100In1Day Hamilton Planning Committee: The Foundation to Build the Future of Civic Engagement, a Thematic Analysis

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ABSTRACT

100In1Day Hamilton (100In1DH) is a civic engagement festival that promotes sustainable community growth in the city of Hamilton, Ontario. This is done through resident-led 'urban interventions', which are social events aiming to foster a sense of community and harbor positive changes for the city. The 100in1DH planning committee (N=11) is a group of volunteers who organize and promote the interventions.

Through a virtual interview process, we gathered the perceptions of the 100in1DH volunteers. We set out to answer these two overarching questions: *"Why do the volunteers participate?"* and *"How can 100In1DH be enhanced?"* We conducted semi-structured interviews (n=6) on the Zoom digital platform. We used NVivo software and thematic maps to organize our data and help draw conclusions.

Themes were categorized under *Present Motivators* or *Future Growth.* The most mentioned theme for each of the overarching themes were *Urban Development* (61 mentions) and *Intervention Format* (36 mentions), respectively. We identified that the planning committee members volunteer because they share a passion for *Urban Development* that empowers civic engagement throughout their community. We also concluded that the *format* of 100In1DH is regarded as an area for growth, especially after the pandemic and learning about the accessibility associated with hybrid interventions.

Key words - Qualitative thematic analysis, 100In1Day Hamilton, Tactical urbanism, Reflexive volunteering, Civic engagement, NVIVO coding software

INTRODUCTION

Introduction

100In1Day is a civic engagement festival that takes place at many locations internationally, typically on one day during the year. This event hosts 100, or more, in-person or virtual community-led interventions with the aim of motivating positive change within urban areas and cultivating a sense of community. Through 100In1Day Hamilton (100In1DH), community members have annually hosted social events to promote public health and connections amongst neighbors including food drives, nature hikes, and scavenger hunts on the one day. Although the interventions are led by the general public, the event's organization is led by a planning committee comprised of 11 volunteers. They raise awareness for the event day and track the various initiatives, sometimes coordinating additional measures to educate the public on how they can get involved. During the one day, the planning committee will often help with intervention setup and make efforts to socialize with participants.

At the time of writing, we were unable to find existing research on 100In1Day Hamilton's outreach or the perceptions of 100in1Day volunteer members internationally. Existing published research on 100In1Day focuses on the impact of their work or their broader foundational structure, and focuses on the efforts based in Brazil (Medina et. al, 2017, Sierra & Botero, 2015). Collecting insight at a local level of the 100In1Day movement could provide useful insight into the aspirations and motivations behind those involved with 100In1Day, while shining particular light upon volunteerism and the approach to local civic engagement. There have also been additional challenges

recently imposed upon any events involving public coordination due to the COVID-19 pandemic, limiting in-person activities and requiring participants to be socially distanced. Identifying successful coordination efforts after this tough period would highlight what 100in1DH could look like in the future.

Using qualitative research and one-on-one interviews, we aimed to uncover information pertaining to the challenges and triumphs that the planning committee volunteers encounter. Our questions include topics such as memorable events, attraction to the planning committee position, and summative takeaways of their time with 100In1Day. This study is intended to leverage volunteer learning experiences from the pandemic to determine how 100In1DH can be renewed and how the volunteer experience can be enhanced to support future continuity.

Literature Review: 100In1Day Hamilton and the current state of volunteering

100In1Day was born in Bogotá, Colombia by a group of students in 2012 (100In1Day, 2018). The main vision for this initiative was to inspire positive long-term changes within a community's behaviour and/or within government policies (100In1Day, 2018). The initiative's popularity rapidly grew to other parts of Colombia, and eventually started to spread globally. In 2015, Hamilton joined this initiative and had its first "100In1 Day Hamilton" event, which maintains the spirit of having a civic engagement festival coordinating positive urban interventions to transform the city.

The motivations behind volunteering can be complex because they vary from person to person. Cultural values play a role in one's decisions to volunteer, but research by Wilson and Musick (1998) found that the benefits of social interactions are

even more influential than culture in forming this decision. This is important to note as the definition of social interaction and what it entails changes with modernism and technology. In recent times, especially during the COVID-19 pandemic, social networking became a greater component of volunteering. Virtual options have started to facilitate opportunities for philanthropy because of the greater technological support (Davies et al., 2021). It has been noted in other research that volunteerism in general is moving away from the traditional model of face-to-face interaction (Hustinx & Lammertyn, 2003; Lachance, 2021) so100In1DH may be following this trend.

The international success of 100in1Day inspired us to want to understand what drives volunteer interest in this initiative. Our initial hypothesis was that it stems from 100In1Day's ability to bring people together and allow volunteers to socialize with different community members. We explored this topic with particular reference to the recent developments of the pandemic.

METHODS

This qualitative research study used primary data collection and thematic analysis to understand how 100In1DH can be enhanced from the planning committee's perspective. We gathered detailed accounts of the interviewed volunteers' (n=6) experiences from one-on-one *Zoom Video Communications, Inc* interviews that were licensed through McMaster University. After the transcripts were prepared for analysis through Zoom's artificial intelligence (AI) technology, we synthesized the information into overarching themes, themes, and sub-themes according to the framework presented in Braun & Clark (2006). The results were interpreted through an

essentialist/realist approach which means we assumed a direct relationship between the volunteer's statements and their meaning. In other words, we used the information from the interviews to explore personal experiences with 100In1DH rather than the greater sociocultural context. The research project took place from September 2021 to April 2022, and it was approved by the McMaster University Research Ethics Board (Project ID #5697) in October 2021.

Background Review

Since there was no formal research available about 100In1DH or the planning committee, we consulted with our Community Project Champion (CPC) to learn more about the details of this festival. Our CPC is a community member who has been volunteering with the 100In1DH planning committee since its early formation. They provided us with context about how Hamilton joined this initiative and what it means to the community. The information they shared helped us understand 100In1DH from a volunteers' perspective and define the scope of our project.

Participants and Interview Structure

We developed an email recruitment script for our CPC to send to their fellow 100In1DH planning committee volunteers. If the volunteer was a part of the planning committee before June 2021, they qualified for our study. All 11 planning committee members volunteers received an email to participate. Those who were interested sent an email directly to our student research team members to minimize any competing

interests with our CPC. In total, we interviewed six volunteers (n=6) during November 2021.

With the information provided by our CPC, we were able to develop interview questions that helped answer our research questions: *"Why do the volunteers participate?"* and *"How can 100In1DH be enhanced?"* The interviews were 60 minutes and recorded through Zoom for further analysis. They were also semi-structured, which means we had an interview guide with a list of questions, but they were not fixed in their order or phrasing (Appendix A). Our guide helped us ask relevant questions to find an answer to our research questions, but it was flexible to let the conversation evolve based on the interviewee's reply. When appropriate, we asked them to elaborate on interesting ideas they shared or to provide clarification. In doing so, we could have a broader understanding of the volunteer's perceptions and/or to have clear wording that would allow us to semantically analyze their transcript.

Transcription

After the interviews (n=6) were complete, we transcribed the interview script. Since we recorded the conversations through Zoom, the AI program autogenerated a transcript of the interview. We transferred that document to our McMaster licensed Microsoft Word software, removed all personally identifiable information, and securely stored it in our private McMaster SharePoint for confidentiality. Then, we relistened to our recorded interviews and made any necessary edits to the transcript to ensure accuracy. Once the transcripts were prepared, the analysis began.

Approach to Data Analysis

  To develop a strong understanding of the content in each transcript (n=6), we manually coded each document through Microsoft Word. Since thematic analysis involves searching across the transcripts to find meaningful repeated patterns, we constructed several versions of our coding structure before developing a master structure (Braun & Clark, 2006). We were able to find several patterns that we could organize into overarching themes, themes, and sub-themes.

  Overarching themes are umbrella terms that help categorize related themes into groups (Braun & Clark, 2006). By dividing the coding structure into two key components, we were able to piece together a comprehensive picture of the 100In1DH planning committee. In our coding structure, we had two overarching themes: *Current Motivators* and *Future Visions* (Figure 2; Figure 7). *Current Motivators* provides insight to the past and present interests of the volunteer. The overarching theme help us understand why they joined the planning committee and why they continue volunteering. *Future Visions* helps us understand the current challenges that arise during the planning process and what the volunteers hope to see in the future. Themes are repeated patterns that emerge within the dataset, and sub-themes focus on a specific element of that theme (Braun & Clark, 2006). We began coding through QSR International's NVivo coding software, referred to as NVivo, after the initial coding structure was established.

Coding Process

Through NVivo, we began analysing the transcripts (n=6) with our master coding

structure. The codes (that are correlated with our sub-themes) were defined as the

following:

Codes for *Present Motivators*

Tactical Urbanism: Ideas or interventions that support sustainable development.

Citizenry: Tangible impacts that empower community members to engage in their civic

duties through capacity building.

Personal Impact: Positive changes the individual observed within themselves because

of their impact on 100In1DH.

Sense of Community: Interpersonal interactions through 100In1DH (includes other

volunteers and Hamiltonians participating in the festival) that are pleasurable.

Fun: Enjoyment experienced from participating in the planning and/or day of the festival.

Transferable Skills: Hard/Soft skills gained from volunteering.

Building Professional Contacts: Connecting with industry professionals because of the

work the volunteer does as a part of the planning committee.

Codes for *Future Visions*

Current Engagement Levels: Perceived participation among peers on the planning

committee and Hamiltonians on the day of the festival.

New Volunteer Recruitment: Gaining new members to join the planning committee.

Retention: Lowering volunteer turnover rate.

Formalized Roles: Desire for organizational initiatives within the planning committee.

Intervention Format: In-person, online, or hybrid methods of participating within the

planning committee and on the day of the event.

Partnership: Establishing affiliations with other groups/organizations to expand

100In1DH into a bigger team and plan bigger interventions.

*Social Media*: References to online social platforms (like Twitter, Facebook, Instagram).

100In1DH Promotion: Outreach outside of online social platforms (like word of mouth,

flyers, workshops).

RESULTS
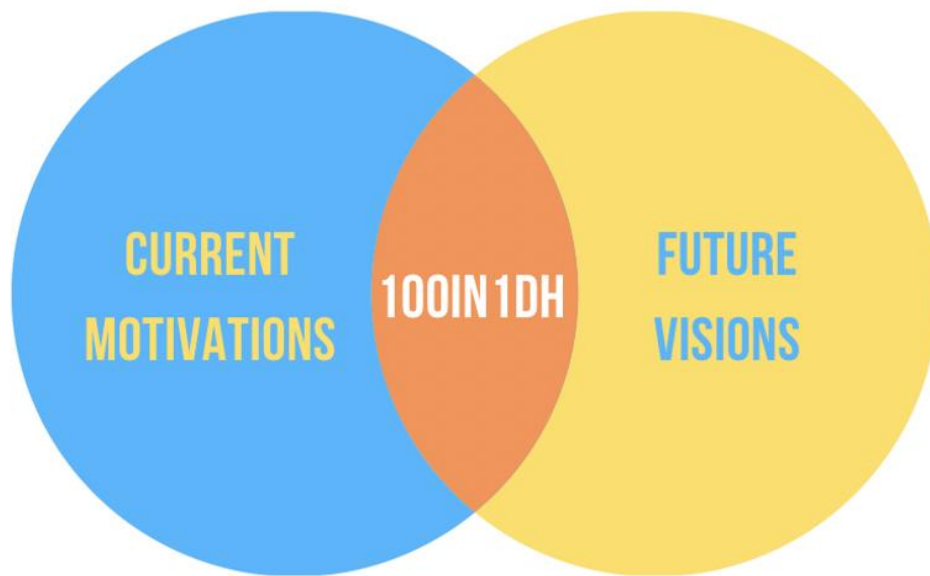
Figure 1. The *Current Motivations* and *Future Visions* of the planning committee compose the present 100In1DH experience.

      Through thematic analysis, we identified *Current Motivations* and *Future Visions* as the two overarching themes that represented the dataset*. Current Motivations* categorizes the reasons why the volunteers have remained a part of the 100In1DH planning committee. *Future Visions* categorizes how they envision the progression of the planning committee in the following years. By identifying these two overarching themes, we were able to holistically conceptualize the volunteers' experiences to understand how 100In1DH can be enhanced.
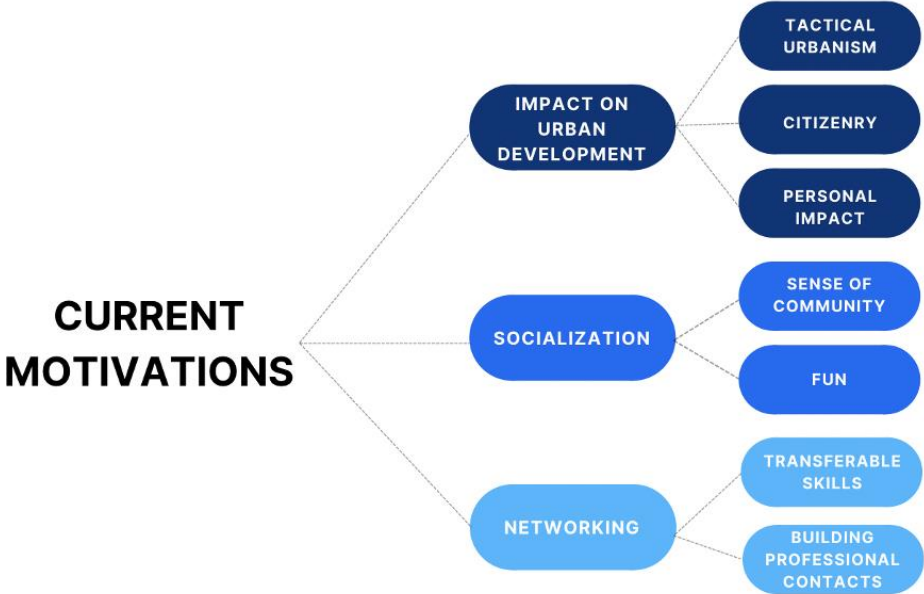
Figure 2. Thematic map of the overarching theme, *Current Motivations,* **with themes and sub-themes.** Exploring what motivates the planning committee members to continue volunteering allows us to identify the strengths of 100In1DH. Through thematic analysis of the transcripts (n=6), the three themes that retained volunteer interest were related to *Impact on Urban Development, Socialization,* and *Networking.* The sub-themes provide specific motivations for the volunteer's involvement.

        The overarching theme of *Current Motivations* allows us to explore the volunteers' past and present experiences with 100In1DH. We asked questions such as "[w]hy did you first take part in the 100In1DH planning committee?" and "[w]hat have you gained from your work as a volunteer on the 100In1DH planning committee?" (Appendix A). By allowing the interviewed volunteers (n=6) to reflect upon their past and present experiences, we were able to understand the evolution of 100In1DH and why the planning committee members started/continued volunteering. The three common motivators among the six experiences were related to *Impact on Urban Development, Socialization,* and *Networking* (Figure 2).
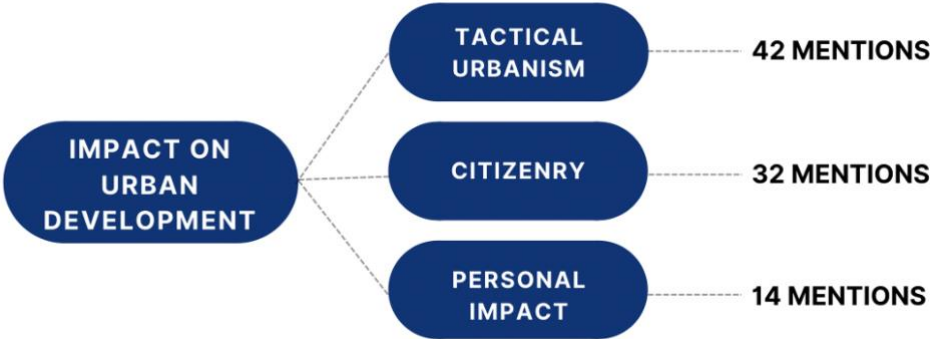
Figure 3. *Impact on Urban Development theme* **flow chart showing three sub-themes and their number of mentions across the transcripts (n=6).** The volunteers identified their *Impact on Urban Development* through mentions of *Tactical Urbanism* (42 mentions)*, Citizenry* (32 mentions)*,* and *Personal Impact* (14 mentions)*.* This theme was mentioned a total of 88 times, with *tactical Urbanism* being the most mentioned.

Exploring the theme of *Impact on Urban Development* allows us to understand the tangible successes of being a part of the 100In1DH planning committee. From the transcripts (n=6), three sub-themes emerged (Figure 3). *Tactical Urbanism* refers to the prototyping of new ideas to address city issues, *Citizenry* refers to empowering community members to engage in their civic duties, and *Personal Impact* is an intrinsic accomplishment based on the positive changes. There were 44 mentions of *Tactical Urbanism*, 32 mentions of *Citizenry,* and 14 mentions of *Personal Impact* across the transcripts—for a total of 88 mentions (Figure 3). The data highlights that prototyping new ideas to empower the community, and observing their successes, is valued among the volunteers, which motivates their involvement with 100In1DH (Figure 3).
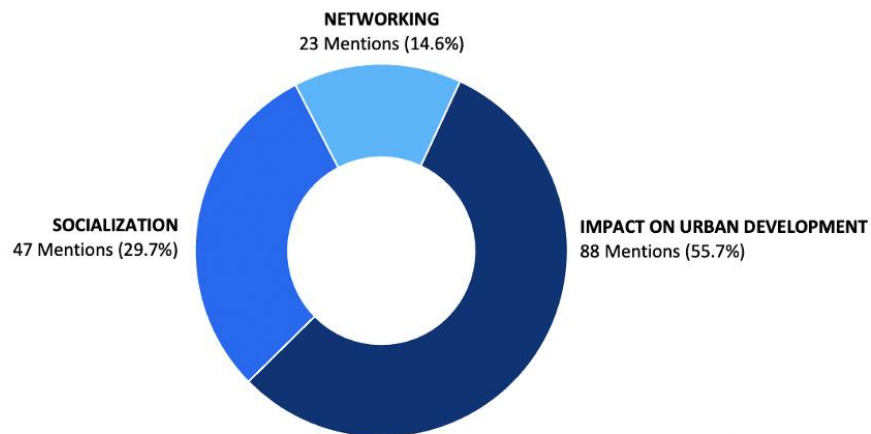

Figure 4. *Socialization* **theme flow chart showing two sub-themes and their number of mentions across the transcripts (n=6).** The *Sense of Community* (32 mentions) and *Fun* (15 mentions) experienced by being a part of the planning committee composed the *Socialization* theme. There is a total of 47 mentions, with *Sense of Community* being the most predominant sub-theme*.*

The theme of *Socialization* helps us understand the social atmosphere of being a part of 100In1DH. While coding the transcripts (n=6), two sub-themes emerged (Figure 4). *Sense of Community* refers to interpersonal interactions through 100In1DH, and *Fun* refers to the enjoyment of being a part of the planning/participation of the festival. Experiencing a *Sense of Community* was mentioned 32 times and *Fun* was mentioned 15 times (Figure 4). In total, the theme has 47 mentions which highlights that the volunteers enjoy the positive collaborative environment and interactions they encounter by being involved (Figure 4).


Figure 5. *Networking* theme flow chart showing two sub-themes and their number of mentions across the transcripts (n=6). *Transferable Skills* (32 mentions) and *Building Professional Contacts* (7 mentions) through the involvement of 100In1DH constitute the *Networking* theme that was mentioned a total of 23 times. The *Transferable Skills* sub-theme was mentioned the most.

Exploring the benefits of volunteering for 100In1DH helps us understand what the interviewed volunteers (n=6) gain from being a part of the planning committee. *Transferable Skills*, which refers to both soft/hard skills, was mentioned 16 times (Figure 5). *Building Professional Contacts* with industry professions was mentioned 7 times (Figure 5). Although *Transferable Skills* was mentioned the most, together these two sub-themes emerged as the most valued assets with a total of 23 mentions (Figure 5). The *Networking* theme highlights that 100In1DH can complement individuals with their career aspirations by being an avenue to build new skills and meet diverse groups of people.

NETWORKING
23 Mentions (14.6%)

SOCIALIZATION
47 Mentions (29.7%)

IMPACT ON URBAN DEVELOPMENT
88 Mentions (55.7%)

Figure 6. A comparison of the total number of mentions for the three main themes under the overarching *Current Motivations* theme. After the volunteer interviews (n=6), the transcripts were coded and organized under this overarching theme into three themes: *Impact on Urban Development* (88 mentions; 55.7%)*, Socialization* (47 mentions; 29.7%)*,* and *Networking* (23 mentions; 14.6%). In total, references to *Current Motivations* were made 158 times, with *Impact on Urban Development* being the most mentioned.

The first overarching theme, *Current Motivations,* was mentioned 158 times across the transcripts (n=6; Figure 6). This overarching theme allowed us to conceptualize why individuals may choose to volunteer with 100In1DH and what they have gained throughout their experience. Overall, *Impact on Urban Development* emerged as the main motivator for volunteering with a total of 88 mentions, or 55.7% (Figure 6). The data highlights that the volunteers value tangible community changes that benefit a greater number of people rather than just themselves.
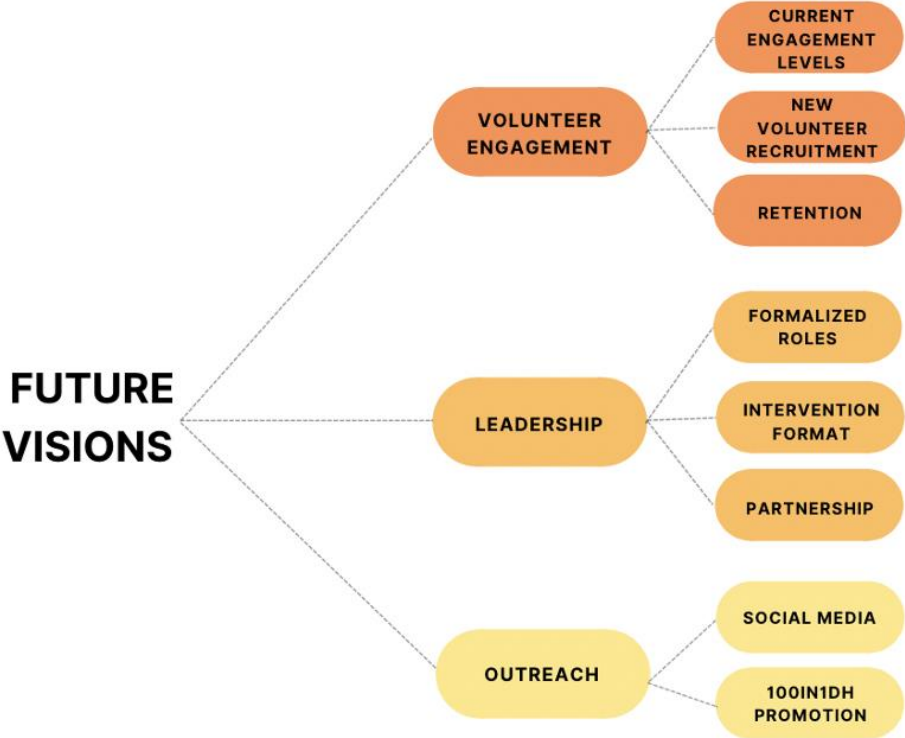
Figure 7. Thematic map of the overarching theme, *Future Visions,* with themes and sub-themes. Understanding how the volunteers picture the future of the planning committee allows us to identify the current challenges they face when planning 100In1DH. With that information, it also helps us explore how it can sustainably evolve to overcome those barriers. Through the thematic analysis of the transcripts (n=6), the three themes that emerged to enhance 100In1DH were related to *Volunteer Engagement, Leadership, and Outreach.*

The overarching theme of *Future Visions* helps us explore the interviewed volunteer's (n=6) current challenges and idealizations of 100In1DH. We asked questions such as "[w]hat would influence your decision to take part in the planning committee again in the future?" and "[h]ow would you describe your ideal vision of 100In1DH?" (Appendix A). Through these related questions, we were able to highlight that the challenges faced with planning 100In1DH were related to *Volunteer Engagement, Leadership,* and *Outreach.*

Figure 8. *Volunteer Engagement* **theme flow chart showing three sub-themes and their number of mentions across the transcripts (n=6).** *Current Engagement Levels* (23 mentions; most mentioned)*, New Volunteer Recruitment* (12 mentions)*,* and *Retention* (7 mentions) were the three sub-themes that emerged under this theme. In total, *Volunteer Engagement* was mentioned 42 times.

100In1DH is successful because of the time and energy of the volunteers who choose to engage with planning the festival. So, understanding how *Volunteer Engagement* can be improved is important to maintain interest. *Current Engagement Levels* refers to the perceived participation among peers and it was referenced the most with 23 mentions (Figure 8). *New Volunteer Recruitment* refers to the desire for new members, which was mentioned 12 times, and long-term *Retention* of volunteers was mentioned 7 times (Figure 8). The data under this theme highlights that increasing engagement is desired because it leads to a more vibrant committee. In return, this encourages collaboration.
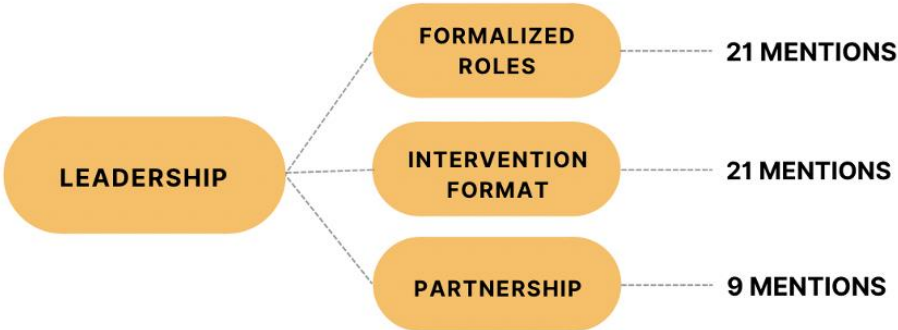
Figure 9. *Leadership* **theme flow chart showing three sub-themes and their number of mentions across the transcripts (n=6).** *Formalized Roles* (21 mentions)*, Intervention Format* (21 mentions), and *Partnerships* (9 mentions) compose this theme. There is a total of 51 mentions, with *Formalized Roles* and *Intervention Format* being equally mentioned across the dataset.

By asking questions related to the process of planning 100In1DH, we were able to understand the volunteering environment (Appendix A). Through a total of 42 mentions across the transcripts, we identified that having *Formalized Roles* and a hybrid *Intervention Format* would assist with preparing for, and increasing the impact, of 100In1DH (Figure 9). All interviewed volunteers noted that COVID-19 has highlighted the benefits of asynchronous collaboration because it provides flexibility to participate when convenient. Asynchronous interventions also had greater impacts on the community because they were able to last much longer than just one day. Some interventions were noted to last for months because they were activities that could be practiced individually. Lastly, formalized *Partnerships* with other institutions/ organizations was mentioned 9 times (Figure 9). This sub-theme highlights the desire to create a greater impact by planning large-scale interventions and reaching new community members. All the interviewed volunteers mentioned wanting to work with new faces, but there was uncertainty on how to recruit and who should be recruiting.

Figure 10. *Outreach* theme flow chart showing two sub-themes and their number of mentions across the transcripts (n=6). Increasing the festival's *Social Media* presence was mentioned 15 times. Increasing *100In1DH Promotion* through recruitment, flyers, and workshops was mentioned 12 mentions across the transcripts. There is a total of 27 mentions, with *Social Media* being the more notable sub-theme.

Each interviewed volunteer shared their ideal vision of 100In1DH and mentioned wanting to see more participation—both within the planning process and festival day. When asked how the barriers to that vision could be mitigated, *Social Media* and *100In1DH Promotion* emerged as the two mitigation tools (Appendix A; Figure 10). *Social Media* refers to using social networking platforms like Facebook or Instagram, and many suggested assigning a volunteer for that role. The *100In1DH Promotion* sub-theme refers to any other form of outreach that does not involved social media. The volunteers described hosting workshops, creating flyers, speaking with local

businesses, and going door-to-door. Overall, the *Outreach* theme illustrates that there is a desire to incorporate more community members within the 100In1DH initiative.
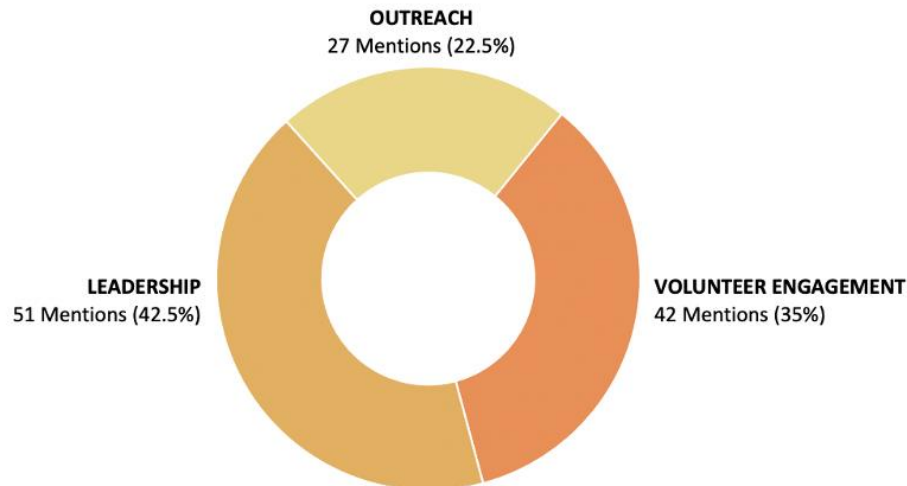
Figure 11. A comparison of the total number of mentions for the three main themes under the overarching *Future Visions* theme. After the interviews (n=6), the transcripts were coded and organized under this overarching theme into three themes: *Volunteer Engagement* (42 mentions; 35%)*, Leadership* (51 mentions; 42.5%)*,* and *Outreach* (27 mentions; 22.5%)*.* In total, references to Future *Visions* were made 120 times, with *Leadership* being the most mentioned.

The first overarching theme, *Future Visions,* was mentioned 120 times across the transcripts (n=6; Figure 11). This overarching theme allowed us to understand the process of planning 100In1DH and conceptualize how the volunteers envision the future of the festival. Conducting *Outreach* was mentioned 27 times across the transcript and increasing *Volunteer Engagement* was mentioned 42 times (Figure 11). However, systemically addressing *Leadership* through formalized roles, more flexible intervention formats, and community partnerships emerged as the main area for advancement (Figure 11; Figure 9). This subtheme was mentioned 51 times and covered 42.5% of the transcripts. Overall, the volunteers envision 100In1DH's future to include new participants and more structure.

Discussion

Through our study, we have found two main overarching themes. **Figure 2** illustrates the present motivations of the 100In1DH volunteers, and **Figure 7** illustrates some of the key ideas involved in their perception of 100In1DH's future.

100In1DH's capacity to foster development amongst the community was the most prevalent theme that we ascertained from interview results. It was grouped under *Impact on Urban Development* and cited 88 times by interviewees. All volunteers (n=6) described this theme when talking about aspects of 100In1DH and their previous involvement with the organization. Two major ways this was discussed included different approaches to a very integral component of urban life – *Urban Development* by means of the citizens *(Citizenry)* or through structured organization-directed actions *(Tactical Urbanism).* As a member of the community, bonding with other citizens through collective events and creating a sense of unity is important to formulating "nurturing human connection" in an adult's life (Lappe, 2005). This observation indicates the importance of *Citizenry* in an adult life and establishes a connection to the theme of *Personal Impact,* which describes the tangible accomplishments of how *Urban Development* affects the individual.

From a civic perspective, organizations such as 100In1DH are interesting because they provide an opportunity to temporarily implement unique community-led ideas without the formalized City permits. The process of testing development plans was mentioned 42 times as *Tactical Urbanism.* Large-scale events that need City permits can take up to six weeks to receive a permit and urban development projects can take several years ("Permits...," 2022). Cultivating change from the perspective of

both individuals and formal civic groups is important to maximizing the impact 100in1DH

has on changing the urban landscape. Altogether, this theme covers a broad range of

perspectives behind the successful actions of the 100in1Day movement and their

mission to promote civic engagement. The resulting high proportion of mentions of this

theme, then, is not very surprising. This theme was not strongly anticipated from

previous volunteerism research. This is likely due to the context of each individual

volunteering event, and previous research that was not drawn from urban intervention

sources. Due to its prevalence and positive associations, we concluded this theme of

Impact on Urban Development summarizes the primary motivational reasoning behind

volunteer participation in 100in1DH. As a next step for future research, the two

viewpoints of *Citizenry* and *Tactical Urbanism* could be considered individually. This

would better define the interplay between volunteer organizations and public-oriented

career duties, the latter of which may lead to an increase in *Tactical Urbanism* interest.

All volunteers also expressed sentiments defining our theme for *Socialization* (47

mentions), citing both a *Sense of Community* from their experiences and the *Fun*

involved in 100In1DH's activities. *Sense of Community,* mentioned 32 times, refers

specifically to 100In1DH's success at creating a positive social atmosphere to interact

with others. *Fun,* mentioned 15 times, describes a more general positive association

with the 100In1DH activities and how they can be enjoyable for the involved parties.

Volunteering can fulfill human needs for belonging, esteem, and self-actualization by

creating social connections to other people and exhibiting their involvement in the

community. These desires are observed in reference to Maslow's hierarchy of needs

(Figure 11) (McLeod, 2020). When the basic human necessities are met, the motivation

to seek out higher order needs increases. Newer theories about volunteerism also

identify that reflexive (i.e., contemporary) volunteer styles are more likely to be based on

meeting the volunteers' needs, rather than those of the organization/clients (Davies et

al., 2021). Through this individualistic lens, Davies and colleagues (2021) would

highlight that volunteering is an attractive commitment because it can provide people

with opportunities to achieve their own goals. This also makes sense when considering

the results of Wilson & Musick (1998) – if one considers a volunteer's desire for social

interaction to be a goal when participating. Thus, our theme of *Socialization* can be

used to represent the manifestation of higher order needs as a volunteer. This can

explain the *Socialization* themes' frequency within the results and leads us to reason

that it also plays a general, but central, role in the volunteer experience.
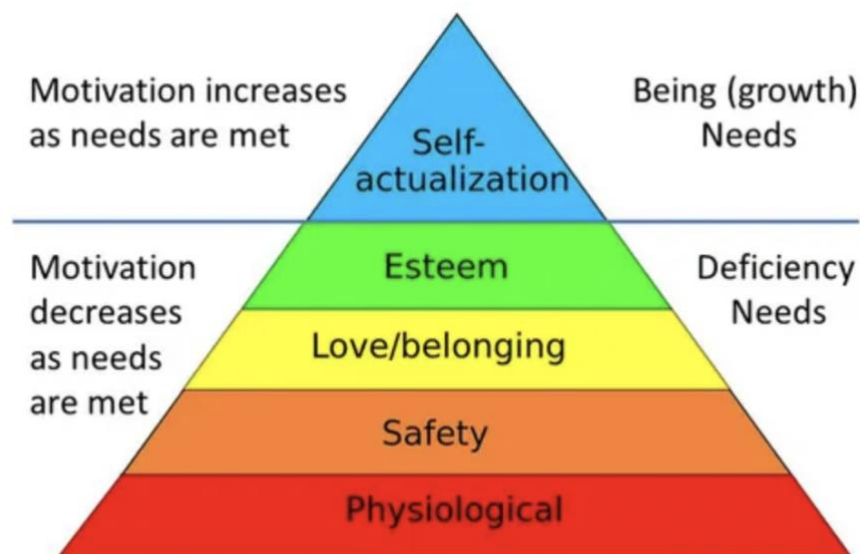
Figure 12. Visual representation of Maslow's hierarchy of needs (McLeod, 2020).

The basic survival needs are at the base of the pyramid and the top includes self-

actualization. Motivation changes are indicated on the left.

Interestingly, according to volunteer comments, the impact and enjoyable qualities of the work being done through 100In1DH might not be reaching its full potential. Our most mentioned theme for *Future Visions,* called *Leadership* (51 mentions), indicates how the volunteers view some potential changes to 100In1DH's structure. Volunteers referred to the *Intervention Format* as a potential limitation to their work (21 times). Due to the COVID-19 pandemic, which began in 2020, the 100In1Day Hamilton's interventions were hosted online with activities that prompted the community to get involved. This allowed them to abide to health and safety regulations on maintaining social distance. The volunteers had identified the online format of the June 2020 100in1DH event divisively. One volunteer in favor of in-person activities, participant P02-02, acknowledged that they would like to see "an in-person component to the festival" because they believe "that's where [100In1Day's] real change and impact takes place". Due to associations with the pandemic or "Zoom fatigue" (Bailenson, 2021), planning committee members and the public alike have become somewhat displeased with the solely online presentation of this and other community events. However, the new online format was not always discussed in a negative light. Regardless of personal preference, most volunteers noted the ease of hosting events online and the reduced commitment required for busier committee members. Moving forward, the event may be presented in a hybrid format that combines both online and in-person elements. This way, participants and volunteers can benefit from the in-person social interactions while still having the flexibility to participate at their convenience. Explaining that there are benefits of adapting to the pandemic in learning

about online potential, P02-01 describe that, "COVID has taught us how to do these hands-off things that we don't need to manage, which is a nice way to extend the life of an intervention." Being able to adapt to the use of technology to implement interventions means that using these techniques in the future can increase accessibility for both volunteers and participants due to time and location. This would fall in line with the increase in 'hands-off' volunteerism trends suggested by Hustinx & Lammertyn (2003) and Lachance (2021), providing additional options to intervention accessibility and increasing efficiency of intervention outreach.

Each of the volunteers had cited the assumption of *Formalized Roles* (mentioned 21 times) as a key distinction the planning committee could use to improve coordination and efficiency. Participant P01-01 touched upon the struggles associated with leadership in a group of volunteers: "Like with any volunteer thing, it always ends up [that] there's a couple of key people that, if they're not pushing to get everything done, you won't be able to. Which is fine, you just need to make sure you have a couple of key people to do that."

While 100In1DH has been able to work effectively towards their objectives for several years, it relies on certain individuals to carry out essential tasks and thus control the flow of work carried out by the team. Acknowledging the importance of these individuals in a formalized way and defining responsibilities of team members on an individual basis might ensure that, when undertaking tasks in the future, the team will always have someone who can be relied upon. Each task can make use of either someone with great capability to carry out their specific work or someone who can assign everyone else accordingly. This should increase efficiency of tasks and coordination amongst

team members, while simultaneously decreasing the stress of individuals who may be

worried about undertaking too much to accomplish tasks for the group.

　　According to research by Davies et. al, (2021), community development projects

place great importance on having "a strong vision which can motivate others, [the]

ability to set clear goals so others can be involved and be[ing] attuned to drawing on the

existing interests and skills of those in the community". So, having leadership roles to

coordinate volunteer activities, assist in work redistribution, and take care of specific key

tasks (such as budgeting and media) would provide a sense of ease to members in

need of more structure.

　　Retention and acquisition of volunteers *(Volunteer Engagement,* mentioned 42

times) is a theme important to any group operating under volunteer participation.

Factors affecting the *Current Engagement Levels* vary, including reductions due to the

pandemic fatigue and reduction after several years of continual engagement by several

current volunteers. The process of recruitment, participation, and eventual withdrawal

requires new participants to come into the organization at least at the same rate that

people wish to move on. Due to the devotion of veteran members, relieving themselves

of their duties may be personally restricted when this inflow of new volunteers is

insufficient. *New Volunteer Recruitment* (12 mentions) is important for renewing the

volunteers, bringing in new ideas and fresh connections and allowing older members to

take on roles that better suit their needs. Participant P01-01 described their investment

in 100In1DH and how new recruits might relieve some responsibilities with peace of

mind: "Maybe at some point if there's not as much of a capacity or need for me to help

out, [and] it's because there's others that came over to continue it in the way that it

organically can move [on], I'd be happy with that."

Volunteers after spending several years at the organization may be ready to

encourage new individuals to get involved in exchange for a decreased workload and

some assurance that 100In1DH will continue with success. Participant P02-02, a

member of the organization for several years, expressed some of their loss of fervor,

saying: "I think this is the sort of project that you should bring a little bit of heart to... and

the heart is tired."
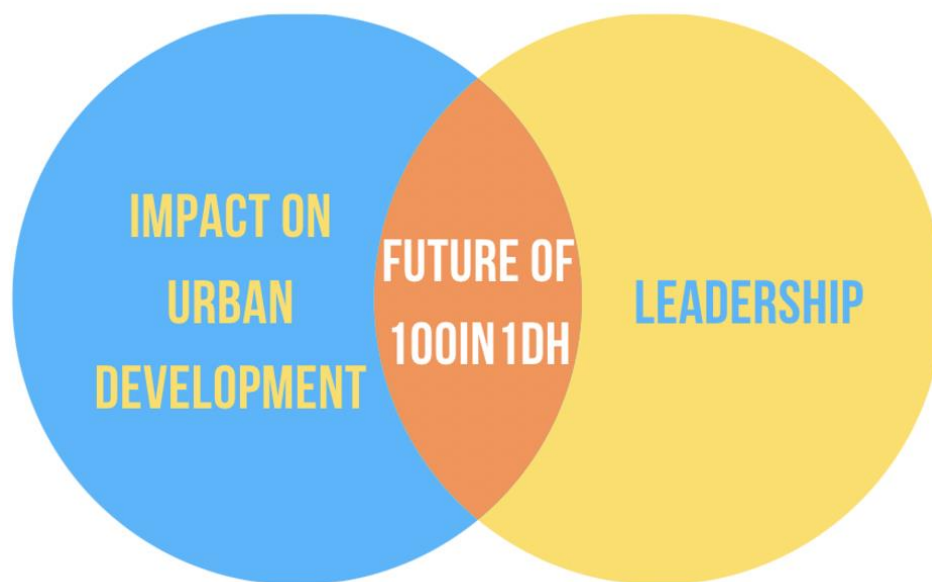
 Figure 13. The *Current Motivation* for participating in 100In1DH is mainly related to *Impact on Urban Development*, and the *Future Vision* is mainly related to *Leadership*. Through thematic analysis, the current and future idealizations of 100In1DH were analyzed to conceptualize a sustainably ideal future of 100In1DH.

Therefore, through thematic analysis, we identified *Current Motivations* and

Future Visions of participating within 100In1DH. Although there were two overarching

themes, the identified themes and sub-themes are not mutually exclusive ideas. On the

contrary, they can be analyzed in tandem to conceptualize a plan to sustainably build

the future of 100In1DH. *Impact on Urban Development* was mentioned as the main

motivator for starting/continuing to volunteer with 100In1DH (Figure 3; Figure 6).

Improving the *Leadership* structure was mentioned as the main area for development

under *Future Visions* (Figure 9; Figure 11). Through our analysis we highlight that

establishing leadership roles among the 100In1DH planning committee will help

increase the event's impact on urban development, which will lead to a more

sustainable 100In1DH.

Since this is the first research project about 100In1DH, our research should be

used as a discussion piece that is open to interaction and refinement, but also as a

kickstart to motivating changes for 100In1Day Hamilton. We have found a positive

influence and support for the trend in contemporary volunteerism towards technological

integration, while acknowledging that its use may sometimes be too restrictive and

counteractive to the volunteer experience. Future research in this area can explore the

relationship between 100In1DH planning committees or other urban intervention

volunteer groups and their city or cultural heritage, to better understand how their work

might be affected between localities. As well, the perceptions of seasoned committee

members could be valuable in determining a change in perception over time.

Acknowledgements

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Appendix A

1. In this interview, we would like to learn more about 100In1DH and your involvement as a volunteer event organizer in this intervention— How have you been involved in 100In1DH in the past? [As a reminder, the first year of 100In1DH launched in 2015 and remained in person (pre-COVID) until 2019 and 100In1DH took the form of a virtual event from 2020 onwards.]

   a. (Follow up) how many years? For which years?

2. I'm interested in the process of organizing a 100In1DH event, can you share some highlights of what it's like pre-event, the event day, and post-event as an organizer.

   a. [If this question was answered from an individual perspective] How would you describe some highlights of the planning committee from a group perspective? [Or, if this question was answered from a group perspective] How would you describe some highlights of the planning committee from a your own perspective as an individual?

   b. How would you describe 100In1DH during 2015-2018 (pre-covid years)?

      i. Did you notice any differences in pre-covid years? If so, describe the ways it has changed.

3. Can you describe your most memorable event?

   a. (Follow up) What made it memorable?

4. Have you seen, or been a part of, any intervention(s) that lasted longer than just one day?

5. Why did you first take part in 100In1DH planning team?

     a. (Follow up) What kept you coming back?

     b. (Follow up) What would influence your decision to take part in the planning committee again in the future?

          i. (Following the participant's answer) Is there anything that would deter you from rejoining?

     c. How constructive was that experience/challenge for you?

6. In one word or a sentence, how would you summarize 100In1DH?

     a. (Follow up) Why?

7. What have you gained from your work as a volunteer on the100In1DH planning committee?

8. Moving forward, how do you envision 100In1DH?

     a. Is this how you would describe your ideal vision of 100In1DH's future

          i. (Follow up) What is influencing any possible discrepancies?