




COMMUNICATION UPDATE

TO:	Mayor and Members City Council
DATE:	May 19, 2023
SUBJECT:	Employment Inventory Launch (City Wide)
WARD(S) AFFECTED:	City Wide
SUBMITTED BY:	Jason Thorne General Manager Planning and Economic Development Department
SIGNATURE:	

At the end of May, 2023, the City of Hamilton's Planning and Economic Development Department will launch the 2023 Employment Inventory Survey following a three-year hiatus due to the COVID-19 pandemic. Over the summer, a team of student surveyors will be dispatched throughout the City with the goal of meeting with every business and organization in Hamilton. Equipped with mobile GIS mapping technology and a two-minute questionnaire, this team will provide a much-needed refresh to a city-wide dataset that hasn't been updated since 2019. This team will provide contact information for follow-up should an employer not be available to speak during their site visit and businesses can also provide updates through a webform on the City of Hamilton [online portal](#).

This pre-and-post pandemic snapshot of industry and employment types will provide important information to address immediate and long-term planning and development opportunities, while also assisting with monitoring the extent, nature, and location of employment and land use in Hamilton. Unique to this year's delivery is the inclusion of an opportunity to comment on remote work in Hamilton, which will provide data that is not otherwise being collected by Statistics Canada or any other data gathering bodies.

Hamilton's businesses will have a key voice in informing the City's plans for future facilities and development while also offering essential insight into the types of initiatives that could best serve local businesses and their employees. A report to Council on the results of the survey will be presented in late 2023. The inventory aims to be inclusive and give a voice to all businesses including the not-for-profit and charity sector. In

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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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addition to paid work, the inventory queries volunteer positions, which may offer a more fulsome picture of the resources currently active in these sectors.

All information collected through the portal and through interviews with the surveyors will be consolidated and treated as confidential. Insights derived from the data will only reflect general employment patterns and trends and information provided by individual businesses will not be shared. The granularity of this location-based data for over 16,000 businesses across the City will be analyzed to show trends in various geographies and will provide key information to address density targets as defined by the provincial Growth Plan.

In the coming weeks, the Planning and Economic Development Department will be promoting the Employment Inventory through the City of Hamilton's BIAs and all three Chambers of Commerce as well as some direct email. Additionally, a social media campaign to introduce this initiative and the students who will be doing this work will help inform businesses about the Employment Inventory. Planning and Economic Development can provide social sharing packages to the Mayor and members of Council interested in promoting the survey through personal social media channels.

If you have any questions respecting this communication, please contact Krysha Dukacz, Coordinator, Information Systems & Cartography Planning by email at Krysha.Dukacz@hamilton.ca or by phone at (905) 546-2424 Ext. 4203.

APPENDICES AND SCHEDULES ATTACHED

N/A