

Public Engagement Online Survey Results

APPENDIX C

Question and responses	# of responses	%
1. Over the past 12 months, how often did you participate in a public engagement activity hosted by the Town of Oakville? This could include in-person meetings, virtual meetings, Council meetings, project workshops, open houses, online surveys, etc.		
Once	23	13%
2-3 times	43	23%
4-5 times	11	6%
More than 5 times	15	8%
I did not participate in any town activities in the past 12 months	91	50%
	183	100%

2. If you have not participated in a public engagement activity hosted by the Town of Oakville in the past 12 months, what are the reasons? (select all that apply)		
Timing of activity did not work for my schedule	32	20%
I am not aware of the activities hosted by the Town of Oakville	86	53%
I am not interested in participating	3	2%
I require childcare to attend	4	2%
Not all topics are relevant to me	20	12%
Other – please specify	18	11%
	163	100%

3. For projects or studies that would benefit from increased involvement and collaboration with the public, how would you like to be engaged? (select all that apply)		
Attend in-person sessions where information is available and I can ask questions (e.g. open house)	86	11%
Attend in-person sessions that include table activities and discussion on a specific topic (e.g. workshop)	56	7%
Attend online meetings where information is shared via a presentation and I can ask questions (e.g. virtual open house)	91	12%
Attend online meetings that include break-out groups to discuss a specific topic (e.g. virtual workshops)	39	5%
Complete online surveys	133	17%
Participate in “pop-up” events at various locations throughout the town (e.g. community centres, grocery stores, community events) that may include information sharing and interactive activities	74	10%
Send written communication to staff (e.g. emails, letters)	59	8%
Become a member on a Citizen Advisory Committee	53	7%
Participate in two-way communication through social media or other digital forum	51	7%
Participate in focus groups on various topics	67	9%
Having a staff member that I can call	45	6%
Other	8	1%
	762	100%

Question and responses	# of responses	%
4. Do you follow the Town of Oakville on any social media platform?		
Yes	121	66%
No	62	34%
	183	100%

5. If you do follow the Town of Oakville on social media, which platforms do you use?		
Instagram	66	31%
Facebook	72	33%
X (formerly Twitter)	26	12%
LinkedIn	13	6%
YouTube	24	11%
I don't use social media	14	7%
	215	100%

6. Are you subscribed to any online newsletters coming from the town?		
Town's corporate e-newsletter	27	13%
Mayor or Councillor e-newsletter	52	26%
Project or department-specific e-newsletter	8	4%
None of the above	110	54%
Other	6	3%
	203	100%

7. What is your time preference for meetings either online or in person? (select all that apply)		
Online day meetings	47	12%
Online evening meetings	116	30%
Online weekend meetings	46	12%
In-person day meetings	36	9%
In-person evening meetings	84	22%
In-person weekend meetings	55	14%
	384	100%

8. How could the town improve in keeping you informed and engaged about important initiatives that affect you and your community?	Summary of responses found on separate page.	
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9. Are you a resident of Oakville?		
Yes	171	93%
No	12	7%
	183	100%

Question and responses	# of responses	%
10. In which ward do you live?		
1	26	15%
2	15	9%
3	22	13%
4	25	15%
5	37	22%
6	30	18%
7	13	8%
	168	100%

11. Do you work in Oakville?		
Yes	70	38%
No	113	62%
	183	100%

12. Are you enrolled in a post-secondary institution in Oakville?		
Yes	18	10%
No	165	90%
	183	100%

13. What is your age group?		
Under 18	1	1%
18 to 24	12	7%
25 to 34	15	8%
35 to 44	30	16%
45 to 54	46	25%
55 to 64	42	23%
65 or older	37	20%
	183	100%

8. How could the town improve in keeping you informed and engaged about important initiatives that affect you and your community?

Theme	Summary of responses
Information Sharing/Tactics	<p>More options to consider when dealing with a matter or issue</p> <p>More use of and advertising on social media</p> <p>Partner with municipal service providers (e.g. hydro, property tax dept.) to share information</p> <p>Utilize different formats for information sharing including mail, text messages, digital boards, email, online news outlets</p> <p>Transparent and accountable sharing of information, final decisions and</p> <p>Promote e-newsletters</p> <p>Information boards at frequently visited places</p> <p>Short informal chats with councillors and staff</p> <p>Use other forums (Oakville Mommy chat)</p> <p>Use polls and surveys</p> <p>Provide info sessions to explain structures of the town in decision making,</p> <p>Options for focused emails from the town, ability to select what interests me to target information better</p> <p>Share information widely before decision making</p>
Accessibility	<p>Go to the people, utilize community centres, diversify locations where events are held and info about them is shared (schools, bus station ads)</p> <p>Make website easier to find information, pop ups on website, once central location that lists all the communications that are available</p>
More engaging activities	<p>Have incentives e.g. contests/draws</p> <p>Make engagement more fun and entertaining; be cooler</p>
Timing	<p>Early involvement from community and timely communications</p> <p>Don't make meetings too long</p> <p>Timing of engagement - before making decisions, send information timely about meetings/surveys, get them too late</p>
Inclusion	<p>Be more inclusive for all voices</p> <p>Reach out to new residents</p>
Standardization	<p>Consistent approach that is used for all initiatives (what is the mission statement, why do we need it, what's been discussed/agreed to date, recap, what are the next steps)</p>