

WHAT WE
HEARD!

We asked, You answered

VAUGHAN ENGAGEMENT eNEWSLETTER
FEEDBACK REPORT

October 2022



About this report

This report provides a summary of the preferences, ideas and feedback collected from subscribers to the Vaughan Engagement eNewsletter.

The Vaughan Engagement eNewsletter is a monthly communication that provides information on Vaughan projects and initiatives that are open for public input. It's delivered directly to subscribers' inboxes each month and contains links and information on how to participate in conversations that shape our communities and city.

From Aug. 16 to Sept. 18, 2022, the City of Vaughan hosted an online survey to better understand which aspects of the eNewsletter are working well and what could be improved. In total, 41 subscribers completed the survey. Overall, survey respondents are satisfied with the eNewsletter, including its length, frequency and contents.

Based on the feedback collected, the following actions will be taken to improve the eNewsletter for all readers.

- The City will continue issuing the eNewsletter monthly, with additional editions sent out only as needed.
- The City will keep the overall length of the eNewsletter the same, but will look for opportunities to reduce the word count and increase the font size.
- The City will add an index or list of keywords at the beginning of each edition to help the reader identify, at a glance, what is contained in the eNewsletter.

This report provides a summary of the survey results, including what subscribers like about the eNewsletter and suggestions for improvement.



Survey results

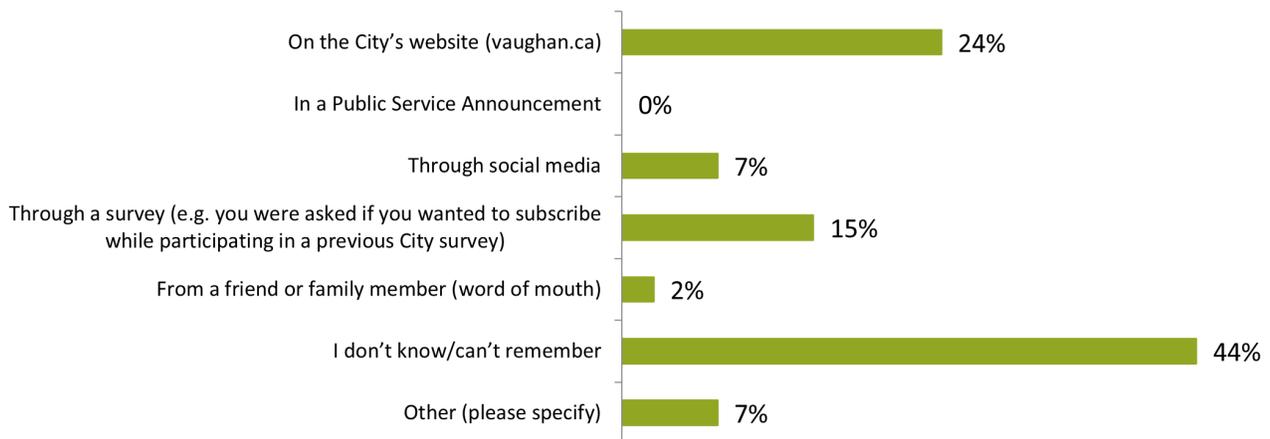
Reasons for subscribing

Most survey respondents couldn't recall how they first learned about the eNewsletter. Of those who did, the most popular answers were the City's website (vaughan.ca), a survey they completed or through the City's social media channels.

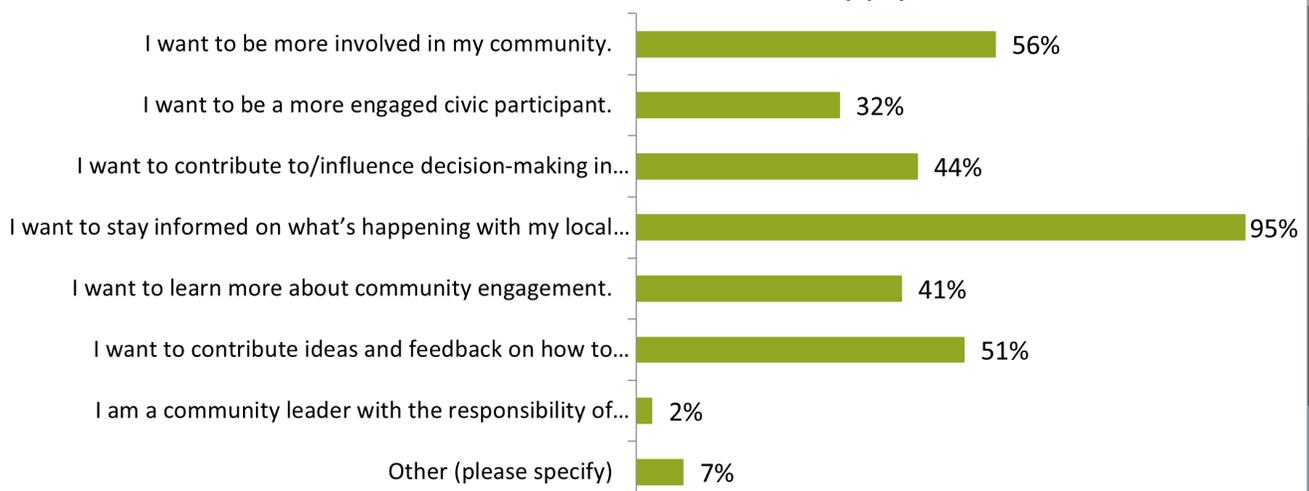
Respondents reported a variety of reasons for subscribing. The most popular reason for

signing up was to stay informed on what's happening with their local government, followed closely by wanting to be more involved in their community and a desire to contribute ideas and feedback to improve Vaughan. Other reasons reported included wanting to influence City decision-making, learn more about community engagement, be an involved community member or advocate on behalf of others.

How did you first hear about this eNewsletter?



Why did you decide to subscribe to the Vaughan Engagement eNewsletter? Select all that apply.



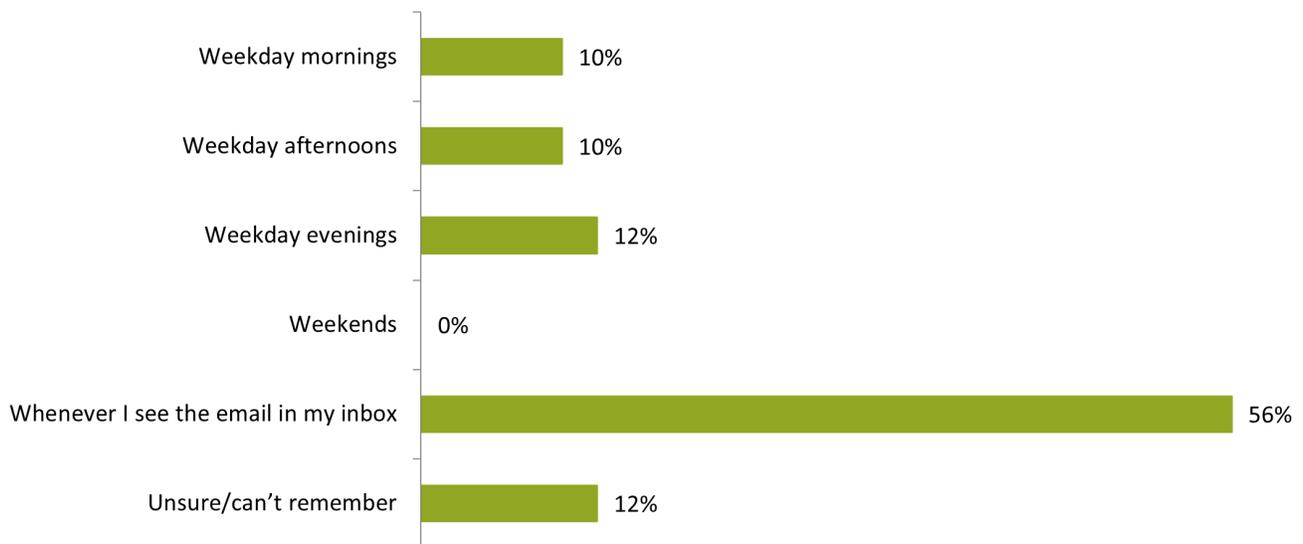
Interaction with the eNewsletter

Subscribers were also asked how they typically interact with the eNewsletter. Most survey respondents reported opening it whenever they see it in their inbox. Roughly equal numbers of people reported reading the eNewsletter on weekday mornings, afternoons and evenings. No one reported reading the eNewsletter on weekends.

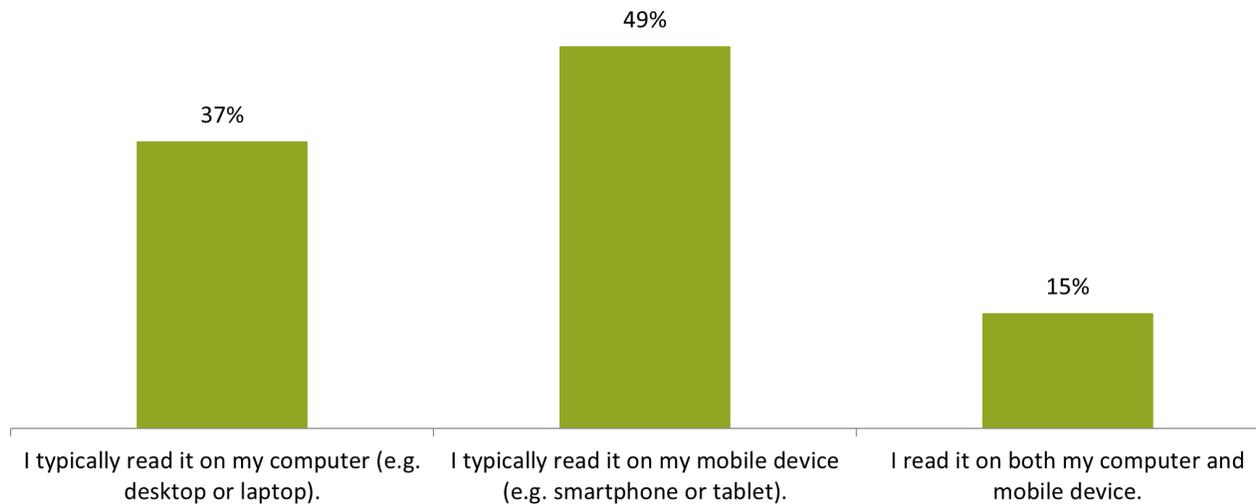
The device on which subscribers reported reading the eNewsletter was almost evenly split, with 49 per cent typically reading it on their mobile device (e.g. smartphone or tablet), 37 per cent reading it on their computer (e.g. desktop or laptop) and 15 per cent reading it on either.



When do you typically read the eNewsletter? Select up to three answer options.



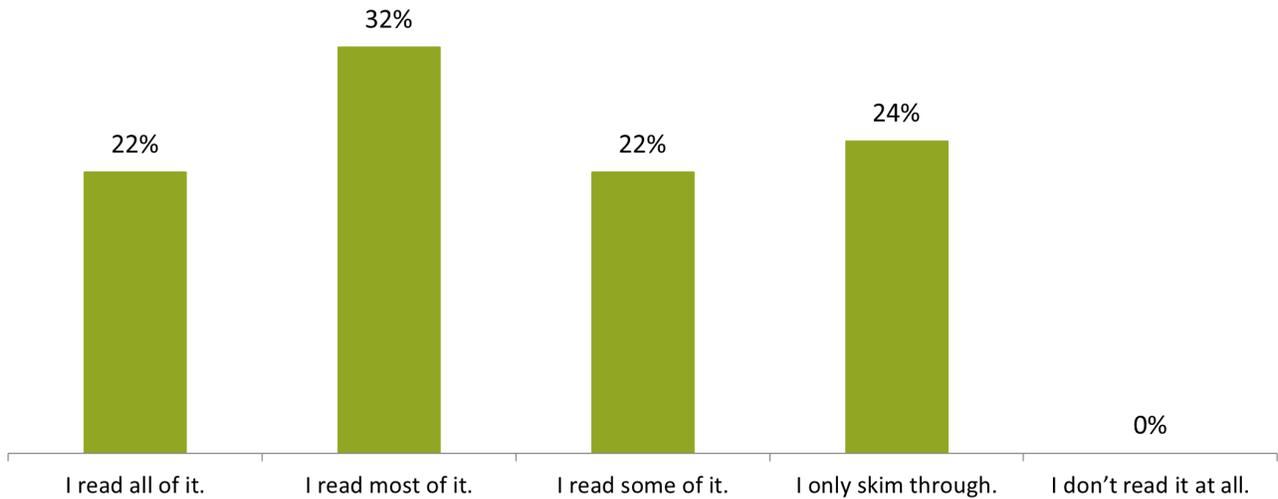
Do you typically read the eNewsletter on your computer or your mobile device?



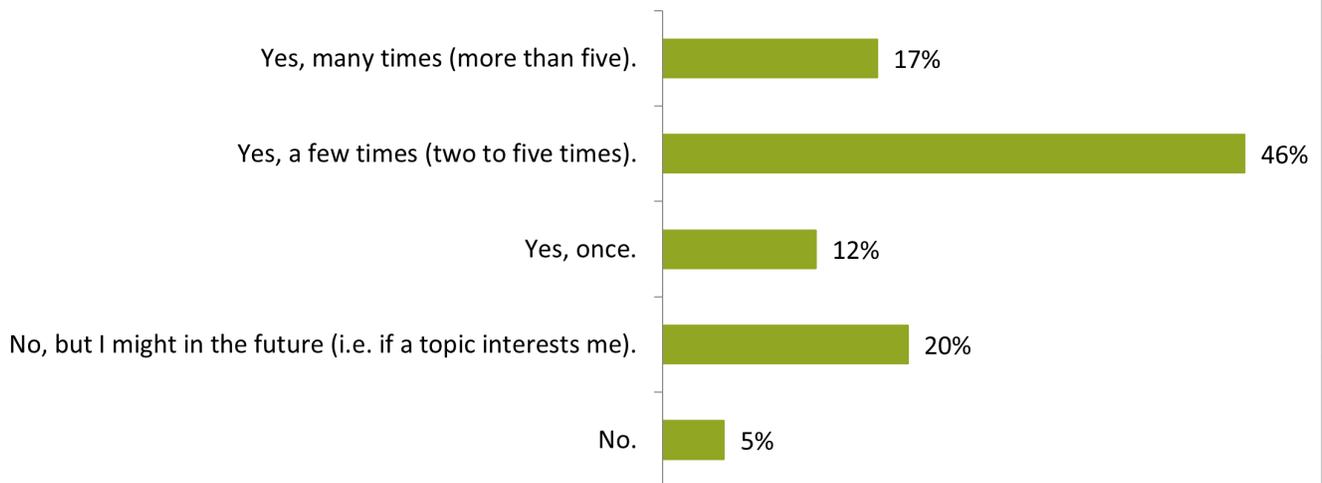
Finally, subscribers were asked how much of the eNewsletter they typically read and whether they've clicked any of the links to participate in an engagement activity. Responses were mixed, with a slight majority of survey respondents reporting they read most of the eNewsletter when they receive it. The remainder read all, read some or only skim through. A modest majority (46 per cent) of respondents reported clicking on a link to participate in an engagement opportunity a few (two to five) times since subscribing. A smaller number reported either clicking more than five times or only once. Roughly 20 per cent indicated they hadn't but might in future.



When you receive the Vaughan Engagement eNewsletter, how much of it do you usually read?



Since subscribing to the Vaughan Engagement eNewsletter, have you clicked on any of the links to participate in an engagement opportunity?

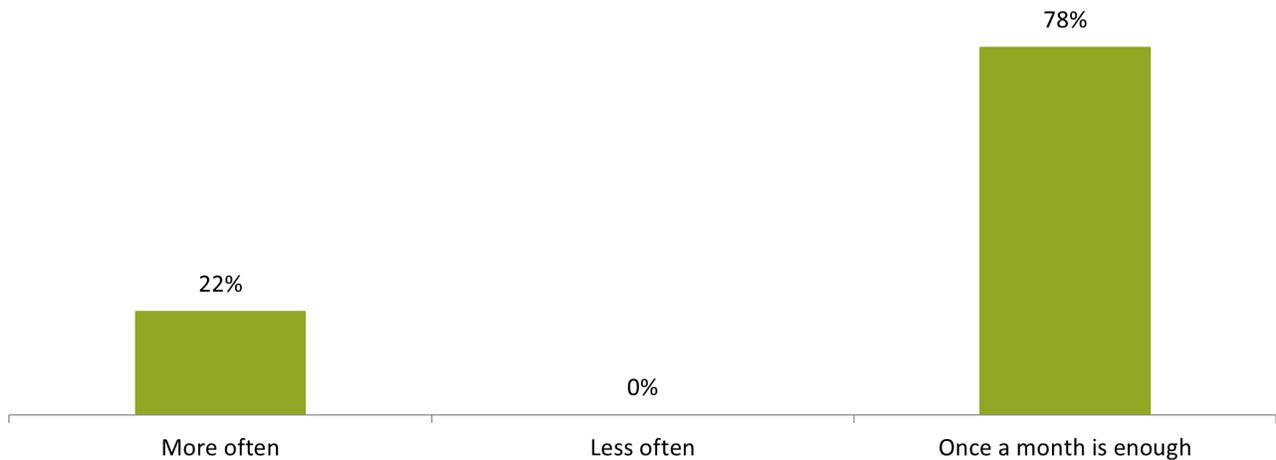


Satisfaction with the eNewsletter

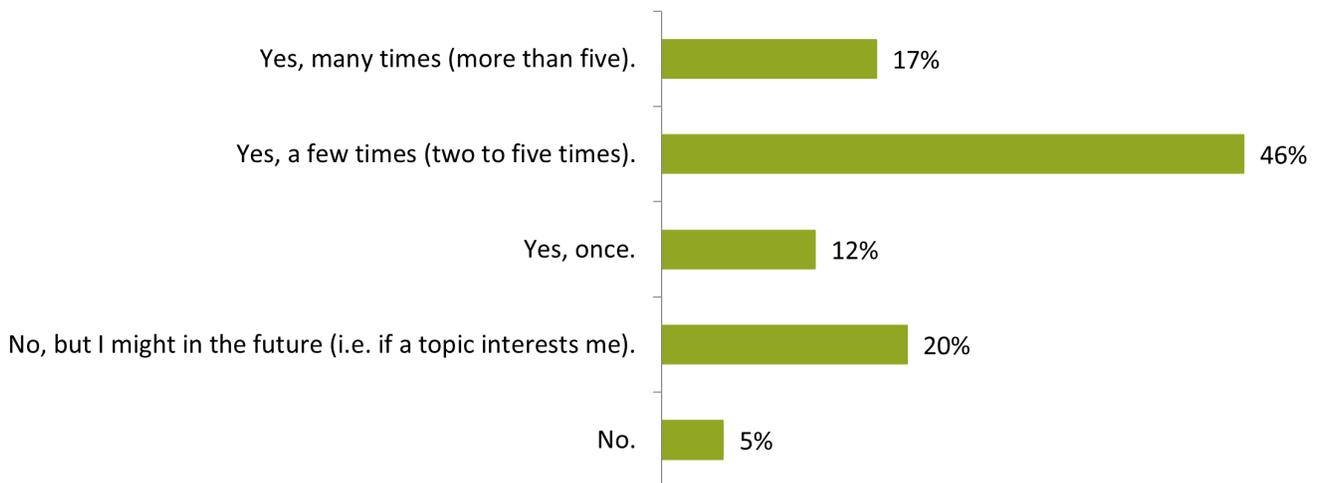
Overall, survey respondents are satisfied with the eNewsletter's frequency and length. Of the 41 subscribers who completed the survey, 78 per cent felt one edition of the eNewsletter each month is enough, while 22 per cent

suggested they could be more frequent. The majority of respondents (76 per cent) also felt the eNewsletter is the right length. The remaining responses were mixed between feeling the eNewsletter is too long, too short or somewhere in between (i.e. unsure).

Currently, the Vaughan Engagement eNewsletter is issued once a month. How often would you like to receive the eNewsletter?

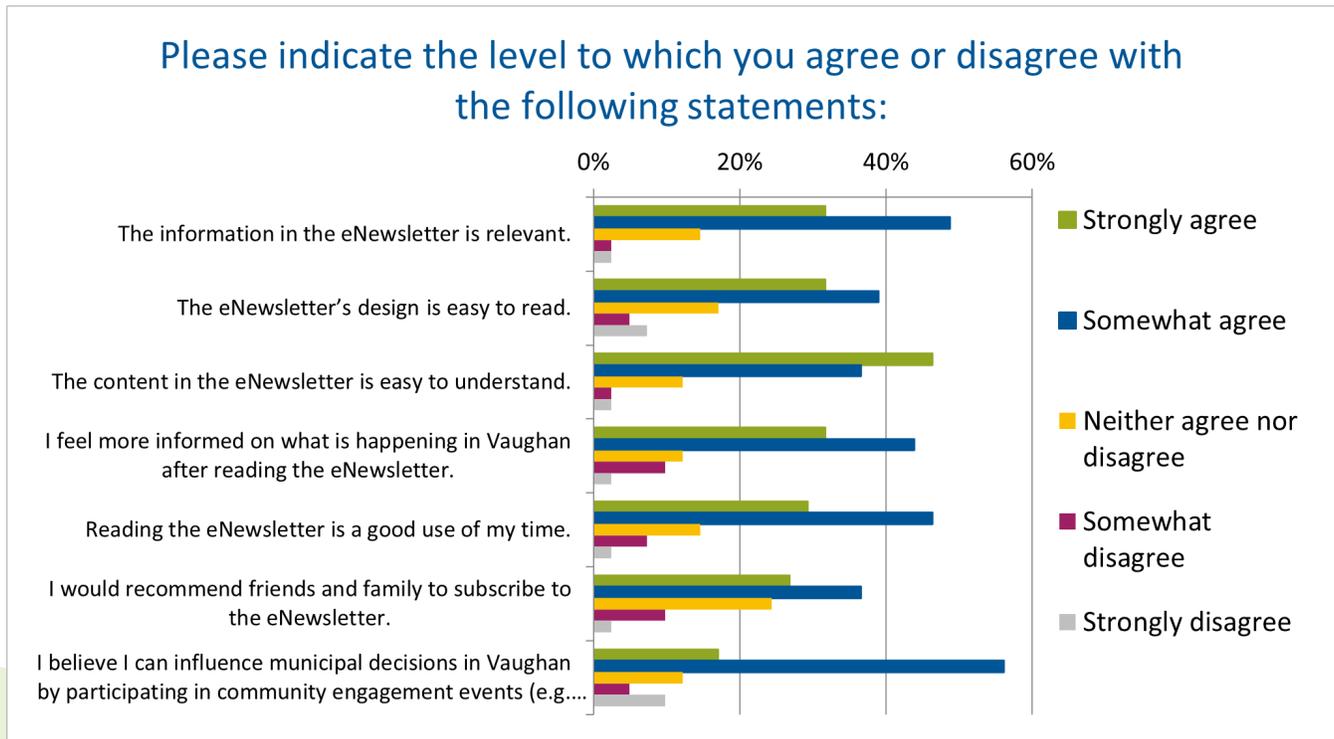
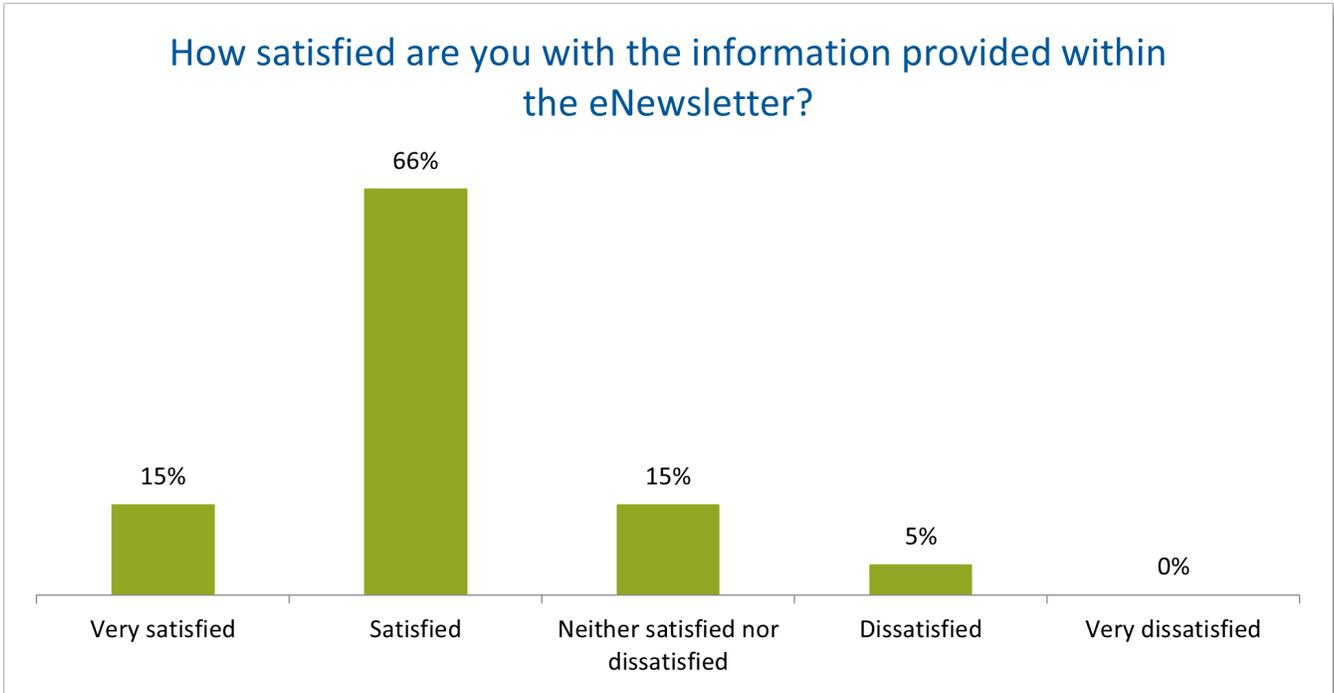


Since subscribing to the Vaughan Engagement eNewsletter, have you clicked on any of the links to participate in an engagement opportunity?



Reported satisfaction with the eNewsletter was high, with 81 per cent of respondents stating they are satisfied or very satisfied with the information provided. In general, respondents agreed that the eNewsletter’s design is easy to read, and

the content within it is relevant and easy to understand. Reading the eNewsletter was seen as a good use of time, and many reported feeling more informed on what is happening in Vaughan after reading it.



What's working well

When asked what's working well with the current eNewsletter, most comments spoke to the quality of information provided – as it keeps them informed on what is happening in Vaughan across various topics. A handful of other respondents indicated they like the action-oriented nature of the eNewsletter, with each edition containing links to activities where they can get involved, like surveys and public meetings.

Access to project initiatives and notification of public meetings. I especially appreciate the opportunity to provide feedback on project proposals.

Keeps me current on what is happening in our City/Neighbourhood.

The newsletter is action-oriented and brings topics that I can be further engaged in.

Suggested improvements

When asked how the eNewsletter could be improved, several suggestions emerged. First, a few survey respondents suggested the text is too dense and the font may be too small. A handful of other respondents asked for an index or keywords at the top of the eNewsletter to make it easier to decide if the content in a specific edition is of interest to them and whether they want to take the time to read it. A few others felt the content is too positive and asked for greater transparency.

The design/font is small to read and clustered.

It will help me decide quickly whether to read further if there is a summary of the topics/keywords at the beginning of the newsletter. For example, 'new park proposal.'

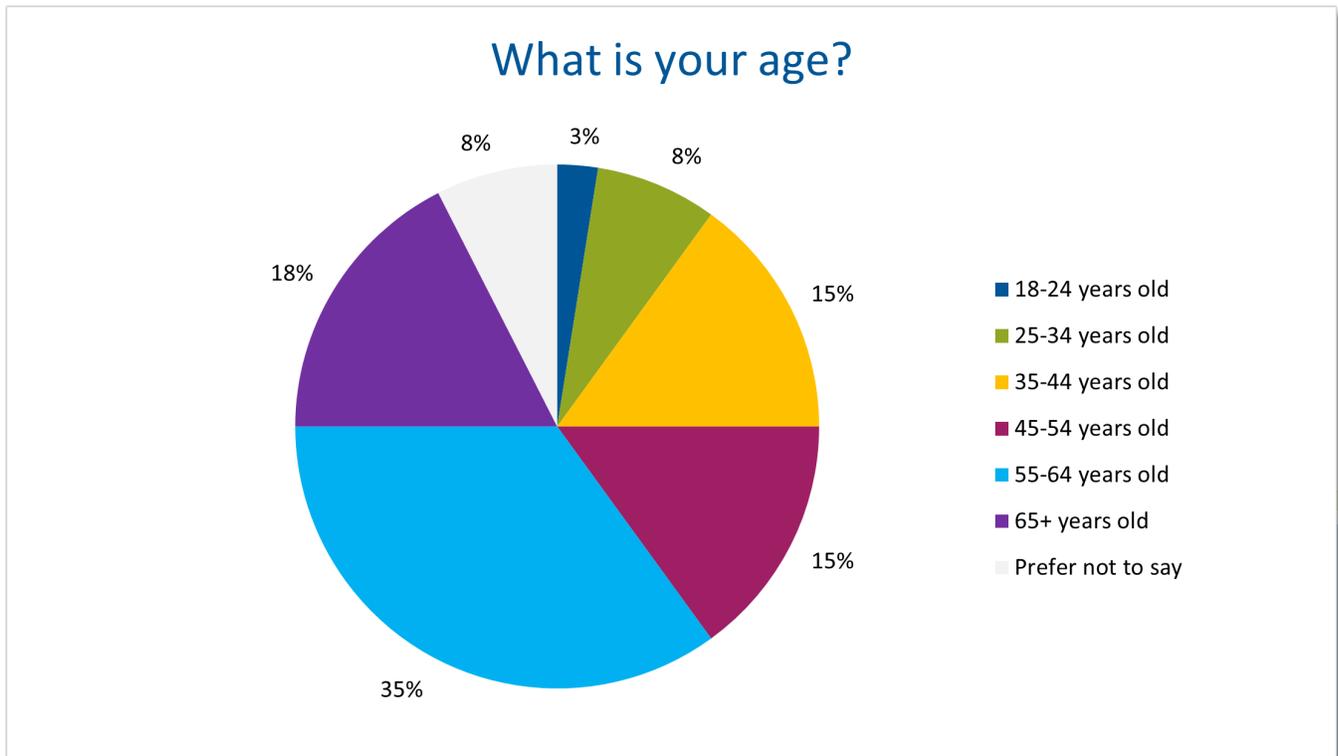
Demographics

The City strives to ensure as many voices and perspectives as possible are included in engagement activities. Given this, the survey included several demographic questions to help City staff better understand who the eNewsletter currently reaches and who may be underrepresented. As respondents were self-selected and only 41 of the 1,358 subscribers completed the survey, the results are not

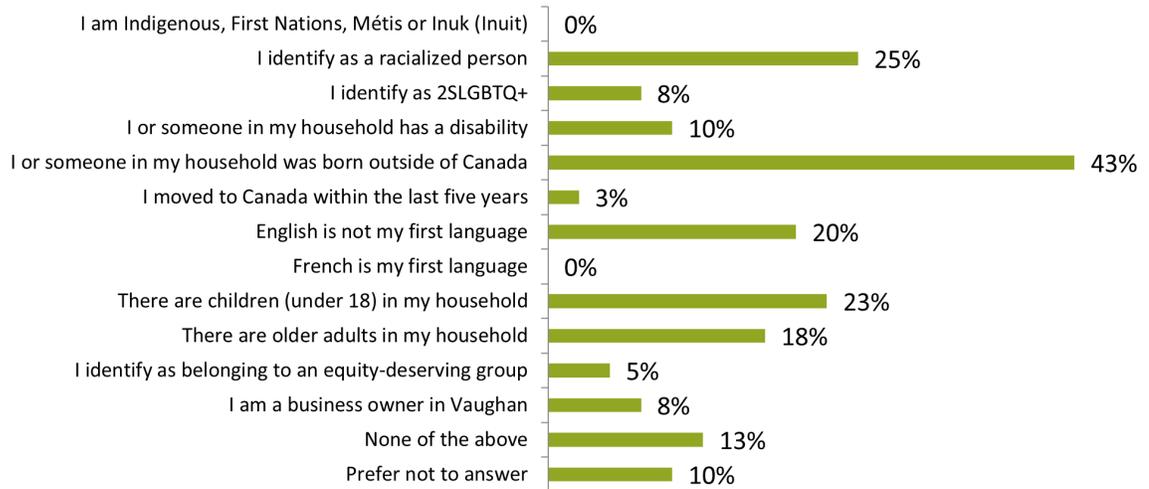
statistically representative. However, the data may still provide some insight into who the City is able to reach through the eNewsletter.

Demographic highlights:

- All but one of the survey respondents reported living in Vaughan. Responses were collected from residents across all five wards within Vaughan, with the greatest concentration of responses from residents in Thornhill.
- While the majority of respondents were 45 or older (68 per cent), all age categories were represented.
- Fifty per cent of respondents identified as women and 45 per cent identified as men. The remaining five per cent preferred not to disclose their gender identity.
- The majority of respondents (71 per cent) had a university degree (bachelor's, a degree or diploma above the bachelor's level or a master's degree), 13 per cent had a college or non-university certificate or diploma, and 10 per cent had a high school diploma or equivalent. Eight per cent preferred not to say.
- Some of the survey respondents identified as belonging to an equity-deserving community, including, but not limited to, identifying as a racialized person, having membership in the 2SLGBTQ+ community, having a disability or living in the same household as someone with a disability, and/or being born outside of Canada or living with someone who was born in another country.



Please select any of the following that apply to you.



Next steps

Thank you to everyone who took the time to participate in the survey and share their thoughts on the Vaughan Engagement eNewsletter! Your input and perspectives are invaluable.

The following actions will be taken based on your feedback:

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For more information on community engagement in Vaughan and a listing of active engagement opportunities, please visit vaughan.ca/HaveYourSay.

