

Introductions

- Name
- What you ask for money to do
- One way you involve citizens in your work
- One thing you hope to get out of today's session

By the end of today's session you will..

- Know innovative ideas for engagement
- Know why engagement is important
- Know how to do engagement better
- Be able to integrate civic engagement into your project planning
- Feel excited about using civic engagement in your work
- Feel confident in how to improve the way you do civic engagement

What is Civic Engagement?

Why and how do we use it?

What is civic engagement?



Civic engagement is the process of individuals and groups participating in the life of their community.

How to use it?

- **Operations** – citizens as staff, implementing the solutions, helping you carry out the project
- **Planning** – citizens (and organizations) as stakeholders, helping you think strategically, plan your project, give feedback, and communicate key information
- **Design** – citizen as designer, usually we are designing things to benefit citizens, why not involve them in the design of our solutions?
- **Communication** – citizen as messenger, the best way to spread information is still via word-of-mouth from a trusted messenger. How can we use 0.01% of our 173,000 people to reach the other 99.99%?

Why use it?

- **Operations** – Do more with less
- **Planning** – Save ourselves a giant headache later and close the feedback loop
- **Design** – Build something that people use and that works
- **Communications** – active communication that has greater results

Example Communications

- Email
 - Inactive portion of lists – 27%
 - Open Rate – 14%
 - Click Through Rate – 1.6%
- Direct Mail
 - Response Rate – 2%
- Online Landing Page
 - Completion Rate 82%
- Social Media
 - Link and Share - 0.4%
- Cold Calling
 - Contact Rate – 20%
 - Yes rate – 30%
- Text messaging
 - Response Rate – 80%
 - Click through rate – 4%

Communications

- Let's pretend you have a list of 200 people who are engaged on your project
 - Email – 3 people click the link to sign up – 2 people actually complete the form to sign up – 1 person shows up
 - Social Media – 8 people share the link on social media, assuming average network of 350 people that's 11 people who click the link - 9 people who sign up – 4 people show up
 - Phone Calls – you contact 40 people - 18 people can attend – 9 people show up
 - Mail – 40 people read it - 4 people show up
 - Texts – 160 people respond – 8 people sign up – 4 people show

Most Effective forms of outreach

1. Phone
2. Social Media
3. Text
4. Snail Mail
5. Email

Get Inspired

Cool examples of the next generation of civic engagement

Hive Chicago – Youth Civic Engagement

- A high school curriculum focused on civic engagement and neighborhood using digital technology



Participatory Budgeting



Textizen – Idle Car

- Clean Air Council in Philadelphia used texting to fight excessive vehicle idling
 - Six Philadelphia agencies partner on new anti-idling policies

Hello, a trained volunteer just spotted an idling vehicle and provided the following details via text message if you want to investigate:

[Agency] - Vehicle 1234567

License Plate: XX-1234

Location: 50th and Baltimore

Time: 09/11/14 09:00:27 AM EDT

Duration: 5 minutes.

Notes: Driver in vehicle using his laptop. Idling when I got here. Idling when I left.

Weather: 71.2 F (21.8 C) Overcast



Engagement Lab – Civic Technology



What we're doing

There's great civic engagement happening right here – let's learn more

Examples of Chattanooga Civic Engagement Here

- Mayor's Youth Council – Participatory Design
- Civic User Testing Group – Participatory Design
- MLK Mural - Operations
- Veteran Homelessness – Stakeholder Engagement
- Bike Route Suggestion Sprint – Public Input

Mayor's Youth Council



- 304 youth engaged over 21 separate design sessions
- Designed all aspects of MYC
 - Responsibilities of Members
 - Roles
 - Regular Meetings
 - Application and Selection
- Summit – Closing the Loop

Civic User Testing Group

- A group of 30-40 citizens
- User tested government digital, forms, and processes
- Reports of recommendations from citizens -> city gov



MLK Mural



- Forums – citizens told stories, brought artifacts, talked about what's important to MLK Neighborhood
- Paint Days – citizens paint parts of the mural
- Dedication – citizens see the results

Veteran Homelessness

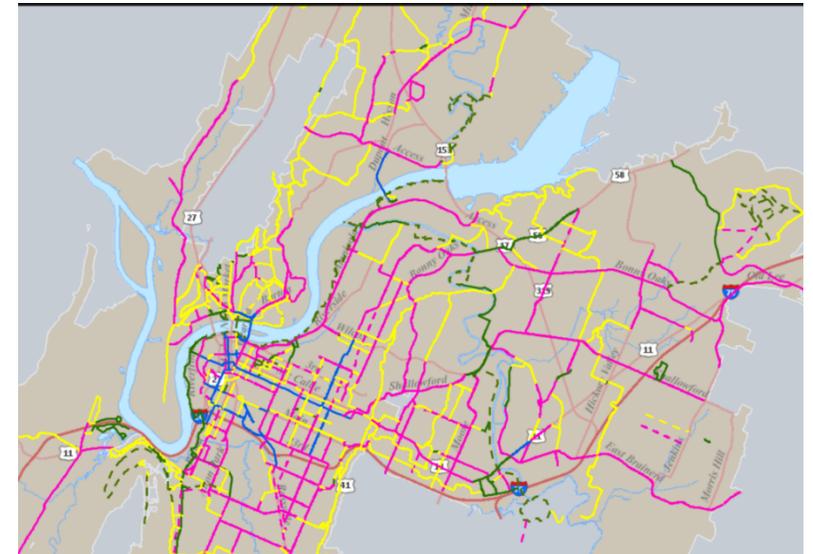
- Task Force – community leaders that set goals to achieve
- Case Conferencing – city as convener
- Data and Reporting
- Volunteer Projects
 - Count and Survey
 - Furnishing homes
 - Mentoring Vets



Bike Route Suggestion Sprint



- Transportation Planning showed the need for bike infrastructure
- We asked citizens where different types of infrastructure should go



Tools of the Trade

Tools and Strategies for Civic Engagement Here

- Mobile Commons – Texting
- SmartVAN – Your people database
 - Email
 - Canvassing
 - Phone Tools
 - Landing Pages
- Maestro Conference – Group Conference Calls
- Engagement Planning Template

Let's Try

Workshop – Planning for Civic Engagement

Go forth and engage

Next Steps

- Brainstorm – who are 5 partners / stakeholders you will engage on your planning process for your offer
- Schedule a workshop session