

# WHAT IS THE IMPACT OF THE NEIGHBOURHOOD ACTION STRATEGY?

**That is the question the Hamilton Neighbourhoods Study asks. This study will show how neighbourhoods are changing over time, and what changes may be associated with the Neighbourhood Action Strategy.**

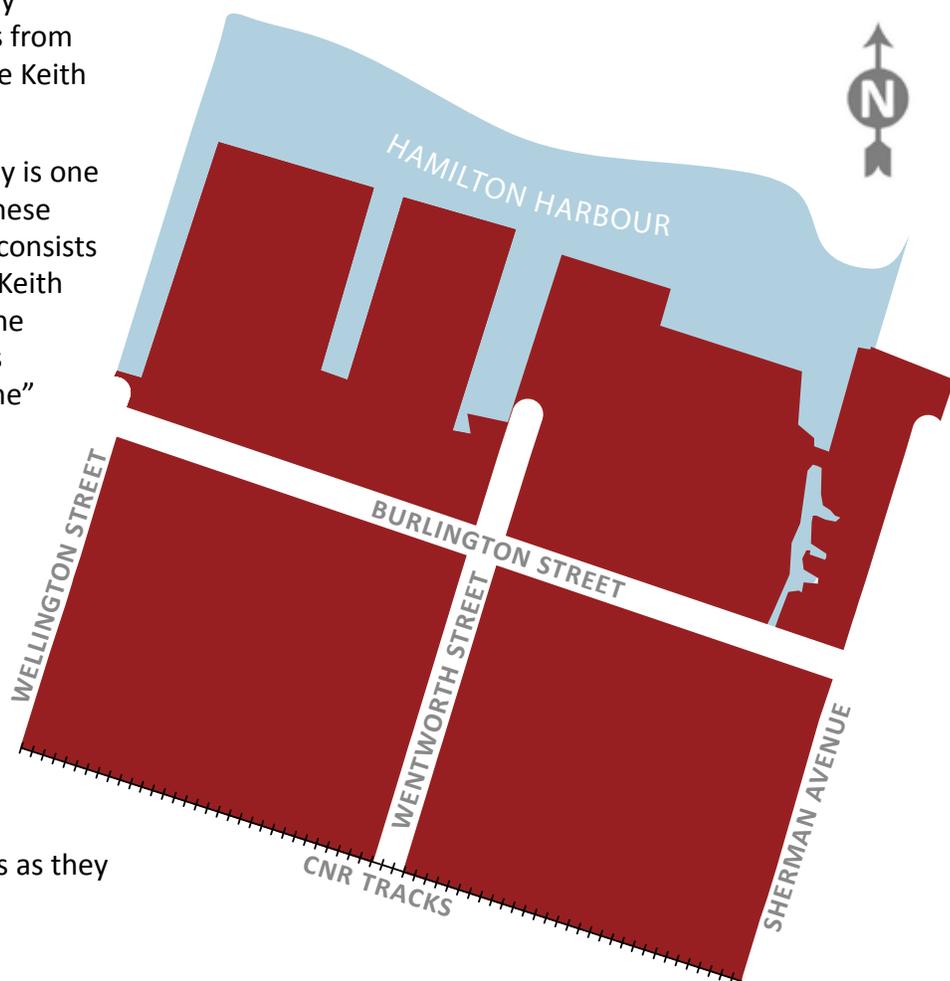
The Neighbourhood Action Strategy is a long-term project that brings residents together to define what is important to them and their community. Residents, Community Developers and representatives from local agencies and businesses meet regularly to plan and complete actions to improve their neighbourhood.

The Hamilton Neighbourhoods Study (HNS) was conducted with residents from randomly selected households in the Keith neighbourhood.

The Hamilton Neighbourhoods Study is one way to determine the impact that these actions are having. This Keith study consists of a survey that was done with 307 Keith residents in 2011 and 2012, when the Neighbourhood Action Strategy was just beginning. This was the “baseline” survey.

Two years later, we conducted the survey again, with the same residents. This was the “follow up” survey. We surveyed residents who were still living in Keith, and also residents who had moved out of the neighbourhood. By speaking to the same people over time, we can understand how the neighbourhood has changed, and help support residents as they plan the future of their community.

Hamilton Neighbourhoods Study  
2016 Follow-up report  
**KEITH**  
neighbourhood



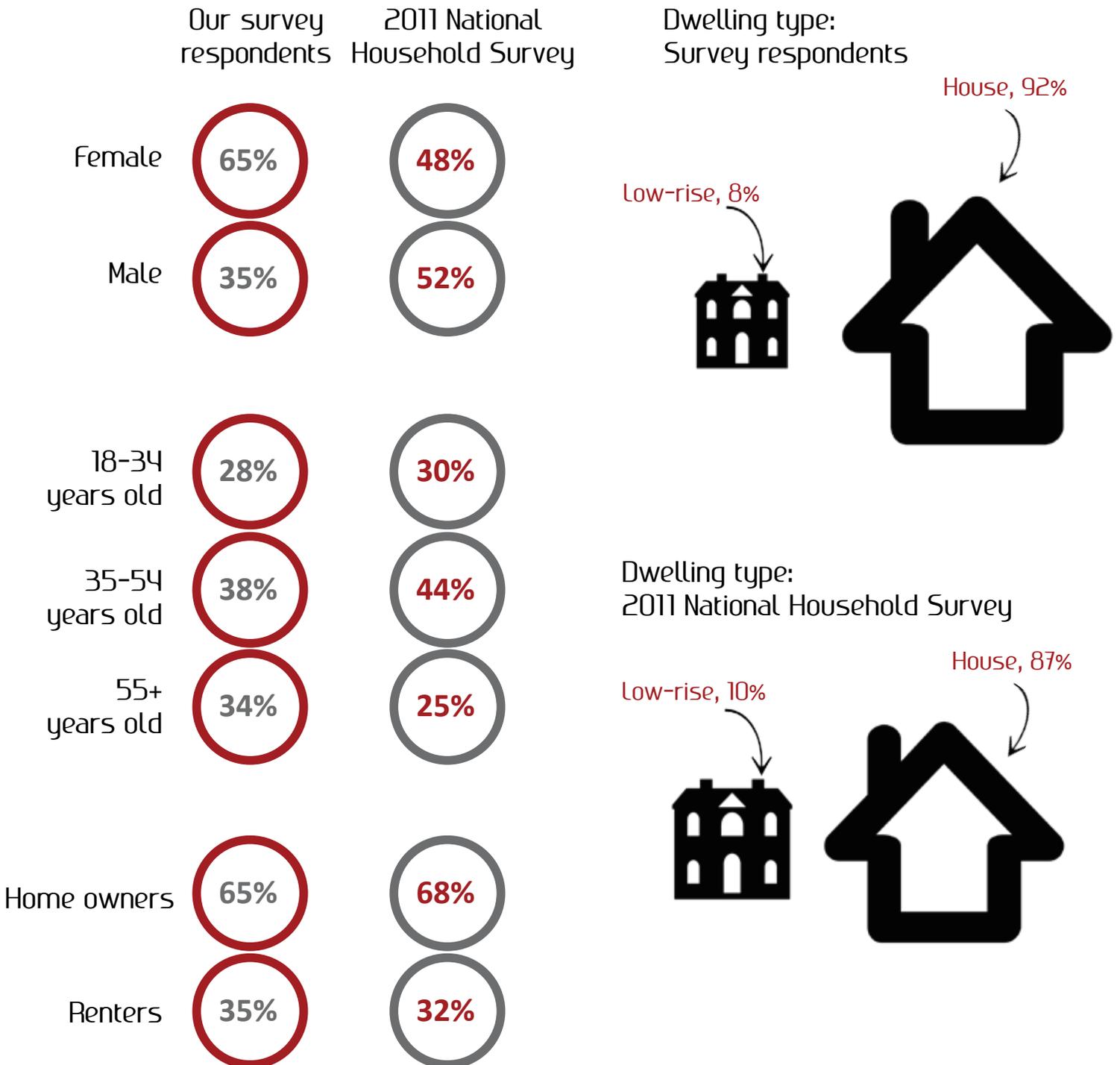
# WHO WE TALKED TO IN KEITH:

## Participants who still live in Keith

The first report to the Keith community was published in 2013. That report presented some information from the baseline survey. This report is a follow-up to the first one, to see how things have changed in Keith.

We spoke to 130 people who were still living in the Keith neighbourhood. Three of these people had moved to another residence within Keith.

Comparing our survey respondents to recent Census data allows us to say how representative the responses are of the neighbourhood. Slightly more females and adults aged 55 years or older participated in this survey compared to the demographics of rest of the neighbourhood.



# WHAT CHANGED FOR PARTICIPANTS?

## Residential Satisfaction Safety and Security

	Improved	No change	Got worse
Satisfaction with their home	X		
Satisfaction with their neighbourhood	X		
Neighbourhood as a place to raise a child*	X		
Feel safe outside during the day		X	
Feel safe outside at night	X		
Feel safe in home at night	X		
Child(ren) are safe walking to and from school**	X		

## Community Attachment and Pride

	Improved	No change	Got worse
I would like to stay in my neighbourhood for years to come.		X	
Living in this neighbourhood gives me a sense of pride.	X		
It is very important to me to live in this particular neighbourhood.		X	
My neighbourhood has a distinct character - it is a special place to live.	X		

## Civic Awareness, Engagement and Involvement

	Improved	No change	Got worse
Information is readily available to the public on City services and activities that take place in my neighbourhood	X		
The City is responsive to residents' inquiries, input and/or requests.	X		
Residents are invited to be involved in decision-making in my neighbourhood.	X		
Know who the City councillor for their ward is.		X	

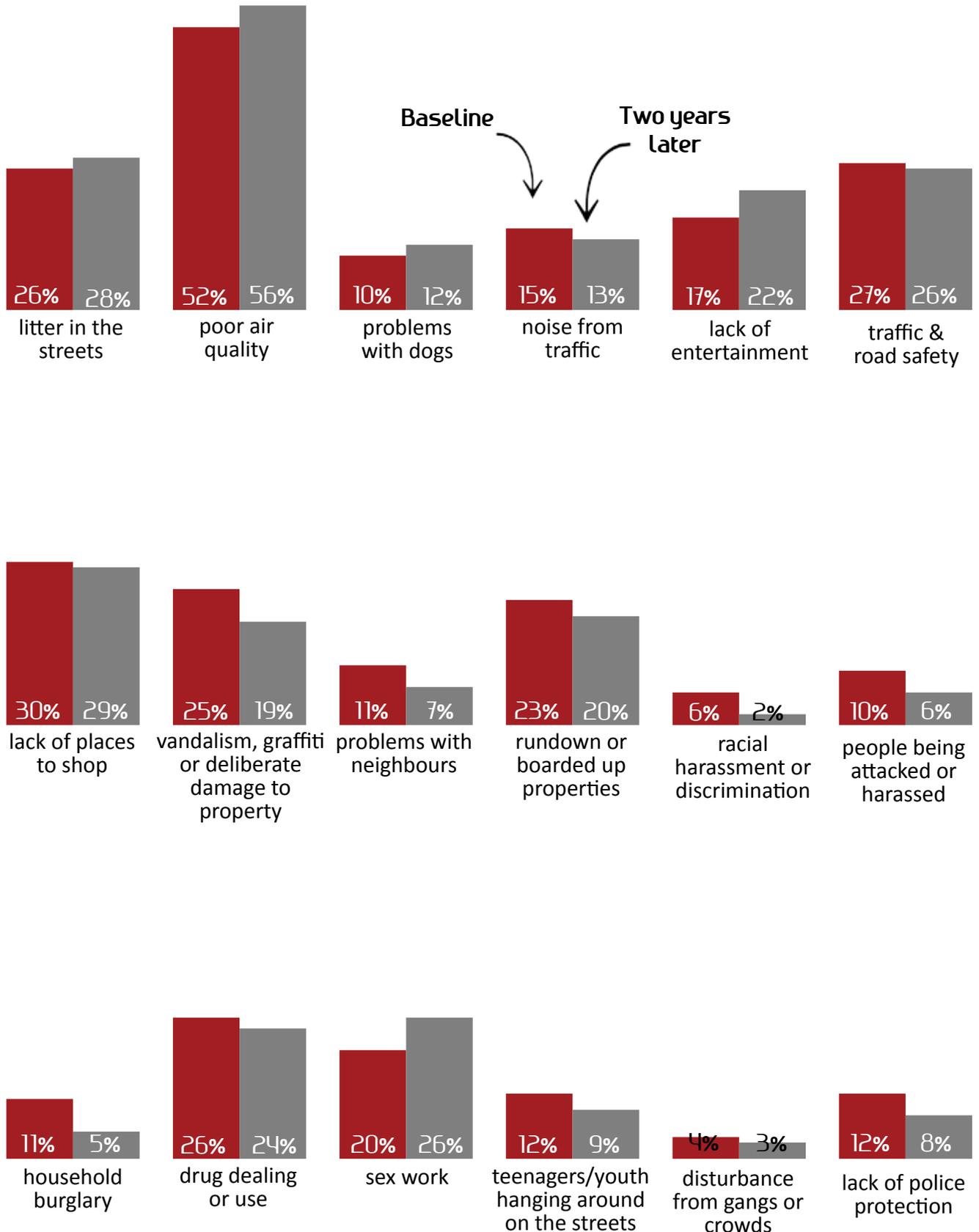
† Throughout the report, change is categorized as an increase or decrease of equal to or greater/less than 5%

\* Asked of all respondents whether they have children or not

\*\* Asked only of respondents who have children in school (kindergarten to grade 12)

# Neighbourhood Concerns

We asked survey respondents to indicate if certain issues were a problem in their neighbourhood. These charts list the percentage of respondents who thought that it was “a serious problem” at baseline and follow-up. Of the “neighbourhood concerns” respondents identified, most items changed very little from Baseline, with the notable exceptions being that respondents feel there is less vandalism and graffiti (26% to 19%), less household burglary (11% to 5%) and more concerns around sex work (20% to 26%).



## Social Cohesion and Trust

	Improved	No change	Got worse
People in neighbourhood are friendly		X	
Neighbourhood looks for solutions to local problems rather than being satisfied with the way things are	X		
Neighbourhood has good leaders who look out for the best interests of the neighbourhood	X		
Knowledge of a local neighbourhood or business association or group that meets regularly in my neighbourhood	X		
Neighbourhood has ways of sharing information (talking to neighbours, newsletters, etc.)	X		
Participant has influence over what the neighbourhood is like	X		
There are opportunities for celebration and fun in my neighbourhood		X	
Neighbours get together to deal with problems	X		
Neighbours watch over each other's property	X		
People in the neighbourhood can be trusted	X		
People in this neighbourhood share the same values	X		
Neighbours and participant want the same things for the neighbourhood	X		

## Economic Development

	Improved	No change	Got worse
There are job opportunities in my neighbourhood.		X	
New businesses succeed in my neighbourhood.	X		
Local businesses stay for a long period of time.		X	

## Neighbourhood Engagement

When we did the follow-up survey, we asked Keith participants how they felt about the Neighbourhood Action Strategy.

	<b>YES</b>
Do you know that there is a neighbourhood action plan, developed by residents for the neighbourhood?	47%
Do you think that actions coming out of the plan have improved your neighbourhood?*	73%
In the last six months, have you been involved with the Keith Community Hub?*	27%
Are you involved in any other planning team/hub or neighbourhood association?*	12%

\* Only asked if they answered "yes" to knowing about a neighbourhood plan.

# Ways of receiving information

Survey respondents were asked how they usually learn about important information in their neighbourhood. These items are presented according to the most popular methods of receiving information as reported by Keith participants.

93%	leaflets or flyers in the mailbox
65%	free newspapers or community language newspapers
52%	through friends or family
51%	posters on telephone poles, in shops or community buildings
44%	through volunteer or community organizations
39%	at public meetings
38%	television stations
38%	websites or email
35%	radio stations
28%	on buses
16%	through work or colleagues

# WHO ELSE WE TALKED TO ABOUT KEITH:

## Participants who have moved out of the neighbourhood

We also surveyed 27 people who lived in Keith for the baseline survey in 2011-2012, and moved out of the neighbourhood.

### People moved:

	COUNT
To another neighbourhood that is part of the Neighbourhood Action Strategy (map below)	14
To another part of Hamilton	9
Outside of Hamilton	4



Map: The neighbourhoods of the Neighbourhood Action Strategy

### Most important reason for moving from Keith:

Change in life circumstances	22%
Neighbourhood wasn't safe	22%
Forced out by landlord	19%
Not affordable	7%
Other	30%

# Conclusions

The Keith Action Planning Team defined goals and specific actions for the neighbourhood. These actions were presented as a Workplan, which began in October 2012 and ends in 2017. This report is written near the end of the Keith Workplan, and can inform the Keith community's goals and actions for 2017 and beyond.

## Priorities identified by survey respondents

### How do the priorities by survey respondents align with the priorities of the Keith Workplan?

Overall, there is good alignment between survey responses and the Workplan. The existence of the Action Plan is known to almost half of the survey respondents; of those, almost three-quarters thought that the actions had improved the neighbourhood. Some resident priorities identified in the survey are more clearly reflected in the Workplan than others. The two most common priorities cited by survey respondents were lack of amenities and beautification.

**Amenities:** One of the objectives of the Keith Workplan is to “Attract New Businesses and Commercial Investments.” This Action refers to Keith’s industrial heritage, and encourages opportunities to develop that asset, particularly in the service of employing Keith residents. Three survey questions focus on economic development. There has been a positive change in response to the question “Businesses succeed in my neighbourhood,” and no change to responses regarding job opportunities or businesses staying open for a long time.

In other sections of the survey, respondents’ priorities for businesses focus more on aspects of living within Keith, rather than concern about being employed in the neighbourhood. For example, respondents note the lack of grocery stores, a recreation centre, and opportunities for entertainment within the neighbourhood.

**Beautification:** The beautification priorities are very well-reflected in the Workplan. Survey questions that speak to beautification show some improvements: while slightly more people feel that litter in the streets is a concern (from 26% to 28%), concerns about rundown or boarded up properties have decreased slightly (from 23% to 20%), and concerns about vandalism and graffiti have decreased more notably (from 26% to 19%).

### What other priorities are identified? Have they changed over time?

Of the “neighbourhood concerns” respondents identified, most items changed very little from Baseline, with the notable exceptions being that respondents feel there is less vandalism and graffiti (26% to 19%), less household burglary (11% to 5%) and more concerns around sex work (20% to 26%).

There is an improvement in almost all of the questions regarding Social Cohesion and Neighbourhood Engagement, questions that are well-aligned with Goal A: Enhance Neighbourhood Beautification and Pride.

Icons used in this report were designed by various artists and available at The Noun Project, [thenounproject.com](http://thenounproject.com).

## HOW CAN I LEARN MORE?

This report is based on a research study by Dr. James Dunn and staff at McMaster University. If you have any questions, please contact us.



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**note:** This phase of the study is over. There may be future phases. Thank you to our research participants for their time and contributions.

# ABOUT THE HAMILTON NEIGHBOURHOODS STUDY (HNS)

The Hamilton Neighbourhoods Study is studying neighbourhoods in six of the eleven Neighbourhood Action Strategy neighbourhoods: Beasley, Keith, McQuesten, Rolston, Stinson and Stipley (part of Sherman). At baseline, we recruited approximately 300 residents from randomly selected houses and apartments in each neighbourhood. 1,896 participants have completed a baseline survey. Follow-up surveys are done with residents approximately two years after their baseline survey.



## How the study was done

### 2011-2013 BASELINE



Residents received a flyer in the mail informing them about the study.



Research staff knocked on randomly selected dwellings to see if someone in the household would like to do the survey.



Number of people who agreed to participate.



Survey was done face-to-face.

### 2013-2014 FOLLOW-UP



Participants were sent a letter to see if they would like to participate in another survey.



Research staff followed up by telephone with participants who didn't respond to the letter.



Number of people who agreed to participate.



Survey was done on the telephone.



Everyone received \$20 as a thank-you for their time.

## Survey questions

Both baseline and follow-up surveys contain the same questions because we want to see what has changed. The follow-up survey contains additional questions about awareness of the Neighbourhood Action Strategy. The survey includes questions on:

- Housing & Physical Environment
- Community
- Safety & Security
- Civic Engagement
- Health
- Employment, Education & Demographics