CUTGROUP ENGAGEMENT SURVEY/INTERVIEW TEST

EXAMPLE SCOPE OF WORK

Prepared <date>

OVERVIEW

This document sets forth the scope, effort, and costs of City Tech Collaborative's services associated with leveraging City Tech's resident engagement methodology and Civic User Testing Group (CUTgroup) program to engage residents and community stakeholders to better understand their perspective, experience, and needs.

The information presented in this document is based on meetings between the City Tech and <Client>.

BACKGROUND

CITY TECH is an urban solutions accelerator that tackles problems too big for any single sector or organization to solve alone. City Tech's work uses IoT sensing networks, advanced analytics, and urban design to create scalable, market ready solutions. Current City Tech initiatives address advanced mobility, healthy cities, connected infrastructure, freight, and emerging innovation opportunities.

City Tech believes that successful public-facing solutions rely upon direct resident engagement and community-focused design. City Tech offers guidance, convenes residents and conducts specialized user testing to support the development and roll-out of digital tools, websites, technology plans, and civic programs.

CUTGROUP is a diverse civic engagement program, led by City Tech, which invites residents to contribute to emerging technology while providing public, private, and social sector partners with feedback to improve design and deployment for civic and government products. With a growing community of ~1600 residents in Cook County, City Tech can use CUTgroup test engagements to gather feedback and develop actionable insights and recommendations for emerging technology-enabled solutions.

Through its resident engagement framework and programs like the CUTgroup, City Tech supports our members and partners to learn and execute human-centered methodology by designing engagements that meet their goals.

<INSERT CLIENT BACKGROUND INFORMATION>

ENGAGEMENT OVERVIEW

The proposed engagement will include 2 phases. The first phase will be expedited to meet a specified client timeline, and the second is scheduled to follow immediately after, based on approval.

During the multi-part engagement, City Tech proposes to design and execute two phases of resident engagement tests (through a combination of surveys, focus groups, and/or 1:1 interviews) with a total maximum of 120 CUTgroup participants. A separate community collaboration will run concurrently with resident engagement during the second phase; this work will allow the team to identify community stakeholders and partners and define roles within the partner ecosystem, some of whom can be leveraged for the second, more focused phase of resident engagement.

OVERALL TIMELINE AND DELIVERABLES

Phase	Month 1	Month 2	Month 3
1. Phase 1			
2. Phase 2			

For each phase, City Tech will provide:

- Project management services to report updates to the <Client> team throughout the engagement
- Paid CUTgroup participants who meet targeted user criteria
- Test plans to conduct surveys/focus groups/interviews, including task scenarios to match the goals of the study when appropriate
- High-level summary of user feedback
- Briefing of actionable recommendations
- Access to full testing data, scrubbed of any identifying information to ensure compliance with CUTgroup and City Tech privacy policy
- Participation in or support with relevant communications opportunities related to project activities

COST

<INSERT COST DETAILS>

ENGAGEMENT DETAIL

Two engagement phases are presented below, the first to conduct a preliminary assessment to better understand resident needs and then have focused resident conversations to further understand resident stories.

PHASE 1: SURVEY

City Tech will recruit for, design, and execute one survey designed to get targeted resident feedback to better understand the needs and challenges of residents in selected community areas.

Background and test assumptions collected during conversations with the <Client> team will be used by City Tech to develop and execute the survey. The survey will provide a broad reach and the data can be used to have more focused conversations in the next phase.

PLANNING AND DESIGN

Early Month 1

In this period, City Tech will:
- Have multiple conversations with <Client> to understand the goals
- Work with the <Client> team to identify priorities and goals to be incorporated into the recruiting and test design
- Align on desired tester profiles
- Identify screening questions for the test recruitment phase
- Develop recruitment plan to ensure inclusion across the desired demographics and accessibility needs
- Outline test scenarios for survey questions
- Confirm testing logistics

Dependencies: Approval of City Tech scope of work; <Client> sharing priorities and goals with City Tech

RECRUITMENT

Early to Mid Month 1

- City Tech will begin screening and recruitment for survey. This will coincide with the end of the previous phase.
- Recruiting will be for approximately 50-100 CUTgroup members to respond to the survey

Dependencies: Development of survey recruitment criteria by City Tech and approval by <Client> team

TESTING

Mid Month 1

- City Tech will facilitate unmoderated surveys with 50-100 participants

Dependencies: Development of survey plan(s) by City Tech and approval by <Client> team

ANALYSIS

Late Month 1- Early Month 2

- City Tech will provide details of the survey results, including resident feedback and recommendation summary
- At a later date, based on scheduling, City Tech will also present results to the leadership team and discuss next steps

Dependencies: Completion of survey

PHASE 2: FOCUSED CONVERSATIONS

Following the survey, City Tech will work with <Client> to identify areas for more in-depth understanding and choose to move forward with 1-2 focus groups or a set of 1:1 focused resident interviews (or a combination). Based on these conversations, City Tech will develop and execute the focus groups/resident interviews. Focus groups can be an opportunity for testers to exchange viewpoints and have a richer conversation, but 1:1 interviews can lead to more focused conversations from a variety of individuals; Both will provide an opportunity for targeted feedback.

City Tech will recruit for, design, and execute 1-2 10-person focus groups or 10-20 1:1 interviews (or a combination, reaching a total of 20 residents), designed to get more targeted resident feedback to supplement survey insights. Community collaboration work will be leveraged to find more focused participants for these focus groups/interviews.

PLANNING & TEST DESIGN

Early Month 2

In this period, City Tech will:

- Work with the <Client> team to identify priorities and goals to be incorporated into the test design
- Review survey results to understand gaps and additional data needs
- Work with the <Client> team to identify priorities and goals to be incorporated into the recruiting and test design
- Align on test type
- Align on desired tester profiles
- Identify screening questions for the test recruitment phase
- Develop recruitment plan to ensure inclusion across the desired demographics and accessibility needs
- Outline test scenarios, including focus group/interview questions
- Confirm testing logistics

Dependencies: Phase 1 completion; <Client> sharing priorities and goals with City Tech

RECRUITMENT

Mid Month 2

- City Tech will begin screening recruitment for focus groups/1:1 interviews

Dependencies: Development of recruitment criteria by City Tech and approval by <Client> team

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TESTING

Early Month 3

- City Tech will facilitate 1-2 10-person focus groups or 10-20 1:1 interviews (or a combination)

Dependencies: Development of focus group/interview plan(s) by City Tech and approval by <Client> team

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ANALYSIS

Mid Month 3

- City Tech will analyze the results of the focus groups/interviews

Dependencies: Completion of Focus Groups/interviews

READOUT

Late Month 3

- City Tech will provide a detailed readout of the focus group/interview results, including resident feedback and recommendation summary

Dependencies: Completion of Focus Groups/interviews and Analysis