Ci f Hi l
Ci
ty
o
f
H
am
ilton
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
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
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
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
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
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
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.
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
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
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
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
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
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
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
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
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)
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
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
Council Role

• Support the plan and help encourage participation

• Help us connect to your Ward – through newsletters, websites, resident meetings etc.
Questions?