

# APPENDIX A

## Strengthening Community Engagement Survey: Your Input Matters!

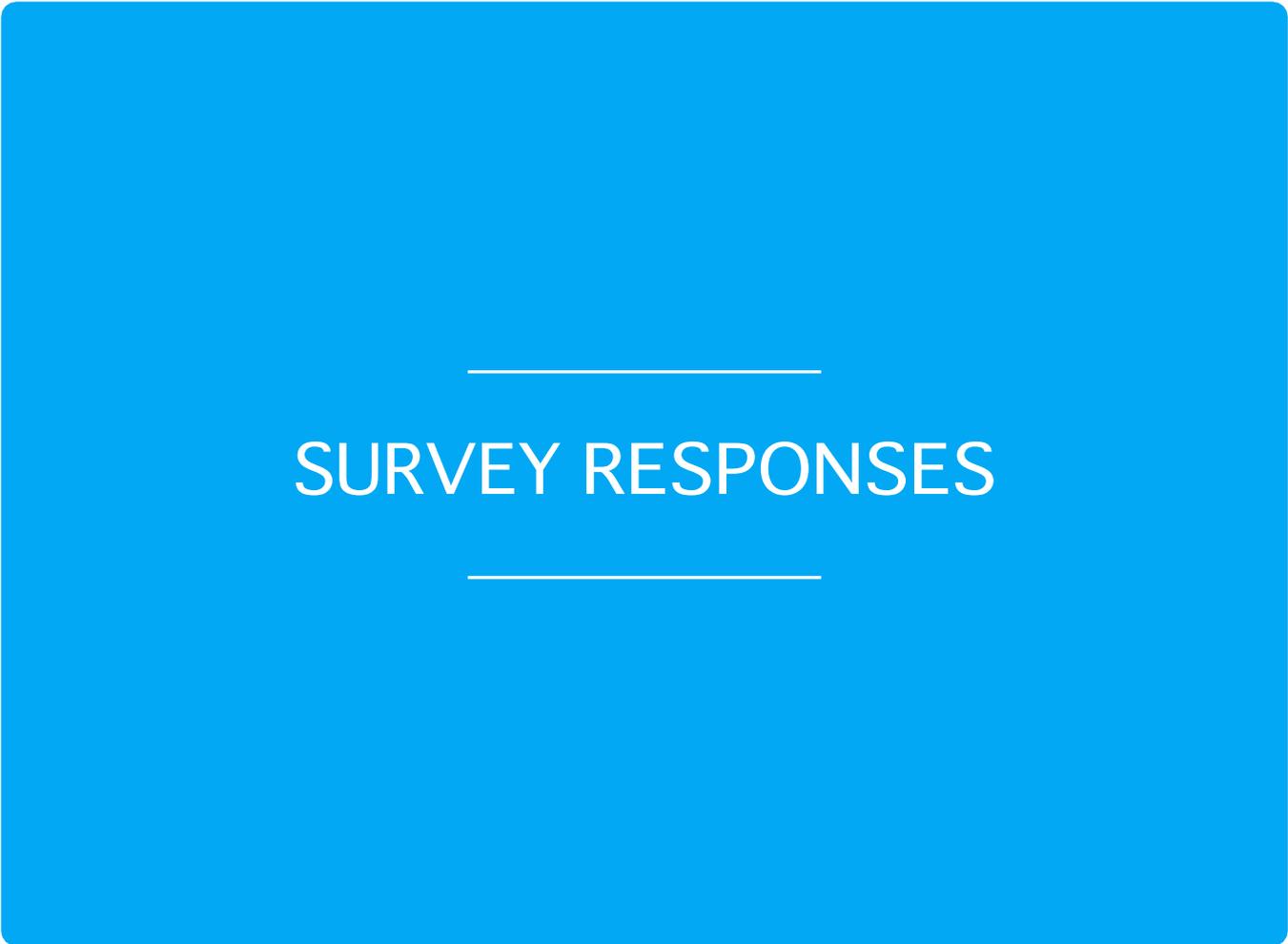
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### **SURVEY RESPONSE REPORT**

December 7, 2024 - March 7, 2025

#### **PROJECT NAME:**

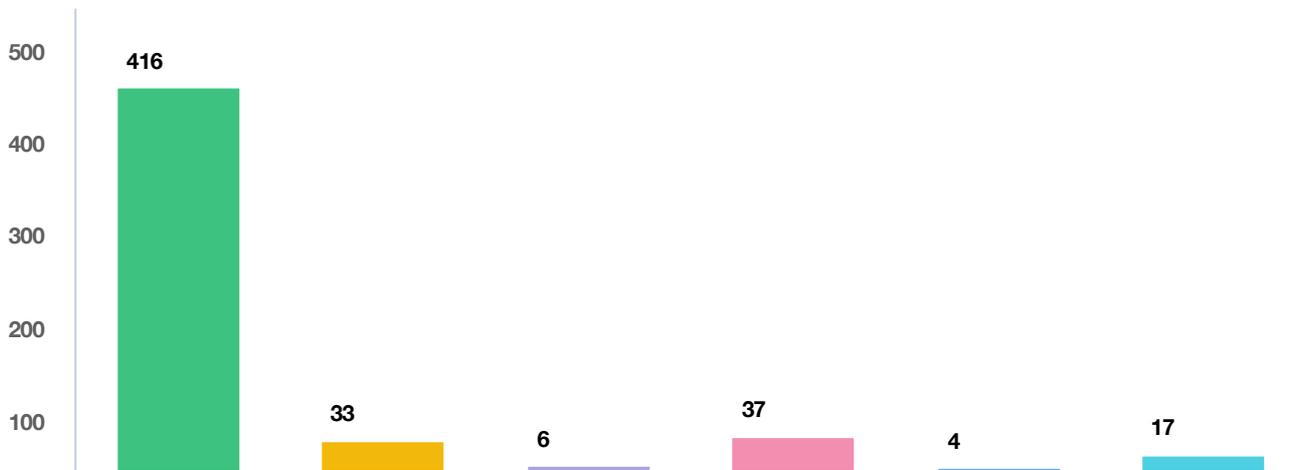
Strengthening Community Engagement



SURVEY RESPONSES

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**Q1** How would you best describe your relationship to the City of Brantford? (Please select all that apply)

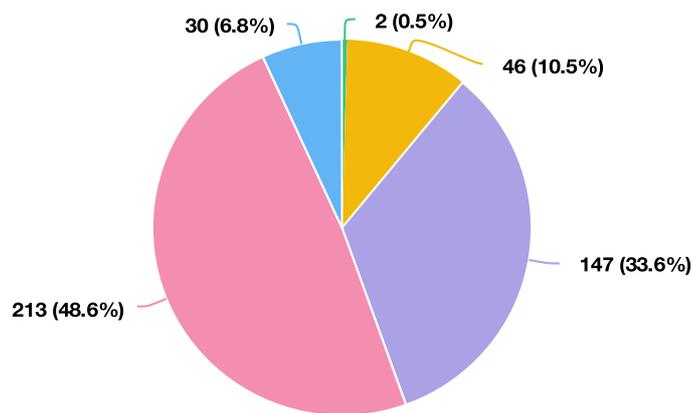


**Question options**

- Resident
- Business owner
- Student
- Employee
- Visitor
- Other (please specify)

Optional question (438 response(s), 1 skipped)  
Question type: Checkbox Question

**Q2** What age group do you belong to?

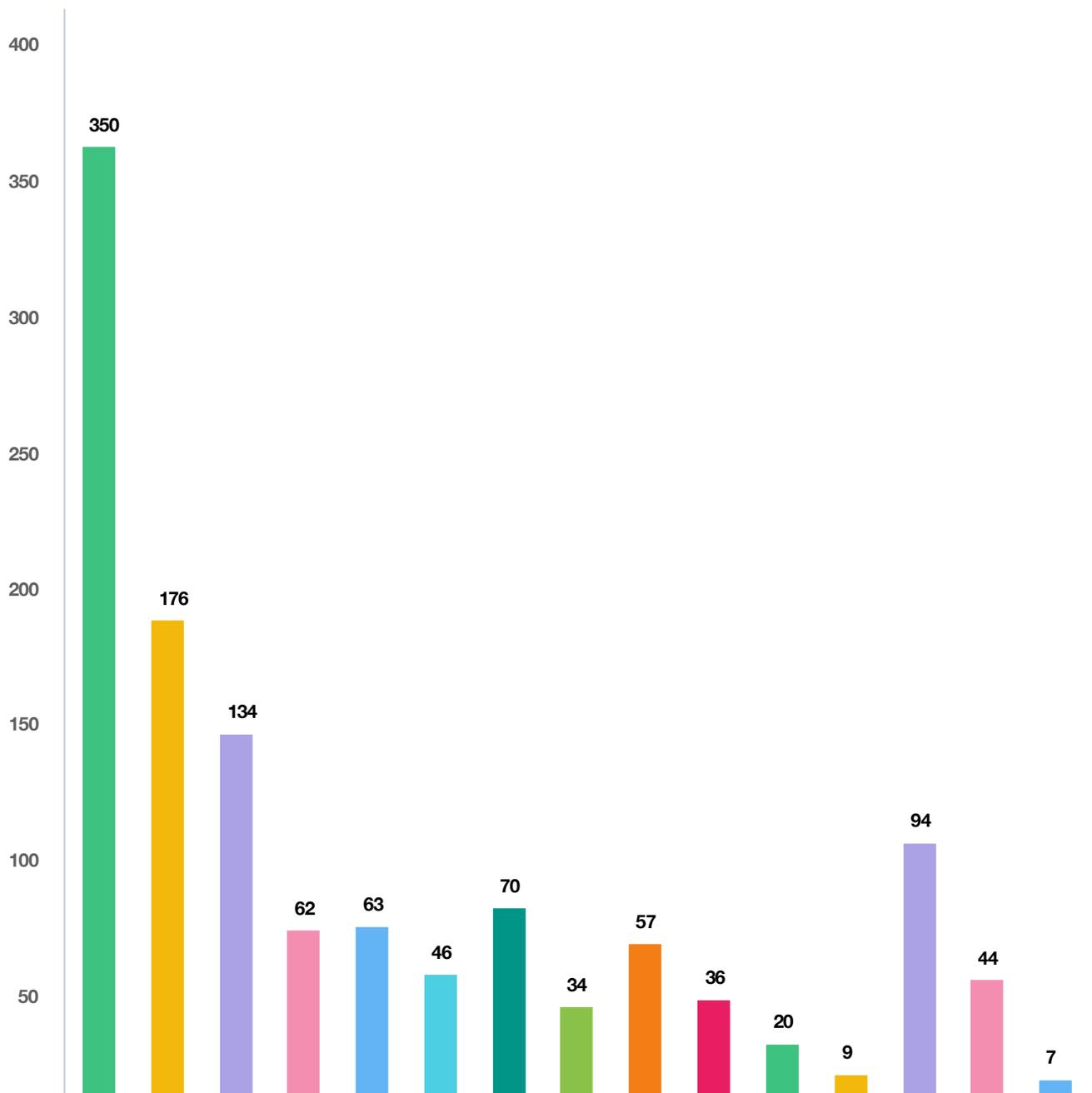


**Question options**

- Under 18
- 18-34
- 35-54
- 55-74
- 75 and above

Optional question (438 response(s), 1 skipped)  
Question type: Radio Button Question

**Q3** What is your preferred way to receive information about opportunities to provide feedback on City initiatives? (Please select all that apply)



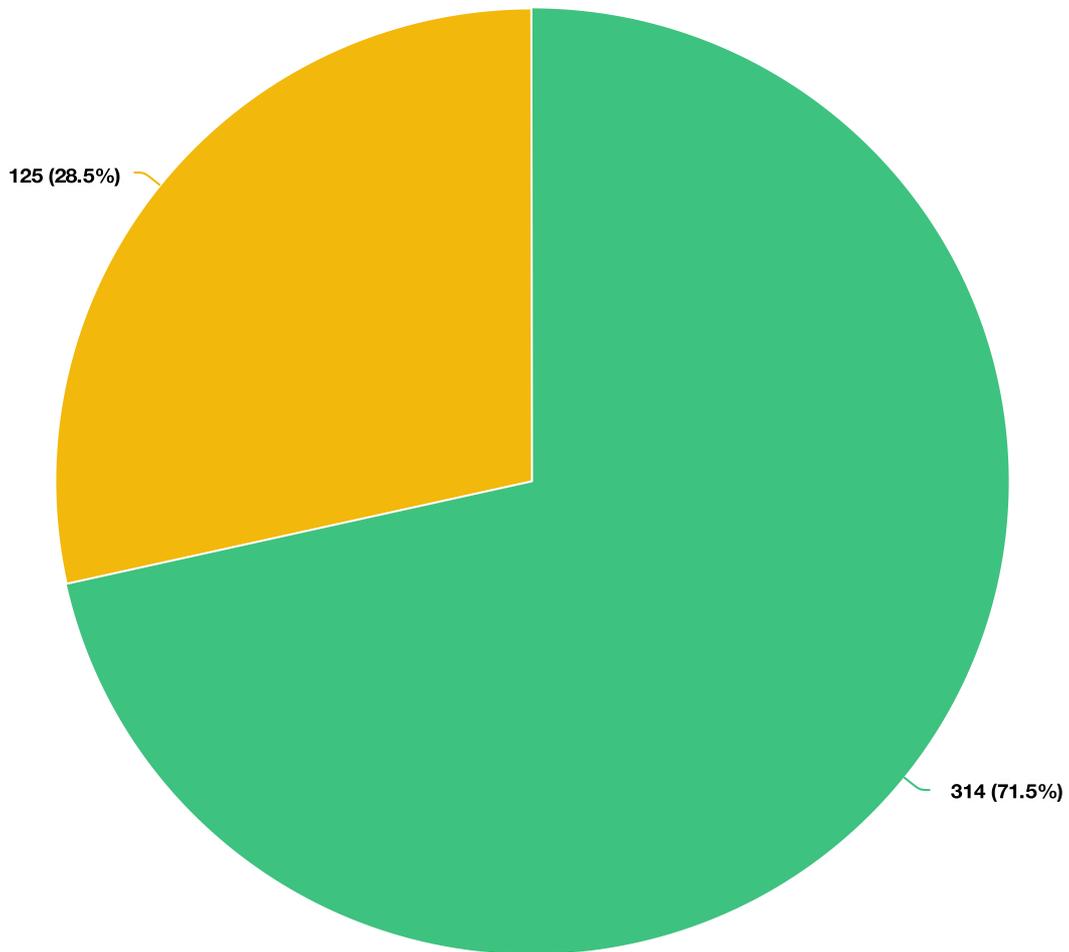
**Question options**

- Email newsletters    ● City social media platforms - e.g., Facebook, Instagram, X (Twitter), LinkedIn, YouTube
- City of Brantford websites    ● Local newspapers (print)    ● Local newspapers (online)    ● Community events
- City bill inserts (Utility/Tax bills)    ● Local radio    ● Text messages (SMS Alerts)    ● Mobile App (City of Brantford App)
- Push notifications via web or app    ● Phone Calls to the City    ● Postal Mail (letters, flyers, brochures)
- Community Centres/Libraries    ● Other (please specify)

Optional question (439 response(s), 0 skipped)

Question type: Checkbox Question

**Q4 | Have you participated in any City engagement activities or opportunities (e.g., public meetings, Let's Talk Brantford surveys, focus groups) in the past?**



**Question options**

- Yes
- No

*Optional question (439 response(s), 0 skipped)*

*Question type: Radio Button Question*

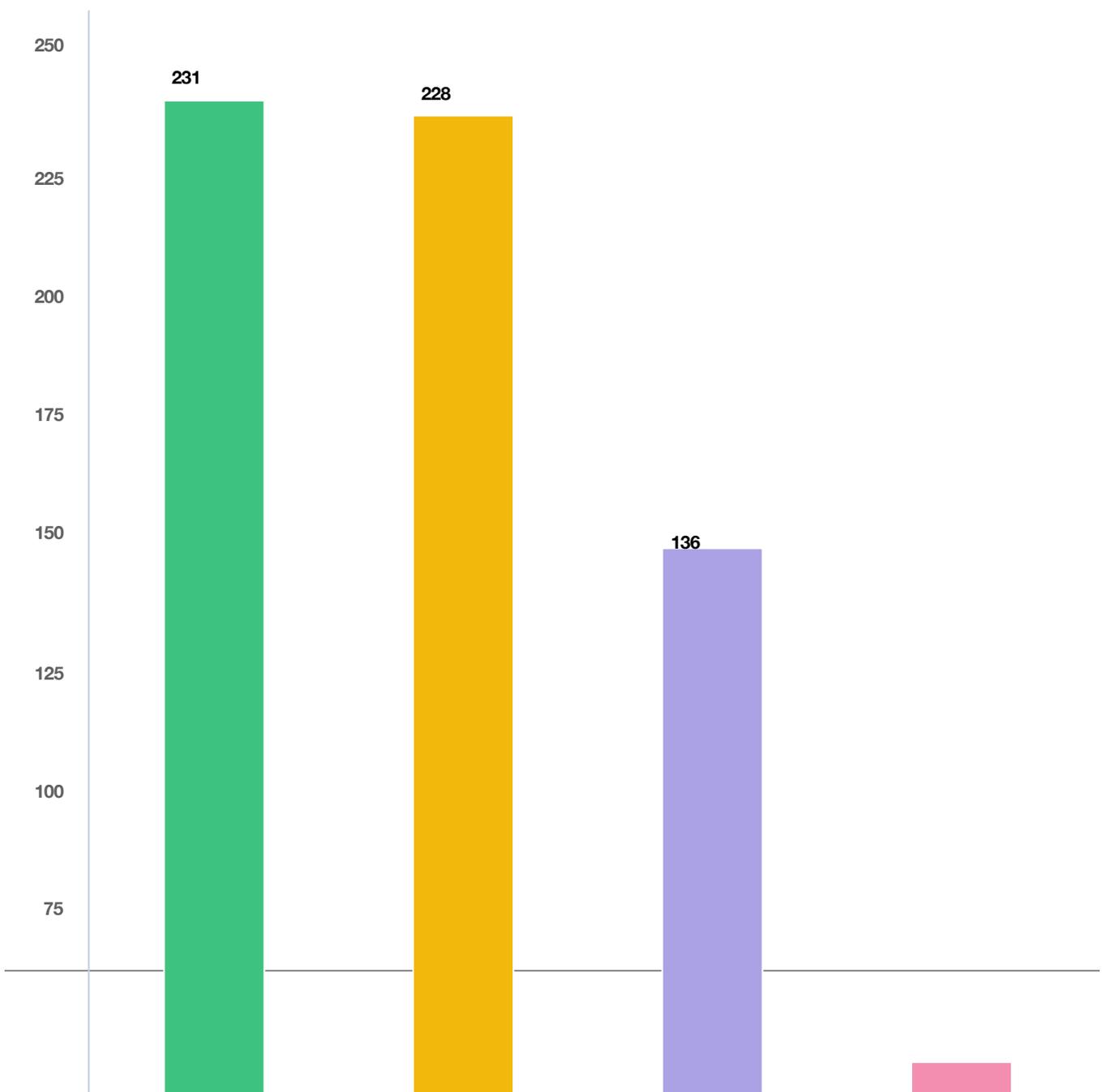
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**Q5 | If yes, which engagement activities have you found most valuable? Why?**

The open field responses to this survey question highlight mixed perspectives on community engagement in Brantford. Many residents found online surveys, particularly through the "Let's Talk Brantford" platform, to be the most accessible and convenient way to provide input. In-person meetings, focus groups, and town halls were also valued for direct communication and discussion, though some respondents felt these engagements were ineffective due to pre-determined City decisions. Several participants expressed frustration, believing their input was not genuinely considered or acted upon, while others appreciated having a platform to voice their concerns, even if outcomes were unclear.

Key topics of engagement cited as examples included zoning changes, traffic planning, recreational facility developments, and major City projects like the Sports and Entertainment Centre. Some respondents noted positive experiences with targeted meetings, direct interactions with Councillors, and email newsletters as ways to stay informed. However, a recurring theme was skepticism about whether public input truly influences City decisions, with calls for greater transparency and follow-up on how engagement results are used in policy making.

**Q6 | What motivated you to participate in those activities? (Please select all that apply)**



50

27

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**Question options**

- Interest in the topic     Desire to influence decisions     Invitation to participate     Other (please specify)

*Optional question (312 response(s), 127 skipped)*

*Question type: Checkbox Question*

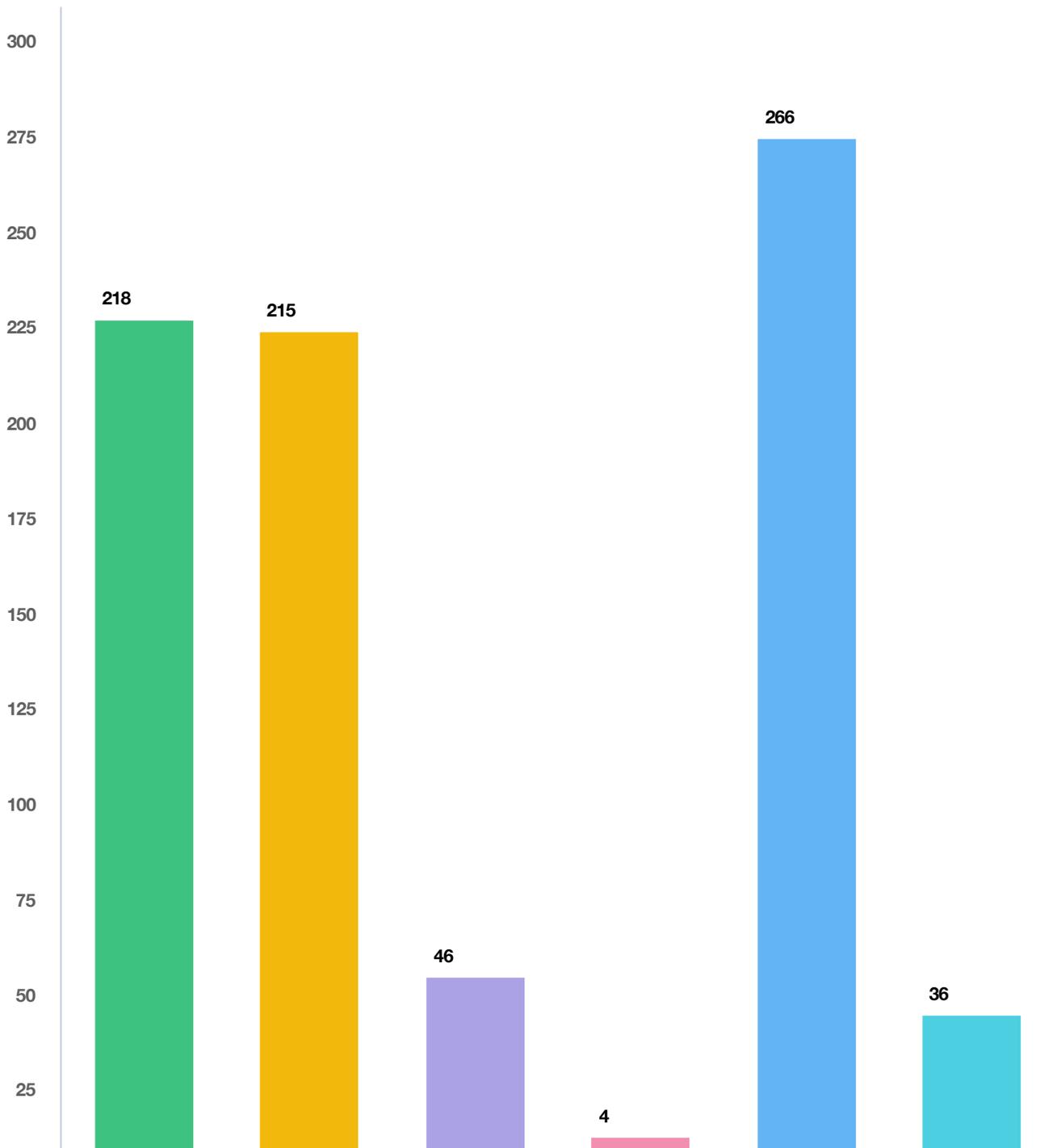
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**Q7 | How do you prefer to engage with the City on decisions that matter to you? (Rank in order of preference, with 1 being the most preferred)**

<b>OPTIONS</b>	<b>AVG. RANK</b>
Online surveys	1.56
Online town halls (virtual)	3.36
In-person public meetings/town halls	3.44
City hosted events (i.e. engagement booth at City's Canada Day event)	3.79
Citizen Advisory Committees	3.83
Hard copy surveys at City facilities and community centres	4.24

*Optional question (427 response(s), 12 skipped)  
Question type: Ranking Question*

**Q8** What would prevent you from participating in City engagement activities? (Please select all that apply)



**Question options**

- Lack of time
- Lack of information about opportunities
- Transportation or accessibility issues
- Language barriers
- Concerns about whether input will make a difference
- Other (please specify)

Optional question (430 response(s), 9 skipped)  
Question type: Checkbox Question

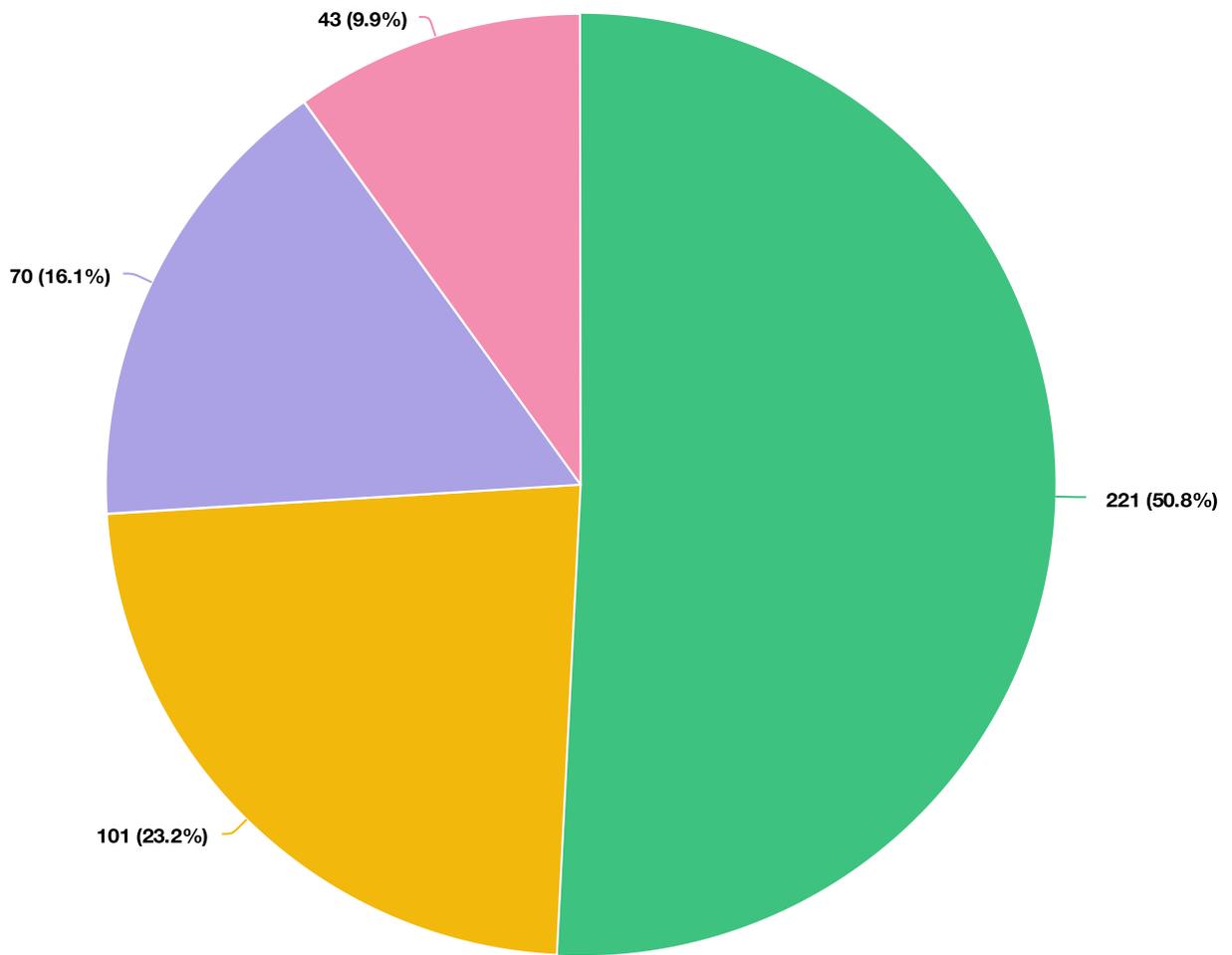
## Q9 | How can the City of Brantford make it easier for you to participate?

The open field responses to this question indicated that residents want improved access and transparency in community engagement. Many suggested increasing the use of online surveys, virtual meetings, and email notifications to make participation more convenient. Others emphasized the need for in-person engagement through Ward-specific meetings, town halls at various times, and better outreach, including flyers, billboards, and social media. Several respondents also highlighted the importance of providing sufficient advance notice and multiple participation options, such as hybrid meetings and recorded sessions.

A recurring concern was that public input does not seem to influence decision-making, with some respondents feeling that engagement is merely a formality. Many called for clearer communication on how feedback is used, more direct responses from Councillors, and visible action on community concerns. Additional suggestions included offering child-minding services at meetings, ensuring accessibility for all residents, and removing barriers such as mandatory account creation for surveys. Overall, the responses reflect a strong desire for engagement processes that are more inclusive, transparent, and responsive to residents' input.

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**Q10 | How important is it that City engagement activities reflect the diversity of Brantford's population?**



**Question options**

- Very important
- Somewhat important
- Neutral
- Not important

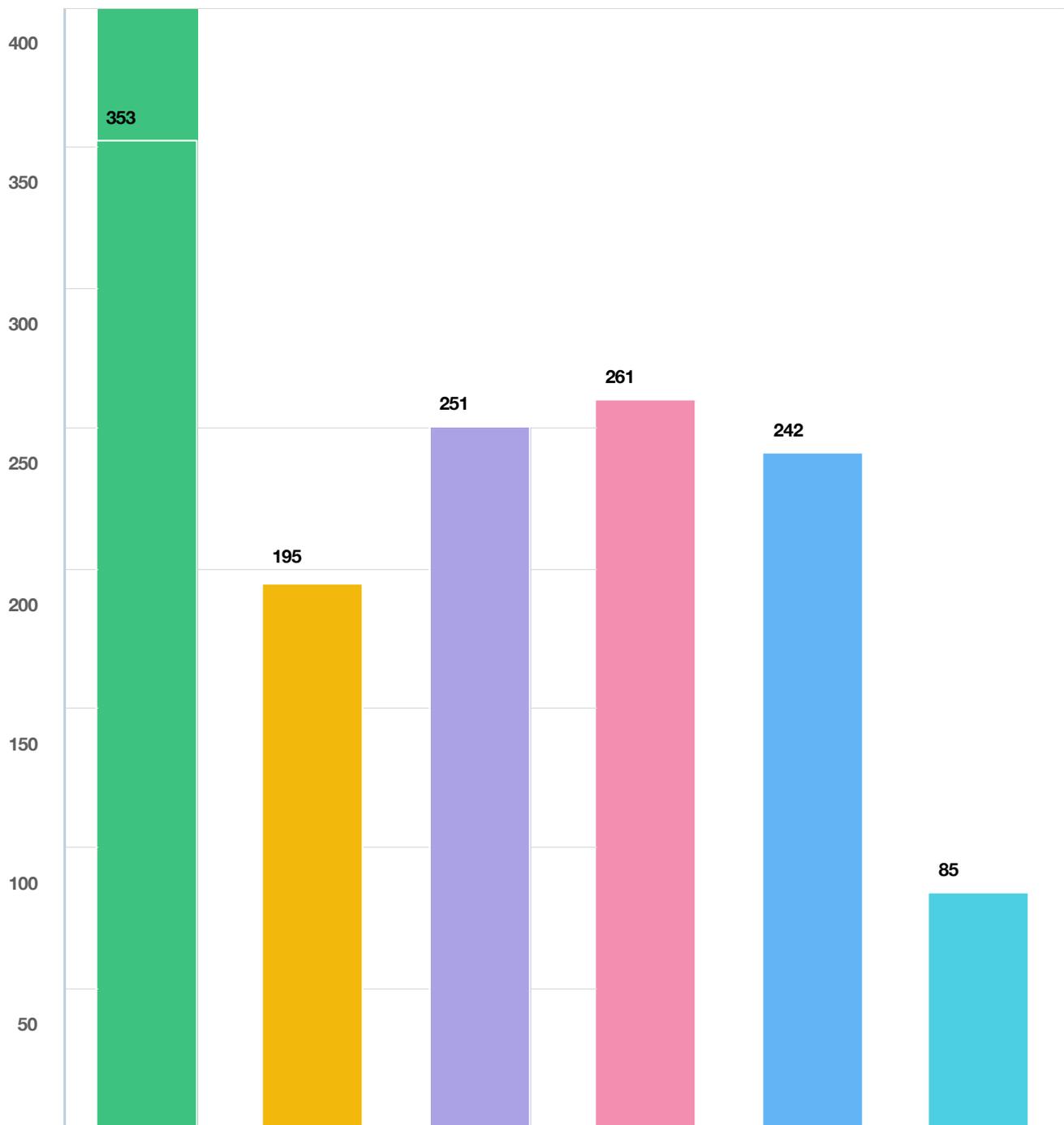
Optional question (435 response(s), 4 skipped)  
Question type: Radio Button Question

## **Q11 | What can the City do to ensure all voices in the community are heard?**

The open field responses to this survey question about how the City can better ensure all voices are heard highlight a range of suggestions emphasizing accessibility, inclusivity, and active listening. Many respondents called for multiple engagement methods, including online surveys, in-person meetings, mailed flyers, and community outreach in spaces such as libraries, and cultural centers. Several responses suggested targeting diverse groups directly, including Indigenous, LGBTQ, and marginalized communities, and engaging more with leaders within these communities.

Another key theme was the need for elected officials to genuinely listen and act on feedback rather than just collect input. Respondents expressed skepticism about whether their voices were truly valued, with some noting that decisions seem predetermined despite consultation efforts. Transparency was frequently mentioned, with calls for sharing survey results and demonstrating how community input influences decisions. Some participants emphasized the need to reach underrepresented groups, such as low-income individuals and seniors, by using non-digital communication. Others suggested incentivizing participation, such as offering tax reductions for completing surveys. Overall, the responses reflect a desire for a more inclusive, responsive, and transparent engagement process.

**Q12** What topics or issues are most important for you to provide your input and feedback about? (Please select all that apply)

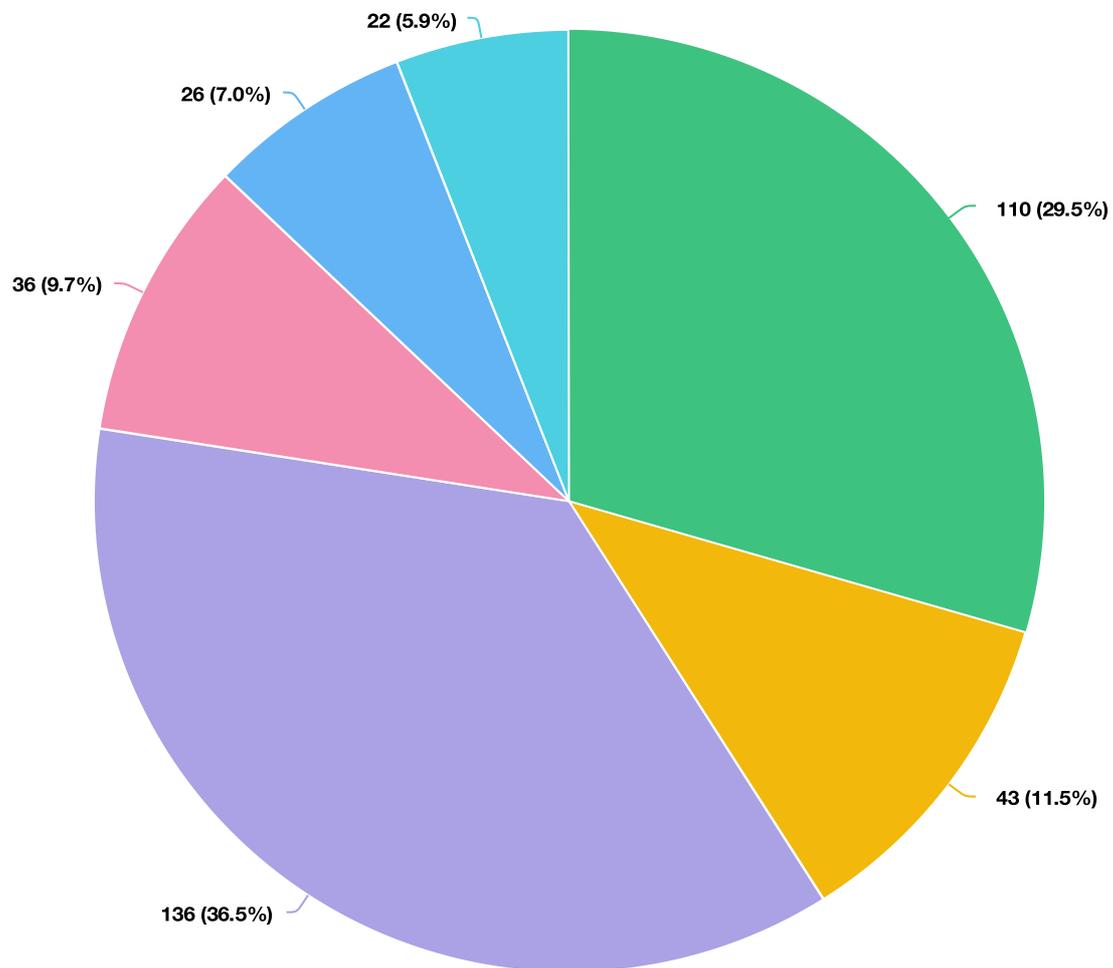


**Question options**

- Infrastructure projects (i.e. roads, bridges, City facilities)
- Environmental initiatives (i.e. waste management, City Climate Action Plan)
- Parks and recreation
- Housing
- Building and Development
- Other (please specify)

Optional question (435 response(s), 4 skipped)  
Question type: Checkbox Question

**Q13 | What incentives would encourage you to engage with the City more actively? (Please select one)**



**Question options**

- Gift cards to local restaurants
- Gift cards or discounts on City services or programs (e.g. recreation, Brantford Transit)
- Free or discounted tickets to local events or attractions (e.g., Brantford Bulldogs games, concerts, Sanderson Centre shows, Bell Homestead)
- Contest entries for prizes (e.g. gift baskets)
- City of Brantford merchandise (e.g., T-shirts, bags, or other branded merchandise)
- Volunteer hours or service credits (for students or those seeking community service hours)

Optional question (373 response(s), 66 skipped)

Question type: Radio Button Question

**Q14 | Are there any other additional formats or platforms you would like to see the City offer for public consultations?**

The responses to this open field survey question on additional formats or platforms for public consultations reflect a range of perspectives, from specific platform suggestions to broader concerns about engagement effectiveness. Some respondents recommend expanding digital engagement through platforms like Bluesky Social, Zoom, and SurveyMonkey, while others emphasize the need for more traditional formats, such as town halls, road signs, and direct mail. Many express skepticisms about the City's responsiveness, arguing that people would be more inclined to participate if they believed their input would lead to real action. Some suggest that incentives like gift cards or promotional events are unnecessary and a misuse of taxpayer money, while others see them as potential tools to increase engagement.

A recurring theme is the call for more localized and accessible consultations, such as neighborhood-specific meetings, pop-up town halls, and direct engagement with underrepresented groups, including people experiencing homelessness. Additionally, concerns about transparency, accountability, and follow-through on community feedback appear frequently, with many respondents urging the City to publicly share survey results and demonstrate how public input influences decision-making. Some respondents also advocate for better outreach to schools, universities, and diverse community groups to broaden participation. Overall, there is enthusiasm for enhanced public consultation among those who participated in the survey.