

**YEAR PLAN**  
**MSU Municipal Affairs Committee**  
Kerry Yang

2024-2025  
Tuesday, September 3<sup>rd</sup>, 2024



## **OFFICE OF THE MUNICIPAL AFFAIRS COMMITTEE**

### INTRODUCTION

Dear SRA,

As we approach another school year, thousands of students are moving to Hamilton from all over the world to attend McMaster University. As we all know, there is so much to see and explore throughout our community, but not all students take advantage of what it has to offer. The goal of the Municipal Affairs Committee is to promote municipal engagement and advocate for students during their time living and learning in Hamilton.

During this year, we hope to encourage students to get out into the community and promote the local economy. We're building on past projects to expand the Explore Hamilton campaign and collaborating with other campus groups. In the spirit of collaboration, we also hope to work with the student unions at Mohawk and Redeemer to leverage our resources and ideas towards our municipal advocacy. We hope to submit joint pre-budget submissions, as well as a unique submission tailored to McMaster student priorities. This will be done by gaining real student input and data through the Your City Survey. Throughout the year, the committee is committing to listening to student voices and adapting to their needs to in our advocacy.

As the Associate-Vice President of Municipal Affairs, I am excited and honoured to be serving a second term. I know it is a privilege to represent students and advocate on their behalf. I am also incredibly lucky to have an enthusiastic and engaged committee to work towards our goals for the year. I'm excited for what the year brings and look forward to reporting to this SRA!

Best,  
Kerry Yang

## GOALS

<b>Objective 1</b>	Advocate on quality student housing and the expansion of the Landlord Licensing Pilot Project
Description	Every year, more students move to Hamilton for post-secondary education and are unable to find safe, quality, and affordable student housing. The municipal affairs committee plans on advocating on behalf of student to expand the availability of quality and affordable student housing, as well as the expansion of the Landlord Licensing Pilot Project which is set to expire.
Benefits	Hamilton will be able to accommodate more students in safe, affordable, and quality housing– improving the McMaster student experience overall.
Difficulties	City Councillors are not always willing to collaborate or advocate on behalf of students.
Long-Term Implications	The Licensing Pilot Project can be put into place permanently to protect student renters indefinitely.
How?	We will listen to student consultations and collaborate with other post-secondary institutions and the city to bring our concerns and priorities forward.
Partners	VP Education, Mohawk, Redeemer, Underground, students, City of Hamilton, City Councillors

<b>Objective 2</b>	Build partner relationships with other post-secondary institutions and local organizations/associations in Hamilton to improve municipal advocacy
Description	There is a bit of a disconnect between student groups and post-secondary institutions across Hamilton. This prevents collaboration and sharing of insights that can benefit all parties.
Benefits	We can learn from other student unions while sharing what we've learned to collaborate on municipal advocacy.
Difficulties	Different student unions have different priorities and aren't able to contribute the same time and resources.

Long-Term Implications	This will hopefully set up future years for collaboration and promote a united front when advocated with other groups.
How?	Connect with other student unions to meet regularly and discuss collaborative projects as well as staying connected with local organizations and associations.
Partners	Mohawk, Redeemer, VP Education, local associations, City of Hamilton

<b>Objective 3</b>	Advocate on transit, lighting, and other municipal priorities as determined through student and committee input
Description	Student needs change year to year but some priorities have been ongoing in recent times. This year, transit is a large priority between real-time HSR tracking, improved and expanded bike lanes around campus, and the implementation of SOBI memberships. Lighting around campus is also of concern and a continued point of advocacy. Further priorities will be determined through student consultation, such as via the Your City survey.
Benefits	Advocate for student needs and improve the student experience.
Difficulties	Advocacy towards the City is not always met receptively and may take many years to see effects come into play.
Long-Term Implications	Hopefully successful advocacy will impact students for generation to come, whether through bike lanes or HSR improvements.
How?	This will likely be collaborative among local organizations and student groups towards city councillors. We will advocate during municipal engagement week and during pre-budget submission season via our written submission and in-person meetings.
Partners	VP Education, Mohawk, Redeemer, City Councillors, students

<b>Objective 4</b>	Promote municipal engagement among the student body through the Explore Hamilton campaign
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Description	The Explore Hamilton campaign began last year as a way of introducing students to their municipality. This year, the campaign reflected more student input and relevant information on the local businesses and attractions that were included. We also hope to involve the Silhouette in filming local attractions to bring more attention to them.
Benefits	Promote local attractions and introduce students to areas across Hamilton.
Difficulties	We may not be able to reach all students and represent all spots in Hamilton.
Long-Term Implications	We hope to introduce students to their municipality so they are more motivated to stay in Hamilton and recontribute to our local economy.
How?	Work with the committee and other partners to bring the campaign to life and distribute guides during Clubsfest and other events.
Partners	VP Education, Underground, Silhouette, local attractions

<b>Objective 5</b>	Conduct Municipal Engagement Week to meet with city councillors and local stakeholders on advocacy priorities
Description	Typically, engagement weeks are conducted at the provincial and federal levels. We hope to conduct a municipal engagement week this year to meet with city councillors and local stakeholders to advocate on behalf of students.
Benefits	Build relationships with city councillors and advocate on behalf of students.
Difficulties	Connecting with city councillors may be difficult.
Long-Term Implications	This will hopefully set a precedent for future years.
How?	Partner with other student unions and reach out to city councillors.
Partners	VP Education, Mohawk, Redeemer, City Councillors, students

<b>Objective 6</b>	Collaborate and submit a pre-budget submission that aligns with student priorities
Description	Every year, a pre-budget submission is submitted to the city which follows or precedes meetings with city councillors.
Benefits	Connect with city councillors and advocate for students.
Difficulties	City councillors are not always receptive.
Long-Term Implications	Establish precedent of our credibility and reliability among city councillors.
How?	Collaborate with student unions and our students to deliver 2 pre-budget submissions.
Partners	VP Education, Mohawk, Redeemer, City Councillors, students

<b>Objective 7</b>	Deliver and report on the Your City Survey to collect student input on municipal advocacy
Description	Every few years a Your City Survey is conducted to gain input on student perspectives living in Hamilton. This helps inform our advocacy and better represent students.
Benefits	Inform our advocacy and represent students.
Difficulties	First survey being conducted in a while and may struggle reaching students.
Long-Term Implications	Data can be compared to previous and future years to inform continued advocacy.
How?	Craft new questions and formats to deliver to students with incentives for completing it.
Partners	VP Education, City of Hamilton

## **LONG-TERM PLANNING**

<b>Overarching</b>	Increase municipal engagement among students and the
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<b>Vision 1</b>	MSU
Description	Every year, students come to Hamilton to attend McMaster University but are not always introduced to everything Hamilton has to offer. Whether it's exploring the local businesses and outdoor trails, or participating in local activities and volunteering, there is so much to discover outside of campus. The Municipal Affairs committee will work to increase municipal engagement in diverse ways to increase engagement among students. We will also increase our participation as the MSU in local organizations, associations, and meetings to bridge the gap between our students and our municipality.
Benefits	Students will be able to explore and benefit from what Hamilton has to offer, while bringing McMaster into the community. Both students and our community will benefit.
Year 1	<ul style="list-style-type: none"> <li>• Conduct the Explore Hamilton campaign</li> <li>• Film videos with the Silhouette for the campaign</li> <li>• Meet with local groups and organizations</li> <li>• Get involved with municipal conferences and summits</li> </ul>
Year 2	<ul style="list-style-type: none"> <li>• Conduct Explore Hamilton Campaign</li> <li>• Film videos with the Silhouette for the campaign</li> <li>• Partner with local businesses and organizations for the campaign</li> <li>• Meet with local groups and organizations</li> <li>• Get involved with municipal conferences and summits</li> </ul>
Year 3	<ul style="list-style-type: none"> <li>• Conduct Explore Hamilton Campaign</li> <li>• Film videos with the Silhouette for the campaign</li> <li>• Partner with local businesses and organizations for the campaign</li> <li>• Connect students with opportunities across Hamilton</li> <li>• Meet with local groups and organizations</li> <li>• Get involved with municipal conferences and summits</li> </ul>
Partners	Mohawk, Redeemer, Silhouette, Underground, students, City of Hamilton, VP Education

<b>Overarching Vision 2</b>	Advocate for the evolving student needs and priorities, such as housing, transit, and municipal engagement
Description	Students have evolving needs as the climate of our municipality changes every year. Our goal is to accurately represent students in our advocacy to prioritize their needs. Currently, these priorities are housing, transit, and municipal engagement– however, these may change or shift.
Benefits	Better representation and advocacy for students.
Year 1	<ul style="list-style-type: none"> <li>• Complete individual and shared municipal pre-budget submission</li> <li>• Complete Your City Survey and compile data</li> <li>• Consult student body on municipal priorities</li> </ul>
Year 2	<ul style="list-style-type: none"> <li>• Complete individual and shared municipal pre-budget submission</li> <li>• Complete Your City Survey and compile data</li> <li>• Consult student body on municipal priorities</li> <li>• Consider upcoming LRT opening</li> </ul>
Year 3	<ul style="list-style-type: none"> <li>• Complete individual and shared municipal pre-budget submission</li> <li>• Complete Your City Survey and compile data</li> <li>• Consult student body on municipal priorities</li> <li>• Consider upcoming LRT opening</li> </ul>
Partners	City of Hamilton, the Underground, VP Education

## **GOALS** to strive for

### **List 5 things that you would like to have prepared for the beginning of September**

- Explore Hamilton Campaign
- Planning for the Your City Survey
- Meetings for pre-budget submission
- Regular meetings with the committee
- Meet with other post-secondary institutions



**List 5 things you would like to have completed during the fall term (1<sup>st</sup>)**

- Roll out Your City Survey
- Complete Municipal Engagement Week
- Submit pre-budget submission
- Expanded Explore Hamilton Campaign (with the Silhouette)
- Keep committee engaged

**List 5 things you would like to have completed during the winter term (2<sup>nd</sup>)**

- Delegate pre-budget submission
- Complete housing campaign
- Advocate on transit and other priorities to the City
- Summarize and report on Your City Survey findings
- Transition new AVP Municipal Affairs

**MASTER SUMMARY**

July	<ul style="list-style-type: none"> <li>• Onboard into role</li> <li>• Transfer documents onto Microsoft OneDrive</li> <li>• Reach out to committee members for initial meeting</li> <li>• Plan out priorities for the year</li> <li>• Begin working on Explore Hamilton and Your City Survey projects</li> </ul>
August	<ul style="list-style-type: none"> <li>• Meet regularly with the committee and discuss priorities for the year</li> <li>• Complete the Explore Hamilton guide and send to Underground for printing</li> <li>• Meet with Mohawk and Redeemer and discuss collaborative opportunities throughout the year</li> <li>• Reach out to the Silhouette for filming for the Explore Hamilton project</li> </ul>
September	<ul style="list-style-type: none"> <li>• Deliver the Explore Hamilton guide at ClubsFest</li> <li>• Plan out Your City Survey questions</li> <li>• Reach out to the Underground for sticker design for Your City campaign</li> <li>• Continue meeting with Mohawk and Redeemer to discuss shared priorities for pre-budget submission</li> <li>• Create promo for the Your City Survey</li> </ul>

	<ul style="list-style-type: none"> <li>• Reach out to local businesses for Your City Survey prizes</li> <li>• Order merch for Your City Survey</li> <li>• Hold a table in the hub to promote survey</li> <li>• Film videos with the Silhouette for Explore Hamilton</li> </ul>
October	<ul style="list-style-type: none"> <li>• Reach out to city councillors and municipal leaders for meetings for municipal engagement week</li> <li>• Conduct municipal engagement week</li> <li>• Complete relationship tracker for all city councillors</li> <li>• Draft municipal pre-budget submission</li> <li>• Review pre-budget submission with committee</li> <li>• Film videos with the Silhouette for Explore Hamilton</li> </ul>
November	<ul style="list-style-type: none"> <li>• Participate in the Engage Hamilton summit on the 7<sup>th</sup></li> <li>• Begin compiling data for Your City survey</li> <li>• Input Your City survey data into pre-budget submission</li> <li>• Begin planning Housing Campaign</li> <li>• Film videos with the Silhouette for Explore Hamilton</li> </ul>
December	<ul style="list-style-type: none"> <li>• Send Underground housing campaign materials for printing</li> <li>• Conduct housing campaign in-person in the Hub or MUSC atrium</li> <li>• Film videos with the Silhouette for Explore Hamilton</li> </ul>
January	<ul style="list-style-type: none"> <li>• Conduct housing campaign in-person in the Hub or MUSC atrium</li> <li>• Film videos with the Silhouette for Explore Hamilton</li> </ul>
February	<ul style="list-style-type: none"> <li>• Deliver report from Your City Survey findings</li> <li>• Complete year in review and transition reports</li> <li>• Set up continuity for future campaigns and meetings</li> <li>• Film videos with the Silhouette for Explore Hamilton</li> </ul>
March	<ul style="list-style-type: none"> <li>• Organize files and documents onto AVP OneDrive</li> <li>• Transition new AVP Municipal Affairs</li> </ul>