



# BUILDING MARKHAM'S FUTURE TOGETHER

Preliminary Results of 2020-2026 Strategic Plan Community Survey  
February 27, 2024 - General Committee



## General Committee – February

Update provided by Office of the CAO.

Provide an update on the development of the refreshed strategic plan and share initial feedback and analysis from the public consultation process.

Markham Public Library is analyzing the survey responses in greater detail and the results will be included as an appendix item in the final 2020-2026 Strategic Plan staff report for Spring 2024.



## 2020-2026 Strategic Plan Consultation Process

### Phase 1

**October 4:** General Committee – Workshop #1 for 2020-2026 Strategic Plan

**October 25:** General Committee – Workshop #2 for 2020-2026 Strategic Plan

**November 8:** General Committee – Workshop #3 for 2020-2026 Strategic Plan

### Phase 2

**November 22:** Community Information Meeting for 2020-2027 Strategic Plan

**Nov 22-Dec 15:** Community Survey (residents encouraged to complete survey)

**February 2024:** General Committee – Results from Public Consultation Process

### Phase 3

**April 2024:** General Committee - Review of final draft BMFT 2020-2026 Strategic Plan

**April 2024:** Review of BMFT 2023 Year-in-Review and Accomplishments

**May 2024:** Council Approval of 2020-2026 revised Strategic Plan. Revised BMFT Communications Templates to all staff & uploaded to Checkmark.



## Public Consultation Process

- Community Information Session held on November 22 at Markham Civic Centre.
- Launch of online Strategic Plan Community Survey on November 22. Survey closed January 10.
- Total participation in 2024 consultation process: *1000* responses





## Top Feedback from Public Information Meeting

- Importance of transparent data reporting and regular progress updates
- Improving City communications with the public
- Managing growth
- Building more transit
- Tackling congestion
- Job creation and economic prosperity
- Environmental sustainability & stewardship



## Survey Results 2024

**Question 1:** Imagine the City of Markham in 10 to 20 years. What does our community look like to you?

### Top 5 Themes:

- Managing Growth
- Tackling Congestion
- Improving Transportation Options & Enhancing Connectivity
- More Greenspaces
- Building More Housing

### Example Responses:

*"Greenest city in the GTA"*

*"A close knit community with diversity and stable living conditions"*

*"Amenities within walking distance. Well thought out, planned communities, including all of the amenities that would enable people to walk to get their basic needs"*

*"Overcrowded, traffic congestion and lack of proper infrastructure to cope with increased population."*

*"We need more affordable housing, employment opportunities and to solve the traffic congestion and car/home theft problems."*

*"Markham has evolved into a thriving innovation hub, attracting businesses and entrepreneurs from various sectors"*

*"Accessible, interconnected, and walkable"*

*"Very busy. We need a better infrastructure - transportation needs to improve mightily."*



## Survey Results 2024

**Question 2:** Please list what you feel are the top actions for achieving *Exceptional Services by Exceptional People (Goal 1)* in Markham, starting with the most important.

### 2020:

1. Implement new technologies to enhance City operations
2. Leverage new technologies to interact with residents & stakeholders
3. Implement cyber security program
4. Conduct regular customer surveys
5. Expand digital access and literacy programs for residents

### 2024:

1. Test and/or Implement digital and 'Smart City' technologies (#1 in 2020)
2. Expand online service offerings (#5 in 2020)
3. Leverage non-digital & new technologies to communicate with residents (#2 in 2020)
4. Improve City website to create better user experience (new item)
5. Conduct regular customer surveys (#4 in 2020)



## Survey Results 2024

**Question 3:** Please list what you feel are the top actions for achieving an *Engaged, Diverse, Thriving and Vibrant City (Goal 2)*, starting with the most important.

### 2020:

1. Implement a neighbourhood partnership strategy & “Good Neighbour” program
2. Expand the community hub concept across the city
3. Adopt and implement an economic growth strategy
4. Create a community events strategy
5. Plan for a Civic Square/community gathering place

### 2024:

1. Support community events across the city (*#4 in 2020*)
2. Implement Economic Development & Culture Strategy (*#3 in 2020*)
3. Prioritize accessibility initiatives (*new item*)
4. Plan and build major civic square (*#5 in 2020*)
5. Celebrate Markham’s past & diverse communities (*new item*)





## Survey Results 2024

**Question 4:** Please list what you feel are the top actions for achieving a *Safe, Sustainable and Complete Community (Goal 3)*, starting with the most important.

### 2020:

1. Advocate for rapid transit, including Yonge Street subway
2. Implement local transportation solutions
3. Increase tree canopy to protect against climate change
4. Implement an affordable housing strategy
5. Expand road safety program

### 2024:

1. Plan for new parks, recreation, culture, libraries in future communities (*new item*)
2. Advocate for higher order transit options (Bus Rapid Transit along Hwy 7, Increased GO service) (*#1 in 2020*)
3. Prioritize actions from Markham's Affordable & Rental Housing Strategy (*#4 in 2020*)
4. Eliminate Gaps in transportation network (last mile solutions) (*#2 in 2020*)
5. Increase tree canopy (*#3 in 2020*)



## Survey Results 2024

**Question 5:** Please list what you feel are the top actions for achieving **Stewardship of Money and Resources (Goal 4)**, starting with the most important.

### 2020:

1. Leverage 'Smart City' technologies to improve efficiencies
2. Identify a Strategy to Fund Resource Requirements
3. Undertake Public Reporting Aligned to Strategic Plan
4. Investigate Other Revenue Tools and Sources
5. Develop a Plan to Communicate and Make Key City Policies Available on the City Website

### 2024:

1. Proactively manage City's assets (*#9 in 2020*)
2. Make key policies available & accessible on City website (*#5 in 2020*)
3. Align capital & capacity planning to the Strategic Plan (*#8 in 2020*)
4. Undertake public reporting aligned to the Strategic Plan (*#2 in 2020*)
5. Consider alternative sources of revenue (*#4 in 2020*)



## Respondent Demographics 2024

### Gender

**Male:** 49.6%  
**Female:** 45.5%  
**Non-Binary:** 1.1%  
**Prefer not to say:** 3.9%

### Age:

**0-18:** 1.4%  
**19-29:** 9.7%  
**30-39:** 15.6%  
**40-64:** 54.5%  
**65+:** 18.8%

### Language Spoken at Home

**Cantonese:** 12.3%  
**English:** 73.1%  
**Farsi:** 0.2%  
**French:** 0.7%  
**Italian:** 0.4%  
**Mandarin:** 2.5%  
**Punjabi:** 0.9%  
**Tamil:** 1.2%  
**Urdu:** 1.2%  
**Other:** 7.6%



## Summary

- Feedback from in-person community information meeting similar to feedback from online survey.
- Key themes prioritized by community similar to 2020 survey and results from Citizen Satisfaction Survey
- Validation that City's 2020 strategic plan is applicable to realities of 2024.
- Key learning: move away the survey from holiday season.



**We want to hear from you!**



Complete our  
← Markham Strategic  
Plan Survey

[markham.ca/StrategicPlan](https://markham.ca/StrategicPlan)





## Advertising Analytics

### **Social Media Organic Advertising:**

Instagram, X & Facebook: 22,500 Views

### **Social Media Paid Advertising:**

Instagram, X & Facebook: 448,000 Views

**Digital Signage in community:** 815,000 Views

- Contact Centre and facility advertising
- Local & regional road print advertising





## Next Steps

- Staff will begin preparing final revised Strategic Plan 2020-2026 report for review by General Committee, targeted for April 2024.
- Anticipated approval of revised Strategic Plan for May 1, 2024.
- Launch of new Strategic Plan 2020-2026 branding in May 2024.
- Departments to begin developing 2025 & Multi-Year Business Plans incorporating 2020-2026 Strategic Plan in Summer/Fall 2024.





## Recommendations

- That the presentation entitled “Preliminary Results of 2020-2026 Strategic Plan Community Survey” be received.





# STRATEGIC PLAN

## 2020-2026

[markham.ca/StrategicPlan](https://markham.ca/StrategicPlan)

