



City of Kingston
Information Report to Kingston Heritage Programs Committee
Report Number HPC-24-005

To: Chair and Members of the Kingston Heritage Programs Committee

From: Jennifer Campbell, Commissioner, Community Services

Resource Staff: Kevin Gibbs, Director, Heritage Services

Date of Meeting: June 25, 2024

Subject: Report on Data from *36 Questions that Lead to Loving Kingston* Exhibition

Council Strategic Plan Alignment:

Theme: 3. Build an Active and Connected Community

Goal: 5.7 Foster culture, history, education, arts and recreation (CHEAR).

Executive Summary:

The purpose of this report is to provide an update of the 36 Questions That Lead to Loving Kingston (36 Questions) exhibition data collection methods and results.

Recommendation:

This report is for information only.

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Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

**Jennifer Campbell,
Commissioner, Community
Services**

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

**Lanie Hurdle, Chief Administrative
Officer**

Consultation with the following Members of the Corporate Management Team:

Paige Agnew, Commissioner, Growth & Development Services	Not required
Neil Carbone, Commissioner, Corporate Services	<input checked="" type="checkbox"/>
David Fell, President & CEO, Utilities Kingston	Not required
Peter Huigenbos, Commissioner, Major Projects & Strategic Initiatives	Not required
Brad Joyce, Commissioner, Infrastructure, Transportation & Emergency Services	Not required
Desirée Kennedy, Chief Financial Officer & City Treasurer	Not required

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Options/Discussion:

Background

36 Questions was a temporary exhibit in the Market Wing Cultural Space from July 4, 2023 to April 20, 2024. Inspired by a 1997 study published in the *Personality and Social Psychology Bulletin* exploring whether strangers can develop a connection with each other by answering a series of 36 personal questions, commonly referred to as the "36 Questions That Lead to Love."

By encouraging people to share their stories and perspectives, the 36 Questions project aimed to build bridges across communities, challenge stereotypes and celebrate the diversity that makes Kingston unique.

Upon entering the exhibit, participants were notified in writing how their input would be used. This notice of collection was provided in English and French.

Participants were invited to engage with the exhibit, and each other through a series of curated questions that delved into personal narratives, cultural backgrounds and shared experiences. Questions were designed to prompt reflection, empathy and understanding, encouraging individuals to connect on a deeper level.

36 Questions as a public exhibit installed in a community museum was first conceptualized by Museum of Toronto's Director of Programming, Nadine Villasin Feldman. The City of Kingston's project adapted the concept and questions to explore the diverse stories and experiences unique to its residents and visitors.

While 36 Questions was a successful collaboration between staff in the Arts & Culture Services, Heritage Services, Marketing & Revenue Development and Communications & Public Engagement departments, this report focuses on data collection and summary, plans for data analysis and connection to public engagement initiatives.

Data Collection

Beginning in May 2023, staff met with the Museum of Toronto (then known as Myseum of Toronto) team to understand the organization's approach and lessons learned regarding data collection for this unique exhibition. Staff also benefited from meeting with Knology, the consulting firm hired by the Museum of Toronto for the purpose of compiling and theming feedback for the Toronto project. These learning opportunities also included staff attending an in-person training session hosted by the Museum of Toronto on May 9, 2023.

Building on the lessons learned by the Museum of Toronto team, and using the City's established Public Engagement Framework practices, staff then developed a structured process for collecting and processing data from 36 Questions. A regular schedule was established to collect data, which served two purposes: first, to use input to inform the messaging in the marketing

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campaigns that ran for the duration of the installation, and second, to ensure that data was added into the City’s engagement platform for ease of analysis at the end of installation. Collection frequency ranged from once a week during the peak tourism season to monthly when opening times were restricted to weekday afternoons and, as a result, had lower visitor numbers. The process for data collection included:

1. Data manually collected from the exhibit. For questions requiring a digital or audio response (questions 1 to 6 and question 30-36), data was downloaded monthly.
2. Original hard copy responses were sorted and stored by question type.
3. Responses to all questions were input to Get Involved Kingston, the City’s public engagement platform.
4. Responses were digitized by scanning and saved in accordance with the Records Retention Policy.

As noted in the tables below, visitors did not engage equally in all questions across the exhibit. The exploratory nature of the exhibit encouraged visitors to answer questions in which they were most interested, and visitors could skip questions, resulting in an uneven distribution of responses.

Results

Station 1: Find Your Match

At Station 1, participants were prompted to answer a series of multiple-choice questions to see how compatible their responses were with other exhibit visitors.

Figure 1 Station 1 at 36 Questions



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Question	Number of Responses
What type of food do you think best represents Kingston?	196
When you walk along Kingston streets do you tend to be a smiler, or an eye-avoider?	197
What building, landmark or place do you think best represents Kingston?	198
What is your favourite way to move around Kingston? Walking, Cycling, Transit (Kingston Transit), Car, Taxi, Scooter or Other	197
What is your favourite place to visit in Kingston?	197
What is your favourite season in Kingston?	201

Station 2: You Complete Me

At Station 2, participants were prompted to complete statements by filling in the blanks on the paper provided. Participants could complete statements using words or pictures. All responses were recorded.

Figure 2 Station 2 at 36 Questions



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Question	Number of Responses
(blank) is a very "Kingston" thing to do or say	71
The most interesting thing about Kingston is (blank)	80
Every Kingston resident needs to experience (blank) [event/place/moment] at least once	83
Most people in Kingston are (blank)	81
I wish Kingstonians cared more about (blank)	82

Station 3: Play Cupid

At Station 3, participants were prompted to answer questions about their connection to Kingston, specifically things they liked or disliked about Kingston and what they believed Kingston should be famous for. This interactive station directed participants to insert answers into large foam hearts.

Figure 3 Station 3 at 36 Questions



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Question	Number of Responses
What adjective would you use to describe the city?	90
Name one thing that makes Kingston unique	91
What is the best part of living in Kingston?	112
What is the worst part of living in Kingston?	99
What should Kingston be famous for?	77
If there was a Museum of Kingston - what's one thing you would put in it?	61

Station 4: Heart Marks the Spot

At Station 4, participants were prompted to answer location-based questions about Kingston. Participants were directed to attach responses to a large map of urban and rural Kingston using pins.

Figure 4 Station 4 at 36 Questions



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Question	Number of Responses
Where in the city do you feel the most connected to land/nature?	64
Do you have a secret spot you love in the city?	51
What one thing is Kingston missing you would add?	45
What do you think is the most under-valued place in the city?	27
Where in the city do you not feel welcome or safe?	21
What is the first place you visit after you have been away?	38

Station 5: Kingston Love Line

At Station 5, participants were offered a seating area and prompted to call up to three different phone numbers to respond to six unique questions using a digital voice mail system. Participants were offered the opportunity to interact with English or French voice mail systems.

Figure 5 Station 5 at 36 Questions



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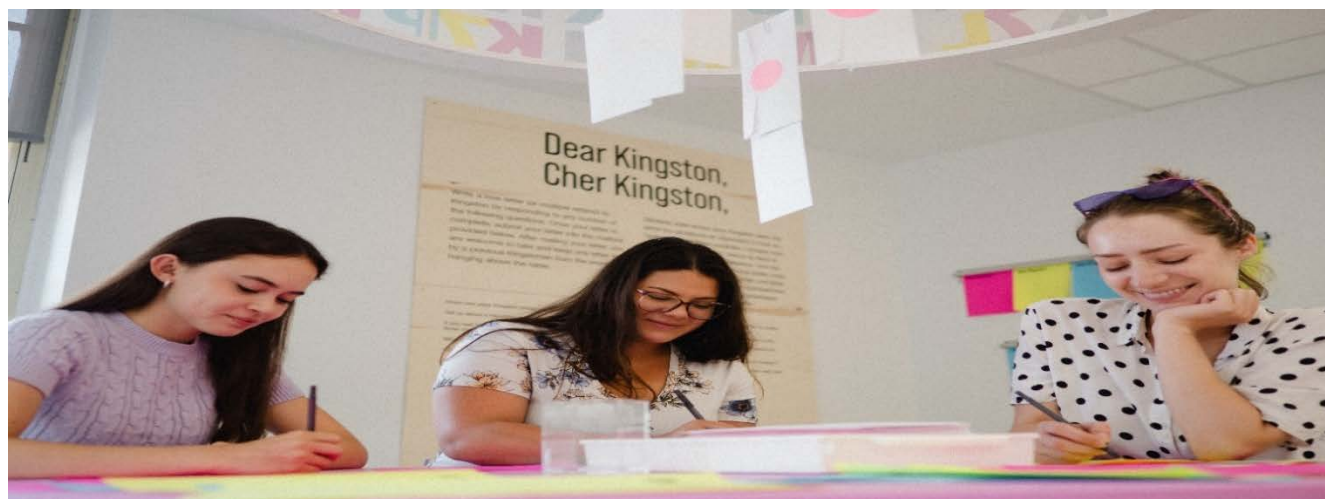
Question	Number of Responses
What is your most treasured Kingston memory?	11
What is your most terrible Kingston memory?	3
Tell us about a time when Kingston disappointed you?	6
Is there something that you long dreamed of doing in the city? Why haven't you done it?	1
Tell us about a time in the city when you were feeling lonely	4
What activity in the city makes you feel most connected to yourself?	1

Station 6: Dear Kingston

At Station 6, participants were asked to write a letter to Kingston. The station offered paper, writing instruments and envelopes for their letters. Space was provided on the letters for participants to add the first 3 letters of their postal codes; however, staff note that postal codes were not often included in the completed letters. The purpose of postal code collection was to understand the geographic representation of participants and was not intended for any other purpose.

One hundred thirty-eight (138) letters were submitted by participants.

Figure 6 Station 6 at 36 Questions



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Analysis

In the coming months, staff will review all data and identify themes in the responses and will develop a strategy for sharing results. It is anticipated that response themes will be assistive in the development of future community engagements as well as in the development of new programming and community events within the Arts and Culture Services and Heritage Services Departments.

Public Engagement

Future public engagement will not be conducted. Opportunities to adapt 36 Questions to the digital Get Involved Kingston engagement platform could be considered in the future.

Indigenization, Inclusion, Diversity, Equity & Accessibility (IIDEA) Considerations

The 36 Questions that Lead to Loving Kingston Exhibition was offered to participants in English and French. Staff note that a small number of responses submitted in the “Dear Kingston” station were in Russian, Chinese and Arabic. Staff will work to translate these responses during the analysis of all responses and include these in the feedback summary.

Contacts:

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Other City of Kingston Staff Consulted:

Melanie Banks, Manager, Heritage Programming

Miranda Riley, Curator, Heritage Services