




## COMMUNICATION UPDATE

<b>TO:</b>	Mayor and Members City Council
<b>DATE:</b>	May 16, 2025
<b>SUBJECT:</b>	2025 Employment Inventory Launch (City Wide)
<b>WARD(S) AFFECTED:</b>	City Wide
<b>SUBMITTED BY:</b>	Anita Fabac Acting Director of Planning and Chief Planner Planning and Economic Development Department
<b>SIGNATURE:</b>	

The purpose of this Communication Update is to advise Council that the City of Hamilton's Planning and Economic Development Department's Information Systems & Cartography Planning group has launched the 2025 Employment Inventory Survey.

Over the summer, a team of student surveyors will be dispatched throughout the city with the goal of meeting with every business and organization in Hamilton. Equipped with mobile GIS mapping technology and a two-minute questionnaire, this team will provide a refresh to a city-wide dataset last updated in 2023. The project also includes a webform on the City of Hamilton website, allowing for easy feedback if a business wishes to submit their information directly through that channel – or is otherwise unable to do so in person with a student surveyor.

This type of industry snapshot will provide important information to address immediate and long-term planning and development opportunities, while also assisting with monitoring the extent, nature, and location of employment and land use in Hamilton. The staff project team, which includes representatives from multiple divisions within the Planning and Economic Development Department, is also working toward the goal of a public data release on the findings of this initiative, while ensuring confidentiality obligations with this data are maintained.

Sensitive data on job counts and business conditions collected through the portal and through interviews with the surveyors will be consolidated and treated as confidential. Public facing insights derived from the data will only reflect company names, locations,

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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.

data aggregations, and other readily available data that exists within the public domain. The granularity of this location-based data for approximately 16,000 businesses across the City will be analyzed to show trends in various geographies and will provide key information to address density targets as defined by the provincial Growth Plan.

This project and its dataset recognize that Hamilton's businesses have a key voice in informing the City's plans for future facilities and development while also offering essential insight into the types of initiatives that could best serve local businesses and their employees. However, the inventory aims to be inclusive of all organizations, and will capture organizations operating within the not-for-profit and charity sector.

In the coming weeks, the Planning and Economic Development Department will be promoting the Employment Inventory Survey through a social media campaign. This campaign will introduce this initiative and the students who will be doing this work. Project staff can provide social sharing packages to the Mayor and members of Council interested in promoting the survey through personal social media channels.

If you have any questions respecting this communication, please contact Krysha Dukacz, Coordinator, Information Systems & Cartography Planning by email at [Krysha.Dukacz@hamilton.ca](mailto:Krysha.Dukacz@hamilton.ca) or by phone at (905) 546-2424 Ext. 4203.

## **APPENDICES AND SCHEDULES ATTACHED**

N/A