CITY OF ST. JOHN'S
STRATEGIC PLAN 2019 2029

What We Heard about What We Heard Reports

Prepared by Organizational Performance and Strategy

March 2026

Our City. Our Future.

Disclaimer

- This document provides a summary of what was heard from respondents in the survey. It is not meant to reflect the specific details of each submission word-for-word, although attempts have been made to do so when possible.
- The City produces a What We Heard document for every city-led public engagement project. This collected commentary is shared with the community to ensure we heard you correctly.
- The City protects the privacy of those who provide feedback as per Access to Information and Privacy Legislation.
- The full scope of commentary is used by city staff to help inform recommendations and decisions.

Context

- The City of St. John's regularly prepares What We Heard (WWH) reports to share key findings from City-led public engagement initiatives.

- For initiatives with public engagement, WWH reports are shared publicly, with Council and lead staff prior to recommendations being made.

- WWH reports are not prepared for Planning Application feedback that is guided by a legislative process.

- The survey was promoted through two Engage newsletters (4,645 and 4,637 recipients respectively) and sent to City committees. Feedback was collected from January 19, 2026 to February 9, 2026.

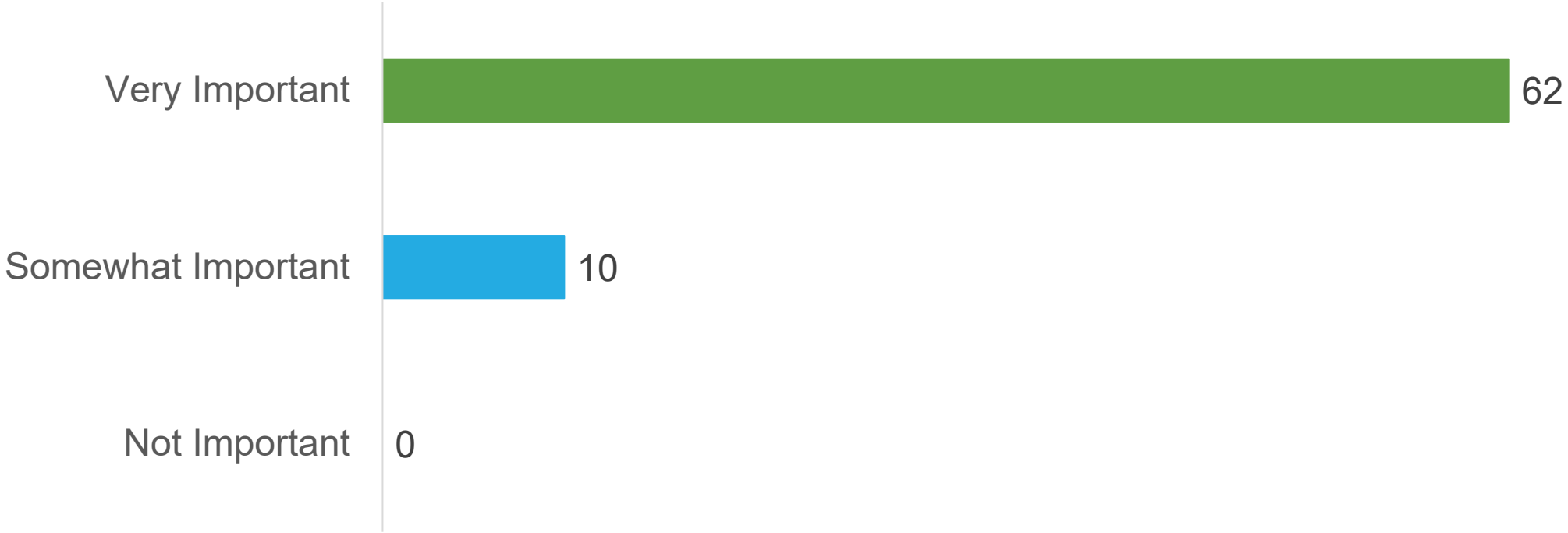
Purpose

- Staff invited feedback on the current WWH format and ways that WWH reports may be improved, in an ongoing effort to ensure the reports meet the needs of the community.

- The WWH survey was not a part of an engagement project but was initiated as a part of the City's ongoing focus on continuous improvement, including reviewing the current WWH process and gathering feedback on potential improvements.

Results

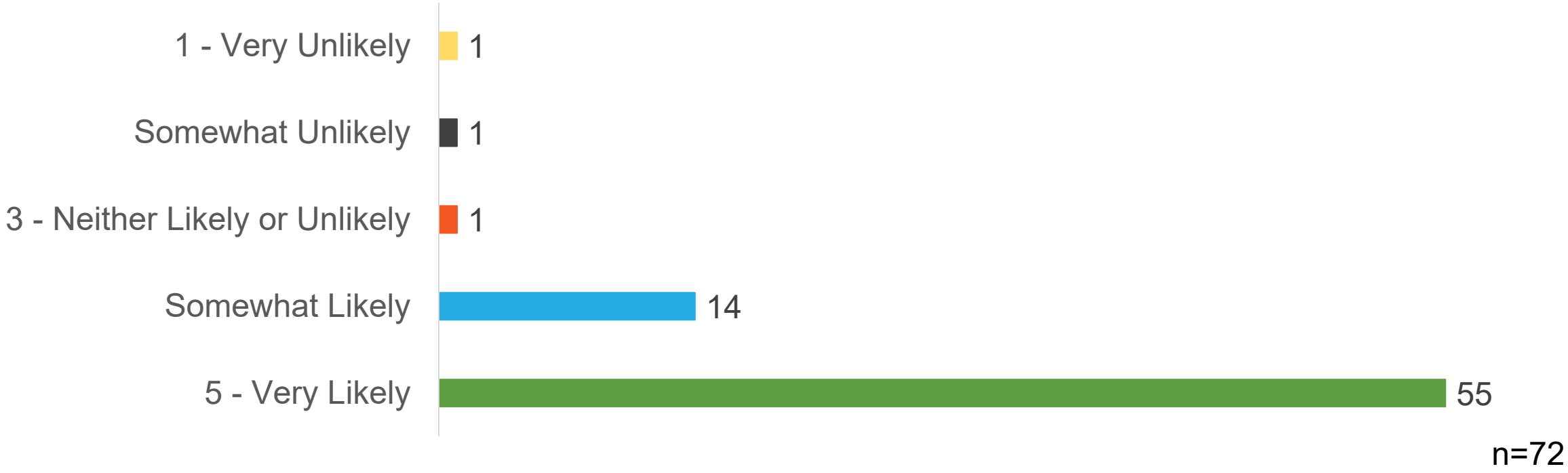
How important is it to you that the City provide a What We Heard report at the conclusion of public engagement?



n=72

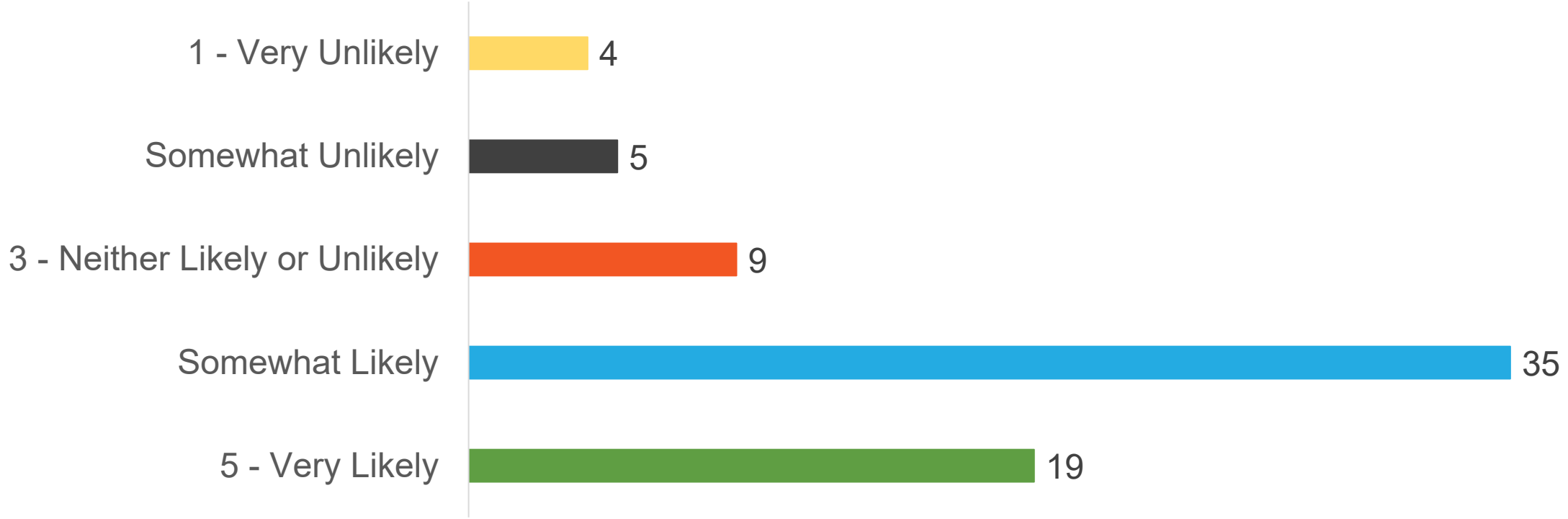
Results

On a scale of 1 to 5, how likely are you to read the What We Heard Report if you participated in public engagement (such as completing a survey, participating in online engagement, attending a public meeting, etc)?



Results

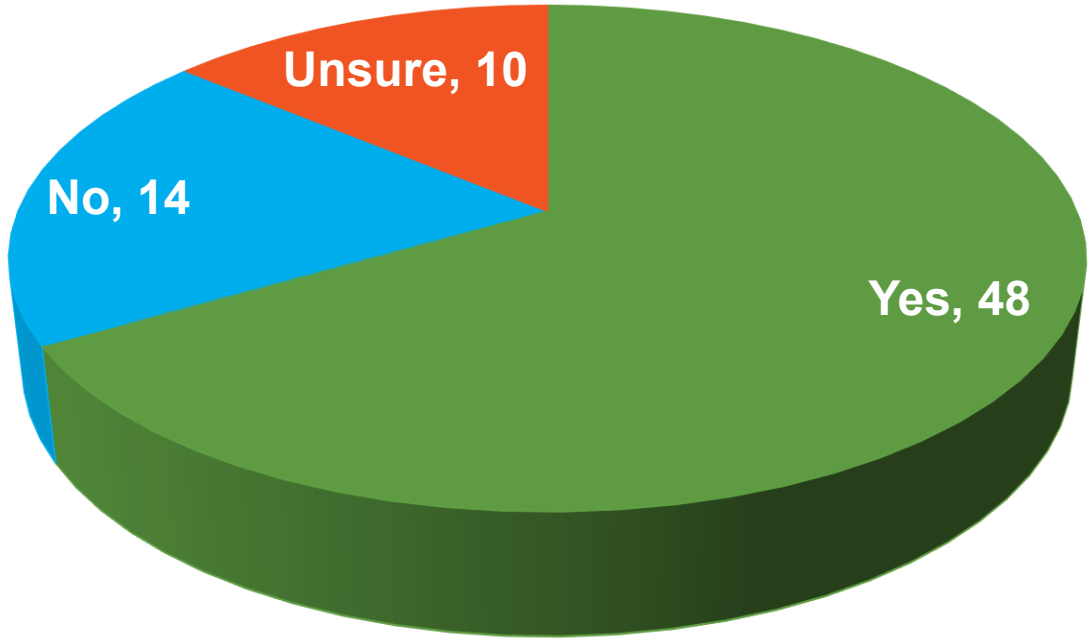
On a scale of 1-5, how likely are you to read a What We Heard report if you did NOT participate in public engagement?



n=72

Results

Within the last two years, have you read a What We Heard report released by the City?

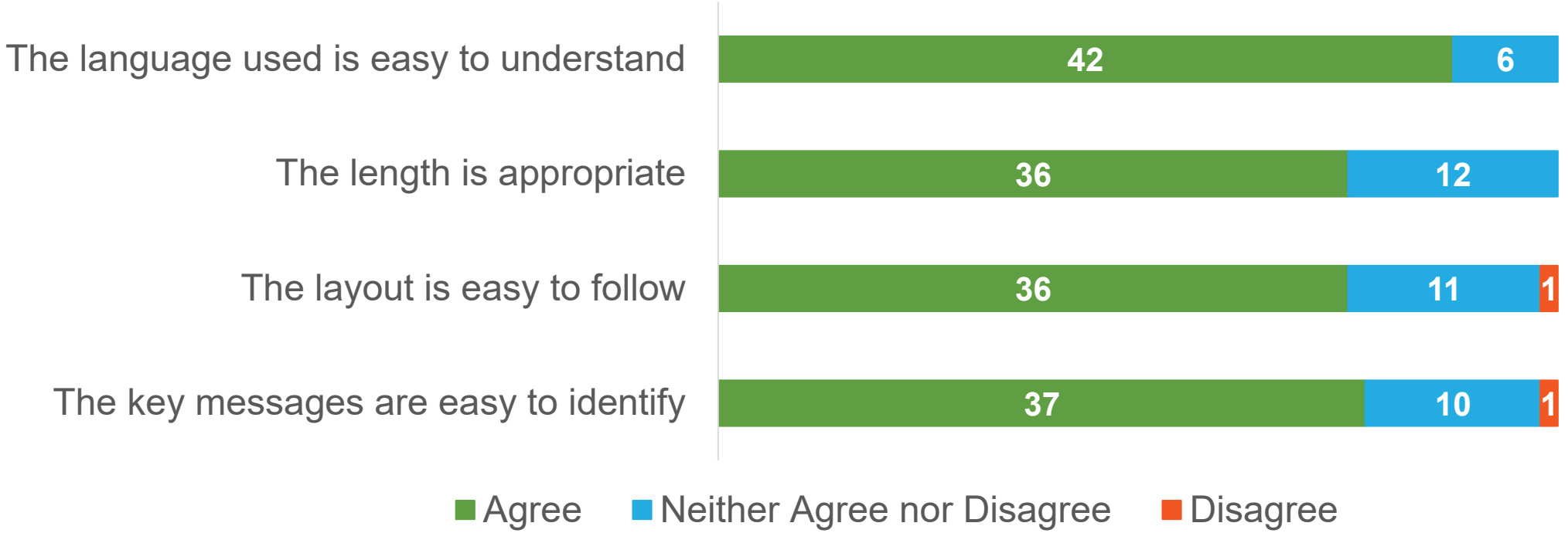


n=72

- The majority of respondents have read a WWH report in the last two years.
- Of those who have read a WWH in the last two years, all said they were likely to read the report if they participated in engagement and 79% were likely to read a WWH even if they had not participated in an engagement activity.

Results – Respondents who read a WWH in last two years

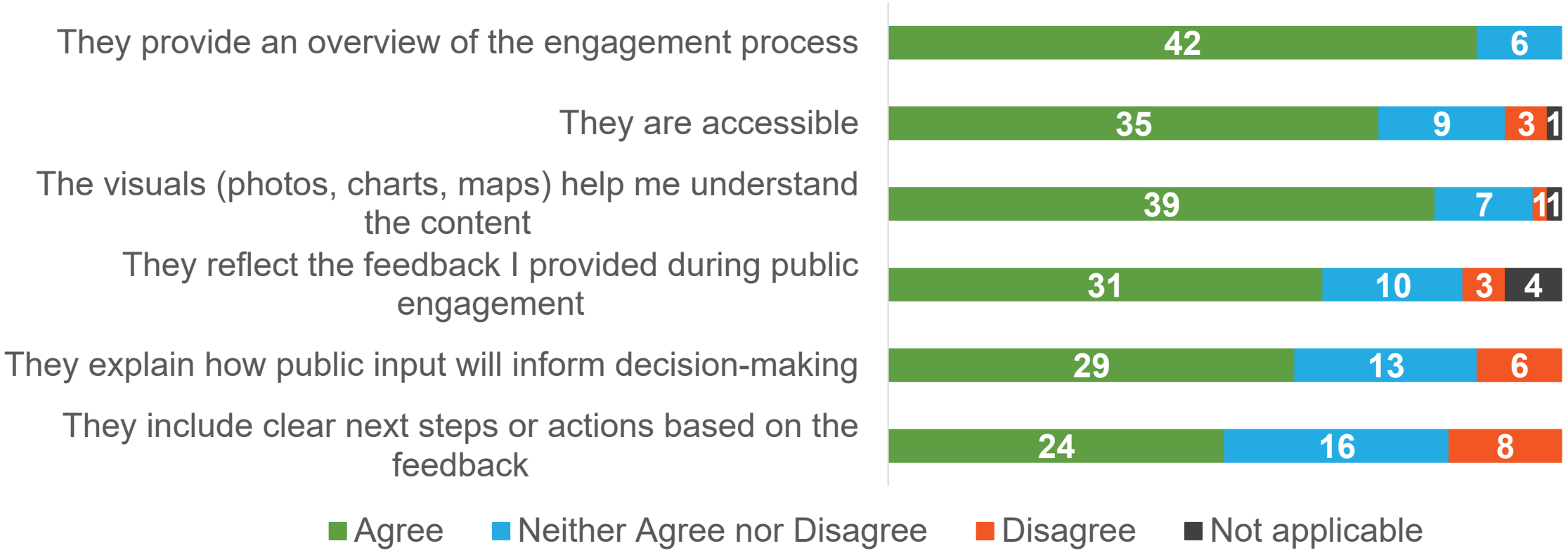
To what extent do you agree or disagree with the following statements about the City's What We Heard reports?



n=48

Results – Respondents who read a WWH in last two years

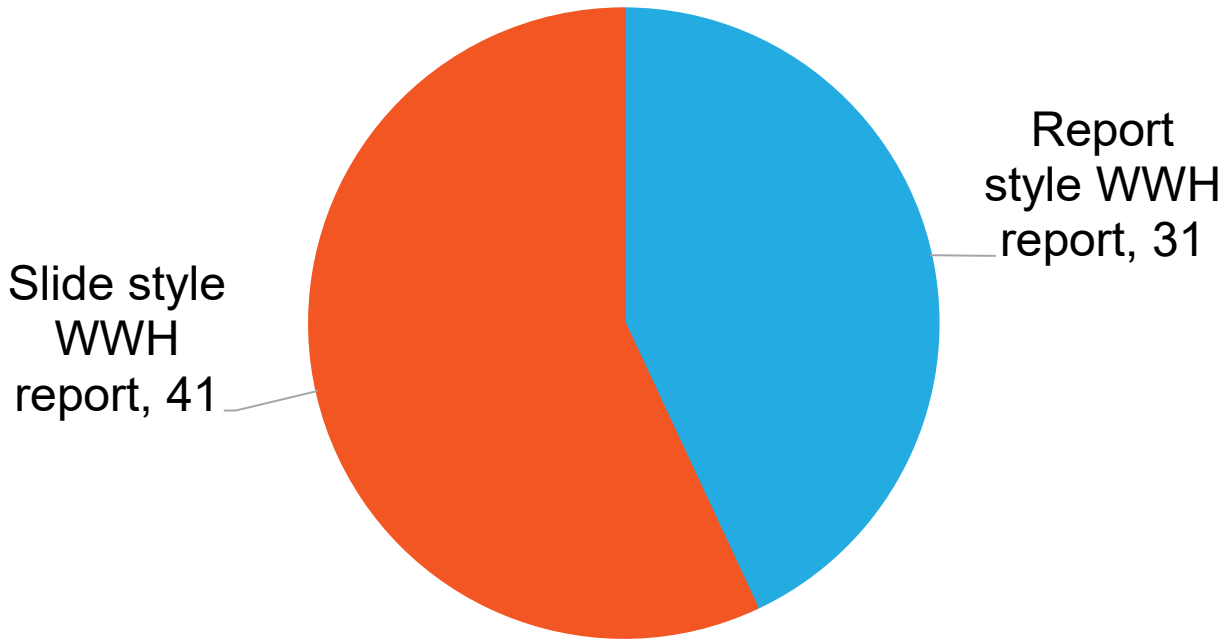
To what extent do you agree or disagree with the following statements about the City's What We Heard reports?



n=48

Results – All Respondents

Which of the following formats for future What We Heard reports would work best for you?

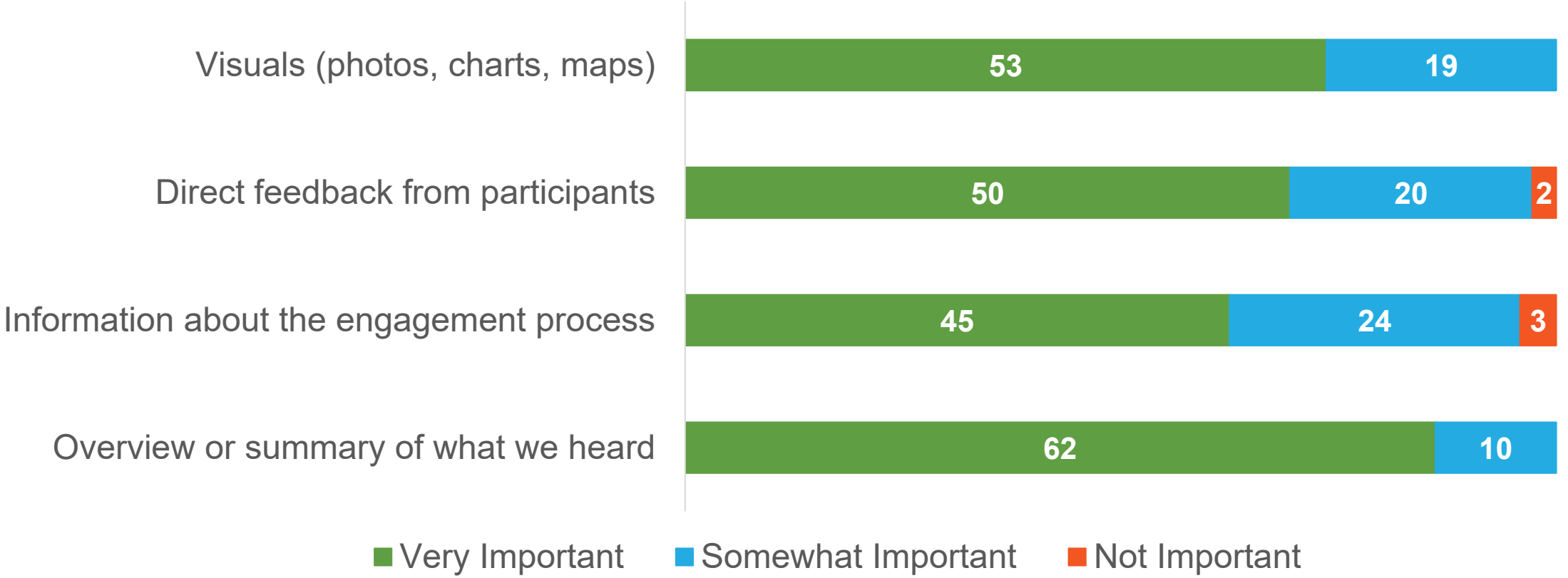


n=72

- WWH reports are currently provided in a slide-style report
- 57% of respondents indicated they prefer WWH reports continue in the current style and 43% would prefer a report-style document.

Results – All Respondents

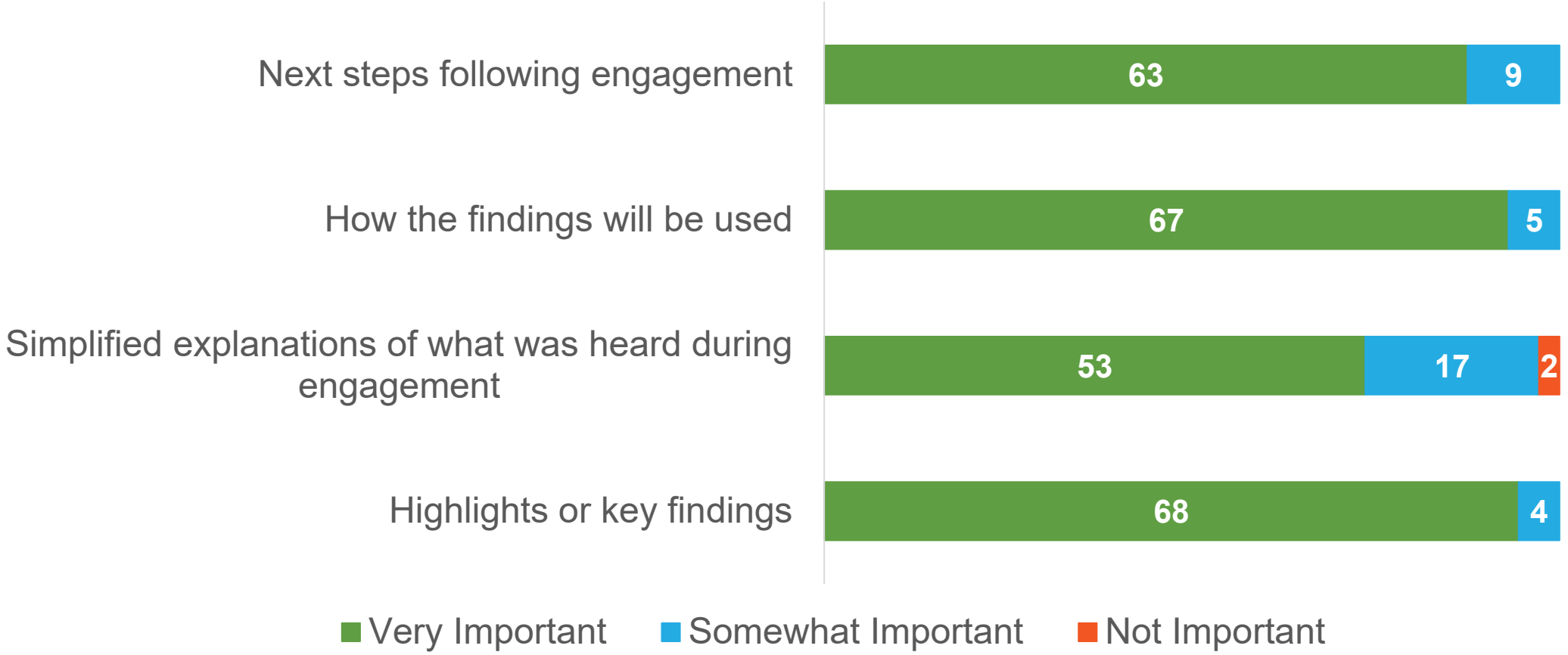
How important are each of the following features of What We Heard reports? (1/2)



n=72

Results – All Respondents

How important are each of the following features of What We Heard reports? (2/2)



n=72

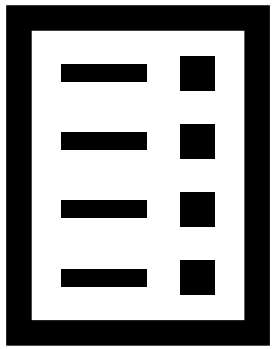
Results – All Respondents

Is there anything else you would like to tell us about the City's What We Heard reports?

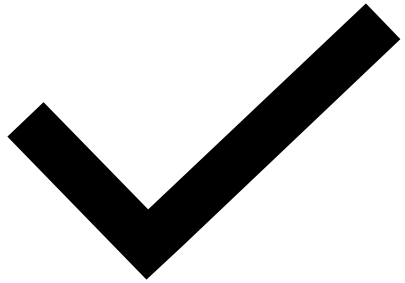
- Appreciate receiving the summary of engagement/good tool to keep the public informed (4)
- Promote WWH documents more (2)
- Find ways to get younger residents to participate in engagement (1)
- Act on responses, not just acknowledge (1)
- Identify why some opinions were not considered (1)
- Identify next steps in the process (1)
- Be mindful of accessible language and reporting, including using abbreviations (1)
- Easy to read (1)
- Consider data processing methodology and potential sources of bias (1)
- It is important to have input prior to approval of projects (e.g. development projects) (1)
- Feedback from in-person/virtual meetings not always reflected accurately (1)
- Have the public involved in determining what needs to be included in engagement questions (1)
- Nothing else to add (8)

n=23

Next Steps



Staff to review internal and public feedback



Any possible adjustments made to future WWH reports