




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	December 10, 2024
SUBJECT/REPORT NO:	Championing Public Engagement: 2024 Survey Results and Launch of 2025 Public Engagement Survey (Internal)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Jessica Chase Director, Communications and Engagement Division City Manager's Office
SIGNATURE:	

The purpose of this Communication Update is two-fold: (1) to promote staff and Council participation in the City's internal 2025 annual public engagement survey; and (2) to share back the results from the 2024 corporate-wide survey.

2025 Internal Public Engagement Survey

The purpose of the City's annual internal public engagement survey is to identify planned and anticipated City-led projects and initiatives requiring any form of public engagement in the up-coming year. Survey results are used to enhance corporate-wide and cross-departmental public engagement planning, collaboration, implementation, evaluation, and reporting efforts.

The internal 2025 annual survey is currently live and will close on Monday, December 23, 2024. A direct link to the survey will be shared through internal channels to support corporate-wide participation.

For the past five years, City's public engagement team has hosted the annual survey to better understand the breadth of City-led public engagement initiatives that are currently being planned for the upcoming year. Benefits of the annual public engagement survey include:

- Identification of corporate-wide City-led projects and initiatives requiring any form of public engagement over the course of the year;
- Increased understanding of proposed, planned, ongoing or completed City-led public engagement initiatives to help inform City Council, senior leadership, and

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.

the Public Engagement Community of Practice strategic priorities and decision-making processes;

- Improved internal staff communication, collaboration, and cross-departmental coordination of City-led engagement activities;
- Improved business processes and streamlined coordination of engagement related deliverables from supporting business units;
- Enhanced corporate-wide public engagement planning, implementation, evaluation and reporting processes;
- Improved project scheduling to reduce engagement fatigue with residents and stakeholders.

2024 Survey Results: Key Insights, Trends and Strategic Directions

Results from the 2024 survey are attached in Appendix A. As noted in the summary report, the majority of projects identified in 2024 aligned with Council's 2022-2026 priorities, demonstrating optimization of resources and enhanced effectiveness, efficiency, and responsiveness to Hamilton's pressing community needs.

In total, 112 projects were identified through the 2024 survey, with Public Works accounting for 45% of projects followed by Planning and Economic Development at 28%. Legislated engagement remains the primary reason engagement is undertaken, contributing to enhanced civic engagement and more informed decision-making. Other key highlights include:

- **Diversity of focus and project themes** indicating a multi-faceted approach to municipal governance and community development.
- **Emphasis on operations and infrastructure** with a focus on service delivery and enhanced physical infrastructure.
- **Commitment to inclusion, diversity, equity and accountability (IDEA) in engagement** and intentionality in planning for activities that reduce barriers to participation and include traditionally under-represented and equity-deserving communities in decision-making.
- **Strategic planning for future sustainable growth** through long-range planning and master plan development.
- **Increase in hybrid engagement** demonstrating the use of multiple methods to support accessibility and reduce barriers to participation. [Engage Hamilton](#) continues to be a trusted and known site for information and engagement within community.

Overall, the 2024 survey results highlight the adaptability of engagement activities based on project goals, audience preferences, and situational factors. Release of the

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2024 survey results were delayed due to impacts from the cyber security incident. Results from the 2025 survey are anticipated to be released in Q1 of 2025.

Should you require additional information, please contact Cindy Mutch, Manager, Community Initiatives (Cindy.Mutch@hamilton.ca).

APPENDICES AND SCHEDULES ATTACHED

Appendix A: 2024 City-led Public Engagement Projects: Annual Overview