



CityLAB Project Agreement Winter 2024

The role of the project agreement is to document the expectations for the project, define objectives, clarify constraints or limitations, and outline responsibilities to ensure clarity for the project.

CityLAB can help you and your partner complete this document, feel free to reach out for support at any time. Email us at citylab@hamilton.ca

Project Title: Communication – How are we doing?

Is this project continuing from a previous CityLAB project?

- Yes
 No

If yes, what was the project title:

City staff details	Staff lead name: Rob Richarz Staff lead's position: Project Manager – Outreach and Education Additional Staff: Lugene Donelson, Senior Project Manager
Instructor and student details	Instructor name: Dr. Christine Quail Course name: CMST 2RA3 Application in Communication Research: Theory and Methods Number of students: 93 Student names (if known): Long list – to be submitted when appropriate
Project Description	The Division of Hamilton Water uses several methods to communicate with Hamilton residents

City Manager's Office

Digital and Innovation Office

<p>What is the problem you are trying to solve and what is the context?</p> <p>If applicable, use the original challenge description found on www.citylabhamilton.com/challenges. Please make any changes as needed or simply leave as is.</p>	<p>for a variety of reasons. Some are educational and encourage behavioural change (i.e., Toilet flushing behaviours that impact infrastructure and environment), some are informational (i.e., Potential health concerns related to Lead Pipes) and some are regulatory (i.e., Ensuring compliance with our City by-laws). To relay these messages, we use several different methods including the City’s website, mailed letters, digital ads, radio messages, print ads in newspapers/magazines and bill inserts. In some instances, we use the City of Hamilton’s social media accounts to share information about programming.</p> <p>We want to know if these are the most effective methods of communication with Hamiltonians. How do residents want to be communicated with? Are they receiving our message and taking action when needed?</p>
<p>Challenge summary</p> <p>Please summarize the challenge you wish to work on solving in plain language.</p> <p>If applicable, use the original challenge summary found on www.citylabhamilton.com/challenges. Please make any changes as needed or simply leave as is.</p>	<p>How do residents of the City of Hamilton want to be communicated with about Water, Wastewater and Stormwater?</p>
<p>Student Learning Objectives (optional)</p> <p>By the end of this project/term, students should be able to...</p>	<ol style="list-style-type: none"> 1. Apply survey methodology – hone skills of writing questions, ordering a questionnaire, and ensuring the validity of survey instrument in addressing research questions/research goals.

	<ol style="list-style-type: none"> 2. Work in research teams and with peer and community feedback improve research design in an iterative process. 3. Collaborate with city staff partners in a reciprocal relationship. 4. Demonstrate understanding of Hamilton’s water division and its communication needs and challenges.
<p>In Scope (from original project description)</p> <p>Clarify the elements, components of the original project description that you will be taking on in this project within this course/term.</p>	<p>This term, CMST 2RA3 students will collaborate with city staff in order to support primary research as proposed in the project description. Students will work with Instructor to develop survey questionnaires that the staff can use/build from to assess Hamiltonian’s communication needs.</p>
<p>Out of Scope (optional)</p> <p>Clarify the components of the original project description that your project will not have the capacity will not to be taking on within this course/term.</p> <p>Describe the boundaries of this project. Clarify particular elements from original project description that this project won’t take on.</p>	<p>N/A</p>
<p>Background Research</p> <p>What kind of research will be required to pursue the challenge?</p>	<p>Students will conduct secondary searches of communication literature and/or of city reports/studies on water communication strategies and best practices.</p>
<p>Communication Plan</p>	<p>Communication: zoom meeting</p>



<p>How frequently will partners from different institutions communicate with one another, and in what method (online, in-person, hybrid, etc.)</p>	<p>Frequency: Christine and City Staff will connect at least twice during the term, more if needed.</p>
<p>Communication Frequency</p> <p>How often will City staff and instructors and students be connecting throughout the term(s). who will initiate communication?</p>	<p>Frequency biweekly communication</p> <p>Initiator students will contact the city staff member</p>
<p>Alignment with City of Hamilton Strategic Plan Priorities:</p> <ul style="list-style-type: none"> <input checked="" type="checkbox"/> Community Engagement and Participation <input type="checkbox"/> Economic Prosperity and Growth <input checked="" type="checkbox"/> Healthy and Safe Communities <input type="checkbox"/> Clean and Green <input type="checkbox"/> Built Environment and Infrastructure <input type="checkbox"/> Culture and Diversity <input type="checkbox"/> Our People and Performance 	
<p>Will the project run for one term or two consecutive terms</p>	<p>One term</p>

Project Deliverables, Timelines, and Strategic Priorities

For the below table, please select all options that apply to your project. The dropdown boxes contain common checkpoints and milestones to help you envision the partnership. Please use the notes column for extra detail as needed and feel free to add in your own relevant items.



	Notes	Date
Pre-semester meeting between faculty and staff		Summer 2023
Class visit #1	Preview of project; Q & A	January 15 & 17, 2024
Class visit #2	Presentation of 3 Student Surveys in each section (6 total)	March 25 & 27, 2024
Group meeting with staff	At least twice during the term (may only be Instructor and Staff; may be over Zoom)	To be decided as a group
Choose an item.		
Choose an item.		
Final Deliverables – Please select from the drop-down menus below		
Primary Research (i.e. conducting surveys and/or collecting data)	Submission of multiple survey questionnaires for City staff	March 30 th
Secondary Research (i.e. review of literature and finding information from books and online)		
Choose an item.		
Choose an item.		
CityLAB Deliverables		
Presentation and/or poster at Project Showcase *	Students will work with Instructor to make a poster that demonstrates the survey development process	March 30, 2024
Where will the work go and what will it be used for How will this work be used once the project has been completed?	Staff can use the survey questionnaires to move to the data collection stage or for further survey design before data	



	collection; students will be able to share work as part of their portfolio	
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**PLEASE NOTE: If you are completing a project over two consecutive terms, students will only be required to participate in one of the Project Showcases.

Please submit your project agreement to CityLAB by emailing citylab@hamilton.ca before September 8, 2023 for Winter semester projects.

CityLAB Deliverables and Semester Schedule	
Project Agreements Due	January 9, 2024
Mid-Semester Check-in (CityLAB and faculty)	February 20, 2024
Project Showcase Materials Due	March 28, 2024 (tentative)
Project Showcase	April 5, 2024 (tentative)
Project Data and Reports due (final day of classes)	April 12, 2024
Exit Surveys sent to faculty and City staff (to be completed by staff and faculty)	April 12, 2024
Post-Project Check-in with City staff	April 15, 2024