

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: INSPIRING YOUNG RIDERS TO TAKE TRANSIT

Is this project continuing from a previous CityLAB project?

Yes

No

If yes, what was the project title:

Challenge summary

Please summarize the challenge you wish to work on solving in plain language in one sentence.

How can we reach Hamilton youth in impactful way to motivate them to use Hamilton transit?

Project Description

What is the problem you are trying to solve and what is the context?

If applicable, use the original challenge description found on www.citylabhamilton.com/challenges.

The Hamilton Street Railway (HSR) is a public transit agency in Hamilton, Ontario, Canada. It is one of the oldest municipal transit systems in North America, celebrating 150 years of service in May 2024.

The purpose of HSR's transit service is to provide safe, reliable, accessible, and efficient public transportation. Our services enable the public to get to school, work, and sporting and social events, to access medical care, and facilitate access to necessities, like banking and grocery shopping.

The goal of the HSR Customer Experience Team, is to connect with community members to share information about transit services and programs as well as empower them to use transit.

Background Research (optional)

What kind of research will be required to pursue the challenge?

Empirical research: What are the benefits of taking public transportation? What influences adolescents' thinking & behaviour? How did rider behaviour change post-COVID 19?

	<p>Internet-based research (e.g., marketing reports, browsing social media): What type of media do adolescents engage in? How do youth perceive influencers? Are there any local influencers? What are marketing trends among youth?</p> <p>Data and expertise from HSR: Is transit really cost-effective? What decisions led to the Try Transit Campaign and to what extent has it been effective? What is the current customer experience.</p>
<p>Communication Plan</p> <p>How frequently will partners from different institutions communicate, in what method and who will initiate.</p>	<p>Communication: Mainly email</p> <p>Frequency biweekly communication</p> <p>Initiator faculty will contact city staff</p>
<p>Timeframe</p> <p>Will the project run for one or two terms?</p>	<p>One term, with the possibility of an extension for a select few of the students who show the most interest and potential to continue the project.</p>

City Staff Information

<p>City staff details</p>	<p>City staff name: Ashley Evans</p> <p>City staff department: Transit Customer Experience</p> <p>City staff position: Project Manager</p>
<p>Additional City staff</p> <p>If applicable include names, emails, and positions of additional staff supporting the project.</p>	
<p>Intended Outcomes</p> <p>How will this work be used by City Staff once the project has been completed?</p>	<p>HSR would like to increase ridership among Hamilton Youth (ages 13-17) and are seeking a strategy to reach this target demographic and increase their audience. This could include creative tools, platforms and ideas such as social media influencers as well as building out a sample marketing campaign.</p>

Instructor / Course Information

Instructor and student details	Instructor name: Mayu Nishimura Course name: HUMBEHV 3AP3: Advanced Applied Psychology. Number of students: 10-50 Student names (if known):
In Scope Clarify the components of the project that are feasible for this course/term.	Students will provide an evidence-based marketing strategy. This may take the form of, but is not limited to, an Instagram post, short videos, website.
Out of Scope (optional) Clarify the components of the project that are not feasible for the course/term.	
Student Learning Objectives (optional) By the end of this project/term, students should be able to:	Gain practical experience in marketing psychology. Conduct broad research using multiple sources (empirical papers, marketing reports, social media trends). Provide an effective marketing strategy. Create an ad campaign promoting HSR use.

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.

Timeline	Notes	Date
Pre-semester meeting between faculty and staff		11/30/2023
Class visit #1	Explain the project to students.	01/19/2024
Class visit #2	Discuss the research findings and provide guidance on the best marketing strategies to move forward.	02/16/2024



Students share draft work	Students' final projects are shared with Ashley Evans and feedback is sought.	03/15/2024
Choose an item.		
Final Deliverables – Please select from the drop-down menus below		
Marketing Campaign	Instagram posts, videos, web design.	03/25/2024
Choose an item.		
Choose an item.		
Choose an item.		
CityLAB Deliverables		
Infographic and 3-minute Video		TBD
Presentation and/or video at Project Showcase **		TBD
Alignment with City of Hamilton Strategic Plan Priorities:		
<input checked="" type="checkbox"/> Community Engagement and Participation <input type="checkbox"/> Economic Prosperity and Growth <input type="checkbox"/> Healthy and Safe Communities <input checked="" 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		

Please submit your project agreement to CityLAB by emailing citylab@hamilton.ca before January 2024 for Winter semester projects.

<h2>CityLAB Deliverables and Semester Schedule</h2>	
**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.	
Project Agreements Due	January 5, 2024
Mid-Semester Check-in (CityLAB and faculty)	February 19-23, 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 15-19, 2024
Post-Project Check-in with City staff	April 15-19, 2024