

Technology for Citizen Engagement

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#ICMA14



Today we will...

- Consider the spectrum of public participation
- Look at an engagement tools shopping list
- Apply those tools to real life scenarios



Opening Comments

Greg Hermann



Citizen Engagement Terminology

The terminology around citizen engagement can be challenging...

<http://thecolbertreport.cc.com/videos/jipac1/gavin-newsom>



IAP2 Spectrum

The International Association for Public Participation (IAP2) defines a spectrum for public participation.

- Inform
- Consult
- Involve
- Collaborate
- Empower



International Association
for Public Participation

Public Participation Goal

Increasing impact of public participation

Increasing Level of Public Impact

Inform

To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Consult

To obtain public feedback on analysis, alternatives and/or decisions.

Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.

Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.

Empower

To place final decision-making in the hands of the public.

Engagement Tools

Jerry Schulz



New Technology Tools

The new toolbox provides help for the IAP2's five levels of engagement...

- Inform
- Consult
- Involve
- Collaborate
- Empower

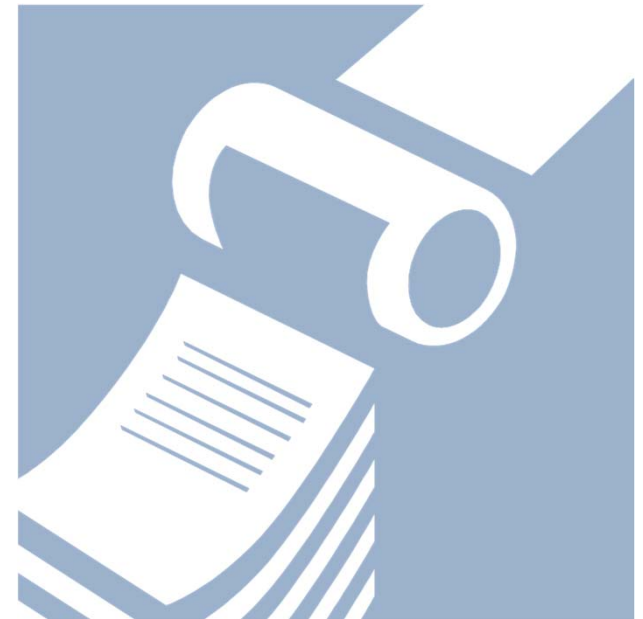


International Association
for Public Participation

Tools to *Inform*

Websites and related tools support *informing* your citizens...

- Websites and social media
- Optimized site/mobile apps
- Multimedia
- Online video streaming
- Broadcast email
- Infographics
- Blogs



Websites

- Websites have been a must-have for governments since the late 1990s. Someday they may be supplanted—but not right now.
- Your website should still serve as the common source for all electronic communication.
- Social media services now offer an additional way to inform...and websites continue to evolve and take on expanded roles.

The logo for www.nyc.gov features a blue silhouette of a city skyline with a sun or moon behind it, set within a blue square. The text 'www.nyc.gov' is written in a bold, dark blue font across the bottom of the square.

www.nyc.gov

City of New York



NYC Resources

311

Office of the Mayor

Events

Connect

Jobs

Search



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[Check Status](#)

[Make a Payment](#)

[My Neighborhood](#)

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City Scoop: Aug 15

Increased Security in Schools, Recreation Programs, 30 US Mayors Income Inequality

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Government Website Hosting

- New cloud-based services provide hosting, government-oriented templates, and “content management.”

Website Service	Link
CivicPlus	http://www.civicplus.com
GovOffice	http://govoffice.com
Vision Internet	http://www.visioninternet.com
eGOV Strategies	http://www.egovstrategies.com
MuniWeb	http://www.muniweb.com
Virtual Towns & Schools	http://www.vt-s.ne
VC3	http://www.vc3.com

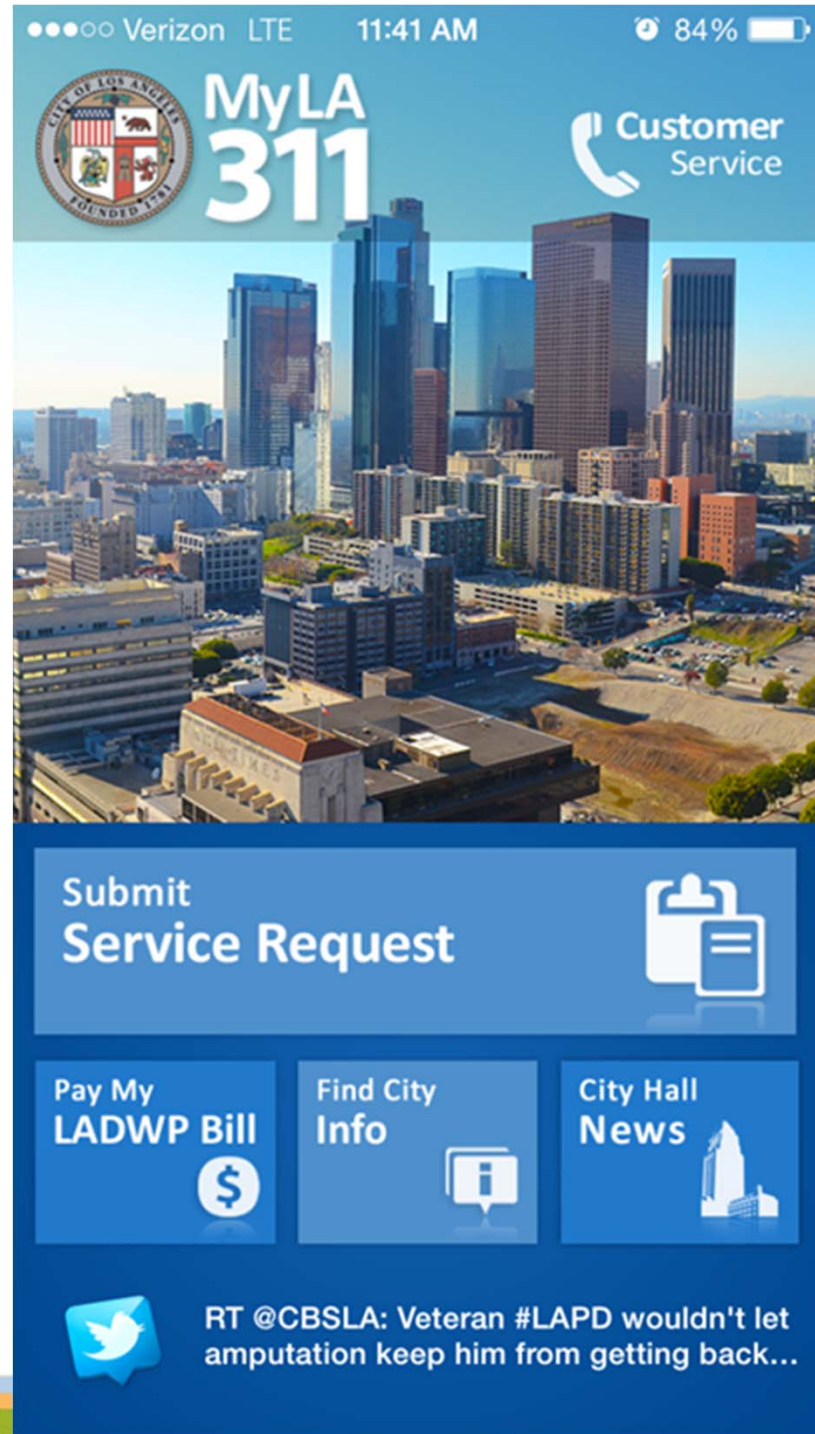
Optimized Website/Mobile Apps

- Government-oriented website services today also support a version of the website optimized for mobile devices.
- Granicus sponsors an app “store” at <http://www.granicus.com/solutions/appstore/app-list>.
- Some governments have also developed custom mobile apps...



MyLA311

One example of a custom app is the City of Los Angeles' MyLA311.



Optimized Website/Mobile Apps

- And specialized apps can be obtained from government-oriented services.

Mobile App	Link
CitySourced	http://www.citysourced.com
Connected Bits	http://www.connectedbits.com
GovPartner YourGov	http://www.govpartner.com
PublicStuff	http://pro.publicstuff.com
SeeClickFix	http://en.seeclickfix.com



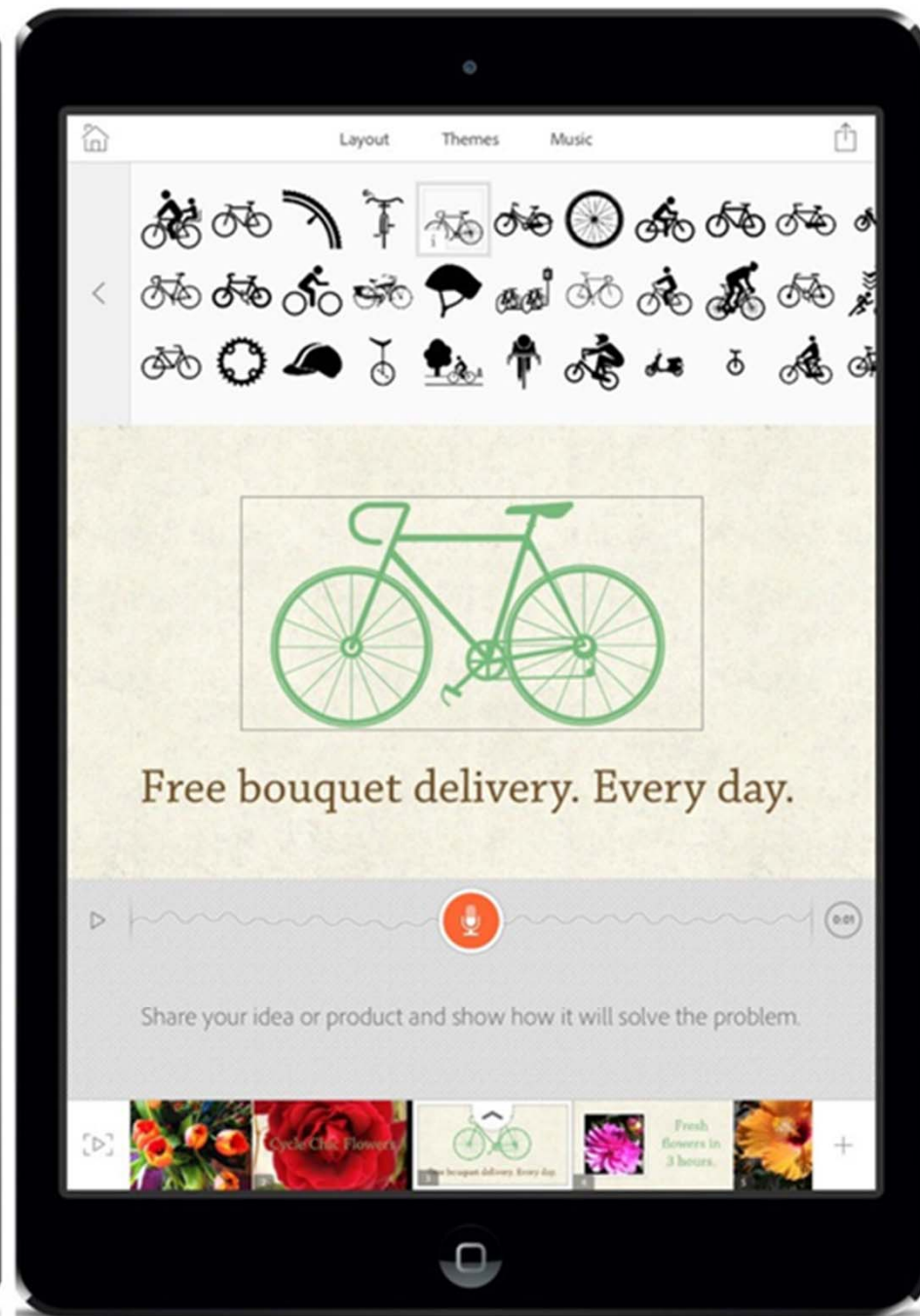
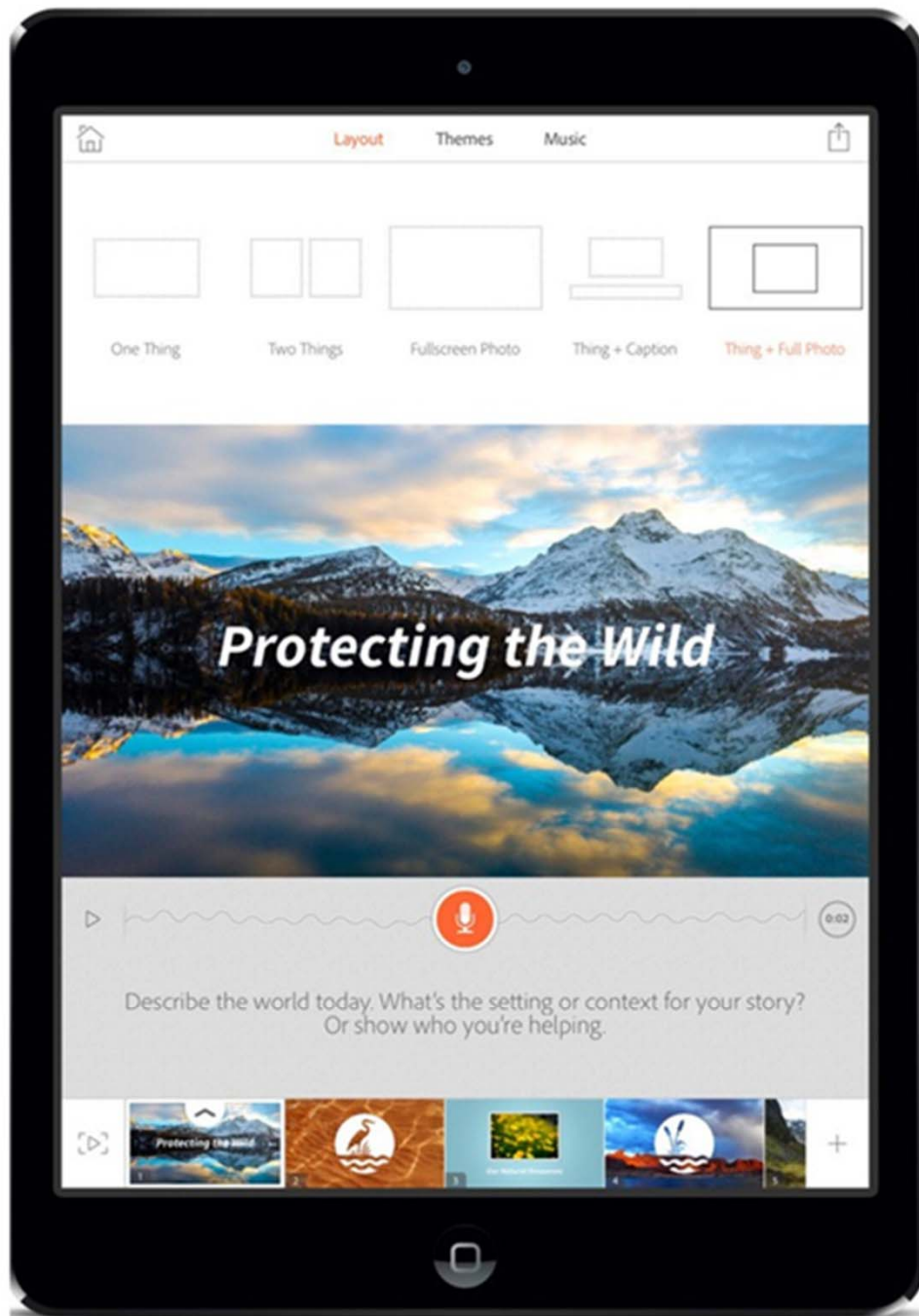
Multimedia

- A government can post videos on YouTube or set up a “channel” (e.g., “VirginiaBeach TV”)
- Flickr and other photo sites work in a similar way for photo sharing.
- Adobe Voice is a tool to generate animated videos.



Adobe Voice





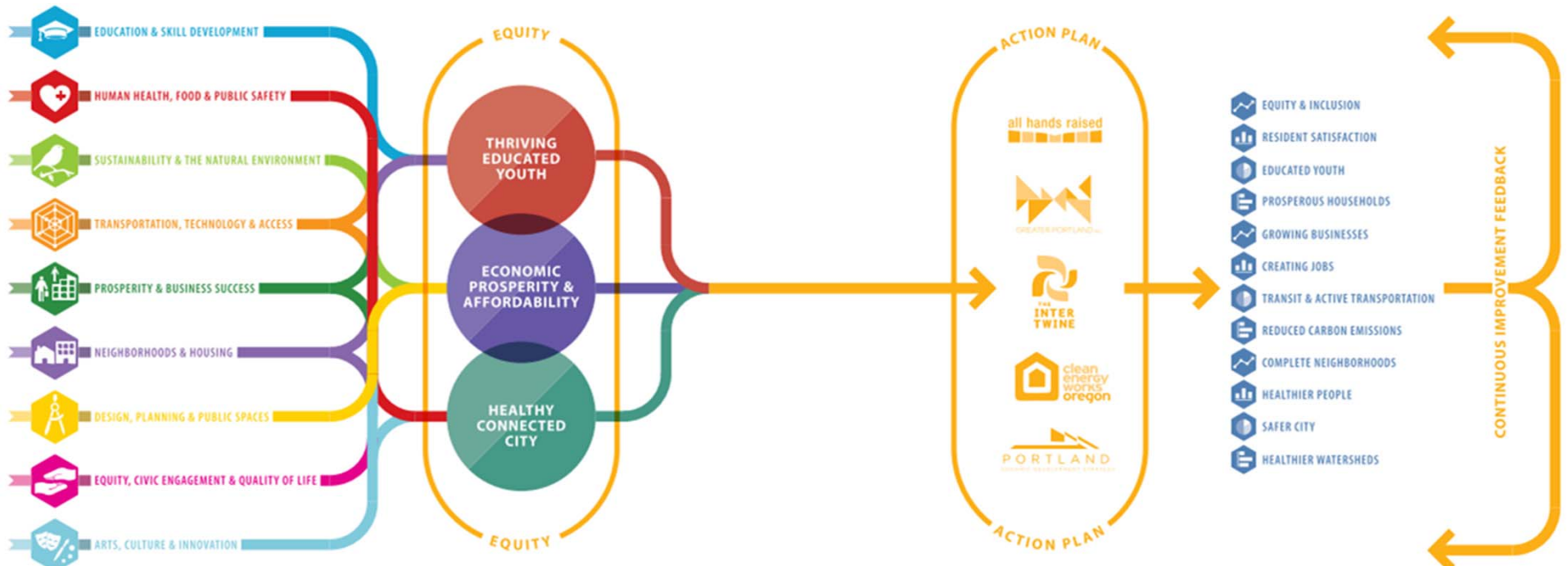
Broadcast E-mail

- Broadcast e-mail is still an effective way to send out newsletters and ad hoc items.
- Website services plus also third-party services provide support for maintaining an e-mail mailing list and allowing the public to register online.

E-Mail List Service	Link
Constant Contact	www.constantcontact.com
MailChimp	www.mailchimp.com
VerticalResponse	www.verticalresponse.com

Infographics

- Infographics can communicate complex issues (e.g., City of Portland, OR, planning process).
- Visualization tools include Tableau (www.tableausoftware.com/public) and Picktochart (www.picktochart.com).



Blogs

- Managers can use blogs to publish a regular column or discuss a specific current issue.
- Blogs can also solicit comments and enable the discussion needed for more complex issues.
- Your website may support hosting blogs, or you can use blogging software or services.

Service	Link
WordPress	https://wordpress.com
Google Blogger	https://www.blogger.com
Yahoo Tumblr	http://yahoo.tumblr.com

Tools for *Consultation*

Sophisticated tools help to engage in two-way *consultation*...

- Social Media
- Surveys
- CRM, 3-1-1, and Mobile Reporting Apps



Social Networking and Microblogs

- In addition to “informing,” social networking has quickly emerged as a tool for more intense consultation; Facebook is the market leader.
- “Microblogs” have also quickly emerged as another consultation tool; Twitter is the market leader.





City of Carlsbad - Official

Government Organization

Liked

Following

Message



Timeline

About

Photos

Reviews

More

PEOPLE



29,659 likes

2,331 visits

Kristina Bentson Ray, Gary Morrison and 10 other friends like this or have been here.



+7



Post



Photo / Video

Write something on this Page...



City of Carlsbad - Official

4 hours ago

Foto Friday!



Social Media Management

- Governments now need to manage news and events across multiple channels.
- Hootsuite and Measured Voice are tools that automate the posting of news.



hootsuite



Surveys

- Cloud-based survey tools enable you to construct and conduct a survey.
- The link to the survey can then be referenced online or included in an e-mail.
- You can then access the resulting statistics.

Survey Service	Link
Qualtrics	www.qualtrics.com
SurveyGizmo	www.surveygizmo.com
SurveyMonkey	www.surveymonkey.com

CRM and 3-1-1

- Customer Relationship Management (CRM) software provides for management of service requests.
- This can include a website interface for the public to enter and follow up on their requests, plus access other sources of help.



Mobile Reporting Apps

- CRM vendors may also offer mobile apps for specialized functions such as reporting public works problems.
- And, additional vendors may also offer more specialized apps.
- Governments would also have the option of developing custom apps.



CRM and 3-1-1

- There is a rich market of CRM vendors.

Service Provider	Link
Active Network	http://www.activegovernment.com
Comate	http://www.comcate.com
GovQA	http://govqa.com
KANA-Lagan	http://www.kana.com/lagan-crm/government-to-citizen-software
Motorola PremierOne CSR	www.motorola.com/PremierOneCSR
QScend	http://www.qscend.com
SalesForce	http://www.salesforce.com/industries/public-sector

Tools for *Involvement*

Some emerging tools that provide ways to *involve* the public include civic engagement portals or “ideation” platforms.



Civic Engagement Portals

- Civic engagement portals offer ways to challenge the public with issues.
- You may seek open-ended input, solicit creative ideas, or allow comments.

Service	Link
Granicus	http://www.granicus.com
MindMixer	http://www.mindmixer.com
Peak Democracy	http://peakdemocracy.com
UserVoice	https://www.uservoice.com

Civic Engagement Portals

- An example is *Envision Sacramento*.

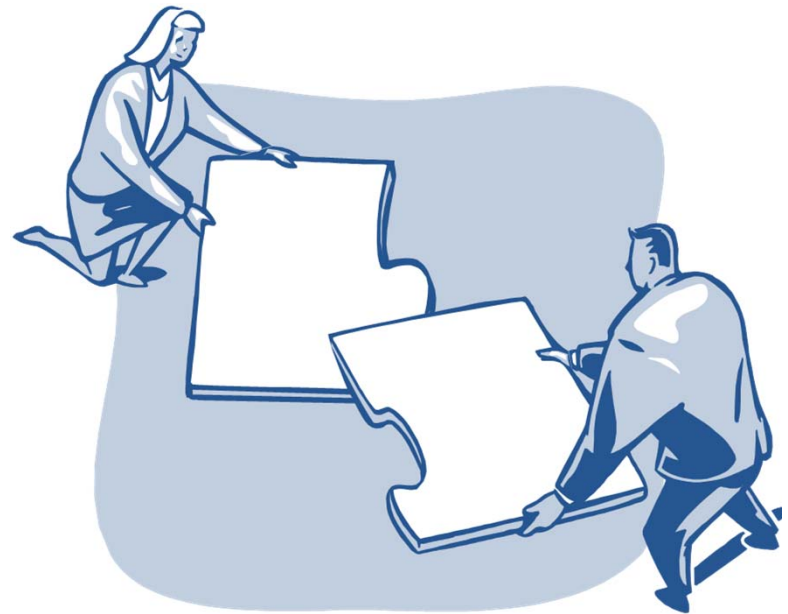
The screenshot shows the Envision Sacramento website. At the top is a navigation bar with icons for Home, Topics, Activity, and About. Below this is a large grey banner with the text "Welcome to Envision Sacramento." and a sub-header "Help envision the City of Sacramento's future! The City of Sacramento is using this online tool to gather community input on various city topics and seek your thoughts on challenges and opportunities." Below the banner are two buttons: "Connect with Facebook" and "Sign Up with Email".

Below the banner is a section titled "Topics" with a link "Join the discussion and add to current topics. View All Topics". A specific topic is highlighted: "Your Vision for Sacramento", posted on May 1 with 1762 interactions and a "Topic is now closed" status. The topic description is "What's your vision for Sacramento in 10-20 years?". Below the description is a photo of a person and a yellow sculpture. To the right of the photo are three statistics: "Ideas 239", "Comments 227", and "Reviewed Ideas 27".

Tools for *Collaboration*

Several tools can provide a basis for *collaboration*.

- Open data portal
- GIS portal
- Wikis



Open Data Portal

- We face increasing demands for transparency and “open data.” Websites can present documents and data, possibly in a “portal.”
- Data portal services provide more sophisticated support (e.g., Madison, WI, Palo Alto, CA).

Data Portal Service	Link
CKAN	http://ckan.org
DKAN	http://nucivic.com/dkan
Junar	www.junar.com
OpenDataSoft	www.opendatasoft.com
Socrata	www.socrata.com

City of Palo Alto



[Request a Dataset](#)

[Visiting](#) | [Doing Business](#) | [Government](#) | [Services](#) | [Community Partners](#) | [I want to...](#)

[2010 Census Data](#) | [PaloAlto311](#) | [Citizen Survey Results](#) | [Palo Alto GIS Data](#) | [Finance](#) | [Library](#) | [Community Services](#) | [Public Works](#) | [Development Center Permits](#) | [Utilities](#)

2010 Census Data

Source: US Census Bureau



Tags: palo alto, 2010 Census, Population

URL: <http://bit.ly/N0wc>

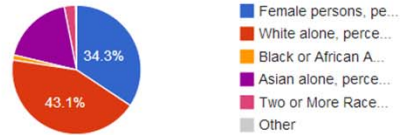
Palo Alto Population Statistics

DEMOGRAPHICS

People QuickFacts	Palo Alto	California
Population, 2012 estimate	66,063	37,999,878
Population, 2010 (April 1) estimates base	64,409	37,253,959
Population, percent change, April 1, 2010 to 2012	3.5%	2.9%

Share Actions

Palo Alto Population by Ethnicity



Share Actions

Palo Alto Population by Age Groups

DEMOGRAPHICS

People QuickFacts	Palo Alto
Persons under 5 years, 2010	5.4%
Persons under 18 years, 2010	23.4%
Persons under 64 years, 2010	82.9%
Persons 65 years and over, 2010	17.1%

Share Actions

Palo Alto Education Statistics

DEMOGRAPHICS

People QuickFacts	Palo Alto	California
Foreign born persons, percent, 2008-2012	31.0%	27.1%
Language other than English spoken at home	38.0%	43.5%

Palo Alto Population by Ethnicity

DEMOGRAPHICS

People QuickFacts	Palo Alto	California
Female persons, percent, 2010	51.1%	50.3%
White alone, percent, 2010 (a)	64.2%	57.6%
Black or African American alone, percent	1.9%	6.2%
American Indian and Alaska Native alone	0.2%	1.0%
Asian alone, percent, 2010 (a)	27.1%	13.0%
Native Hawaiian and Other Pacific Islander	0.2%	0.4%

Palo Alto Secondary Languages at Home

DEMOGRAPHICS

People QuickFacts	Palo Alto	California
Living in same house 1 year over, percent	83.2%	84.2%

GIS Portal

- Services such as Google Maps have raised awareness of the power of GIS.
- Until recently, it has been challenging to display GIS data.
- Now, providers such as ESRI offer the ability to host a GIS portal on your website (e.g., Waukesha County, WI).
- Such a GIS portal allows viewers to select maps and related data sets.



Waukesha County

The screenshot displays a GIS application interface with the following components:

- Top Menu Bar:** Getting Around, Maps & Data Sources, Tasks, Analysis, Buffers.
- Map Layers Panel (Left):**
 - Operational Layers:
 - Addresses (checked)
 - Parcels (checked)
 - Districts (checked)
 - Environmental (checked)
 - Floodplains (FEMA & Other...) (checked)
 - Land Use (checked)
 - Park And Open Space (checked)
 - Soils (checked)
 - Survey Control System (unchecked)
 - Topography (checked)
 - Contour Lines (unchecked)
 - Contour Lines (Historic) (unchecked)
 - Transportation (checked)

- Navigation Tools (Top):** Show Layers, Initial Extent, Full Extent, Previous Extent, Next Extent, Pan, Zoom In, Zoom Out, Point Identify, Clear Selection, Clear Highlight, Clear Markup.
- Scale:** 1: 4,000
- Information & Actions:** Jump to a map bookmark...
- Map Content:** Aerial view of a residential area with parcel boundaries, street names (e.g., Honeycutt), and a river (Koshong River) on the right. A blue callout box says "I want to..." with a dropdown arrow.

Wikis

- A wiki allows anyone to help build a collection of information about the community.
- Hosting services include (<http://wikispot.org>).
- An example is the City of Davis, CA, wiki at <http://daviswiki.org>. Note that as is typical this site is not hosted by the city government.
- Code for America built a Wiki for Honolulu at www.codeforamerica.org/apps/honolulu-answers.

Tools for *Empowerment*

Tools are available to *empower* neighborhood organization and collaboration with vendors.

- Neighborhood networking sites
- Application Programming Interfaces (API)



Neighborhood Networking

- A number of communities are using neighborhood networking services.
- These efforts are often led by others but can be sponsored by governments (e.g., San Jose, CA).
- Two services are NextDoor (<https://nextdoor.com>) and NeighborLand (<https://neighborland.com>)





There's never been a better time to share Nextdoor. [Refer friends](#) and you'll both get a \$25 Amazon Gift Card.

Home

- Inbox
- Neighbors
- Map
- Events

LOCAL

Mitchell Park
Nearby Neighborhoods

CATEGORIES

- Classifieds
- Crime & Safety
- Documents
- Free items
- General
- Lost & Found
- Recommendations

GROUPS

+ Add a group...

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Mitchell Park + Nearby Neighborhoods

96 NEIGHBORS · 315 NEARBY NEIGHBORS



Post a message, event or urgent alert to neighbors

Mitchell Park

Mitchell Park + 9 Nearby Neighborhoods

[Email settings](#)



Welcome back to Nextdoor, Greg!

Show

You have 1 more thing to do to get the most out of Nextdoor. [See what's next...](#)



CDFA Mailing - kind of important

13 Aug

Mary Ellen Gibson from Mitchell Park



I got the envelope and almost didn't open it - it had the ubiquitous "Dated Material - PLEASE OPEN IMMEDIATELY! AND it was addressed to "Resident". Definitely junk mail, right?

Maybe not! My ... [View more](#)

Shared with Mitchell Park + 9 neighborhoods in General

THANK 4

REPLY 9



★ [Roberta](#), [Michele](#), [Catherine](#) and 1 other thanked Mary Ellen

[View all 9 replies](#)



Linda White from Alta Vista

20h ago

I received two notices one at my house and the other at Dad's. There is an

APIs

- An application programming interface (API) is a way to allow an outside computer service to access a database.
- Enabling an API would allow external vendors or organizations to access a government's data.
- A service that promotes such APIs is Open311 (www.open311.org).

A Few Additional Issues

- Governments shouldn't feel they must employ all or even most of the new tools.
- Use of cloud services may moderate the need for help from career computer technicians.
- But increased use of communications tools may increase the need for help from career communications specialists.

A Few Additional Issues

- And, powerful electronic tools are maybe at their best when working in conjunction with traditional communication, such as promoting or following up on face-to-face hearings and meetings



Case Study Breakout Sessions



Reconvene



Questions/Comments?

Additional Information...



The logo features the text 'ICMA 100th ANNUAL CONFERENCE' centered against a light blue background with white fireworks. The '100' is in a large, blue, stylized font, with 'th' in a smaller, orange, cursive font. 'ICMA' is in a blue, sans-serif font above the '100'. 'ANNUAL CONFERENCE' is in a blue, sans-serif font below the '100'.

ICMA
100th
ANNUAL CONFERENCE

Charlotte
Mecklenburg County
SEPTEMBER • 14-17 • 2014