COMMUNITY ENGAGEMENT REVIEW:  
June 2020 – December 31, 2021

Share Your Voice. Shape Our City.
The City of Hamilton recognizes the importance and value of involving local residents to help shape City projects, policies and initiatives. Engaging residents on issues that affect their lives and their city is a vital component of a well-functioning democratic society and is a key priority of the City’s 25-year Community Vision.

Public engagement encourages participation, action and personal responsibility. It also helps to identify sustainable solutions and lead more informed decision-making through a wide range of perspectives, experience and knowledge. By sharing your voice, you are shaping our city and helping to make Hamilton an even better place to live, work and play.

Community Engagement During COVID-19
The COVID-19 pandemic has impacted the delivery of many City services, including public engagement. Although in-person engagement activities were put on hold in March of 2020, we enhanced our traditional engagement processes to ensure residents had the opportunity to provide feedback and inform City decision-making efforts.

To keep our community conversations going, we maximized digital platforms, launched the Engage Hamilton website, offered phone meetings, virtual events and focus groups, and continued to leverage existing channels such as social media, marketing, paid advertising and direct mail where possible.

New Interactive Online Space for Public Feedback
In June 2020, the City of Hamilton launched www.engage.hamilton.ca, a new and interactive online space for Hamiltonians to learn about important City initiatives, share their feedback and engage with the community. While in-person engagement activities remain on hold, Engage Hamilton has proven to be a valuable tool for the City to gather feedback and stay connected with residents throughout the pandemic.

From June 15, 2020 to December 31, 2021, Engage Hamilton has featured 62 projects and welcomed 63,382 individual visitors to the site. During this timeframe, 28,038 participants undertook further action while visiting a project page such as clicking on a link or downloading a document and 14,041 individuals actively contributed their feedback by using one of the site’s many engagement tools.

2020 SNAPSHOT

26 projects featured  
25,149 site visitors  
11,756 informed participants*  
6,107 visitors shared feedback  
985 new registered users

2021 SNAPSHOT

36 projects featured  
39,590 site visitors  
16,762 informed participants*  
8,080 visitors shared feedback  
2,230 new registered users

*Note: Informed participants completed an action to become more informed about a project, such as clicking on a link or downloading a document.
**By the Numbers**

**ENGAGE HAMILTON 2020 – 2021 SNAPSHOT**

<table>
<thead>
<tr>
<th>WHAT WE SHARED</th>
<th>WHAT YOU SHARED</th>
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<tbody>
<tr>
<td>153 Engagement opportunities for public feedback</td>
<td>12,541 Submissions to 68 surveys</td>
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<td>198 Documents (8,319 downloads)</td>
<td>3,031 Responses to 4 quick polls</td>
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<td>59 Key dates for public input (2,392 views)</td>
<td>1,038 Ideas on “virtual post-it notes” to 13 project boards</td>
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<td>33 Project FAQs (1,539 views)</td>
<td>1,762 Pins dropped on 11 project maps</td>
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<td>36 Project news feeds (221 visitors)</td>
<td>395 Questions asked on 18 project pages</td>
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<td>30 Videos (161 views)</td>
<td>60 Entries to 4 project guestbooks</td>
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<td>10 Photos (149 views)</td>
<td>22 Contributions to 6 forum topics</td>
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**TOP ENGAGEMENT TOOLS**

- **SURVEY**
  - Vacant Home Tax Survey: 3,861 Contributors
- **POLLS**
  - Public Engagement During COVID-19 Poll: 1,226 Contributors
- **VIRTUAL STICKY NOTES**
  - Community Safety and Well-Bring Plan Ideation Board: 136 Contributors (140 ideas shared)
- **DISCUSSION FORUM**
  - Community Energy & Emissions Plan Forum: 6 Contributors

**TOP INFORMATION-SHARING TOOLS**

- **SURVEY**
  - Vacant Home Tax Survey: 3,861 Contributors
- **DISCUSSION PAPER**
  - Creation of Secondary Dwelling Units in Hamilton: 1,238 Downloads
- **PROJECT FAQS**
  - GRIDS 2 and Municipal Comprehensive Review Project: 372 Views
- **NEWSFEED**
  - Complete Streets Report for Ward 14: 79 Visitors

Visit engage.hamilton.ca to join the conversation and have your say on issues that are important to you!
WE’RE MAKING CHANGES.
Have Your Say in How You Shape City Decisions.

COVID-19 has changed the way we engage with our community, but it has not changed how important your feedback is to the decision-making process. Over the past two years, we have shifted engagement efforts online with virtual public meetings, live streamed events and digital tools to make it easier for you to share your thoughts with us.

We understand that online engagement isn’t for everyone - that’s why we need to hear from you!

Take our short survey and help us shape the way we do public engagement at the City of Hamilton.

To learn more, visit engage.hamilton.ca/ReimaginingPublicParticipation.

Hardcopies of the survey are also available at City Municipal Service Centres, City Recreation Centres and Hamilton Public Library branches.