

# Community Involvement Data Analysis (September 2011)

## Burlington Our Future

Burlington's Strategic Plan 2011 – 2014



Thursday, September 29, 2011

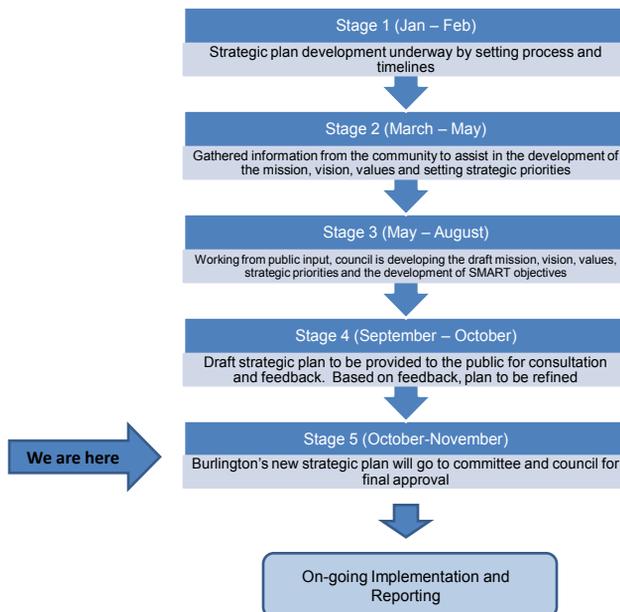
Burlington Performing Arts Centre

Presented to: City Council and Executive (Strategic Plan Team)

Prepared by: Strategic Plan Data Synthesis Team

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## Strategic Plan Process Overview



## Burlington's Continuum of Public Involvement

City of Burlington	Inform	Consult	Involve/Collaborate	Empower
<b>Public Involvement Goal</b>	To provide information to assist the public in understanding the topic, options, opportunities, solutions and/or decisions	To obtain public feedback on analysis, alternatives and/or recommendations	To work directly with the public throughout the process including developing options and identifying the preferred direction	To place final decision-making in the hands of the public
<b>Promise</b>	We will keep you informed We will provide timely and reliable information that is easy to find and understand	We will keep you informed, listen to and acknowledge input, and provide feedback about how public input influenced the outcome	We will work with you to ensure your input is understood, reflected in the options developed and will look to you for advice. We will include your input and advice into the outcome to the maximum extent possible	We will implement what you decide
<b>Examples</b>	<ul style="list-style-type: none"> <li>• <a href="http://www.burlington.ca">www.burlington.ca</a></li> <li>• Fact sheet</li> <li>• Open house</li> <li>• City Talk</li> <li>• Education session</li> <li>• Advertising</li> <li>• Twitter</li> </ul>	<ul style="list-style-type: none"> <li>• Survey</li> <li>• Electronic opinion gathering</li> <li>• Public meeting</li> <li>• Interview</li> </ul>	<ul style="list-style-type: none"> <li>• Focus group</li> <li>• Burlington Accessibility Advisory Committee</li> </ul>	<ul style="list-style-type: none"> <li>• Referendum question</li> <li>• Committee of Adjustment</li> </ul>

## September Involvement

Involvement Opportunity	Details
Draft Strategic Plan Online Questionnaire	• 238 completed
Consultant Led Community Focus Groups*	• 2 focus groups • 21 participants
Staff and Community Focus Groups	• 7 focus groups • 60 participants
Telephone Town Hall	• 171 for the majority of the call
Community Survey Part 2*	• 752 participants
Online Community Survey	• 139 completed
Information Sessions	• 4 sessions • 58 participants

\* participants were randomly selected

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## Presentation Outline

- Vision
- Strategic Directions
- Outcomes
- Measures
- Identified Gaps
- Overall Comments
- Reporting on Progress
- Demographics

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## Draft Vision

*Where nature, business, and citizens thrive*

- Generally well accepted vision
- Order needs to be changed so that citizens are first
- Many don't like the word citizen – change to people or community
- People thought the inclusion of nature was positive. Consider (not resounding) changing the word nature to natural environment

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## Draft Vision

Draft:

- Where nature, business, and citizens thrive

**Consider:**

- **Where people, nature, and business thrive**

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## Vibrant Neighbourhoods

Ensure that neighbourhoods, commercial areas and the downtown are safe and accessible places to live and gather for activities

- Generally well accepted goal
- People like the focus on safe in the goal
- Focus on downtown considered inequitable.

Using the word neighbourhood includes the downtown and inclusive

- Some questioned the word commercial (not resounding)

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## Vibrant Neighbourhoods

### Draft:

Ensure that neighbourhoods, commercial areas and the downtown are safe and accessible places to live and gather for activities

### Consider:

**Removing the reference to “downtown”**

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## Vibrant Neighbourhoods

Increase the number of people who cycle, walk and use public transit for recreation and transportation

- Good goal, but hard to achieve
- Need to do a number of things before this goal can be achieved – slow traffic, improve transit service and frequency, make infrastructure improvements, etc.
- Comment exemplifying feeling in focus groups: “Ensure a safe, efficient, and proactive cycling, walking, and transit network”

**Consider: No change**

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## Vibrant Neighbourhoods

Protect rural communities from urban development and the intrusion of new highways or quarries

- The urban/rural character of Burlington is important and makes the city distinct
- Important to protect the boundary in general - Highways and quarries may not be the only things to protect from – the goal should be more focused on general protection of the boundary

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## Vibrant Neighbourhoods

### Draft:

Protect rural communities from urban development and the intrusion of new highways or quarries

### Consider:

**Protect rural communities from urban development, including the intrusion of new highways or quarries.**

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## Vibrant Neighbourhoods

- Ranked in terms of importance
  1. Ensure that neighbourhoods, commercial areas and the downtown are safe and accessible places to live and gather for activities
  2. Increase the number of people who cycle, walk, and use public transit for recreation and transportation
  3. Protect rural communities from urban development and the intrusion of new highways or quarries
- 88% find strategic direction and objectives clear and understandable

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## Vibrant Neighbourhoods

### Comments on Outcomes

- Top outcomes:
  - Fewer cars on the road because more people are using public transit, walking or cycling
  - Our parks are people-friendly and invite public usage
  - Community safety
- Don't understand:
  - Inclusive community life
  - Connected public space
  - Livability of Burlington's communities
  - Community of choice

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## Vibrant Neighbourhoods

### Comments on Measures

- Top measure:
  - Citizen satisfaction with community life and feeling of safety
- May not be the correct measures:
  - The number of cars per household (overwhelmingly rejected)
- Don't understand:
  - Burlington is ranked highly in Canada's Best Places to Live Index (1 in 4)

### Consider:

- Remove the measure "the number of cars per household"

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## Prosperity

Nurture an innovative business community and work with partners to create employment and lifestyle opportunities for people of all ages

- Generally well accepted

**Consider: No change**

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## Prosperity

Increase the number of people living and working in Burlington

- Overwhelmingly misunderstood goal
- Increase in population
- Live/work – look beyond just Burlington – regional slant/GTA

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## Prosperity

### Draft:

Increase the number of people living and working in Burlington

### Consider:

Increase the number of people both living and working in Burlington

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## Prosperity

Promote and encourage lower community energy consumption

- Generally well received
- Some focus on the need to educate the public and on the implementation of the goal
- Connection between prosperity and energy consumption was not well understood

**Consider: No change**

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# Prosperity

## Comments on Outcomes

- Top outcomes:
  - Community of choice for employers and families
  - Fewer people are commuting out of the city to work because Burlington has excellent employment opportunities
  - Young adults are attracted to the city and put down roots here
- May not be the correct measure:
  - More people are engaged in community and volunteer activities/Increase in community and volunteer capacity - use involvement instead of capacity. Comments focus on quality vs. quantity.

**Consider: Increase in community and volunteer involvement**

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# Prosperity

## Comments on Measures

- Top measures:
  - A range of housing options available
  - Number of new employers locating to Burlington annually
- Don't understand:
  - Residential and non-residential assessment base (least well liked)
  - The number of people working in target sectors, e.g. knowledge-based jobs

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## Prosperity

- Ranked in terms of importance
  1. Nurture an innovative business community and work with partners to create employment and lifestyle opportunities for people of all ages
  2. Increase the number of people living and working in Burlington
  3. Promote and encourage lower community energy consumption
- 87% find strategic direction and objectives clear and understandable

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## Excellence in Government

Achieve excellence in customer satisfaction and support a corporate culture that values an engaged and innovative workforce

- Focus on customers is positive

Forge strong community relationships, with open dialogue and citizen involvement in municipal issues

- Goal is well liked
- Trend – need to focus on improved communication to support the goal

**Consider: No change**

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## Excellence in Government

Ensure we are financially sustainable

- Liked goal

Ensure we are environmentally sustainable

- Liked goal

**Consider: No change**

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## Excellence in Government

- Ranked in terms of importance
  1. Ensure financial sustainability
  2. Forge strong community relationships, with open dialogue and citizen involvement in municipal issues
  3. Achieve excellent in customer satisfaction and support a corporate culture that values an engaged and innovative workforce
  4. Ensure environmental sustainability
- 86% find strategic direction and directions clear and understandable

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## Excellence in Government

### Comments on Outcomes

- Top outcomes:
  - Customer satisfaction
  - The city provides high quality service delivery
  - Fiscal sustainability

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## Excellence in Government

### Comments on Measures

- Top measures:
  - Collect and analyze data on citizen satisfaction levels
  - Annual fiscal reporting

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## Burlington, Our Future

### Particularly Like

- Focus on financial sustainability
- Focus on community, empowerment, open dialogue, transparency, and public involvement
- Vibrant and complete neighbourhoods
- Increased use of public transit, walking, cycling
- Focus on environment
- The process: *"I like the process used to develop the plan – fully embracing citizen input. City Hall needs to find a way to use this approach in all of it's work"*

### Particularly Don't Like

- Don't like that arts and culture is not included more
- Don't like the idea of population growth
- The idea of prioritizing objectives

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## Identified Gaps

- Arts and Culture
- Inclusivity/Diversity/Accessibility

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## Overall Comments

- 89% find the draft plan clear and understandable
- Some outcomes and measures were not clearly understood
  - These issues may have been resolved through the external review
- Participants would like education on the measurement tools
- Participants found it difficult to rank objectives



## Preferred Methods for Reporting on Progress

Website	23.76%
Email	21.29%
Burlington Post	19.80%
Report Card	8.91%
City Talk	6.44%
Open House	6.44%
Letter	3.96%
TV/Cogeco	3.47%
Social Media	2.97%
Community Groups	2.48%
Blog	0.50%

