



REGION OF WATERLOO
STRATEGIC
2015-2018 FOCUS

Public Input – Qualitative Methods
Preliminary Results – May 26, 2015



Region of Waterloo

Purpose of Engagement

Provide opportunities:

- To engage in conversations with citizens about the most pressing trends, issues and priorities facing our community.
- Speak with diverse communities through a variety of methods to understand diverse needs.
- Obtain input for other Region of Waterloo initiatives e.g., Diversity and Inclusion Strategy, Service Strategy, Communications Strategy etc.



Public input methods

(See Appendix 1 & 2 for details)

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Both qualitative and quantitative methods.

- Statistically Reliable Telephone Survey
- Online/paper survey
- Online discussion forum
- Twitter feed #regionstratchat
- Community Forums (March 26 & 27, May 27)
- Focus groups with diverse & priority specific groups
- Displays at public events ("Strat Chat" Cube)



Methods serve different purposes

Quantitative Input - generalizable

Statistically reliable Telephone survey (predictive)

- Gives a broad, generalizable set of findings about a representative sample of the population.
- Establishes statistically significant set of findings by studying a representative sample of the population.
- Results are broad and generalizable to the larger population.

Methods serve different purposes

Qualitative input – descriptive and detailed

Focus groups and community conversations (descriptive)

- Provides depth and detailed information.
- Provides clarity on issues from groups identified as important trends to consider for the 2015-2018 process e.g. growing aging and immigrant populations.
- Ensures we don't lose the nuances of issues which may get masked in the averages of statistically reliable method.
- Provides supplementary information to the quantitative results which enhances both reliability and validity of the overall results.



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Need a balance of both

- Having both provides a thorough and informed way to examine and identify priorities.
- Ensures that we hear from a representative sample of the population as well as those hard to reach.
- Helps us understand the issues from "another set of eyes" or "lived experience" of citizens who are most impacted by the issues identified in the quantitative method.



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Participants

- Random sample of citizens (quantitative method).
- Citizens.
- Community partners.
- Community Leaders.
- Customers of our services.
- Diverse communities as they relate to the statistics, trends and issues relevant to the community.
- Groups that work on specific issues identified through the telephone survey results.



Invited participation through:

- Social Media (Region's Facebook page, LinkedIn, Twitter)
- The Weather Network & Facebook ads
- Regional buses ads
- Bookmarks in all libraries, community & recreation centres, post secondary institutions, community agencies, regional services etc.
- Regional services newsletters
- Regional Advisory Committees
- Displays at rural township recreation centres
- Service First Call Centre (on hold phone message)
- 2 CBC radio interviews (1. Mike Murray 2. Doug Norris - Community forum speaker)
- Events (Conestoga College Capstone project, Tri pride, Ambush the Arts, malls, market etc.)

Overall – Qualitative Results

- This report identifies preliminary results from the qualitative public input process.
- A detailed report will be provided on the Region's website by the end of June 2015.
- There were five priority areas identified through the qualitative input.
- Qualitative conversations reinforce and align with the telephone survey results and they provide more details on priorities.
- The Region is already working on many of the priorities identified.
- Priorities identified could be applicable to Corporate Strategic Plan, Department Strategic Plans, and individual work area plans.
- Some priorities could be used in the next stage of the strategic planning process – action development.

5 areas of priority



Environment



Economic Development



Transportation



**Healthy, Safe and
Inclusive Communities**



**Responsive and engaging
Government Services**

Economic Development



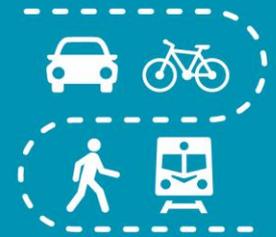
- Work with the new Waterloo Region Economic Development Corporation to balance business prosperity with social equity, labour and environmental responsibility.
- Work with community partners to help existing businesses stay, grow and thrive.
- Attract new, high quality organizations, businesses, jobs, investments (domestic and foreign) and people (e.g. youth, immigrants) to Waterloo Region.
- Work with community partners to develop jobs and training to address changing workforce composition, e.g., youth, people living with disabilities and those needing retraining after downsizing.
- Enhance marketing efforts to increase awareness about the Region of Waterloo International Airport.

Economic Development



- Collaboratively work towards building and maintaining the Region's cultural vitality.
 - Create vibrant places and spaces that support arts and culture.
 - Provide access and promote inclusion in the Region's cultural life e.g. places for youth.
- Promote Waterloo Region as a world class community locally and globally.
- Preserve heritage and history to contribute to our Region's cultural and economic well-being.

Transportation



- Implement a Light Rail Transit System (LRT) fully integrated with an expanded conventional transit system.
- Encourage improvements to inter-city transportation services to and from Waterloo Region.
- Develop, promote and integrate active and safe forms of active transportation (cycling, walking, trails).
- Optimize road safety and awareness to safely manage all forms of traffic on roads and roundabouts.

Transportation



- Work with area municipalities to reduce traffic congestion.
- Improve infrastructure and safety for cyclists and pedestrians.
- Work with area municipalities to improve levels of winter road and sidewalk snow removal in environmentally sustainable ways (less salt).



- Reduce the amount of waste going to the landfill. E.g., enhance access to landfill for those who do not have cars (1 – 2 times per year have place to dispose of toxic, e waste etc).
- Enhance water conservation and protection efforts.
- Reduce emissions of greenhouse gases (GHGs) and deal with impacts of climate change (improve air quality).
- Preserve, protect and enhance environmentally sensitive lands, forests, farm lands and our rivers.
- Continue intensification efforts in urban areas to support growth while ensuring a mix of housing types (affordability), availability of green spaces, trails and public common spaces.



- Improve the green bin program by creating awareness and expanding service to multi-unit developments, community housing.
- Support the use of green energy sources in regional facilities and in the community.
- Prepare for critical weather and emergencies.
- Develop a Regional park along the Grand River.

Healthy, Safe and Inclusive Communities



- Work in collaboration with community partners to reduce poverty e.g., develop a Waterloo Region wide strategy and coalition.
- Deliver new affordable and supportive housing opportunities.
- Take action to reduce homelessness in Waterloo Region.
- Promote active lifestyle and healthy local eating initiatives (e.g., walking cycling, bike paths etc.).

Healthy, Safe and Inclusive Communities



- Make the transit system affordable and accessible for people living on a low income and Conestoga College students.
- Increase public awareness of poverty issues and promote local actions to reduce poverty.
- Consider the implications of all policies/decisions that the Region makes, noting the impact on those groups who experience socially determined inequities e.g. people living in low income, newcomers /refugees, people living with disabilities, etc.

Healthy, Safe and Inclusive Communities



- Work with the Province to extend access to oral health care.
- Prevent the displacement of affordable housing in the downtown cores – impact of intensification.
- Collaborate with the community to support services and promote early learning and child development.
- Work with community partners to increase availability and accessibility of treatment and supports for people using substances.

Responsive and Engaging Government Services



- Enhance opportunities for public engagement, input and involvement in Regional programs and decisions.
- Enhance communication and improve awareness of Regional services using plain language.
- Improve the delivery and accessibility of Regional services and facilities to address the diverse and changing community population and needs (e.g., seniors, immigrants, LGBTQ, people living with disabilities, people living in poverty etc.).
- Ensure regional programs and services are efficient, effective and provide value for money (tax dollars).

Responsive and Engaging Government Services



- Work with community partners to develop a "hub" model of service delivery for the rural communities.
- Enhance a culture of transparency, accountability and openness.
- Train and support staff to effectively engage the public in decision making and how communicate the results of the engagement.
- Optimize regional programs and work with area municipalities and community partners to deliver age friendly and coordinated services for seniors.

Already making progress

- The telephone survey results identified the importance of community engagement with the following having the greatest impact on overall satisfaction with the Region of Waterloo:
 - Improved engagement with citizens.
 - Opportunities to get involved in decision-making.
 - Government being in touch with the needs of the community.



Therefore, the Region is already making progress towards public engagement by asking, listening and considering the responses gathered through the Strategic Planning process.

Next steps

- Council report on public input including quantitative and phase 1 qualitative methods – May 26, 2015.
- Community Leader forum – May 27, 2015.
- Phase 2 of public and staff input process
 - Input on Council's draft focus areas and priorities.
 - Develop potential actions to achieve Council's endorsed focus areas and strategic objectives.
 - Identify roles and potential areas of collaboration on actions.
 - Develop progress indicators and tools to monitor and measure performance of the strategic plan.





Appendix 1:

List of Methods & Participants

Group/event	Methods	No# of participants
Citizens	Online survey – as of April 16, 2015	129
Citizens	Online discussion forum	278 2,416 unique visitors
Citizens	Community forum - March 26	46
Citizens	Community Forum - March 27 – Chambers Community Forum - March 27 - Webcast	143 42
Post secondary students (Kitchener)	Focus group - March 5 Displays and strat chat cube(Capstone Project)	45 205
Employment and Income Support Advisory Committee (Kitchener)	Focus group - March 6	25
Community organizations (Kitchener)	Focus group - March 9	8
Cambridge Advisory groups of Council with City of (Cambridge)	Focus group - March 11	45
LGBTQ communities (Waterloo)	Focus group - March 18	28
Seniors - Sunnyside Home (Kitchener)	Focus group - March 25	12
Alliance against Poverty (Waterloo)	Focus group - April 6	17
Crime Prevention Council (Kitchener)	Focus group - April 10	35
People with disabilities/GRAAC and Cambridge AAC (Kitchener)	Focus group - April 13	10
Active Transportation Advisory Committee (Kitchener)	Focus group - April 21	13
Children's planning table (Kitchener)	Focus Group - April 23	52

Group/event	Dates	No# of participants
Environmental focus groups (Topic specific forums)	April 14 (Waterloo) April 16 (Kitchener) April 27 (Regional EEAC) May 4 – (Focus group) Woolwich – TBD	12 13 15 17
Immigration Partnership – pillar working groups	April 27	9
Joint groups with City of Cambridge	April 29	44
Rural Realities	April 30	11
Joint groups with City of Cambridge	May 4	35
Waste Management Advisory Group (Waterloo)	May 5	11
Joint groups with City of Cambridge	May 7	30
Cambridge Council on Aging	May 12	9
Waterloo Regional Labour Council	May 12	39
Participant Advisory Group	May 14	12
<u>Phase 2 of the Public Input process</u>	May 21	
Homelessness Advisory Group – HHUG (Waterloo)		
Community Leader Forum (private and public sectors)	May 27	
Home builders Association (Kitchener)	May 28	
Township Focus groups and community forum	TBD	
Homelessness to housing stability advisory committee	June 18	
Priority specific forums	July – August 2015 – Dates TBD	



Appendix 2:

Online Discussion Forum Participants & Traffic

Online discussion forum participants

278 active participants



GENDER



59%

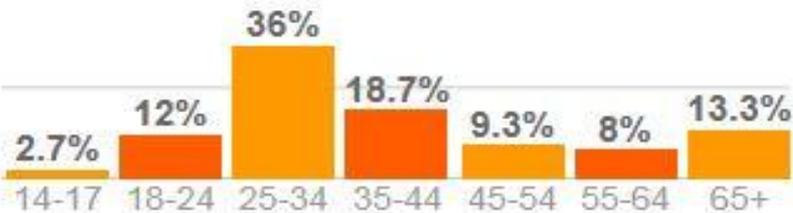
Male



41%

Female

AGE



YOUR AVERAGE PARTICIPANT IS...

Male



41 Years Old

Living in these Postal Codes:

N2G 4J3, L7L6T1,
n0b2h0

Demographic information may not be provided on 100% of participants.

'Rewards Store' has given away 26 items to contributors.

Online Forum Traffic



- 60 to 130 visitors to the site *per day*



TOTAL TRAFFIC

Unique Visitors



2,416

Page Views



17,693



Discussion Forum Activity

- With 17,693 pages views, visitors to the site are engaged with the content.
- There have been 2,416 unique visitors to the site, where 1-5 visitors have taken the time to register and participate (a 20% conversion rate, which is considered very high).
- Visitors and participants have shared a link to the site 155 times.
- Participants have rated ideas as “liked or stars” 4,918 times (across all ideas).



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Discussion Forum Ideas



- Transportation – **219 ideas**
- Service Review/Investment – **46 ideas**
- Life in Waterloo Region/Your vision – **30 ideas**
- Service Review/Efficiency - **23 ideas**
- Service Review/Reducing costs or service – **13 ideas**
- Healthy and Inclusive Community - **9 ideas**
- **Total new ideas to consider = 340**



**A detailed report of this presentation will be available before the end of June 2015.
Questions or comments about this presentation contact:**

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Join a conversation that matters!

Share your thoughts and ideas to help set the Region of Waterloo's 2015-2018 priorities.

Go to: <http://bit.ly/regionstratchat>