

COMPLETE STREETS INTERSECTION
MAKEOVER PROJECT

DELIVERABLES OVERVIEW

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1.0 INTRODUCTION

The Complete Streets Intersection Makeover Project (CSIMP) team produced three major deliverable items over the course of the Fall 2020 semester. Deliverables included (1) informational materials, (2) a virtual engagement event, and (3) a Recommendation Report for City staff. The deliverables were developed within a [Project Agreement](#) and provided a project trajectory to ensure alignment with four of the City of Hamilton's Strategic Priorities: (#1) Community Engagement and Participation, (#3) Healthy and Safe Communities, (#4) Clean and Green, and (#5) Built Environment and Infrastructure. This document provides an overview of the deliverables produced between September 29, 2020 and December 9, 2020.

2.0 DELIVERABLES

2.1 INFORMATIONAL MATERIAL

In the practice of community engagement, it is important to ensure that residents and stakeholders are informed about the topic at hand, in this case the Complete Streets design. In adopting this for the project, the CSIMP Team produced a short video and an infographic which provide information regarding Complete Streets design and the CSIMP. The informational materials also advertised a virtual charette event that the CSIMP Team hosted on November 24, 2020. The majority of promotion was carried out via social media posts, emails, and an informational video.

2.1 (a) Informational Video

The [informational video](#) was designed with the goal to provide context for the Complete Streets project. This is a concept that many residents may not be familiar with and as such, it was critical to have awareness as a key aspect of the promotions. The solution to this was through an informational video that highlights what Complete Streets are why Complete Streets should be implemented in Hamilton. This was a user-friendly way to share information that residents can easily access. The end of this video included information on the CSIMP virtual charette and asked residents and stakeholders to register. The video was shared and included during the promotions. Going forward, City Staff can use the video to further promote the CSIMP and educate residents. The CSIMP Team recognizes that the video is not exhaustive or perfect. That said, the video can continue to be modified or improved to better correspond with the changing project.



2.1 (b) Social Media Graphic

The social media graphic was another means to promote the CSIMP and the virtual charette. The social media graphic was included in the social media posts that promoted the virtual charette. Similar to the informational video, the social media graphic was designed to teach residents about the CSIMP and the goals of the virtual charette. As mentioned above, the limited time within the semester and the scope of our project only allowed the CSIMP Team to design 1 social media graphic. However, as the project progresses and more details are finalized, City Staff can make more graphics or modify the current graphic to continue to promote the project.

Why? Complete Street Intersections

SAFER FOR ALL USERS
A Complete Street values an inclusive traffic design approach that values making our streets safer for **all** users, **all** ages, and **all** abilities.

VALES ALL MODES OF TRANSPORTATION
A Complete Street is a shared street that values all modes of transportation and looks to the surrounding community to serve residents' needs directly

INTERSECTION SAFETY
We will explore different re-design possibilities to ensure intersection safety in Ward 1

what would you want to see in a complete street near you?

ENCOURAGED PUBLIC SPACE
INCREASED GREENERY
COMMUNITY ART INSTALLATIONS

WE WANT TO HEAR FROM YOU
Virtual design charrette on **November 24th at 7pm** via Zoom.
Engage in conversations about what elements you would want to see in a complete street intersection makeover near you!

Sign up via Eventbrite to confirm your attendance today!
Hosted in Partnership with CityLAB Semester in Residence and the City of Hamilton

#complete mystreet

2.1 (c) Charette Invitation

Invitations to the virtual charette were sent through Councillor Maureen Wilson's office to the Ward 1 email list. Because promotion was primarily done through Councillor Wilson's office and City staff, the CSIMP Team created email and social media caption templates and shared the templates with City partners.

(i) Virtual Charette Invitation (Email)

Dear X,

You are invited to the Ward 1 Complete Streets Intersection Makeover Design Charette. In this 90 minute event on **November 24th at 7pm**, you will learn more about the Complete Streets Intersection Makeover Project, which is an initiative to transform Hamilton intersections into more safe and inclusive spaces for all road users. Then, you will get the chance to give your opinion and feedback on how the selected intersection situated in your neighborhood could be improved.

This event is hosted on Zoom by CityLAB Semester in Residence in collaboration with the City of Hamilton. You can register for the event on Eventbrite using this [Eventbrite link](#).

Please reach out to us if you have any questions. We look forward to seeing you there!

Thank you,

Sarnti, Tanisha, Foram, & Julia

(ii) Virtual Charette Invitation (Social Media)

Do you want to see safer streets in your community? The Complete Streets Intersection Makeover Project aims to improve Hamilton intersections, making them safer for all road users. On November 24th, 2020 at 7pm, students from the CityLAB Semester in Residence Program are hosting a virtual design charette to gather ideas about reimagining intersections in Ward 1. Register via Eventbrite to share your ideas and learn more about Complete Streets design!

2.2 VIRTUAL ENGAGEMENT EVENT

The CSIMP Project Team hosted a virtual charette event via Zoom on Tuesday, November 24, 2020 from 7:00 to 8:30pm (EST). A traditional charette event invites stakeholders to use sticky notes or a whiteboard to co-create a street or intersection design. In an online format, the Project Team simulated an in-person charette activity using Zoom breakout rooms and the virtual whiteboard platform Google Jamboard. Stakeholders were invited to attend the event through Councillor Maureen Wilson's email list and through direct email from City staff. Furthermore, the CSIMP Team invited CityLAB SIR students and instructors via email. CityLAB SIR, Ward 1, and City of Hamilton social media accounts were also used to promote the event more broadly. Stakeholders were required to register via Eventbrite to access the Zoom link and to receive an event agenda. A recording of the event, reference 2.2 (b) within this document.

2.2 (a) Eventbrite Page

The CSIMP Team created an [Eventbrite page](#) to allow stakeholders to register online for the virtual charette event. The Eventbrite was created in order to update and inform interested stakeholders. Additionally, the platform allowed the CSIMP Team to track stakeholder attendance. Once stakeholders had registered for the event, the CSIMP Team used the Eventbrite platform to send emails 12 hours and 30 minutes prior to the charette event with information about accessing the Zoom link and charette agenda.



2.2 (b) Charette Agenda

In an effort to promote transparency about the virtual charette goals and structure, the CSIMP Team provided stakeholders with an agenda of the event via email once they had registered for the event via Eventbrite.

Ward 1 Compete Street Intersection Makeover Virtual Charette



TUESDAY NOVEMBER 24, 2020 | 7:00-8:30 PM (EST) | ONLINE VIA ZOOM

Virtual Charette Goals:

- Identify key community priorities with respect to a Complete Streets design at an intersection in Ward 1.
- Compile quantitative and qualitative feedback using a virtual whiteboard activity to identify what stakeholders would like to see implemented at the intersection.



Agenda:

7:00 - 7:05	Welcome and Introductions
7:05 - 7:10	Words from Councillor Wilson
7:10 - 7:20	Project Context
7:20 - 8:00	Virtual Charette in Breakout Rooms
8:00 - 8:20	Large Group Discussion
8:20 - 8:30	Wrap-up & Final Words

Accessibility Statement: We seek to make our virtual charette event as accessible as possible in an online environment. Should you require specific accommodations, please reach out to us at palmet6@mcmaster.ca.

2.2 (c) Charette Slides

Charette slides provided a visual aid during the virtual charette event, and were shared with stakeholders using the Zoom Screen Share feature. Slides were displayed during the introduction, words from Councillor Wilson, project context and final words portions of the virtual charette event.

Complete Streets Intersection Makeover Design Charette November 24, 2020

Welcome!

This design charette is being hosted by students in the **CityLAB Semester in Residence** program in partnership with **Councillor Maureen Wilson** and the **City of Hamilton**.

Please enjoy the music! We will be starting in the next few minutes.

Agenda

- Welcome from Councillor Wilson
- Introductions
- Project Context
- Virtual Charette in Breakout Rooms
- Large Group Discussion
- Wrap Up & Final Words

Complete Streets Intersection Makeover Design Charette November 24, 2020

Councillor Maureen Wilson

Hamilton City Councillor for Ward 1 and advocate for the Complete Streets Intersection Makeover Project.

Complete Streets Intersection Makeover Design Charette November 24, 2020

Land Acknowledgement

We would like to begin by acknowledging that Ward 1 is situated on the traditional territory of the Haudenosaunee and Anishinabe nations. The territory is the subject of the Dish with One Spoon Wampum Belt Covenant, an agreement between the Iroquois Confederacy and the Ojibwe and allied nations to peaceably share and care for the resources around the Great Lakes.

Complete Streets Intersection Makeover Design Charette November 24, 2020

Online Reminders

Reviewing [online etiquette](#) will help us to build a respectful and collaborative space.

- 1 We will be using a **"faces over boxes"** approach during this event.
- 2 Please **mute** your microphone.
- 3 Should you require **closed captioning**, this event is now streaming live on Otter.ai Live Transcript.
- 4 This event is being **recorded**.
- 5 We will be using Zoom **breakout rooms**.
- 6 Questions? Please message **Foram** using the Zoom chat feature.

Complete Streets Intersection Makeover Design Charette November 24, 2020

CityLAB Student Introductions

Foram will be moderating this session. **Tanisha, Samti** and **Julia** will be facilitating breakout room discussions.

Complete Streets Intersection Makeover Design Charette November 24, 2020

City Staff Introductions

Rachel and **Peter** are Project Managers for Sustainable Mobility at the City of Hamilton and mentors of students in the CityLAB program.

Complete Streets Intersection Makeover Design Charette November 24, 2020

What is the Hamilton Complete Streets Intersection Makeover Project?

A plan to reimagine Hamilton intersections as safer and more inclusive spaces.

The project will begin with one intersection makeover in Ward 1.


Complete Streets Intersection Makeover Design Charette November 24, 2020

What is CityLAB Hamilton?

A project-based program that brings together students, academics, and City leaders to co-create a better Hamilton.


What is our role as CityLAB students?

- Learn about Complete Streets design.
- Listen to community ideas and priorities.
- Provide recommendations to City Staff members.



Complete Streets Intersection Makeover Design Charette November 24, 2020

Complete Streets design emphasizes safety and accessibility for all road users regardless of age, ability, or mode of transportation.



Complete Streets Intersection Makeover Design Charette November 24, 2020



Complete Streets Intersection Makeover Design Charette November 24, 2020

Let's get creative!

Please click [JOIN](#) to enter a breakout room.

Complete Streets Intersection Makeover Design Charette November 24, 2020

Next Steps

To ask a question, please private message [Forum](#) using the Zoom chat feature at the bottom of your screen.

To: Forum
Type message here...

Complete Streets Intersection Makeover Design Charette November 24, 2020

Thank You!



Questions or feedback? We would love to hear from you!

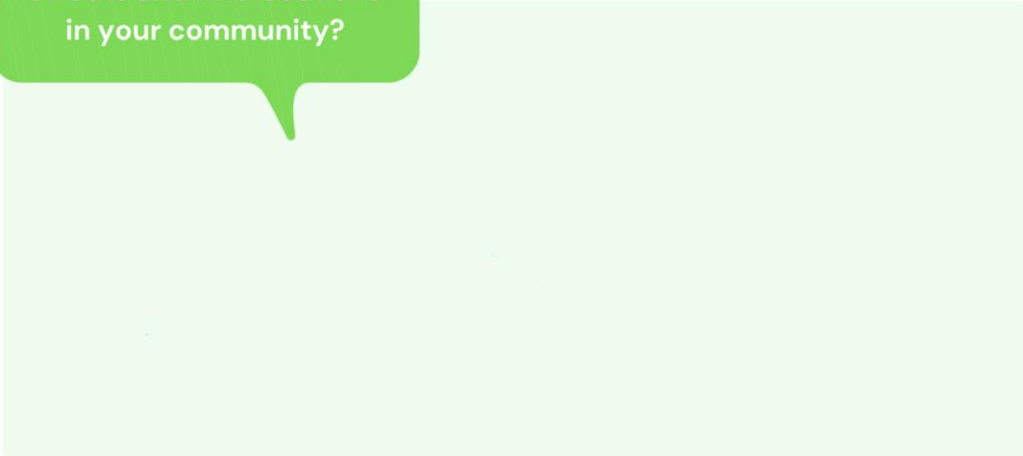
completestreets@citylabair.org
[@CityLABSemester](https://www.facebook.com/CityLABSemester)
[@CityLABHamilton](https://twitter.com/CityLABHamilton)
[@CityLABSR](https://www.instagram.com/CityLABSR)

2.2 (d) Jamboard Prompts



Jamboard prompts were developed based on feedback from City staff, and were used for the breakout room activity during the virtual charette event. In an effort to keep conversations constructive, the prompts were developed in alignment with the Appreciative Inquiry approach and the Blue-Sky Brainstorm method.


What do you like about the streets and intersections in your community?

Use the  or  feature to share your ideas!



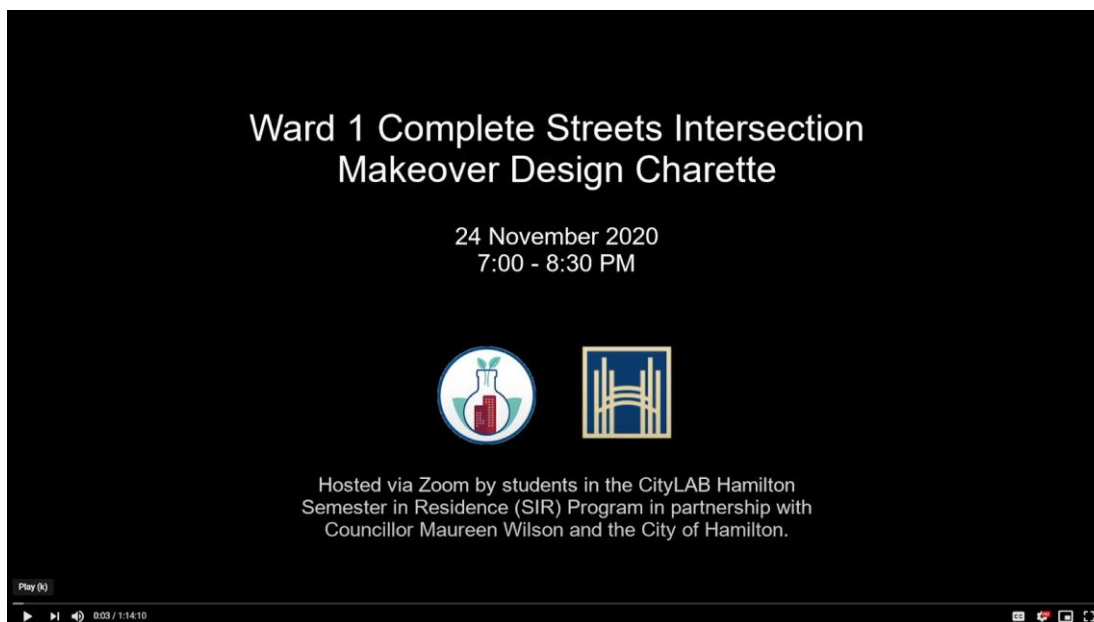
What would you love to add to an intersection in your community?

Use the  or  feature to share your ideas!



2.2 (e) Charette Recording

The virtual charette event on November 24, 2020, was recorded using the Zoom Record feature. [The recording](#) was provided to both City staff and Councillor Maureen Wilson, and includes one of the three breakout room discussions that occurred (Breakout Room 2).



2.3 RECOMMENDATIONS REPORT & SUMMARY MATERIALS

The CSIMP Project Team developed a series of transitional documents to summarize the CSIMP findings and to guide future project work: a Recommendations Report for City staff, an Academic Report, and a Transition Report. Additionally, the CSIMP Project Team developed a video and infographic as promotional materials for the 2020 CityLAB Project Showcase. The reports and promotional materials were submitted in partial fulfillment of the academic requirements for the

Fall 2020 CityLAB Semester in Residence program.

2.3 (a) Recommendations Report

[The Recommendations Report](#) is a concise document which provides stakeholders and City staff with the CSIMP Team's recommendations for future project work. The report is divided into two types of recommendations: virtual engagement recommendations and intersection design recommendations.

2.3 (b) Final Report

[The CSIMP Final Report](#) provides a detailed overview of the scope, goals, and findings of the CSIMP Team during the Fall 2020 CityLAB Semester in Residence program. Significantly, the report delves into the background context and research that the CSIMP Team completed to learn more about Complete Streets design and virtual charette best practices.

2.3 (c) Transition Report

A concise overview of the CSIMP, including next steps for City Staff, is outlined in the [CSIMP Transition Report](#). This report includes all recommendations from the student CSIMP Team to the City of Hamilton moving forward to ensure project completion through transition periods.

2.3 (d) Project Showcase Video

The CSIMP Team created a [project showcase video](#) to summarize the CSIMP outcomes, and to provide an overview of Complete Streets design. The video was showcased via Hopin at the 2020 CityLAB Hamilton Project Showcase on December 4, 2020.



2.3 (e) Project Showcase Infographic

The CSIMP Team created an infographic to summarize the key outcomes of the CSIMP, which was showcased via Hopin at the 2020 CityLAB Hamilton Project Showcase on December 4, 2020.

COMPLETE STREETS

WARD 1 INTERSECTION MAKEOVER PROJECT

SUBMITTED BY: Tanisha Palmer, Foram Patel, Julia Menezes, & Sarnti Sorpaisarn

PROJECT GOALS & OVERVIEW

This project aims to improve Hamilton intersections, making them safer for all users. From October to December 2020, a group of McMaster University students in the CityLAB Semester in Residence (SIR) course collaborated with the City of Hamilton to engage with stakeholders and assist in the design of a Complete Street Intersection Makeover in Ward 1.

WHAT ARE COMPLETE STREETS?

Complete streets are streets that are safe and accessible to everyone. Regardless of age, ability or mode of transportation, Complete Street design prioritizes the safety of all users.

1. INSPIRATION

Upon witnessing a Complete Streets Makeover in Rochester, New York, Ward 1 City Councillor Maureen Wilson was inspired to bring Complete Streets to Hamilton. Councillor Wilson enlisted the help of Hamilton City staff to learn more about Rochester's intersection transformation and how to design Streets in Hamilton that reflect the needs of local residents.



2. PLANNING

The project team put together an informational video about Complete Streets and a graphic for potential stakeholders. Based on background research acquired through NACTO and guidance from City partners and Ward 1 Councillor, the next steps drew the team to begin to reimagine a typical design charrette for an online environment.



3. COMMUNITY ENGAGEMENT

The online platforms Zoom and Google Jamboard were selected to host the Virtual Charette. A virtual whiteboard was simulated through Jamboard which allowed stakeholders to draw ideas and post sticky notes about the proposed Ward 1 intersection design. Promotional materials utilized were Eventbrite, social media accounts, and emails to stakeholders via the Ward 1 office and City Staff.



4. RECOMMENDATIONS

Following the online community design charrette, 5 Strategic Themes were identified from residential feedback on elements they wanted to see in Complete Street design in Ward.

1. Beautification & Greenery
2. Cyclist Safety & Infrastructure
3. Pedestrian Safety
4. Public Transit Accessibility & Connectivity
5. Public Space

Such themes will be explored in detail and compiled as a recommendations report for the City of Hamilton.



In Partnership with the Ward 1 Office, City of Hamilton & CityLAB Hamilton