

## Appendix A CC-03-22

### Engagement Statistics

#### Innovation:

New or enhanced approaches were used in order to include and recognize Indigenous people in our engagement opportunities including:

- Ryerson Park re-naming – working directly with Indigenous people and others such as the Inclusivity Advisory Committee on the renaming process.
- Planning a workshop for council on Indigenous education and issues
- Indigenous-led staff education workshops were held throughout June of 2021
- Re-naming/Naming of Corporate Assets policy has been updated to ensure inclusion and equity lens. Among the considerations in the policy is “reflects cultural, ethnic, racial, and gender diversity by honouring historically under-represented groups such as women, Black and Indigenous communities, people of colour, LGBTQ2S and other communities” (April 2021)
- Working with newly formed group – Urban Indigenous Peoples of Burlington

#### Other innovative approaches during 2021:

- Park Ambassador program staff utilized to go out to the public to do some surveying and gather public opinion.
- Launch and use of a “standalone link” for surveys to be used with social media
- Use of the “tax payer receipt” software tool used in the 2022 budget engagement. Tool designed to give residents a breakdown of the funding for city services based on their property tax bill
- We have continuous engagement with community members through Facebook neighbourhood groups, which we have encouraged. We now engage daily in problem solving and helping community members. It is very efficient and highly effective.
- Sentiment Analysis tool measures positive, neutral and negative sentiments with public comments in survey tool was used in 2021
- Mayor’s Monday mailbag launched to answer questions from the public
- Use of translation for surveys or promotional materials in order to reach a more diverse audience. Google translate is also an option on the Get Involved Burlington engagement portal.
- Use of telephone town halls for engagement in order to communicate key COVID messaging, especially helpful for those without a computer/reliable internet or uncomfortable with technology. This technology also allowed for easy key pad polling.
- Enhancements to virtual meetings including things such as polling, MURAL (virtual sticky notes), use of external experts, use of break out rooms etc.
- Use of targeted paid boosts on social media channels
- Virtual engagement marketplace for staff was held to help staff to navigate virtual engagement.
- Use of Better Impact Volunteer Management software for all aspects of volunteering – application, screening, on-boarding, training, scheduling, tracking hours, recognition etc. Due to COVID-19 pandemic and lack of volunteer opportunities, the launch delayed again. The revised launch is anticipated between June and August 2022.

- Purchase of Zoom licenses for a variety of departments so that the public may have the option to call in to meetings and participate in polling.
- Socially distanced outdoor meetings
- Investigated and had on-boarding for a new software tool called Konevio. This allows for easy collection of feedback on draft documents. The tool was purchased and use started in 2022, but the initial research occurred in 2021.
- Working closely with the Halton Multicultural Council (HMC Connects) in order to make our engagement opportunities and communications more welcoming to newcomers. A formal group was formed at the end of 2021.

<b>Projects/Topics where the City engaged with the PUBLIC</b>
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- COVID-19 engagement- ways residents want to be engaged.
  - Reached out to residents to hear how they wanted to be engaged about COVID 19 updates and tailored most communication with the results.
- 2021 budget input- use of the new software Balancing Act
  - gave residents the opportunity to simulate building a budget allocating a lump sum of money throughout the corporation
- Burlington Housing Strategy
- Playground projects- **13 playgrounds**
- Regal Road Bridge Public Art
- Winter Water Safety Campaign
- Mountainside Outdoor Pool revitalization-
- 2022 municipal election
- Share your story- Together, We are Burlington. Community Development opportunity
- Forestry Open House- tree canopy
- Youth Week 2021
- Town Halls- Covid-19 related
- Cycling infrastructure and roadwork- Plains Road
- Integrated Mobility Plan
- 2022 budget
- Website redesign
- Construction and mobility management policy
- Community Survey- gauging satisfaction with City Services, engagement, communications, Burlington's COVID response, quality of life and issue identification
- Tree protection and enhancement guiding principles
- Private tree bylaw update
- Major Transit Station Areas
- Rural Active Transportation Network
- Active Community Teamwork
- Program satisfaction survey- Adult virtual programs- these kinds of surveys help direct staff to build programs that residents want/need

- Emergency Preparedness
- Rainbow Crosswalk installations
- Outdoor skating survey
- Recreation Program satisfaction survey
- Climate Resilient Burlington
- Park Improvements
- Queensway Park Renewal Survey
- Walkers Line Bridge Replacement

#### Projects/Topics where Staff were engaged

- Climate Resilient Burlington Plan
- Integrated Mobility Plan
- Virtual Engagement Marketplace survey and demos
- Staff Town Halls. Staff identified issues/topics they would like to see addressed
- Variety of staff satisfaction/opinion surveys- Recreation, Community and Culture, Fire, all staff, Legal, Operations, Corporate Communications and Engagement etc.
- Hybrid Work
- Web Modernization/Web re-design
- Municipal Election feedback to help prepare for the 2022 municipal election
- Talk with Tim feedback survey
- BRAVO program feedback survey
- Burlington leaders connect survey
- Burlington ReconciliACTION pledge
- Streamlining of work orders in the Corporate Communications and Engagement group based on feedback from staff
- V2F Council workshop

#### What difference has engagement made?:

This section is probably the most important section of the report. As part of the City's Community Engagement Charter and the associated Charter Action Plan, it is important to not only make sure that the engagement is meaningful but that we "close the loop" and let the public know how their input was/wasn't used and why. There are times when input is considered as part of a formal engagement initiative or at times it may be a resident asking the City to consider their idea. Below is a summary of how input was used or the difference it made in decision-making.

Housing Strategy Working Group (made up of community members from a variety of sectors, staff and some members of Council) helped to plan and design surveys and engagement.

Housing Strategy Working Group helps to build credibility in the community -they are acting as the City's trusted advisors and as ambassadors to get more representative feedback.

Public feedback was used to help to refine the vision for the Housing Strategy as well as recommendations for the upcoming draft housing strategy

Streetlighting in neighbourhoods

### **Web redesign:**

Public and staff engagement helped confirm and strengthen our proposed changes to our corporate website. We had developed certain assumptions about the existing website and its shortfalls, we were able to narrow this focus based on analytics but needed user feedback to be certain. The engagement also provided an opportunity for stakeholders to feel included on the change and invested in its success

- We used this information and additional comments provided to combine elements from the top two concepts to create a new hybrid concept. This concept will use the overall design of concept 3, with the news centre and slide out navigation menu from concept 2.

### **Web Re-Design feedback: Overall themes**

The overall themes in the responses to existing site issues and what residents would like to see improved on the new site were the following:

- Improve and enhance the site search functionality
- Improve and optimize site map and menu navigation
- Reduce overall content and improve accuracy and relevance
- Increase and enhance online service options
- Improve and optimize mobile experience

All the above issues are identified as priority items in our website redesign scope of work and are key components to ensuring our web modernization project is successful and reflective of our resident's needs.

Ryerson Park Re-naming – public came up with a short list of names and voted. Council accepted the public sentiment – Sweet Grass Park.

There were a total of 129 delegations at 2021 Committee or Council meetings. Most of the delegations were for the Community Planning, Regulation and Mobility Committee.

Rainbow Crosswalks – the public helped Council to decide where the next Rainbow Crosswalk to be located. In addition to this, due to feedback from the community, Council also decided to consider rainbow benches and expand the street banner program.

Waterfront Hotel Planning Study – public input helped to shape the development of a preferred concept plan.

Mountainside pool renovations – community determined features to be added/updated. Based on feedback, it was determined to keep the same features when updating the pool and include items such as beach entry with spray features and accessible ramp with handrails, rock climbing wall and increase the amount of shade areas.

Tree Protection & enhancement policy- Public provided feedback to help develop a corporate-wide policy which was approved in January 2021. Focused on 4 categories: Preserve & Protect, Maintain & Monitor, Establish, Replace & Enhance, Engage & Collaborate. This policy will support the City's Vision to Focus goal of achieving 35% canopy by 2041.

Burlington Urban Design Panel – gives advice and recommendations to City Planning staff on urban design matters of development.

Some of the input spans two years - started in 2021, but some actions happening in 2022.

A resident asked us to post COVID data daily, so the City began doing that.

In 2021 residents from the Pink Project asked us to put feminine hygiene products in city facilities; led to a staff direction, report came March 2022 to implement

Residents expressed frustration about the private tree bylaw - costs, complicated, slow process. A staff direction and workshop in 2021 is bringing changes in 2022

Responded to residents asking for support for health care workers, for reopening schools, for additional health measures, through resolutions, advocacy or implementation where it was within our control.

Implemented free transit for seniors permanently in the 2022 budget (discussions in 2021). This initiative originated with the city's Seniors Advisory Committee

Listened to our businesses for waiving fees for patio permits, and a streamlined process

2022 Municipal Election survey – changes made based on input, as an example the direction to go with internet and paper ballots approved.

Listened to our businesses to advocate for capacity limits based on size of venue, so small business not disadvantaged by big box stores

Worked with Ward 6 residents to provide regular updates on Rural Broadband and a dedicated web page ( initiatives span 2021 to 2022)

Extended our open air burning pilot program in North Aldershot based on positive feedback from residents

Regal Road bridge public art, the public voted and jury selected.

Extended hours for city council and committee meetings to allow maximum opportunity for resident feedback. Council used to be only 6:30, we added the 1-4 slot, with option to go to 6:30. Committee meetings begin at 9:30 and have three participation options: 9:30, 1, 6:30. This allows more flexibility for residents to attend.

All Halton mayors and Chair advocated for improved rural broadband and funding for our residents, in response to their request for improved access especially during COVID.

After hearing from residents the Mayor's office advocated to treat dog grooming as essential to pet health, and open dog grooming, which did happen.

After hearing from restaurants in our sector, the City advocated for capacity limits based on size of venue, not capped at a specific number. That change was made by the province.

In response to requests from residents experiencing parking challenges during COVID and work from home, the city relaxed the 5-hr on street parking limit

In response to concerns from residents in Lowville Park, about unsafe parking and crowding especially during COVID, the city worked with Conservation Halton to implement a new free reservation system

In response to concerns about parking on gas lines and other unsafe areas in and around Beachway Park, we implemented a paid parking system, but offered free passes to Halton residents.

In response to requests for businesses and residents, implemented 90-minute free parking. When no longer needed (according to feedback from businesses) that was removed at the end of the year.

In response to feedback from residents, the Halton Mayors and chair advocated for enhanced sick pay for residents, accelerating vaccines for essential workers and encouraged safe outdoor activities, including asking the province to lift the ban on playground equipment. That occurred within days.

In support of two Halton District School Board students calling for a safe return to sports, the Mayor's Office issued a statement asking the province to consult with school boards and our youth to support a return to sport. The statement was a direct result of the student efforts .

In response to resident concerns regarding speeding in neighbourhoods, staff and council reduced the speed limits in 13+ neighbourhoods throughout the city, with potentially more to come.

In response to requests from residents with hearing loss and on advice from our accessibility advisory committee the city requested and received a grant to install hearing loops in city facilities

In response to requests from residents and on advice from our Accessibility Advisory Committee, the city installed its first MOBI mat at the Beach, allowing residents in mobility devices to access our beach. A ramp from the pavilion was also installed for mobility access.

In response to requests from residents to mark and honour the spirits of 215 children after the discovery of unmarked graves at the Kamloops Residential School, we held a ceremony, lowered the flags, and supported an installation of shoes at civic square. We have lowered the flag each time we have heard of a new discovery of unmarked graves.

Based on feedback from Indigenous residents in Burlington, we supported a number of art installations, and introduced a day of reflection and mourning on Sept. 30 (orange shirt day) where city hall is closed. We also now permanently fly the flag of the Mississaugas of the Credit at City Hall.

In response to requests from residents to ensure our naming policies, and sponsorship policies for city events align with our commitment to equity, diversity and inclusion, we changed these policies to ensure a focus on equity, diversity and inclusion when naming assets or selecting partners for city sponsorship of events.

At the request of Muslim residents in our community, city staff, council and our MPPs office supported a COVID-safe prayer ceremony in Spencer Smith Park after the murder of a London Muslim family while out for a walk.

After hearing the experiences of a Burlington resident, the Mayor's Office cosponsored a motion at Regional Council to urge the province to reinstate a residential eviction ban while COVID restrictions remain in place.

Residents asked that we continue to offer town halls by telephone as not everyone has access to or comfort with technology

In response to requests from the community to ensure that the former Robert Bateman High School remains in community use, the city embarked on a plan to purchase the school for a variety of community uses, including Brock university, expanded Appleby library, and more.

In response to queries from residents around in person attendance at council meetings, council approved a hybrid council and standing committee meeting strategy to provide a safe return to meetings when provincial regulations and health indicators allow.

In response to an initiative from residents council approved a new event: the Burlington Holiday Market, which was a great success!

In response to feedback from city staff for a safe working environment, and based on advice from our Halton Region Medical Officer of Health, the city implemented a staff vaccination policy.

In response to significant interest from community members wanting to learn more about Indigenous issues, Mayor's Office created a dedicated resource page on my website, with advice and input from indigenous residents. There are resources, actions by the city, Indigenous initiatives and events, and more.

In response to residents concerns and complaints about the negative impact of construction on their neighbourhoods, the city updated our construction and mobility management policy, seeking additional input from residents on how to make improvements to it based on their lived experience.

At the request of residents filing applications with the city, for ease and simplicity, the city implemented an electronic building permit application system and an electronic execution process for engineering services projects.

In response to concerns raised by residents for heating centres (in winter months) and cooling centres (on hot summer days) the city, fire department and our libraries worked together to provide spaces for people in need to be safe in the cold and heat.

In response to resident concerns and feedback to ensure taxi service for Burlington after the closure of Burlington Taxi, council and staff worked quickly to expedite a transfer to a Hamilton company to fill this temporary gap. Staff are currently working on permanent changes to our bylaw related to this service.

Engagement allows our team to understand what the lived experience is around a development site and how a new development proposal can respond to the existing conditions in a sensitive and compatible way. Engagement can influence the type of development proposals that are submitted, the overall size (height and density) of new development, the urban design / architecture of new buildings and structures, etc

Engagement has resulted in changes to business processes, policy development and budget allocation. Examples include; bylaw matters, technical requirements, efficiencies found etc.

Engagement allows for issue identification, solutions and refinements to a variety of projects or plans such as the Integrated Mobility Plan, Major Transit Station Areas, Rural Active Transportation Strategy etc.

Coyote meeting March 10, 2021. 140 people registered following significant complaints of coyote sightings. We conducted the meeting in collaboration with bordering Oakville members of Council. Following meeting number of complaints dropped to almost none.

Launched the Ward 5 Good News, Good People Recognition with significant help from staff. Received 11 nominations and of Ward 5 community members for wonderful community building work they have performed.

Due to COVID, many programs were cancelled or postponed. Due to increased interest and demand from the public, added outdoor activities of Disc (frisbee) golf and winter pickleball courts.

Engagement led to refinements/changes to land use plans, was used as direction for high-level policy directions and will continue to be used, with additional engagement into 2022 to form detailed policies and implementing regulations, guidelines etc. The engagements will ultimately shape the look, feel and success of new communities within the City

A total of 3 **COVID telephone town halls** occurred in 2021. There were over 4,631 people that attended with 350 questions posted and 40 questions answered. It allowed people to get credible information from trusted sources from the hospital, Provincial and Federal government, and school boards, recreation and it allowed the city to understand the pulse in the community and what they may be feeling about engagement, sense of safety and where they are getting their COVID and City information from the polling questions asked.

A total of 4 **Staff COVID related town halls** in 2021 through Microsoft Teams had over 1,600 participate with hundreds of pre-submitted and questions that came in live. Way to share information, take questions and to get an understanding of what is on the minds of staff and make changes based on feedback.

<b>Get Involved Burlington: (the City's online engagement portal)</b>
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**40 newsletters/communications** sent, some general, some very targeted to those subscribed to a project page. Open rate from a high of 100% to a low of 28%. Overall, the average open rate is 55.4%, which is well above the industry standard of 28.2% for government agencies/services. These e-newsletters initiatives do correlate to higher uptake in calls to action as we can see a spike of activity such as survey completion, placing a pin on a map, visiting a project page etc. for up to 24 – 48 hours after a newsletter being sent.

**434 new registrations.** It should be noted that the number of new registrations is lower than anticipated. This is largely due to the fact that most engagement opportunities were open to anyone, not just registered users of the portal. For many projects, we understood that we needed and wanted input from people outside of Burlington – as an example the Integrated Mobility Plan where we know that people outside of Burlington travel to or around Burlington for work, recreation etc. and would have valuable input. Another example is the Housing Strategy, we know that many people want to locate here in the

future or had lived here before and want to come back. For projects like the Private Tree By-law as an example, we made sure it was only for those registered to the portal.

5,101 people visited more than one project page

2,241 documents were downloaded from the site

Just under 50,000 total visits to the site.

### **Engagement Calendar:**

**89 Engagement Opportunities** in the Get Involved calendar – that had opportunities such as – COVID Town Halls, major projects like – Major Transit Station Areas, Housing Strategy, 2022 Budget, Climate projects and the Integrated Mobility Plan, to preapplication meetings, ward specific meetings.

### **Social Media Statistics:**

There were 326,833 engagements, with a net audience growth of 5,055. 2021 had 3,152 published posts and 27,143 total messages received.

Twitter had an audience of 27,331, with a net audience growth of 1,712. There were 2,095 published posts, 5,562,881 impressions, and 89,308 engagements.

Facebook had an audience of 15,540, with a net audience growth of 690. There were 404 published posts with 3,351,114 impressions and 195,878 engagements.

Instagram had an audience of 17,800, with a net audience growth of 2,653. There were 653 published posts with 3,177,359 impressions and 41,359 engagements.

### **Training/Education/Conferences/Guest Speaker:**

Hybrid Meeting training put on by IAP2 (International Association for Public Participation)

Interviewed by CBC the National

Scheduled to present at an in-person conference on Burlington's approach to engagement that was cancelled due to COVID

Change Management virtual conference

Municipal Innovators virtual conference

Virtual Engagement Marketplace for City staff

Provincial Registrar training for Service Burlington staff

Lunch and Learn Indigenous workshop