

Project Agreement - CityLAB Semester in Residence Fall 2020

Due Date: Draft Due Friday, October 2, Final Document Due Friday, October 9

Introduction: 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. The Terms of Reference document provides guidance for how this agreement has been developed. Students are responsible for ensuring that all sections of this agreement are complete, with the knowledge that this agreement will be referenced throughout the semester. This agreement will form the structure of the final academic report.

Project Summary (50-100 words):

The City of Hamilton recently launched a new and interactive online engagement platform. Engage Hamilton is used to inform residents about important City initiatives, gather feedback, measure analytics and usage, and build community. The best municipal online engagement platforms include a diversity of projects. These include: (1) Decision making process projects and (2) Relationship based projects.

Project Team

Students: Adam, Zoe, Maheen, Divya

City Staff: Cindy Mutch

Community Partners (if applicable):

Project Overview (to be informed by working directly with City staff)

Context (100 words or less)

Engage Hamilton is a new and interactive online space for Hamiltonians to learn about select City initiatives, share their feedback and engage with their community. Engage Hamilton will be used to gather online feedback from and engage with residents about select City of Hamilton projects, policies and initiatives. Public engagement usually involves attending an open house, public meeting or providing a letter to Council. To enhance in-person engagement efforts, Engage Hamilton will help reach a broader audience for those who may not have the chance to participate in person, gather more resident feedback and offer the community a new way to provide input on projects.

Problem (100 words or less)

While the City has a number of decision making related online engagement projects planned for the remainder of the year (i.e., projects that gather resident feedback to inform different phases or elements of project and input is provided to City Council to inform a decision), we also need to include "relationship based projects" to help build our online community, attract different participants to the platform, and ultimately increase our database.

Priority Challenge (50 words or less)

Finding interactive, creative online engagement campaign ideas

	<p>to help build the City’s online community.</p> <p>In-Scope (what fits within the resources and time we have available for this project?)</p> <ul style="list-style-type: none"> • Creating relationship-based project(s) which increase visitors/engagement on the platform • Creating a positive space and a sense of community online <p>Out of Scope (what doesn’t fit within the resources and time we have available for this project?)</p> <ul style="list-style-type: none"> • Implementation of a website or relationship-based online workshops with guest speakers • In person engagement (workshops, meetings, etc.)
<p>Background Research (what research will be required to pursue the challenge)</p>	<ul style="list-style-type: none"> • Look at other municipalities ideas and how they have developed creative ways to engage their city in increasing community engagement/participation • Engage and figure out what the community needs • Research on other Hamilton engagement platforms to gain inspiration to derive our creative solution for the relationship-based engagement project • McMaster community engagement newsletter provided by the Community Engagement office • Research different city departments such as tourismhamilton.com, to understand seasonal ideas, highlights of local activities
<p>Goals (what are the objectives that this project will aim to achieve within the semester)</p>	<ul style="list-style-type: none"> • Design “relationship-based” projects to build an online community
<p>Timelines (Planning, Implementation, Installation, Report, Presentation, Reflection)</p>	<p>Research & Planning: Oct – Nov9th</p> <ul style="list-style-type: none"> • Research community needs and how to create positive online spaces by October 27th • Generating relationship-based project ideas • Planning design, type of questions, and other details • Who are the target audience and participants • Marketing strategies, communication • Why? So what? Who? <p>Testing/Consultation: Nov 9th – 20th</p> <ul style="list-style-type: none"> • Test out the idea in small groups and community dialogue <p>Implementation & Installation: Dec 2020 – Jan 2021</p> <ul style="list-style-type: none"> • Creating a project site on the Engage Hamilton platform • Refining of project to complete project pitch, report and dialogue • Site launch - early Jan 2021

	<p>Report/Presentation/Reflection: Dec 2020 – Jan 2021</p> <ul style="list-style-type: none"> • Final report Dec 11 • Presentation Dec 4
<p>Deliverables (what are the tangible outputs/outcomes that will be achieved)</p>	<ul style="list-style-type: none"> • Research community needs and interests • Generate ideas for relationship based online engagement projects • Develop and test draft project ideas • Based on consultation results, develop an online engagement project (or projects) including project purpose, goals, audience, engagement tools, messaging, and outreach/communication strategy) • Pitch project campaign/ ideas to members of Engage Hamilton team
<p>Resources (What resources, if any, are available to pursue this project – e.g. staff time, budget)</p>	<ul style="list-style-type: none"> • Strategic partnership and communication • We have other municipalities websites to look at but still making it different • Communication managers within the City to help with the formation of websites etc. • No budget provided by CityLab or Cindy
<p>Learning Objectives</p>	<ul style="list-style-type: none"> • Use design thinking to create creative solutions to solve community issues • Get a proper community platform out and understand the process • Understand how the publicsector works • Get to know the City of Hamilton better and learn the issues • Experiential learning and gain more experience in project management/work • Learn how to facilitate dialogue
<p>How we will work together</p>	<p>Meeting Frequency:</p> <ul style="list-style-type: none"> • At least once a week, Tuesday afternoon from 2:45-3:45 pm • Additional meeting times will be scheduled by consulting everyone's availability • Can plan bi-weekly meeting with Cindy through email <hr/> <p>Communication:</p> <ul style="list-style-type: none"> • Main communication is via Facebook messenger • Using email communication with Cindy • Projects/findings/information in our Microsoft teams group <hr/> <p>Conflict Resolution:</p> <ol style="list-style-type: none"> 1. Understand the conflict 2. Communicate together

	<ol style="list-style-type: none"> 3. Brainstorm possible resolutions 4. Choose the best resolution 5. Bring up the issue to the group and resolve together 6. Explore alternatives <p>Principles of Community Engagement:</p> <ul style="list-style-type: none"> • Follow the IAP2 community engagement try and stay on the right side of the chart (involve, collaborate, empower) • Creating an open, transparent and trusting relationship with stakeholders • Listening to all involved, exploring each other’s ideas, and apply information to generate new options • Keeping in mind how equity and accessibility plays a role in the formation of our project
<p>Roles</p>	<p>Student: Certain student roles will alternate bi-weekly in order for everyone to develop skills in all areas of group work. Some will stay constant throughout the term that everyone will hold.</p> <p>Alternating Roles:</p> <ul style="list-style-type: none"> • <u>Admin</u>: note-taking, planner • <u>Communications</u>: communications w/ city staff • <u>Facilitator</u>: Running meetings <p>Constant Roles:</p> <ul style="list-style-type: none"> • <u>Editor</u>: editing reports, presentations • <u>Researcher</u>: research information for reports, project
	<p>City Staff: Cindy Mutch- main contact for the project, communication department of City of Hamilton, optional: graphic designer staff of City of Hamilton and software engineers</p>
	<p>Instructors: Dave - project supervisor</p>
	<p>Stakeholders: Community of Hamilton, Cindy Mutch, strategic projects and communication division of Hamilton, City of Hamilton Managers, CityLab members, Randy Kay, McMaster, Brain Baetz, Darina Vasek</p>
<p>Project Deliverable for the City of Hamilton (This will be both submitted to the city staff champions on the project and will also be attached as an appendix to the academic report)</p>	<p>Alignment with City of Hamilton Strategic Priorities:</p> <ul style="list-style-type: none"> • Community engagement and participation • Healthy and Safe Communities • Culture and Diversity • Our People and Performance
	<p>City Staff Deliverable (e.g. size and type)</p>

	<ul style="list-style-type: none">• The main deliverable for the project is the % of the engaged user that will visit the campaign/initiative page• An engaged user is a user that completes the task given on the site (giving input/completing the survey)• The goal is to reach 7-12% of engagement• Explore the campaign ideas and provide feedback• Identify potential campaign ideas to launch on Engage Hamilton• Share the ideas if they are relevant to other staff if they are interested with similar campaign projects
	<p>Where will the report go and what will it be used for:</p> <ul style="list-style-type: none">• The report will be sent to Cindy Mutch, Community Initiatives, Digital Innovation and Strategic Partnership• It will be used to potentially implement the potential projects in 2021