

# L O V E O U R ' H O O D M O U N T B A T T E N

Jan 2021 - Mar 2021



## **Final report**

This report covers an overview of the Citizens' Workgroup by Municipal Services Office (MSO), facilitated by ThinkPlace.

## Introduction

The Love Our 'Hood initiative @ Mountbatten is the first of the Citizens' Workgroups organised by the Municipal Services Office (MSO) as part of the SG Together Movement. The inaugural Mountbatten Workgroup is a partnership with the Mountbatten Citizens' Consultative Committee (CCC), and supported by various government agencies and community partners.

Citizens participating in the Mountbatten Workgroup attended three co-design workshops from January to March 2021, facilitated by ThinkPlace. Participants were organised into five different teams exploring the top municipal challenges experienced in the estate over the last two years. The topics were illegal parking, estate cleanliness, neighbourliness disputes over second-hand smoke and noise, and animals and bird issues.

This report captures an overview of the approach to the Workgroup followed by the ideas put forth by the teams. Learning points and recommendations for subsequent workgroups are added for MSO's consideration.

ThinkPlace

Apr 2021



Adviser Mr Lim Biow Chuan with Team 1 on Day 3 workshop.



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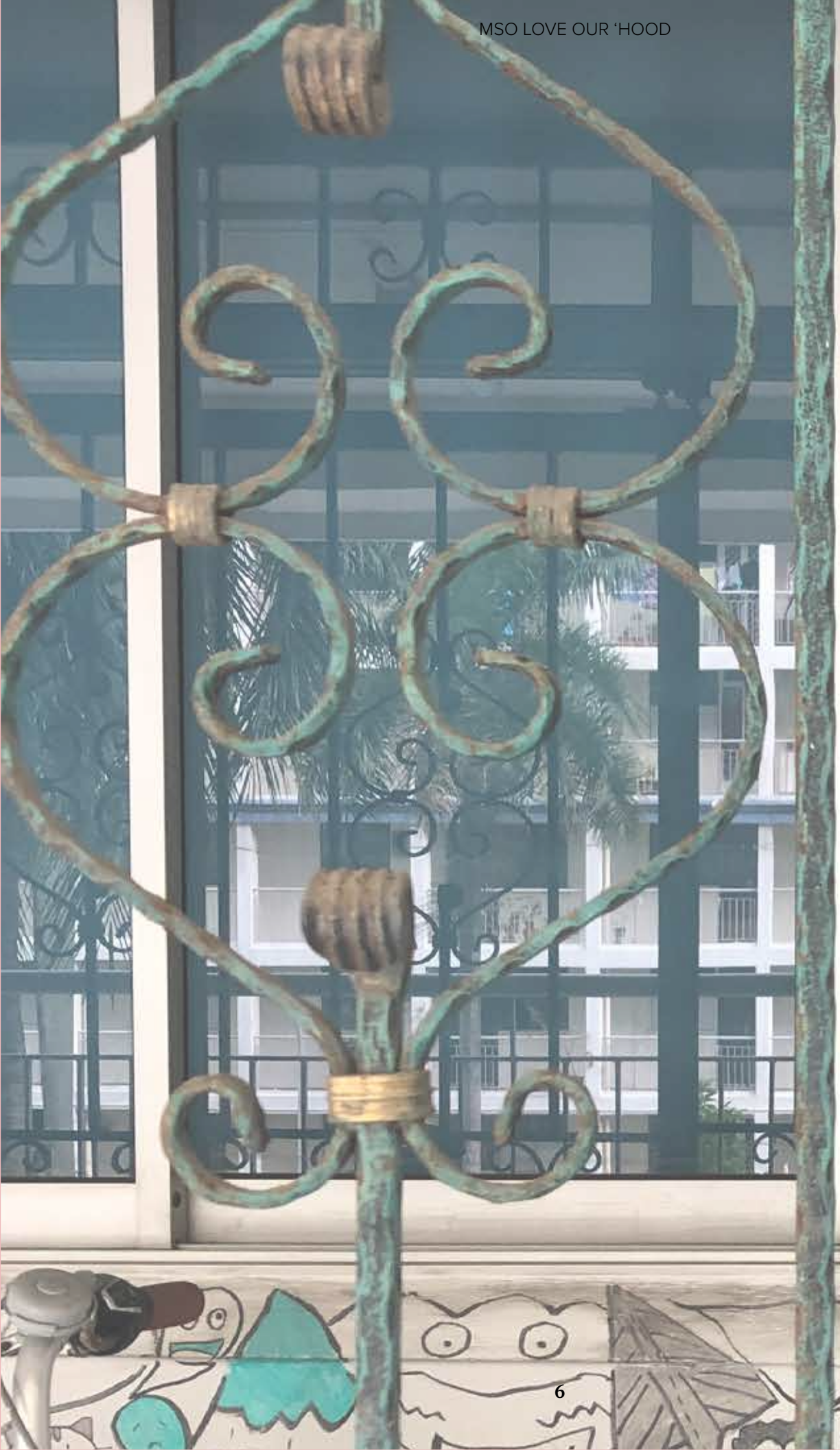
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### Workgroup recommendations

Ideas presented by each team based on their municipal challenge statement.







# 01 Executive Summary



# AT A GLANCE

An overview of the initiative and participation

## PUBLICITY OF LOVE OUR 'HOOD INITIATIVE

The Love Our 'Hood initiative was launched on MSO's social media and website. It was publicised to Mountbatten residents via the Mountbatten Constituency Office and CCC's networks.

## FORMATION OF THEMES

The themes for the Mountbatten estate were developed through an analysis of feedback data collected from Mountbatten residents submitted to MSO and other agencies over the last two years. The topics were further shortlisted in consultation with Mr Lim Biow Chuan, Adviser to Mountbatten Grassroots Organisations (GROs), and feedback from Mountbatten CCC, the Residents' Committees (Dakota, Tanjong Rhu, Pine Close) and Neighbourhood Committees (Tanjong Rhu, Meyer and Amber).

## PARTNERSHIP WITH AGENCIES AND PARTNERS

Agencies such as HDB, LTA, NEA and NParks, and community partners like Marine Parade Town Council and Singapore Kindness Movement served as partners and resource persons.

## SELECTION OF PARTICIPANTS

A process was put in place to select the participants mainly based on their residency in the Mountbatten estate. A small group of non-Mountbatten residents were selected based on age group, residential type, interest area and involvement in ground-up activities. Teachers and students from Dunman High School were also selected to participate. Five teams were formed to focus on five municipal topics.

## PARTICIPATION IN WORKSHOPS

The three full-day workshops were conducted in a hybrid mode. Some of the segments were conducted via Zoom while others were in-person with safe distancing measures.







23 Jan 2021

## DAY 1: EXPLORE

Day 1 was focused on team formation and exploration of the municipal issues from various perspectives. Teams came up with their team norms to determine how they would work together as a group, followed by framing the municipal issues they would focus on. We ended the day by conducting observations of the issues at Mountbatten and engaging people on the ground.

30 Jan 2021

## DAY 2: INNOVATE

Day 2 was focused on discovering new insights and opportunity areas. Teams developed personas of their target users that helped them imagine new ways of tackling human behaviour. After sketching and doodling ideas, the teams participated in a testing sprint by going around to give suggestions to each other's rapid prototypes and ideas.



Informal sessions between workshops 2 and 3

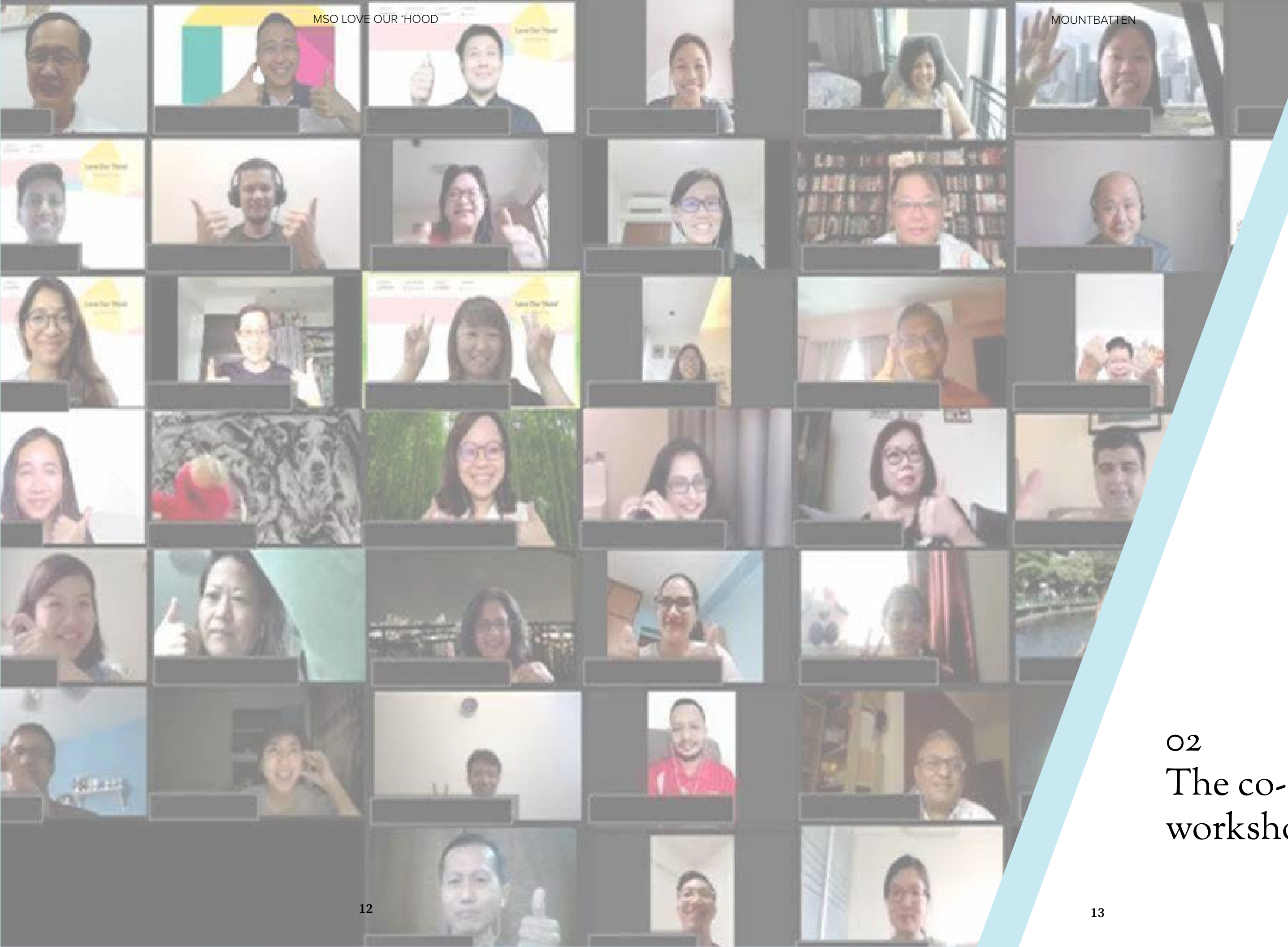
In between the formal sessions, teams developed their ideas and concepts by creating mock-ups and conducting field experiments with residents and stakeholders.



6 Mar 2021

## DAY 3: EXECUTE

Day 3 was focused on evaluating the results from the field-testing. Thereafter, teams refined their recommendations to develop a final presentation pitch. We ended the session with an informal award ceremony and thanked the participants for their enthusiasm and participation.



MSO LOVE OUR 'HOOD

MOUNTBATTEN

## 02 The co-design workshops





# WORKSHOP DAY 1

## EXPLORE

Participants were inducted into the programme and formed their workgroup norms. They also explored firsthand various municipal issues at Mountbatten.

Day 1 of the Citizens' Workgroup started with a welcome speech by Mr Lim Biow Chuan, Adviser to Mountbatten GROs, as well as an overview of the initiative by Mr Kenneth Kwok, Director of Municipal Services Office (MSO). A total of 34 participants joined the Workgroup.

The first half of the session was conducted digitally. MSO presented the background to the following five municipal challenges:

- Illegal parking
- Estate cleanliness
- Neighbourliness issues relating to second-hand smoke
- Neighbourliness disputes regarding noise issues
- Animal and bird issues (such as feeding and nuisance)

Participants were invited to their breakout rooms to introduce themselves to one another. They came from all walks of life, from residents to non-residents and grassroots members to school representatives. The teams were also joined by resource persons from public agencies HDB, LTA, NEA and NParks as

well as community partners from the Marine Parade Town Council and Singapore Kindness Movement.

Participants spent the second half of the day in the field. Some of them went to Pine Close, Tanjong Rhu Road, Katong Community Centre and the Old Airport Road to experience first hand issues on the ground. Team 1 ventured to the Hawker Centre at Old Airport Road to observe occurrences of illegal parking. Team 2, on the other hand, interviewed the Town Council cleaners to understand their challenges in maintaining the estate cleanliness. Team 3 spoke to smokers to understand their habits and observed common smoking spots. Team 4 spoke to a mediator from the Community Mediation Centre to learn about community disputes regarding noise. Finally, Team 5 walked the ground and found cat feeding issues prevalent. Exploring the problems in person was eye-opening for the participants. The fieldwork helped the participants to identify issues that they could tackle as a team.



# WORKSHOP DAY 2 INNOVATE

Teams formed personas of residents related to each topic and generated ideas for improving the current situations.

Participants highlighted key findings from their observations and interviews with residents on day 2. Using the information collected from the fieldwork, they understood more of the needs and behaviour of the residents specific to the municipal issue they are working on. For instance, Team 2 created "Oblivious Opera" that are individuals who lacked the awareness of their actions and expected cleaners to clean up after them. On the other hand, Team 1 developed a persona named "Careless Cindy", who cared more about her convenience over others.

Teams used the research insights to form new problem statements and ideas. Team 4, for instance, created a concept called "Get Together 'Hood" that aimed to gather residents for cultural and festive exchanges. Team 3 suggested sending appreciation cards to the smokers when they behave positively, such as avoiding to smoke near windows. Team 5 started an idea of a cat feeding zone inspired by the yellow boxes drawn for smoking zones.

In the spirit of a citizens' workgroup, participants rotated across groups by

giving feedback to the ideas presented by the station masters. Rotating participants raised blind spots and added new perspectives. By the end of the testing round, teams developed a plan for seeking feedback from other residents and stakeholders over the next four weeks.

Teams further refined and tested their ideas during the month in between the Day 2 and Day 3 workshops. Team 1 created posters and humorous messages to increase awareness to address illegal parking behaviour. Team 2 was most hands-on - they constructed litter bins that were customised and gamified for different types of litter. Team 3 went to Pine Close to experiment with yellow-box smoking zones and sought feedback from residents on suitable smoking locations. Team 4 engaged grassroots and residents to explore more ways to increase neighbourliness amongst new residents. Lastly, Team 5 designed the UI/UX of an app for their cat registry idea and tested it.

**Activity 1: Community chat**

**We heard**  
Here are the key observations

**We think it's...**  
Put down key insights here, thoughts, or ideas various

**How might we preempt the conflict, so that it is easier to solve the problem?**

**How might we be considerate to one another while maintaining our space and rights?**

**How might we appeal to the civic mindedness of people, so that we are aware of smokers' urge and personal issues?**

**How might we creatively solve the second-hand smoking issue contributed by smokers who frequently smoke at home?**

**NAME YOUR PERSONA 2**

**Bo-Bian Beverly**

**Could be against when others ask them to stop.**

**How might we motivate Bo-Bian Beverly to articulate her concern, so that the smoker is aware and both parties can work together to resolve the "hidden issue"?**

**How might we better support smokers to use alternatives to resolve stress rather than smoking?**

**How might we nudge Stressful Sean to be aware of affecting his immediate neighbours if he still has to smoke?**

Discussions were developed over an online collaborative tool i.e. MURAL.com



# WORKSHOP DAY 3

## EVALUATE

**The final workshop of the Workgroup. Teams evaluated their ideas and created a timeline and plan for implementation.**

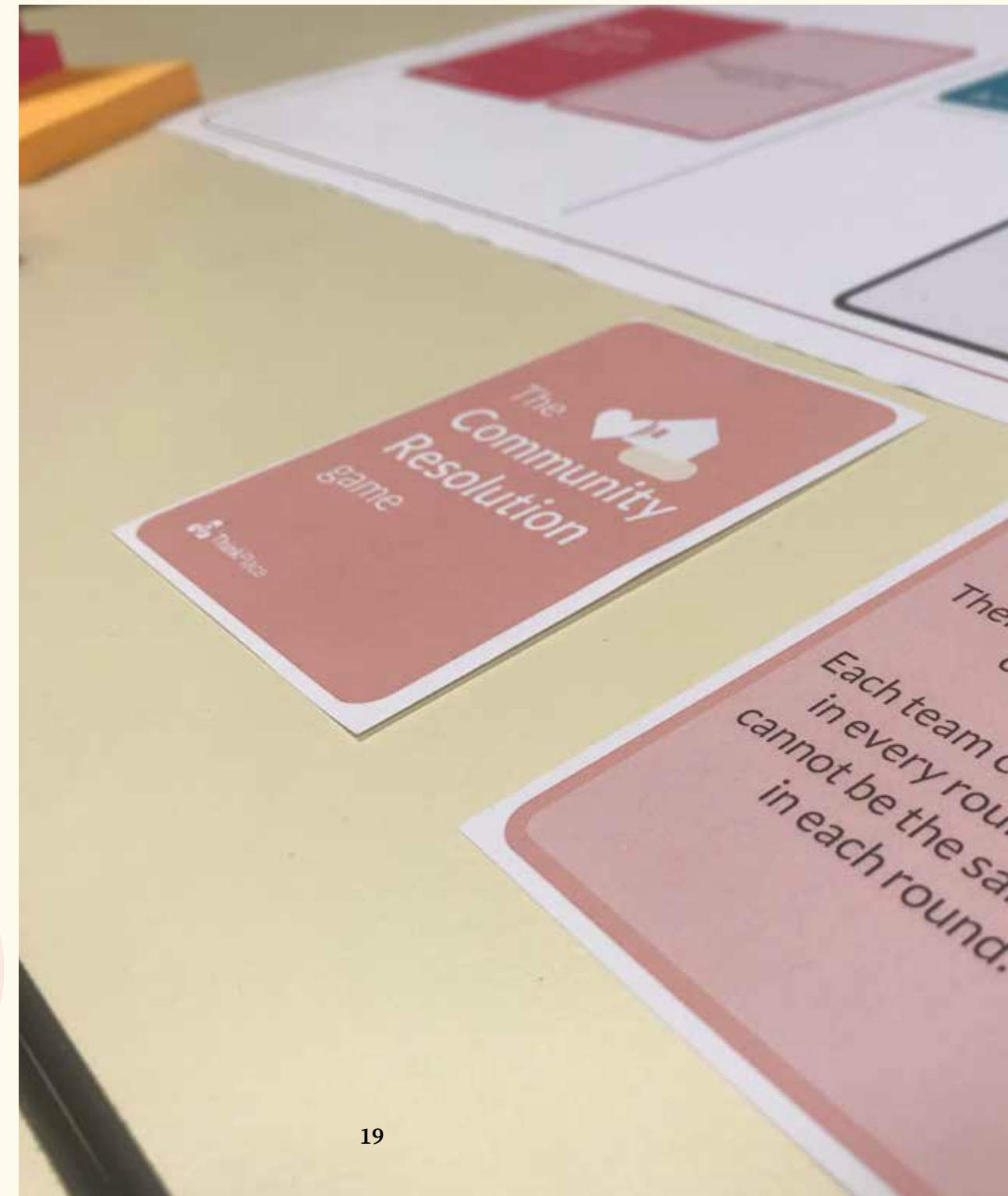
Day 3 was conducted in a hybrid manner with safe-distancing measures. We held the workshop at the Katong Community Centre and Dunman High School. We started the day with an ice-breaker activity where the participants played a "Community Resolution Game". Each team adopted a character in the neighbourhood and was tasked to propose a resolution to solve a scenario of a noise dispute. The activity reminded the participants that resolving disputes in a community is complicated as we need to take into account multiple perspectives. A lack of understanding among the different parties could also lead to conflicts in the community.

Subsequently, teams refined their prototypes to develop their final presentation pitch, taking into consideration the capabilities, resources

and timeline required to implement the solutions successfully.

We gave each group ten minutes to present their ideas to the Workgroup and the panellists. Adviser Mr Lim commended the teams for their outstanding efforts in coming up with the ground-up ideas. Informal awards in these categories i.e. the Collaborative award, the Entrepreneurial award, Neighbourly award, Einstein award and the Popularity award were given to the winning teams as a form of recognition. We ended the day with a short closing to appreciate the time and commitment by the participants to make the Workgroup a success. MSO also encouraged the teams to apply for funding from the new Love Our 'Hood fund to implement their proposed ideas in Mountbatten.

The Community Resolution game.







### 03 Workgroup recommendations



TEAM 1

# MOUNTBATTEN PARKING HEROES

How might we reduce inconsiderate parking behaviour in Mountbatten?

Illegal parking has been an ongoing issue at Mountbatten. Inconsiderate parking along Tanjong Katong Road has created hazards for other road users. Bike racing along Tanjong Rhu View has caused noise issues too. Illegal parking is also common along Old Airport Road and Pine Green, obstructing others. It has been challenging to eradicate inconsiderate parking behaviour even with the use of enforcement measures.

Team 1's concept of 'Parking Heroes' is a series of posters and decals with monster cutouts and location-specific messages and imagery to educate drivers to be considerate and mindful when parking. One

of the posters reminds drivers of the penalties involved for parking illegally while the car decal serves as a commitment to encourage drivers to park considerately. Lastly, the team suggested an idea of a PA system to announce reminders to discourage illegal parking along the coast of Tanjong Rhu View.

The feedback from testing with the residents was positive. Residents welcomed the idea of using humour and short messages. The posters were eye-catching too. The team hopes to implement the ideas over time and expect to see safer roads and fewer obstructions in Mountbatten.



## TEAM MEMBERS

- Aarti Naidu
- Anupam Basak
- Beenu Nanwani
- Denis Malone
- Hafez Ong
- Xiao Wei
- Said Khan
- Tan Klynn
- Wee Kit Bian



“Excellent sketches with subtle fun parts to them but big message is conveyed.”  
~ Resident's feedback





TEAM 2

# CLEAN HOOD, GREEN HOOD

How might we empower the community to be more aware and involved in ensuring the cleanliness of our neighbourhood?

Littering has been an ongoing problem in Mountbatten. Cigarette butts and rubbish are often spotted at the car parks, basketball courts and the open field. Team 2 participants interviewed Town Council cleaners to understand more about the issue and surveyed the Tanjong Rhu and the Kampong Arang areas. Inspired by the Chalk Circle Change Initiative\*, the team uses gamification techniques to encourage proper binning of litter.

Some of the ideas are:

1. Inspired by the game of basketball: a hoop is attached above a regular bin to encourage people to bin their litter.
2. Bins in the shape of a cigarette with an astray on the top are constructed to

encourage smokers to throw their butts into the bins rather than on the ground.

3. Posters with reminder messages to nudge people to bin appropriately.

4. Sticker labels are pasted to existing bins as another approach to educate the public.

Team 2 collected feedback from the residents and cleaners, and found a general receptiveness to the different designs. The team would like to scale the ideas by partnering with government agencies and community partners to build the different types of bins and place them around the designated areas in the estate.



## TEAM MEMBERS

- Brian Sim
- Krishnan Sujatha
- Leena Khale
- Lim Ai Juan Eileen
- Lim Zhu Heng Henry
- Manjari Jain
- Toh Lay Kuan
- Vanessa Quek Jinghui

\* An interactive art project whose premise is to circle litter using sidewalk chalk, calling attention to it and acting as a leverage point to engage the community to pick it up.

### 1 Gamified bins



### 2 Cigarette bins



### 4 Stickers



### 3 Posters



“ We observed a 50% improvement in the amount of litter at basketball courts and benches; 20% improvement at carpark. ~Town Council Cleaners



# TEAM 3 SMOKE-BUSTERS

How might we creatively overcome second-hand smoke at home?



Second-hand smoke can cause conflicts between neighbours when smokers puff at common corridors or windows. Team 3 found that smokers resort to smoking at the staircases, corridors, or windows because family members prohibit them from smoking in most areas of their homes. Meanwhile, non-smokers felt that there would be health problems associated with these second-hand smoke coming into their homes.

Understanding both challenges of smokers and non-smokers, team 3 chose to focus on ideas that could encourage smokers to smoke at designated areas outside their homes.

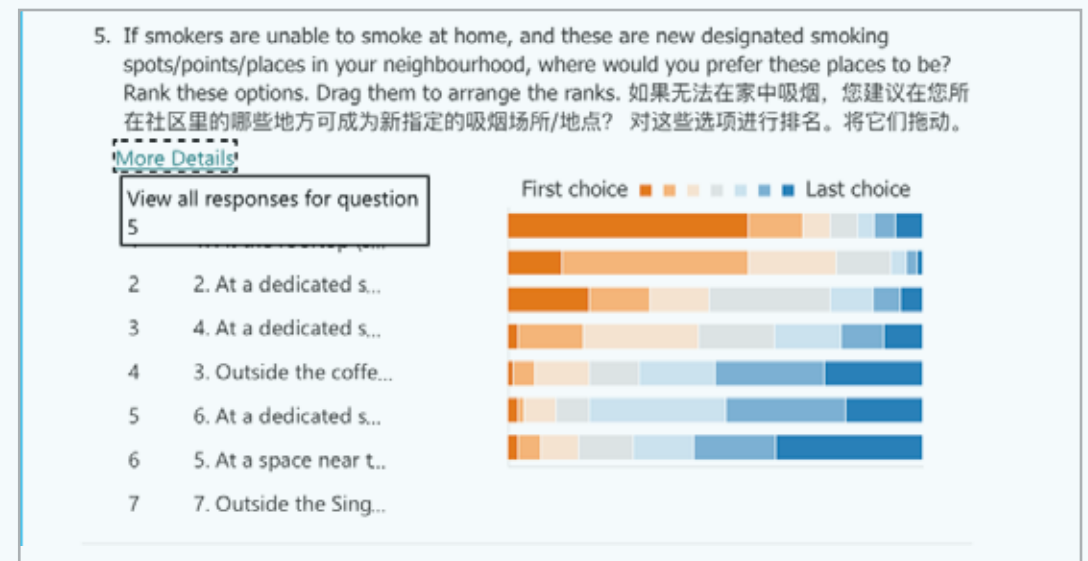
One idea is to convert low-traffic areas into designated spots that will attract smokers to smoke at these nearby locations. The spots could be a make-shift sheltered area or an open space surrounded by bushes and plants.

The team surveyed the residents and tested various locations that could be suitable as designated smoking spots. They found that open-air car park and low human traffic areas could be considered. Anti-smoking posters and awareness campaigns to educate smokers and raise their awareness about how second-hand smoke could affect others were other ideas proposed by the team.



## TEAM MEMBERS

Arjuna Govindam Ramkumar  
Chong Yin Joo  
Justin Fong  
Pebble Teo  
Pradeep Vishamber Israni  
Ramesh Narayanswamy





# TEAM 4 FAST FOUR-WARD

How might we overcome noise conflicts amongst neighbours working from home?

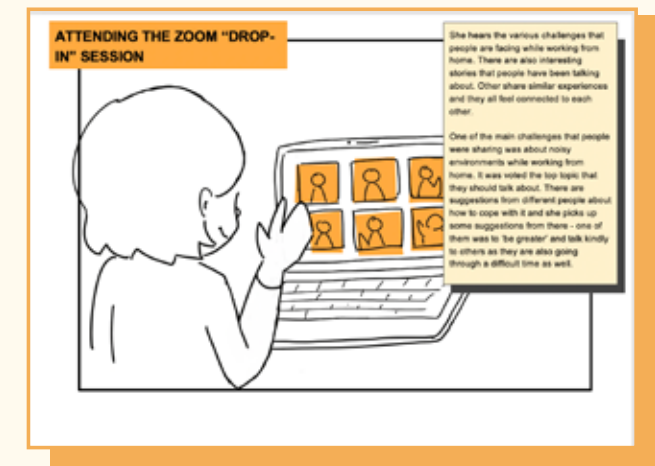
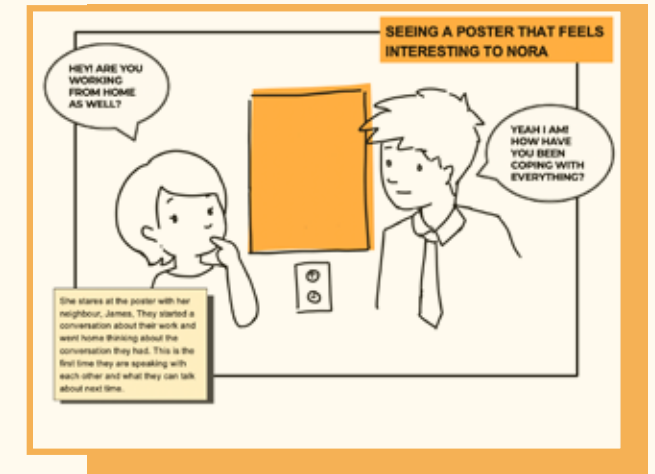


As people work and study from home more due to the COVID-19 situation, we observed more feedback on noise within homes. Aiming to go from 'Noise' to 'Nice', Team 4 proposed to organise regular get-together sessions for neighbours to get to know one another and share practical tips to manage neighbourly issues. The sessions could be conducted via Zoom and arranged according to the housing blocks in the same development.

Such sessions would provide a platform for neighbours to get to know one another better and learn about each other's situations to build understanding. In the long term, the team hopes that the sessions could reduce the barrier for neighbours to communicate with each other and encourage them to be more considerate of others.

## TEAM MEMBERS

Ng Lay Hong Josephine  
Jason Chen Quan Sheng  
Ryan Koh Min Kai  
Sharon Chan





TEAM 5

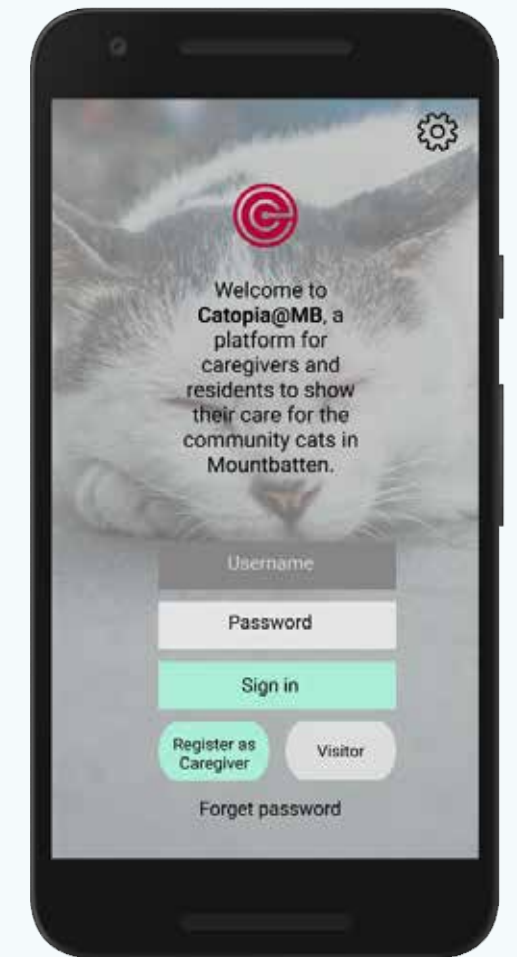
# CATOPIA @MOUNTBATTEN

How might we empower responsible cat feeders and reach out to irresponsible ones?



1 Cat and caregiver registration

Cat's profile, health condition and frequent locations; Cat caregivers' information.



2 Reporting  
Reporting irresponsible behaviour on cat feeding in the community.

3 Community social networks

Residents form a communication network to share and exchange information about cat care giving and feeding in the community.

TEAM MEMBERS

- Benedict K
- CM Lee
- Jeannie Chan
- Lily Teo Hiok Hoon
- Lau Chee Nam
- Tricia Lee

Irresponsible cat feeders can create disamenities to others, such as leaving behind food and water that attract pests. Unneutered cats can cause an increase in the cat population. Enforcement against errant feeders is challenging as they could be "ghost" feeders who are hard to identify. Some may return even after enforcement.

Team 5 developed "CATalogue" - a cat caregivers and cat profiles registry.

The core aspect of this idea is to build a community of cat caregivers in the neighbourhood to ensure accountable and responsible cat care giving and feeding.

When there are irresponsible cat feeding behaviour, members in the community network can communicate with one another conveniently and address any issues as a group. Team 5 hopes to partner government agencies to roll out this idea.





**Thank you to the following groups and individuals for making this happen.**

Mr Lim Biow Chuan, Adviser to Mountbatten GROs  
Community Mediator, Mrs Chia Swee Tin  
Dunman High School  
Housing Development Board  
Land Transport Authority  
Marine Parade Town Council  
National Environment Agency  
National Parks Board  
Singapore Kindness Movement

Organised by:



In partnership with:



In support of:

