

# 2021 Engagement Update

May 4, 2022

Corporate Services, Strategy, Risk &  
Accountability Committee

# 2021 Community Survey

## Engagement Results

Statement	2015	2019	2021
Residents have enough opportunities to provide input into decision-making about city projects and services	65%	77%	79%
I would like to provide input to the City for the purpose of influencing decision-making about city projects and services	63%	76%	80%
The City does a good job of engaging residents in decision-making about city projects and services.	54%	71%	75%
The City would welcome my opinion when making decisions about city projects and services that impact me	57%	71%	75%
The City uses input from residents in decision-making about city projects and services	50%	70%	71%
The City's decision-making about projects and services is reflective of the voice of the majority of residents	46%	63%	65%

# Get Involved Burlington - Engagement Platform Statistics

## Highlights

TOTAL VISITS	MAX VISITORS PER DAY	NEW REGISTRATIONS
43.6 k	1.9 k	434
ENGAGED VISITORS	INFORMED VISITORS	AWARE VISITORS
13 k	18.5 k	31.8 k

Get Involved Calendar	89 events
Get Involved Newsletter	40 newsletters
Public Town Halls	3 meetings – almost 5,000 participants 40 questions answered
Staff Town Halls	4 meetings – just over 1,600 staff participated

# Get Involved Burlington

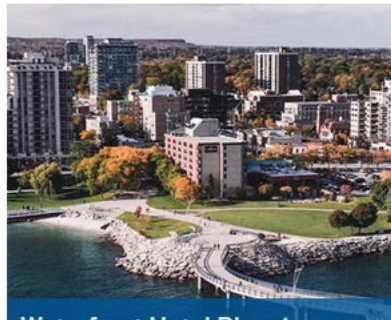
## Get Involved Burlington

Welcome to the City of Burlington's online engagement portal.

This is the page to find projects and initiatives that require public input. Check back often as we add new projects.



Electric Mobility Strategy



Waterfront Hotel Planning Study



Burlington Housing Strategy



Integrated Mobility Plan

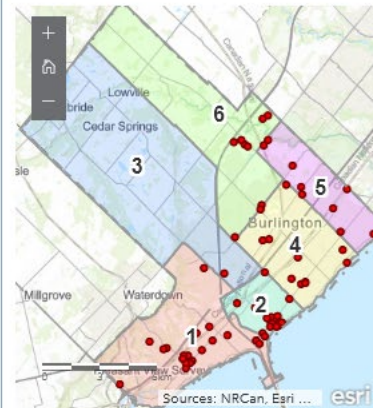
 Register to Get Involved!

### 2022 Burlington Election



Your trusted source for 2022 Burlington municipal election information. Visit [myvoteburlington.ca](https://myvoteburlington.ca)

### Current Development Applications



[View larger map](#) | [Current Development Projects](#)

### Hot Topics

# 2021 Overview



# Innovation

Please review the engagement charter and tell us what you think!

## Meet Chris and Ashley

Chris and Ashley are busy planning for the future. Having met at the University of Toronto, both started their careers in Toronto while living with a roommate in a small apartment at the edge of the city. The couple quickly grew tired of both their living arrangements and the lack of affordable housing alternatives, so three years ago, they moved to Downtown Burlington where they've lived ever since.

Today, Ashley is a software developer for a Canadian start-up while Chris is a financial analyst at a major banking institution. Ashley's office is located in Burlington. She alternates between commuting to her office and working from home. Meanwhile, Chris uses the GO Train every day to commute to his job in Downtown Toronto. Chris and Ashley own a car but they only use it for longer trips on the weekends – true urbanites at heart, they love taking transit, cycling and walking wherever they can, even when travelling to work.



Page 1 of 6 | Type to search | Comment | Drag

Click anywhere in the document to add a comment. Select a bubble to view comments.

**CITY OF Burlington**

**Burlington Community Engagement Charter - April 8, 2013**

**Introduction**

The Burlington Community Engagement Charter is an agreement between and among Burlington City Council and the citizens of Burlington concerning citizen engagement with city government that establishes the commitments, responsibilities, and fundamental concepts of this relationship.

At the core of democratic government are two pillars that also form the basis of effective citizen engagement:

- That government belongs to the citizens within its political boundaries, and
- That the inhabitants of a city are "citizens" with the rights and responsibilities of citizenship based on justice, human rights, fundamental freedoms and rule of law.

Engaging people on issues that affect their lives and their city is a key component of democratic society. Public involvement encourages participation, actions and personal responsibility. The goal of community engagement is to lead to more informed and, therefore, better decision-making.

**Guided Tour** | Close

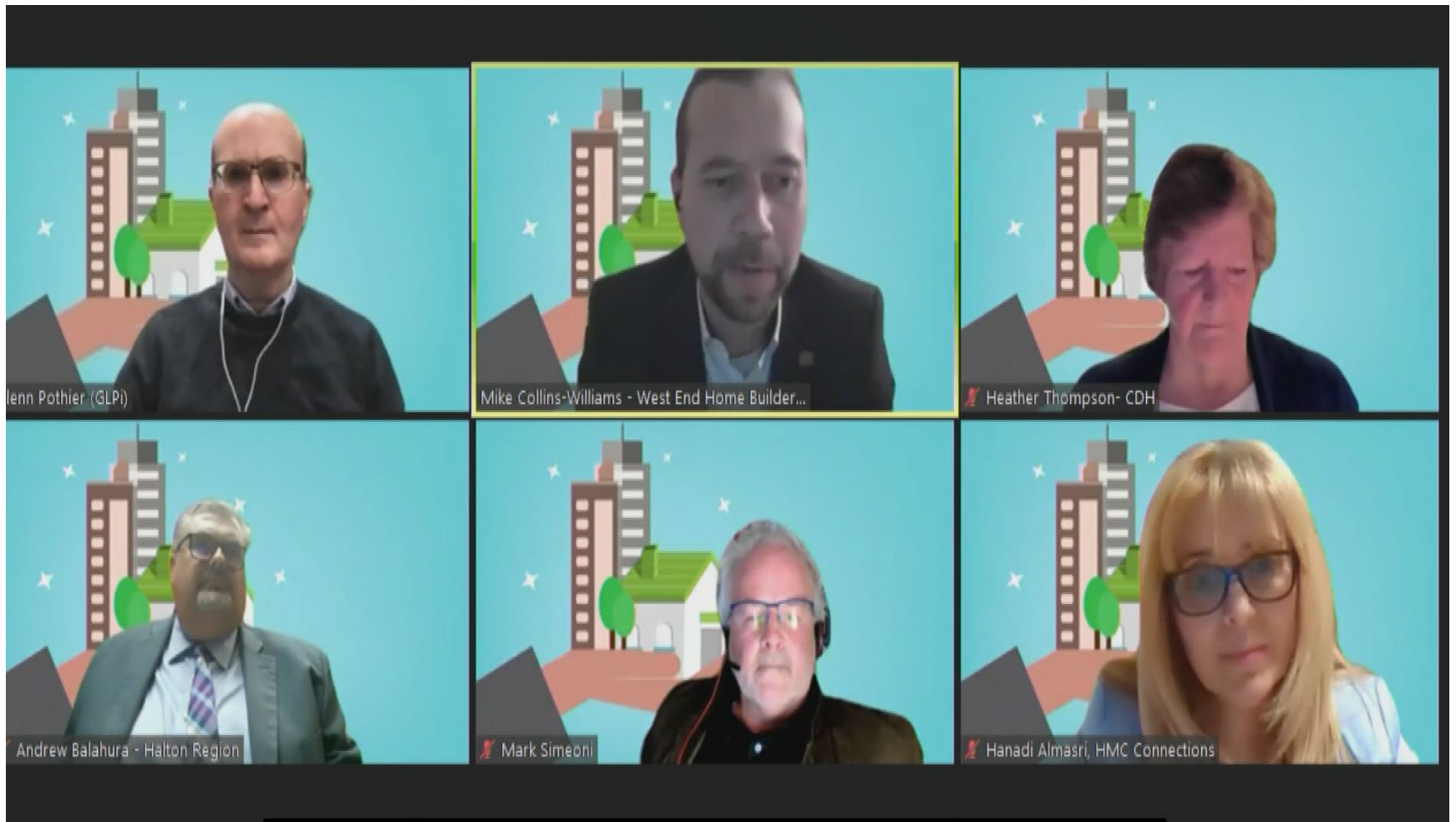
Take a quick tour to see the most important parts of this document.

Next →

...ance communications and access to  
...enable meaningful engagement.



# Virtual Engagement



# What's Next in 2022?

- Volunteer program launch





# What's Next in 2022?

- Food for Feedback
- Resident Roster
- Resume in-person engagement
- Continue to offer virtual/online/hybrid meetings, workshops, open houses etc. post pandemic
- Working to get more people engaged in the upcoming municipal election

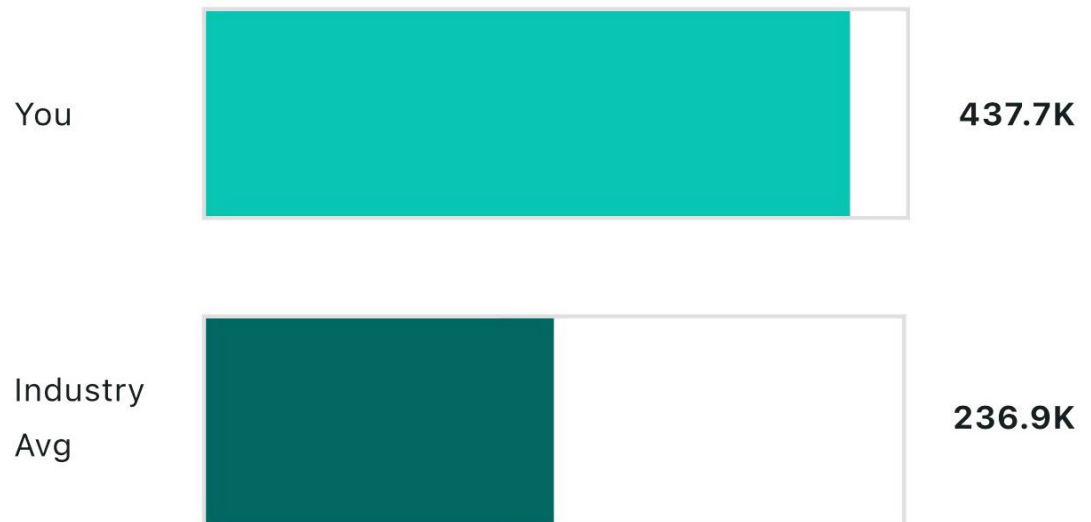
# Social Media Analytics

## Our Audience

YEAR	Audience
2016	20,861
2017	27,278
2018	31,509
2019	40,775
2020	55,750
2021	60,671

## How We Stack Up

### Total Engagements in 2021



# Burlington.ca and Media Analytics

## 2021 Burlington Website Traffic - burlington.ca Audience Overview Report

### 2021 Highlights

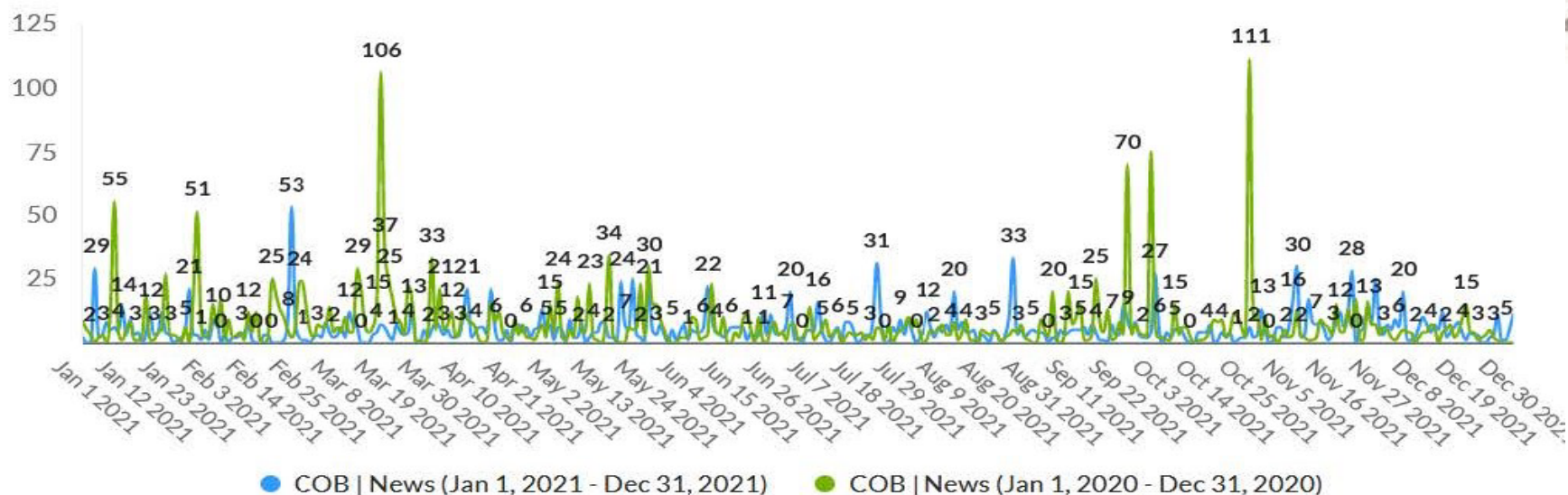
- 1 million+ Users
- Over 6 million Pageviews

### 2020 vs. 2021

- 0.98% increase in new users
- 13.15% increase in pageviews

### Additional Notes

- Average of 5k users a day
- 55% of visits are from mobile



### Top 3:

Feb. 25 (53)	2021 budget approved; transit funding from ON government
Aug. 31 (33)	Public meeting for Nelson Quarry; Renaming of Ryerson Park
July 29 (31)	Input on Construction Management guide; Better parking data with puck technology

# Thank you for your time



Thank you for your  
continued support of the  
Burlington Community  
Engagement Charter