

CROWDSOURCING INPUT USING RESIDENT PANELS



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#ICMA2019



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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



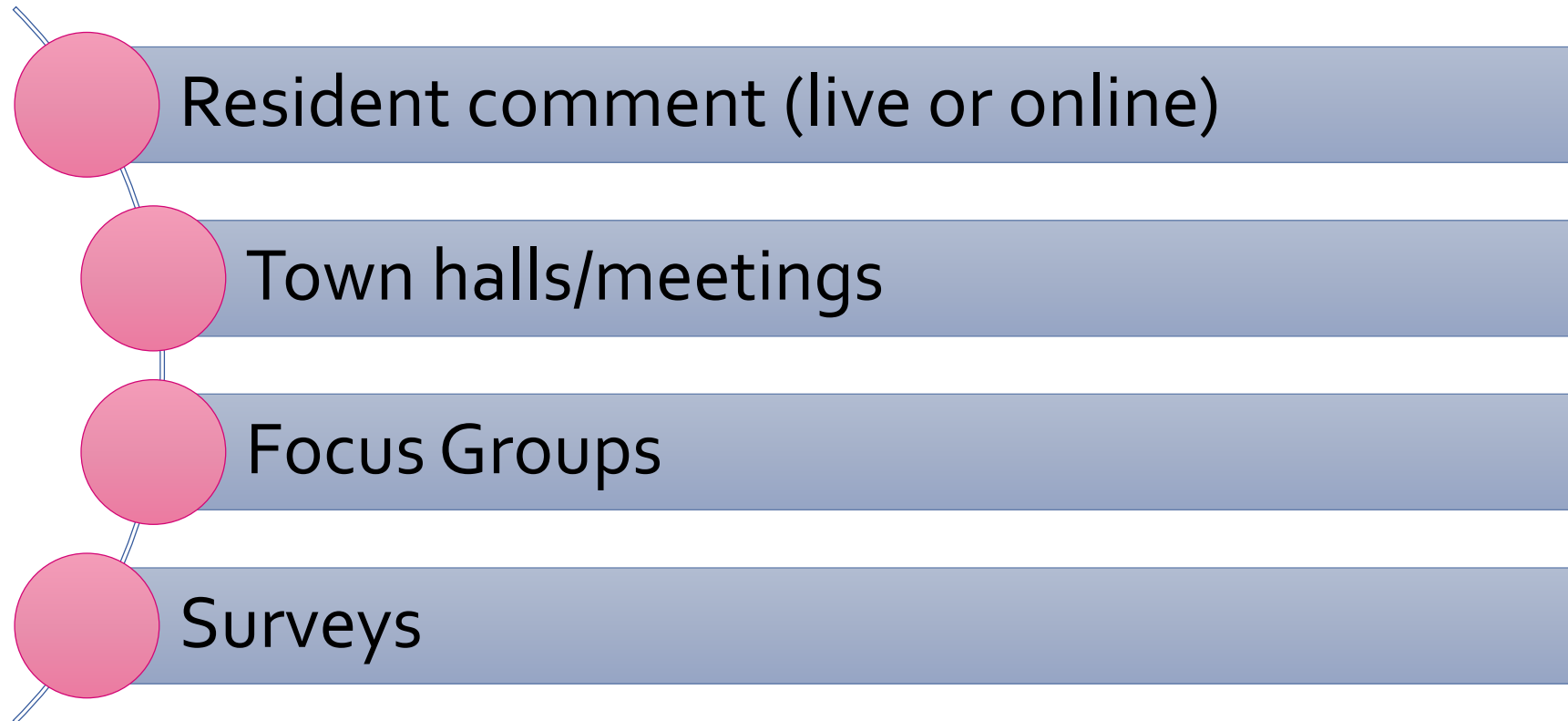
Checks Accountability &
Promotes Transparency

#ICMA2019

THE WISDOM OF CROWDS

**Menti:
CODE**

COMMON METHODS TO ENGAGE RESIDENTS IN LOCAL GOVERNMENT



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?"

Crowdsource 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

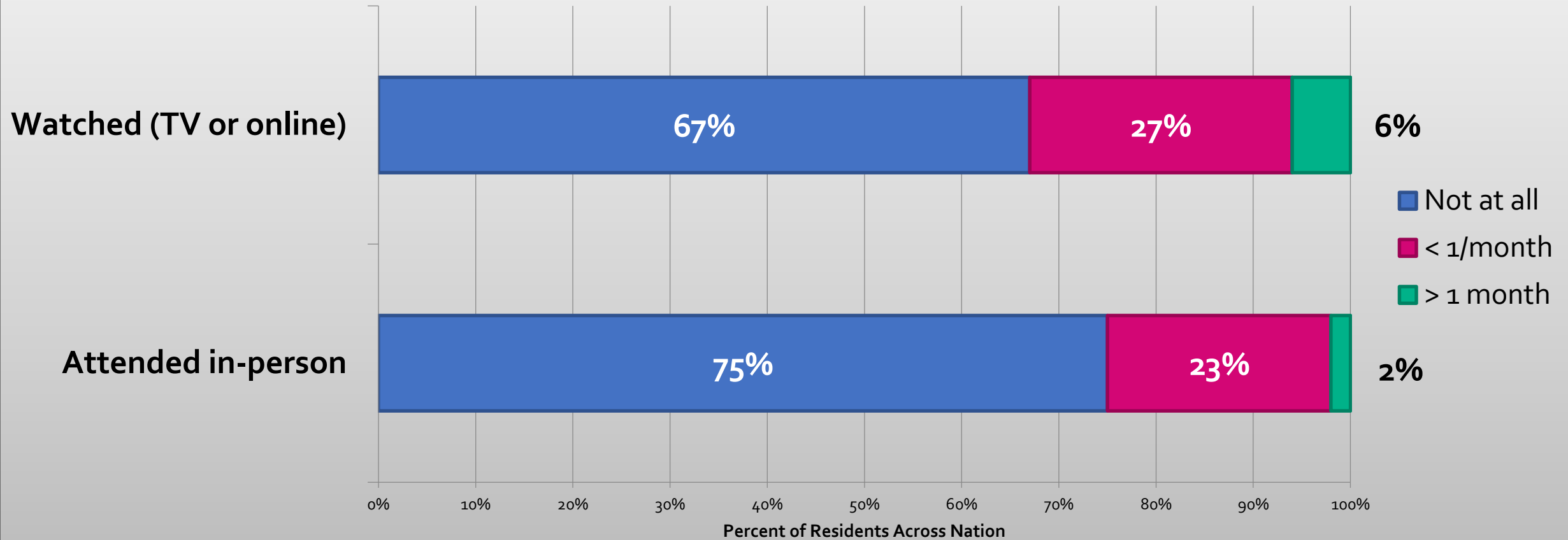
"How would you rank the following initiatives from most to least important?"

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





**SO HOW CAN WE BROADEN THE
NET?**

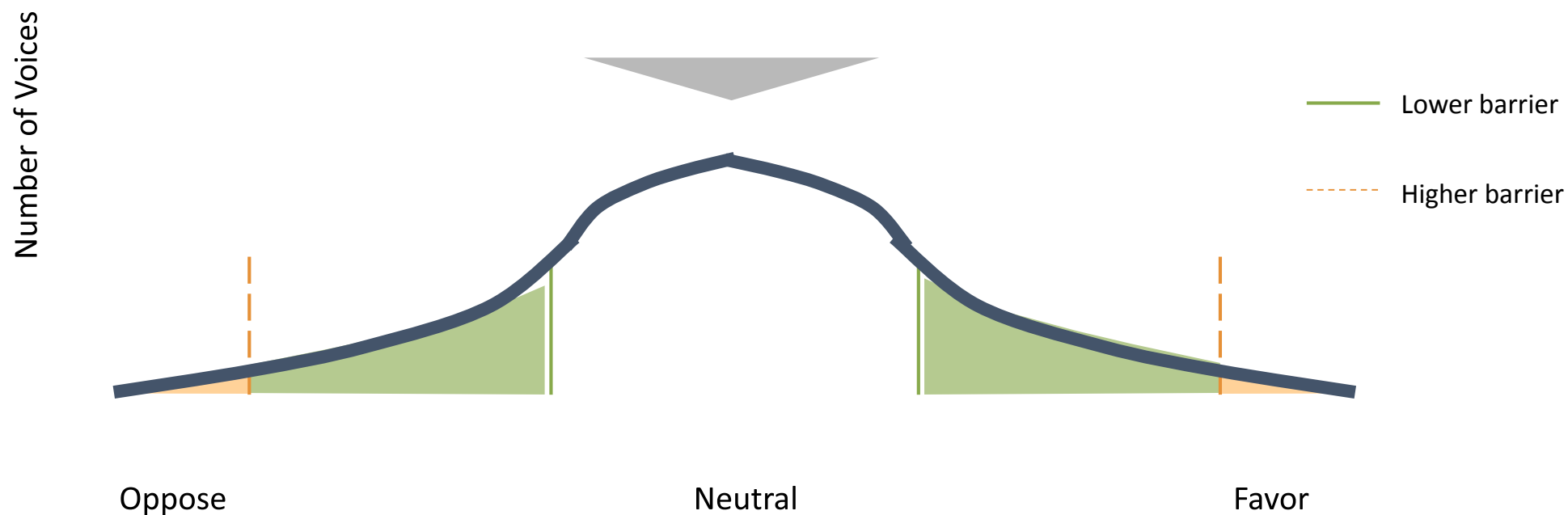
BUILD A PANEL!







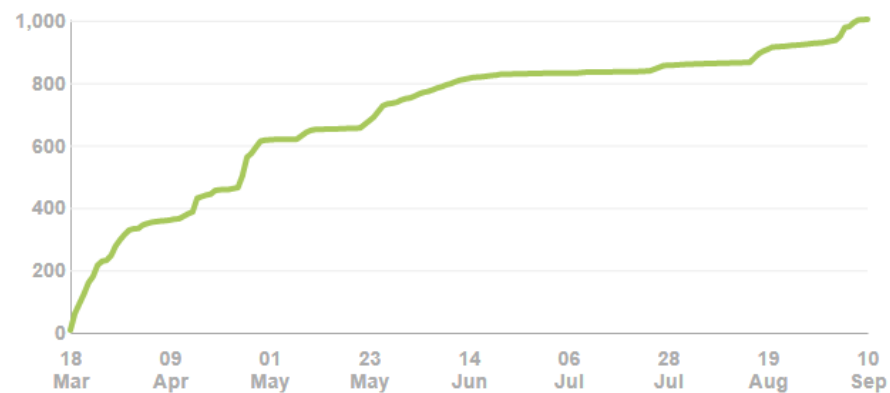
LOWERING BARRIERS TO PARTICIPATION RE-INTRODUCES REASONABLE VOICES





Subscriber growth over time

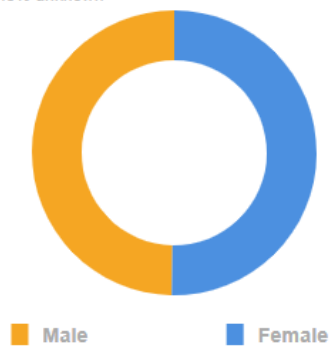
[What's This?](#)



Representativeness by gender

29.5% unknown

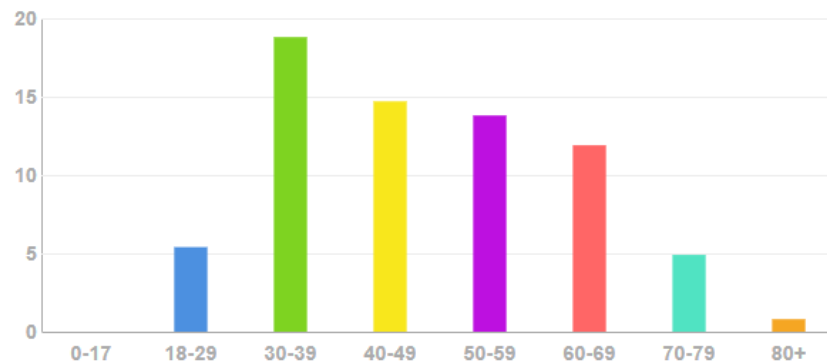
[What's This?](#)



Representativeness by age

29.7% unknown

[What's This?](#)



Total verified subscribers

[What's This?](#)

690

^ 13.77%
in the last 30 days

Done right, online engagement can be a mutually beneficial exchange of information and ideas



**Easy, Rewarding
Data Driven Confidence**



**Easy, Rewarding
Informed & Heard**

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

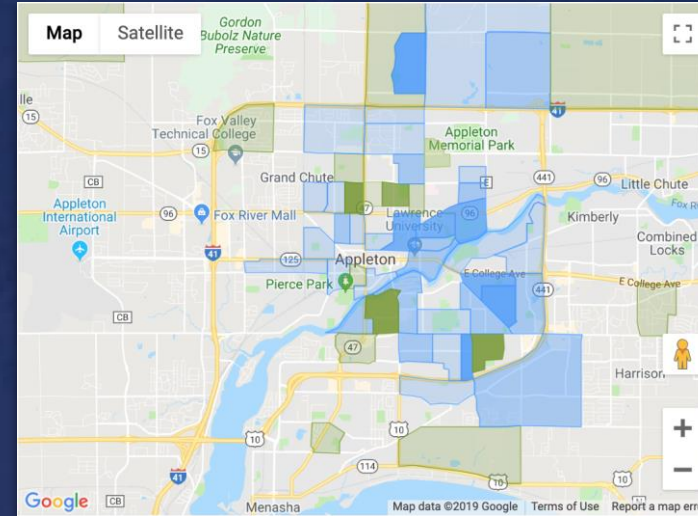
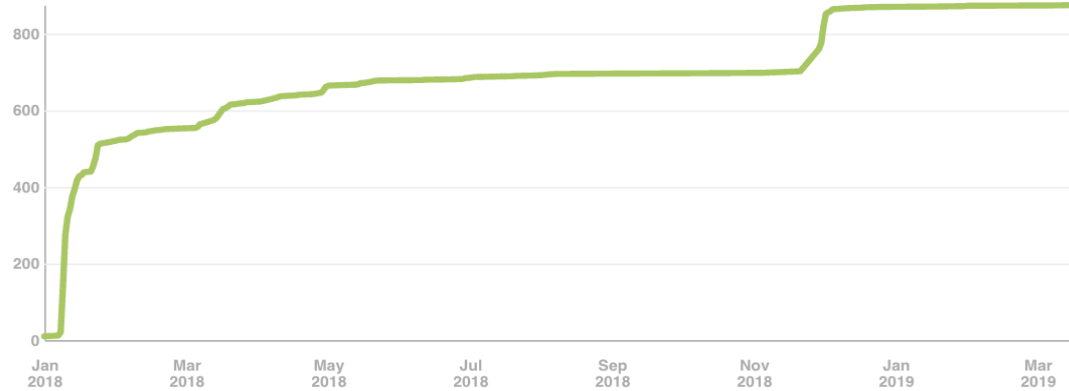


Useful, not threatening to electeds

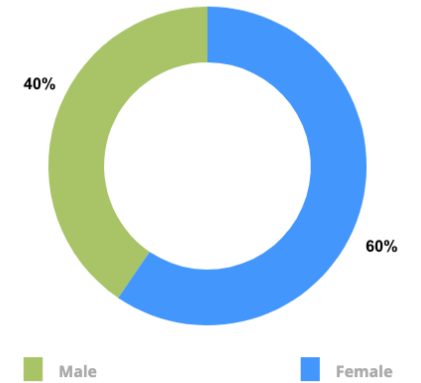
APPLETON POLCO STATS



Subscriber Growth



Gender Distribution



Verified Subscribers

567

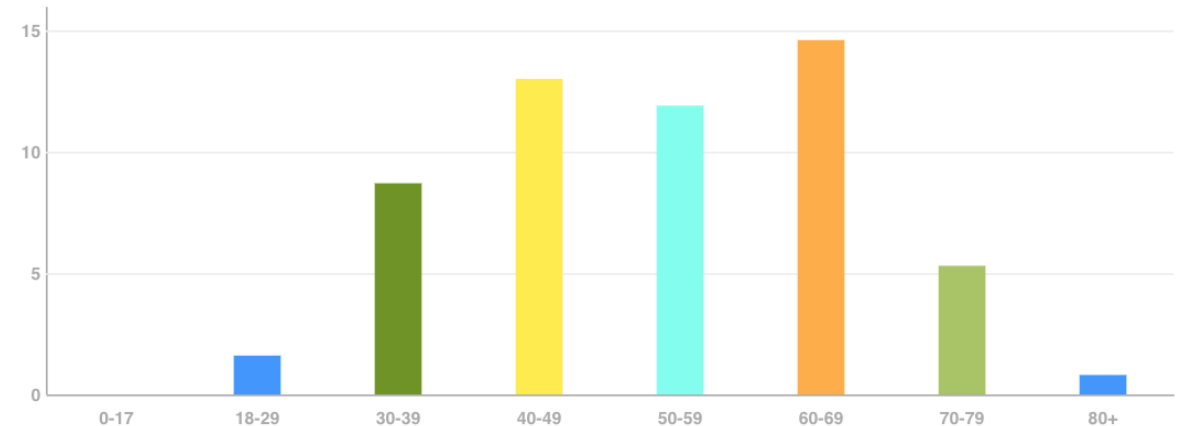
^ 0.18%
in the last 30 days

Total Subscribers

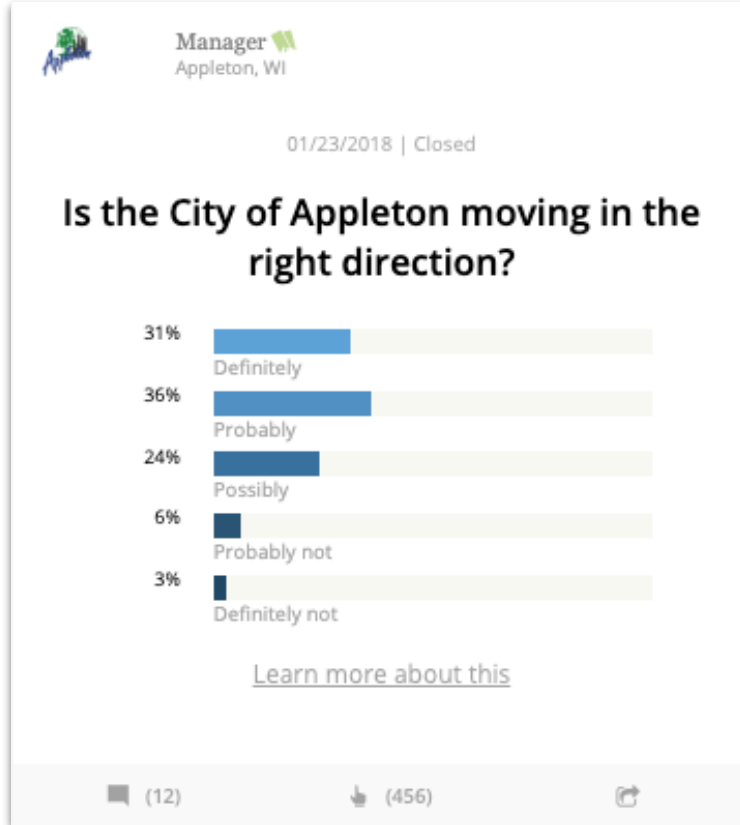
875

^ 0.18%
in the last 30 days

Age Distribution



An Example

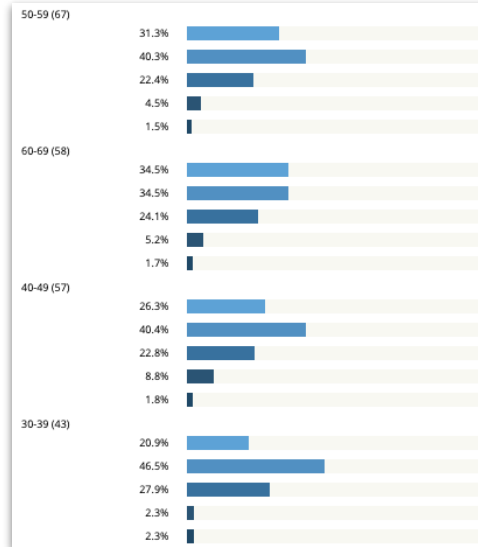


'We want to know simply, do you think Appleton is moving in the right direction as a city? We recently updated our 20-year comprehensive plan that guides planning for the City. The detailed plan outlines areas for growth, the types of housing needs we have, development opportunities and much more.'

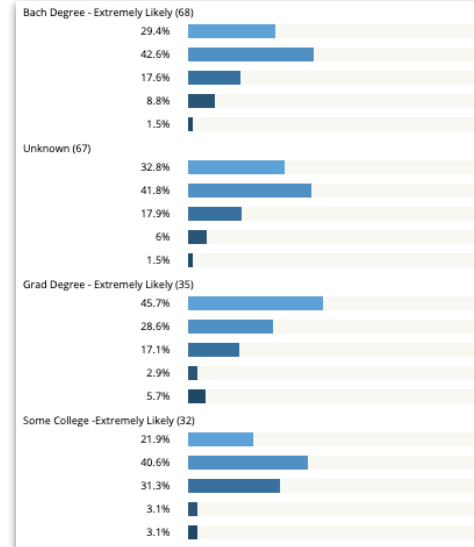
We also recently completed a downtown parking study and downtown mobility study. Those studies are already driving decisions for improving the downtown area.'

Over $\frac{2}{3}$ of respondents think Appleton is moving in the right direction. This is consistent across demographics and geographies.

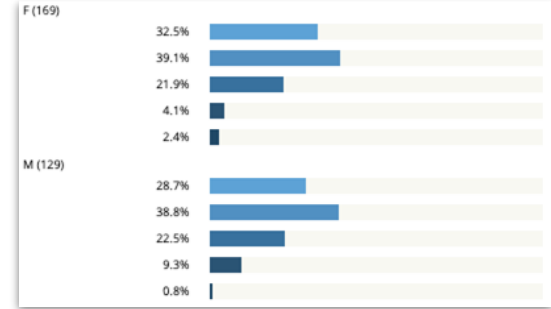
Age Range



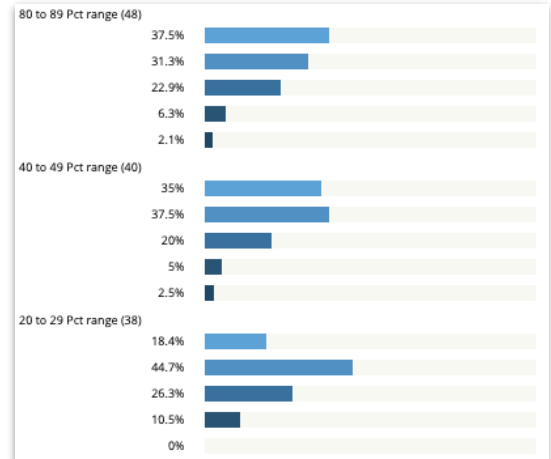
Education Level



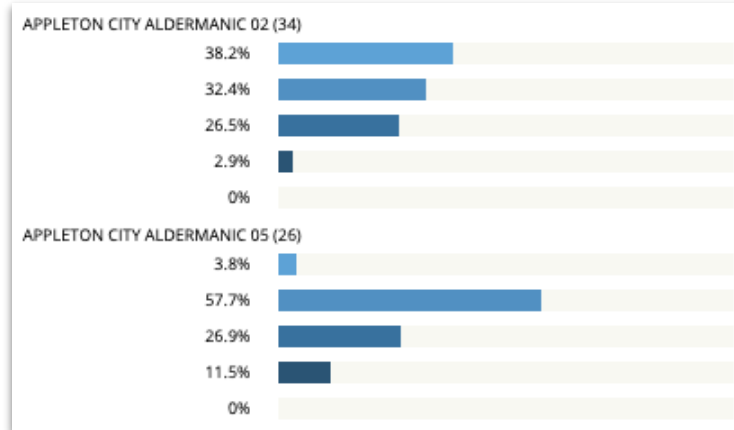
Gender



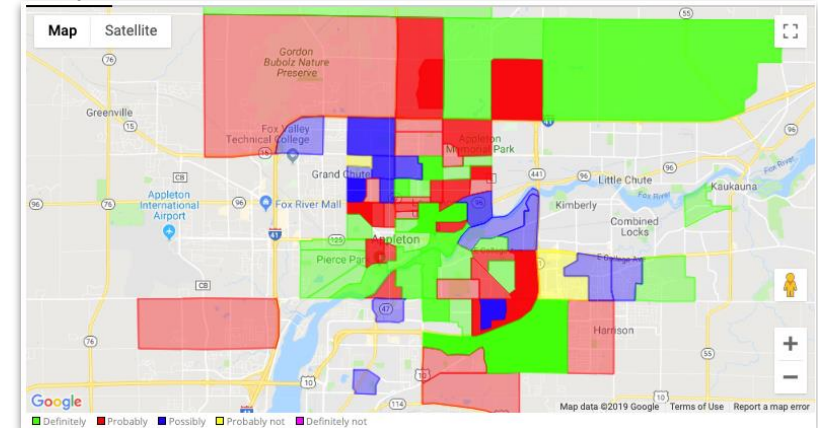
Income Decile



Commissioner District



Map Breakdown



STRATEGIC PLANNING, BUDGETING & PERFORMANCE



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



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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ICMA | conference