



Hamilton

City of Hamilton

Re-Launch: Citizen Engagement Project

April 17th 2013

Staff Team

Comprised of representatives from:

- City Manager's Office
 - Paul Johnson, Michael Kirkopoulos
- Community Services
 - Angela Parle, Janet Robinson, Allison Jones
- Public Works
 - John Murray, Kelly Anderson
- Public Health
 - Colleen Van Berkel
- Additional staff support for web, administration



Hamilton

Planning Guidelines

- Build on the previous work
- Strong focus on education
- Expand the City's engagement capacity
- Streamlined approach delivered within budget
- City of Hamilton Branding



Hamilton

Audience

- All Hamiltonians will be encouraged to participate
- Specific approaches to encourage participation by individuals and groups who may have been under represented in previous engagement activities



Hamilton

Our Approach

- Reinforce Hamilton's Strategic Plan
- Utilize existing corporate communications infrastructure (traditional, online and social media)
- Pre-launch work: Stakeholder consultation sessions (key influencers, partners, media)
 - Facilitated conversations about what we are trying to accomplish and how we can best engage residents



Hamilton

Our Approach

- Opportunities to engage on-line, in-print and in-person
- Council as project ambassadors
 - Need to engage residents in each Ward
- Establish joint staff/resident committee to develop citizen engagement policy
- Build staff capacity through training



Hamilton

Engaging About Services

- Participants will respond to questions about all City services – our Human Services and our Infrastructure
- Services will be clustered into categories that make sense to residents and information about the services will be provided for each cluster



Hamilton

Engaging About Services

- Participants will be asked to reflect on the importance of the services to them personally and the importance of the services to the broader community
- Participants will be asked to provide feedback on the quality of services and the capacity of services to meet their needs



Hamilton

Engaging About Services

- Participants will be asked to consider which services require additional investment and how that investment should be funded
- Participants can also provide feedback on service gaps, improvements etc.
- In each service area, participants can indicate if they do not feel they have enough information to provide feedback



Hamilton

Development of Public Engagement Policy

- Strike an Advisory Committee (comprised of citizens and staff)
- Develop Terms of Reference
- Goal: develop a public engagement policy and design an action plan



Hamilton

What Will We Learn?

- Citizen rating for City services
- Feedback on where to prioritize investments
- Feedback on where citizens need more information to provide informed feedback about the services the City provides
- Qualitative and Quantitative Data
- Demographic and Geographic Data
- Evaluation Outcomes



Hamilton

Investments - External

IAP2 Staff Training

- Complete training for staff

Inclusive Public Engagement

- RFQ to local firms – Facilitation/Larger focus on face to face engagement/Hamilton Centre for Civic Inclusion

Advertising where required

Student teams for awareness building



Internally Delivered Actions

- Communication: on-line, in-print, in-person
- Engagement Planning and Logistics
- Staff Engagement
- Web Page: Develop, Monitor, Respond
- Data Management
- Accountability: Manage and Oversee Resources
- Report Writing
- Evaluation



Hamilton

Desired Outcomes

- Citizens' responses and feedback to inform City planning (Report Cards)
- Greater public awareness and knowledge about the breadth and depth of City services
- Shared process to develop a citizen engagement policy
- Increased staff engagement capacity



Hamilton

Why evaluate?

- To demonstrate accountability
- To assess whether a project has achieved its intended goals
- To determine what worked well and did not work well
- To document lessons learned
- To identify areas for improvement
- To inform decision making and future program planning



Evaluation

PART A – Review of Our Voice, Our Hamilton

Why?

- To document lessons learned from preparation and launch of Our Voice, Our Hamilton project

How?

- Staff Interviews



Hamilton

Evaluation

PART B – Evaluation of Re-launched Project

Why?

To determine...

- the effectiveness of processes and tools used to engage citizens
- if a variety of citizens were engaged
- if citizens gained knowledge about city services by participating
- the usefulness of citizens' feedback



Hamilton

Evaluation

PART B cont'd...

How?

- Participant surveys
- Focus groups
 - sample of participants from community forums
- Media analysis (this will include social and traditional media)
 - earned media coverage
 - determine common themes in users' comments



Hamilton

Next Steps: Timeline

April-May-June 2013

- Issue RFQs for IAP2 Training and facilitators for Face-to-Face Sessions Complete
- Complete Engagement & Communications Plans
- Complete IAP2 Training (June)
- Build/complete the web-page and data tools
- Official Launch (June)
- Go Live Webpage (June)
- Contract with external support(s)



Hamilton

Timeline

July-August 2013:

- Implement staff engagement
- Complete logistical plans for in-person engagement events
- Complete orientation for targeted staff (e.g. Call Centre) and Councillors (and their staff)
- Student orientation & deployment



Hamilton

Timeline

September-October-November, 2013

- Implement face to face engagement with the public
- Manage and analyze data
- Complete report cards – all services

December, 2013

- SMT and Council Presentation



Hamilton

Council Role

- Support the plan and help encourage participation
- Help us connect to your Ward – through newsletters, websites, resident meetings etc.



Hamilton

Questions?



Hamilton