CROWDSOURCING INPUT USING RESIDENT PANELS

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CIVIC ENGAGEMENT OBJECTIVES, DESIGN PRINCIPLES

More Participation
Easier Accessibility

Good Government
Transparency, Accountability
Better Connected, Stronger, More Resilient

More Informed Participation

Data Driven Performance Management

Better Balanced Participation
More representative
More of the thoughtful, broader majority relative to the vocal few

Saved Staff Time & Effort
Unify Channels
Automated Tabulation and Reporting

 Checks Accountability & Promotes Transparency
THE WISDOM OF CROWDS

Menti: CODE
COMMON METHODS TO ENGAGE RESIDENTS IN LOCAL GOVERNMENT

- Resident comment (live or online)
- Town halls/meetings
- Focus Groups
- Surveys
ENGAGE RESIDENTS THROUGHOUT THE POLICY LIFECYCLE

Identify Sentiment Baselines & Trends
- Annual surveys & performance metrics
- Establish a baseline & discover new trends over time

“How would you rank ABC as a place to live?”

Crowdsourced Concerns, Brainstorm Ideas
- Structured discussions
- Uncover new ideas & solutions
- Get underheard, individual perspectives

“What sort of amenities would you like to see more of downtown?”

Prioritize Initiatives & Alternatives
- Engage residents on fund/resource allocation and budgeting
- Determine community priorities

“How would you rank the following initiatives from most to least important?”

Collect Valid Input on Specific Proposals
- Referenceable input on hot topic issues
- Gauge public sentiment before starting costly, controversial projects

“Do you believe we should be using pesticides on public property?”
PUBLIC MEETING ATTENDANCE

Watched (TV or online)
- 67% Not at all
- 27% < 1/month
- 6% > 1 month

Attended in-person
- 75% Not at all
- 23% < 1/month
- 2% > 1 month

Percent of Residents Across Nation
SO HOW CAN WE BROADEN THE NET?
Myth #1
Lowering barriers to participation only means more extreme voices.
LOWERING BARRIERS TO PARTICIPATION RE-INTRODUCES REASONABLE VOICES
Done right, online engagement can be a mutually beneficial exchange of information and ideas
RECRUITMENT

- Systematic methods: post-cards, as part of probability-based survey
- Open recruitment: social media, community meetings, web pages,
- Merge of secondary databases: library, rec center, utility bill, etc.
- Partnerships: non-profits, business community
- Post-survey adjustments may be desired for some surveys

_keys are representation and verification_
ADMINISTRATION

- Web-based platform is key
- Short surveys at smaller intervals
- Ask panelists about preferences
TOPICS

- Short
- Engaging
- Useful, not threatening to electeds
"We want to know simply, do you think Appleton is moving in the right direction as a city? We recently updated our 20-year comprehensive plan that guides planning for the City. The detailed plan outlines areas for growth, the types of housing needs we have, development opportunities and much more.

We also recently completed a downtown parking study and downtown mobility study. Those studies are already driving decisions for improving the downtown area."

Over 3/4 of respondents think Appleton is moving in the right direction. This is consistent across demographics and geographies.
STRATEGIC PLANNING, BUDGETING & PERFORMANCE

- Safety
- Mobility
- Natural Environment
- Built Environment
- Quality of Community Overall
- Economy
- Education and Enrichment
- Recreation and Wellness
- Community Engagement

NRC
TIMELY POLICY QUESTIONS

Affordable Housing
Marijuana
Diversity and Inclusion
Homelessness
Emergency Preparedness
Communication
Downtown Revitalization
Budget Priorities
Urban Farming
Vacation Rentals
PROVIDE BENEFITS TO PARTICIPANTS

- Feedback
- Recognition
- Gratitude
CHALLENGES AND OPPORTUNITIES

• Building and managing a panel
• Technology
• Identifying best topics and how to best use panel’s time
SUMMING UP

- Time of transition for harvesting resident input in government decision-making
- Opportunities to harness the wisdom of crowds via technology
- Panels show great promise
- Begin plans now to move forward in your community
Questions?
THANK YOU

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