



**BUILDING FESTIVE ENGAGEMENT:
AN ETHNOGRAPHIC EXPLORATION OF THE LINKS BETWEEN
COMMUNITY FESTIVALS AND CITY ENGAGEMENT**

Zoe Koenigsfest, Caris Ip, Robyn Haydock
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EXECUTIVE SUMMARY

We suggest that festivals and public events provide a good opportunity for the City of Vancouver to engage with a variety of members of the public because these comparatively informal spaces not only bring people together, but they also tend to be fun and welcoming environments where people feel at ease and enjoy themselves. Furthermore, people in attendance tend to have time to spare and are usually open to talking. This means that festivals and public spaces provide an opportunity for the City to engage people in fairly low-stakes ways, as well as to promote city planning initiatives overall.

Over the course of our research, we discovered a wide variety of strategies for engagement, with varying degrees of success. Some successful methods included free samples and other giveaways, interactive or engaging components, seating areas, and friendly staff. Some things we saw that did not work as well were long periods of a single activity, invisibility of city sponsors, and disengaged staff at booths.

We also received a number of suggestions from members of the public, as well as from two individuals who have previously worked in community engagement. Our survey results showed that people are interested in shaping the future of the city, however engagement strategies should address considerations of convenience and accessibility. Respondents also told us that attempts at engagement need to be relevant to their lives and values, and that it is important to ensure participants feel heard. Our participants who worked in community engagement emphasized reaching out to people, attracting them with interesting elements, and being flexible.

Some additional lessons we learned are the importance of shifting approaches based on the context, meeting people where they are, and the possibility of using similar approaches to engage with people in public spaces other than festivals and events.

Based on our findings, we recommend that the City of Vancouver set up a well-designed booth that could be used at a variety of events, and that is adaptable to different contexts. Some key strategies and elements to consider within the event context include:

- Training for friendly, approachable and knowledgeable staff
- Having an enticing and educational booth
- Setting the booth up in a prime location
- Making use of sit-down spaces
- Including a response wall

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OVERVIEW

The City of Vancouver has expressed the desire to promote engagement in city planning by meeting people where they are, and by making engagement easy, fun, and relevant. This approach is responding to the fact that, traditionally, their planning initiatives have received input from limited demographics. Therefore, the City wishes to be more intentional about accessing a variety of perspectives and including all voices. This research focuses on strategies to engage youth in city planning initiatives. For the purposes of this research, youth have been defined as individuals between the ages of 19-30.

THE ISSUE

As we considered the City's intention to reach youth where they are, we realized that all members of our research team had participated in a variety of events and festivals, many of which are sponsored by the City. However, we had not previously considered the City's role in these events, or the fact that our participation in these events was an expression of values we hold that could be relevant to the City and its planning. People deliberately attend festivals and events in order to engage with other community members in experiences and issues that they are interested in and care about. Given the potential link between these events and engagement in city planning, we aimed to explore how best to use them for this purpose. We started with the theory that if individuals understood more about the City's role in the initiatives they participate in, they would be more likely to feel they have something to offer to city planning. We also wanted to understand how more informal, unconventional methods of connecting with people could meet the City's objectives and make involvement with City initiatives easier for people.

METHODOLOGY

In order to evaluate whether or not festivals and community events are good spaces for the City to engage with the public, we employed several strategies. These included participant observation, on-the-spot interviews with event attendees, a survey distributed via social media, and questionnaires sent to former community engagement workers (see Appendix E and F for more information).

We engaged in participant observation by attending and taking part in a variety of festivals and community events in September and October 2019. Within the range of events occurring during this time, we initially attended a small, targeted event, then focused on larger festivals and events that expected a greater diversity of attendees. The events we attended were:

- Climate Strike (Downtown Vancouver)
- Sustenance Festival Panel Discussion (Downtown Vancouver)
- Shipyards Festival (North Vancouver)
- Ambleside Farmers Market (West Vancouver)
- Cranberry Festival (Fort Langley)
- Richmond Night Market (Richmond)
- Apple Festival (UBC)
- Celebrate the Night (Maple Ridge)

FINDINGS AND ANALYSIS

As mentioned above, we focused primarily on events with a large attendance in order to maximize our opportunities for observing a diversity of engagement strategies and festival participants. Although statistics for 2019 are not yet published, there has been a high turnout at most of these events in recent years. For example over 100,000 people attended the September 27, 2019 climate strike (Crawford, Eagland & Saltman, 2019). Similarly, approximately 65,000 people attended the Fort Langley Apple Festival in 2018, and the numbers were expected to grow this year (Plana, 2019). Additionally, the Richmond Night Market attracts over 10,000 people a night, and these types of events that run for extended periods of time provide opportunities to develop engagement strategies over the five months that they are open (Rantanen, 2019). While not all the events we attended had substantial attendance, the smaller events provided opportunities to interact with others on a more personal level. This was apparent at the Sustenance Festival event we attended, which was designed for a smaller audience and attracted approximately 30 people.

By attending multiple events we discovered that there are a variety of engagement strategies that can be used, some of which are more successful than others. Below we explore successful and less successful engagement strategies that we encountered, suggestions from people we talked to, and lessons we learned.

SUCCESSFUL ENGAGEMENT STRATEGIES

1. FREE SAMPLES

Overwhelmingly, the booths that offer free samples have people gathering around and lining up, and this popularity typically also attracts other people. We saw different methods of providing free samples. Some booths simply had a plate of free samples whereas others had signs advertising products or there was someone walking around giving out samples. We found that free food is the most successful sample option, followed by samples marketed as rare or event-exclusive. Giveaways and prize draws were also successful strategies to attract passers-by.

2. INTERACTIVE OR ENGAGING COMPONENTS

We found that any booth with an interactive or out-of-the-ordinary element was very successful in attracting people. Examples of engaging components included photo booth setups, spinning wheels, mascots, and parked fire trucks that young kids could climb inside. The picture on the title page illustrates the most successful example we saw, which was multiple large glowing interactive objects set up in the middle of the grass area at the Celebrate the Night festival.

3. SEATING AREAS

We found that the seating areas at events were always well used. These seating areas are often set up near the food and/or live music, which means that they are easily accessible and have a lot of foot traffic. We found that people spend variable amounts of time sitting in these areas, from just stopping to tie their shoelace to spending over an hour relaxing and enjoying the environment. Whenever we approached someone sitting in these areas they were always very friendly and willing to talk to us.

4. FRIENDLY STAFF

At each of the events we attended, we noticed that the booths with friendly engaging staff were usually more popular and were better able to attract passers-by to stop and take a look at the booth. Friendly and approachable staff can also impact the entire event experience. For example, as we arrived at the Apple Festival, we were met by a welcoming volunteer who greeted us and thanked us for coming out in the pouring rain. This interaction was followed by friendly and joking encounters with volunteers throughout the festival, which made the event more enjoyable in the moment. These encounters also made the event more memorable and were our predominant take-away from the event.

COUNTER-PRODUCTIVE ENGAGEMENT STRATEGIES

1. LONG PERIODS OF A SINGLE ACTIVITY

One of the first events that we attended was a small two-and-a-half-hour panel discussion. The content was very interesting and the speakers were engaging, however the format of the event meant that people were starting to get restless after sitting still and listening for a long time. We also concluded that events like this that are smaller and more targeted on one topic do not provide the same opportunities for engaging people about broader topics like city planning that are not directly related to the event's focus. However, a festival that includes multiple smaller, targeted seminars might provide an opportunity to host a more traditional city input meeting that is advertised to a wide audience through the festival's marketing.

2. DISENGAGED STAFF AT BOOTHS

Expanding on the success of friendly staff members mentioned above, we found that generally the booths with staff members who seemed uninterested or were not motivated to chat with passers-by were less popular. This feeling was captured well by one person we talked to who told us that he was disappointed with the Port of Metro Vancouver booth at the Cranberry Festival, because there was only a game for little kids and a handout with a recipe for cranberry sauce, rather than giveaways or other engagement opportunities. We had a similar experience at the booth where we felt that the staff were not very interested in interacting with us, even after we asked them questions about their involvement in the event.

3. CITY SPONSORS NOT VISIBLE

Perhaps the most surprising finding we encountered was that the City did not have a visible presence at most of the events, even when it was a main sponsor. This was true no matter which city an event took place in. As a result, we discovered that many of the people at the event did not know that the City was involved in organizing and sponsoring the event. Having a more visible presence at events could help communicate some of what the City does and potentially make city planning more relevant to people.

ENGAGEMENT INPUT FROM SURVEY PARTICIPANTS

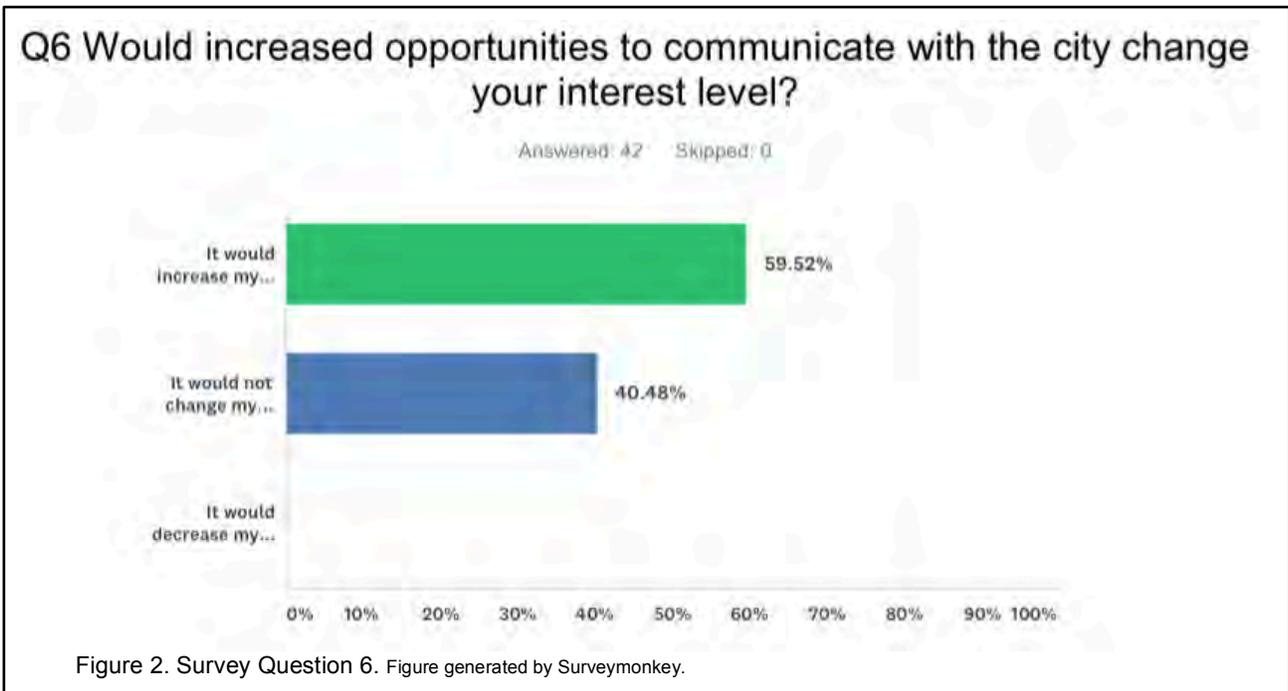
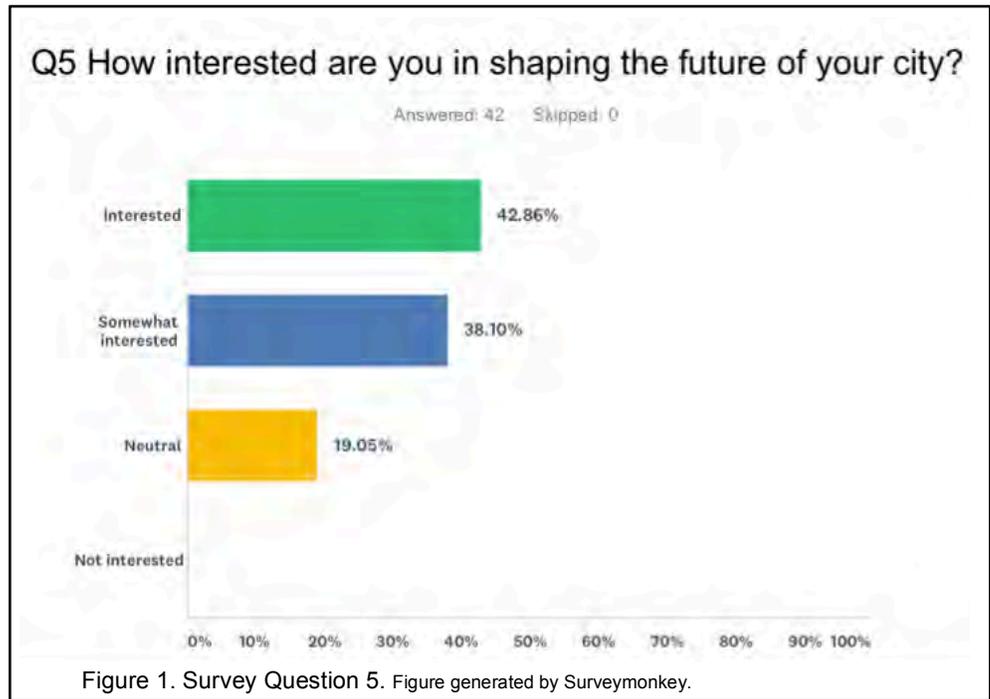
Many of the suggestions from participants included things such as free samples and giveaways that we have already discussed. Therefore, in this section we will focus on other salient findings from the survey.

1. PEOPLE ARE INTERESTED IN SHAPING THE FUTURE OF THE CITY

As seen in Figures 1 and 2, of the 42 people we surveyed, 43% said they were interested in shaping the future of the city, 38% told us they were somewhat interested in shaping the future of the city and 19% said they were neutral.

Importantly, no one answered that they were not interested. An important consideration for increasing interest would be educating people who are just starting to get involved, or explaining how their contribution could have an impact.

Additionally, when asked whether increased opportunities to engage with the City or city staff would increase their interest level, 60% said it would increase their interest level. An interesting nuance is that, of those whose interest in shaping the future of the City was neutral, all but two felt that increased opportunities to engage with the City would not change their interest level.



2. IMPORTANCE OF CONVENIENCE AND ACCESSIBILITY

One participant told us, “[My engagement] also needs to be convenient...I’m unlikely to engage if it takes too much time, or if I need to sit there writing out my opinions vs. responding to specific questions or having a verbal conversation”. Designing engagement opportunities at events can help meet some of these considerations because they allow the City to meet people where they are. We found that is easier to get a response from people when they are approached first and they do not have to come to the booth or the volunteer.

3. NEED FOR RELEVANCY AND TO ENSURE PARTICIPANTS FEEL HEARD

There are two statements from participants that we think encompass some of the difficulties that can arise in trying to engage youth in city planning. One participant stated, “Somehow the relevance of community engagement needs

to be better communicated and understood

by individuals”. This connects with the above point, that the City’s presence is often not visible and, as a result, many young people are not engaging with city planning because they are not aware of how city planning impacts and connects with their daily lives. In order to encourage youth to actually participate, it is important to give them a basic understanding of what their engagement could mean for the future of their city.

“Somehow the relevance of community engagement needs to be better communicated and understood by individuals”

Another participant said, “My engagement would need to tangibly make a difference...and that difference would need to be made in an area I care about”. This statement articulates the importance of truly listening to all voices, and finding ways to show people that their input is

“My engagement would need to tangibly make a difference...and that difference would need to be made in an area I care about”

valued and that they can make a difference. People are unlikely to be motivated to engage if they do not feel as though their input is valued. One suggestion a participant gave was to have an important or powerful figure in the city, such as the mayor, attend certain events.

ENGAGEMENT ADVICE FROM COMMUNITY ENGAGEMENT WORKERS

We were able to connect with two female university students who had previously worked in community engagement. One worked for the Lifesaving Society where she engaged people about water safety and drowning prevention on the WaterWise team. The other worked for Parks Canada where she taught people about national parks and provided tourist information. Both of them were able to offer us important insights on what works when trying to engage with the public.

1. REACH OUT TO PEOPLE

Both individuals expressed the need to talk to people instead of just waiting for them to come by the booth on their own. One of them said “for me the most successful thing to do was to not wait

for people to build up the courage to approach the table, but actively invite passers by to try something that we had at the table”. Similarly, the other person mentioned, “don’t be afraid to stand in front of your booth and draw people in with a smile and a fun fact, or the promises of games and prizes”. This is important, as many people are open to engaging with activities but may feel awkward about just walking up

to a table. We experienced this ourselves at the Cranberry festival. Almost no one was approaching the Port of Metro Vancouver booth where personnel were just standing behind a table, whereas many people were going up to a church booth where several volunteers were standing on the sidewalk inviting people to go grab free popcorn.

“For me the most successful thing to do was to not wait for people to build up the courage to approach the table, but actively invite passers by to try something that we had at the table”

2. ATTRACT PEOPLE WITH SOMETHING INTERESTING

To expand on the previous point, simply inviting people to engage does not make sense if there is nothing attractive for them to engage with. One of our participants stated “it was important to have eye catching elements on the table”. A booth needs to look interesting for people to want to approach it. The individual who worked with Parks Canada gave us a list of many different techniques her group used to engage with people that help make the booth stand out and increase people’s interest in it (e.g. touch tables, a spinning wheel, a photo booth, VR goggles, mascots). She also mentioned having models that people could manipulate, which helped explain problems (such as animal crossings on highways), and allowed people to experiment with potential solutions. A model like this encourages people to stop for longer and to actually take the time to consider the issue. A good activity should encourage those who stop by to do more than just grab a giveaway prize, but instead actually think about the questions being raised. Our other participant said something similar, mentioning that when she started people would just grab whatever they were giving away and then leave. She and her colleagues then modified their approach by making people answer questions to get a prize, which they found was more successful in initiating conversations.

3. BE FLEXIBLE

This leads to our third point: be flexible. Not all strategies work the same in every context, and there are always things one can learn along the way. One participant said, “we noticed what other booths like ours did”, which they used to modify their own strategies. Our other participant talked about having different types of activities at different difficulty levels in order to accommodate different types of people. While the City’s goal may be to increase engagement with youth, festivals and community events are an opportunity to connect with all demographics. Additionally, different events will attract different types of people, as well as having different amounts of space, and will therefore require different strategies. Methods used can also be adapted to fit the themes of the event. Along with this, our participants talked about being able to modify strategies and learn as they went; this means that it could be useful to have the same people at each event, in order to allow them to learn through experience. As people do things,

they develop more efficient ways of doing them, and this type of knowledge could be very valuable for the City. In order to take advantage of this, staff should be able to be flexible and adapt as they learn what does and does not work in different contexts. Also, the City should conduct a review of their event activities with the staff that attend the events in order to find out what is or isn't working.

ADDITIONAL ENGAGEMENT LESSONS LEARNED

1. SHIFTING ENGAGEMENT APPROACHES

Time of day

Spending time at a variety of events allowed us to see how the attendance and demographics shifted over time. Most of the events got much busier and more diverse about an hour after they started. Additionally, for all-day events like the Shipyards Festival, there were many more children and families in the afternoon, whereas the event was predominantly young adults in the evening. This is important to keep in mind because the changing demographics throughout the day might require shifts in engagement approaches (e.g. moving from child-focused to adult-focused activities).

Booth Location

The location of the booth in the festival area also impacts how many people will stop, and how long they will spend there. We discovered that the booths closest to either the entrance or the food section tend to be the busiest because they attract attention as people are walking in or exploring the food options. Being situated in these parts of the festival can be beneficial because you get more foot-traffic, however these areas can also be more congested and overwhelming. To combat the problem of congestion, an option to engage people within these areas would be to go to them while they wait in line, or while they are sitting down in seating areas. As we mentioned above, when we approached people in seating areas, we found they were very open to talking to us. Additionally, we noticed that some events, such as the Apple Festival, were mainly family oriented, which means that another possible engagement location would be within the children's area. This would allow parents to visit city booths while their children explore.

Weather considerations

The weather is also an important factor. It was pouring the day we visited the Apple Festival and while there were still lots of attendees, people tended to gravitate towards the booths that had undercover areas. One of our participants mentioned something similar when she said that a particular event had not been very successful in engaging with people due to the rain. Again, this is an important consideration in determining the best engagement approach. Poor weather may require the use of tents or other shelters in order to entice people to linger out of the rain.

Adapting to the event format

It is also important to consider that the best engagement strategy depends on the format of the event. For example, the climate strike was not conducive for setting up booths or playing games. However, people attending the climate strike were very engaged with the topic and with the people around them. Some people were also stopping to give short interviews to the media as they walked past cameras. This suggests that certain engagement strategies like meeting

people where they are and being friendly and approachable could be adjusted in order to be effective at rallies.

2. MEETING PEOPLE WHERE THEY ARE

We focused our research on event spaces in order to meet people where they are, which we discovered was helpful for engagement in two ways. Firstly, we found that people are often willing to engage in these spaces, especially in seating areas or while they are waiting at food or vendor lines. Capturing attention while people wait in line can give them something to do while they are waiting, and they are usually more open to engaging. For example, at the Celebrate the Night event we noticed some possible opportunities for engagement while people stood in lines waiting for the costume contest to begin.

Secondly, we found that engagement in these settings can be very informative because being out and about in the city helps prompt people to think of aspects about the city that they like or dislike, and to consider visions of a future city. For example, some of the events that we attended were very accessible by transit whereas others were less transit-friendly or required driving. Having just experienced the difficulty of reaching an event by transit means that people are more likely to remember and articulate that they want to see more ‘Park and Ride’ options near Skytrain stations, for example.

3. ENGAGING WITH VOLUNTEERS

We noticed that most events had a team of volunteers, many of whom were fairly young. Youth may be helping out at these events in order to get community service hours, or because they are genuinely interested in the event. These people likely have things to say about city planning, and are at the events anyway. It could also be useful to provide opportunities for further engagement to event volunteers, as those who are engaging through volunteering may be more interested in contributing further. Some possibilities for including volunteers in city planning could include having a break room for them run by the City, and with a staff member present to initiate conversations, or even a thank-you event afterwards to show appreciation and connect with individuals in a relaxed environment.

4. USING OTHER PUBLIC SPACES

While we focused our research specifically on festivals and events, some of our findings could also be applied more broadly to other public spaces in the city. One participant recommended, “Set up [your booth] in libraries! Lots of people coming and going, it’s a place of learning, people arrive with their children and...often wander over to the table because it looks interesting”. Attending the transit accessible events also helped us realize that there are many moments when people are waiting for a bus or train or standing in line, which means the same engagement approaches could be used. More research is required in these areas, but we believe that the engagement tools we discuss below can be effective in many contexts.

RECOMMENDATIONS AND OPPORTUNITIES

We found that festivals and community events provide many opportunities for engagement. These events are well attended and people tend to spend a significant amount of time at these activities, which makes them a good place to meet people where they are. We also found that people are often willing to engage in conversations at events because they are relaxed and having fun, rather than rushing to get somewhere. Different strategies will work better than others depending on the event (e.g. demographic, time, location, weather), so City staff should plan ahead for each event specifically.

SUMMARY

- Welcoming and knowledgeable staff are necessary for positive engagement experiences
- Enticing, educational booths help start conversations and make city planning more relevant
- A prime location helps attract passers-by
- Sit down spaces with items that encourage people to linger provide engagement opportunities
- A response wall can be less pressure and attract a wider group of people

To engage effectively, we recommend the following approaches:

1. FRIENDLY, APPROACHABLE AND KNOWLEDGEABLE STAFF

Regardless of the specific event, the most important engagement consideration is to have staff who are friendly, approachable and knowledgeable. While the booth could be extremely enticing, if the staff are not welcoming and willing to engage, it can become a negative experience. Often all it takes to engage someone is to ask, but if staff seem unwilling to talk or uninterested in the topic at hand, people will just move on. This also includes having staff reach out to people as they walk by and inviting them to participate in an activity or answer a question. We recommend designating a core team of City staff who attend events so that they can gain experience and knowledge of what works and what doesn't. Having this core team will also allow them to refine their engagement techniques over time.

2. AN ENTICING AND EDUCATIONAL BOOTH

Booths offering free samples and giveaways are always popular, however they often do not retain visitors for longer than a few seconds. Therefore, we recommend providing a variety of fun activities that can spark conversations. These activities should include visual and interactive aspects that catch people's eye as they walk past. One example could be to have a couple of virtual reality goggles that each show a different vision of the City and people would vote on their favourite option, or provide suggestions about initiatives of value in each area (see Appendix A for an example). Another example could be to have a spinning wheel with general questions about how people envision different areas of the City (e.g. transit system, parks, schools) in 10 years. People could receive a prize or be entered in a giveaway once they share their input. There could also be educational games that provide information about the variety of areas that city planning includes, which would help make city planning more accessible and relevant for youth. If people seem interested in further engagement, opportunities such as focus groups or more extended questionnaires could be offered at this point.

3. A PRIME LOCATION

In addition to providing an enticing booth, it is important to consider the booth's location. The City will want to ensure that it is in a visible location vis-à-vis the rest of the event. We recommend setting up close to the entrance or food areas in order to attract more foot traffic. If it is not possible to choose the booth location, the City is still able to attract foot traffic by having staff members walk through the crowd and direct people towards the booth with pamphlets or other enticing objects. People are also often interested in booths with line-ups because they think there is something they don't want to miss.

4. SIT-DOWN SPACES

Sit-down spaces at events are always well used, whether it's to eat a meal or take a minute to relax and enjoy the ambiance. At most events, the seating areas that had been set up were in constant use. We often saw people sitting in these areas taking a break from the festivities or waiting for someone, which meant that they were relaxed and approachable. Therefore, we recommend that City staff make use of seating areas to initiate conversations and build engagement. Depending on the event context, city staff could either approach people who are sitting in areas that are set up by the event, or they could provide their own seating areas. At events where rain is likely, these areas should be under some sort of cover, and at any event, City staff should be present in these spaces to initiate conversations. City staff could also provide an event-appropriate item like lemonade or hot chocolate that encourages people to sit down for a bit, as this would help provide opportunities for conversations. An example of a sit-down space that encourages people to linger can be seen in Appendix B.

5. A RESPONSE WALL

In addition to creating spaces that encourage face-to-face engagement, we recommend setting up a response wall as a low-pressure environment where people can share thoughts and ideas. A response wall would help engage a wider group of people. For example, some people might not want to spend time waiting at a busy booth, or they might not be as comfortable talking face-to-face with City staff. This suggestion was inspired by chalkboard setups we have previously seen (for an example, see Appendix C), however it could be a large chalkboard, a sheet of paper, or a wall with sticky notes, centred around a very general question, such as "how do you envision the City of Vancouver in 50 years?" After the initial listening phase of the city wide plan, this could be paired with something like VR goggles or a series of posters that highlight the different areas where the City has programs or is looking for feedback.

Overall, we believe that incorporating these approaches will provide the City of Vancouver with engagement opportunities that are intriguing enough to be appealing, yet familiar enough to still be successful. Festivals and events make engagement easy, fun and relevant, and they are accessible and convenient, which allows the City to meet people where they are. In other words, festivals and events provide spaces for the City to hear from, and meaningfully engage with, a diversity of participants.

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APPENDICES

APPENDIX A – BOOTH ACTIVITY EXAMPLE



Image 1. Information-based VR experience used at the Canada150 celebrations in Ottawa. Photograph by Roussakis, C. as cited in McPherson, L. (2017, May 19).

APPENDIX B – SIT DOWN SPACE EXAMPLE



Image 2. Marshmallow roasting at the SFU Burnaby Campus is one example of an activity and seating space that encourages people to linger. Photograph by Zoe Koenigsfest (2019, Nov 12).

APPENDIX C – RESPONSE WALL EXAMPLE



Image 3. Example of a chalk wall in Virginia, USA. Photograph by Sullivan, P. (2015, May 11).

APPENDIX D - ETHICS

The major ethical consideration for this research was the extent to which these events are public spaces and how to obtain consent from festival attendees for our observations. To address this issue, we chose events that do not require membership or tickets. Additionally, throughout the research process we were considerate of individual privacy and ensured we were transparent about our research whenever we talked to people specifically. Prior to conducting any interviews we obtained consent and ensured that our participants were informed about the nature of our research. We also did not collect any personal information from those we talked to, and our survey was completely anonymous. For the people that we knew (and are therefore not completely anonymous) we refrained from disclosing their identities or identifying information. We also ensured that we only took photographs of crowds and groups in public spaces. Furthermore, this research did not require us to collect or disclose any personal or identifying information, which helps protect individual privacy.

APPENDIX E - SURVEY QUESTIONS DISTRIBUTED VIA SOCIAL MEDIA AIMED AT YOUTH AGED 19-30

Building Community Engagement

1. How old are you?
 - Under 19
 - 19-30
 - 30+
2. How often do you attend festivals or community events? (Farmers markets, parades, public events, etc.)
 - Never
 - Once per year
 - 2-4 times per year
 - 5-7 times per year
 - 7+ times per year
 - Don't Know
3. What kinds of booths do you/would you engage with at such events? (Select all that apply)
 - Vendor Booths
 - Community Group Booths (library, YMCA, religious organizations, etc.)
 - Civic officials (city, MLAs, MPs, police, etc.)
 - Businesses (banks, companies, etc.)
 - Other (please specify)
4. What attracts you to a booth? (Select all that apply)
 - Free samples
 - The product
 - Friendly staff
 - Interest/knowledge
 - Fun activities
 - Giveaways
 - Other (please specify)
5. How interested are you in shaping the future of your city?
 - Interested
 - Somewhat interested
 - Neutral
 - Not interested
6. Would increased opportunities to communicate with the city change your interest level?
 - It would increase my interest level
 - It would not change my interest level
 - It would decrease my interest level
7. If the city wanted to engage with you at an event, what would entice you?
(Open response)
8. Do you have any other comments about city engagement?
(Open response)

APPENDIX F - QUESTIONS FOR PEOPLE WHO HAD PREVIOUSLY WORKED IN COMMUNITY ENGAGEMENT

1. Who did you work for?
2. What was your main goal?
3. What kind of events did you go to?
4. What strategies did you use to engage/attract people at these events?
5. How successful were each of these strategies?
6. What kind of people did you get to engage with?
7. What do you think could have worked better/what would you have liked to be able to try?
8. What advice would you give someone trying to do something similar?