

# Reconnecting the Individual to the Community

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ICMA Conference Presenter

The logo for the ICMA 2017 conference in San Antonio. It features a red outline of a building facade above the text. The dates "OCTOBER 22-25" are in a small font above "ICMA 2017". "SAN ANTONIO" is written in large, bold, white letters with a red cross symbol between "ANT" and "ONIO". Below this, "103RD ANNUAL CONFERENCE • BEXAR COUNTY" is written in a smaller white font.

OCTOBER 22-25  
ICMA 2017  
**SAN ANTONIO**  
103RD ANNUAL CONFERENCE • BEXAR COUNTY



Reconnecting the Individual to the Community  
Through Online Engagement

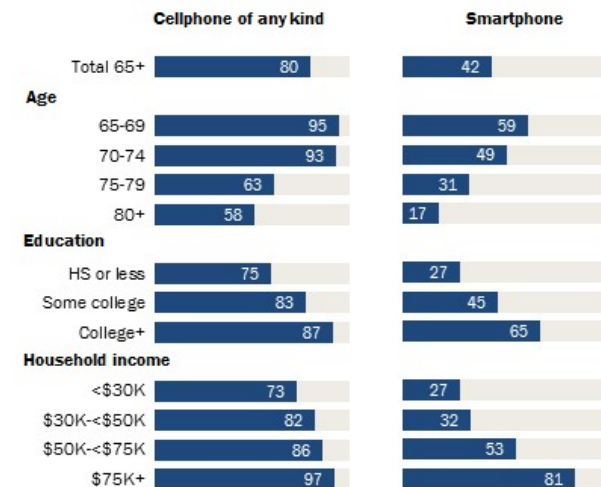
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## Is Online Accessible?

- 24/7
- WCAG 2.0
- Assessed Quarterly
- Public to Public Interaction
- Rich Media
- Anonymity for Public
- Litmus Test
- [Vision Australia](#)

### Roughly four-in-ten seniors are smartphone owners

% of U.S. adults ages 65 and older who say they own the following ...



Source: Survey conducted Sept. 29-Nov. 6, 2016.  
"Tech Adoption Climbs Among Older Adults"

PEW RESEARCH CENTER

## What Matters ?

- Mobile Compatibility
- Ease of Use
- Demographics
- [City of Gattineau](#)

### 13% of Americans are smartphone-only internet users

% of each group who have ...

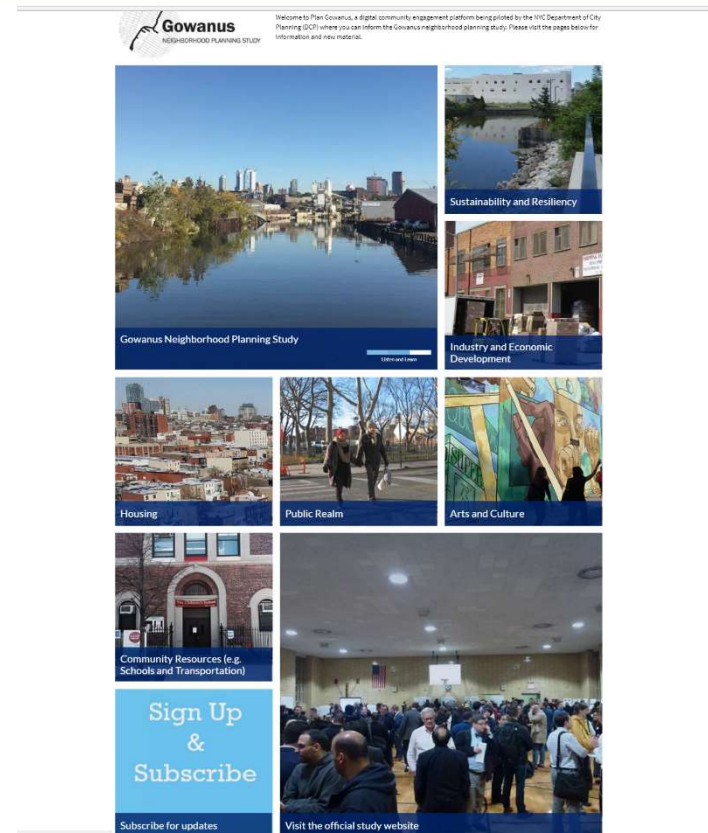
	Broadband at home			Smartphone, but no broadband at home		
	2013	2015	CHANGE	2013	2015	CHANGE
All adults	70%	67%	-3%	8%	13%	+5%
African Americans	62	54	-8	10	19	+9
Rural residents	60	55	-5	9	15	+6
Household income < \$20K	46	41	-5	13	21	+8
\$20K-\$50K	67	63	-4	10	16	+6
\$50K-\$75K	85	80	-5	5	10	+5
Parents	77	73	-4	10	17	+7
High school degree or less	50	47	-3	11	18	+7

Source: Survey conducted June 10-July 12, 2015.

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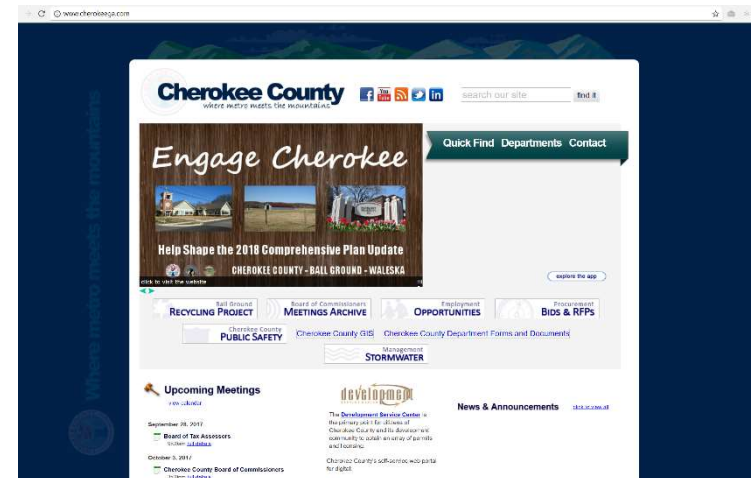
## What Else Matters?

- Flexible Design
- Grows with You
- [Lakewood, Colorado](#)



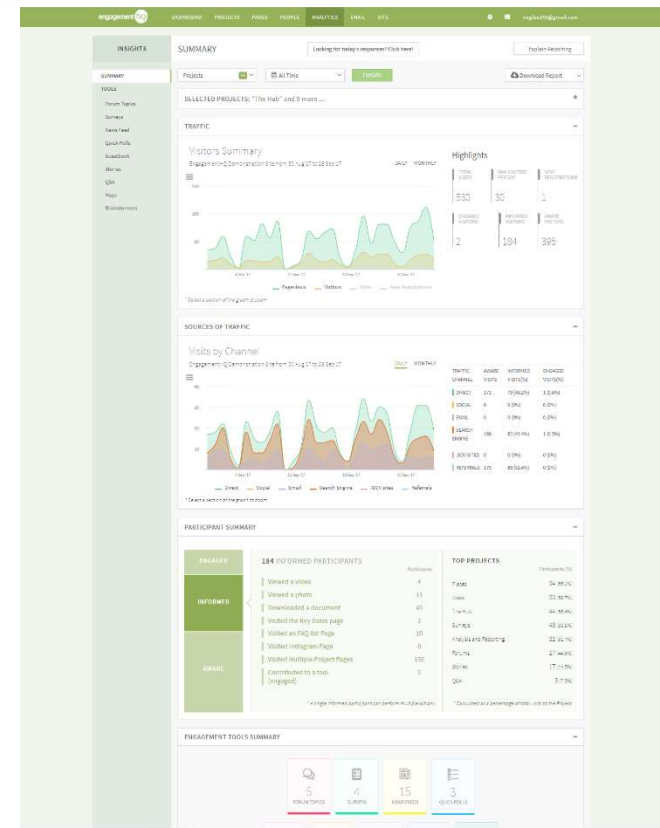
## What Matters to IT People?

- Integration with City Website
- Nothing Else to Maintain
- [City of Adelaide](#)



## What Matters to Elected Officials?

- Good Data
- Reports
- Visuals
- Completeness




## What Matters to Staff?








- Clarity of Roles and Responsibilities
- [Help is Accessible](#)

Jess	jessica@bangthetable.com	2016-11-02	2017-05-16	Site Administrator	All	Block
Jontybradley	jonathanbradley@participate.uk.com	2017-02-08	2017-08-10	Site Administrator	All	Block
Krystal	kf@papercloud.com.au	2015-12-16	2016-04-19	Site Administrator	All	Block
Mark	mark.pivon@bangthetable.com	2015-10-14	2017-09-27	Site Administrator	All	Block
Matt1	matt@crozier.net.au	2015-04-06	2015-04-06	Site Administrator	All	Block
Mpivon	mpivon@gmail.com	2016-03-04	2017-07-25	Project Administrator	Forums And 2 Others <a href="#">Edit Project Access</a>	Block
Nate12	nathan.connors@gmail.com	2017-02-16	2017-08-09	Project Administrator	My First Project <a href="#">Edit Project Access</a>	Block

How can we help you?

[? Help](#) [✓ Get to know EHQ](#)

Show me how to... (type in here) 

-  **Check Everything Is in Place Before Launch**  
Whether you are ready to launch your EngagementHQ for the first time or you are about to go live with a new project, there are certain steps up you should consider for a smooth lift off.
-  **Get in Touch With Support**  
Getting in touch with us is easy.
-  **Book a Strategic Catch Up with the EHQ Team**  
Need advice on what tools to use for your projects? Want to talk strategy with us and learn about online engagement best practice? Book in a FREE 'Strategic Catch Up' now.
-  **Book in a Free Project Peer-review**  
Would you like the EHQ Team to review your newest project before launch? Our peer-reviews are free as part of your license.
-  **Use Brainstormer**  
Learn how to enable Brainstormer in your project(s).
-  **Add Hard Copy (Offline) Surveys**  
Discover how to enter hard copy survey responses into your site.
-  **Explain Participation Types**  
Wondering what the three participation types in Surveys & Forms and Quick-Poll mean?

[Need more help? Click here!](#)



## What on earth...

- A community engagement strategy is the vehicle for which you conduct your engagement.
- Engagement for decision making requires you to identify what you need to know in order to solve your question or problem, meet project outcomes.
- Selecting an engagement tool/method is not an engagement strategy, it's simply the mode of collection
- Get clarity: Why, who, what, how, then what?

**Bang the Table**   
All about engagement

Thank you.