

Annual Report – Engagement, Communications and Volunteers

**Get Involved,
Burlington**

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on city projects.
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CSSRA March 29, 2023
CC-01-23
Staff Presentation

Top Highlights

- Choice for Your Voice
- Transition back to in-person and begin hybrid engagement
- Volunteer program launch
- New city website
- City's response to what the community wanted or were concerned about (i.e., coyotes, more bylaw enforcement staff)

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%

Percentage indicates a combined rating of either “strongly agree” or “somewhat agree”.

2022 Engagement by the Numbers

8,800+ Users in Get Involved Burlington

50 Surveys issued

125 Opportunities posted in public engagement calendar

495 Volunteers in Better Impact

154 Media releases issued

17 Instagram reels created

28,000+ Subscriptions to all newsfeeds

80,000+ Followers across social media channels

6M+ Web page views on burlington.ca

New Approaches & Innovation



Volunteer Program

- Launched in July 2022
- 11 units across the City with volunteer opportunities
- In 2022, received 495 applications
- Offers a consistent approach to the volunteer program



VOL NTEERS

WE NEED U

Are you interested in volunteering for the City of Burlington? By volunteering, you are making a positive impact on your community.

volunteer@burlington.ca | 905-335-7600, ext. 7978 | burlington.ca/volunteer

Food for Feedback Recommendations

- Continue to host as an annual engagement event at Central Park Bandshell
- City staff and members of Council can receive feedback from residents on projects, initiatives and programs at the City.



Food for Feedback Criteria

Location	Ward	Outdoor location	Indoor/ rain location	Accessibility	Parking for event	Bus route	Sports fields	Washrooms
LaSalle Park	1	Yes	No**	No	Yes/No	Yes	Yes	Yes
Hidden Valley Park	1	Yes	No	No	No	No	Yes	Yes
Central Park	2	Yes	Yes – Seniors' Centre	Yes	Yes	Yes	No	Yes
Brock Park	2	Yes	No	Yes	No	Yes	No	No
Mountainside Park	3	Yes	Yes – Mountainside Recreation Centre	No	No	Yes	No	Yes
Brant Hills Park	3	Yes	Yes – Brant Hills Community Centre	Yes*	Yes	Yes	Yes	Yes
Tansley Woods Park	4	Yes	Yes – Tansley Woods Community Centre	Yes	No	Yes	Yes	No
Nelson Park	4	Yes	No	Yes	Yes	Yes	Yes	Yes
Orchard Park	5	Yes	No	Yes	No	Yes	Yes	No
Emerson Park	5	Yes	No	Yes	No	Yes	Yes	No
Ireland Park	6	Yes	No	Yes	No	Yes	Yes	Yes
Millcroft Park	6	Yes	No	Yes	No	Yes	Yes	Yes

What's Next in 2023?

- Resident Roster – residents at the ready that represent the community
- 2023 Community Survey in the fall
- Continue to meet the needs of the community – in-person, virtual, hybrid. Offer Choice for Your Voice.
- Creating & maintaining community list
- Explore innovation and best practices
- Celebrate & refresh the Engagement Charter