Reconnecting the Individual to the Community

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ICMA Conference Presenter

Bang the Table
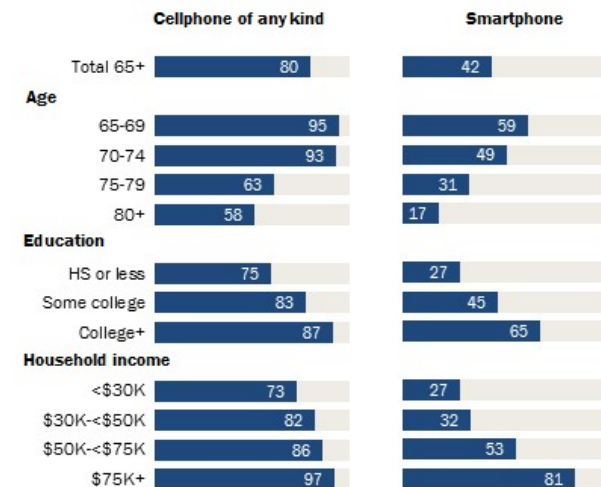## All about engagement

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 …

	Cellphone of any kind	Smartphone
Total 65+	80	42
Age		
65-69	95	59
70-74	93	49
75-79	63	31
80+	58	17
Education		
HS or less	75	27
Some college	83	45
College+	87	65
Household income		
<$30K	73	27
$30K-<$50K	82	32
$50K-<$75K	86	53
$75K+	97	81

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

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What Matters ?

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

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
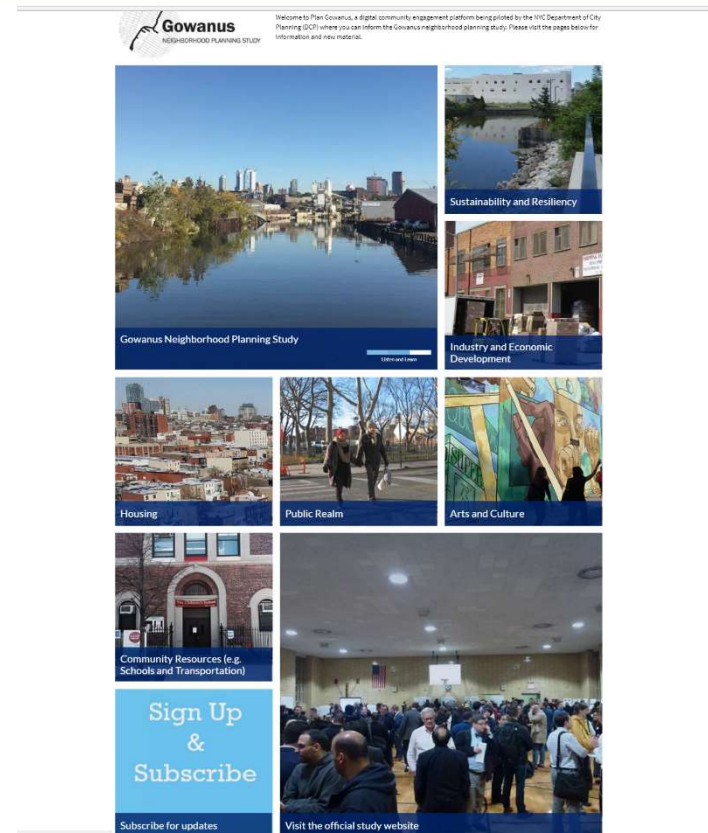
What Matters to IT People?

- Integration with City Website
- Nothing Else to Maintain
- [City of Adelaide](#)
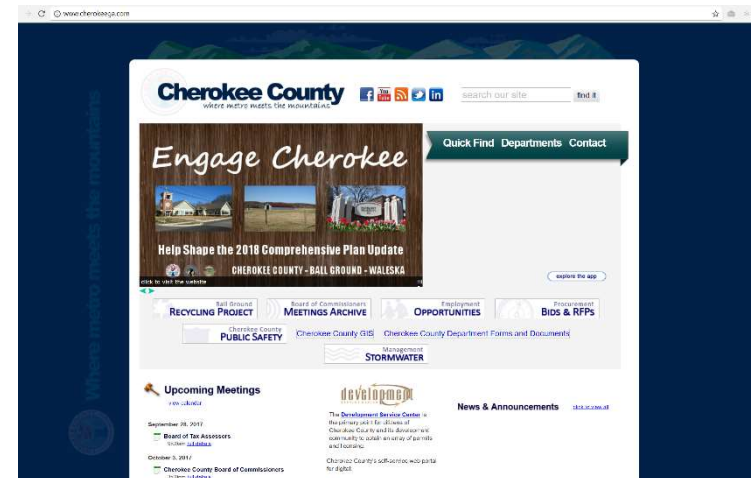
What Matters to Elected Officials?

- Good Data
- Reports
- Visuals
- Completeness
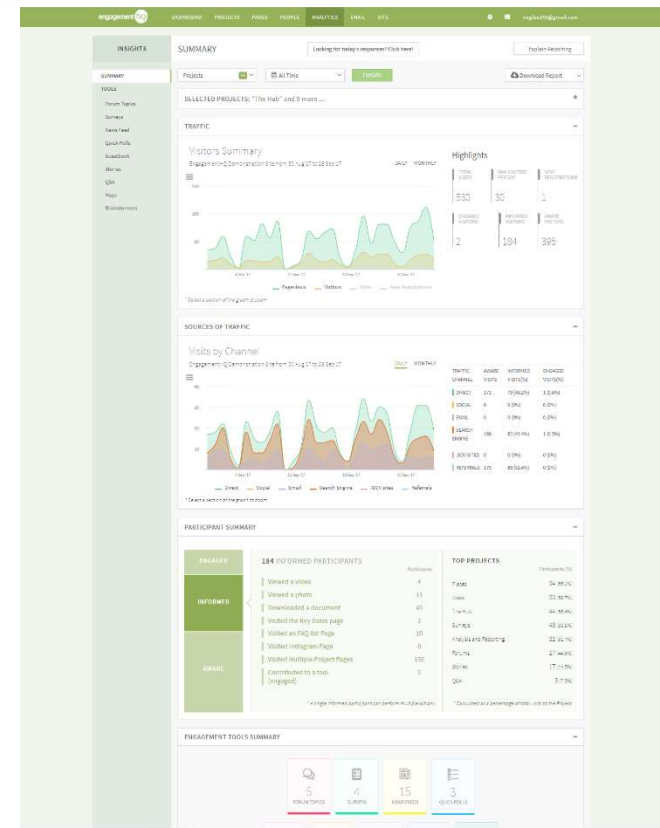
What Matters to Staff?

- Clarity of Roles and Responsibilities

- Help is Accessible

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.