

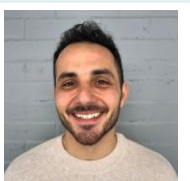


# Smart engagement for more informed decisions

An introduction to the CitizenLab platform

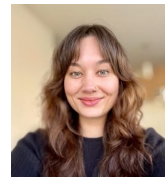


# CitizenLab's Dream Team



**Billy Trakas**  
Online Community  
Engagement Manager

6 Years in Digital Engagement Space  
**Mission:** Introduce the Platform Approach  
**Fun Fact:** Previous Chef



**Nina Carlsen**  
Gov. Success Manager  
US/CA

5 Years in Public Sector/Policy Space  
**Mission:** Ensure Success With CitizenLab!  
**Fun Fact:** Lived in France

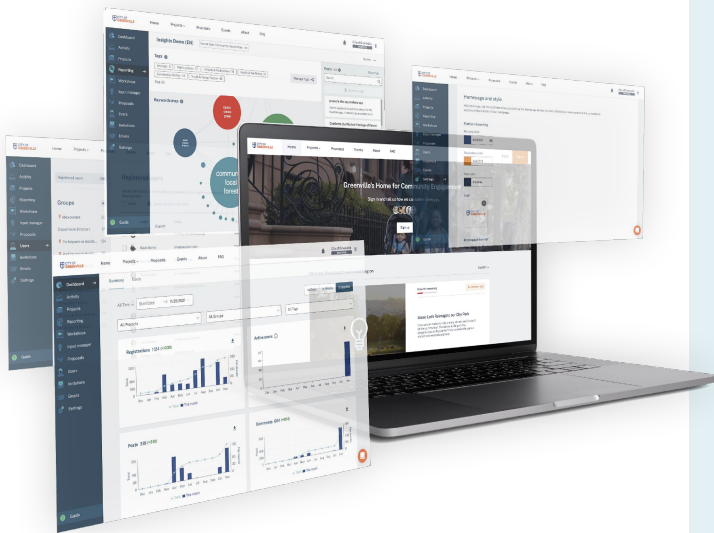
Trusted by  
America's most  
**forward-thinking**  
local governments

**+400**  
governments

**+20,000**  
projects

**+1,000,000**  
engaged residents





# Platform as your central information & engagement hub

Your platform is the central hub for all things related to participation: targeted and large scale projects, internal and external projects, proposals, information, events, information sharing.

Combine **online** & **offline** participation to maximise strengths of each

- + **Online participation:** high reach with limited resources, transparent & open, digital input processing
- + **Offline participation:** inclusive for non-digital-natives, quality of debate, personal contact

Use the platform during your offline gatherings or bring offline input back to the platform.

## What causes the **Participation Gap**?

**1** Public meetings have limited reach  
Some residents can't attend; others want to participate on their own time

**2** One-off planning projects to “check the box”  
Engagement is sporadic, removed from outcomes, and feels transactional

**3** Hard to tie feedback to decisions and impact  
Governments don't have time to analyze and integrate the feedback they do collect

## **CitizenLab** partner governments have seen



**12x** increase  
in resident engagement, including higher % from underheard groups



**88%** of govts.  
engage their residents more often and across more issues



**55%** less time spent  
on analysis and reporting, allowing for more frequent engagement

# CitizenLab makes **community engagement** and **public decision-making** more



## Inclusive

Reach more people using email, text, and in-person messaging



## Continuous

Build local trust by engaging residents early and often



## Strategic

Validate decisions and show progress on strategic goals



# Helping you find the right way to engage

## INFORM ▶

Residents stay updated via email or text



Information



Outreach

## CONSULT ▶

Residents give quick or detailed feedback - results are private unless shared



Quick Polling



Advanced Surveys

## INVOLVE ▶

Residents publicly discuss and choose from options, or pin ideas on a map



Option Analysis



Online Mapping

## COLLABORATE ▶

Residents share and discuss their own ideas or do so live in virtual meetings



Ideaation



Online Workshops

## EMPOWER ▶

Residents allocate funds to their favorite ideas or propose their own projects



Participatory Budgeting



Community Proposals

Level of involvement



**INFORM ▶**

*"We will keep you informed."*



**CONSULT ▶**

*"We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback"*



**INVOLVE ▶**

*"We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback"*



**COLLABORATE ▶**

*"We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible."*



**EMPOWER ▶**

*"We will implement what you decide."*





- Dashboard →
- Activity
- Projects
- Reporting
- Workshops
- Input manager
- Proposals
- Users
- Invitations
- Messaging
- Pages & menu
- Settings
- Academy
- Guide

Overview **Visitors** Users Representation

All time v Start Date → End Date Project A v

in Days in Weeks **in Months**

### Visitor analysis

For non-registered user data, only those who accepted cookie analytics will be counted.

#### Visitors



Visit duration  
**5m 12s** This month: 6m 13s

Pages per visit  
**3.2 pages** This month: 2.9 pages

Visit frequency  
**12.9 days** This month: 15.2 days

#### Bounce rate

**35%**  
This month: +32%

TOP 5 PAGES	BOUNCE RATE
/en/	32.2%
/en/projects/tags	31.4%
/en/projects/tags/ideas/new	30.2%
/en/ideas	29.4%
/en/pages/faq	28.4%

To download the full list, [click here](#).

#### Language



#### Registration

No project-specific data available.



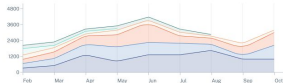
#### Active users



#### Conversion rate



#### Traffic sources



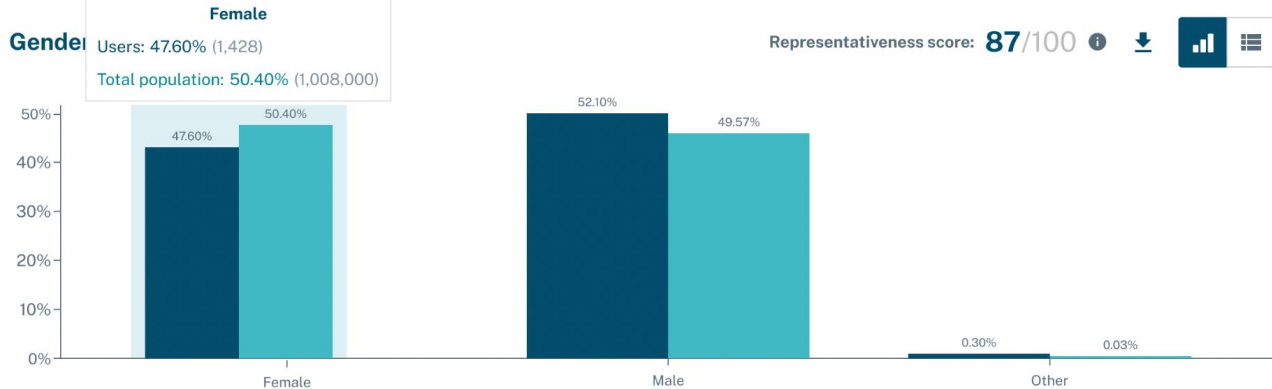
## Community Representation BETA

See how representative your platform users are compared to the total population, based on data collected during user registration. Learn more about how we calculate representativeness scores.

Select project

Select...

Edit base data



## Work with experts, learn from peers

Learn directly from experts and fellow practitioners, as well as a full resource repository.

Our team of participation experts provide training, strategic support, and ensure you get the most from your platform.



**Nina Carlsen**

- Former Community Engagement Coordinator for City of Jersey City



Tailored onboarding to meet your needs



A global community of engaged governments



COMING SOON

Upskill your colleagues in our Online Academy

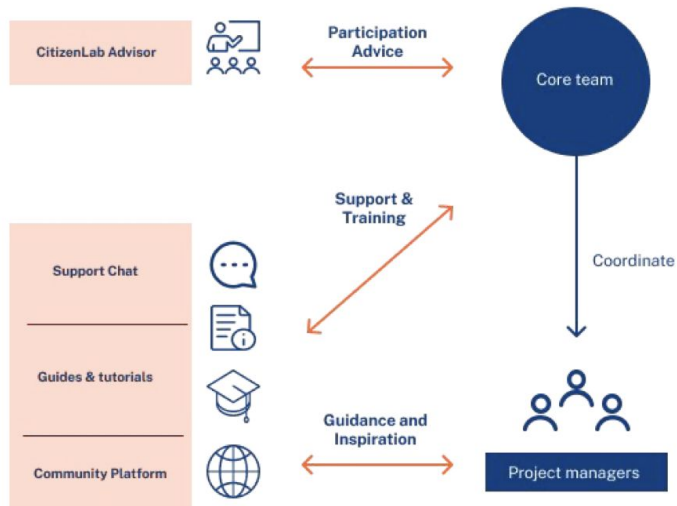
# Advice, support and training

## Advice

For (participation) advice, our advisor is available for core team via email and tel

## Support and training

- **Chat bubble** and [support@citizenlab.co](mailto:support@citizenlab.co)
- **Knowledge Base:** [support.citizenlab.co](https://support.citizenlab.co) for step-by-step guide, support articles, video tutorials
- **Community Platform:** contact with other customers and focus on knowledge sharing



# e-Participation Canvas

Define the building blocks of your engagement platform and strategy

## Objectives

### Goals



Do you agree on shared goals?  
What are the short and long term goals of your platform?  
What projects will be put on the platform?  
Which projects will be open for input on an ongoing basis?

## Stakeholders

### Organization



Who will lead the core team?  
Who are the operational and strategic stakeholders?  
Does each project leader know how to set up and follow up projects?

## Communication

### Communication



How will the platform fit into the overall communication strategy?  
Which channels will be used to communicate launches?  
How will feedback or follow-up be organized?

## Audience



Who is the target audience?  
Are there certain groups or organizations you should target?

## Calendar



Are there important dates to work toward?  
What activities or events are opportunities for involvement?

## Metrics



What is going to be measured and when?  
When will the platform be seen as a success?

## Risks



What is possibly blocking inside your organisation?  
What are the external factors to take into account?

# Duration 1 Month

Timing

## In-take session

Kick-off meeting during which we discuss your main objectives and design the implementation plan together.



## Pre-launch Quality Check

Using our pre-launch checklist, we will send you recommendations on what to improve before we go live and let the engagement start.



The **duration** of the implementation depends on your specific demands and the availabilities of your team and is discussed with your participation lead.

Ideally we take **1 month** so you have enough time to train (and train the trainers)

ONBOARDING



LAUNCH



STANDARD AND PREMIUM PLANS

## Participation Strategy Session

Using CitizenLab's e-Participation Canvas™ and Online Workshops environment, we co-design a comprehensive strategy for engagement success.



## Design & Build Session

We design your first project(s) together while we advise you on how to leverage specific platform functionalities.



## Expert session

Choose between an Engagement booster, Inspiration session, Internal organization workshop, or Project Design workshop.



# What governments love about **CitizenLab**



## Highly Interactive

Two-way, transparent conversations lead to more participation and local trust



## Easy to Use

A modern, accessible interface; user-friendly for residents and admins



## Fast, Powerful Insights

Save time with text analytics that pull keywords and sentiment from open-ended input



## Guided by Experts

Your own engagement expert helps you design effective projects from start to finish



*We looked at all potential platforms, and on paper they all look very similar.*

*But when you drill down into the functionality, the other platforms are not as **flexible, visually appealing, and user-friendly.***










*I feel the way CitizenLab's platform is set up fosters a **positive participation environment.**"*



**Milzy Carrasco**

Director of Community Engagement  
City of Lancaster, PA

# Product Roadmap

	In Development	Planned	In Consideration
ENGAGE	 <p><b>In-platform survey tool</b> For better data integrations and ease of use.</p>	 <p><b>More flexible input forms</b> To ask supplementary questions and understand the nuances better.</p>	 <p><b>New inclusive engagement methods</b> For more nuanced &amp; representative decisions</p>
MANAGE	 <p><b>More customizability on platform's pages</b> For better personalizations &amp; easier user access.</p>	 <p><b>Improvements in registration system</b> For easier email confirmations and password resets.</p>	 <p><b>Upgrade to current image system</b> For richer and easier to manage Platform visuals.</p>
DECIDE	 <p><b>Better reporting dashboards</b> More relevant data; visitor data and their activities.</p>	 <p><b>Better reporting journey</b> Easier overview of various data and creation of reports.</p>	 <p><b>Project summaries as part of reporting</b> Useful overview of participant's engagements.</p>