




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	July 3, 2024
SUBJECT:	Business Community Survey Respecting Impacts Arising from Encampments (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Norm Schleeahn Director, Economic Development Planning and Economic Development Department
SIGNATURE:	 Jennifer Patterson, Acting Director

The purpose of this Communication Update is to advise Council that a survey is now available at https://bit.ly/COH_EncampmentImpactsBusinesses to gather feedback from Hamilton’s business community to better understand the impacts of encampments on their businesses and customers.

The survey has been developed in response to the following direction approved by Council on June 26, 2024:

“That Planning and Economic Development staff consult with the business community, including Business Improvement Areas, regarding the impacts of encampments on both their businesses and customers and report back to the August 12, 2024, General Issues Committee meeting on the results of the consultation.”

The survey is publicly available online beginning Wednesday July 3, 2024, and will remain open for approximately three weeks, closing on Friday July 26, 2024. Survey responses will be anonymous.

During the survey’s development, Engage/Communications staff advised that the Engage Hamilton platform was not the most suitable platform for this survey, as Engage Hamilton does not have the means to limit survey participation to a specific subset of potential responders (in this case the business community). This limitation could allow non-business survey participants to access the survey, potentially affecting the actual or

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OUR Mission: To provide high quality cost conscious public services that contribute to a healthy, safe and prosperous community, in a sustainable manner.

OUR Culture: Collective Ownership, Steadfast Integrity, Courageous Change, Sensational Service, Engaged Empowered Employees.

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perceived integrity of the responses. As a result, Economic Development and Communications staff have developed a communication plan to distribute the survey directly to the business community. This plan includes sharing the direct survey link with the business community through various targeted means such as through Economic Development's social media channels, collaborating with business-focused partners such as the City's chambers of commerce and Business Improvement Areas, and leveraging Economic Development staff's network of business contacts.

To further generate awareness of the survey, the Mayor and members of Council are encouraged to share the survey and the above link to the business community through their respective community engagement channels.

The information collected through this survey will be used to identify common issues facing the city's business community as well as gather suggestions for how the City could better support businesses. The survey findings will be presented to City Council via a staff report scheduled for the August 12, 2024, General Issues Committee meeting.

If you require any further information, please contact Cristina Geissler, Business Development and BIA Officer, Economic Development Division at Cristina.Geissler@hamilton.ca.

APPENDICES AND SCHEDULES ATTACHED

Not Applicable.