

AGENDA REPORT

City Council

MEETING DATE: April 27, 2016

PREPARED BY: Council Subcommittee
Members
Mayor Kristin Gaspar
and Council Member
Tony Kranz

DEPT. DIRECTOR: Karen P. Brust

DEPARTMENT: City Council

CITY MANAGER: Karen P. Brust

SUBJECT:

Recommendations of the City Council Subcommittee on Community Outreach

RECOMMENDED ACTION:

Council to take the following actions:

1. Accept the proposed Communications Plan;
2. Authorize the City Manager to enter into agreements for online tools eComment, PlaceSpeak, and Nextdoor and pilot them for one year;
3. Authorize the City Manager to work with communications consultants to develop a cohesive identify for the Strategic Plan, Focus Areas and Work Program;
4. Authorize the City Manager to collaborate with main street associations, business groups, service organizations and other stakeholders to disseminate information to our community in a more interactive and engaging way at community events;
5. Authorize the City Manager to evaluate current e-subscription distribution lists for effectiveness; and
6. Authorize the City Manager to perform a baseline satisfaction survey.

STRATEGIC PLAN:

This agenda item pertains to the Organizational and Effectiveness focus area by improving communication and collaboration among City Council, staff, the public, and community organizations.

FISCAL CONSIDERATIONS:

No additional funding is required. In FY 2015-16, estimated costs associated with subcommittee recommendations are approximately \$38,660. Approved funding in the current FY 2015-16 operating budget will be reallocated to meet the estimated costs associated with implementation of the subcommittee's recommendations. In FY 2016-17, estimated costs are approximately \$40,660 and are included in the budget. Budget appropriations for FY 2016-17 will be presented for approval during the budget workshop in May 2016.

Strategy Recommendations	FY15-16 Cost	FY16-17 Cost	Funding Source
eComment	\$2,160 annual Staff time	\$2,160 annual Staff time	Government Educational Access Fund
PlaceSpeak	\$5,000 one-year pilot program Staff time	Anticipate \$15,000 - enterprise rate to be negotiated. Staff time	Government Educational Access Fund
Nextdoor	Free to public agencies Staff time	Free to public agencies Staff time	Not required
Baseline Community Satisfaction Survey	\$31,500 Staff time	\$23,500 Staff time	City Manager Dept. Operating Budget

BACKGROUND:

At the City Council meeting on February 25, 2015, Council established the Subcommittee on Community Outreach to research alternative community outreach options. Mayor Kristin Gaspar and Council Member Tony Kranz were appointed to serve on the subcommittee.

ANALYSIS:

The Subcommittee on Community Outreach met on several occasions over the past year to research and explore options on community outreach and ways to engage the community more effectively. Various communication tools were researched, including online engagement platforms, scientific surveys, and social media applications for developing an overall communications strategy for the City. Attachment A provides documentation of the research conducted.

On February 10, 2016, City Council approved contracts with communications consultants (W)right On Communications and Rising Tide Partners to work with staff to develop a comprehensive communication strategy, to inform and engage the community on the City's environmental projects, and to assist with the day to day communications aspects for the City as needed. With input and approval by the subcommittee, (W)right On Communications developed a Communications Plan Outline (Attachment B). The Plan seeks to clarify how the City will communicate with and listen to its residents, businesses and stakeholders in a more transparent and systematic way as well as provide opportunities for their input on City business. The Plan also identifies the City's communications goals, objectives, a strategy for meeting them and a framework for ensuring that the appropriate communications platforms and tools are consistently utilized. Within the context of this framework, tangible key performance indicators are included to measure success. The subcommittee recommends that City Council review and accept the Communications Plan Outline.

Additionally, based on subcommittee research and the strategies outlined in the communications plan, the subcommittee recommends moving forward with the following communications strategies:

- **Authorize the City Manager to enter into agreements for online tools eComment, PlaceSpeak, and Nextdoor and pilot them for one year.**

Tool	Description	Features	Cost
Granicus eComment	Allows members of the public to comment on City meeting agenda topics without having to attend a meeting.	<ul style="list-style-type: none"> • Integrates with City's Granicus system (web streaming and agenda postings) • Citizens weigh-in on agenda items and indicate their position (support, oppose, or neutral) • Comments are consolidated into a report and delivered to Council members prior to a meeting, helping them better understand the views of the community 	<p>\$2,160 annually.</p> <p>Staff time</p>
PlaceSpeak	An online location-based platform for the public to share ideas, comments and concerns on topics impacting them and their community. Features and tools encourage meaningful participation and generate reliable feedback through open and transparent dialogue.	<ul style="list-style-type: none"> • Multiple forms of engagement methods available, including map and survey-based topics • Geo-verification process verifies that participants are real people, ensuring that the feedback gathered is legitimate and defensible • Geographically relevant topics are directed to participants according to their location 	<p>\$5,000 negotiated cost for one year pilot of unlimited topics.</p> <p>Thereafter, pricing is \$5,000 per topic or by a negotiated unlimited topics pricing.</p> <p>Staff time</p>
Nextdoor	A private social network used widely across the United States where neighbors talk about issues in their community. City communicates with residents to post messages about services, workshops, incidents and notifications of upcoming events. Verified residents are grouped together.	<ul style="list-style-type: none"> • All members are verified residents within their communities • Messages can be posted to one or many communities • Posts can be shared on Facebook and Twitter 	<p>Free for public agencies.</p> <p>Staff time</p>

- **Authorize the City Manager to work with communications consultants to develop a cohesive identify for the Strategic Plan and Focus Areas and Work Program.** Developing a unified style and identity as a foundational part of the overall communications strategy will enhance communication between the City and members of the community regarding the City Council's goals and objectives established in the strategic plan and the ongoing work program efforts. A cohesive identity will also result in a recognizable, clear and consistent communications experience for the community.

- **Authorize the City Manager to collaborate with main street associations, business groups, service organizations and other stakeholders to disseminate information to our community in a more interactive and engaging way at community events.** Events could include EcoFest, farmers markets, street fairs, senior luncheons and more.
- **Authorize the City Manager to evaluate current e-subscription distribution lists for effectiveness.** Through the City's website, the public can sign up to be notified by email on a variety of categories such as City Manager Weekly Update, City Council agenda postings, and commission meeting notices. Staff will assess, update and modify categories, as well as implement strategies to increase subscribers, so that City information is distributed to a larger audience. As a result, the community, as well as visitors, will be more aware of the latest information located on the City's website regarding public meetings, upcoming events and project updates.
- **Authorize the City Manager to perform a baseline satisfaction survey.** A statistically accurate citizen satisfaction survey was last conducted in 2012. It is recommended that the City conduct an updated survey in May or early June 2016. An updated survey will provide valuable insight on areas of importance to our residents as well as provide a baseline for evaluating the effectiveness of communications strategies moving forward. Key metrics will be retained from 2012 for comparison purposes while new sections can be added as well, based on the issues that staff wishes to explore more deeply, including how residents communicate with the City. Following the survey, a report will be written examining the results and comparing them to the 2012 survey report. It is further recommended that a shorter version of the survey, focused on communications, be planned for the same time period in 2017 to measure any change.

Council has expressed the need to improve communication and collaboration among City Council, staff, the public, and community organizations. The above recommendations will meet these objectives, enabling a more informed and empowered public.

ENVIRONMENTAL CONSIDERATIONS:

The action being considered by the City Council is exempt from the California Environmental Quality Act (CEQA) because it is not a "project" under Section 15378(b)(5) of CEQA Guidelines. The action involves an organizational or administrative activity of government that will not result in the direct or indirect physical change in the environment.

ATTACHMENTS:

1. Subcommittee Research Documents
 - Public Participation Tool Matrix
 - Online Engagement Platform Findings
 - Scientific Survey Research Findings
 - White Paper on Online Public Participation Platforms and Applications
 - Article by Public Consultation "9 Ways Meaningless Anonymity is Compromising"
 - PlaceSpeak Company Profile
 - Granicus eComment Proposal
 - Granicus eComment screen captures
 - Nextdoor for Public Agencies Executive Summary
2. Proposed Communications Plan Outline

ATTACHMENT 1

Subcommittee Research Documents

Public Participation Tool Matrix

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public Participation Goal:	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives, and or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise to the Public:	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decision to the maximum extent possible.	We will implement what you decide.
City Website	✓				
Newsletter	✓				
Direct Mailer	✓				
Informational Material	✓				
Video	✓				
Open House	✓				
Social Media	✓	✓			
Survey		✓			
Public Meeting		✓			
Workshops		✓	✓		
Focus Group		✓	✓	✓	
Citizen Advisory Group			✓	✓	
Online Platform	✓	✓	✓	✓	
Official Ballot					✓

**Public participation goals and promises as defined by the International Association of Public Participation (IAP2)*

Online Engagement Platform Findings

Firm	Platform Name	Features	Drawbacks	Costs	Comments	Experience
Granicus	Citizen Participation Suite: .eComment	-Enables online public comment and position (support, oppose, neutral) for agenda items -Summary and detailed reports -Registration can be open without verification or require email registration and authentication		\$180/month \$2160/annual	eComment is included in Citizen Participation Suite for \$400/month or \$4800/year. Vendor will allow the City to subscribe separately.	Experienced provider - over 1,000 clients nationwide 105 CP Suite clients CA eComment customers include Oakland, Riverside and Manhattan Beach Encinitas is current Granicus customer
Granicus	Citizen Participation Suite: .SpeakUp	-Utilize online discussions, idea forums, and survey tools to collect feedback on specific projects -Prioritize key public initiatives -Summary and detailed reports -Access community ideas, demographics, and feedback on iPad or Android device with iLegislate® -Registration can be open without verification or require email registration and authentication	-Registration process not customizable -No location-based authentication or map-based topics -Not as full-featured as other citizen engagement products	\$350/month \$4200/annual	SpeakUp is included in Citizen Participation Suite for \$400/month or \$4800/year. Vendor will allow the City to subscribe separately.	Experienced provider - over 1,000 clients nationwide 105 CP Suite clients CA customers include Oakland, Riverside and Manhattan Beach Encinitas is current Granicus customer
Socialmentum	mySidewalk (formerly MindMixer)	-Participants exchange ideas with others who share local interests -Enables public input on new projects -Information on new initiatives, announcements, and events	-Newer product (replacement for "MindMixer") -No location-based authentication or map-based topics -Some concerns with privacy policy	1 administrator account free in exchange for city datasets (e.g., parcel, park, street centerlines) \$18,000/annual for 5 administrative seats	mySidewalk launched within the last year; MindMixer is no longer offered.	Company has been in business for several years and has been a leader in the online engagement space. mySidewalk not widely distributed yet.
PlaceSpeak	PlaceSpeak	-Wide variety of tools and features including online survey options -Distinguishing characteristic: requires users to first input their residential address so the program can link user identities with geographic locations. This allows administrators to focus a dialogue on residents in targeted, specific neighborhoods, and helps to ensure that feedback received is from the people who will be most affected by the project or policy in question. -The geo-tagging feature facilitates future notification and engagement of residents in a neighborhood. -Strong digital identity authentication (home phone, mobile phone and/or geolocation) -Ability to import GIS layers		Provider has offered the City a one year pilot of their "Enterprise" offering (unlimited topics) at the single topic price, \$5000. Thereafter, pricing is by topic or by unlimited topics (Enterprise). Per topic is \$5000/year (3 topics would be \$15,000/year). Enterprise Pricing: negotiable. Other optional services available for a fee such as complex survey setup starting at \$2000.	Flexible and full-featured platform	In business 4 years. 233 separate consultations from clients including local government, social boards, property developers, transportation agencies and non-profits. More widely used in Canada.

Scientific Survey Research Findings

Firm	Estimated Cost 5 Question Survey	Estimated Cost 20 Question Survey	Information Collection Type	Survey Sample Size	Time to Complete	Experience	Additional Comments
True North	Smaller/more frequent survey not recommended. See additional comments.	Cost based on time/effort of data collection and reporting. For full/single survey (approx. 20 questions) estimate \$24,000 to \$25,000.	Information gathered mostly by phone but includes a combination of efforts to obtain best results.	400 for population size of Encinitas.	Anticipate a minimum of 10 weeks.	Has performed over 900 surveys. 300 CA cities, over 250 in Southern California.	Recommendation is to perform a single longer survey every other year: - Is usually most cost effective route - Generates better quality results - Prevents participant fatigue - Quality over quantity
BW Research	One-time survey with about five questions: \$6,000 to \$10,000 for a short 4 minute phone survey.	One-time survey with about 20 question: \$13,000 to \$20,000 for a 10 to 12 minute phone survey.	Given the type of questions asked, a phone survey with a sampling plan that uses listed and unlisted numbers as well as mobile and landlines, would be recommended.	400 would give you a margin of error of less than 5% (given a 95% level of confidence) for adult residents of Encinitas and works for most overall questions.	2 weeks with minimal deliverables, usually takes 4 to 8 weeks – city’s typically provide input on the development and finalizing of the survey instrument and that can take a few weeks to complete.	BW Research has been in Coastal North County for almost 10 years (2006) and about 75 percent of work is with municipal agencies. Within the region, we have worked for the cities of Oceanside, Poway, Solana Beach, Carlsbad and San Diego as well as San Diego Workforce Partnership, San Diego Regional Economic Development Corporation (SDREDC), San Diego North Economic Development Council (SDNEDC) and Mira Costa College.	Bundle package for four surveys possible: Discount would be between 10 percent to 20 percent depending on the size and scope of the four projects.
(W)right On Communications	Shorter 10 minute version follow up survey focused on communications: \$23,500	Develop and finalize a new questionnaire building on the 2012 survey: \$31,500 for an 18 minute phone survey.	Phone interview performed by trained live callers using random digit dialing to a mix of land and cell phones.	Complete 400 interviews with a margin of error +/- 4.9%.	Data collection will take two weeks. The data will be weighted in accordance with the demographics of the City. A written report will be written examining the results and comparing them to the 2012 report and will take three weeks to write.	(W)right on Communications is a well-established communications firm serving clients North America-wide from their North County location for more than 15 years.	Recommend the survey be conducted in May or early June (before school is out for summer vacation). And recommend a follow up survey be planned for the same time period in 2017 to measure any change. The communications-focused survey could give room to ask questions that are specifically related to the Communications Plan.



Wise Economy Workshop & New World Public Engagement

Online Public Participation Platforms and Applications (Overview)

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Version dated March 26, 2014

Introduction

This white paper was developed to orient readers who are interested in local public participation to some of the existing online platforms and services available at this time, and create a base level of understanding with regard to each approach's strengths and most appropriate applications.

General Issues

The reader should note that the field of online public participation is a young one, and that new providers appear on a regular basis. Existing providers also update their applications regularly and may add substantial capacities within a short time frame. As a result, the reader should realize that this document does not and cannot capture every potential tool and platform available at this time. The reader should

also note that online public participation providers are generally early stage firms, and vary widely in terms of their internal capacity and stability.

The first two iterations of this white paper, which were published in October and December of 2012, consisted of a simple list of tools and platforms with brief explanations, which was designed to assist local government professionals in understanding and assessing their options with regard to public participation platforms. The first two iterations were also primarily designed for the US market, and primarily examined these tools through the lens of project-oriented initiatives, such as community planning or transportation.

Over the course of the past year, it has become clear that this framing was inadequate on many dimensions. Between the international readership of the first white papers and the broad and expanding range of public engagement priorities, we felt that this version of the white paper needed to provide readers with an understanding that was both broader and more structured. For this reason, you will find the following changes:

- This white paper will include only those tools and platforms that are available for purchase or subscription to any user willing to do so. Several foundations, universities and non-profit corporations across the globe are developing innovative and potentially ground-breaking platforms, but in most cases these are not available to users outside of those supported by the funders. To follow news of these initiatives, you may wish to subscribe to the online magazine EngagingCities (full disclosure: the principal of the Wise Economy Workshop is also managing editor of that publication).
- Users will find that the platforms and apps summarized here have been divided into two large groups: Project-Oriented and Relationship-Oriented. Project-Oriented platforms are generally designed to support a specific project, such as a community plan or an infrastructure needs analysis. These tend to be designed for use over a defined period of time, and are typically driven in terms of content and activity by the objectives of the other in question. Relationship-Oriented sites are typically designed for more open-ended use and are often highly community driven, having the primary purpose of building connections rather than meeting a specific project objective.

Like any dichotomy applied after the fact to explain how something has developed, not all platforms fit within these divisions with perfect ease, and tools that are placed in one division of this white paper may be able to work in the other, given the right circumstances.

Finally, please keep in mind that this white paper will have a short shelf life and should be viewed as a work in progress. We are evaluating other methods of sharing this information in a more flexible and easily updated manner. We'd appreciate your feedback at della.rucker@wiseeconomy.com.



Selected Currently Available Online Public Participation Resources

Project-Oriented

MindMixer

With several hundred community clients and a growing staff, MindMixer is perhaps the most widely-used and most well-known public participation tool for local community initiatives in the US at this time. Founded on the idea that public participation should be facilitated in a more effective and efficient manner than it has been traditionally, the platform allows participants to share their ideas on city policy and development-related topics; give feedback; and comment on or “second” other’s ideas, thus promoting the most popular ideas to the top of the list. MindMixer pages are meant to not only facilitate participation, but actively encourage users by through graphic interfaces and game theory elements to making the experience engaging and rewarding. Accordingly, high quality graphic design and graphic layout are trademarks of MindMixer sites, as the platform prioritizes aesthetics and the user experience.



City officials or project managers are responsible for maintaining, editing, and updating information and content through the Client Management Dashboard. Unlike some of the Software as Service (SaaS) providers discussed elsewhere in this paper, MindMixer maintains a relatively high level of company engagement with client communities, providing regular training and client management interaction and development and distribution of weekly email updates to participants. While the MindMixer platform functions primarily through the system of idea generation, seconding, and responding to the ideas of others, newer features such as survey capabilities and photo sharing have been recently added

MindMixer was developed by urban planners and designers for the purpose of improving the public participation experience around long-range and relatively large-scale planning efforts, such as comprehensive plans, transportation systems planning and the like (some MindMixers do serve other purposes, such as one that supports a U.S. Representative).



Because of the high level of support that MindMixer provides to clients, MindMixer tends to represent a somewhat more costly approach as compared to SaaS-type providers, but the quality and best practices incorporation that MindMixer’s approach enables results in a powerful and



easy-to-use tool that can be quickly and professionally implemented with minimal local government staff technical capability. Costs generally range from \$10,000 to \$20,000 for standard approaches.

EngagingPlans (Urban Interactive Studios)



EngagingPlans

Urban Interactive Studio is a Denver-based consulting firm that specializes in web-based participation solutions for local governments, private planning firms, corporations, and non-profits.

UIS offers a variety of platforms and tools that clients can select to create a flexible, customized public engagement system at generally modest cost.

The most useful and comprehensive of the UIS platforms for the purposes of public participation and engagement is Engaging Plans. This platform allows clients to disseminate information about projects or policies to stakeholders, as well as collect feedback and ideas about these projects and policies from community members. While the latest update to the platform ensures that it is generally ready to use 'out of the box', there are a large number of customizable features that clients can also use to maximize the relevance of the platform. Engaging Plans sites feature surveys, event calendars, document libraries for consolidating and sharing information with community members, and 'like' and 'share' buttons on all shareable content, to integrate with the various social media platforms. Moderators can control and edit content, and can grant different users varying privileges and levels of access based on their assigned role.



UIS is one of the oldest and most established of US-based online public engagement providers, and it is the most flexible and most customizable to a specific project, including such available functions as password-protected stakeholder discussion areas, PDF annotation and others. Sites are built on a Drupal platform, which accounts for the much higher level of flexibility, as compared to most "app" style sites. The

Drupal interface allows for a much higher level of direct administrative control than most platforms, and the nature of the Drupal coding base means that administrators who have the capacity can revise the source code themselves. EngagingPlans sites are also designed to work seamlessly on both conventional computers and on mobile devices, making it one of few platforms in this space to have given substantial attention to date to the increasingly important mobile experience. EngagingPlans costs tend to vary widely based on the complexity of the proposed project.



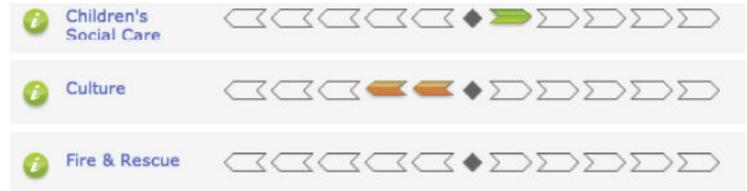
CitizenSpace (Delib)

Billing itself as a “digital democracy company,” Delib is an established firm based In the United Kingdom. Serving a mix of national clients, such as federal agencies, and smaller clients such as municipalities in a variety of countries, including the United Kingdom, Australia and the United States, Delib uses a combination of largely ready-made apps and more customized consultation software to address a variety of public engagement needs.



Of the providers being discussed in this paper, Delib is one of the most established, with more than 10 years’ experience, a broad range of experience, and operations in multiple countries. Because its approaches reflect the more formalized public engagement methods that are embodied in UK and Commonwealth planning and development regulations, the apps provide a relatively high level of structure, particularly as compared to some of the more open-ended idea generation and commenting platforms. Software as Service (SaaS) provider, Delib services are provided on an annual license subscription basis, and prices range depending on the product and level of customization desired. Prospective clients can expect to pay roughly \$3,000 for a basic Budget Simulator app, to over \$6,000 for the Dialogue App. Apps can also be readily combined and reconfigured, giving the platform a relatively high level of flexibility. Two of the more commonly used apps are outlined below.

CitizenSpace: A cloud-based software for managing, publicizing, and archiving all public feedback activity, this app features a topic finder with search function and a suite of online survey tools, and allows users to analyze, report, and export gathered information to Excel and SPSS. Administrators are empowered to edit and manage content, and to group users and assign them roles. This app is scalable and proven over a variety of diverse clients, but it may be particularly suited for large, complex projects, such as highway or other infrastructure engineering projects.



Dialogue App: Designed in collaboration with the United States’ National Academy of Public Administration, the Dialogue App facilitates policy-related discussion. Similar to the approach taken by MindMixer, the Dialogue App allows participants to submit their ideas on a policy, rate and comment on other’s ideas, and share content through social media platforms. A tag function aids in the identification of themes across topics.

Crowdbrite

Based in California, Crowdbrite is organized around the basic concept of the charrette - a participatory, design-oriented workshop in which community members play an active role in designing a project or plan. The Crowdbrite platform enables online users to participate in place-based charrettes by writing comments on virtual sticky notes and then placing them on the project canvass. Submitted sticky notes appear in real time, and the Crowdbrite Mobile app allows for



full functionality on mobile devices and tablets, which enables the platform to be used effectively in live meetings. Participants can use the sticky note function to upload written comments, photos or videos, and a voting function allows users to endorse ideas. All data submitted can be used to generate reports in real time.

Crowdbrite clients can use the platform in a variety of ways, from simply collecting ideas and recommendations to hosting online meetings and charrettes. While Crowdbrite can be used for policy-oriented, non-place-specific discussions, the design-influenced nature of the program makes it particularly well suited for design-oriented, place-specific projects. While many of Crowdbrite’s clients have been located in the Western United States, the company has expanded its project list to include clients in both Montreal and Toronto.



Crowdbrite offers dozens of templates and toolkits to facilitate and enhance the charrette experience both digitally and in person. Pricing starts at \$2,500 for their basic interactive canvasses, and \$5,000 for self-led engagements. Crowdbrite also trains clients on how to set up a project and use it live in a meeting.

Ideascale



Ideascale is the least public-policy centric platform discussed in this paper. Created for commercial clients around the idea of using crowd sourcing to manage and moderate the information about a project, policy, or company, Ideascale compiles information and user feedback into a single online location.

Users can post their own ideas, and comment, vote, and agree/disagree with the comments of others. Much like the MindMixer system, topics with the most votes and comments bubble to the top of the page to prioritize the best and most relevant ideas. Ideascale is accessible in a variety of ways, including basic websites, web widgets embedded into other sites, and a Facebook Ideascale App. Ideascale is also fully accessible from mobile devices and tablets. The Ideascale platform can be used for both external (public) and internal (private) data and information gathering purposes.

Privacy and levels of restricted access to the site can be determined according to the intent of the client.

Ideascale is sometimes used by local governments that are attracted by its very low costs (in some cases less than \$100/month), but this SaaS tool provides only



simple written feedback methods, lacking the ability to provide background information, deal with geographic or design issues, address budgeting or otherwise address public policy issues.

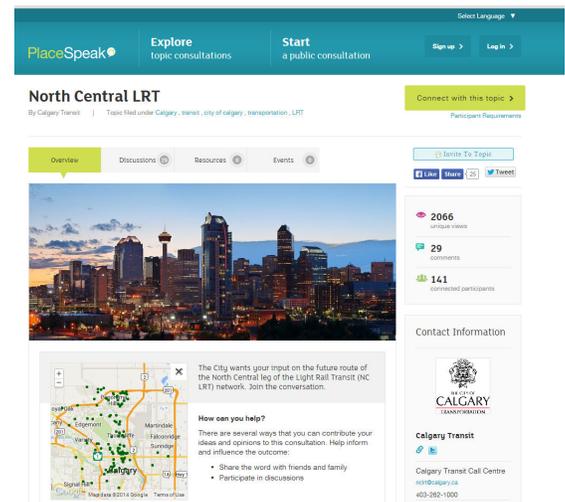
PlaceSpeak



Based in Vancouver, PlaceSpeak, like many of the other platforms discussed, is an online community engagement and public consultation platform designed to connect people with issues affecting their local communities. As such, the platform allows for participants to post and share ideas, and administrators to post background information and survey constituents.

However, the distinguishing characteristic of PlaceSpeak is that it requires users to first input their residential address so the program can link user identities with geographic locations. This allows administrators to focus a dialogue on residents in targeted, specific neighborhoods, and helps to ensure that feedback received is from the people who will be most affected by the project or policy in question. Additionally, the geo-tagging feature facilitates future notification and engagement of residents in the event that another project necessitating extensive public engagement should arise in a neighborhood that has already used the platform. The majority of the projects the company has been involved with have been in the greater Vancouver area and other provinces of Canada.

There are different strata of PlaceSpeak platforms. Plans range from the most basic level Bronze (\$200 annual fee + \$20 monthly), to Gold (\$5000 annually + \$500 a month). There is also an Enterprise level boasting the most features; however the pricing for this plan is customized per the needs and wants of the customer.



MetroQuest

Owned and developed by Vancouver-based Envision Sustainability Tools Inc., MetroQuest aims to help clients create broad based support for planning initiatives. Perhaps more so than any other platform presently operating, MetroQuest focuses on strategies for community priority-setting. MetroQuest is comprised of four configurations, each designed for specific engagement tasks:



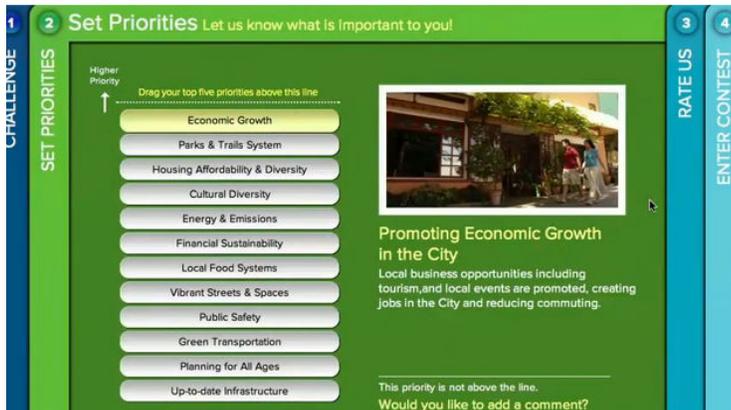
- **Community Priorities:** This configuration is designed for use at the beginning of the planning process, to assess the community before ideas and alternatives are proposed. Users can rank their policy priorities, rate community performance and comment on how the city is performing.



- **Transportation and Urban Planning:** Also targeted for the beginning of the planning process, this configuration allows for users to identify issues and share opinions on transportation projects and planning initiatives. A mapping feature allows users to use Google Maps to identify issues and locations needing improvement. Administrators can also set up opinion polls to gauge the opinions of the community on particular issues.
- **Funding and Budget Alternatives:** This configuration provides users with an interactive platform for learning about and evaluating budget decisions. Participants can use a sliding scale to explore funding allocations for projects and the composition of the budget, as well as the impact of their budgetary decisions.
- **Scenario Exploration:** Once a community has established its set of priorities and project alternatives have been proposed, the Scenario Exploration configuration can be used to educate the public and gather feedback from community members. Users can again rank their priorities, submit input on their preferred options, and experiment with various local and regional scenarios.

Each MetroQuest configuration is specifically developed to suit the projects engagement goals, branding, and phasing. A MetroQuest configuration is comprised of a series of 4 to 5 screens that guide participants through the process of learning about the project, evaluating alternatives and identifying their priorities.

In addition to traditional web and tablet capabilities, MetroQuest also provides the capability of using kiosks and interactive workshops presented as live meetings. Kiosks are placed at meeting locations and government offices, where desired, to allow stakeholders to give their input while attending meetings or civic functions.



service platform is replacing the firm's previously consulting-based fee structure. The most recently-available cost data indicates that a one-phase project is typically priced at \$9,000, while a two-phase project is priced at \$13,500.

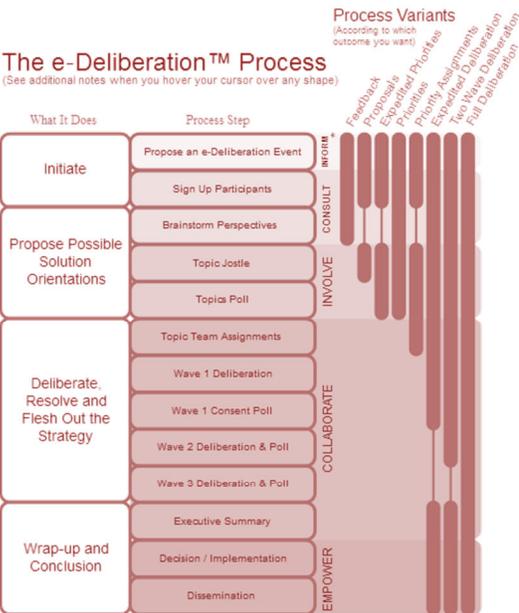
E-Deliberation

E-Deliberation positions itself as an “online collaborative platform for decision making and strategy building... to solve multi-stakeholder & complex challenges.”



More than any other platform overviewed in this document, Vancouver-based E-Deliberation is designed to not just share information or gather ideas, but to enable decision-making among a large group of participants. To do this, E-Deliberation project participants move through a very specific

process that was designed on the basis of academic and practitioner best practices in group decision-making, comparable to what is used in high-capacity corporate or organizational settings. As a result, the E-Deliberation process directs participants through a series of phases of activity, each of which have different rules of engagement, background materials, decision-making processes and decision points or criteria. Different variations on the process are available depending on the complexity of the issue and the desired outcome.



*Mapping of Process Steps to the IAP2 Spectrum of Public Participation

E-Deliberation platforms are ideally suited for smaller groups of highly engaged participants (an upper limit of about 40 is identified). The level of engagement required by the E-Deliberation process makes it most suited to situations where a smaller subset of people have been tasked with evaluating an issue and making a decision; both the intensity of the process and the need for high-level written communication skills make it less suited to broad community participation.

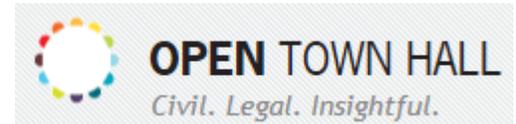
Projects are set up and priced on a case-by-case basis.



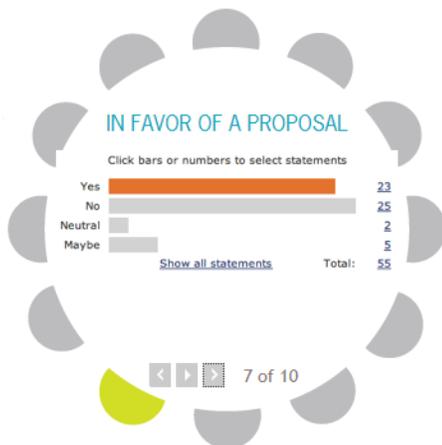
Communication-Oriented

Open Town Hall

The flagship product of Berkeley, CA-based software developer Peak Democracy, Open Town Hall is an online public engagement forum aimed at augmenting and enhancing routine civic engagement. Open Town Hall forums stress adherence to the rules and decorum of traditional government hearings to ensure engagement is orderly and coherent. In addition to having content monitored for relevance and civility by both software platforms and Peak Democracy account managers, user authentication is required and participants are only allowed to comment once per topic- a measure that helps ensure participants cannot dominate conversation, or argue and attack one another. Similar to other platforms discussed in this paper, Open Town Hall forums allow users to vote for ideas they support, with the top vote getting ideas rising to the top of the page for prioritized viewing. Users can post pictures and videos to supplement their ideas, and forum admins have the ability to respond to participant ideas either privately or publicly.



While Open Town Hall's prioritization of decorum makes the platform more rigid in its approach to soliciting input and generating ideas from the public, Peak Democracy continues to roll out new features that help optimize the utility of the platform for its clients. Prioritization widgets have been created to enable participants to give their opinions on budget issues, including the prioritization of government spending, budgetary cuts, and policy issue priorities. Additionally, Open Town Hall enables admins to post jurisdictional maps, correlate input with the geographic location of the commenter, and generate 'heat maps' of where comments are coming from. Admins can search for terms as well as view a word cloud which shows the most used words in the topic comments. All comments can be downloaded and saved as PDFs, and clients can download and export data easily through the program.



Open Town Hall has been used by over 50 government agencies across the United States, serving over 80,000 online attendees. Open Town Hall is compatible with mobile devices, and users can even participate via text message or the scanning of QR codes, where available. The platform can be effective for routine public

engagement, such as that surrounding council or budget deliberations, but the platform is not designed for extensive idea generation such as is common among the more planning-oriented platforms. Annual subscriptions start at \$2,500 a year, and Peak Democracy handles all of the IT issues on their servers, as well as all help requests from constituents using the platform.



Citizen Participation Suite by Granicus

San Francisco-based Granicus is a cloud platform and suite of applications designed to boost transparency, efficiency, and citizen participation in government. The Granicus community engagement platform is called the Citizen Participation Suite, and it is comprised of two individual programs: CivicIdeas and eComment. CivicIdeas is the program aimed at generating and sharing ideas among community members. Like many of the other platforms discussed in this paper, CivicIdeas allows participants to post ideas, and vote, share and comment on the ideas of others. The use of crowd sourcing allows for the most relevant topics and biggest issues to rise to the top of the discussion. Admins can also change the status of posted ideas, which allows for participants to follow the progress and evolution of their contribution. Users of CivicIdeas can promote the site through the fully integrated Facebook platform, or by placing widgets on websites.



The other program that comprises the Citizen Participation Suite is eComment. This program integrates with government meeting agendas, and allows for citizens to leave either written or video messages on the various agenda items. Proposed as a method to help ease the barriers to participation in local government, eComment provides a way for citizens to voice their opinions without having to attend meetings in person. eComment also provides users with comprehensive reports of all the comments received.



The combination of two disparate participatory programs in the Citizen Participation Suite makes the Granicus platform unique. While more limited in scope and features than some of the other platforms discussed, and more oriented to routine public engagement around council or commission meetings, the Citizen Participation Suite can serve the diverse needs of local governments by offering two programs that seek to enhance and augment public participation in different ways. The software is offered as an SAS, which means that company engagement with the client following the purchase is relatively minimal. The largest firm by number of employees discussed within

this paper, Granicus's core business revolves around video streaming, archiving and document management for local governments and agencies. Granicus offers monthly subscription pricing, starting at \$300 a month, with no startup fee. Pricing is flexible and dependent on the scope and needs of the organization, so the company asks potential clients to contact them to request a quote.



OpenNorth

OpenNorth is a Montreal -based non-profit that builds online tools to enhance the transparency of government and transform democratic engagement.

Serving three primary groups of clients-- citizens, government, and journalists-- OpenNorth's collection of online tools aim to connect segments of the population for the purposes of sharing information and opinions. Perhaps the most relevant

of OpenNorth's tools to public engagement is Citizen Budget. Much like other budget simulators, Citizen Budget aims to educate citizens about the tradeoffs involved with creating a budget. Participants use a sliding scale to allocate the levels of funding they believe should be given to various projects, departments, and categories of spending. The platform requires users to enter their age, which allows for the municipality to gather information on the budgetary priorities of different segments of the population.



Change an activity to start

CULTURAL CENTERS & ARENAS

Increase or decrease the number of exhibitions at the Brun Creative Arts Centre

Currently, the cultural centre is open 312 days a year and 30 hours per week. Each year, nearly 125 shows and about twenty exhibitions are held. Increasing the number of cultural exhibitions requires additional opening hours and staff for the center. Fewer cultural exhibitions could result in a service reduction for the our arts community.

0 Exhibitions 19 20
\$40,000 \$40,000

Renovate one of three arenas to accommodate skateboarding, rollerblading and BMX

Should one of our town's hockey arenas be renovated for \$40,000 to accommodate these new and in-demand sports? The Facilities Department has identified three arenas that could be renovated at the same cost. This would result in a service level increase for our town.

0 \$0 \$40,000

Increase or decrease the number of recreational programs for Senior Citizens

Our town has over 40,000 residents over the age of 65. We could add new services for them in our community center this year such as bridge lessons and low-impact athletics.

0 Services 3 10
\$4,000 \$10,000

What type of Town activities do you participate in?
To serve residents of our town better, we want to know which programs are the most popular. (Select the program(s) you have participated in within the last 12 months.)

Recreational sports

In addition to Citizen Budget, OpenNorth has created a variety of tools, each serving a unique and singular function. Some of the more relevant tools include: Open 511, which is funded by the Canadian government to manage and publish road events and closures throughout the country; and Represent, which is an open database of elected representatives at the federal, provincial, and municipal levels in Canada. Prices vary widely depending on the platform. While Represent is a free service, Citizen Budget begins its pricing at \$4,000 (Canadian) per budget.

EngagementHQ from Bang the Table

Australian-based Bang the Table is a company that offers online services to engage stakeholders in collaborative learning, discussion, and debate. The company believes that the internet is the key to generating increased levels of public engagement and attracting a diverse and holistic array of feedback, which in turn allows leaders to more accurately assess community sentiment. To facilitate such online engagement, Bang the Table offers EngagementHQ. Featuring an array of customizable tools for gathering input, sharing information, and analyzing data, EngagementHQ allows users to tailor the site for their specific needs.



Smart Forums are described as “the heart of EngagementHQ,” and the place where participants can post ideas for discussion and comment on the ideas of others. Users can choose to click either “agree” or “disagree” buttons on any post- a feature that encourages participation from individuals who are unwilling or unable to comment. All content in the ‘Smart Forums’ is moderated, and comments can be tagged and categorized by the site manager. In addition to the Smart Forums, EngagementHQ offers a guestbook where users can post comments without generating dialogue, as



well as a Q&A tool which provides users an outlet to ask questions to the elected official or site manager. The site manager can then choose whether to answer the individual directly via email, or post the answer publicly in the Q&A tab. Surveys and quick polls are also supported by the EngagementHQ platform.

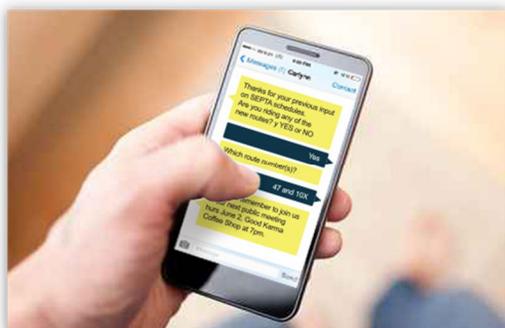


EngagementHQ can also be a valuable mechanism for dispensing information to the public. The platform offers dedicated blog space for clients and allows for site managers to store, organize, and share relevant project files in an on-site document library. Calendar and frequently asked questions widgets can also be imbedded in the. Users can share information and posts from the EngagementHQ site through social media platforms and email.

EngagementHQ allows clients to get a better sense of how many people are engaging via the site through the quantitative reporting that the platform offers. Site managers can see an overview of activity of the site at large, or at the individual page level. The demographic information required when signing up allows for site managers to evaluate who their main online stakeholders are, and what demographics are the most interested in the project. Additional services offered by EngagementHQ include best practice advice from the Bang the Table team. The basic version of the site can be up and running in as little as a week. EngagementHQ has been used for over 200 projects representing 60 clients, with costs depending on the complexity and scope of the project.

Textizen

Textizen was launched from a team of Code for America Fellows to enable residents who do not have internet access or smart phones to participate in online public engagement. Textizen uses texting (SMS) capability available on any mobile phone to enable ongoing communication with residents through surveys, follow-up capabilities, and ongoing opt-in communication. A large number of engagement responses can be automated, and the administrator platform allows for detailed analysis and review of results.



Textizen has been used for visioning, idea generation, needs assessment, general feedback, benchmarking, and for signing people up for services. It also supports translation into Spanish. Currently based in Philadelphia and San Francisco, Textizen is operating in several cities, but services and pricing are still developed on a project-by-project basis.



9 Ways Meaningless Anonymity is Compromising Your Consultation

Posted in [Public Consultation](#) by [Mary Leong](#)

In online public consultation, meaningless anonymity occurs when participants are offered the opportunity to sign up and contribute with no layer of authentication.

It is understandable that participants would prefer to maintain their privacy by not broadcasting their names and personal information with others. However, simply hoping that people will engage in mature, respectful dialogue while anonymous is a strategy which doesn't end well. (Just look at the comments section of your local paper — [manymedia outlets](#) have learned this the hard way, and are [closing their comments sections entirely](#).)

Previously, we have looked at why privacy and authentication are crucial to your online engagement. Below are 9 considerations for organizations when it comes to anonymous online consultations.



"On the Internet, nobody knows you're a dog."

1. The data collected is indefensible and not legitimate.

There is no way to determine who is participating in your online consultation. The very real problem of spammers and [sock puppet ballot stuffing](#) means that the 1,000 responses collected from your consultation could potentially come from the same person. Just ask your local whiz kid hacker. Such data cannot be considered a legitimate basis on which to support your organization's policy decisions.

2. Lack of transparency.

From a citizen's perspective, how can you be sure that your feedback is going to be considered? Who else is being included in the anonymous online consultation — other affected citizens like yourself, or members of special interest groups trying to influence the decision? This is especially key when it comes to unpopular policy decisions being made without [social license](#).

3. Slacktivism

How do you separate out the chatter of slacktivists — people who participate in low-effort, feel-good measures in support of an issue that have little practical effect — from engaged residents who are hoping to participate in in-depth discourse?

4. Trolls act without fear of repercussion.

A [University of Houston study](#) found that “anonymity made a perceptible difference: a full 53% of anonymous commenters were uncivil, as opposed to 29% of registered, non-anonymous commenters.” Not only do trolls derail conversations, they create a crude, negative and unwelcoming environment which puts off others from participating.

5. Operating in anonymity breaks down public trust.

[55% of Canadians](#) believe that public consultations are just for show and that their feedback will not be taken into consideration. Policy decisions can be strengthened by including diverse internal and external stakeholder groups in the process. However, if this is not transparently disclosed to citizens, your consultation will be perceived as a farce, resulting in a lack of trust in your organization.

6. Data cannot be contextualized.

[For data to become information](#), it must be contextualized, categorized, calculated and condensed. (Davenport and Prusak, 2000) Anecdotal data such as public opinion must be framed appropriately to be useful in the decision-making process. Feedback received through an anonymous online consultation cannot be contextualized (to any number of frames, such as age, gender, race, ethnicity, sexuality, lived experience, etc.), resulting in a lack of nuance.

7. Statements are essentially hollow.

If participants have a controversial point to make, but are unwilling to stand behind it openly, it is difficult for decision makers give it serious consideration.

8. Your consultation is easily hijacked.

During an anonymous public consultation, it is easy for special interest groups or trolls to take over the conversation or vote multiple times in order to sway the final result. In internet parlance, “[freeping](#)” — the practice of [stacking online polls](#) — is extremely common. Even [TIME Magazine’s 100 most influential people poll](#) wasn’t immune to it. How will you be able to tell when this has happened?

9. Bad data results in bad (or no) decisions.

Bad data is basically useless when it comes to making policy decisions. Canada’s failed [National Household Survey](#) is a [prime example](#) of this. Now consider the calibre of data that comes from an anonymous online survey where participants may or may not be impacted by outcomes, with the potential of trolls, spammers and interest groups. Policy decisions — especially unpopular ones — made with such data simply cannot be justified.

However, PlaceSpeak acknowledges that there are situations where people may not wish to reveal their personal identity to other participants. What is the solution?

Introducing the concept of authenticated anonymity.

PlaceSpeak has always been proud of our geo-verification process, which is unique amongst online public consultation platforms. When a user signs up, they must verify their address in order to participate in a public consultation. This way, organizations can be confident that participants are real people residing in a relevant location.

When it comes to controversial topics, PlaceSpeak users can choose not to have their name shown publicly on discussion boards. It's a win-win situation: participants can speak their mind on sensitive issues, while organizations can still be certain that the data collected is legitimate and can be contextualized to place.

That said, in all the years that PlaceSpeak has had this feature, we have found that less than 5% of PlaceSpeak users choose to be anonymous. We have observed that once people are authenticated, they are willing to take responsibility for what they say and participate in a mature and respectful manner.

Data Privacy Day 2016

Posted in [General](#) by [Mary Leong](#)

It's Data Privacy Day! As a Privacy by Design Ambassador, we are always committed to going the extra mile when it comes to protecting participants' privacy and ensuring organizations engaging through PlaceSpeak fulfil their legal obligations.



Organizations' legal obligations

Does your participant data need to be stored on Canadian servers? For example, in British Columbia, under Section 30.1 of the [Freedom of Information and Protection of Privacy Act](#), public bodies (such as local and provincial governments, and associated ministries) must **store and access data on secure Canadian servers**. A similar law exists in Nova Scotia. PlaceSpeak only uses Canadian servers so you can be sure the information you gather complies with the law.

"A public body must ensure that personal information in its custody or under its control is stored only in Canada and accessed only in Canada, unless one of the following applies."

Privacy by Design

By placing participant privacy first PlaceSpeak is also the leading civic engagement platform when it comes to allowing organizations to legitimately engage with authenticated participants. We understand that [authentication and privacy](#) are key in online engagement and avoiding the trap of [meaningless anonymity](#) will ensure legitimate feedback data. PlaceSpeak's platform enables citizens to feel comfortable sharing their location and personal information so you are confident all engagement and feedback comes from real people. This is achieved by placing privacy at the beginning of every step in the engagement process.

- **We are not a market research company or social network.** The personal information of our participants is never sold, exchanged, transferred, or given to any other company, advertisers, or third parties.
- **All information is stored on secure servers.** We ask for minimal information **required** for an accurate geo-verification process and it is all stored on secure servers throughout its lifecycle.
- **Privacy by default.** When participants sign up they have the strictest privacy levels set by default
- **Authenticated anonymity.** When topics are sensitive, participants can opt to maintain their privacy by not sharing their name publicly. However you can be confident it is a real person because they have been authenticated through PlaceSpeak's unique geo-verification technology.

The above are just a few of the ways the PlaceSpeak helps organizations and participants promote and protect privacy during any engagement.

If you are interested in reading more about privacy, read [our interview with Dr. Ann Cavoukian](#). Dr Cavoukian is the Executive Director of the Privacy and Big Data Institute at Ryerson University and listed on "The Power 50: Canada's Most Powerful Business People" in 2014 and 2016.



PlaceSpeak™

Claim your place. Speak your mind. Influence the outcome.

The most **effective** and **efficient** way to facilitate online consultations

PlaceSpeak is an online location-based community consultation utility that transforms the way participants interact with topics in their neighbourhoods, cities and regions.

By geoverifying our user base, PlaceSpeak provides a platform for our proponents to collect the evidence-based feedback needed to make informed decisions. PlaceSpeak changes the game with an open, accessible, dynamic, transparent and defensible system for public consultation.



Why PlaceSpeak?

When you need to know what a community needs, wants, thinks or expects, PlaceSpeak informs your decision-making with real-time, geo-accurate data. PlaceSpeak is ideal for location-based consultations, such as:



Municipal & Community Planning



Transportation Development



Resource Industry Projects

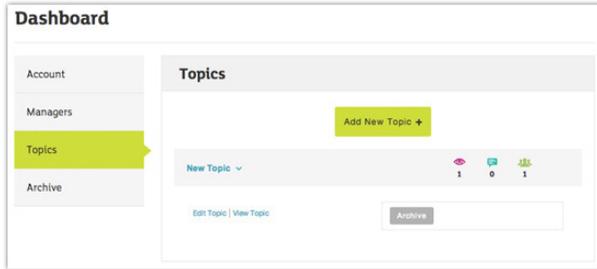


Parks and Recreation Changes

How PlaceSpeak works

Step 1: Start a topic

Start with your public consultation topic and add the features you want.



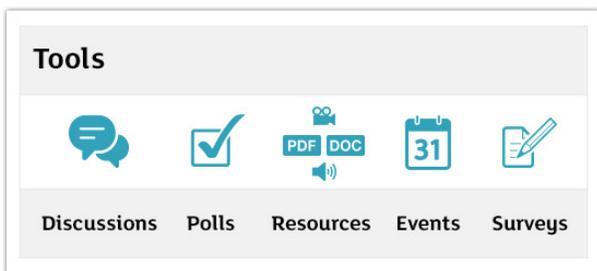
Step 2: Map a topic

Map the affected area and determine who can participate geographically.



Step 3: Select features

Choose the consultation tools you want to use to receive feedback from participants.



Step 4: Engage & Report

Engage with your participants and report on the outcome of the consultation.



Tap into PlaceSpeak's Geo-Verified user base

PlaceSpeak connects digital identities to participants' physical addresses, geo-verifying them so that online consultations can be location-specific. PlaceSpeak leverages the "network-effect", notifying citizens of relevant consultations in their area and providing them with the opportunity to contribute direct and meaningful feedback. As a Privacy by Design ambassador, PlaceSpeak ensures that topic feedback is the only thing participants share with proponents.

Methods of verification:

 Home address

 Home phone

 Geolocation

 Mobile phone

Change the game with PlaceSpeak Connect

The PlaceSpeak Connect GeoID API allows sites to integrate our geo-verification process, sharing the power of data based on location-specific users.

Survey, Petition and Ideation applications can now use PlaceSpeak Connect to geographically target respondents, providing decision-makers with the evidence that gets your results taken seriously.



PlaceSpeak is packed with tools and features to get the participant feedback you need



Map your consultation area



Place It interactive mapping



Resource document upload



Keywords for easy SEO



Events listings



Social media integration



Proponent-led discussion board



Surveys from LimeSurvey & Fluid Surveys



Spatially-segmented reports



Notice board for user comments



Simple polls with instant results



Embeddable iFrame

Who uses PlaceSpeak?

These organizations have used PlaceSpeak for successful public consultations:

City of Fort St. John

CH2M

Freeman, ND

Fahr Group

City of New Westminster

Surrey Schools

Stantec

Brook Pooni

BC Housing

Corporation of Delta

Associated Engineering

KGHM International

Justice Institute of BC

Orange County, FL

Township of Langley

Musqueam Indian Band

City of Chilliwack

Delaney and Associates

TransLink

Urban Systems

Quick, easy and cost-effective

Non-Profit

PlaceSpeak is a social venture and supports non-profit and community organizations. To qualify you must provide proof of your non-profit status.

- Topic page creation
- Polygon mapping
- Discussion forum
- Simple poll(s)
- Survey integration
- Social media integration
- Widgets
- Report data

Technical support within 48 hours by email

Contact us for a quote

Standard

Offers all the features you need to generate your own online consultation topic. Setup and manage a topic page with the basic feature set.

- Topic page creation
- Polygon mapping
- Discussion forum
- Simple poll(s)
- Survey integration
- Social media integration
- Widgets
- Report data

Technical support within 24 hours by email

\$249.99/month
\$2,499.99/year

Premium

Offers all the features you need to generate a successful online consultation, with additional Premium features, services and technical support.

- All the features contained in our Standard plan
- PLUS**
- Vanity URL
 - KML & shape mapping
 - Place-It interactive map
 - Activity map & Insights Graph
 - Advanced reports

Technical support within 12 hours by email or phone

\$499.99/month
\$4,999.99/year

Enterprise

Use PlaceSpeak organization-wide for multiple consultations, leveraging the network effect. Cross-pollinating topics within your organization will grow your participant base.

- All the features contained in our Premium plan
- PLUS**
- Unlimited consultation topics at one flat rate
 - Organization IFrame with multiple consultation topics

Same day technical support by phone and/or email

Contact us for a quote

What others think



“ Building community in Fort St. John is critical to our success. PlaceSpeak has made a meaningful and measurable difference in our capacity to engage our citizens, explore new ideas and generate valuable information for decision makers. ”

- Lori Ackerman, Mayor, City of Fort St. John



“ We elected to use PlaceSpeak because the interface is straightforward, recognizable, and allows us to geo-reference responses received. The interactive mapping tool, which was developed for the purposes of our project, worked very well and was a good add-on for our consultation. The ability to scroll through the mapping tools and jump to videos are also great features. Thank you again for helping to make this project a success for CH2M and the Yukon Government. ”

- Peta Wolmarans, Vice President, Halcrow, a CH2M Company



Encinitas EComment-2/19/16

PRESENTED BY: Ahmad Abderrahim, Granicus

PRESENTED TO: Encinitas

DELIVERED ON: February 19, 2016

Managed Services

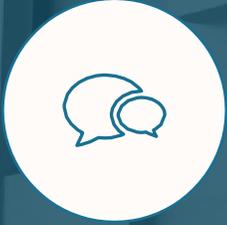
Granicus provides a comprehensive Managed Services package with every solution to ensure long-lasting success with our technologies while maximizing your solution's performance. Our fully managed and hosted infrastructure offers unlimited bandwidth, storage and the highest security standards of your data through a cloud-based platform. Our remote, proactive systems monitoring guarantees faster response time, predicts problems before they arise, and helps reduce the cost of IT support and maintenance.

The Granicus team works around-the-clock to ensure your applications are protected and operating smoothly. You also receive continual access to advanced learning tools and the hands-on support, knowledge, and expertise of our skilled Support Engineers and Customer Advocacy professionals.

Pricing Breakdown for your Solution

Software as a Service			
Name	Qty	Unit (Monthly)	Total (Monthly)
eComment	1.0 Unit(s)	\$180.00	\$180.00
Total Software Monthly Cost:			\$180.00

Total Upfront Cost:	\$0.00
Total Monthly Cost:	\$180.00



eComment

Productively add new voices to the democratic process

With busy schedules, it's difficult for members of your community to attend public meetings, speak during public comment periods and stay involved in the governing process. Instead, citizens choose other avenues to voice their opinions and many agencies struggle to maintain the multitudes of feedback. Now, there's a way to effortlessly collect, consolidate and deliver citizen input on current and upcoming topics.

eComment provides an easy way to add voices to the democratic process and makes participation in public meetings convenient. eComment is a web-based form that's tightly integrated with your published agenda. Residents can review agenda item details, indicate their position on an item and leave feedback.

All comments can be consolidated into a report and delivered to elected members prior to a meeting, helping them better understand the views of their constituents. Officials and staff who use digital agendas can review ideas and feedback on their iPads with the iLegislate integration. Reports also help staff reduce the administrative burden of consolidating feedback and tying them to actionable items.

Give citizens a convenient way to get involved

- Clear and simple touch voting
- Save time collecting, maintaining and delivering citizen feedback
- Gather input from citizens on the topics at hand
- Allow residents to request to speak on agenda items
- Deliver a comprehensive report of public opinion to elected members
- Stay in compliance with open meeting and open records laws
- Connect citizen feedback directly to agenda items on the iPad

Benefits & Functionality

Collect comments from citizens on agenda items

Let residents weigh-in on current topics through an online form integrated with your agenda. Citizens can submit a comment on an agenda item and indicate their position - support, oppose, or neutral. The form is easy-to-use and helps residents voice their opinions without having to attend a meeting in person.

Put comprehensive public opinion reporting at the fingertips of elected officials

Reports indicate the top discussion item, provide a summary of all comments received, and give a detailed account of citizen comments and positions. These reports can be distributed prior to a meeting to give elected members a snapshot of public opinion before they make important policy decisions. Mobile-minded elected officials can view public opinion connected directly to agenda items with iLegislate® on the iPad.



Configure eComment to meet your needs

Configure eComment and control which items can receive comments; set the length of responses to reflect in-person comment periods; enable eComment for multiple meeting bodies, and more.

Allow residents to request to speak during meetings

Through the comment form, residents can select agenda items to speak on during the meeting. A reminder email is to the speaker with the date and location of the meeting. Government staff can report on requests to speak—the agenda item, speaker name, and the time of the request are all available in one document.

FEATURE FOR STAFF

Website and Agenda Integration

Review Comments

- Monitor Comments in Real-Time
- iLegislate® Integration: See citizen agenda item feedback on the iPad

Build Reports on Citizen Feedback

- Reports Include:
 - Top Discussion Item
 - Summary of all Comments and Positions
 - Visual Graph of Top Positions
 - Requests to Speak During the Meeting
- Export Results to Excel or PDF Documents

Publish Comments to the Public Record (optional)

Configure eComment

- Select Agenda Items for Comments
- Set Comment Length
- Enable Request to Speak
- Set Comment Submission Period
- Allow Citizens to Upload Documents

FEATURES FOR CITIZENS

Comment on Agenda Items

DEPENDENCY

Citizen Participation Suite

Professional Services

In order to ensure a successful implementation and user experience, Granicus provides professional services with each solution. Below is a list of the requisite professional services for your solution.

Granicus Differentiators

- World's most experienced provider of government transparency, citizen participation, meeting efficiency, and legislative management solutions with:
 - Over 1,000 clients in all 50 states, at every level of government
 - Over 31 million government webcasts viewed
 - More than 265,350 government meetings online
- First fully integrated legislative workflow management system for local government
- Open API architecture and SDK allow for seamless integrations with systems already in place
- Certified integrations provide flexibility and choice of agenda workflow solutions
- Exclusive provider of the iLegislate iPad application that allows users to review agendas and supporting materials, bookmark and take notes on items, stream archived videos, and review community feedback
- Only government webcasting service to provide encoding, minutes annotation, transcription, and closed captioning services
- Truly unlimited storage and distribution for all meeting bodies and non-meeting content
- Indefinite retention schedules for all archived meeting and non-meeting content
- Only provider of both government webcasting and citizen engagement services
- 24/7/365 customer service and support
- 97% customer satisfaction rating, 98.5% client retention rating
- One of the 100 companies that matter most in online video by Streaming Media magazine
- Ranked 185 on Deloitte 500 fastest growing companies
- Ranked 419 on Inc 500 fastest growing companies
- Client Success stories are available here: <http://www.granicus.com/customers/case-studies/>

Proposal Terms and Conditions

- Sales tax may apply depending on your organization's tax status and the tax laws unique to your state, county and/or municipality
- Fifty percent (50%) of all up-front fees for all products are due upon Granicus' receipt of an executed agreement or purchase order, as appropriate. The remaining fifty percent (50%) of up-front fees for each product are due upon delivery of that product.

Annual billing for Managed Services for associated products shall begin upon completion of delivery as defined below. Client Shall be invoiced for a twelve (12) month period commencing upon delivery of the configured product(s). Thereafter, Client will be billed annually in advance. Client agrees to pay all invoices from Granicus within thirty (30) days of receipt of invoice. Client acknowledges that products may be delivered and fully operational separate from the other purchased products.

For Granicus Hardware, delivery is complete once the Client receives Hardware components with the configured Granicus Software. For Granicus Software, delivery is complete once the Software is installed, configured, tested and deemed by Granicus to be ready for Client's use, irrespective of any training services provided to Client by Granicus. Granicus oftentimes sells multiple software suites in one transaction. For Clients that have purchased multiple suites, Granicus reserves the right to start invoicing on a per suite basis when considered delivered.

- For existing clients, the costs associated with this proposal or purchase order are in addition to client's existing services.
- If Client's solution requires any onsite training, Client agrees to pay travel expenses for Granicus employees (including but not limited to airfare, lodging, meals) not to exceed two thousand dollars (\$2,000.00) per trip.
- If multiple products are included in this proposal, product scope of work timelines might not run parallel to each other and extend the time of the overall project.

Granicus eComment Screen Captures

Agenda Item View

The City of Riverside, CA Sign In ▾

Agenda Items

Submit



Meeting: City Council - Art Pick Council Chamber

Meeting Time: April 19, 2016 at 12:00pm PDT

Where: [3900 Main Street Riverside, CA 92522](#)

Disclaimer:

Are you interested in making your opinion known? This new service brought to you by our agency gives you the opportunity to indicate whether you support or oppose measures being considered by your representatives. All details and comments provided will be entered into the public record. Inappropriate or offensive comments may be edited or deleted.

⌚ Closes for Comment April 19, 2016 at 10:00am PDT

☰ Agenda Items

1. This is the portion of the meeting specifically set aside to invite your comments regarding Closed Session items and any matters within the jurisdiction of the City Council - Individual audience participation is limited to 3 minutes and you will be asked to state your name and city of residence. Please complete and submit a speaker card to the City Clerk.

Public Input Screen

Agenda Item

18. Declaration and disposition of surplus City-owned multi-tenant commercial building - 3615-3653 Main Street and 3700 Sixth Street (Ward 1)

Hello Guest User

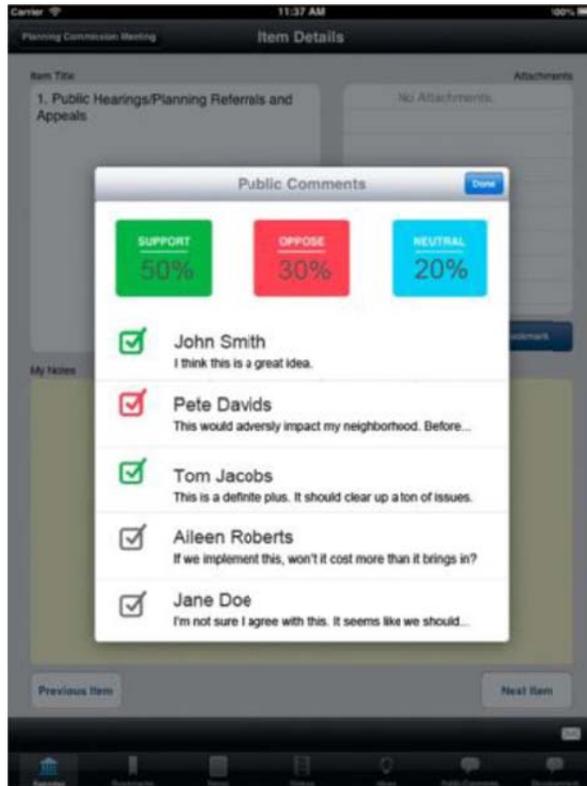
Please enter your information or [Sign In](#)

Name *	First Name
	Last Name
Email	Email
Address	Address
City	City
State	
Postal Code	Zip Code
Neighborhood *	<input type="text"/> <input type="button" value="v"/>

Select a Position: Oppose Neutral Support

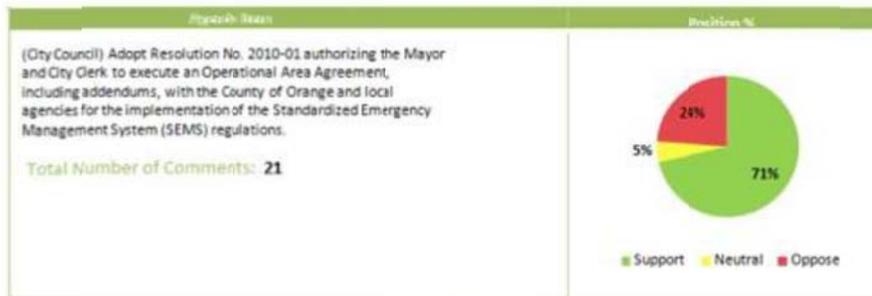
CLOSE X

Public Comment Summary Reports



City Council Meeting May 18, 2010

Top Discussion Item



Public Comment Summary

Comment	Agenda Item	Support	Neutral	Oppose	Total
	(City Council) Adopt Resolution No. 2010-01 authorizing the Mayor and City Clerk to execute an Operational Area Agreement, including addendums, with the County of Orange and local agencies for the implementation of the Standardized Emergency Management System (SEMS) regulations.	15	1	5	21
	Approve Improvement Agreement at 502 N. Main Street with Bergamo, Inc. for Blackrock Coffee Bar.	1	2	3	5
	Approve Improvement Agreement for Jason's Gym	0	0	2	2
				Total	28

Nextdoor for Public Agencies

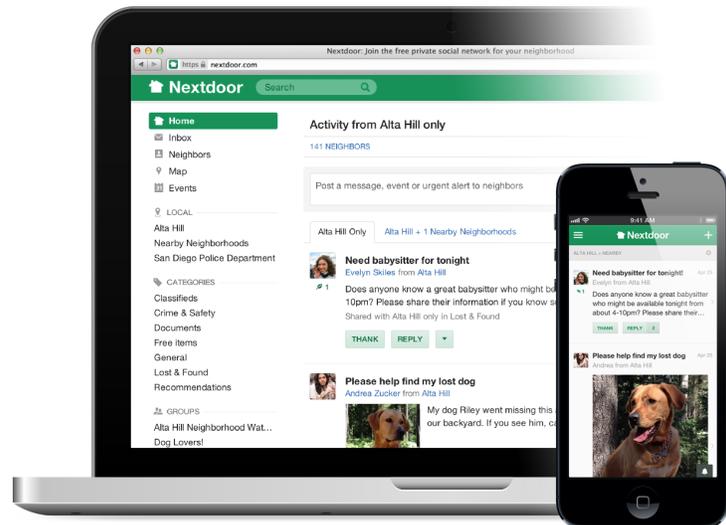


What is Nextdoor?

Nextdoor is a private social network used by **1 in 4** neighborhoods across the United States

"Our neighborhood dynamics have improved since we launched Nextdoor. It has helped us build trust and community by fostering dialog in our secure and private neighborhood website."

Anne Clauss
Nextdoor member
Hamilton, NY



Nextdoor creates a trusted online environment where neighbors feel comfortable talking about the issues that matter in their local community.

Private neighborhood community

- All Nextdoor neighborhood websites are secure and private password protected communities
- 100% of Nextdoor members are verified residents of their neighborhood

Local conversations

- Designed to connect neighbors, not friends
- Public safety agencies integrate with Nextdoor to share relevant information with their residents

Useful information

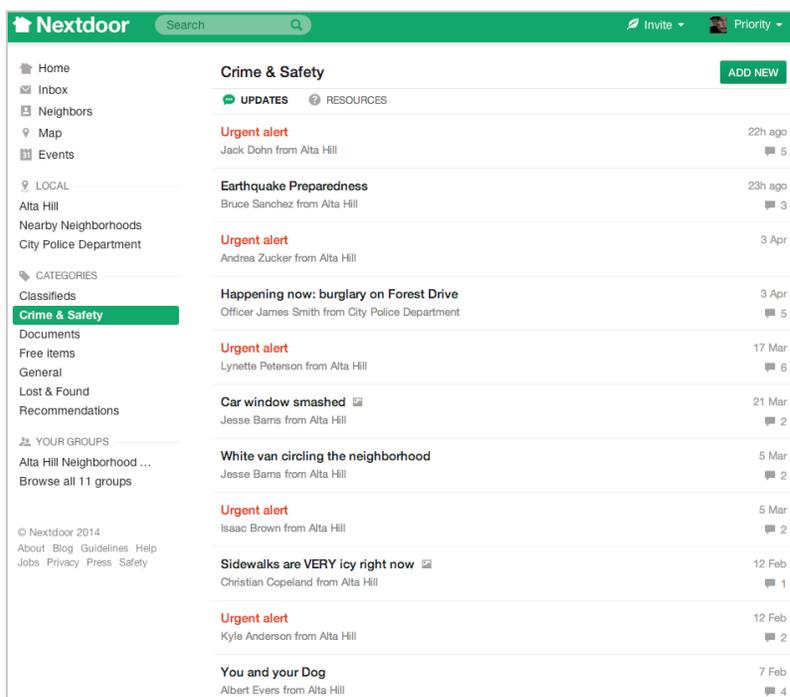
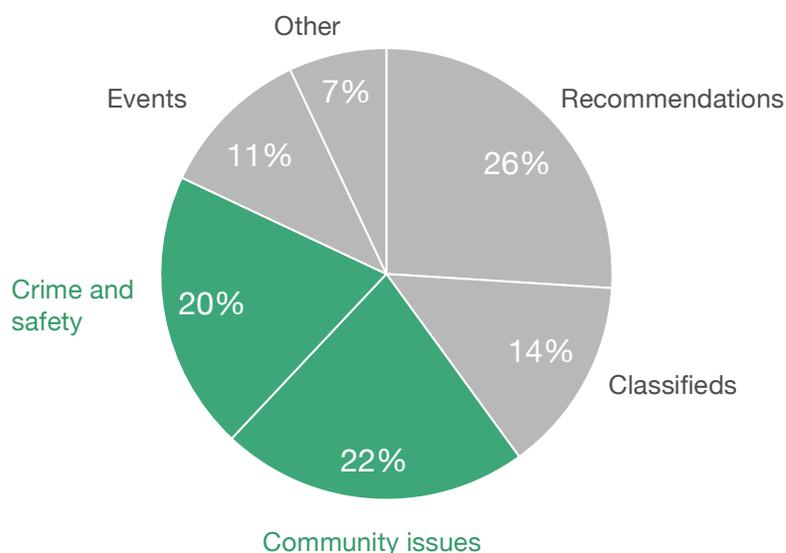
- Hundreds of public safety agencies have already added Nextdoor to their toolkit
- Nextdoor members appreciate information on crime prevention and emergency preparedness

What neighborhood issues do Nextdoor members talk about?

2 in 5 posts by neighbors on Nextdoor concern community or public safety issues

“Nextdoor has made a difference in terms of how people feel about safety and about their connection to the Police Department, and it makes them more open to reporting activity that they think is suspicious. It really supports the work of the Police Department and people feel safer because of it.”

Pat Freitas
Nextdoor member
Sacramento, CA



“We know we have to use technology to be more efficient and more effective when it comes to public safety and combating crime. Nextdoor can help us do that.”

Charles McClelland
Chief of Police
Houston, TX



How can public agencies benefit from Nextdoor?

Agencies find Nextdoor helps improve quality of life, prevent crime, and prepare for emergencies.

Improve quality of life

- Agencies share information with residents about the services they offer and provide updates
- Examples include information about upcoming events, workshops, or incidents
- Nextdoor has been publicly credited for reducing crime in several major cities across the US

Strengthen community policing

- Unlike Facebook and Twitter, Nextdoor groups verified residents together by neighborhood
- Neighborhoods are highly motivated to keep their community safe, and want to hear from their local public safety agencies
- Nextdoor is endorsed by the National Association for Town Watch as an effective neighborhood watch tool

Prepare for emergencies

- Nextdoor builds strong communities through its neighborhood websites, and strong communities are more resilient in emergencies
- Agencies share information about disaster preparedness to increase awareness
- Agencies also communicate with residents throughout an emergency using Nextdoor’s urgent alerts feature, allowing them to contact residents immediately through text messages

How does Nextdoor work?

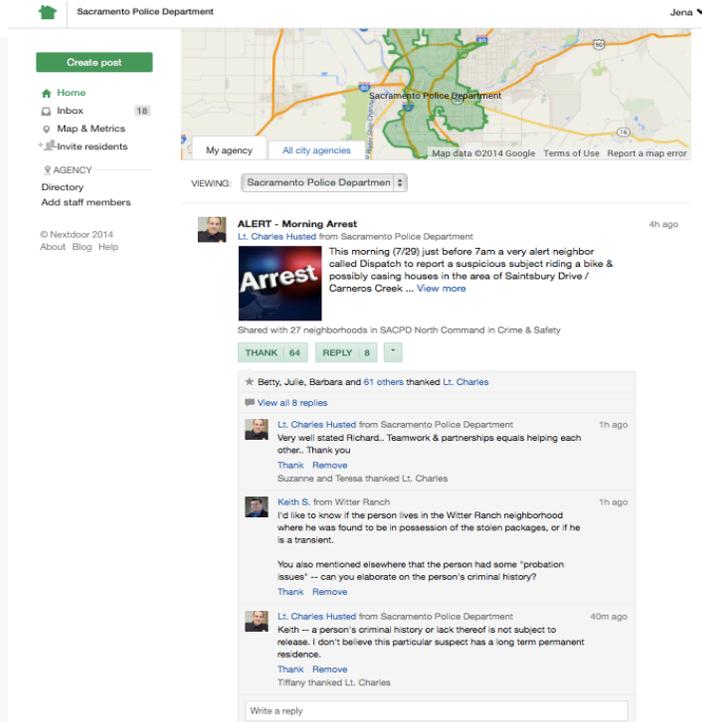
Public agencies use a custom website to share relevant information in targeted areas

Agency staff communicate with residents

Staff can post messages and read replies from members directly on their posts

Agencies can also:

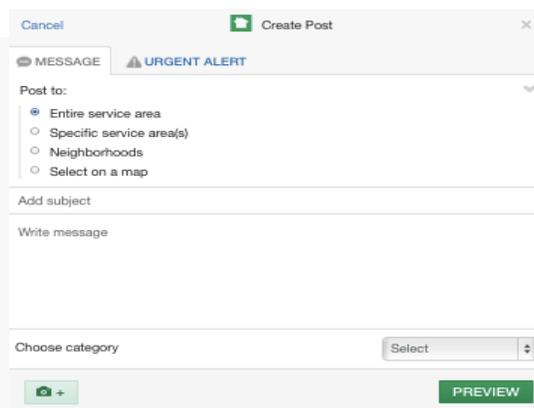
- Read and reply to emails from residents
- Contact neighborhood leaders through Nextdoor
- Share their posts on Facebook and Twitter through Nextdoor



Messages are targeted to specific city areas

Staff can target messages to areas where they are relevant:

- One or many neighborhoods
- One or many patrol areas
- Your whole service area



What examples are there of how Nextdoor creates stronger and safer communities?

Neighbors use Nextdoor to share information and assist police

A series of car break-ins troubled neighborhood residents in Austin, TX. Neighbors communicated about the break-ins on Nextdoor to increase awareness of the criminal activity. As a result, one informed neighbor shared relevant footage from her home surveillance system with the police. Austin PD cites neighborhood watch as one of the best tools available to fight crime.

Police department recruits citizen volunteers via Nextdoor

Budget cuts led to reductions in force within the Fort Worth, TX police department. With fewer officers, the police turned to neighbors for help. Officers used Nextdoor to recruit volunteers for its Citizens on Patrol (COPS) program. The police received over 200 responses, which led to 400 new volunteers. These COPS now help the police as “eyes and ears” in elementary schools and neighborhoods.

City enlists its residents to help with public works project in wake of storm

Wet leaves from heavy rains led to clogged storm drain grates in Redwood City, CA. Overwhelmed with requests to clear the leaves, the city’s PIO asked neighbors on Nextdoor to help clear the grates. Hundreds of residents responded, which eased the load on public works.

What are agency leaders saying about Nextdoor?



David Brown
Chief of Police
Dallas, TX

“Nextdoor makes it easy for neighbors to establish their own virtual neighborhood watches, which are vital in combating crime and strengthening communities.”



Greg Stanton
Mayor
Phoenix, AZ

“For the first time ever city residents will be able to receive real-time crime alerts from the police department and even important updates from city departments that are specific to their neighborhoods. This partnership with Nextdoor is a valuable social networking tool for public safety and public access to local information.”



Larry Esquivel
Chief of Police
San Jose, CA

“We know that connected and engaged neighbors lead to safer communities. Nextdoor is another way our Police Department and our community can use technology to stay informed and reduce crime through increased awareness.”

How do agencies use Nextdoor?

Nextdoor engages and activates residents to serve as force multipliers who partner with you to carry out your agencies mission. With Nextdoor you can:

Get the word out

- Inform residents about issues
- Publish crime and other statistics
- Correct miss-information

Increase participation at

- Community meetings
- Conferences and workshops
- Twitter chats

Get people to take action

- Start a neighborhood watch
- Participate in a disaster drill
- Install fire alarms

Drive sign ups on other channels

- For emergency alerts
- For newsletters
- To follow you on twitter

What do I need to do to get started?

Public safety agencies can integrate with Nextdoor in three easy steps. Nextdoor is free – and will always be free – for agencies.

1. Sign up at nextdoor.com/agency

Registration takes just a few minutes, and we never share your information with anyone.

2. Authentication of your agency

Nextdoor will validate that you are an employee of an active public safety agency.

3. Bring Nextdoor to your community

Residents will want to hear that they can communicate with you through Nextdoor. Share the news through your agency's other social media sites, by issuing a press release or even by organizing a press conference.

Questions?

agencysupport@Nextdoor.com

nextdoor.com/agency

ATTACHMENT 2

Proposed Communications Plan Outline

Communications Plan Outline

DRAFT

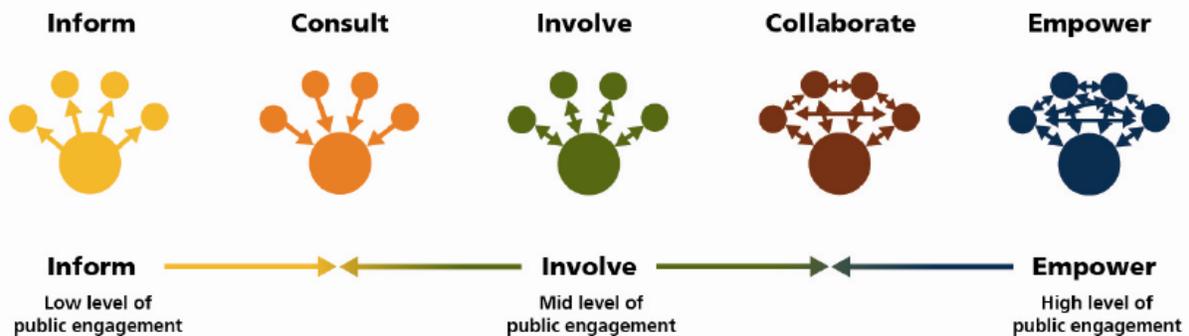
Introduction

This communications framework seeks to clarify how the City of Encinitas will communicate with and listen to its residents, businesses and stakeholders in a more transparent and systematic way as well as provide opportunities for their input on City business.

It identifies the City’s communications goals, a strategy for meeting them and a framework for ensuring that the appropriate communications platforms and tools - emerging tools included - are consistently utilized.

Today’s fragmented media landscape means that each of the City’s 60,000 residents has different media consumption behaviors and preferences. Reaching them with a message or soliciting their feedback and involvement requires a broader, integrated approach across many communications methods.

The communications plan will support moving the City and its stakeholders through each stage of the civic engagement spectrum (see below) using the optimal mix of communications. The desired end result is to produce a more informed and empowered public.



Goals

1. Consistently and proactively inform City of Encinitas residents and businesses about the business of the City.
2. Increase transparency of City government.
3. Empower residents and businesses of Encinitas to actively participate in the civic engagement process.

(w)right On Communications

Strategy

Identify and apply the right mix of communication channels to the right information at the right time to effectively target, inform and listen to the City’s residents and businesses in order to empower them to the highest levels of public engagement.

Rationale

The City of Encinitas’ communications strategy must seek to reach the broadest base of its population in an environment where competition for attention is fierce and where the means for communicating are extremely fragmented.

Today, a large percentage of civic engagement behaviors now happen online and via social networks (from the 2012 Pew Research Center report):

- Nearly half (48%) of adult Americans reported taking part directly in a civic group or activity
- 39% contacted a government official or spoke out in a public forum and 34% did so via online methods
- 39% reported taking part in political and civic activities on social networking sites

Younger residents follow local city and town news less closely than their older neighbors. According to the American Press Institute, 77% of adults age 30-39 and 79% of those age 40 to 59 say they follow their local city news compared to 83% of adults 60 and older.

TV and radio are consistently reported as the most popular sources of news for all age groups. However, the cost of purchased airtime is prohibitively expensive and earned airtime is highly competitive and favors stories with the broadest regional impact.

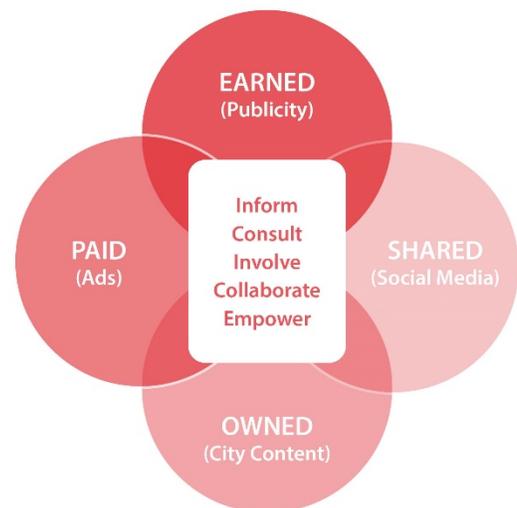
From technological changes to competition for attention, it’s no longer effective to push information through a singular channel to reach a fragmented audience. Helping the City inform its target audiences and empower them to the highest levels of public engagement requires communicating consistently across multiple methodologies. Most importantly, it requires identifying the right channels to carry the right information to the right residents at the right time or times.

Applying the PESO Communications Model to Support Public Engagement

The PESO Model stands for the four types of communications channels available to the City: *paid* (advertising), *earned* (publicity), *shared* (social media) and *owned* (City-produced content).

We will apply the PESO model to all City communications to ensure the right mix of

PESO Communications Model for Civic Engagement



*(w)*right On Communications

tactics and best available resources are being applied to each communications activity.

(Estimated effort needed to setup, support and associated costs are included in Appendix A.)

Here are how each communications channel would fit within the PESO model and what specific civic engagement activity(ies) the channel supports:

Paid

Strategy: Leverage paid channels to raise awareness and knowledge of critical projects and initiatives where the ROI on informing and engaging the public merits or requires the City's investment.

Tactics in this section will be focused on **informing**. Paid penetration is most effective in driving awareness and reaching disinterested audiences who aren't proactively searching for information. The paid activities will be used to support and augment the earned, owned and shared channel activities as well. Because Paid channel activities require additional City funds, they will be utilized selectively and only for the City's highest priority communications. Examples of paid media:

- Sponsored social media posts (Facebook boosted posts, Facebook ads, sponsored tweets, Twitter ads)
- Google AdWords campaigns
- Traditional media advertisements
- Event sponsorships

Earned

Strategy: Earn media coverage, speaking opportunities and other opportunities to share City information and gather feedback via third-party, no-cost platforms that are most trusted and influential to City residents and businesses.

Tactics employed in this channel will support every section of the public engagement spectrum: **informing** the public and conveying opportunities; **consulting, involving** and **collaborating; empowering**. Earned media can be used to engage the public in City decisions and policy making as well as proactively driving media coverage of downstream outcomes from such decisions and policies so that the public can see the value of its involvement and collaboration with the City in civic processes. Because the earned channel does not require any City expenditures, it will be heavily employed. Examples of Earned media:

- Media relations
- Blogger relations
- Community organizations relations
- Word of mouth

Shared

Strategy: Systematically provide information across popular social media platforms where our target audiences can engage in an open, public discussion, and monitor that dialogue for insights into community sentiment.

The communication channels in this section are most effective to **inform** and **consult**. With the audience already active on social media channels, the City needs to take its information, share it where its residents are already having conversations, seek feedback and monitor engagement and feedback. The City will be upfront and clear on how it uses each platform so that it is not assumed that these channels are taking the place of formal communications processes for providing official input (such as City Council meetings). Examples of shared media:

- Facebook
- Twitter
- Instagram
- Nextdoor
- YouTube
- Community partnerships

Owned

Strategy: Use the City's own communications vehicles to provide timely public information while also facilitating mechanisms for the public to formally respond or provide input.

One of the most versatile segments, owned channels allow an organization to **inform** the audience, **consult** to collect feedback, **involve** them to make sure their input is accounted for and **collaborate** to find solutions. Through owned channels, the City will have complete control over the messaging conveyed and how the audience is engaged across each platform. The proposed new online tools can be piloted and monitored to see how the audiences utilize the platform. Initial results will be analyzed to determine whether there is strong enough community benefit to justify the resources needed for maintaining each tool/platform. Examples of owned media:

- City website
- eNewsletters
- Collateral (flyers, posters, infographics, project websites)
- Multimedia (videos and photos)
- PlaceSpeak, MySidewalk and other online tools
- Granicus eComment
- Surveys (scientific and non-scientific depending on use case)
- City hosted workshops, meetings and town halls
- Public Education Government channel

Objectives

Using the framework above along with a detailed work plan, the following objectives will be achieved in support of the overall communication goals:

1. Provide more information and increase transparency

Key Performance Indicators

- Produce new website with more accessible reports, shortcuts to public information and feedback mechanism for citizens
- Achieve year-over-year increase of 20% in the volume of City announcements across Earned and Shared media
- Achieve year-over-year increase of 15% in traffic to <https://encinitasca.opengov.com/transparency>
- Benchmark and survey the public to measure satisfaction with the accessibility of City information (budget permitting)

2. Enhance public awareness and understanding

Key Performance Indicators

- Year-over-year increase of 15% in traffic to City website and key project webpages
- Year-over-year increases of 20% in City newsletter subscribers, newsletter open rate and clickthrough rate
- Year-over-year increase of 15% in audience size for City social media channels and 15% for engagement statistics
- Develop a cohesive identity for the Strategic Plan and focus areas

3. Create varied opportunities for input and dialogue

Key Performance Indicators

- Launch three new online engagement platforms
- Year-over-year increase of 15% in audience size for City social media channels and 20% for engagement statistics
- Employ quarterly informal surveys and scientific surveys as needed when providing tangible City benefits

4. Engage hard to reach or disinterested stakeholders

Key Performance Indicators

- Utilize one City hosted or partnership event per quarter (four per year)
- Create a more dynamic presence at community events

Appendix A: Estimate of setup effort, ongoing effort and cost per channel

Category	Channel	Estimated Setup Effort	Estimated Ongoing Effort	Estimated Cost
Paid	Sponsored social media	5-20 minutes per post/advertisement depending on type of promotion	10 minutes per post/advertisement to analyze and report results	Between \$12-30 per month
	Google AdWords	10-20 minutes per advertisement	10 minutes to analyze and report results	TBD based on CPC of targeted keywords
	Media Advertisements	10-30 minutes per ad	N/A	TBD based on outlet and size of advertisements
	Event Sponsorships	.5-3 hours per event	N/A	TBD based on event
Earned	Media relations	1-5 hours per announcement	1 hour	\$0
	Blogger relations	1-5 hours per announcement	1 hour	\$0
	Community organizations relations	.5-1.5 hours per announcement per organization	1 hour	\$0
	Word of mouth	N/A	N/A	\$0
Shared	Facebook	N/A	2-4 hours per week	\$0
	Twitter	N/A	2-4 hours per week	\$0
	Instagram	N/A	1-2 hours per week	\$0
	Nextdoor	2 hours	1-3 hours per week	\$0
	YouTube	N/A	TBD based on video content produced	\$0
	Community partnerships	1-3 hours per partnership	TBD based on partnership	\$0
Owned	City website	N/A	1-5 hours weekly	\$0
	eNewsletters	N/A	1-10 hours weekly depending on number of eNewsletters used	\$0
	Collateral	2-5 hours per collateral piece	Up to 2 hours production coordination per piece	TBD based on collateral production
	Multimedia	.5-20 hours per piece	1-5 hours distribution setup per piece	TBD based on production

	PlaceSpeak/ MySidewalk	2-20 hours per tool	2-10 hours per platform per week	PlaceSpeak: Per topic \$5000/year (3 topics would be \$15,000/year). MySidewalk: Up to \$18,000 annually
	Granicus eComment	2-20 hours	1-3 hours weekly maintenance	\$2,160 annually
	Surveys (scientific and non- scientific)	2-30 hours depending on survey type, length and topic	3-25 hours to analyze and report results	TBD based on platform or vendor
	City workshops, meetings and town halls	5-10 hours per event	3-8 hours per event to setup, attend and take down	TBD based on collateral needed to support