

CC-01-21 Engagement Statistics**Innovation**

1. In-person Engagement Marketplace for staff (February 2020) a one stop shop to share information and resources available to staff when they engage with residents and staff. Information booths included:
 - Get Involved Burlington engagement portal
 - Engagement checklist
 - Social Media and video creation
 - Feedback Frames, Keypad polling, talk bubbles
 - Charter Action Team
 - Innovation in a Box opportunities
 - Youth Engagement P2H (People and Places in Halton) and Youth Council program, etc.
2. Launched “Balancing Act” the budget simulator as part of the 2021 budget engagement.
3. Launched Google Translate to the Get Involved Burlington site. This allows for the site to be translated into various languages, including all the associated tools such as surveys, polls, discussion forums etc.
4. Nimble switch to online meetings using Teams, Teams Live and Zoom for – Committee and Council Meetings, public meetings and workshops, staff engagement and meetings.
5. Translated Integrated Mobility Plan (IMP) survey in 7 languages, so that people could complete online. Partnered with Halton Multicultural Council in order to make this happen.
6. Use of online tools to enhance virtual meetings such as MURAL – allows us to use Innovation in a Box templates with work mats, post-it notes, and voting all virtually.
7. Use of Telephone Townhalls for engagement and to communicate key COVID messaging, especially helpful for those without a computer/internet or uncomfortable with technology.
8. Used the visual of a heat map to visually show “where” people live in Burlington that engaged with us in surveys.
9. Facebook Live was used
10. Use of targeted or paid boosts on social media channels
11. FaceTime conference calls
12. A number of virtual meetings or town halls had outside experts join as panelists
13. Zoom webinars

Changes/Decisions made based on Input from the Public or Staff (for staff initiatives) :

In order to write this report, staff and Council were surveyed about engagements in 2020. Generally speaking, staff have said that public input informs staff recommendations and the input is shared with Council to help inform council decision-making.

1. Names for 3 trails – ideas for names were generated by the public and then short listed. The short-listed names voted on and chosen by the public. Council accepted the names as chosen by the public.
2. During a COVID Telephone Town Hall, resident suggested that the Mayor post daily COVID numbers on her social media feed – this was adopted and appreciated by residents.
3. Official Plan – density, height and location of taller buildings were modified from the previous OP based on public input.
4. Public asked that committee and council show all members of council staff that are speaking vs. just showing a photo with a name. This is now a practice in virtual committee and council meetings.
5. Public requested that our naming policy be changed or updated to include representation of First Nations, diversity etc. This is on the agenda for 2021.
6. Residents asked us to continue to offer town halls by telephone as not everyone has access or comfort with virtual meetings. This was accommodated.
7. Advisory Committee Review Team - based on feedback from the public recommended removing the word “citizen” from Citizen Advisory Committees as there is a perception that only legal Canadian citizens were welcomed to apply/join and isn’t inclusive. This was accommodated.
8. Playground surveys completed for playground equipment across the city for that are up for renewal. Public feedback is being used to reflect the input from residents for each specific playground.
9. Charter Action Team (ChAT) decided to evolve the team to the concept of a “Resident Roster”, in order to have better representation and diversity. This concept is also supported by input heard during the Advisory Committee Review and the work Review Team group which recommended a type of jury/roster system. More detail about the Resident Roster is found later in this report.
10. Collaboration resulted in the use and design concept for the One Window renovation.
11. Installation/or not of neighborhood streetlights as per resident feedback on various streets
12. Design concept for the Brant Hills Splash Pad
13. Selection of Enterprise Resource Planning (ERP) software solution could not have happened without consulting approx. 70 staff.
14. Public input helped to inform the community jury decisions surrounding the selection of various community art projects.

15. The public is sensitive to the removal of trees as part of capital projects. We make our best efforts to avoid the removal of vegetation. In the worst-case scenario, if a tree is removed, we plant multiple trees as compensation to address public concerns.
16. Changes to programs, initiatives or services based on what we hear from the community.
17. Changes, modifications or revisions to policies, decisions, directions or practices based on input from staff or council.
18. Based on consultation, COVID-19 guidelines for community gardens was established.
19. Engaging with the community helps staff to understand the issues, concerns and objectives of the community or community groups. It has, helped to change approaches to situations.
20. Engaged with the community to get an understanding of how they would like to be involved before a project or initiative has started.
21. Resolution of specific issues or challenges.
22. Public input helped to both inform and validate the Integrated Mobility Plan (IMP) vision and value statements. While, engagement with council helped to validate and refine IMP goals and objectives.
23. 2020 budget – the City funded a number of community priorities and green initiatives; trees, transit, climate action and infrastructure, these are some of the things that reflect what residents had been asking for.
24. COVID staff town halls - feedback gathered has helped to shape the focus of communications from the senior leadership team to staff and address gaps in supporting staff through the challenges of the pandemic, e.g. identifying the need for a more robust remote work policy. Remote work survey - the information gathered confirmed a desire from majority of staff to continue with a remote work model into the future beyond COVID. Seeing that a new remote work policy will impact a significant number of staff, more time has been allotted for the creation of this policy, to be ready for 2022 Culture check in survey - information gathered will be compared to data from pre-COVID workplace survey and shared with staff through directors City Hall/Sims return to work survey - information gathered was used to see if any changes to return to work protocols or the communication about these protocols was required.

New Software:

- Polly – polling tool used in virtual meetings
- Use of Balancing Act – which is a budget allocator/simulation tool for the prep of the 2021 budget. The intention is to use this software for a variety of projects in the future.

- MURAL – this software allows for collaboration using customized work mats, virtual sticky notes, voting etc. This has been used for public, staff and Committee meetings.
- Breakout Rooms – this allows for smaller groups to form within a virtual larger meeting. Breakout rooms were used in public, staff and Committee meetings.
- Use of Teams, Teams Live and Zoom to conduct virtual meetings.
- Use of Better Impact Volunteer Management software for all aspects of volunteering – application, on-boarding/orientation, training, scheduling, tracking hours, recognition, etc.
 - Was supposed to launch in March,2020, but delayed due to COVID. New launch is scheduled for April 2021.

Projects/Topics that where the City engaged with the public:

1. 2020 and 2021 Budget
2. Advisory Committee recruitment
3. Advisory Committee structure
4. All-inclusive care for elders
5. Brant Hills splash pad
6. Business community consultations
7. Cannabis Lounges
8. City of Burlington sustainability initiatives
9. Climate Action Plan
10. Community construction projects (parks, buildings, playgrounds)
11. Community development
12. Community garden program – assisting with the development of new community gardens on private land
13. **COVID-19 Public Town Halls** – to inform and take questions and suggestions. Starting in March 2020, there were **6 telephone town halls** and 1 virtual/video town hall held where **over 10,000 people participated**. During those 7 townhalls, **123 questions were answered**. Audio/video and transcripts were posted for those that were unable to attend. Panelists from the City, Regional, Provincial and Federal governments, hospital and health care, school boards, police, business community were on hand to answer questions, listen to suggestions and hear concerns.
14. Creek erosion
15. Development applications
16. Elgin Promenade
17. Emerald Ash Borer
18. Engaging during and after a pandemic
19. Fireworks discharge dates
20. Home Energy Retrofit project
21. How residents are doing and supporting each other during the pandemic
22. Integrated Mobility Plan

23. Love My Neighborhood projects
24. Love My Playground – playground equipment engagement
25. Managing services during the pandemic
26. Nelson quarry
27. Official Plan – Taking a Closer Look at the Downtown
28. Outdoor initiatives such as artificial ice/neighbourhood rinks, disc golf etc.
29. Pre-application community meetings
30. Private Tree By-Law
31. Public Art projects
32. Recreation Framework
33. Road and Sidewalk studies
34. Rural broadband (internet)
35. Service satisfaction (various areas)
36. Space Allocation for community centres and fields
37. Street Lighting projects
38. Trail Naming
39. Tyandaga Green space
40. Virtual and in-person Ward Meetings (all wards) on topics such as budget, growth, traffic, development etc. and community events hosted by members of Council.
41. Virtual programming consultations
42. Wind and Shadow Study
43. Woodlot management and tree planting

Staff Projects that required staff input and consultation:

Business process reviews

Collaboration Tools team – in order to plan and initiate the use of virtual means of collaborating with staff, the public and council.

Corporate strategy, including the Strategic Plan

COVID Staff Town Halls – **7 all-staff COVID town halls** were held in order to share information and take questions from staff to help them navigate the ever-changing pandemic. Two of the seven all-staff were facilitated using a telephone town hall vendor. The remaining five were held using Microsoft Teams Live, which resulted in a significant cost savings. These were all very well attended and feedback from staff indicate that staff found the sessions helpful and informative. In addition to the all-staff town halls, some departments hosted department or unit specific virtual town halls.

CRM (Customer Relationship Management) project

CX (Customer Experience) program

Department Organization

EAMS (Enterprise Asset Management Solution) program

ERP (Enterprise Resource Planning project – specifically, software procurement, implementation planning

Internal Customer Satisfaction

Managing through COVID-19

One Window (design concepts of main floor of City Hall) Various departments have been involved in the city hall first floor design process including staff from Development Application, Service Burlington, Engineering Services, and Facility Operations and have considered feedback from the Red Tape Red Carpet Task Force.

Remote Work Policy

Return to Work survey (City Hall and Sims Square staff)

Risk

Web initiatives

Working with other municipalities/levels of government on a variety of projects and initiatives

Workplace Culture Check-in

Get Involved Burlington engagement portal statistics:

Get Involved Burlington (getinvolvedburlington.ca) is the city's online engagement portal. This is a one stop shop for projects that require engagement. The portal houses surveys, polls, interactive maps, document library, key dates, discussion forums, videos, contact information, meeting dates and more. The information below are some 2020 highlights:

- 1,093 NEW registrants to the site in 2020. This surpassed the target of increasing registrations by 10% a year
- 52,400 people were “engaged” through the portal. This means a person completed a survey, contributed to a discussion forum, did a poll, shared an idea, contributed a story, or placed a pin on a map
- 58,600 were “informed” through the portal. This means they viewed or downloaded a document, video or photo, visited key dates, Instagram or FAQs and visited multiple project pages.
- 76,800 were “aware” through the portal. This means they visited at least one project page.

- Just under 90,000 individual visits to the portal
- The maximum participation in one day was 8,600
- Just under 3,000 documents were downloaded from the site
- 6,055 individual people visited multiple project pages once they were on the site.

Get Involved Burlington calendar and newsletter statistics:

There were **74 posting** in the Get Involved Burlington calendar, this is a calendar that houses all engagement meetings/workshops or surveys. The calendar lives on the Burlington.ca and the getinvolvedburlington.ca pages. Examples of meetings that were posted to the calendar include - 2020 and 2021 budget, ward meetings, Official Plan – re-examination of the downtown, quarry expansion, COVID-19 townhalls, pre-application meetings (many of these, most wards), public art, parks and greenspaces and open spaces, Integrated Mobility Plan, Elgin promenade, private tree by-law, mental health (resiliency in times of uncertainty), arts and culture etc.

The engagement portal also has a newsletter function. Newsletters are sent to registrants on a regular basis. In 2020, **71** newsletters were sent. Information in the newsletters included; alerts to new projects, status updates of projects (i.e. how input was used), COVID information, reminders of meetings and events (COVID townhalls, surveys, workshops etc.), some newsletters were only sent to people who subscribed to a project page in order to give specific updates on that project.

Social Media Stats:

Social media is used extensively to promote and communicate engagement opportunities. The following are some key 2020 statistics. Social media includes Facebook, Twitter and Instagram.

There were 730,109 engagements, with a net audience growth of 14,994, 3,748 published posts and 40,398 total messages received. This translates to an increase of 42.6% over 2019.

To break this down further, in 2020:

Twitter had an audience of 25,619, with a net audience growth of 3,737. There were 2,629 published posts, 7,923,453 impressions and 216,314 engagements.

Facebook had an audience of 14,968, with a net audience growth of 2,490. There were 419 published posts, 4,813,873 impressions and 460, 261 engagements.

Instagram had an audience of 15,163, with a net audience growth of 8,767. There were 700 published posts, 3,16-,536 impressions and 53,534 engagements.

We have used paid boosts in order to stretch our reach on projects and initiatives that require public feedback.

Communications:

In order to get the word out about engagement opportunities, we have:

- Used social media (Twitter, Facebook, Instagram)
- City website
- Newsletters (including council newsletters)
- Mass mail outs
- Door hangers and postcards
- Targeted mail outs
- Worked with partners in the community to help spread the word
- Paid media (local papers and online media, paid social boosts)
- Get Involved Burlington portal
- Banner on the city site and staff intranet site.
- Engagement calendar
- Had ChAT and Advisory Committees help to spread the word
- Signage (example had signage at trail heads to alert people to the trail survey)
- Presence on YourTV
- Telephone Town Halls used robocalls to invite people to the event and called the evening of the event

Training:

1. Held the Engagement Marketplace in February 2020. This is an annual drop in for staff and council to see in one place, the tools and resources available to assist with engagement initiatives. Topics covered:
 - Get Involved Burlington – Engagement Portal both public and staff site
 - Get Involved Calendar
 - Turning Point Technology (clickers)
 - Social Media and Videos
 - ChAT Consultations – ChAT members
 - Feedback Frames, Talk Bubbles and Retro Viewers – tools to use in meetings and pop up's
 - P2H (People and Places in Halton) partnership between City, Boards of Education and the Region
 - Innovation in a Box information
2. COVID-19 Check in – Dec 2020 - IAP2 Webinar on learning from others on how to engage with the community during a pandemic when traditional in-person methods are not possible.

3. IAP2 webinar on Talking to Planners and Engineers about public engagement (Feb 2020)
4. IAP2 webinar Facilitating online engagement (July 2020)
5. IAP2 Training (Planning & Techniques)
6. Customer Experience training

PROJECTS/INITIATIVES THAT HAD TO BE POSTPONED DUE TO COVID-19

- Food for Feedback (2020 and 2021) – community engagement event
- One Brand (public engagement portion of the project)
- Short Term Accommodations
- Uptown Community Engagement initiative

<p>Awards/Asked to Speak at Conferences, webinar guest, be part of a panel or study as it relates to public or staff engagement:</p>

1. 2020 BRAVOS (Burlington’s Recognition Awards for Values and Outstanding Service) Team Award went to the Collaboration Tools Team which worked very quickly to investigate, train staff and deploy software that enabled staff to work and engage remotely with each other and the public.
2. Canadian Parks & Recreation Association – panelist
3. City of Burlington asked to speak at the 2020 Smart Cities Connect Conference & Expo to be part of Community Engagement (in-person conference was cancelled due to COVID, Mayor Meed Ward represented Burlington for the virtual conference as a speaker).
4. City of Burlington’s Get Involved Burlington engagement portal is often used as a shining example by Engagement HQ for new or prospective clients
5. Energy Symposium at Port Nelson United Church
6. Fire & Life Safety Educators conference - presenter
7. MP Karina Gould’s Youth Advisory Council
8. Ontario Association of Fire Educators – panelist
9. PRO (Parks & Recreation Ontario) as a panelist
10. Submitted “Beyond your Front Door” project to the IAP2 (International Association for Public Participation) September 2020 Conference.
11. Tamarack Institute – speaker. Tamarack is an institute that provides training and information so that citizens and organizations can work together to create change.

<p>Volunteer program updates:</p>
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Often, people are engaged with their community through volunteering. Prior to 2019, there was not a consistent corporate approach to volunteering in the areas of; recruitment, screening, training and on-boarding, supervising and recognition. In 2019, the volunteer management portfolio moved to the engagement portfolio and the Volunteer Action Team (VAT) was launched and a new volunteer management software was purchased after a request for proposals process

- VAT team
 - The Volunteer Action Team, led by the Engagement and Volunteer Coordinator, is comprised of city staff from each department, whom have volunteers support their programs and services.
- There were 152 volunteer inquiries in 2020.
- Paused launch in 2020, re launch in 2021
- In 2020, the engagement team created the COVID-19 Community Resources page. On this page: community volunteer opportunities, where to donate, apply for grants and funding, get support, mental health and wellness and community resources data hub.