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
Centralize all processes

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

Source: CitizenLab Annual Impact Survey
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
- Ideation
- Online Workshops

EMPOWER
- Residents allocate funds to their favorite ideas or propose their own projects
- Participatory Budgeting
- Community Proposals
THE PROMISE TO THE PUBLIC

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.”
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

<table>
<thead>
<tr>
<th>Gender</th>
<th>Users</th>
<th>Total population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female</td>
<td>47.60% (1,428)</td>
<td>50.40% (1,008,000)</td>
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Representativeness score: 87/100
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
- Upskill your colleagues in our Online Academy

COMING SOON
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
- **Knowledge Base**: 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**

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

**Calendar**

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

**Metrics**

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

**Risks**

**Risks**
What is possibly blocking inside your organisation?
What are the external factors to take into account?
Duration 1 Month

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)

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

Milzy Carrasco
Director of Community Engagement
City of Lancaster, PA

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.”
**Product Roadmap**

**In Development**

- **In-platform survey tool**
  - For better data integrations and ease of use.

**Planned**

- **More flexible input forms**
  - To ask supplementary questions and understand the nuances better.

- **Improvements in registration system**
  - For easier email confirmations and password resets.

- **Better reporting journey**
  - Easier overview of various data and creation of reports.

**In Consideration**

- **New inclusive engagement methods**
  - For more nuanced & representative decisions.

- **Upgrade to current image system**
  - For richer and easier to manage Platform visuals.

- **Project summaries as part of reporting**
  - Useful overview of participant's engagements.

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**ENGAGE**

- **More customizability on platform's pages**
  - For better personalizations & easier user access.

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**MANAGE**

- **Better reporting dashboards**
  - More relevant data; visitor data and their activities.

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**DECIDE**

- **Upgrade to current image system**
  - For richer and easier to manage Platform visuals.