

Leaside Residents Association

<https://leasideresidents.ca/>

June 15, 2026

Re: **EX32.11 – Expanding the Listening to Toronto Survey to Support More Granular Community Insights**

Dear Mayor Chow and Members of the Executive Committee,

On behalf of the Leaside Residents Association (LRA), we are pleased to support efforts to strengthen the City of Toronto's Listening to Toronto survey and to explore ways to provide more geographically meaningful insights to residents and communities.

We commend City staff for considering methods to improve representation and to provide statistically significant results at the Ward level. Ward-level reporting would be an important step forward. However, we encourage the City to consider how future survey efforts might also support neighbourhood-level understanding where sample sizes and statistical reliability permit.

Residents experience city life primarily through the communities in which they live. Issues such as transportation, parks, safety, recreation, housing, and quality of life are often best understood at the neighbourhood scale. Communities such as Leaside, Thorncliffe Park, Flemingdon Park and others located within the same ward can have distinct characteristics, priorities, and experiences that may not be fully reflected in broader ward-level averages.

Accordingly, we encourage the City to consider the following principles:

1. **Neighbourhood-Level Reporting Where Feasible** - Where sample sizes permit, provide results at a neighbourhood or community level in addition to ward-level reporting.
2. **Leverage Existing Geographic Frameworks** - Utilize existing census geographies, postal-code aggregations, neighbourhood boundaries, and other established frameworks to maximize the value of survey responses and to facilitate comparisons over time.
3. **Create Open, Accessible Community Data** - Make anonymized, aggregated geographic data available through public dashboards and downloadable datasets. This would allow residents' associations, BIAs, community organizations, researchers, and

other stakeholders to develop their own insights and support evidence-based local decision-making.

4. Build on Existing Public Data Assets - Survey data should complement and enhance information already collected by Statistics Canada and other public agencies. Combining these sources would create a valuable civic asset and improve understanding of Toronto's diverse communities.

Toronto's neighbourhoods are where residents organize, volunteer, build social connections, and work together to address local challenges. Providing communities with better access to reliable local data would strengthen civic engagement and help support more informed decision-making across the city.

We appreciate the City's ongoing commitment to improving public engagement and respectfully encourage the Executive Committee to consider opportunities to support neighbourhood-level insights and open access to anonymized community data as part of future survey initiatives.

Thank you for your consideration.

Sincerely,

Geoff Kettel

Geoff Kettel
Co-President with Carol Burtin Fripp
Leaside Residents Association

Glenn Asano

Glenn Asano
Business Columnist
Leaside Life

c.c. Paul Johnson, City Manager
James Lapierre, Deputy Chief of Staff, Strategy and Integration, City Manager's Office