2020 Deliverables

Engage Hamilton | CityLAB SIR

CityLAB HAMILTON

engage HAMILTON

Prepared by Interdisciplinary Students from McMaster Univeristy

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1. Seasonal Ideas

1.1 Winter

Two ideas for the Winter season are provided as it will be the first project to be launched on the platform.

IDEA 1
Title: Do You Want to Build a Frosty?
Prompt: Send us a picture of your snowperson!
Tools: Story and Photo
Description: "The snow has fallen, and the snow people are sprawling. It is time to go outside to go meet these friends and learn their story. Take a picture of the snow people you have created with those close to you and tell us a fun story about your new snowy friend".
Tools: The tools that would be used are the stories and images tool for participants to upload pictures of their snow people and add an optional story at the end. During the last two weeks, the poll tool would be included for participants to vote on the best snow people based on 3 categories: best snowperson, most creative and best story.

Explanation: The idea behind this project is that participants would go outside after a snowfall and build a snow person however they would like. After building their snow person, participants would post a picture of their snow person under the stories tab and provide a little story behind their creation. The story can be about how the snow person was created, or a story about the "life" the snowperson had before this snapshot was made, even giving them a name if they so choose. Afterwards, other participants would be allowed to post comments about the snowperson, to have conversations with others about what they like about the snowperson. Then, during the final 2 weeks that the project is intended to stay up, participants would then vote on their favourite creations in 3 categories: best snowperson, most creative and best story. The purpose of this idea is for participants to go outside during the snow and hopefully to have a fun activity with their family or those close with them, and to share this online, as a way to show the strength of the community. The story telling aspect also allows for children to have a little fun. The only downside of this project is that it assumes that there will be ample snowfall throughout the season to allow for participants to build snow people. That is why if this idea is chosen to be the initial winter relationship building idea on the platform, weather reports should be consulted.

IDEA 2
Title: Lights Extravaganza
Prompt: Share your favourite night lights!
Tools: Photo and Map
Description: The sun may be going down early during these winter times, but that does not mean the light has to disappear. Share some of your favorite light installations in the city, and tell us why you like them
Tools: The story and mapping tools will be used to allow participants to share their favorite light installations in the city.

Explanation: The main premise of this idea is that residents would use the stories tool to post pictures of light installations that they see throughout the city. This could include lights that the city puts up in some neighbourhoods, or lights that residents put up themselves for the holiday. The reason for this idea is to show that even though it gets dark outside during the winter months, the city is still lit up through the city or its residents. Along with the story tool, the mapping tool on the site would also be utilized so that participants would be able to pin where they posted the picture (if it is from a public location), so that way residents that want to go see the light installation themselves would know where these locations are.

1.2 Spring

Title: "Flower power"
Prompt: What is your favourite display of flowers?
Tools: Tools that are available to use are the mapping option, to layout areas within Hamilton that are great outdoor spaces to enjoy spring colours
Description: As seasons change from Winter to Spring, it is time for the rebirth of flowers, trees, plants, and animals. With the warming of weather and rain falls, the rebudding of nature begins. There is an increase of community beautification as gardens rebloom and forests brighten up as leaves and buds start to grow. There are many unknown locations that enhance the beauty of Spring in Hamilton.

Explanation: The reason to have the idea be an outdoor option is so that it provides Hamiltonians the option to explore their neighborhoods, as well as increase their physical activity. These experiences will improve the sense of community as residents can increase their personal knowledge of areas to visit along with embracing the beauty of the City.

1.3 Summer

Title: Festive Fiesta
Prompt: What is your favourite Summer Festival?
Tools: Stories tool and Picture Uploads
Description: Summer is time for festivals in Hamilton! We live in a city that has rich culture in the arts and music. Everything from the Artsfest Waterdown Summer Festival to the Festival of Friends can be found within the city. There is something for everyone! Share your favourite Hamilton festival memory! We want to see some of your most cherished memories from when you were completely embraced by the vibrancy of this city.

Explanation: Upon researching the city, it was evident that Hamilton is a city that has a rich history in the arts and music. The impact of the arts is reflected by the numerous festivals that are held within the city. Everything from the Waterdown summer festival to the Festival of Friends is held within the city. In addition to these popular festivals, there is also the Fringe festival, the Dusk Dances festival that was held at bayfront in 2019, as well as the Con Bravo Geek Festival which is a festival for independent creators where people can enjoy gaming, webcomics, cosplay. There truly is something for everyone. For Hamilton, festivals were not only distinct to the city, but were also distinct to the season of summer as well. Therefore, it is believed that by sharing images from these festivals on the platform, the platform will be able to gather a collection of moments that celebrate the livelihood of the city during a time when that has been severely compromised. Moving forward, with the uncertainty produced by the pandemic, there is still a lot of unpredictability surrounding how these festivals will be held during the summer of 2021. However, regardless of how these festivals are held, residents will be encouraged to share memories from the past as well as future events.

1.4 Fall

Title: Café Wonderland
Prompt: Help create Hamilton's Fall Drink of 2021!
Tools: Poll Survey
Description: What is more soothing than wrapping your cold fingers around a piping hot mug of your favourite fall drink? Nothing. This year we are creating Hamilton's Official Fall Drink of 2021 and we need YOUR HELP to create and name our speciality drink.

Poll Questions:

<u>What kind of milk would you like?</u>
- Whole milk
- Skim milk
- Half and half
- Soy
- Almond
- Coconut
- No milk for me

<u>Sugar?</u>
- Yeah, just regular sugar
- Sugar in the Raw
- None for me, thanks

<u>What type of hot drink?</u>
- Hot cocoa
- Latte
- Drip coffee
- Latte
- Cappuccino

<u>Any flavours?</u>
- Pumpkin spice
- Gingerbread
- Hazelnut
- Vanilla
- Irish crème
- Caramel

<u>Any toppings?</u>
- Whipped crème
- Caramel drizzle
- Nutella
- Cocoa powder
- Nutmeg

Explanation: From the community dialogue feedback, participants reported that there is not much incentive for the t upload and pin pictures for the fall colours themselves. The successful community building project mentioned such as "Name the city duck" were simple, and united Torontonians together to name something that they could share and take pride in as "the city's duck. This can similarly be seen in the "Name the city swan" project in EngageWaterloo which was also highly successful. Participants also reported to be the most engaged when they know that their input and feedback will be directly used to inform an action. A common theme of what people find exciting in Hamilton during the fall time was cafes, hot drinks and beverages. Due to the above reasoning, the idea was modified to "create Hamilton's Fall drink of 2021". Many U.S states have an official "state drink". Ohio for example, lists Tomato Juice as the official beverage. This was used as inspiration to create Hamilton's fall drink of the year. This would incorporate the element of using everyone's feedback directly in a poll, to determine the components of Hamilton's drink of the year. The city can collaborate with local coffee shops to offer the drink as limited edition so that there is a tangible product from the project. The coffee shops which choose to do so can be featured on the EH website on a post that says "Where to get Hamilton's fall drink of the year" which serves as promotion and exposure for them as well.

1.5 Suggested Project Timeline

Season	Phase	Date	Task
Winter	Initiation	Dec 9 - Dec 23	Review project details which include: tools, prompt, title, description and obtain approval by administration
	Planning	Dec 23 - Dec 30	Finalize project details, assemble team and devise timeline to design, construct and launch website for Jan 2021
	Execution	Dec 30 - Jan 13	Implement project on EH website and launch
	Promotion	Jan 14 - Feb 3	Promote project through social media
Spring	Initiation	Mar 8 - Mar 22	Same tasks as above
	Planning	Mar 22 - Mar 29	
	Execution	Mar 29 - April 12	
	Promotion	April 12 - May 10	
Summer	Initiation	Jun 7 - Jun 21	
	Planning	Jun 21 - Jun 28	
	Execution	Jun 28 - Jul 12	
	Promotion	Jul 12 - Aug 4	
Fall	Initiation	Aug 9 - Aug 23	
	Planning	Aug 23 - Aug 30	
	Execution	Aug 30 - Sep 13	
	Promotion	Sep 13 - Oct 4th	

Table 1. Suggested Project Timeline

2. Marketing Recommendations

2.1 Diverse Advertising Strategies

One of the most common responses through the community dialogues as to why people have not participated in civic engagement projects in the past, is because they were unaware of the projects, and did not feel as if the city put effort in promoting them. With civic engagement, it is usually the same individuals, often belonging to similar social groups, that participate. To further engage residents of different demographics, EH should be promoted better, using a diverse array of advertising strategies. Diverse marketing also includes using different methods of marketing channels to appeal to various groups based on cultural differences, ethnicities, races,

genders, religious beliefs, and more. Transit advertising is ads placed on modes of public transportation. This includes the sides and inside the HSR buses along with the Sobi Stands. This targets both secondary and post-secondary students in Hamilton who use public transit, along with residents who don't own cars and use public transit instead. Community bulletin boards which can be found in libraries and recreation centres can also be used as a platform to advertise EH.

2.2 Increase Social Media Presence

EH currently does not have its own social media platforms to promote its projects. A larger social media presence is needed to gather more traction online and expose more Hamiltonians to the platform. Other municipalities, like Toronto have social media accounts such as Twitter (@GetinvolvedTO) to share important information about civic engagement with the residents of the city. Ultimately, with a strong online presence, the platform may be able to reach out to a wide array of residents to inform them about the EH platform and the projects that require resident input. This strategy is supported by the notion that social media is a powerful tool for marketing (Hooda & Hooda, 2018, p. 5). Marketing using social media is becoming an increasingly popular phenomenon for businesses as it allows them to garner the attention of the masses using social media platforms (Hooda & Hooda, 2018, p. 5). Moreover, most social media platforms are convenient to use and easy to navigate (Hooda & Hooda, 2018, p. 6). For example, platforms such as Facebook are not very costly when it comes to establishing an account on the site, and the process of creating advertisements is also extremely straightforward (Hooda & Hooda, 2018, p. 6). Thus, it is important for businesses to organize an online presence to not only gather the attention of various users on the platform, but also communicate with users to determine what they expect from the business or organization (Hooda & Hooda, 2018, p. 6). Therefore, by incorporating social media into the marketing plan, the platform will be able to bring public attention towards the success of select community building projects in order prompt residents to participate in future projects on the platform.

2.3 Content Marketing

Transforming EH to an online hub with blog posts and articles will encourage more residents to visit the site. An example of this is the Toronto blog, BlogTO. This is essentially content marketing which is a marketing technique of creating and publishing valuable, relevant, and consistent content to attract an audience and drive action. This can be in the form of blog posts for videos. An example of a company that uses content marketing is BangTheTable, the creator of EngageHQ. As research for this project, a google search of "Why people don't participate in civic engagement" returned the article "The psychology of citizenship and civic engagement" from

BangTheTable which provided valuable information. Though the content is not directly related to the company's products, it was able to gain traction to the company site and build familiarity. Creating blog posts on EH such as "10 Best Summer Festivals in Hamilton to Visit" or "Top 5 Underrated Locations to View the Fall Colours" can use responses from previous projects and highlight them as examples. This can serve as an outlet to feature responses, which might encourage residents to participate in the projects and provide their input. It could also encourage local photographers to submit their photos, to be featured on the website as well.

2.4 Leaderboard

To incentivise residents to participate in the projects, it is suggested that a leaderboard be utilized. A leaderboard will be featured on the platform for each of the community building projects. The leaderboard will function to provide a ranking of the wards based on the number of residents that have engaged with the project. Since residents provide their postal code when registering onto the platform, their ward is already determined, and the leaderboard will be automatically updated. This will act as an incentive for residents to participate because they will be able to see the number of residents that have already engaged with the project in real time. Studies have shown that the most effective strategy for human motivation often stems from how individuals perceive their actions in relation to others (Vasek, 2020). Specifically, if an individual observes another person participating within a particular act, they will feel compelled to participate in that act as well (Vasek, 2020). This is because when large numbers of individuals behave in a particular way, that behavior translates into a norm that each person in society now must follow (Vasek, 2020). The concept of the leaderboard relies on the power of social norms to encourage residents to engage (Vasek, 2020). In addition, as previously mentioned, 40% of survey participants reported participating in civic engagement since people in their network have also participated, which further proves the effect of social norms to drive behaviour.

Moreover, the leaderboard indicates progress to residents by displaying the increase in residents engaging with the platform. This indication is often necessary because humans tend to monitor progress and the human brain is wired to process positive information rather than negative information (Vasek, 2020). This is advantageous from a marketing perspective because the process of placing progress in the spotlight will grab the attention of the residents, and subsequently prompt them to engage with the projects on the platform (Vasek, 2020).

2.5 Posting Success of Projects on Social Media

As a marketing strategy, it will be useful that once the community-building projects have been launched on the platforms, the trends in engagement amongst the various projects be analyzed to determine what projects were the most successful in attracting

resident participation. After the most successful projects have been classified, it is recommended that the success of such projects be shared broadly using social media platforms. Similar to the leaderboard, this will display that many other Hamilton residents are actively engaging on the platform and will motivate others to do the same.

2.6 Showcasing Select Project Responses

Another marketing strategy is to feature certain responses provided by residents in public or online spaces. For example, such responses can be shared on advertisements on Sobi stands or on blog posts. This will be beneficial because it will extend the reach of advertising beyond the use of social media. By featuring select responses in public and online spaces, the platform will be able to increase its reach to demographics that might not be active participants on the various conventional social media platforms. Moreover, similar to the leaderboard, this marketing strategy also seeks to set the social norm surrounding engagement with the platform (Vasek, 2020). Specifically, by seeing what other residents have responded with to the project, Hamilton residents will feel motivated to participate as well (Vasek, 2020). Furthermore, the display of select project responses will also incentivise residents to participate because they too would be provided with the opportunity to have their posts featured in front of a large audience.

3. Appendices

Appendix A: Community Dialogue Additional Idea Generation

Spring

What excites participants about Hamilton in the Spring?

- Advertise- gardening, social
- Shedding winter layers
- Biking on waterfront trail, escarpment colour changing, rain
- More pedestrian only zones, signage, pedestrian, cyclist safety map, improvement on transparency
- Foliage
- Traffic island, business sponsors traffic island (promo business), re plant and create colour there.
- Working: underrated, finding placed to value
- Use of key words filters to find certain aspects that you like (hashtags etc)
- Backup ideas so people have multiple option
- Festivals such as the tulip festival downtown
- Flowers- botanical more promotion, pictures
- Underrated places to post on blogs and places
- Outdoor workout spaces such as stairs and training options, and hiking
- Walk/ cycle to a place (depending on where you go you can walk to meet a goal such as mount everest

Fall

What excites participants about Hamilton in the Fall?

- Pumpkin patches/Halloween
  - Most unique pumpkin carving
  - Most unique Halloween costumes
- Café / fall spot
  - Post a non-descript photo of a cafe or nice fall spot and have people from across the city guess where it is
  - crop circles (virtually on a map) for a scavenger hunt
  - Best fall drink in hamilton?
- Sweater weather
  - Pic of coolest sweater
  - Pic of home knit sweater
- Fall produce / farmers' market
- Back to school time

Summer

What excites participants about Hamilton in the Summer?

- Trails, walking the main streets of Hamilton where there are shops and restaurants
  - Sharing favourite walking/hiking spots
- Road trips
- Bbq; patios
- Backyard get-togethers/ parties
- Outdoor/parking lot movie screenings
- Spending time at the beach (water fronts), farmer's markets
- Open patios that extend onto the street. Heading into the woods, areas with shade (conservation areas)
- The quietness of the space has a tranquility to it. People can connect with nature
- Walking the streets. Admiring the views in the summer

Winter

What excites participants about Hamilton in the Winter?

- Ice Skating
- Lots of shopping
- Indoor events in big buildings like Dundurn castle
- Sledding in parks
- Outdoor Lights
- Community Atmosphere

Appendix B: Community Dialogue Public Engagement Feedback

What was a time you were most engaged (civic engagement) and why?

- Not as engaged because a lot of the time the engagement projects aren't advertised well
    - It's always the person having to search for projects and that too when there is an issue they experienced and not the other way around
    - City never has reached out or properly advertised consultations or other public engagement projects
    - Only input opinions idea after a problem has occurred
    - Not aware of Engage Hamilton
- Was very engaged in Toronto's "**Name the city duck"**
    - Fun, exciting, animals are cute, and it was simple
    - Many citizens in Toronto were excited about naming the duck
    - Duck made **news**
- Was very involved in city initiatives and events because higher government officials were involved such as the Brampton city mayor

Appendix C: Community Dialogue Marketing Strategies Feedback

What motivates you to participate in civic engagement?

- Seeing other people posting and engaging
- Easy access
- Resources to demonstrate accountability, an impact, a follow through, seeing action out of engagement (post answers and see how they can affect change within the City)
  - Map can be used as a tracking device – follows a route can be made into a new trail, or made better like a pedestration, making it more aesthetic
- Voting, delegation
- Finding links on facebook, page or twitter
- See the answers from many stakeholders to see if people have the same opinion or outcomes of you
- See a connection with space, deeper connection, read news, stories
- Getting people who are affected by the projects to respond to the project Reaching out to the appropriate demographics
- Sharing a feature on the platform with outside parties to direct traffic onto the site
- Expressing appreciating for individuals who have done something for the Hamilton community
- One more thing would be to advertise the projects on social media to show how successful they were!
- Feature that tells you when a lot of people on the site
- Social media challenge similar to ALS ice bucket challenge where you nominate a friend on social media to engage and have a hashtag
- Hashtag contest for photos
- Show the public input is being used
- Engage- make sure questions are being responded to in a timely manner
- Social media posts/ more social media presence
- Connect people within the same ward/community
- Run workshops to teach people how to use engage Hamilton
- Add projects/topics that are the interest of the community

How can we best promote projects to reach Hamiltonians?

- Figure out community plugged in Facebook group, then spread it around within the groups
- Post posters and put them within business, or on poles. Provide the option to tear off the website link or QR codes
- Partner with local businesses, festivals, provide QR codes
- Involve school, start at a young age, create school competitions, assemblies to talk about engagement
- Find local "famous people" to post videos of doing workouts in front of waterfalls to promote local areas (bring in different types of people to the website),
- Social media campaigns, tik toks etc
- Because not everyone has social media need to find other ways to promote engage hamilton
    - Library bulletin boards
    - Community gardens
    - Promote certain projects that kids may like to participate in, in schools ex. Pumpkin carving, halloween costume
    - Community centres
    - Ads on city owned vehicles
        - Buses
        - Garbage trucks? (currently only display what to put in diff garbages)
    - Through university
    - Through influential twitter and other social media accounts
    - Billboards at sobi stands (haven't been updated since 2016!!)
- Get young people involved – city initiatives always seem to be engaging with older people only
- Add a sense of competition/ voting to get people involved
- Exciting events (online or in-person) - movie viewings, live band
- Getting popular people/ businesses to promote
- Meet people where they are are! If they use social media promotion on social media. If not promote in-person flyers or on bus advertisement
- Making the Engage Hamilton platform more accessible (instead of people making accounts, add feature to allow sign in via Facebook or google, if possible?)
- Creating projects with specific organizations in mind – maybe people can submit bike maps with cool photos, and you send it out to all the cycling organizations in Hamilton