CityLAB Project Agreement 2020-2021

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 help! Email us at Patrick.Byrne@hamilton.ca

Project Title:
Is this project continuing from a previous CityLAB project?
☐　　　Yes
☒　　　No
If yes, what was the project title:

City staff details	City staff name: Greg Witt / Meighan Finlay City staff email: City staff phone number:
Instructor and student details	Instructor name: Katie Moisse Instructor email: Instructor phone number: Course name: SCICOMM 2A03 Number of students: 150 Student names (if known):
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. Please make any changes as needed or simply leave as is.	Municipal Benchmarking Network of Canada (MBNCanada) is a collaborative of Canadian municipalities whose mission is to enhance municipal service delivery by leading the development and application of municipal performance measurement and benchmarking programs. MBNCanada collects data from across 36 municipal service areas that informs evidence-based decision making and ensures municipalities are providing effective and efficient public services that citizens want and need. The data is summarized into an annual performance report. The performance report, while available online to the general public, is not engaging to the reader and does not fully demonstrate the value of municipal services to the local user. In addition,

	the limited descriptive or contextual information that does exist could create confusion or result in misinterpretation.
Challenge summary (summarize the challenge in plain language) If applicable, use the original challenge summary found on www.citylabhamilton.com/challenges. Please make any changes as needed or simply leave as is.	MBNCanada would like to create a product that uses data visualization and other communication strategies to translate MBNCanada data into a reader-friendly product for multiple end users (i.e., City Council, municipal service planners and the general public which tells a story about municipal performance and service delivery. The goal is to create a product that can inform municipal planning, illustrates service quality and value for money and enhances public trust and confidence. MBNC would like to address one or more of the following challenges: 1. What are the barriers to the public in understanding the value or quality of municipal services? 2. How can data be used to illustrate service quality, value for money, and enhance public trust and confidence in municipal services? 3. How can MBNCanada report on municipal service delivery in a way that is user-friendly and engaging to the general public? 4. How can data be presented in a manner that informs or enhances municipal service planning.
In Scope (from original project description)	1. **Story-Telling to various target audiences through data visualization** 2. **Concept Development – Distribution Channel(s)** 3. **Design**

Clarify the particular elements that you will be taking on in this project. The more particular the better!	
Out of Scope (from original project description) Clarify the particular elements that this project won't take on. Be explicit, even if it might seem obvious!	Marketing Campaign – Although several of the deliverables described below will support the goal of MBNCanada to provide information on municipal service delivery from the perspective of the consumer (i.e., general public), students will not participate in any resultant marketing campaign.
Background Research (what research will be required to pursue the challenge?)	Students will research two target audiences: the public and other municipal planners. They will consider the interests and priorities of both groups and explore how best to engage the groups with the data.
Goals (what are the objectives you aim to achieve within the timeframe?)	Students will apply theory and skills relating to audience engagement and data visualization to a real-world challenge in their own community.
Timelines (Planning, Implementation, Installation, Report, Presentation, Reflection)	September 29 at 9:30 am: Greg and/or Meighan will introduce the challenge to the class October 27 at 9:30 am: Greg and/or Meighan will check in with the class to answer any questions November 15: Students will submit a report describing their research and two sets of three data visualizations — one for each target audience December 8 at around 9:30 am: Greg and/or Meighan will visit the class to announce the top 1-3 groups. There may be an opportunity for one group to continue the work in a LIFESCI/SCIENCE 3EP3 placement.
Learning Objectives	1. Research and consult (where appropriate) with different audiences to identify salient information 2. Prioritize EDI principles in visualizing data and communicating information to diverse audiences

	3. Merge creative and analytical skills to create content that is accessible and engaging 4. Engage professionally with a client to deliver a high-quality product that meets the client's needs
How we will work together	Meeting Frequency: Katie will create a first draft of the written instructions for the project by August 17. We will meet August 20 to discuss revisions and a possible rubric and solidify a plan for the September 29 class visit. From there we will meet as needed until November 15, when students submit their projects. Katie and the Tas will identify a selection of top projects for Greg and Meighan to review.
	Communication: We can communicate by email and set up Zoom meetings as needed. Class visits can occur over Zoom.
	Conflict Resolution: - We will address any issues directly with the people involved in a timely, professional manner. Students will seek guidance and support from instructor and/or city lead as appropriate.
Roles	Students: Develop audience profiles; apply principles of design and EDI to create high-quality data visualizations that meet the client's needs; defend their choices in an accompanying report
	City Staff (Greg); MBNCanada Staff: (Meighan) - Work with Faculty to support students in successfully achieving outcomes in scope of project and troubleshooting any challenges that may arise (includes: provide guidance around project expectations, participate in meetings, assist with data as required).

	- Assist in evaluating / providing feedback as required - Provide access to data, as appropriate.
	Instructors: Work with Greg and Meighan to ensure students are meeting their needs and to troubleshoot any challenges that arise; work with TAs to ensure students feel supported and get meaningful feedback at all check-ins
	Stakeholders:
Project Deliverable for the City of Hamilton	Alignment with City of Hamilton Strategic Priorities: ☒Community Engagement and Participation ☐Economic Prosperity and Growth ☐Healthy and Safe Communities ☐Clean and Green ☐Built Environment and Infrastructure ☐Culture and Diversity ☒Our People and Performance
	Deliverable(s) (e.g. size and type): Students will submit a report containing two evidence-based audiences profiles, two sets of data visualizations, and a defense of their communication strategies.
	Where will the work go and what will it be used for: The work will be used to facilitate the future production of the MBNCanada Performance Report in user friendly and engaging formats. This work will also be made available and used by participating MBNCanada municipalities to inform the planning, implementation and

monitoring and reporting of municipal service delivery.

Portions of the report may also be used to report to municipal governments as part of municipal performance measurement reports.

Students will be asked to the following acknowledgement:

I acknowledge that data shared through this CityLAB project is owned by the municipalities that participate in MBNCanada and cannot be reproduced or published without the written consent of MBNCanada. The infographics I produce with my group are for the consideration of MBNCanada only, though I may use them in my professional portfolio as long as I include the following disclaimer:

This infographic was produced as part of an academic assignment initiated through a City of Hamilton and Municipal Benchmarking Network of Canada (MBNCanada) CityLab partnership. Data shared through this partnership is owned by the municipalities that participate in MBNCanada and cannot be reproduced or published without the written consent of MBNCanada. This infographic was produced for the consideration of MBNCanada only. It does not represent an official publication of MBNCanada nor can any conclusions be drawn from the data contained within this infographic.

Please submit your project agreement to CityLAB by emailing to Patrick.Byrne@hamilton.ca before September 1, 2020 for Fall semester projects.