



# A Process for Building Public Trust

JAY DAWKINS  
CEO of PublicInput.com

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**MUSIC CITY CENTER, NASHVILLE, TN**



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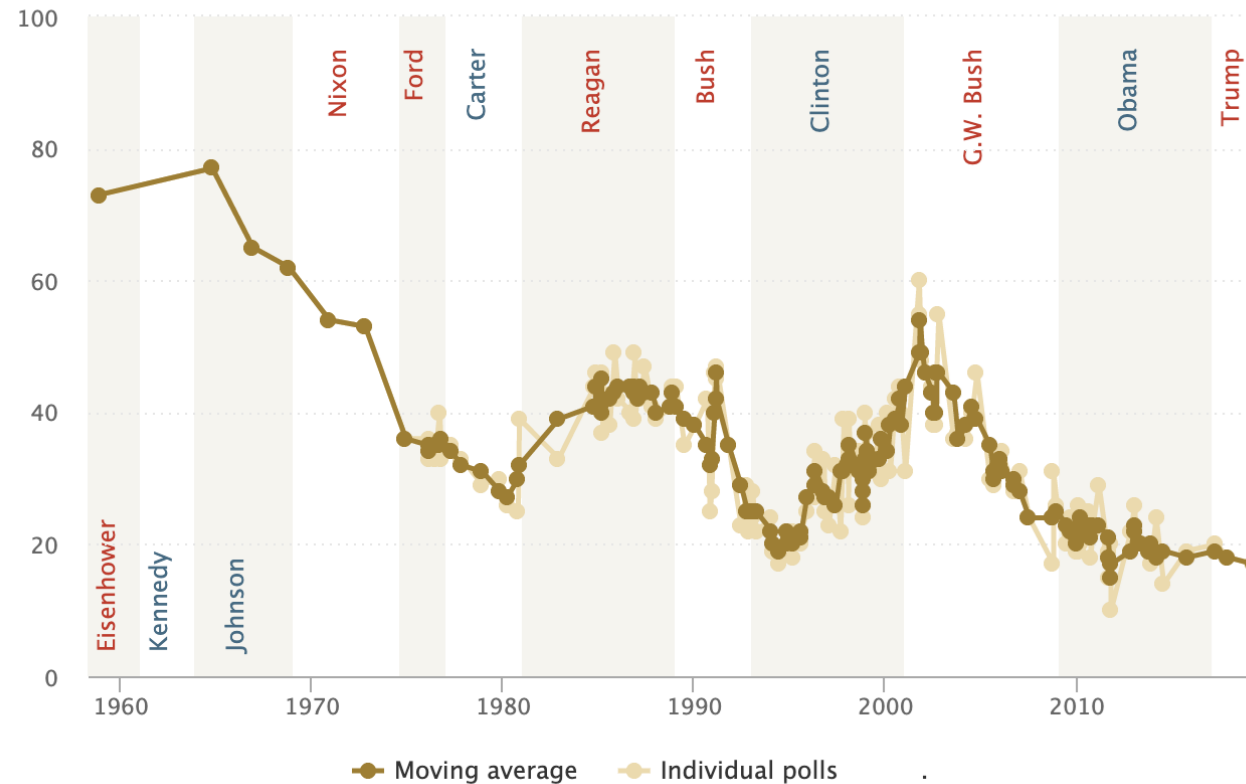


# The state of Public Engagement

# Public Trust in Government

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*% who trust the govt in Washington always or most of the time*



Pew Research Public Trust in Government Apr. 2019

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*“Get to know your local community. Take small steps towards improving daily life, even if it’s just a trash pick-up. If people can work together... even in a small way, I think that builds a foundation for working together on more weighty issues.”*

*Woman, 32*

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What's holding local government back?

# The problem: public engagement is disjointed



Email



Surveys



PR



Meetings

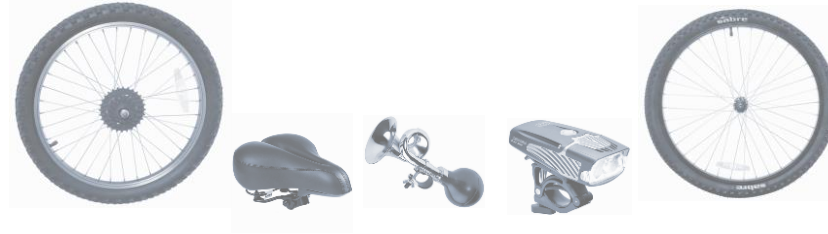


Social Media





# Solution: structure - not another widget



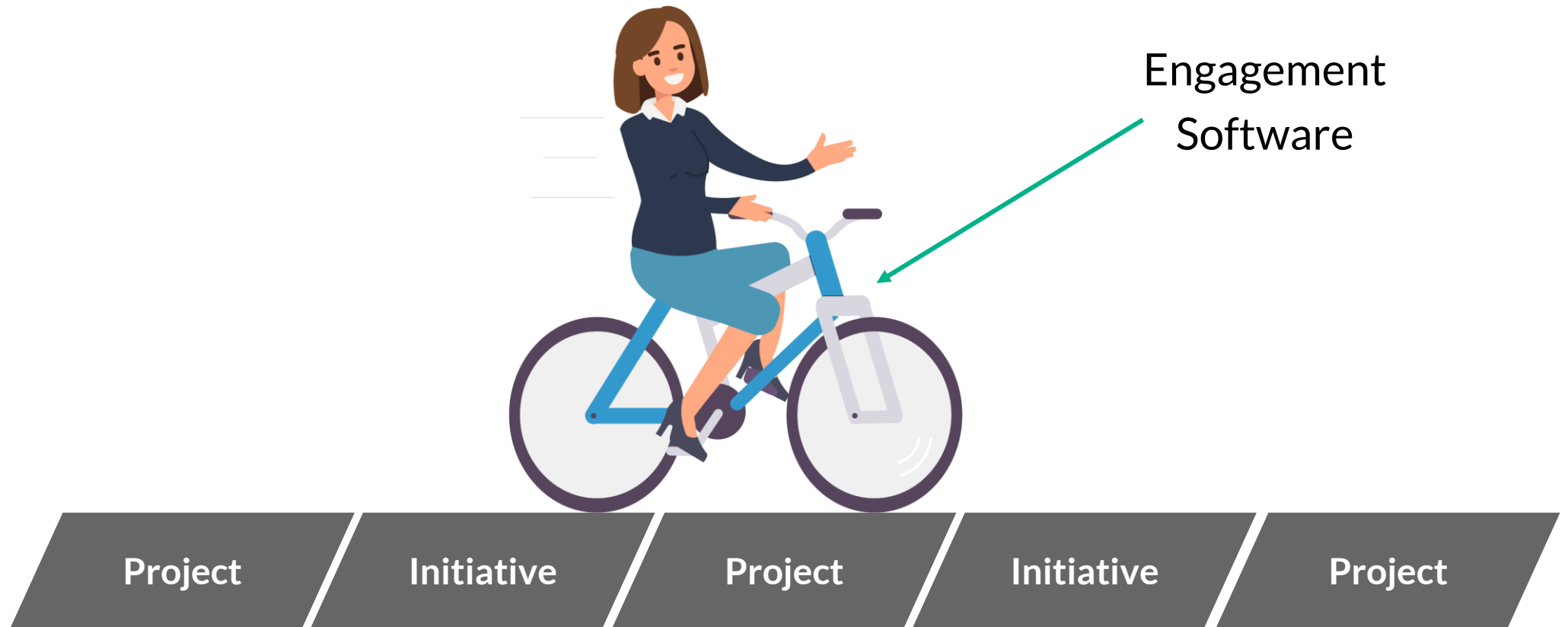
## Another Engagement Tool



## Engagement Software



# A unified system can build momentum



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# Examples we'll cover today

1

**Charlotte, NC**

10+ departments and  
10+ tools to one system.

2

**Skagit County, WA**

Online and traditional  
engagement in one  
platform.

3

**Virginia Beach,**

**VA**  
Engagement from public  
art to disaster relief.

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CHARLOTTE

# CHARLOTTE

Planning

Parks

Transportation

Housing

Economic Dev.

Engineering

Communications

Transit (CATS)

Public Utilities

Airport

Regional Planning



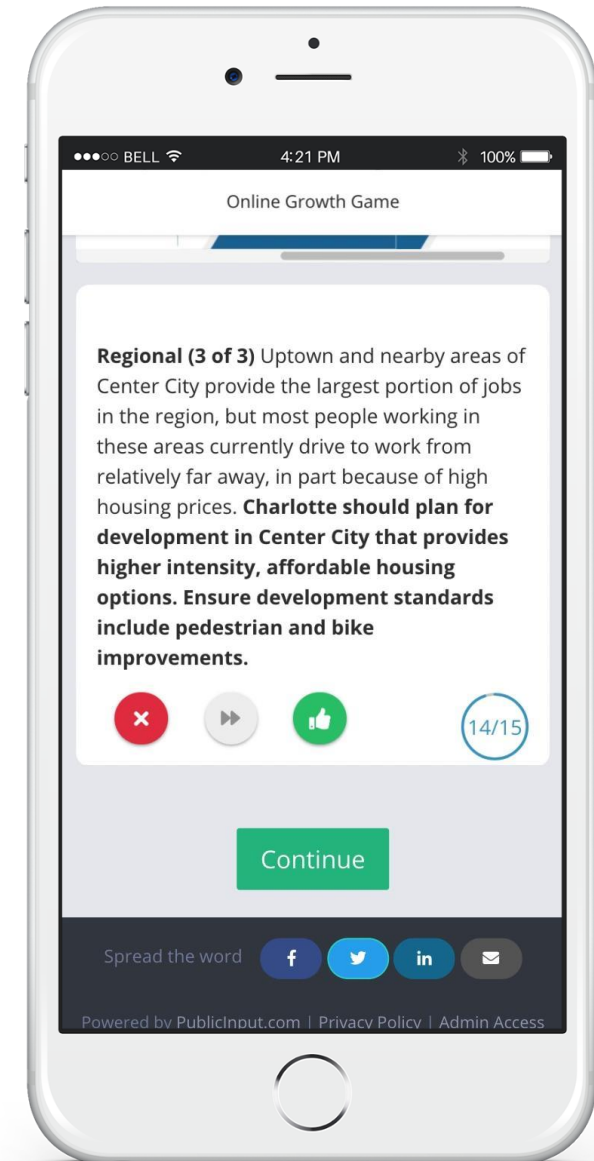
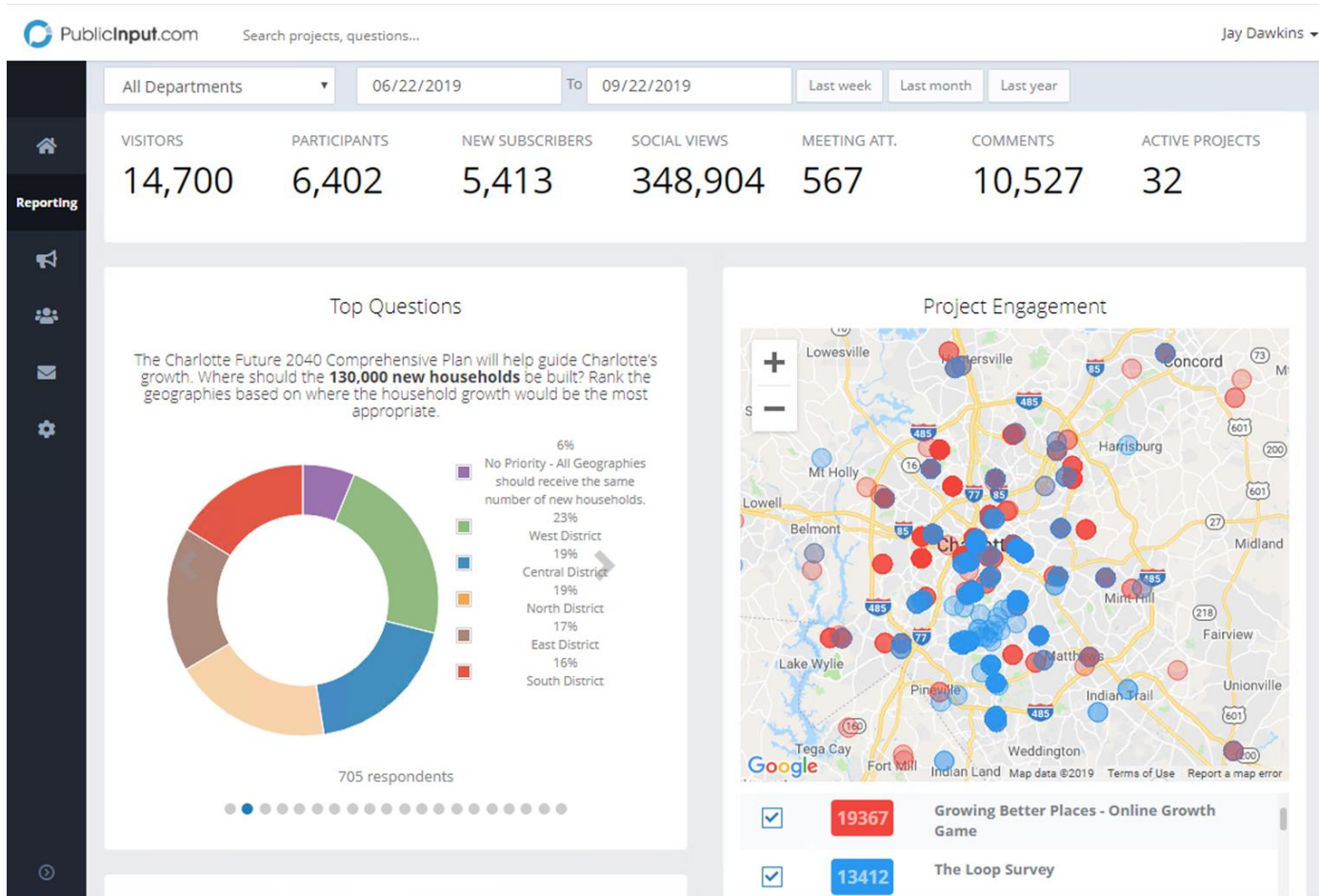
Public  
Engagement  
Cloud

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# CHARLOTTE



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CHARLOTTE



Public  
Engagement  
Cloud

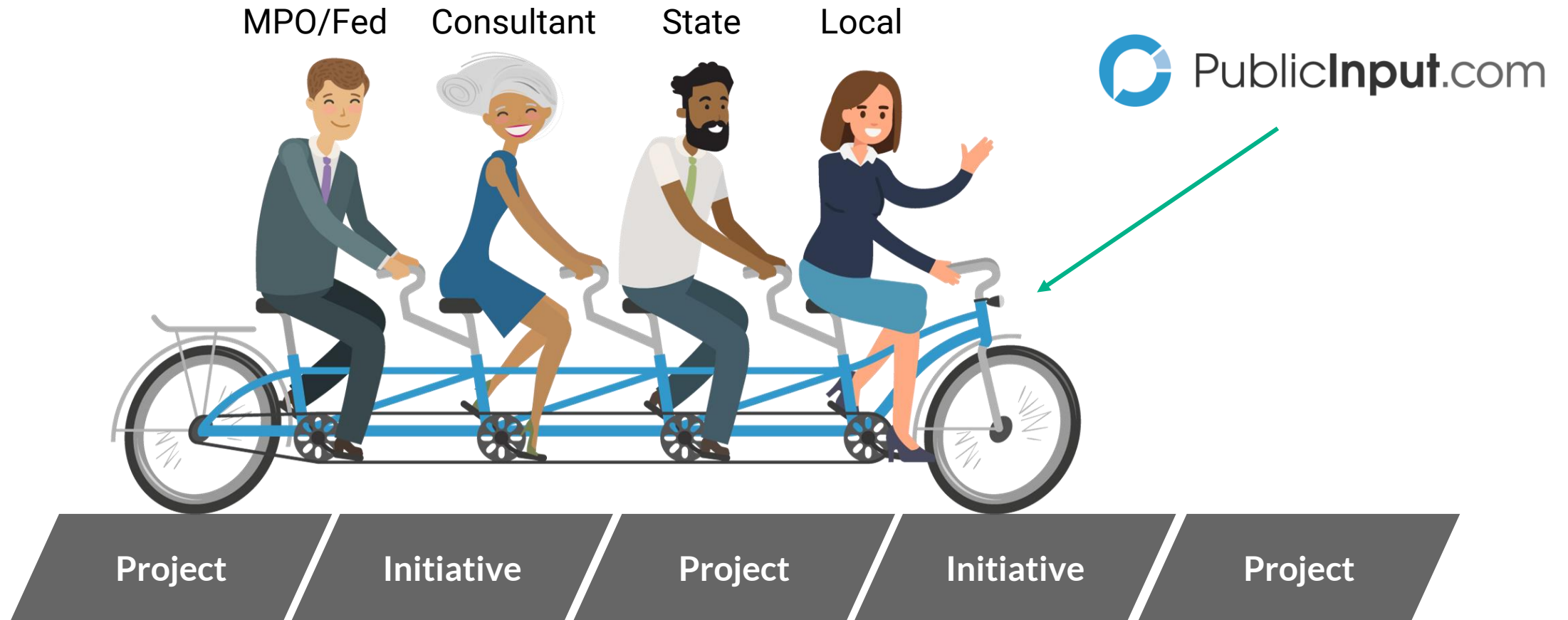


Public  
Engagement  
Cloud

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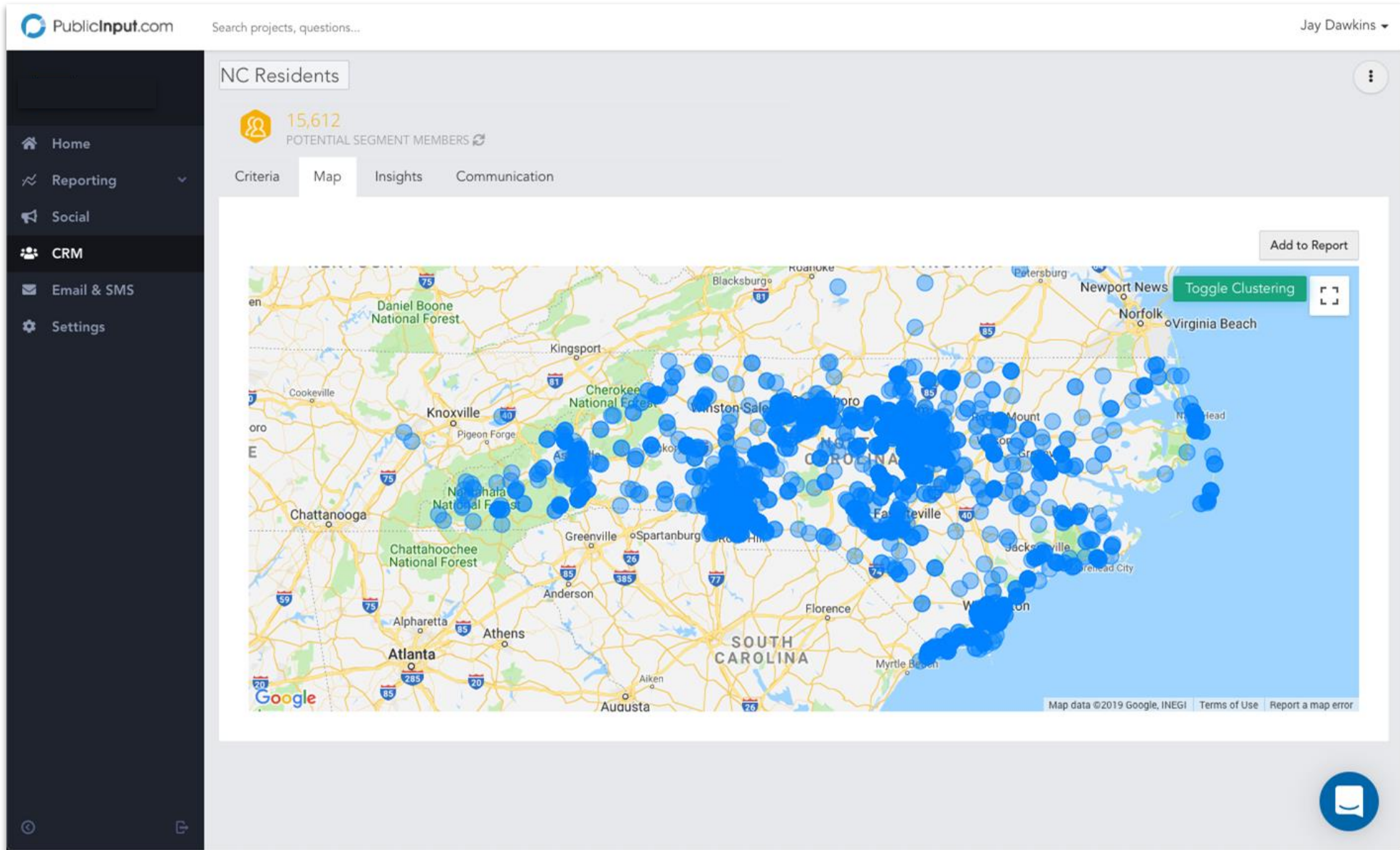
# Enable collaboration across departments & agencies



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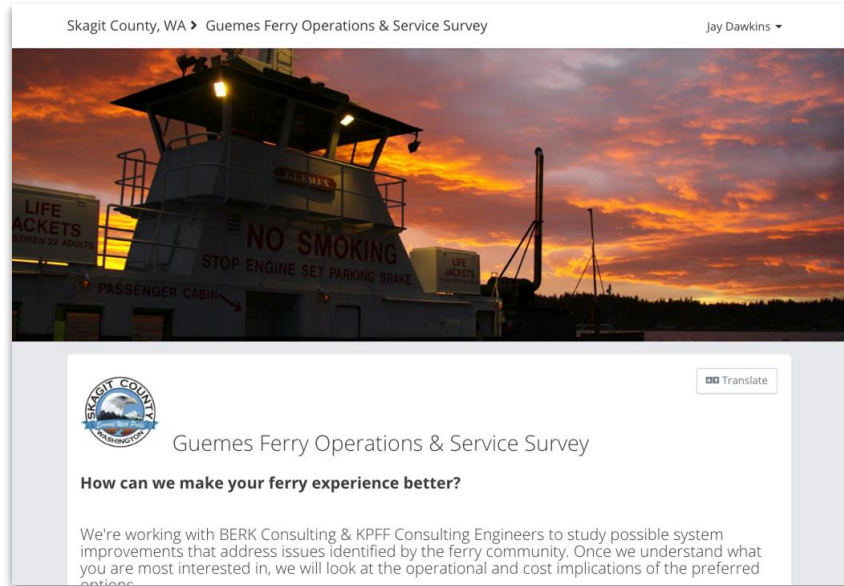


**"While our ferry was out of service for regular maintenance, the PublicInput.com platform was invaluable in allowing our team to share regular updates on the work. It was an easy way to keep our residents up-to-date on the progress of the work, and let them know that their concerns were being heard and their questions were being addressed."**

**-Bronlea Mishler, Communications Director, Skagit County, Washington**



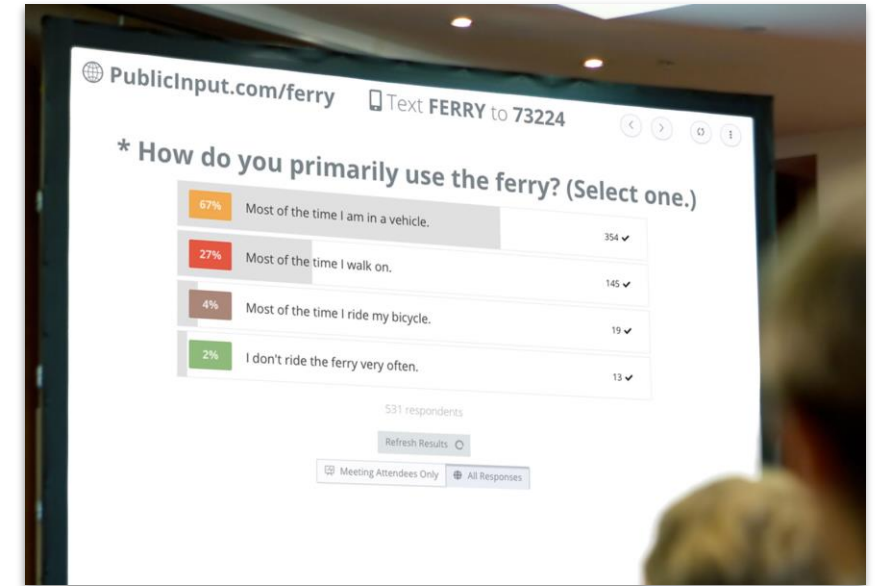
# Every format, all responses, one database



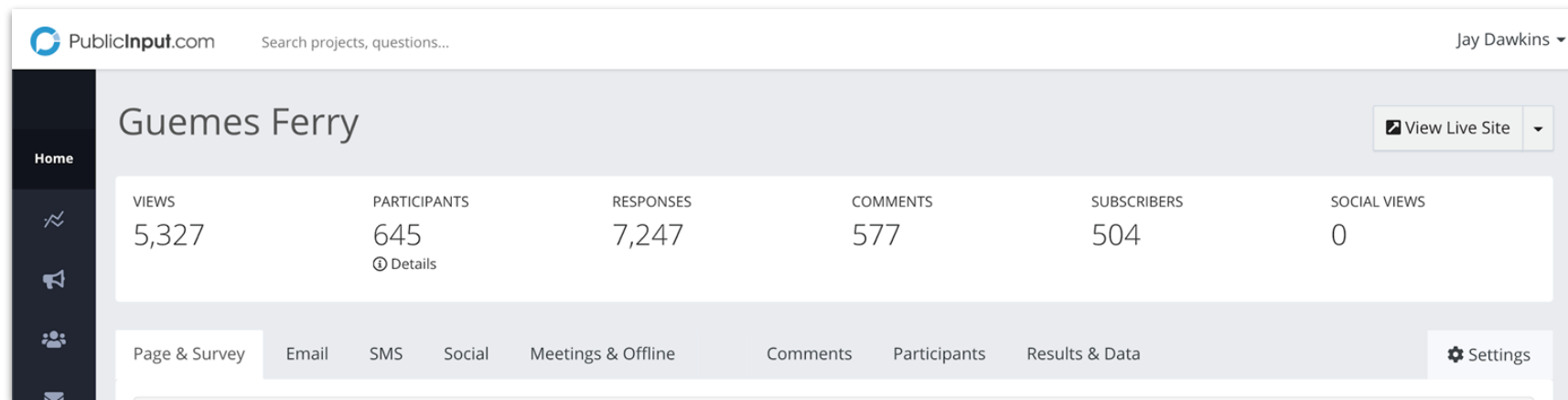
Online



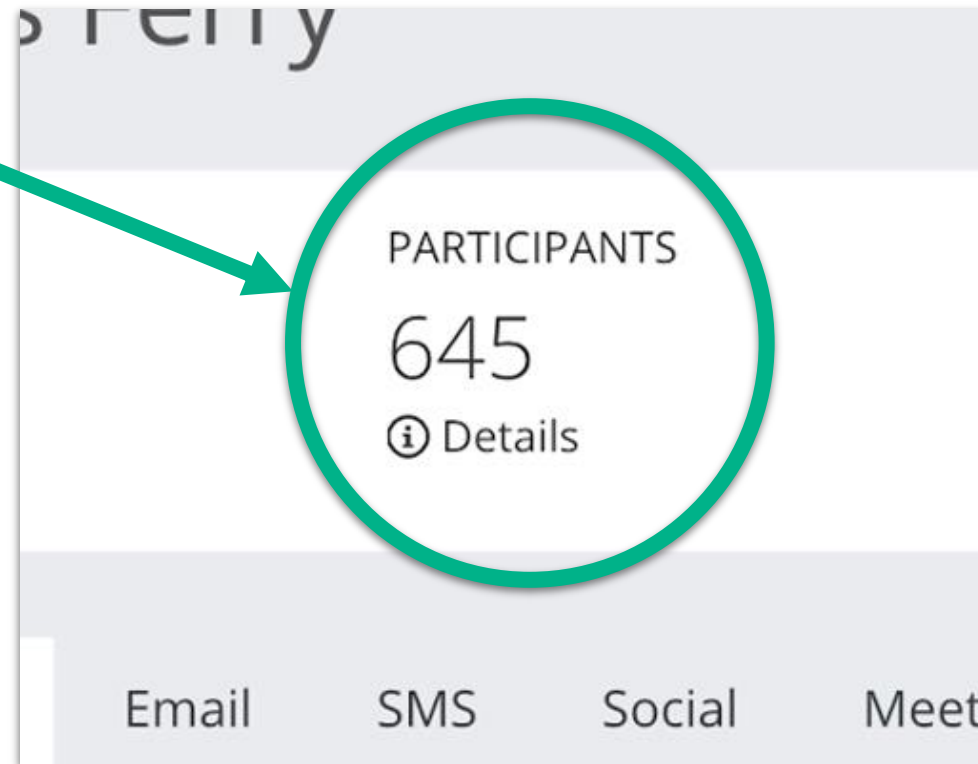
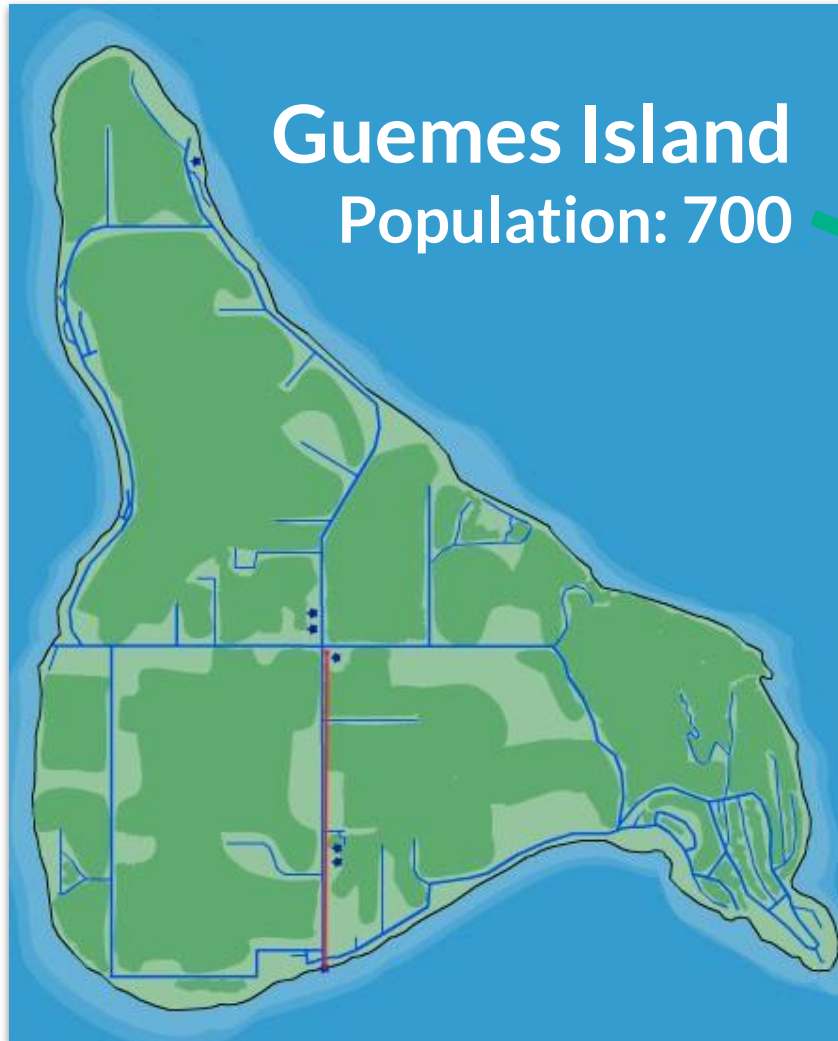
Paper Surveys



In-meeting



One quick thing



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# A better engagement process



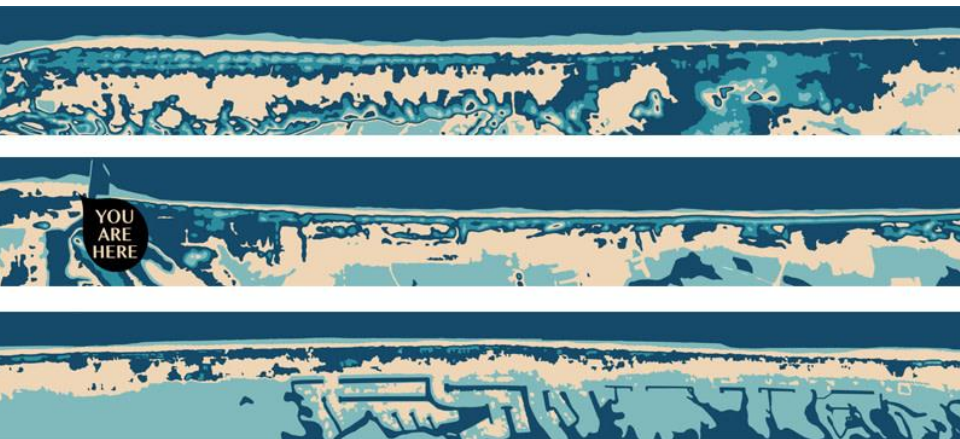




*City of Virginia Beach*



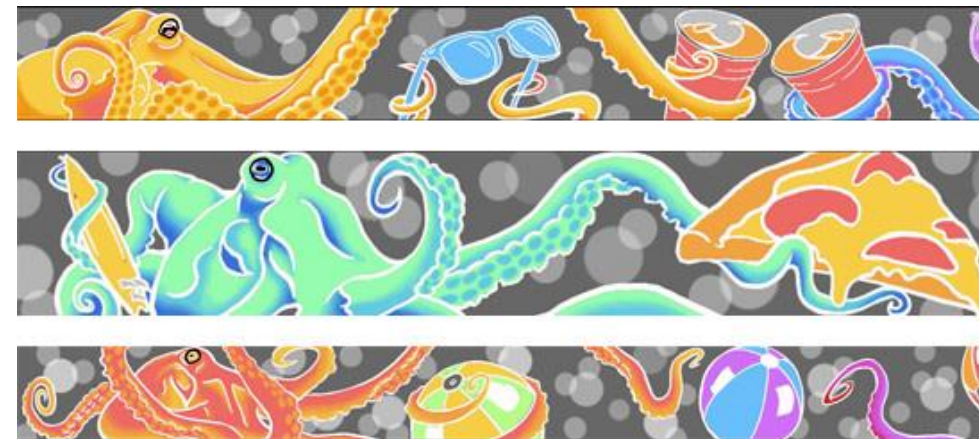
# RUDEE LOOP WALL MURAL VOTE



Cast one vote for your favorite. The design with the most votes will win.

Aimee Bruce	45%
Pepe Gaka	21%
Christopher Warren	17%
Sean Coffey / John Muldoon	16%

Closed to responses | 4,562 Responses



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# Entertainment District Project

2.5K Participants  
50K+ Responses & Comments



## Entertainment District Project

2.5K Participants  
50K+ Responses & Comments

## Dome Site Project

2.5K Participants  
60K+ Responses & Comments



Kelsey Whitt



Aimee Bruce (selected design)



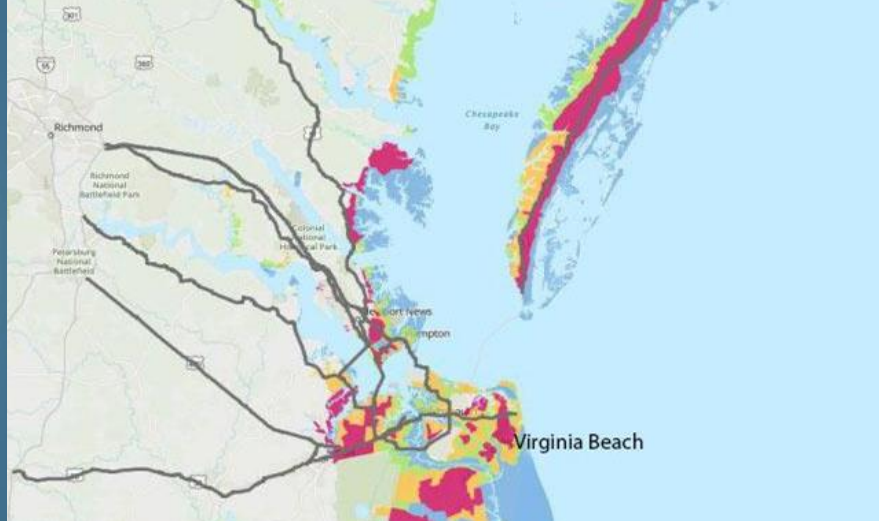
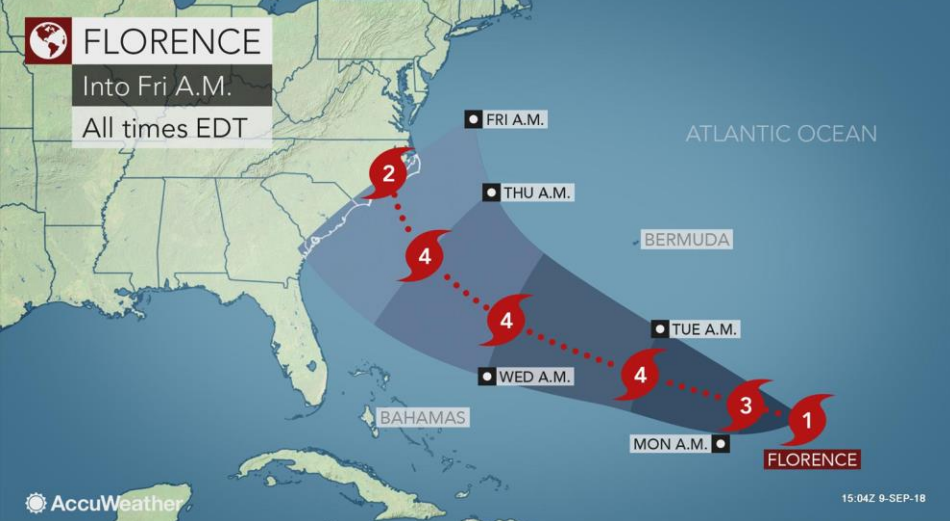
Rick Nickel

## Mount Trashmore Mural Art

7,300 Participants  
2,483 Subscribed

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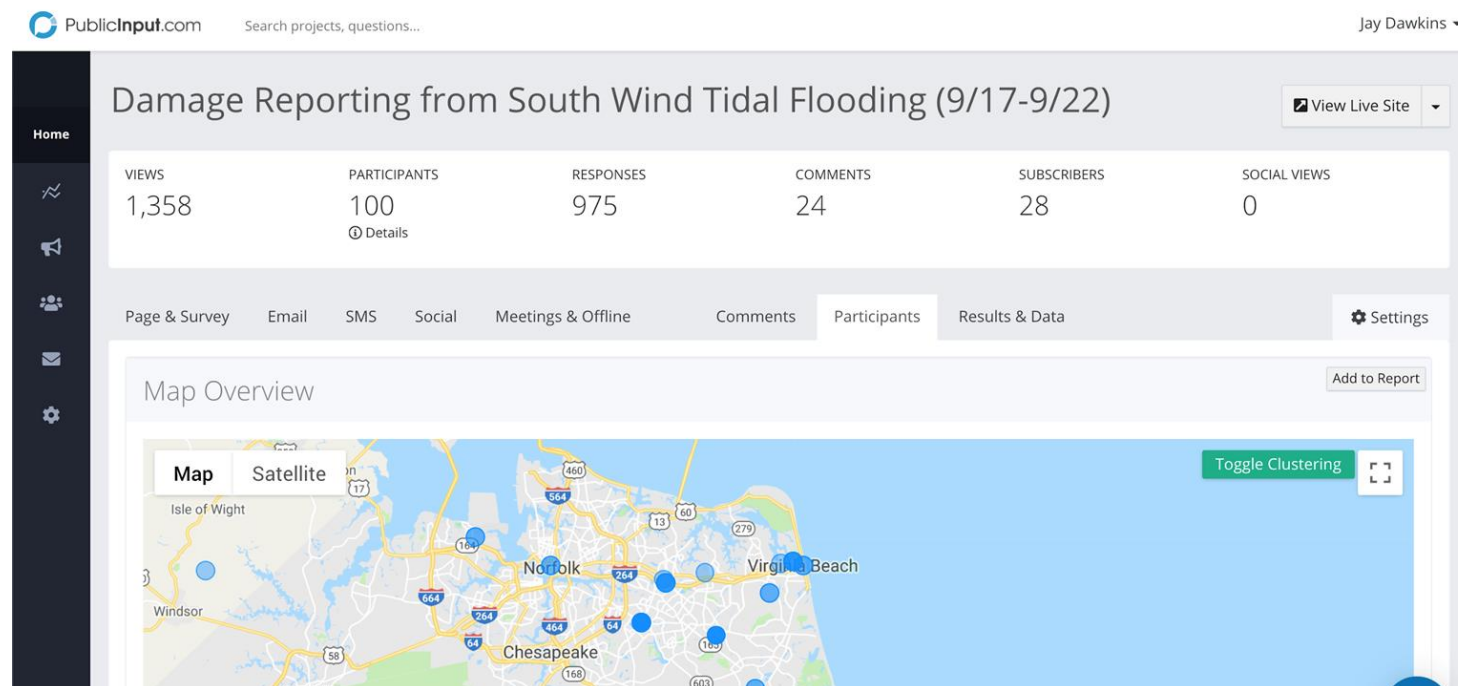


BELL 4:21 PM 100%

What type of assistance do you require?

- ☐ None
- ☐ Help removing waterlogged household items
- ☐ Help removing carpeting or drywall
- ☐ Pickup items for disposal that cannot be salvaged
- ☐ Other: please explain below

Select a response



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# Close the feedback loop to increase engagement

## Average Email Open Rates, Public Agencies

26.52%



55.5%



Example "Close the loop" email	Unique Open %	Unique Click %
Virginia Beach, VA		
Update from Virginia Beach on Stairway Mural Art	62%	14.4%
Austin, TX		
Update on MLS Engagement from City of Austin	70%	7.5%
Gainesville-Hall MPO, Georgia		
Public Survey - Jackson County Transportation Plan	36%	14.5%

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**"20,000 participants have provided nearly 275,000 responses on topics ranging from what elements they want to see in the Dome Site project, what murals should be painted on the steps of Mount Trashmore, to what the city's priorities should be in the future."**

**-Virginia Beach Mayor Bobby Dyer, 2019 State of the City**



PublicInput.com

Jay@PublicInput.com

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