The state of Public Engagement
Public Trust in Government

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

Pew Research Public Trust in Government Apr. 2019
“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
What’s holding local government back?
The problem: public engagement is disjointed
Solution: structure - not another widget

Another Engagement Tool

Engagement Software

@PUBLIC_INPUT

#ICMA2019
A unified system can build momentum
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.

@PUBLIC_INPUT #ICMA2019
The Charlotte Future 2040 Comprehensive Plan will help guide Charlotte's growth. Where should the 130,000 new households be built? Rank the geographies based on where the household growth would be the most appropriate.

Regional (3 of 3) Uptown and nearby areas of Center City provide the largest portion of jobs in the region, but most people working in these areas currently drive to work from relatively far away, in part because of high housing prices. Charlotte should plan for development in Center City that provides higher intensity, affordable housing options. Ensure development standards include pedestrian and bike improvements.
Enable collaboration across departments & agencies
"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

Guemes Island
Population: 700

PARTICIPANTS
645
Details
A better engagement **process**

- Reach beyond the self-selections
- Lower barriers to participation
- Capture and analyze
- Close the loop
- Build Trust
RUDEE LOOP WALL MURAL VOTE

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

<table>
<thead>
<tr>
<th>Artist</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Aimee Bruce</td>
<td>45%</td>
</tr>
<tr>
<td>Pepe Gaka</td>
<td>21%</td>
</tr>
<tr>
<td>Christopher Warren</td>
<td>17%</td>
</tr>
<tr>
<td>Sean Coffey / John Muldoan</td>
<td>16%</td>
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</tbody>
</table>

Closed to responses | 4,562 Responses

@PUBLIC_INPUT
Entertainment District Project
2.5K Participants
50K+ Responses & Comments

Dome Site Project
2.5K Participants
60K+ Responses & Comments

Mount Trashmore Mural Art
7,300 Participants
2,483 Subscribed

Kelsey Whitt
Aimee Bruce (selected design)
Rick Nickel
Close the feedback loop to increase engagement

Average **Email Open Rates**, Public Agencies

<table>
<thead>
<tr>
<th>Example “Close the loop” email</th>
<th>Unique Open %</th>
<th>Unique Click %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virginia Beach, VA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Update from Virginia Beach on Stairway Mural Art</td>
<td>62%</td>
<td>14.4%</td>
</tr>
<tr>
<td>Austin, TX</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Update on MLS Engagement from City of Austin</td>
<td>70%</td>
<td>7.5%</td>
</tr>
<tr>
<td>Gainesville-Hall MPO, Georgia</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public Survey - Jackson County Transportation Plan</td>
<td>36%</td>
<td>14.5%</td>
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</table>
"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