Does this look familiar?
A Usual Path

Lots of money & staff time
Per meaningful data point collected

Outdated fractured communication technologies and practices

Citizens get confused & don’t participate
City Officials lack clear sentiment data

Squeaky wheels & special interest have disproportionate say
Trends in Technology and Online Civic Participation

The Old

- People used to participate, civic duty
- Slow trend away since an increase in point-to-mass communication technology extremes, and with the increase in channels causing echo chambers and confirmation bias
- Trolling, polarizing, intimidating, confusing
- Barriers to citizens for meaningful engagement are high, and only the extremes persevere

The New

- 70% of adults on social media
- Most of social media is fluff. It tries to do everything and does nothing well and falls to lowest common denominator (doesn't have to be)
- Millennials not participating
  - But we want vibrant downtowns
We began to transition engagement online, hoping to match the trends.

...but here’s what the first wave of online engagement actually produced.
But why?
Because online engagement requires more than a Facebook comments.

Key principles to do online engagement right

<table>
<thead>
<tr>
<th>Connect</th>
<th>Inform</th>
<th>Collect</th>
<th>Organize</th>
<th>Reward</th>
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<tbody>
<tr>
<td>Cross-Channel</td>
<td>Official &amp; P2P</td>
<td>Verify</td>
<td>Measure</td>
<td>Outcomes</td>
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### Engage Across the Policy Lifecycle

<table>
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<tr>
<th>Source</th>
<th>Brainstorm</th>
<th>Downselect</th>
<th>Propose</th>
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<tr>
<td><strong>IDENTIFY TRENDS</strong></td>
<td><strong>CROWDSOURCE IDEAS</strong></td>
<td><strong>PRIORITIZE ALTERNATIVES</strong></td>
<td><strong>CONDUCT A POLICY POLL</strong></td>
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<tr>
<td>How satisfied are you with (Parks, roads, transportation, economic development)?</td>
<td>What sort of amenities would you like to see more of downtown?</td>
<td>Which of the following options for an aquatic center would you prefer?</td>
<td>Would you be willing to pay $3.18 a month for bi-weekly curbside recycling?</td>
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<td>What sort of activities and services would you like to see more of from the city?</td>
<td>How would you allocate &quot;X&quot; budget across the following initiatives?</td>
<td>Should this city continue to allow backyard chickens?</td>
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<td>Should the city grant the downtown Starbucks a liquor license?</td>
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Try to do all via a consistent UX
The good news: web technologies can make all of this fast, easy, simple, and effective.
Post Poll & Background Materials

District Breakdowns

Key Elements

Do you support construction of a Pump Track for Bicyclists?

Yes

No

Distribute / Share

RESULTS

All respondents (322)

Verified voters (280)

59% (190) Yes

54% (150) Yes

41% (132) No

46% (130) No

BREAKDOWNS

District 1

70% (30) For

30% (13) Against

District 2

71% (91) For

29% (37) Against

For

Against

OPINIONS

No new taxes. Few if any tax payers would benefit. Would support only if privately funded.

Would rather spend my tax dollars on bike/pedestrian path between town and Franklin Park.

Finding a safe way for kids to have access is the most important piece. Once that can be secured, I think this will be a great asset. Not all kids like ball and stick sports, and this gives them another outlet for outdoor physical activity.
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**Citizens**
- Empowered
- Learn | Vote | Comment | Share

**Government**
- Data-driven Confidence
- Broad | Verified | Organized | Fast