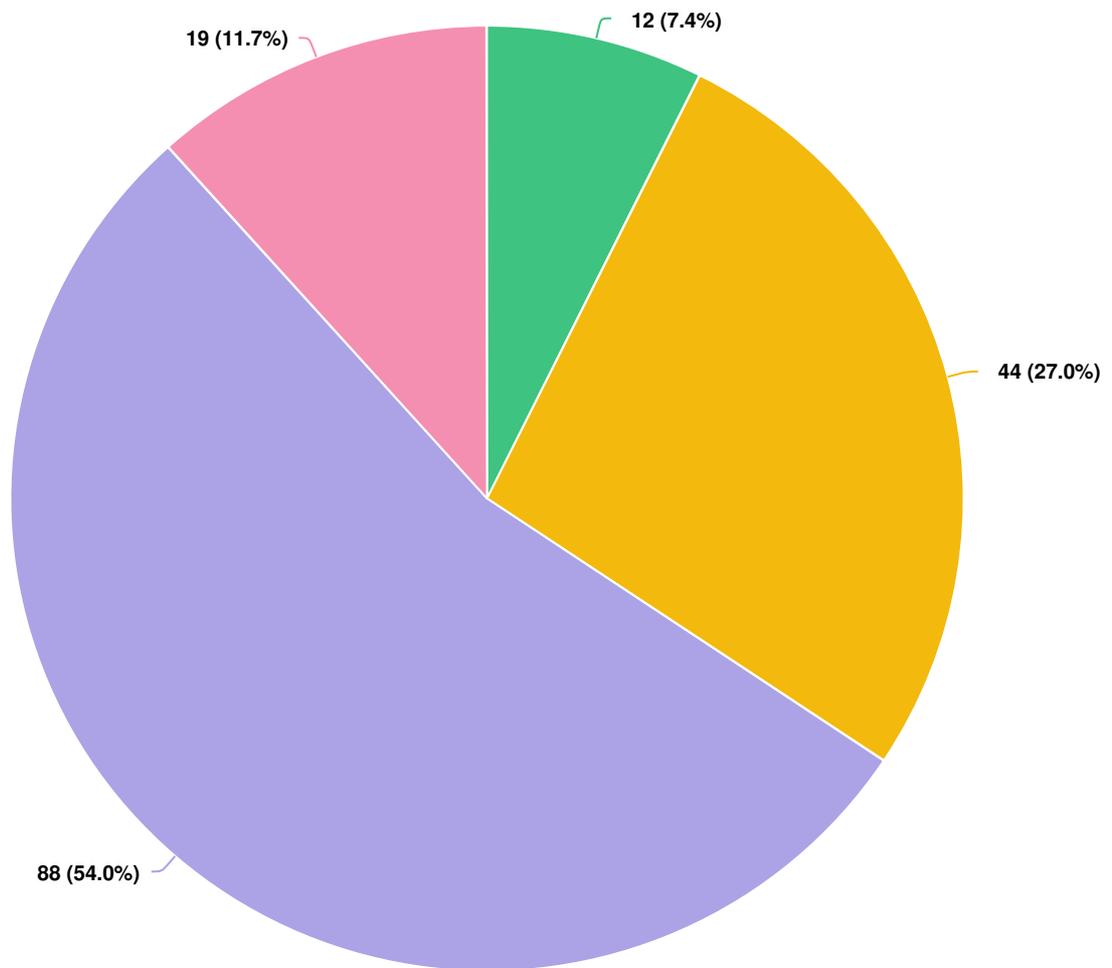


**Question options**

- Other (please specify)
- Access to help and support
- Preferred channel available (digital, in-person, phone etc.)
- Reasonable time to find
- Clear and simple process to navigate
- Clear instructions on the process
- Ease of access to the service

Optional question (165 response(s), 2 skipped)  
Question type: Checkbox Question

**Q14** Rate your overall level of satisfaction with the experience of initiating a digital service.



**Question options**

Very satisfied   Satisfied   Unsatisfied   Very unsatisfied

Optional question (163 response(s), 4 skipped)  
Question type: Radio Button Question

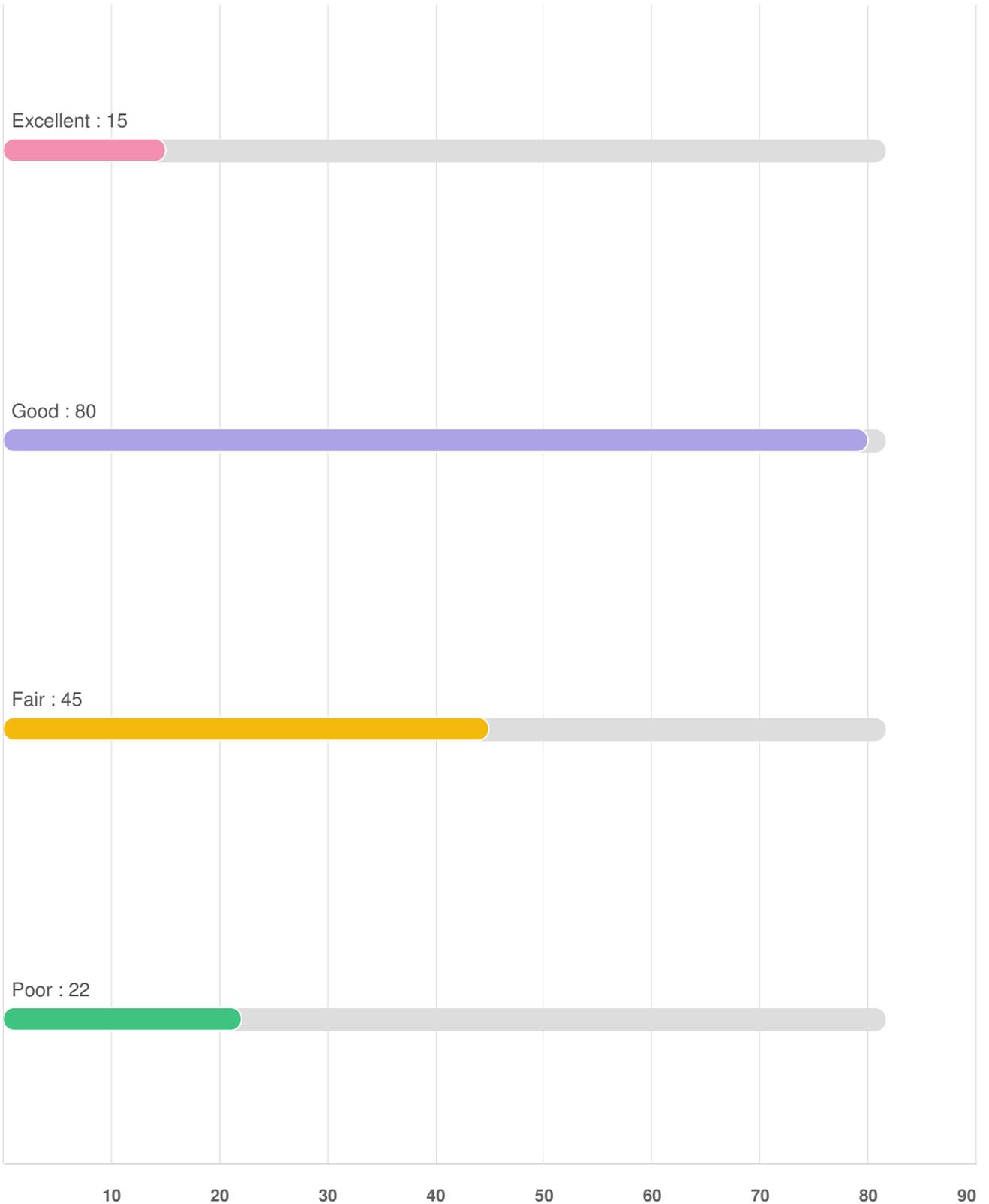
**Q15** When you were initiating the digital service, rate your experience for these criteria.



Optional question (164 response(s), 3 skipped)  
Question type: Likert Question

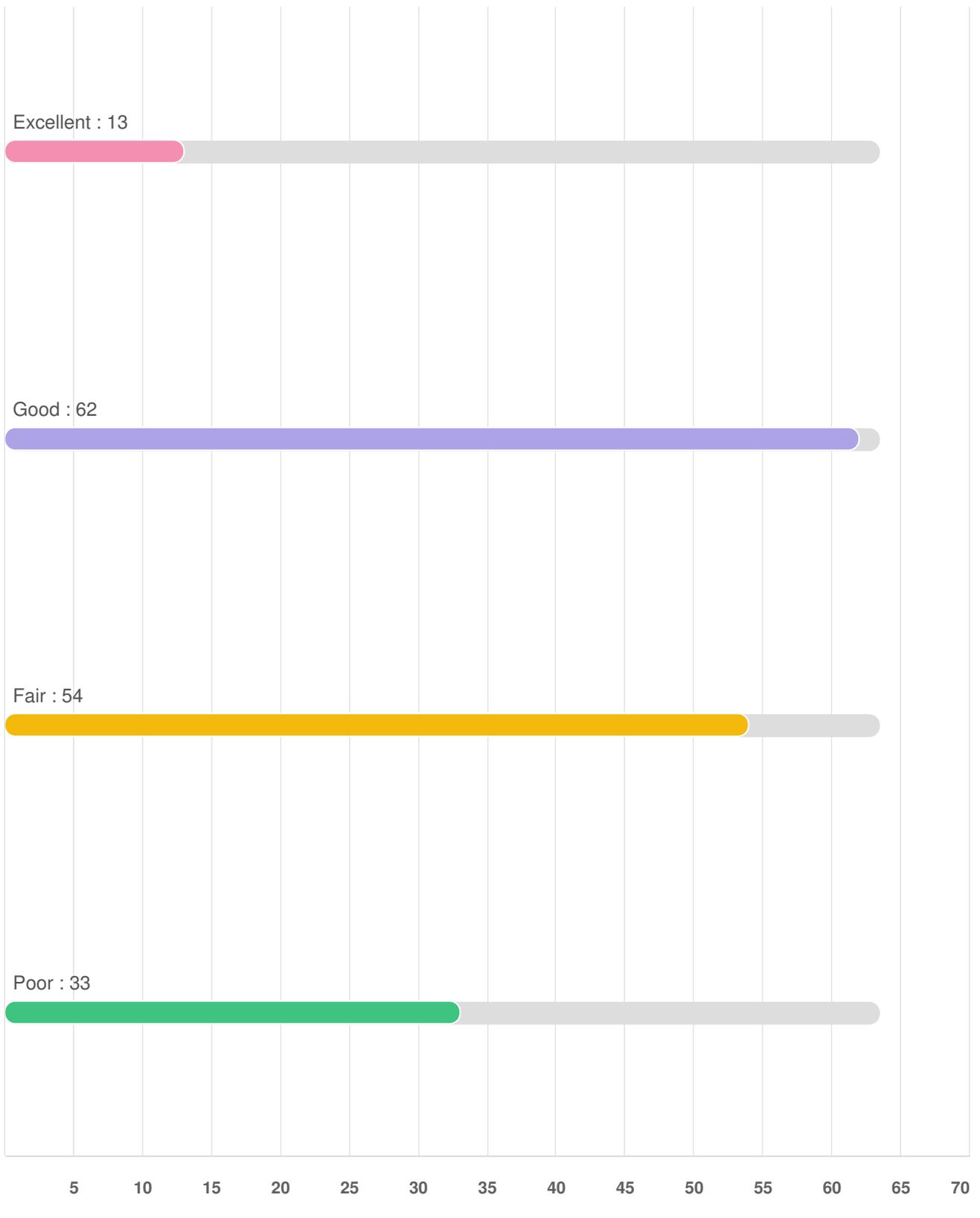
**Q15** | When you were initiating the digital service, rate your experience for these criteria.

**Ease of access to the service**





### Clear instructions on the process



### Clear and simple process to navigate

Excellent : 13



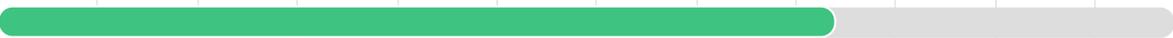
Good : 61



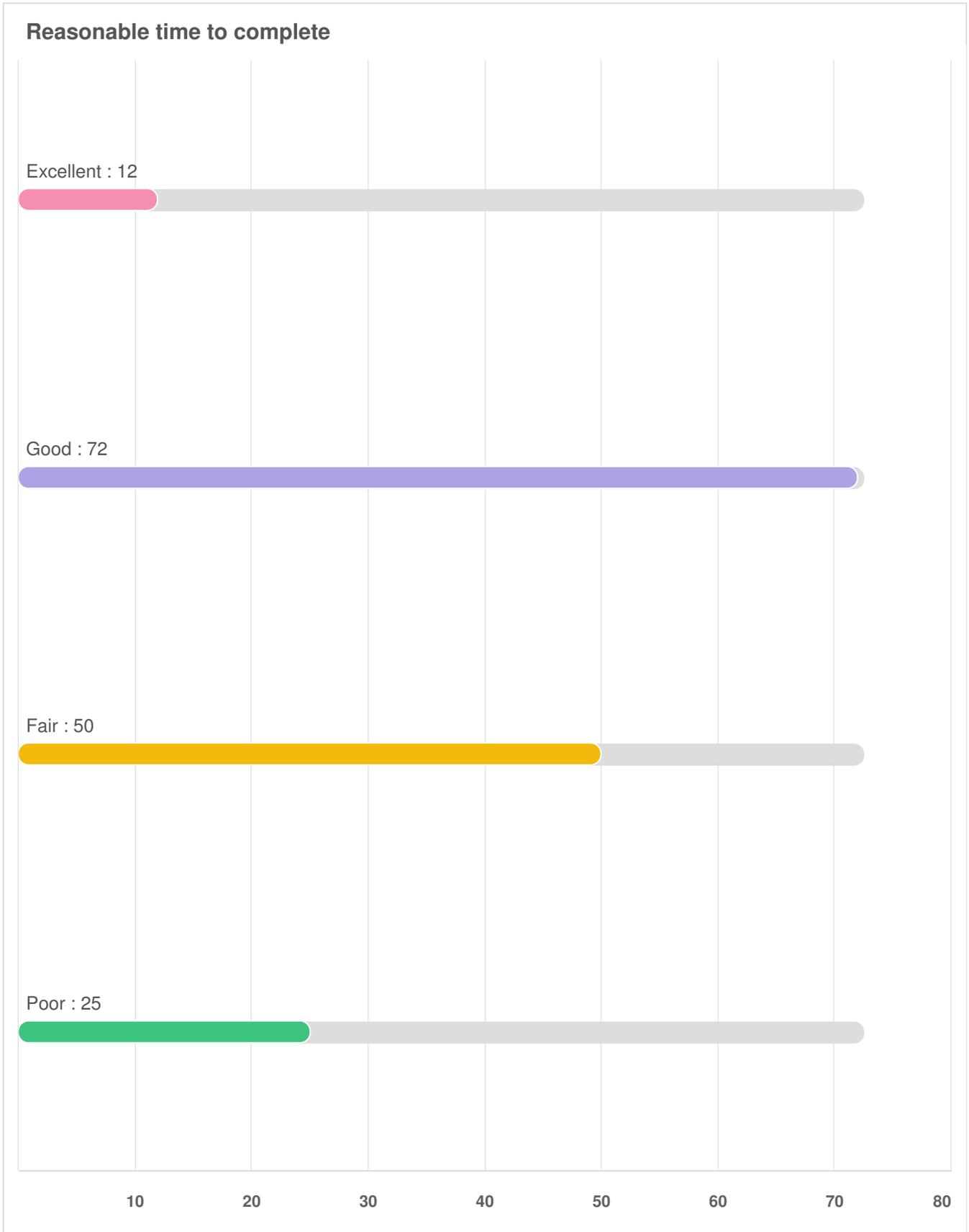
Fair : 44

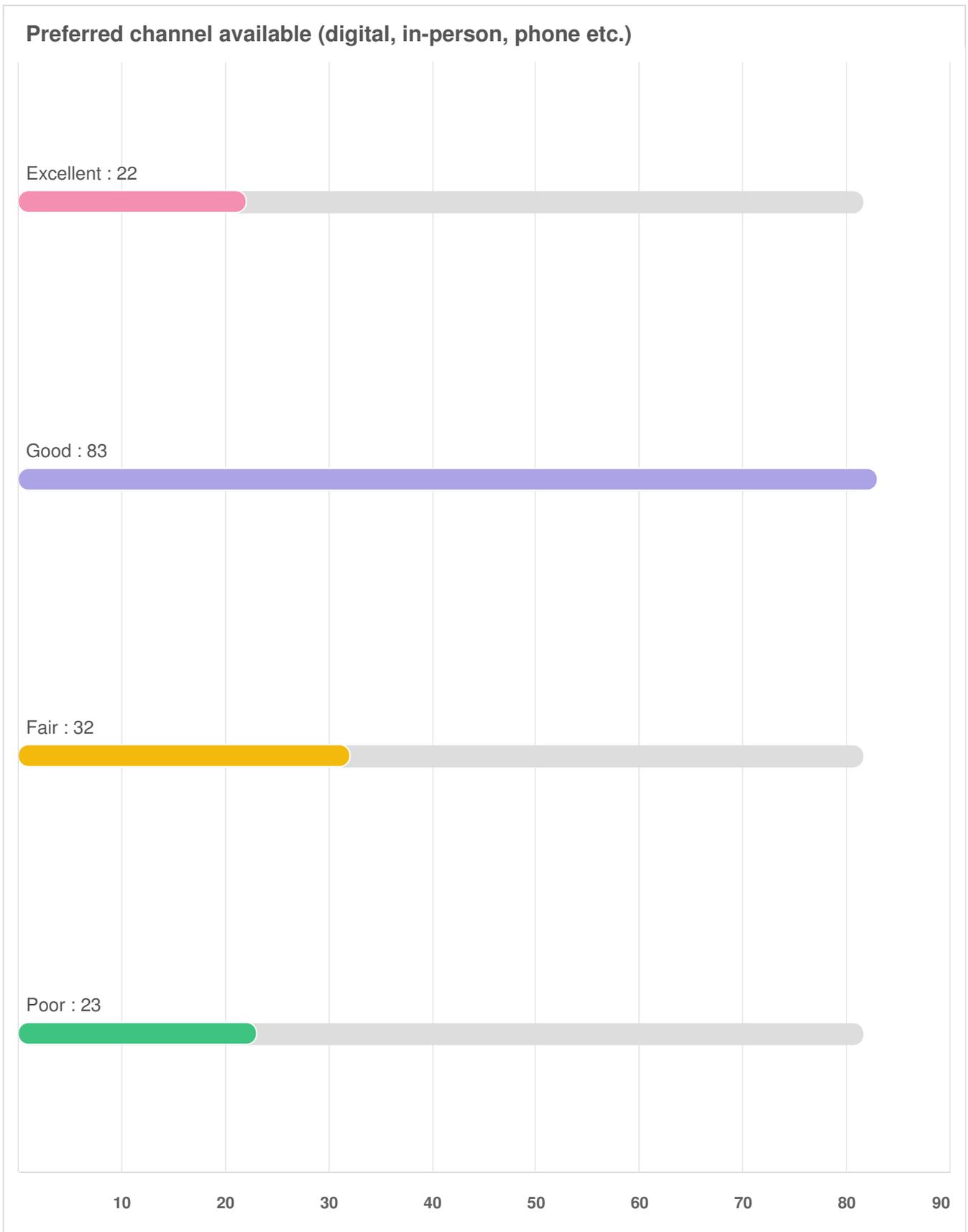


Poor : 42

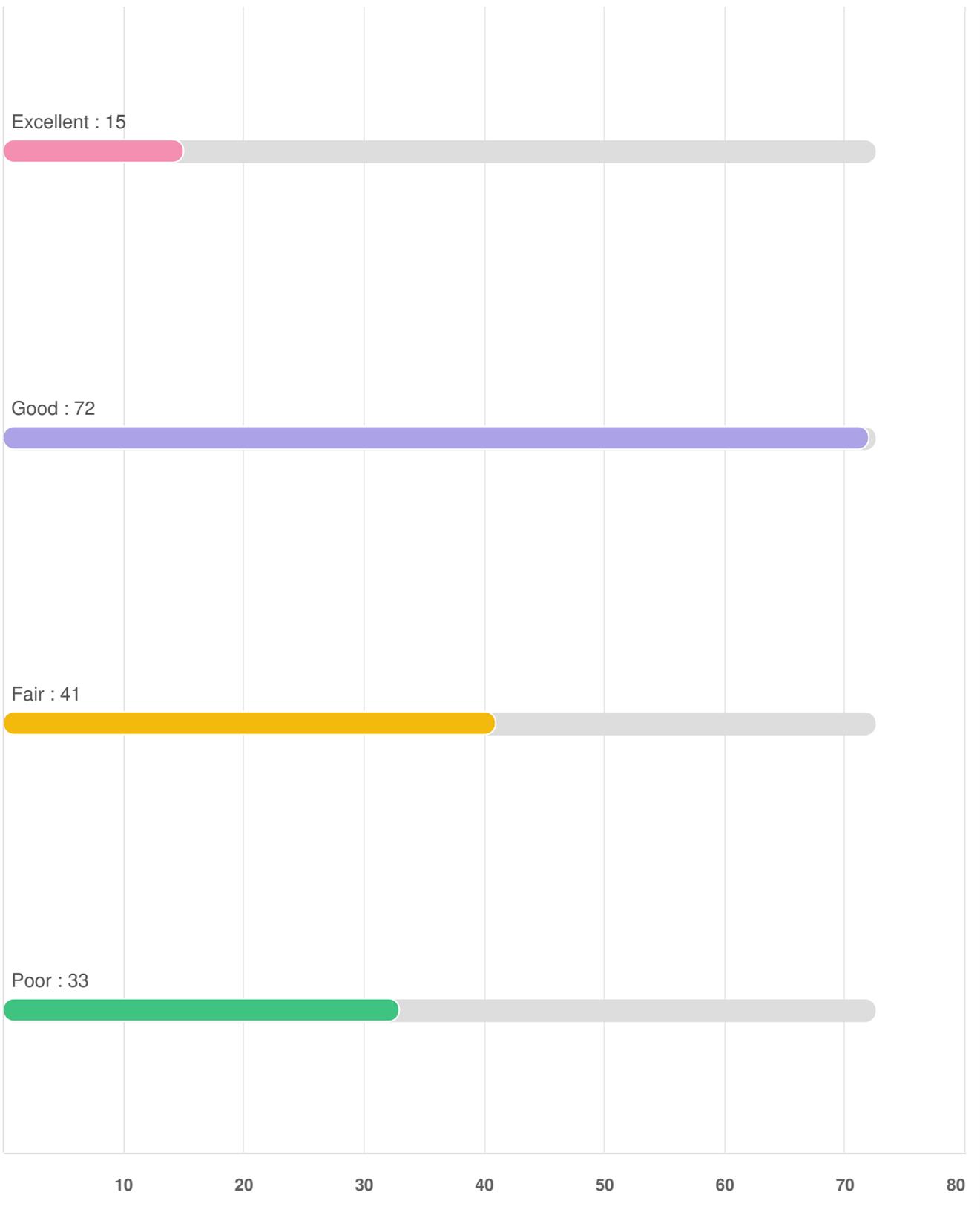


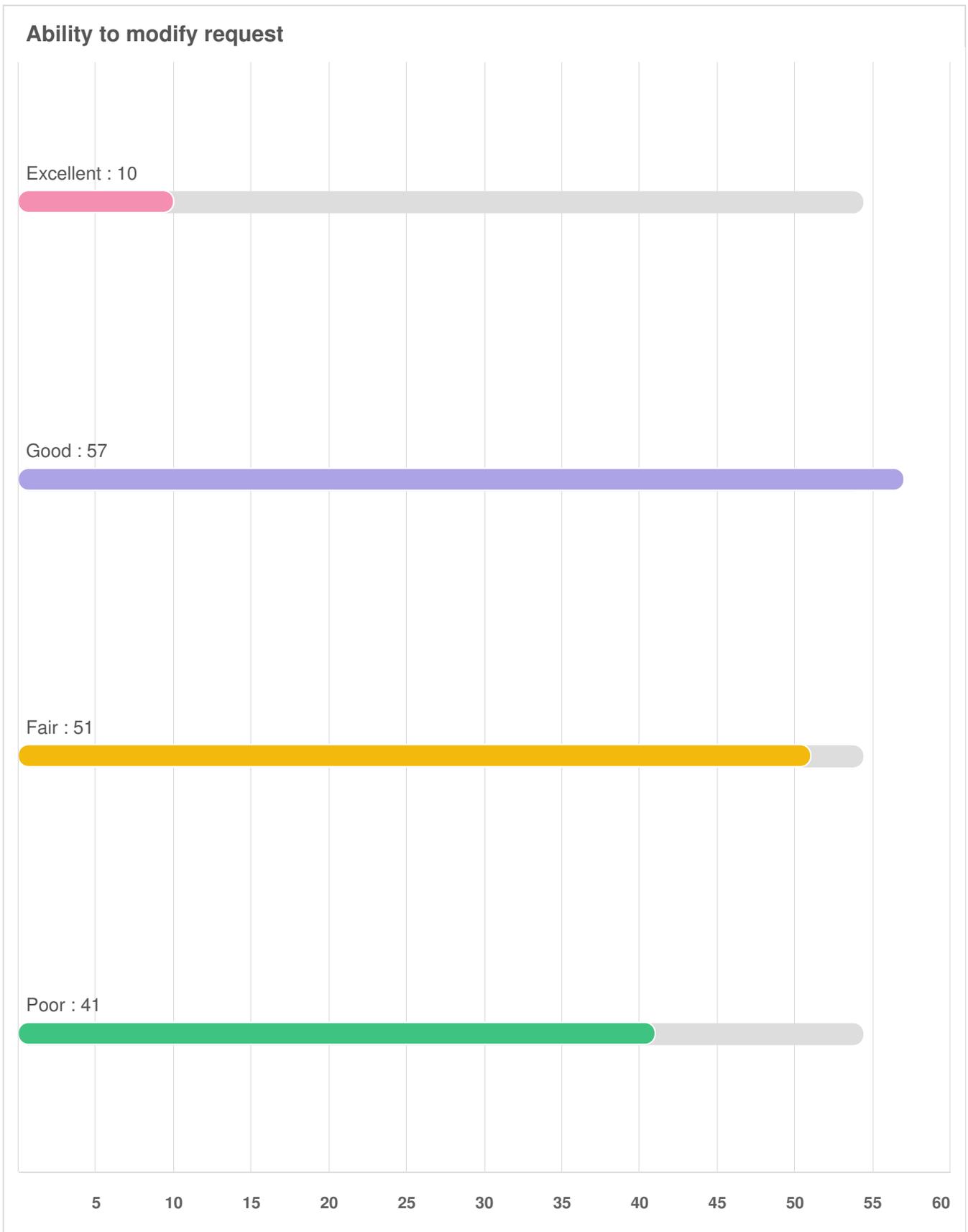
5 10 15 20 25 30 35 40 45 50 55 60 65

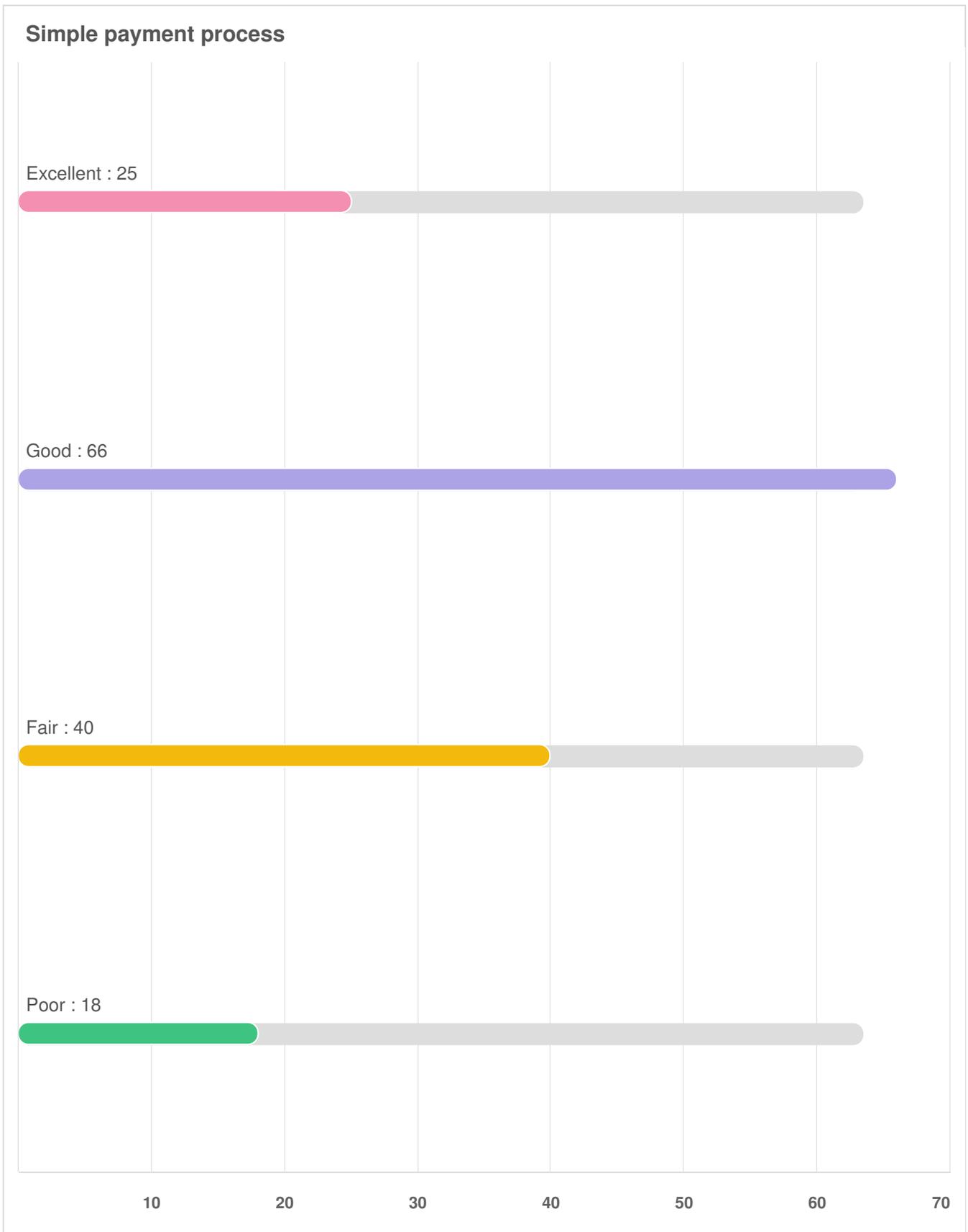


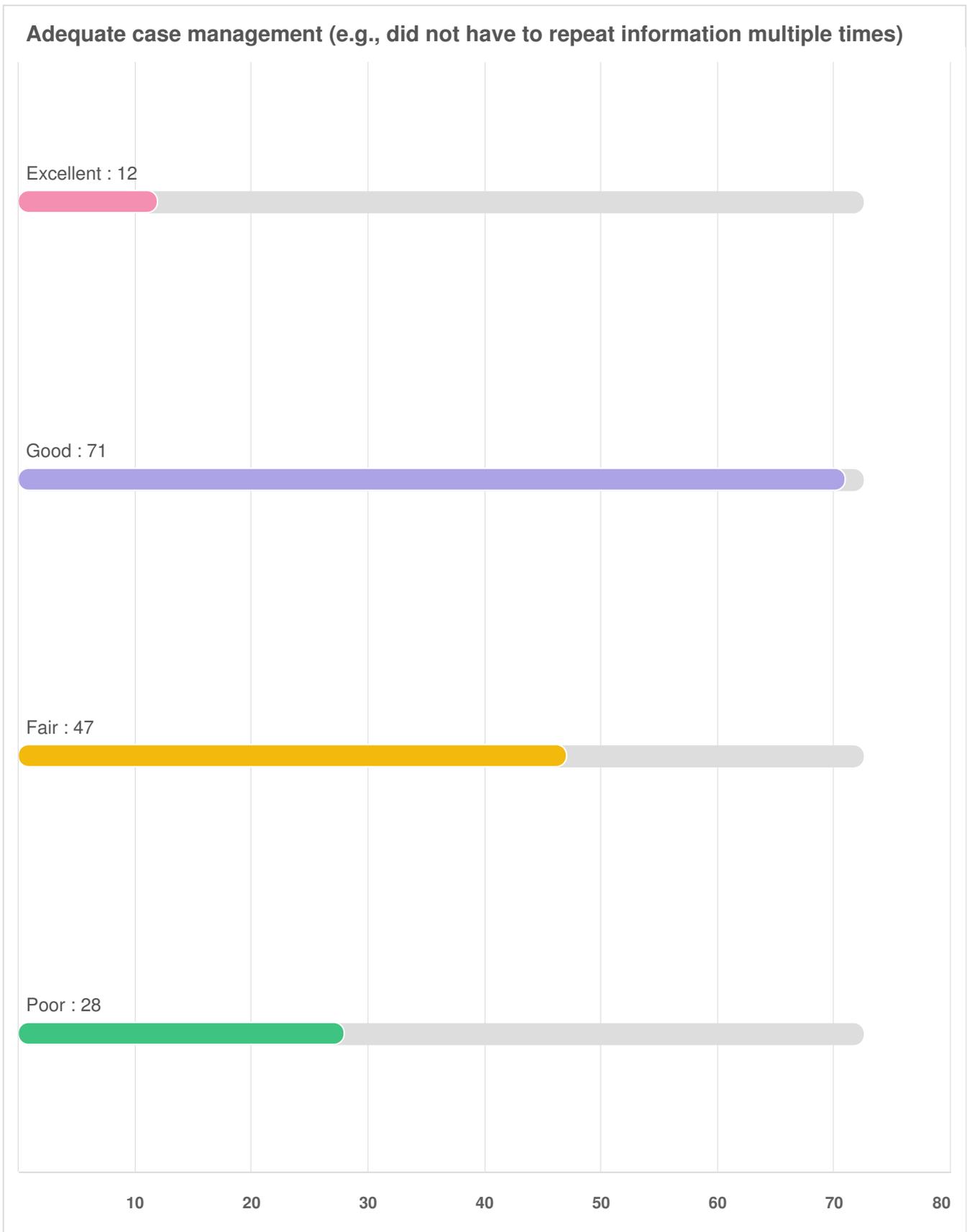


### Access to help and support

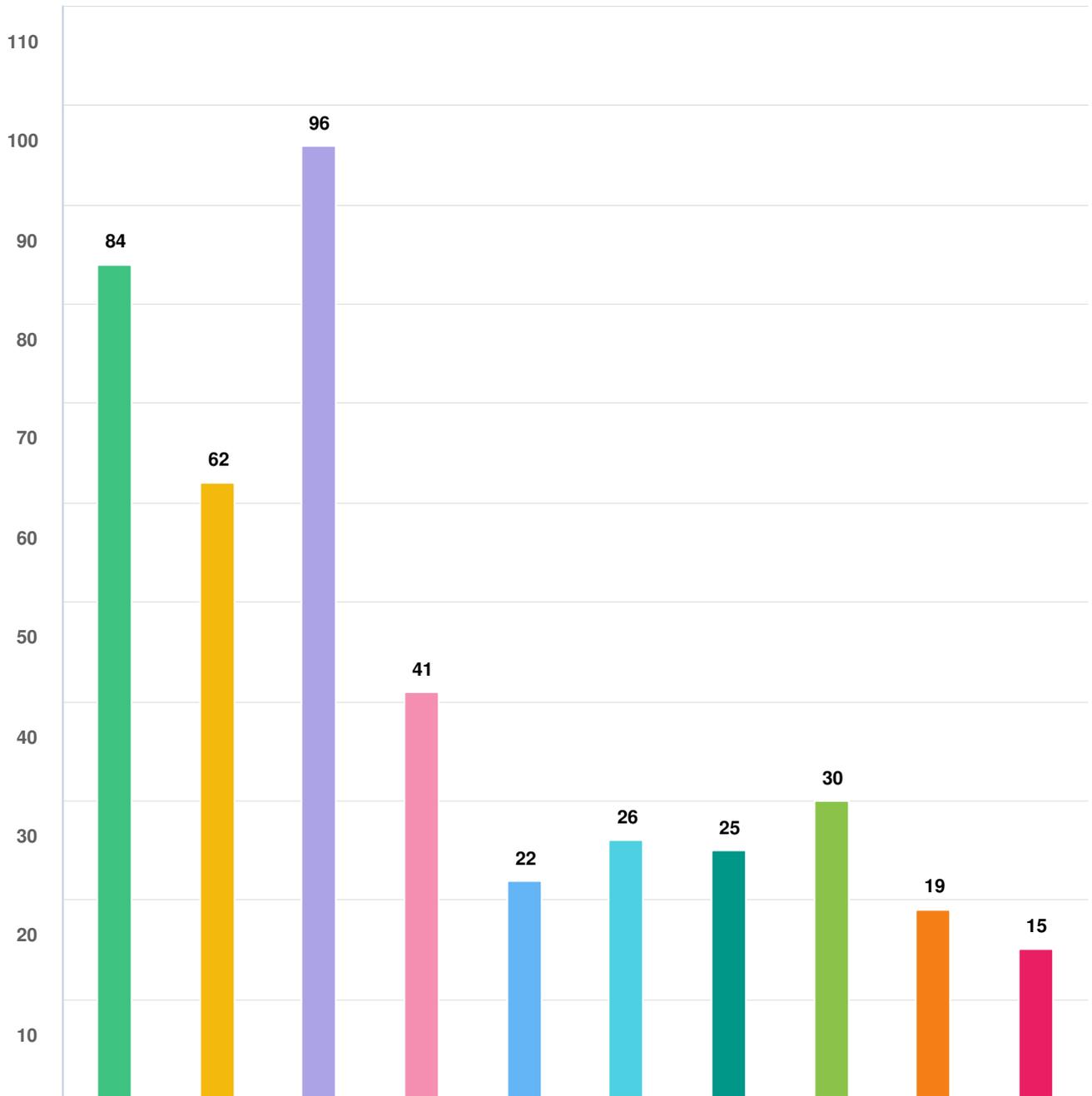








**Q16** What are the biggest areas that would drive satisfaction with the service, and encourage you to use more Hamilton services? (Select top 3)

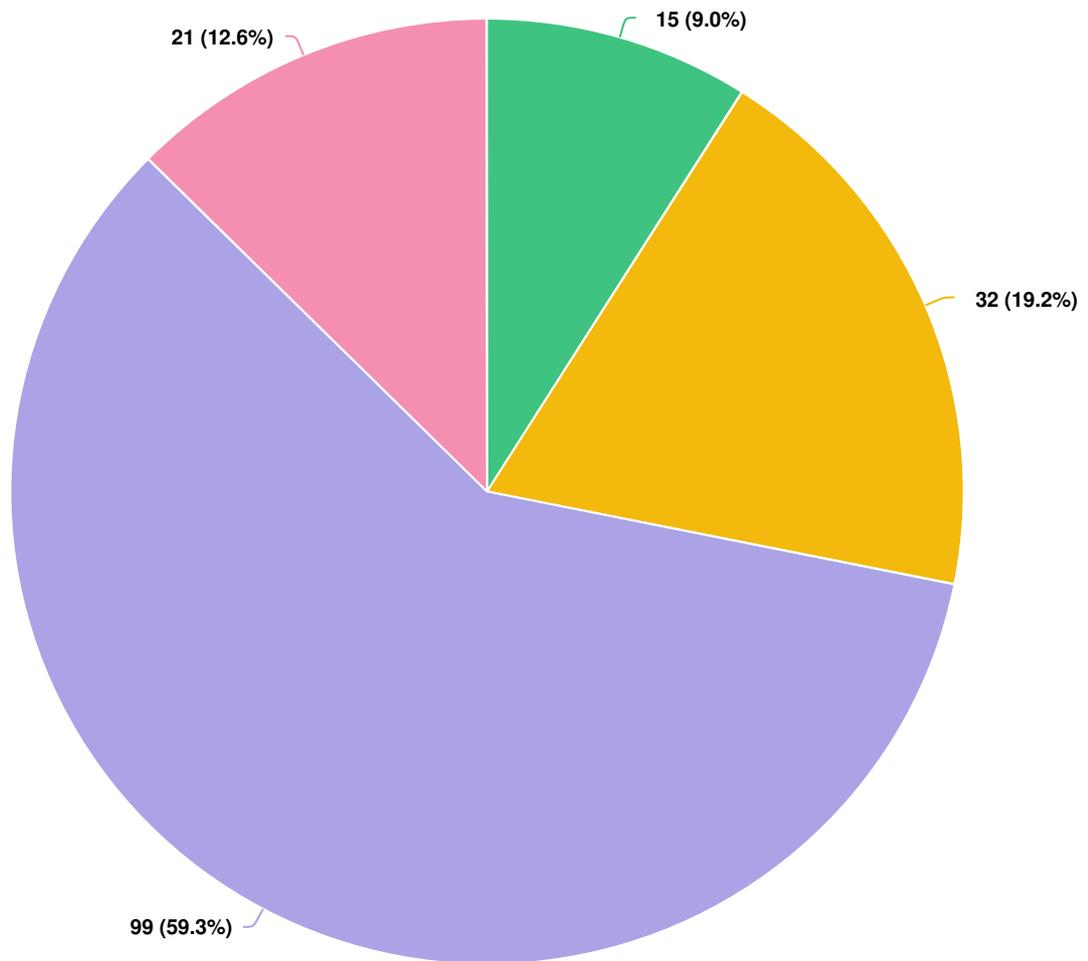


**Question options**

- Other (please specify)
- Adequate case management (e.g., did not have to repeat information multiple times)
- Simple payment process
- Ability to modify request
- Access to help and support
- Preferred channel available (digital, in-person, phone etc.)
- Reasonable time to complete
- Clear and simple process to navigate
- Clear instructions on the process
- Ease of access to the service

Optional question (165 response(s), 2 skipped)  
Question type: Checkbox Question

**Q17** Rate your overall level of satisfaction with the delivery of the service.

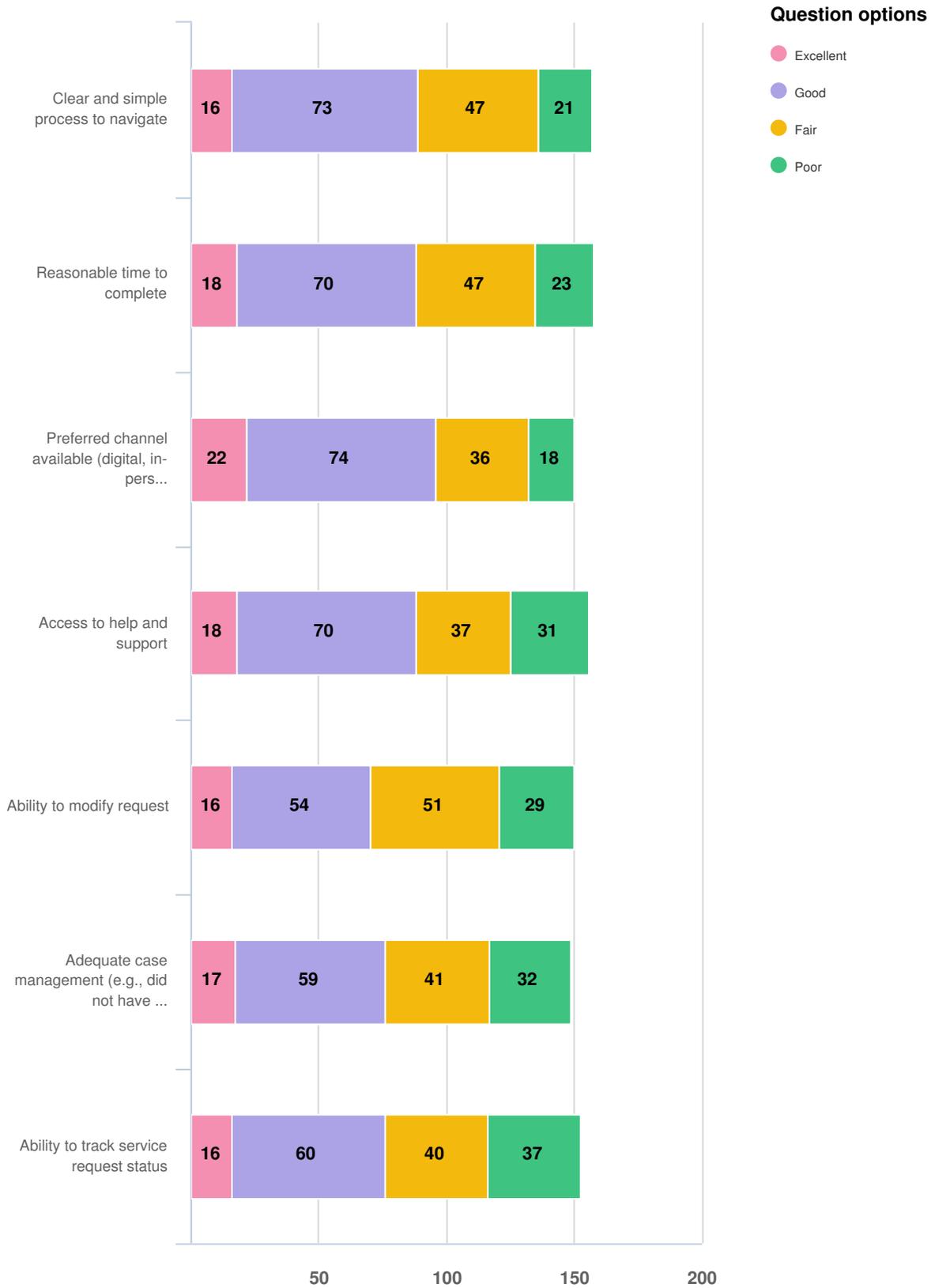


**Question options**

- Very satisfied
- Satisfied
- Unsatisfied
- Very unsatisfied

Mandatory Question (167 response(s))  
Question type: Radio Button Question

**Q18** When the service was being delivered, rate your experience for these criteria.



Optional question (162 response(s), 5 skipped)  
Question type: Likert Question

**Q18** | When the service was being delivered, rate your experience for these criteria.

**Clear and simple process to navigate**

Excellent : 16



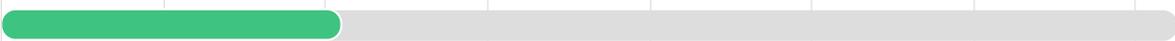
Good : 73



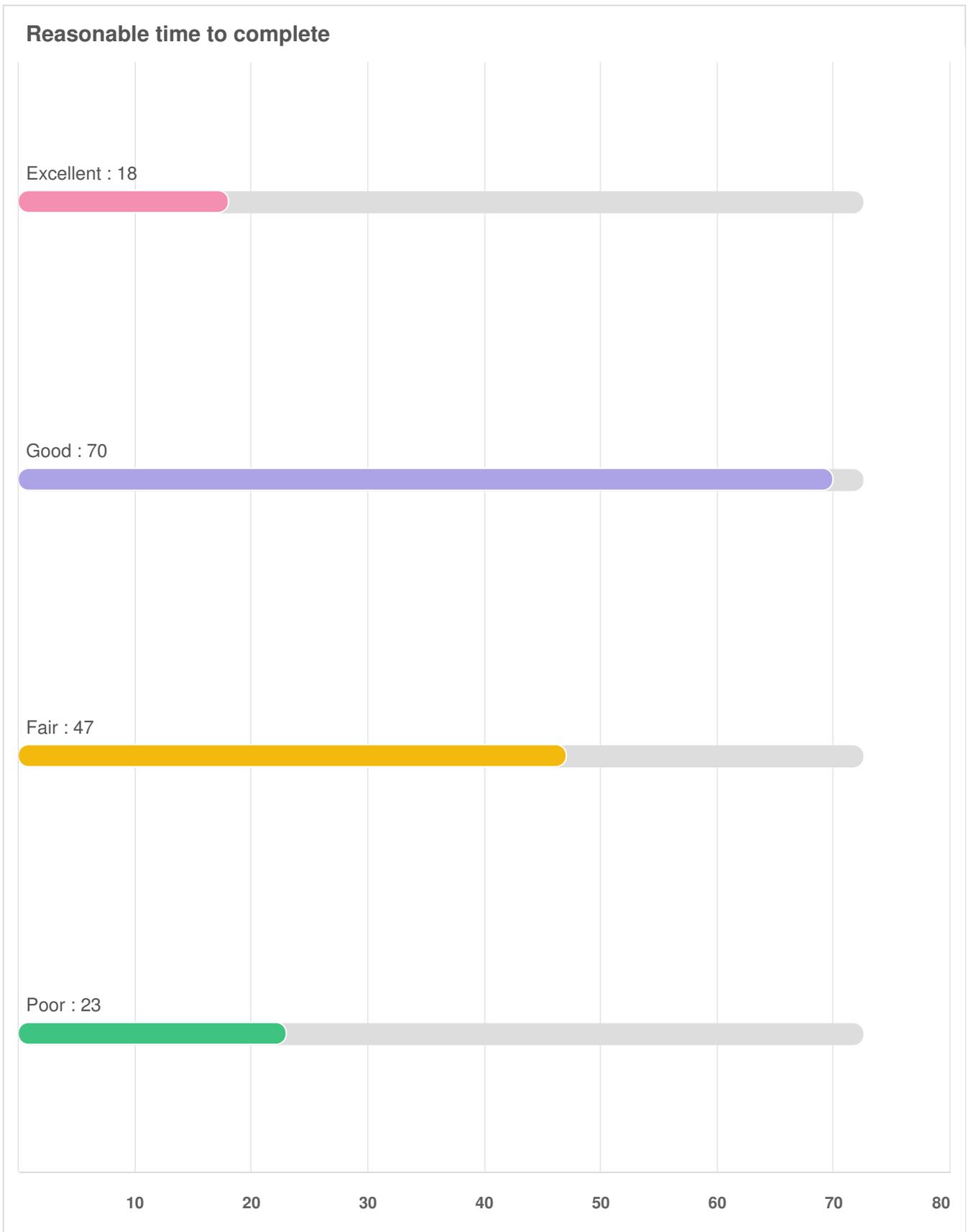
Fair : 47

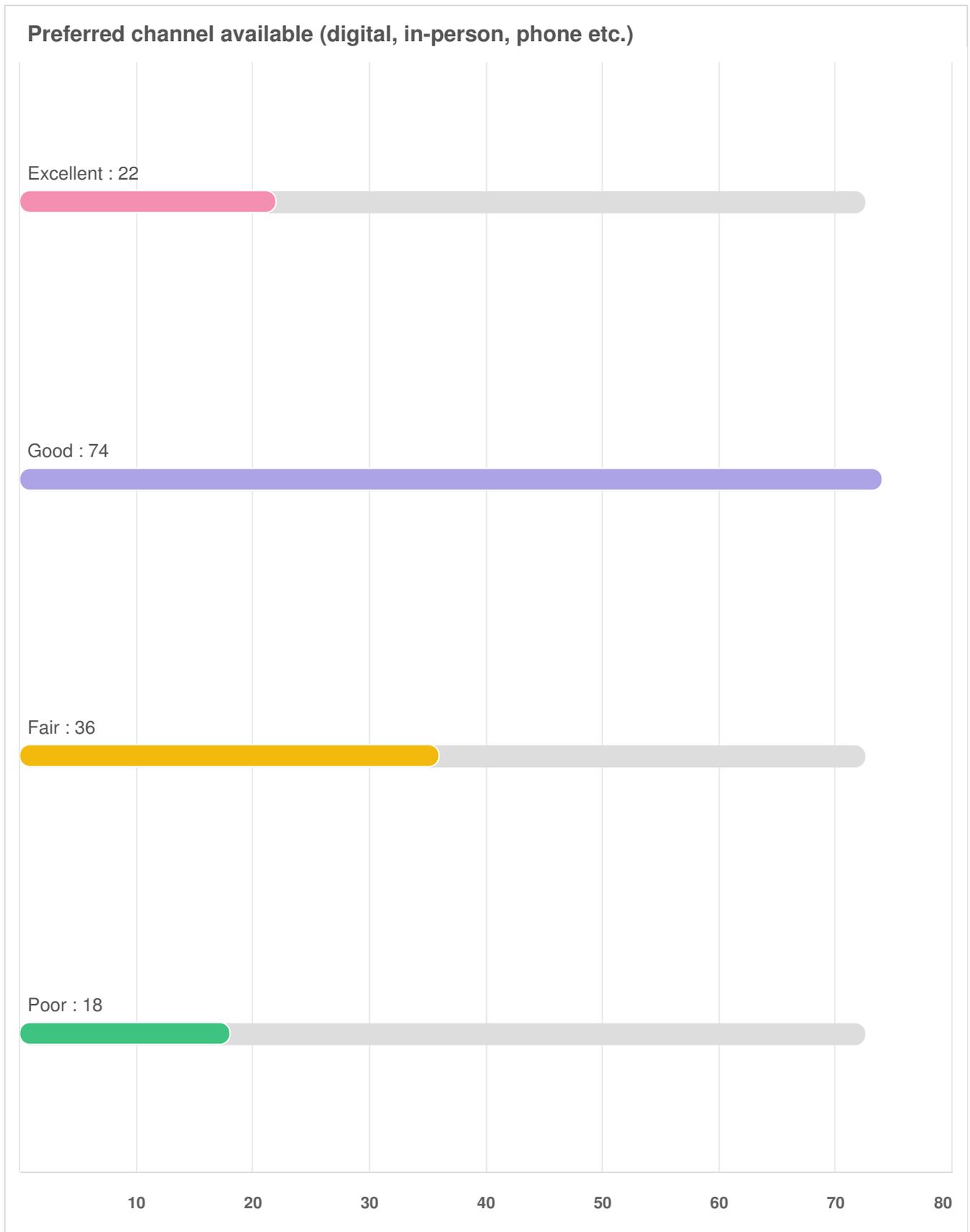


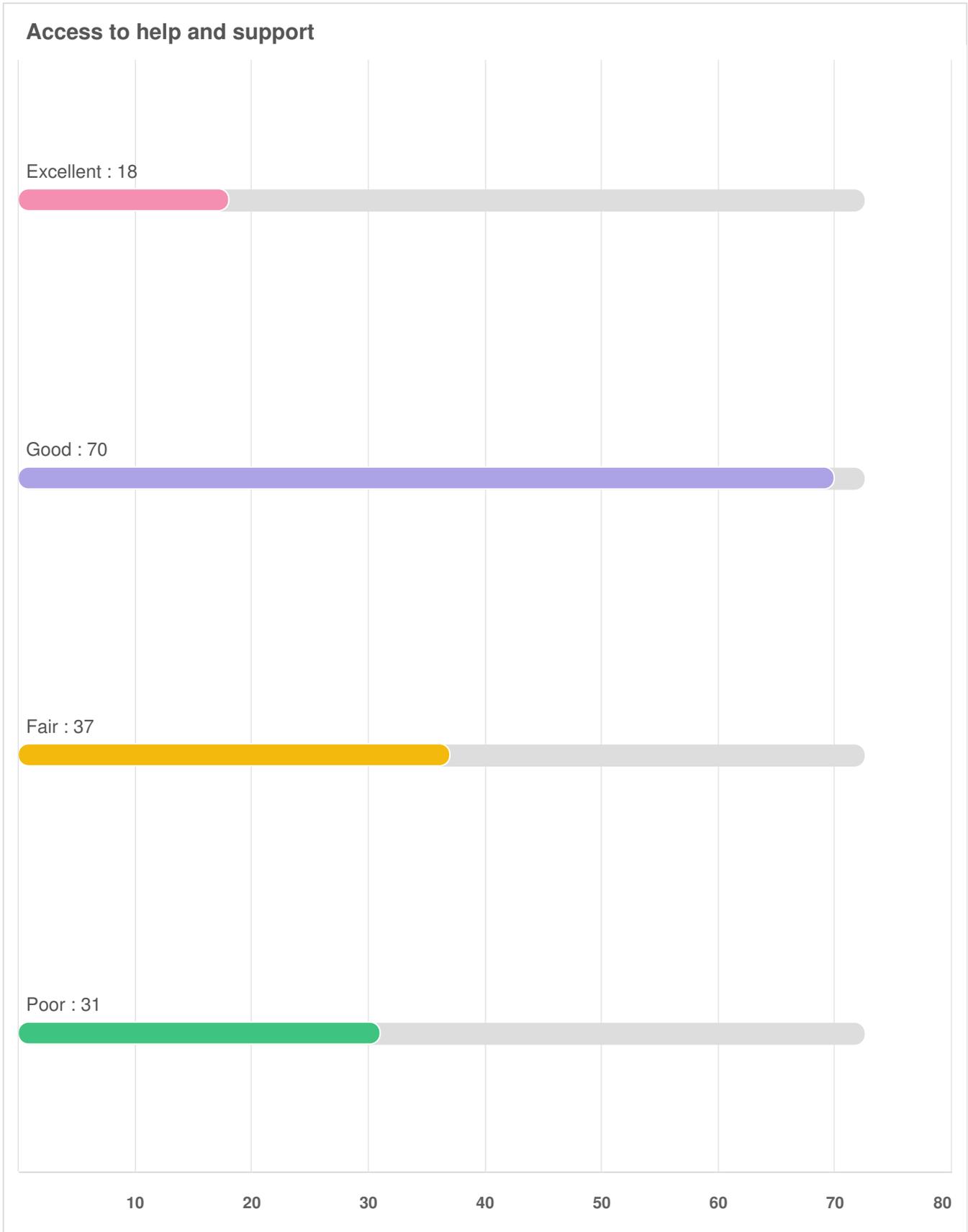
Poor : 21



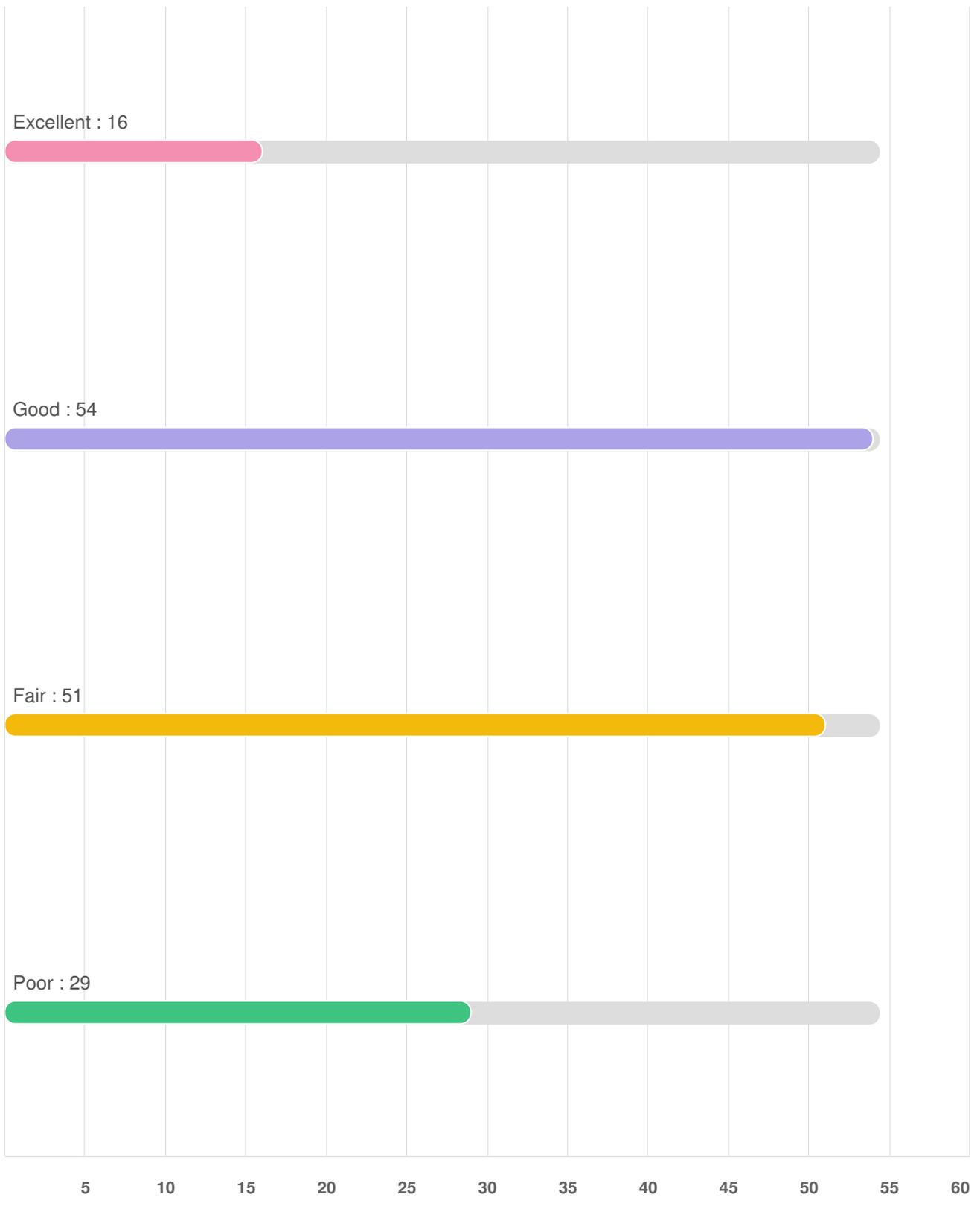
10 20 30 40 50 60 70 80







### Ability to modify request

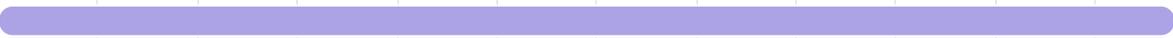


### Adequate case management (e.g., did not have to repeat information multiple times)

Excellent : 17



Good : 59



Fair : 41

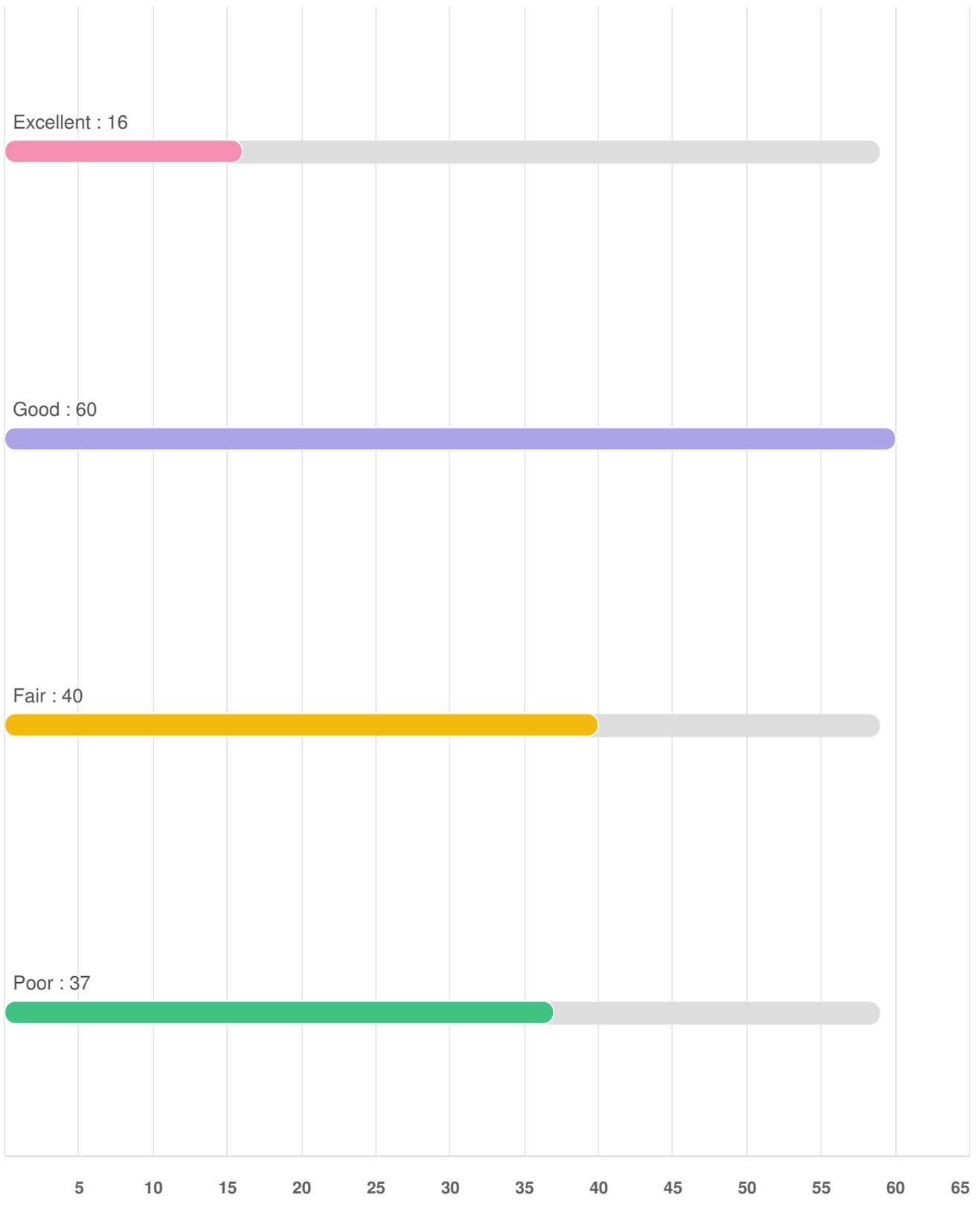


Poor : 32

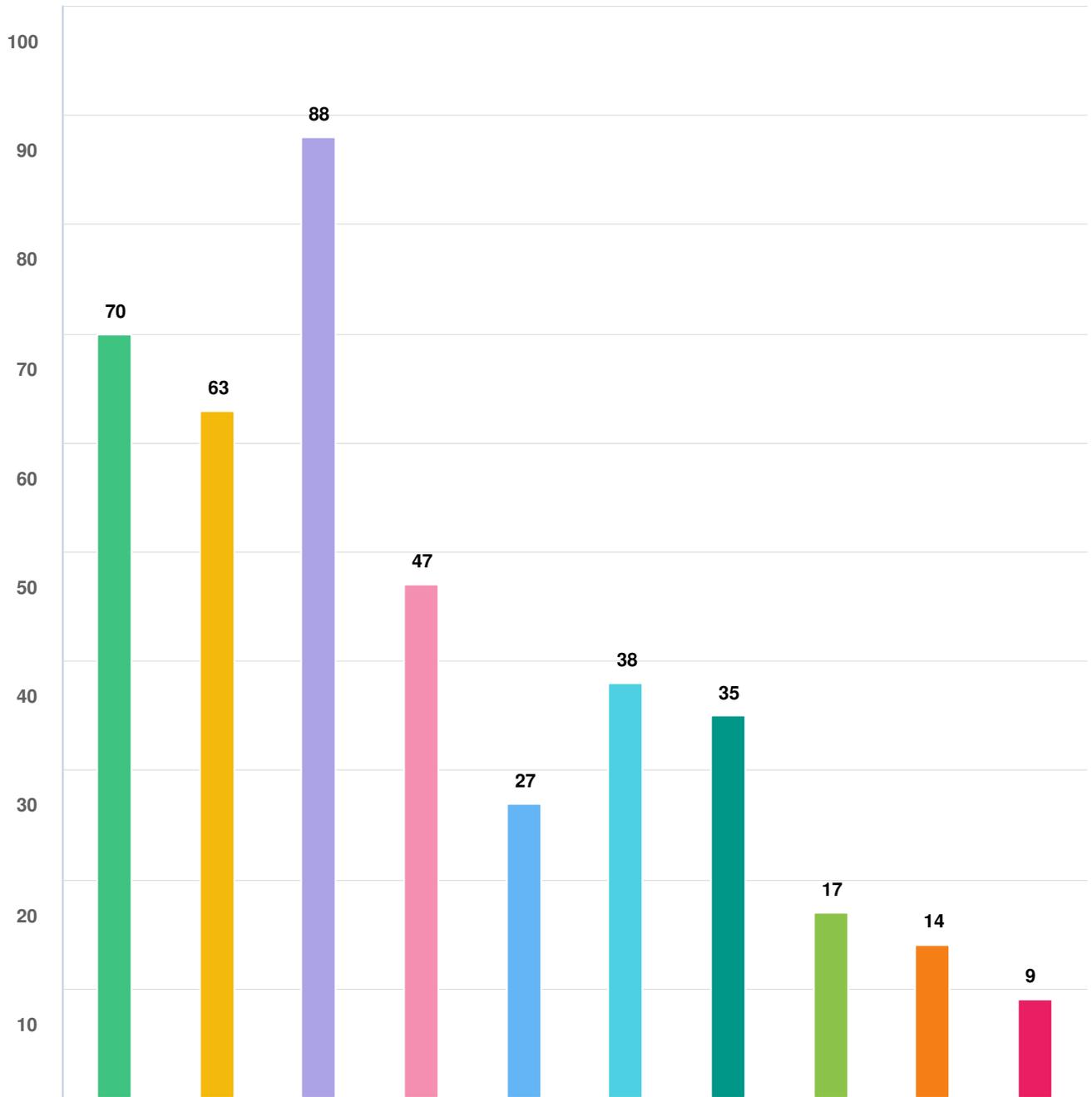


5 10 15 20 25 30 35 40 45 50 55 60 65

### Ability to track service request status



**Q19 Which would be the most impactful in improving your experience with service delivery? (Select top 3)**



**Question options**

- Other (please specify)
- Adequate case management (e.g., did not have to repeat information multiple times)
- Simple payment process
- Ability to modify request
- Access to help and support
- Preferred channel available (digital, in-person, phone etc.)
- Reasonable time to complete
- Clear and simple process to navigate
- Clear instructions on the process
- Ease of access to the service

*Optional question (162 response(s), 5 skipped)  
Question type: Checkbox Question*

**Q20 | Are there any services currently not offered by the City digitally that you would like to access/use digitally?**

Anonymous  
11/22/2022 11:39 AM  
The prominence of Using the search tool depends on the Boolean search terms which frustrates navigation.

Anonymous  
11/22/2022 11:52 AM  
better web site and ease of finding what I am looking to find.

Anonymous  
11/22/2022 02:43 PM  
Parking fee payment

Anonymous  
11/22/2022 03:45 PM  
No,not any that I know

Anonymous  
11/22/2022 04:05 PM  
No

Anonymous  
11/22/2022 04:10 PM  
No

Anonymous  
11/22/2022 04:16 PM  
No

Anonymous  
11/22/2022 08:44 PM  
Online voting in municipal elections

Anonymous  
11/22/2022 10:58 PM  
Road / sidewalk conditions, complaints

Anonymous  
11/24/2022 10:55 AM  
There is NO direct Public Health "button" or "link" on the City Home Page. Finding information about public health and covid related information is not obvious and hard to navigate to find PH services.

Anonymous  
11/25/2022 03:45 PM  
I've been trying to find dates or information about future building permits but couldn't find it.

Anonymous  
11/26/2022 08:48 PM  
I think all elected officials should only communicate through the city website. All individual social media accounts should be suspended

during their term. This means there is an official record of what they communicate. This will also stop concerns about online harassment of political figures.

Anonymous

11/28/2022 05:25 PM

Reporting potholes, sidewalk damage or other things that should be repaired due to real safety risks.

Anonymous

11/28/2022 05:26 PM

No

Anonymous

11/28/2022 05:48 PM

None that I can think of at this time .

Anonymous

11/28/2022 05:52 PM

N/a

Anonymous

11/28/2022 06:10 PM

Property tax info

Anonymous

11/28/2022 06:17 PM

None

Anonymous

11/28/2022 06:37 PM

Forestry question, facility booking

Anonymous

11/28/2022 06:50 PM

I wish I could buy recreation passes/memberships online, not just by phone or in person.

Anonymous

11/28/2022 07:05 PM

Facility booking and payment

Anonymous

11/29/2022 01:21 PM

easier access to councillor via email; reporting of potholes

Anonymous

11/29/2022 01:32 PM

Prefer phone

Anonymous

11/29/2022 05:52 PM

No

Anonymous

11/29/2022 06:04 PM

No

Anonymous

11/30/2022 09:55 AM

Ease of use and information to know when to sign up for community classes and recreation

Anonymous

11/30/2022 11:29 AM

Online VOTING! or at least ability to do proxy assignments online interactive rec centre schedules that show any current changes or cancellations rec program cancellation SMS notifications

Anonymous

11/30/2022 12:56 PM

most of the services I need are offered digitally, but poorly.

Anonymous

11/30/2022 10:57 PM

digital resource map that tracks various services in the community (e.g., housing, settlement, volunteering, etc.)

Anonymous

12/01/2022 06:52 AM

Report a road or sidewalk problem, eg tree on road, hole in sidewalk or road.

Anonymous

12/01/2022 09:05 AM

Disc Golf

Anonymous

12/01/2022 11:49 AM

Classes or help how to use existing and upload apps

Anonymous

12/01/2022 12:04 PM

Not that I can think of.

Anonymous

12/01/2022 12:08 PM

Nothing at this time

Anonymous

12/01/2022 12:21 PM

Better bus service for elderly

Anonymous

12/01/2022 01:03 PM

No

Anonymous

12/01/2022 01:14 PM

Snow removal

Anonymous  
12/01/2022 01:21 PM  
I would like to see specifically designed mini-courses/hour sessions for Seniors. Sackville actually had sessions (during Covid) where Techies worked one-on-one with seniors to fill in forms and things and learn different aspects about their computers/iPad etc....

Anonymous  
12/01/2022 01:23 PM  
No lam fine

Anonymous  
12/01/2022 01:28 PM  
Government agencies74

Anonymous  
12/01/2022 07:30 PM  
Yes! All recreational activities and facility booking

Anonymous  
12/01/2022 10:14 PM  
Property tax history

Anonymous  
12/05/2022 11:10 AM  
Contacting the city to report garbage in public parks, or safety concerns with the roads.

Anonymous  
12/05/2022 12:34 PM  
Online Payment options for other services, like permit parking, dog license other than by credit card.

Anonymous  
12/05/2022 01:29 PM  
Would be nice if they actually updated outdoor ice conditions. The website said they did, but I could never find updates and we showed up multiple times last winter and weren't permitted to skate.

Anonymous  
12/05/2022 02:36 PM  
Ordering a radon kit

Anonymous  
12/05/2022 08:24 PM  
Easy to find list of upcoming planned traffic/transit disruptions

Anonymous  
12/06/2022 04:57 PM  
Na

Anonymous  
12/06/2022 05:57 PM  
No

Anonymous  
No

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12/06/2022 06:00 PM

Anonymous

No

12/06/2022 06:04 PM

Anonymous

No

12/06/2022 06:11 PM

Anonymous

No

12/07/2022 10:29 AM

Anonymous

Trying to cancel something on line

12/07/2022 10:32 AM

Anonymous

Online registration for waterfit

12/07/2022 10:47 AM

Anonymous

Subsidy information and tabs to better the registry for childcare etc

12/07/2022 11:46 AM

Anonymous

Water fit pre-registration

12/07/2022 12:02 PM

Anonymous

Water fit. It would be great to be able to book online instead of needing to show up over an hour before to try to get a spot

12/07/2022 12:38 PM

Anonymous

complaint process, eg. fallen over stop sign, garbage dumped in the ditch at the corner, tree branches blocking signage, these are not personal homeowner complaints but can help the community overall. Complaint when there is so much smoking outside arenas when kids are leaving practice (Dave Andrechuck arena). There should be some way to inform the city of general repair and safety.

12/07/2022 10:33 PM

Anonymous

Please just eliminate all snail mail and go digital for everything. Please keep an option open for those who prefer snail mail & in-person support, but otherwise move to digital!

12/07/2022 11:31 PM

Anonymous

Having a service for removing snow on Cannon St- residents clean up their parking spot- elder and disable people as well.

12/08/2022 01:36 PM

Anonymous

12/09/2022 09:47 AM

EarlyON program phone numbers for each location directly. To find out about specific info in a rush , most moms don't have the time to go through the city's main phone line

Anonymous

12/09/2022 10:22 AM

No

Anonymous

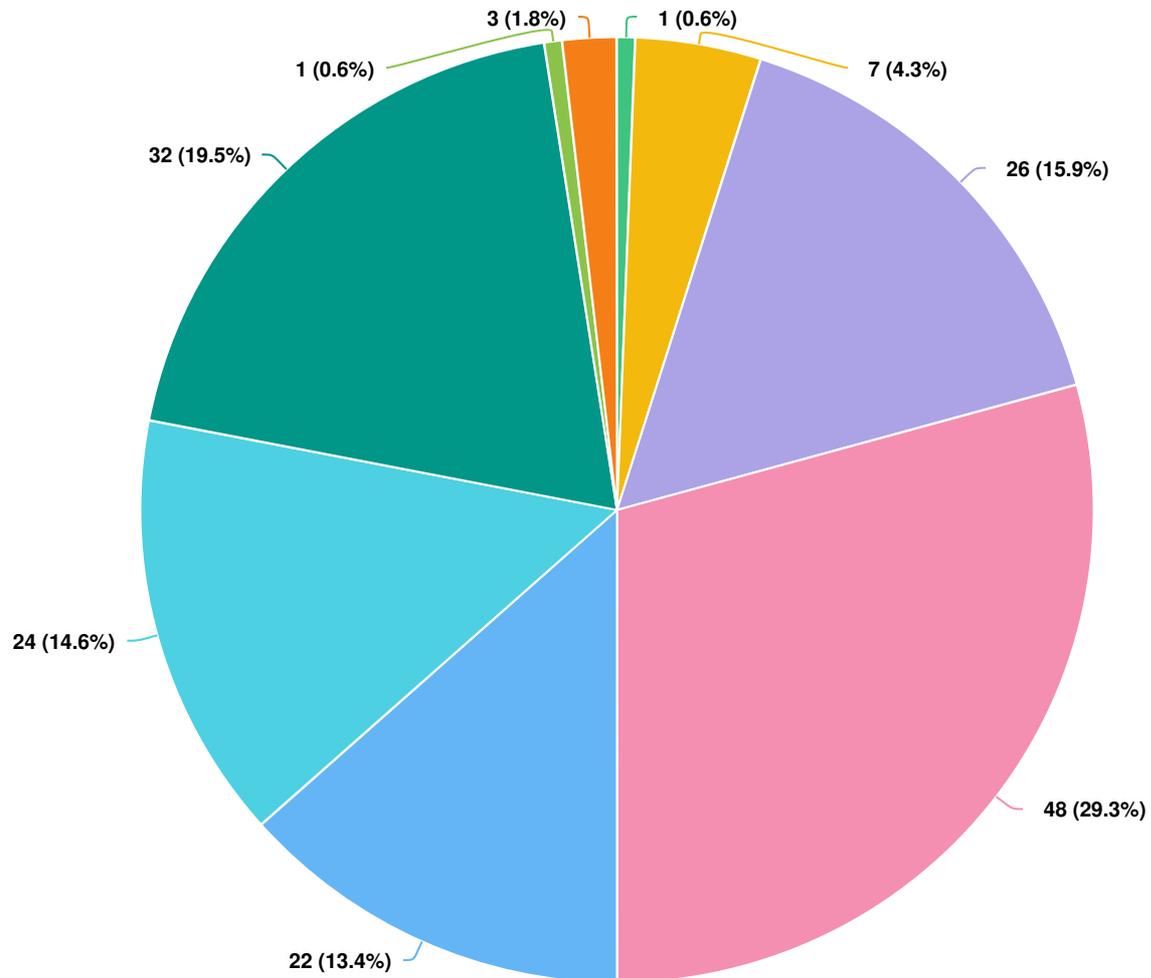
12/09/2022 10:53 AM

Not at this time

**Optional question** (64 response(s), 103 skipped)

**Question type:** Essay Question

**Q21** How old are you? (Select age range)

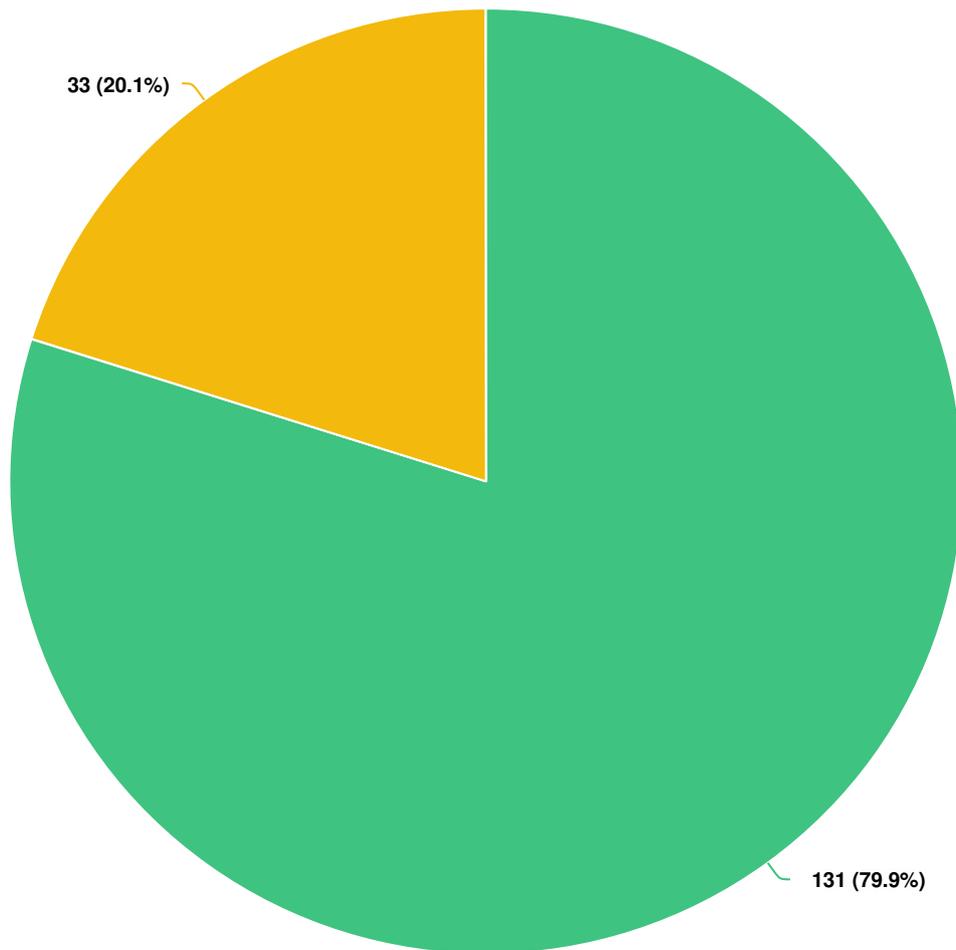


**Question options**

- Other (please specify)
- Prefer not to answer
- 65+ years
- 55 to 64 years
- 45 to 54 years
- 35 to 44 years
- 25 to 34 years
- 19 to 24 years
- Under 18 years

Optional question (164 response(s), 3 skipped)  
Question type: Dropdown Question

**Q22** | Is there any other feedback you wish to provide regarding the City of Hamilton's digital services?

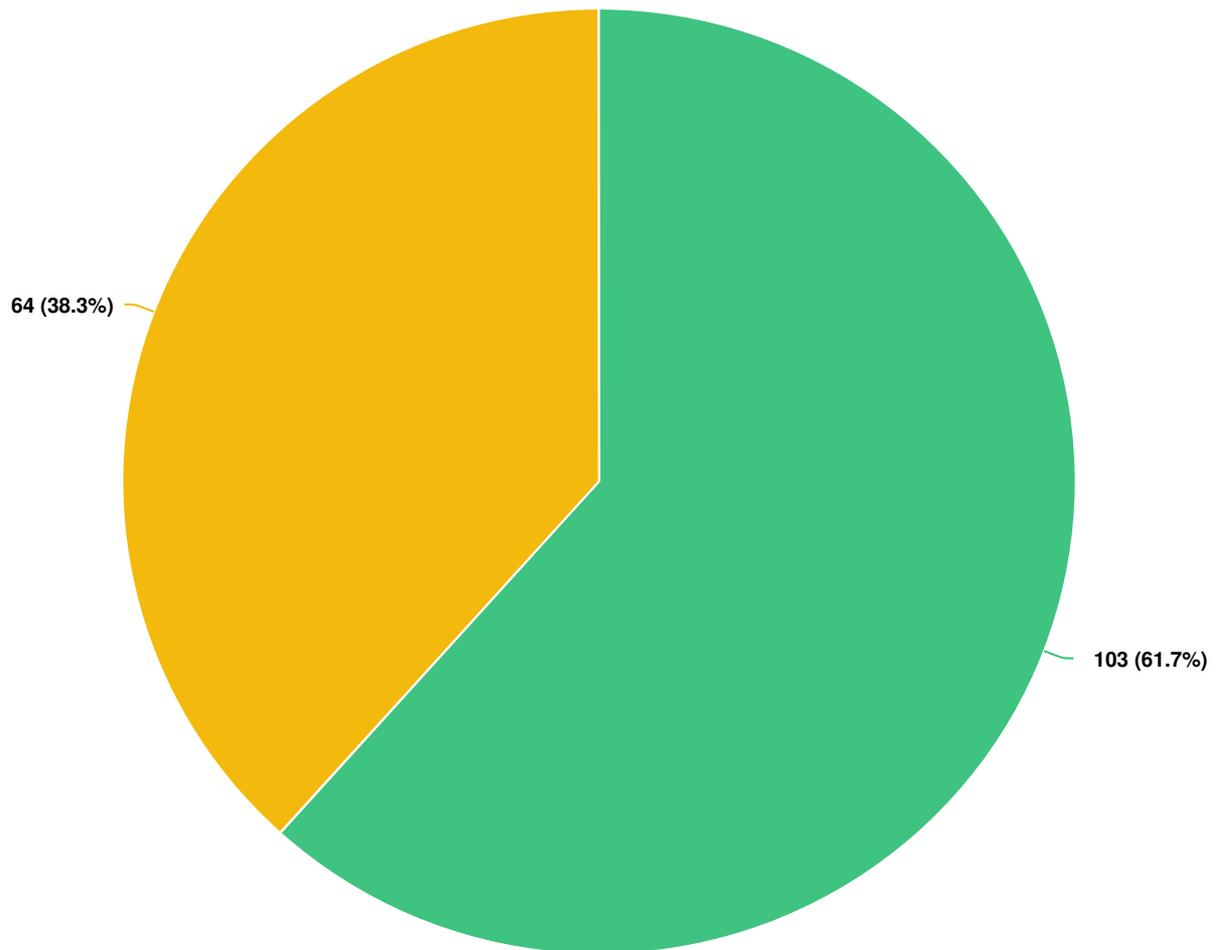


**Question options**

- Yes (please specify)
- No

*Optional question (164 response(s), 3 skipped)*  
*Question type: Radio Button Question*

**Q23** Are you interested in receiving an email with a summary of the findings and insights from this research?



**Question options**

- Yes (please provide your email address)
- No

Mandatory Question (167 response(s))  
Question type: Radio Button Question