

CASE STUDY: OUR FUTURE HAMILTON

Client: City of Hamilton, Ontario, Canada

OVERVIEW

The City of Hamilton wanted to engage its residents in a meaningful conversation about the City's future. After seeing the success of the Lura-advised and facilitated project, ReThink London, in which the City of London engaged over 45,000 residents in a conversation about their city, Hamilton set an ambitious target of breaking new ground and engaging 50,000 residents in a community-wide conversation known as *Our Future Hamilton*.



SERVICES

Lura worked closely with the City of Hamilton, helping to design, advise upon, and deliver the community engagement and communication efforts for *Our Future Hamilton*, including:

- A launch event with Chris Hadfield;
- Attendance at community events;
- Pop-up booths at shopping malls and markets;
- Community presentations;
- Focus groups;
- Online surveys;
- Social media campaigns;
- A dedicated project website;
- Media coverage and op-eds;
- A dedicated project phone line, email, and mailing list;
- Widespread advertising campaigns; and
- Workshops and summits.

RESULTS

The City of Hamilton exceeded its target, engaging over 54,000 residents in the development of *Our Future Hamilton*. The resulting community vision, drafted by Lura, has already been used by the City to shape its strategic plan, and will continue to be used by the City and community partners alike in their decision-making processes.