



Statement of costs

For contract for work prior to proposal consultation

Empathy was engaged to complete the scope set out in the statement of work dated 5 January 2021. As the project went along, the scope changed slightly due to a number of factors, most notably:

- efficient and effective interactions with council staff on the project team, leading to cost savings related to administration and communication
- evolving context of the design research, leading to tweaks to the methodology and deployment of Empathy compared with council staff
- desire to enable elected members to hear and question Empathy directly about the community voice.

Overall, we managed to do more with the budget than was set out in the statement of work — a bigger scope of appropriate activities, without additional cost.

A summary of activities undertaken within the total cost of **\$85,000** is as follows.

- Guiding the overall approach to the design research, ie to hearing the community voice and informing the proposed representation arrangements, through various meetings and document reviews.
- Determining engagement and design research objectives for each of the three phases.
- Suggesting design research activities to be used during each of the three phases.
- Specifying or providing input into activities' materials used for street intercept interviews, online survey, market pop-ups, and community workshops, to ensure they are appropriate for our research objectives — eg creating interview guides, specifying card-sort labels, drafting workshop run-sheets.
- Providing input into awareness-raising collateral.
- Providing quality assurance and coaching technique of council staff undertaking design research activities, to ensure adequate standard.
- Undertaking some street intercept interviews, x7.
- Preparing for and undertaking scheduled long-form semi-structured interviews x18.

- Analysing community input at the end of each of the three phases, and providing thoughts to the project team.
- Attending and contributing to various project team meetings, to project status updates, discuss risks and issues, ensure coordination between parties, and more.
- Attending various working sessions on options for representation arrangements.
- Documenting the community voice in a long memo, in the Empathy brand and template.
- Preparing for and facilitating a workshop for senior council officers, to surface factors that might influence effectiveness of representation arrangements.
- Preparing a survey of elected members, and analysing responses.
- Preparing for and taking part in three briefings to elected members, discussing the approach to the representation review process and design research, presenting the community voice, and getting a steer on direction of options.
- Preparing for and taking part in two briefings to community board members, discussing the approach to the representation review process and design research, presenting the community voice, and getting input on the direction of options.
- Presenting the community voice and getting a steer on progress of options.

Costs include tangible (eg travel) and intangible (eg expertise) elements.