

**Online Engagement Statistics:**

**The new online engagement platform, Get Involved Burlington launched in June of 2018:**

**May 31, 2018 – May 30, 2019: 3,547** is the number of people who have **registered** to the Get Involved online platform. During this timeframe, 401 documents were downloaded, and 4,923 people visited multiple project pages.

**June 1, 2109 – December 31, 2019** (this is only 6 months of data): **1,384 new registrants**. This brings us to just under 5,000 people registered to the site 18 months after launch. During this time frame, 1,063 documents were downloaded from the portal and 4,010 people visited multiple project pages.

The initial goal was to increase registration by 10% per year, this goal has been greatly surpassed as 6 months into the next anniversary of the portal we see a 39% increase. At the height of registration there were just over 1,000 people registered to our previous portal called Insight Burlington.

**Social Media Statistics:**

**Number of followers on Twitter:**

@CityBurlington	22,145
@Burl_ParksRec	5,237
@BurlingtonFire	8,398
@BurlONTransit	900
@BurlEcDev	2,929
@BurlingtonTour	13,100

**Facebook Total Page Likes:**

City of Burlington	12,661
Burlington Parks & Rec	6,027
Burlington Fire	2,250

**Instagram Followers**

City of Burlington	7,227
Youth Voice	716

In terms of Facebook followers, the City of Burlington ranks fourth in comparison to the City of Mississauga, City of Toronto, Town of Oakville and the Town of Milton. However, the City of Burlington ranked number 1 when it came to municipal engagement. Social media engagement measures public shares, likes/reactions (the like, love, angry face, wow face) and comments on social media posts. Meaning, of all the neighbouring municipalities measured, our audience engages with our content more than the audiences of the other cities.

In 2019, through Facebook, Twitter and Instagram, our corporate channels made 10.9 million impressions and received over 426,600 engagements. Instagram is the City of Burlington's fastest rising social media channel. We gained 4,601 new followers in 2019.

## **Awards/Speaking at Conferences/Studies/Webinar**

IAP2 (International Association for Public Participation) 2018 North American Conference. IAP2 is considered the gold standard and the leader for the practice of public engagement. In 2018, at the annual conference, the City of Burlington was part of presenting at 2 sessions. One session was a Burlington case study on internal engagement using the Culture Teams as the focus, essentially changing the culture by engaging with staff and having staff initiate change. The other was being a member of panel consisting of leading municipalities in Canada.

At the 2019 IAP2 Conference, – Burlington lead a session on P2H program (People and Places in Halton) which is a partnership between the City of Burlington, the Region of Halton and the two boards of education. The P2H program is a program that does outreach into the schools in order to get youth feedback on important projects and initiatives.

In 2019, the City of Burlington was the subject of a Master's thesis for Yvette Dhillon on Burlington's Community Engagement Charter.

In 2019, York University conducted research on public consultations, the City of Burlington was selected as a leading municipality to interview (Oct 2019) by Prof. Patricia Wood

Burlington hosted the June 2019 IAP2 Great Lakes Chapter Annual General Meeting, which included training by featured guest speakers on Participatory Budgeting

Urban Cooperation Program (Jan 2019) Webinar - featured guest (Michelle Dwyer) with Vaxjo, Sweden regarding Burlington's approach to Community Engagement.

Ontario Physical and Health Education Association (Spring 2019) staff from Burlington made a Presentation on Healthy Kids tools and resources for schools

McMaster Climate Change Summit – Getting Burlington to Net Zero Carbon (2018)

Bay Area Climate Change Forum (2018 and 2019) Burlington staff made presentations

November 1, 2019 Municipal Government Relations Network – guest speaker on Burlington's approach to public engagement

October 25, 2019 Burlington applied to speak at the Smart Cities Conference on Burlington's approach to public engagement (conference to be held April 2020). Burlington chosen to be a panelist with Mayor Meed Ward being part of the panel.

In 2019, the Engagement and Volunteer Coordinator started a Municipal Volunteer Coordinator's Network.

## **New/Innovative Approaches**

The City of Burlington has long held the belief in continuous improvement and in evolving how we do business by including innovation. The following are some of the new or innovative approaches used in the area of community engagement:

**Launch of a new online engagement portal** (June of 2018). The new portal called Get Involved Burlington, is a one stop shop for engagement. This new portal allows for:

- Surveys
- Quick polls
- Question and Answer
- Newsfeed
- Story Telling
- Pinpointing areas on a map
- Ideas tool
- Discussion forum
- Budget simulation

In addition, it's an easy access place for residents to find contact information, key dates and milestones for projects, document library and to subscribe to the projects and more. This tool has proven to be an asset to the community and to staff and council as the tool allows for robust reporting. On this new platform the community can easily get to the Get Involved calendar (calendar listing of all public meetings, drop ins, pre-consultations etc.), the Engagement Charter and the interactive development application map.

**2018 Engagement Marketplace** is an interactive event where engagement tools, techniques and resources are showcased for staff and council. The event also allows for feedback from staff, at the 2018 marketplace the engagement checklist was tested, and refinements were made based on feedback from staff.

Inaugural **Food for Feedback event** (September 2019). This event was designed to make engaging with the city of Burlington easy and enjoyable and to give an opportunity to hear from people that may be difficult to reach such as young people, young families, multicultural community, Monday-Friday workers etc. The event was held on a Saturday and featured 13 different booths in which feedback was sought (examples include; 2020 budget, cannabis production, transportation, climate action plan, how the city communicates, ward specific, growth in the downtown, leash free areas etc.) in exchange for a free lunch from a food truck. This event had approximately 1,000 people attend, and most participants visited numerous booths to provide feedback. The event provided a variety of topics that would appeal to many different residents and food options such as vegetarian, vegan and Halal were provided to be welcoming to all audiences. In a post event survey to staff and council members that attended, all responded that they received useful feedback that they can use, and all agreed that the event should occur again in the future.

Developed the concept of **Action Labs** using i5 Innovation in a Box methodology and work mats. This format uses a logical progression in problem solving where everyone in attendance can easily see the final product/recommendation of their group. This method gives everyone at the table opportunity to provide input. The concept of Action Labs was used for; citizen advisory committee review, private tree by-law, Red Tape Red Carpet, and the re-examination of the Official Plan – Taking a Closer Look at the Downtown.

**Super Council of Burlington High Schools** (2019) – this is a new approach and Burlington is part of the super council structure. City staff are invited to super council to get input, share information with members in the hopes that it will be shared at the local high schools.

**Partnered with Halton Multicultural Council (HMC Connections)** to get more newcomers to engage with the City, starting with OP re-examination and the Food for Feedback events. For the first time, surveys (for the OP) were translated from English to the top 5 languages spoken/read and then HMC Connections settlement workers translated the findings back to English. Used translators at OP reexamination public meeting to get input on the 2 draft concepts for the downtown. Flyers were translated into 10 languages (other than English) and posted at places of worship, community newspapers, HMC Connections newsletters etc. to promote the Food for Feedback event.

**Pre-consults/updates with ChAT (Charter Action Team) on:**

- Official Plan (previous and re-examination)
- Citizen Advisory Committee review
- Engagement portal
- Transportation Plan
- Food for Feedback
- Development Application pages
- Orchard engagement
- Action Lab formulation
- Welcome to Burlington project
- 100 in 1 Day initiative
- Development of “Hot Topics”
- Private Tree Bylaw
- Ambassador to the high schools for the OP (to get students excited about and interested in engaging with their municipal government)
- Creation of the Community Engagement Checklist
- Presence at 2018 Engagement Marketplace as a resource to staff
- Public facing dashboard of Burlington’s performance measures – suggested ideas on what measure the city could/should use
- Development charges

Pre-consulted with ECOB (Engaged Citizens of Burlington) on OP Re-examination and the examination of Citizen Advisory Committees.

Made the Engagement Plan public for the Reexamination of the Official Plan on the Get Involved Burlington portal.

New contract position created Engagement and Volunteer Coordinator in Q1 2019. This position is taking a leadership role in corporate volunteer management including leading the launch of a volunteer software tool and to act as an advisor to other staff in creating and executing engagement plans.

As in-person budget meetings tended to be poorly attended, the city conducted **Telephone Townhalls** for both the 2019 and 2020 budget. The telephone townhall was used to inform residents about the budget and the budget process, to get insights from residents by using instant polling and to answer questions from the public. The February 2019 telephone townhall (for the 2019 budget) had a peak attendance of 1,255 people and the November 2019 (to prep for the 2020 budget) had a peak attendance of 1,072.

Creation and implementation of the **Engagement Checklist**. This is a 5-step process used to help staff when engaging with the community. The steps in checklist include asking probing questions such as; is

there a decision to be made? How much can the public influence the decision? Where does this project sit on the IAP2 engagement spectrum? What are your goals for engaging? How will you loop back with the community along the way? Along with the checklist, in late 2019, a template was also created to be used as a guide to follow prior to launching a project on the Get Involved Burlington platform.

**Pop-Ups** were used in 2018 and 2019 for a number of projects such as Climate Action Plan, Official Plan – Taking a Closer Look at the Downtown, recreation programs along with members of Council.

Councilors assisting with hosting neighbourhood BBQs to allow neighbours to get to know each other and become more engaged in their community.

**“School Tours”** are offered to students in Grade 5 in which they learn about their local government, the history of Burlington, how decisions are made, and the tour ends with a mock council meeting in council chambers. This program format is also used for Girl/Boy Scouts and ESL adult students. In 2019, there were 18 school tours given.

Use of **Community Champions** i.e. Orchard, Kilbride and proposed for Uptown. The Orchard now has a new group formed (called OCRA – the Orchard Community and Residents Association) . The Orchard group is a result of a project called #Beyond Your Front Door. The #Beyond Your Front Door project is planned to be template to be used by other communities in Burlington in order to build community and neighbourhoods.

Use of **contests** to drive more people to register the Get Involved Burlington site.

Created and delivered an Engagement Plan to include as many voices as possible in the important conversation about the future of the downtown and issued a background document, “Taking a Closer Look at the Downtown: What You Need to Know,” so that the public can be as informed as possible prior to providing feedback. For the first time ever, the City made the Engagement Plan public.

Use of **unique engagement tools** such as Feedback Frames (for anonymous voting), RetroViewers (fun interactive way for people the “see” what we are talking about), Speech bubbles where people can show us what they think.

Participated in the P2H program (People and Places in Halton) which is a partnership with City of Burlington, both school boards and the Region of Halton as a method of informing and engaging with High School students in either Civics or Urban Geography classes – many topics covered such as; Official Plan/planning, communication/engagement, transportation, transit, the downtown and environment. Participated in both 2018 and 2019.

**Going to where people already gather** in order to get feedback such as – Farmer’s Market, Movies under the Stars, city parks, street festivals, fun/charity runs, coffee shops, community centres, malls, presence at various festivals and events.

**Walking Tours** – show and tell about a specific area. Walking Tours were used for both Building Design Guidelines and the Official Plan – Taking a Closer Look at the Downtown.

Council members and staff work engage with various groups in the community such as; Moms/Dad’s groups, neighbourhood specific groups – Alton Village Community Forum, North Burlington, neighbourhood advisory groups etc.

Council members creating/assisting with fun events in order to build community and engage residents such as; BBQs, street festivals, Pumpkin Walk, garage sales etc.

### Training

IAP2 (International Association for Public Participation) full 5-day Foundations training for 26 COB staff (Oct/Nov 2018)

Facilitating Engagement (2-day training) Nov 2018 and Nov 2019 for 2 staff (10 in total)

IAP2 for Decision Makers Training – with Council June 11, 2019 (7 members of council)

IAP2 Refreshers with BLT and staff and ChAT members (17 people)

Indigenous Awareness program (Spring/Summer 2019 Cohort through IAP2 Canada) Michelle Dwyer participated – 4 assignments and experiential learning to increase awareness and understanding of Indigenous communities and bringing them into decision-making.

i5 Training /Innovation in a Box – lead by internal Innovation in a Box practitioners. This is essentially a 5-step custom process to planning any meeting or engagement with a lens to an actual output or final product.

Survey writing/creation training (Jan 2018) (20 staff) lead by McMaster University's Master of Communications Management and Leger Research.

### Decisions Made Based on Public Feedback

After listening to support from the community in the form of surveys and townhall and delegations, Burlington decided to **opt-in for Cannabis retail stores** in Burlington.

Council decided to **re-examine some of the policies in the Official Plan for the downtown** – specifically height and density as this was a concern expressed by many residents. This project is still a current project and the “preferred concepts” will be brought to council in April of 2020 and will be based on public, staff and council feedback that is defensible.

After hearing from the public about concerns with growth and development in the downtown, a decision was made to pause development through an **Interim Control By-law** (March 2019 to expire March 2020).

Made changes to transit routes.

Burlington Transit now runs on Christmas Day (initiated Dec. 25, 2018) and New Year's Day (initiated Jan. 1, 2019).

Ward 2 Councillor created a Business Meeting Registry so that residents know who the councillor is talking to.

Youth engaged in all aspects of the youth mural project including artist selection to artwork creation.

In order to be as welcoming as possible and after listening to the public, vegetarian, vegan and Halal foods were available at the Food for Feedback event.

Engagement Plan for Official Plan – Taking a Closer Look at the Downtown was based on pre-consultations with groups in the community.

Taking a Closer Look at the Downtown Official Plan Re-examination, the first phase of engagement used in part to develop 2 concepts for the downtown. The 2 concepts were shared in October and November of 2019.

Lead by the Mayor and the Ward 1 councilor, after engaging with the business community, a Red Tape Red Carpet (**RTRC**) task force was struck and created 22 recommendations, all of which were adopted by council.

The public told us that it was a challenge to find information about proposed and current development applications/projects on the city's website. Based on this, the city made significant changes to the Development Projects pages making it much easier to navigate and understand. The information on the webpages are also now in a standardized format.

After listening to the community and the ChAT (Charter Action Team), "**Hot Topics**" now lives on the Get Involved Burlington online engagement portal. This is a place for things that are pressing or "hot" and may or may not be directly delivered by the city of Burlington (example Provincial projects such as regional government review, etc.).

Since late 2018, every project on Get Involved Burlington **states where on the Engagement spectrum** it sits so that people can understand the level of engagement.

**Regional Review** – In part, after hearing from residents, Burlington clearly sent the message to the Province that we are not interested in amalgamation.

**Red Tape Red Carpet (RTRC) Dashboard** - Council approved 22 recommendations from the Red Tape Red Carpet Task Force. The dedicated RTRC webpage now features a dashboard where you can follow along the progress as the recommendations are implemented. Public can keep track of progress using an easy to navigate dashboard.

**Rainbow Crosswalk** – another step in the direction of Burlington being an inclusive and welcoming city. To honour Pride and inclusivity in the LGTBQ2IS+ community.

The delegation process for Committee has been changed on a pilot basis to give those who wish to address Committee the first priority.

Made the Engagement Charter easier to find on both the City of Burlington website and the Get Involved Burlington engagement portal.

**Splash pad in Brant Hills** community will become a reality in 2020, this was based on community input.

Moving to a consistent approach in all facets of volunteerism from promotion, screening, on-boarding, scheduling, recognition, tracking etc. Created the Volunteer Action Team and will be launching volunteer management software in Q1 2020.

**Free transit** for seniors' pilot during off-peak hours (June 2019 – this so far has resulted in more than doubling the ridership of seniors). City covering/paying for Burlington portion of SPLIT pass Subsidized Passes for Low-Income Transit (May 2019) to enable residents of low income to ride Burlington Transit for free.

**Traffic calming** in neighborhoods initiatives (all wards)

**Interactive map** that has construction projects, the map has a link that takes you to the project page to give all information. The map is found on both Burlington.ca and on the homepage of the Get Involved Burlington engagement portal.

Added to the Burlington.ca website “**Construction in your Neighborhood**” – an “all in one” place for residents to get information such as – interruptions to access to water, driveway, street, sidewalks, road closures, noise and light, timelines etc.

**Recreation programs** are constantly evolving based on public/customer feedback examples – Play lending library, Pop Up N’Play, Family Activity Nights etc.

**Public Art** – decisions made by citizen juries for things such as – public art proposals and selecting locations for public art.

Public art and locations for public art voted on and chosen by the public.

Using public feedback to help scope and determine the Terms of Reference for the Integrated Mobility Plan tender.

City volunteers surveyed – based on feedback, changes made to have clear and consistent job descriptions, training and recognition.

**2019 Budget :** The 2019 budget invests in what the community has been asking for – better transit and free fares, more tree planting and bylaw enforcement, increased infrastructure funding, and more – all while attaining a city tax levy close to the rate of inflation. Added three more buses and six drivers for conventional transit, and an additional bus and driver for Handivan service to increase frequency on main routes to better align with 15-minute GO service and respond to increased demand. Added an additional staff person for seniors programming in response to increased demand.

Ward 6 – creation of 4 distinct advisory groups – Headon Forest, Millcroft, Alton and rural area.

Playground equipment (Love My Playground initiative) , playground equipment for the identified locations surveyed will reflect what each neighborhood asked for.

## **Election Stats – Burlington Municipal Elections**

### **Voter Turnout 2018**

- Ballots Cast: 51,021
- Turnout: 39.79%
- Voted Online: 10.23%

### **Voter Turn Out 2014**

- Ballots cast: 42,763
- Turn out: 34.14%
- Voted online: 6.37%

2018 municipal election demonstrates an increase in all aspects – ballots cast, voter turn out and use of internet voting.



**2019 Delegations:**

Delegations are those individuals that register to speak to either a committee of council or city council on a topic.

Number of Delegations to Committees	194
Number of Delegations to Council	65

**Projects/Topics Consulted on:**

Community Survey (via telephone Nov. and Dec. 2019) – random sample of 125 residences in the six wards to gauge satisfaction with city services, engagement, communications, priorities and budget. Some engagement highlights from the survey include:

Percentage indicates a rating of “strongly agree” and “somewhat agree”

STATEMENT	2015	2019
Residents have enough opportunities to provide input into decision-making about city projects and services	64%	77%
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services	63%	76%
The City does a good job of engaging residents in decision-making about city projects and services.	54%	72%
The City would welcome my opinion when making decisions about city projects and services that impact me	57%	71%
The City uses input from residents in decision-making about city projects and services	50%	70%
The City’s decision-making about projects and services is reflective of the voice of the majority of residents	46%	63%
<b>AWARENESS OF THE COMMUNITY ENGAGEMENT CHARTER</b>		
	2015	2019
	18%	26%

Integrated Mobility Plan

Official Plan – Taking a Closer Look at the Downtown

Cannabis – retail stores and cannabis production

Private Tree Bylaw – both Roseland pilot and city-wide roll out

2019 and 2020 Budgets

Cycling Master Plan

Community Gardens

Review of Citizen Advisory Committees – consulted with committee members, population at large, staff and council.

Fire prevention and public education across the city

Burlington Transit route changes

Public Art – voting on projects and locations, youth mural project, local artist mural, Civic Square, Joseph Brant Museum etc.

Climate Action Plan

Community Energy Plan

Community Matching Funds

Playground renewal/equipment

Civic Square

Accessibility Plan

Leash Free Areas

Transit routes

Transit business plan

Citizen Advisory Committees

Santa 5K

The Orchard Neighborhood

Buildings i.e. Skyway Recreation Centre, Coughlan Pool etc.

Pre-consultation on development applications

Development applications (all wards)

Uptown Neighbourhood

Road projects, traffic and traffic calming (all wards)

Leaf Collection and Winter Maintenance

Development Application Process

On-street parking

Rural Issues

Newcomers to Burlington – how can we reach/communicate and engage with you

Wind/Shadow as it pertains to development

New committee formed – Indigenous Relations

Pop-Up Patios

Volunteerism – promoting volunteerism including Volunteer Road Show and scavenger hunt for High School students, satisfaction surveys

Strathcona Road reconstruction and sidewalks

Mid-rise Buildings

Movies Under the Stars

Burlington's Best – nominations from the community

Communications

Trail Naming

Recreation programs/services

Power Off and Play project

Healthy food choices in recreation centres

Neighborhood specific engagement (all wards) hosted by ward councillors – topics include traffic, parking, snow removal, cannabis, development/growth, parks, safety, budget/finance etc.

Citizen Advisory Committees give advice to council and staff throughout the year, advisory committees typically submit an annual report to council. These committees include:

- Burlington Accessibility Advisory Committee
- Burlington Cycling Advisory Committee
- Burlington Downtown Parking Advisory Committee
- Burlington Inclusivity Advisory Committee
- Burlington Integrated Transportation Advisory Committee (ITAC)
- Burlington Seniors' Advisory Committee
- Burlington Sustainable Development Advisory Committee
- Heritage Burlington Advisory Committee

Other Committees/teams that citizens are part of:

- Burlington Agricultural and Rural Affairs Advisory Committee
- Audit Standing Committee
- Burlington Mundialization Committee
- Committee of Adjustment
- Greater Bay Area Sub-Committee
- Mayor's Millennial Advisory Committee
- Charter Action Team (ChAT)

#### **Internal Project/Initiatives Consultations**

OurSpace – how, where and when we work (city employees)

Internal Customer satisfaction surveys (various departments)

Internal Communications

2018 election (to gauge city staff experience helping out with the 2018 municipal election)

Citizen Advisory Committees

Food for Feedback event

Health, Safety and Wellness

Staff on-boarding

Facilities Review

Training (gauging effectiveness and satisfaction of various training opportunities)

Staff Culture Survey

Volunteer Management