



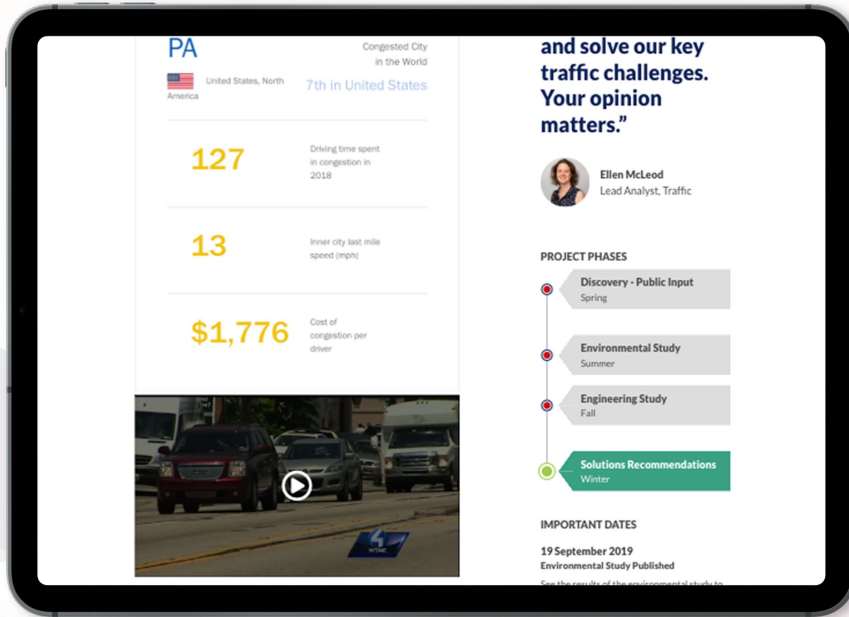
9 Best Practices of Citizen Engagement

Best Practices

- Design and Share your Process
- Build a home base
- Go Beyond Accessibility
- Make it Visual
- Let them Experience Constraints
- Keep it Relevant
- Be Sticky
- Create constructive conditions
- Uncover Actionable Insights



01 - Design and Share Your Process

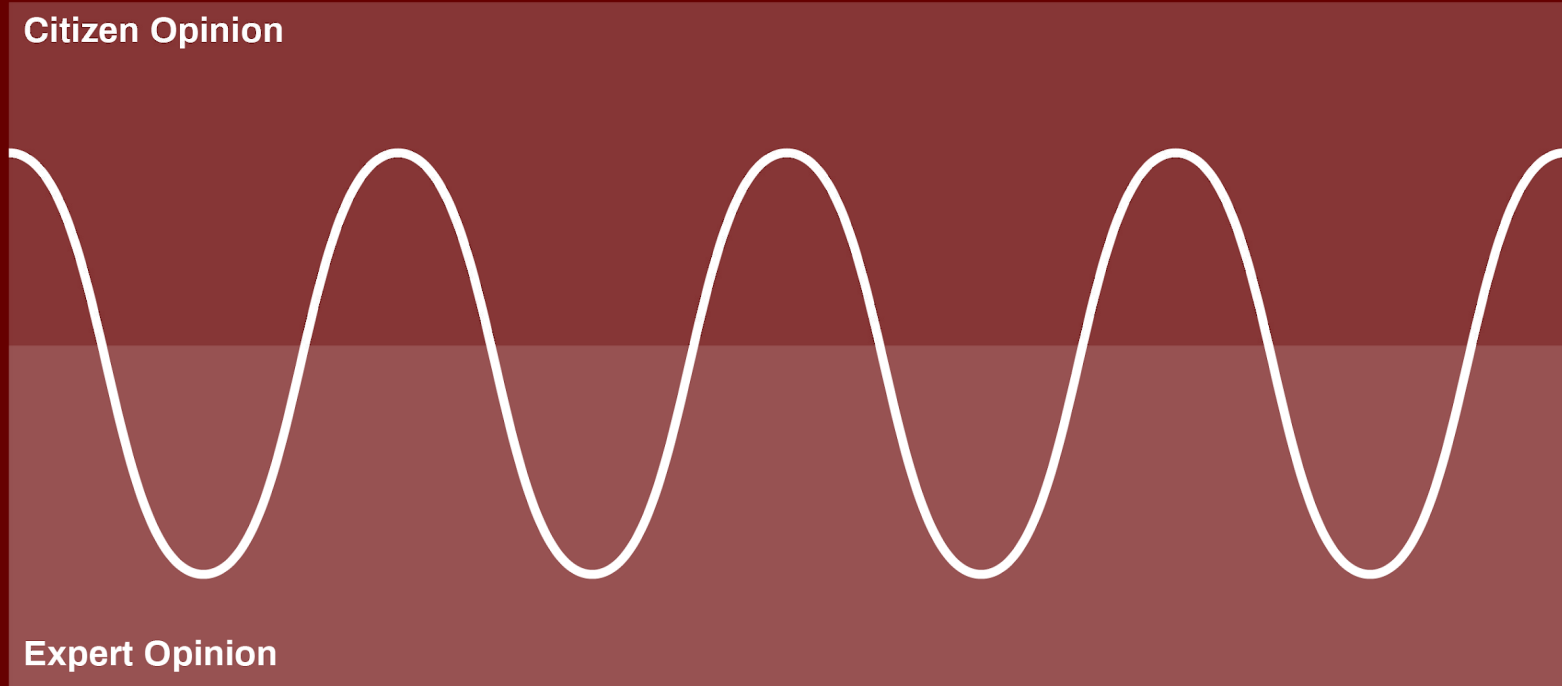


DESIGN and SHARE YOUR PROCESS

- Citizens need to see where the process it at, and how/when they can influence it
- Visualizing your process challenges it to be better (hopefully)

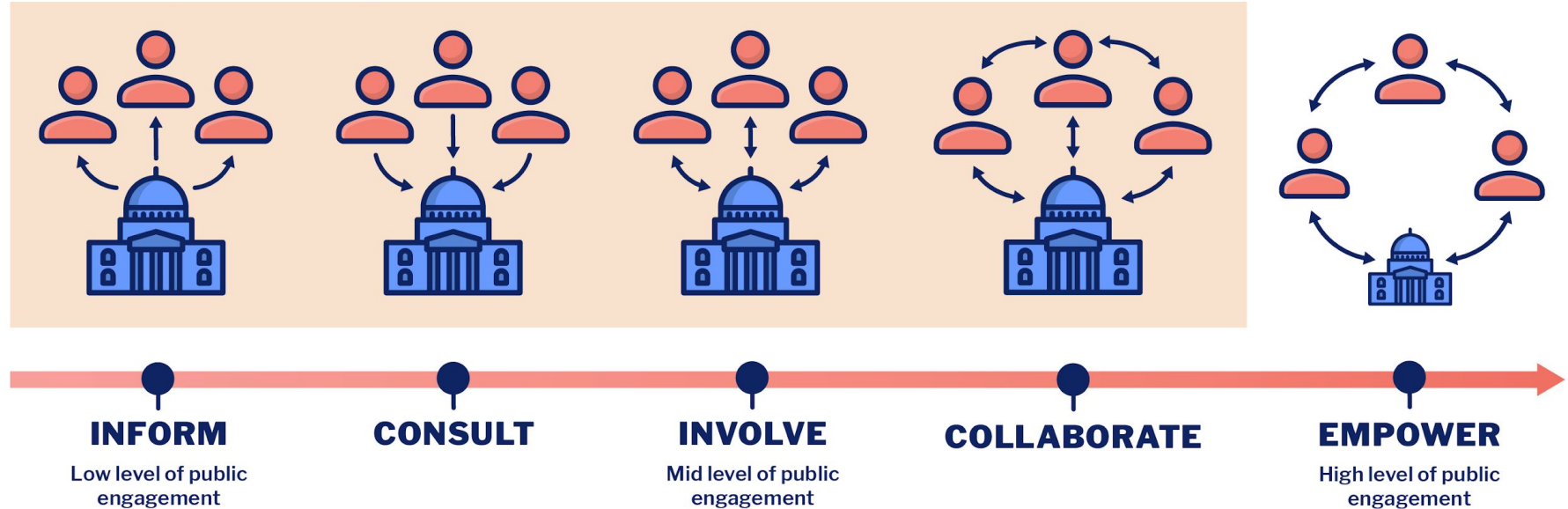
01 - Design and Share Your Process

Diversified Project Phases



IAP2 spectrum of participation

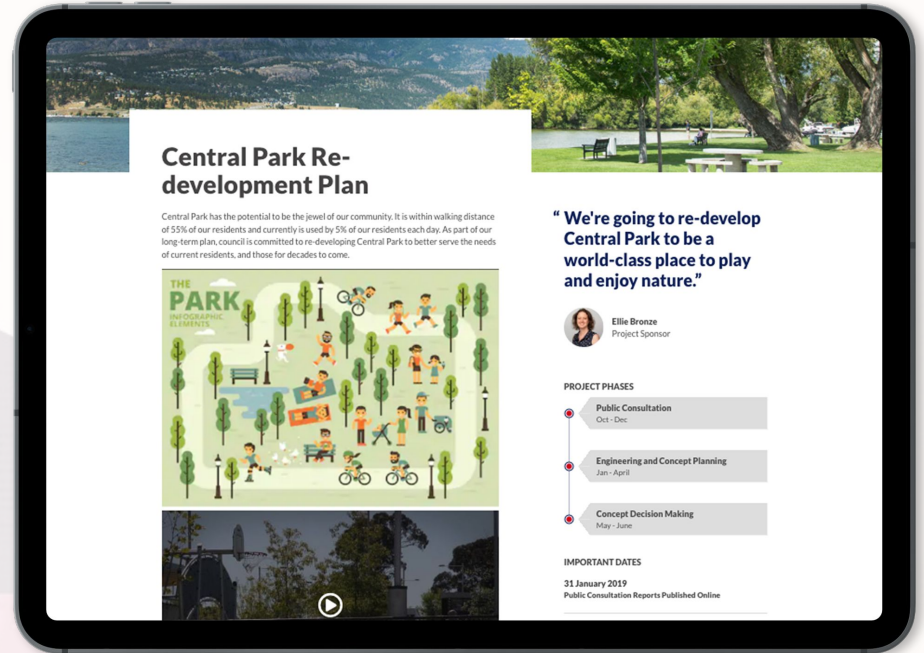
Portion of IAP2 spectrum that Civil Space enables



02 — Build a Home Base

BUILD A HOME BASE

- Citizens need to know where they can turn to to find information about issues they care about
- Group it topically from their perspective



03 — Go Beyond Accessibility

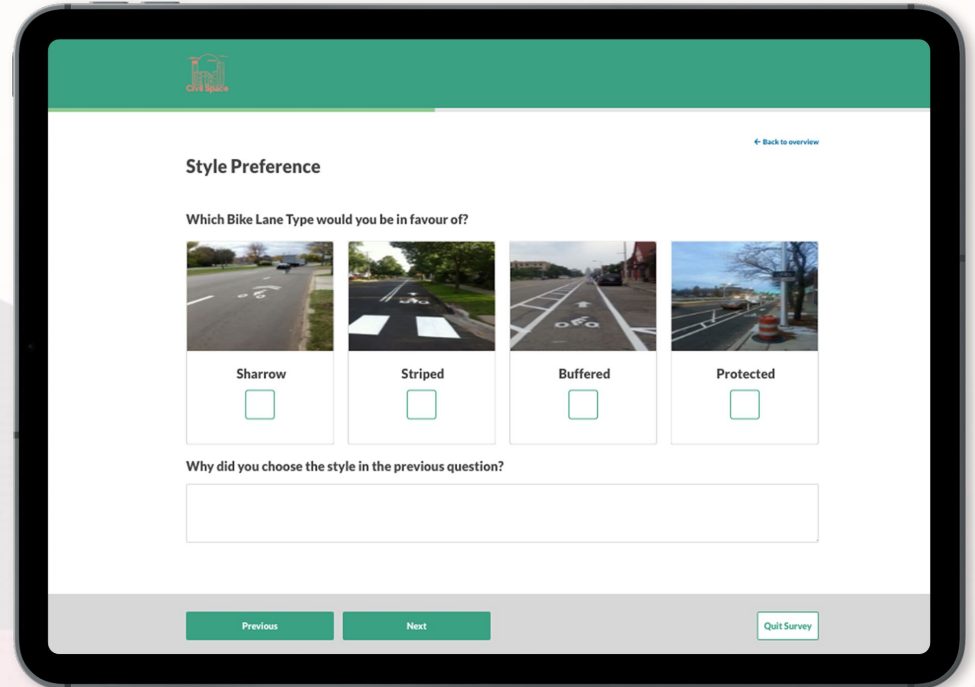
GO BEYOND ACCESSIBILITY

Table Stakes

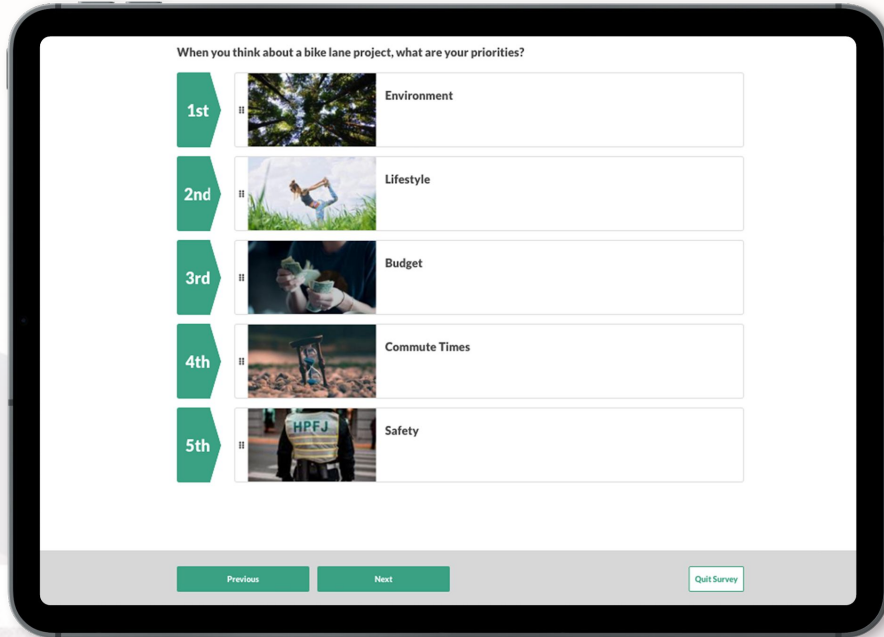
- Disabilities: WCAG 2.1 AA
- Responsiveness / Mobile-Friendliness

Go Beyond:

- Integrate relevant context bit by bit to each feedback page
- Organize for Attainability and avoid overwhelming



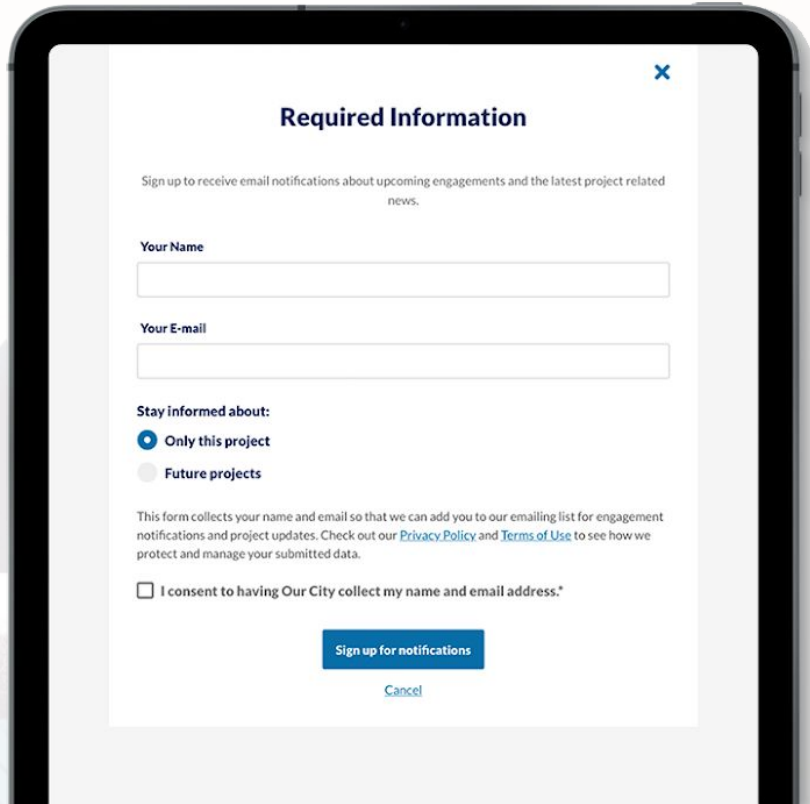
04 — Make it Visual



MAKE IT VISUAL

- Minimize the text to read
- Make it more interesting
- Communicate how millennials want to be reached / how research shows they retain

05 — Let them Experience Constraints



Required Information ✕

Sign up to receive email notifications about upcoming engagements and the latest project related news.

Your Name

Your E-mail

Stay informed about:

Only this project

Future projects

This form collects your name and email so that we can add you to our emailing list for engagement notifications and project updates. Check out our [Privacy Policy](#) and [Terms of Use](#) to see how we protect and manage your submitted data.

I consent to having Our City collect my name and email address.*

[Sign up for notifications](#)

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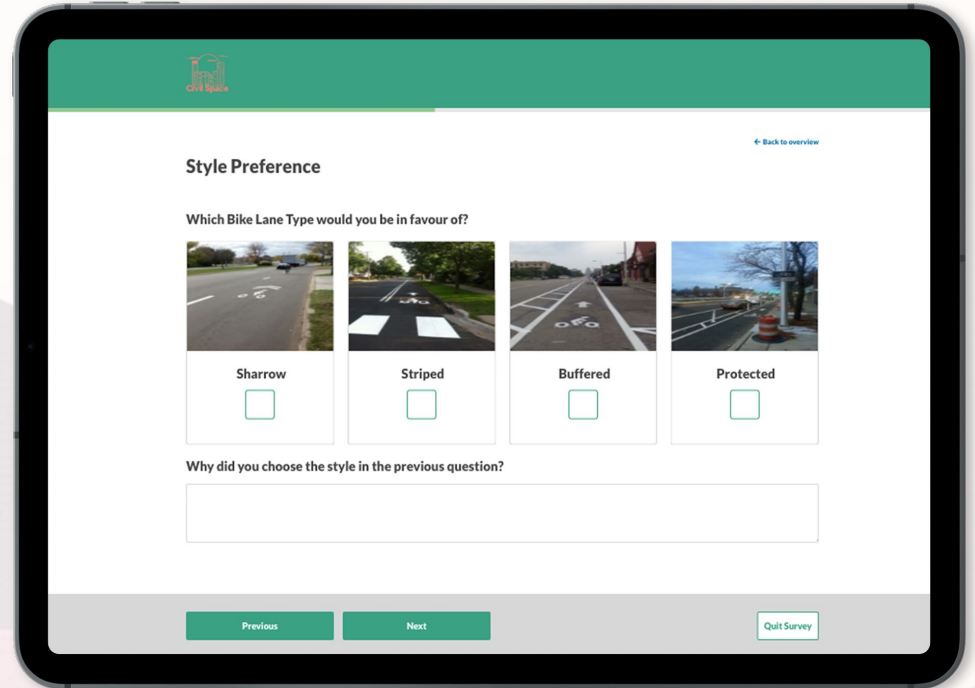
LET THEM EXPERIENCE CONSTRAINTS

- Provide interactive experience that make budget limits real to citizens
- Emerge from your engagement with more valuable citizen feedback that was given within the constraints you face

06 — Keep it Relevant

KEEP IT RELEVANT

- Leverage what your citizens are interested in
 - Split up large / multi-topic engagements
 - Skip pages that aren't relevant based on responses




The screenshot shows a survey interface on a tablet. At the top, there is a green header with a logo and the text 'City of Seattle'. Below the header, the survey title 'Style Preference' is displayed. A question asks 'Which Bike Lane Type would you be in favour of?'. There are four options, each with a corresponding image and a radio button: 'Sharrow', 'Striped', 'Buffered', and 'Protected'. Below the options is a text input field for 'Why did you choose the style in the previous question?'. At the bottom, there are three buttons: 'Previous', 'Next', and 'Quit Survey'.


City of Seattle


← Back to overview


Style Preference

Which Bike Lane Type would you be in favour of?

 Sharrow

 Striped

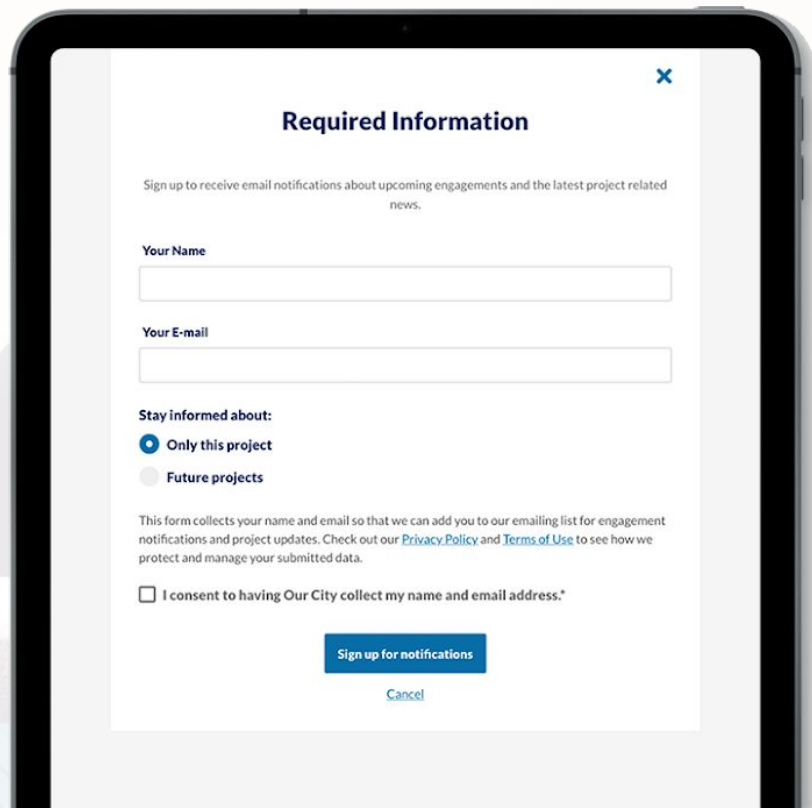
 Buffered

 Protected

Why did you choose the style in the previous question?

Previous Next Quit Survey

07 — Be Sticky



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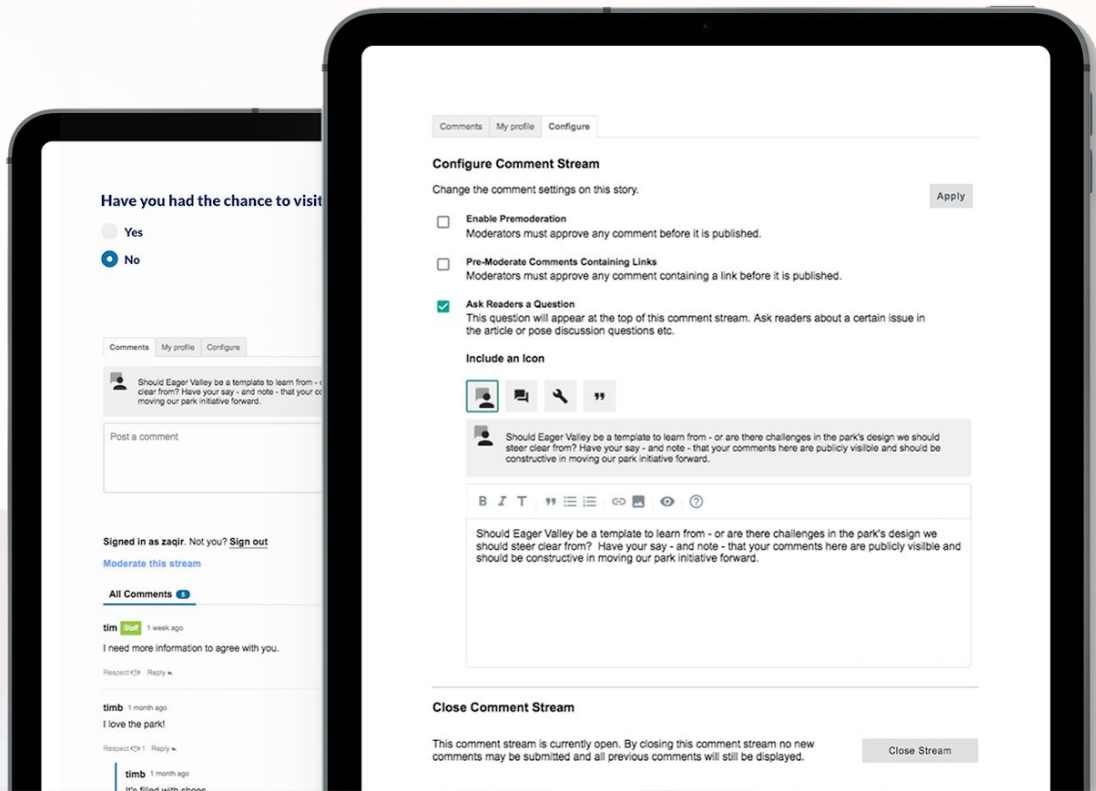
BE STICKY

- Always seek to provide a way for citizens to
 - Stay involved
 - Learn more
 - Participate more
 - Be aware of what's coming next

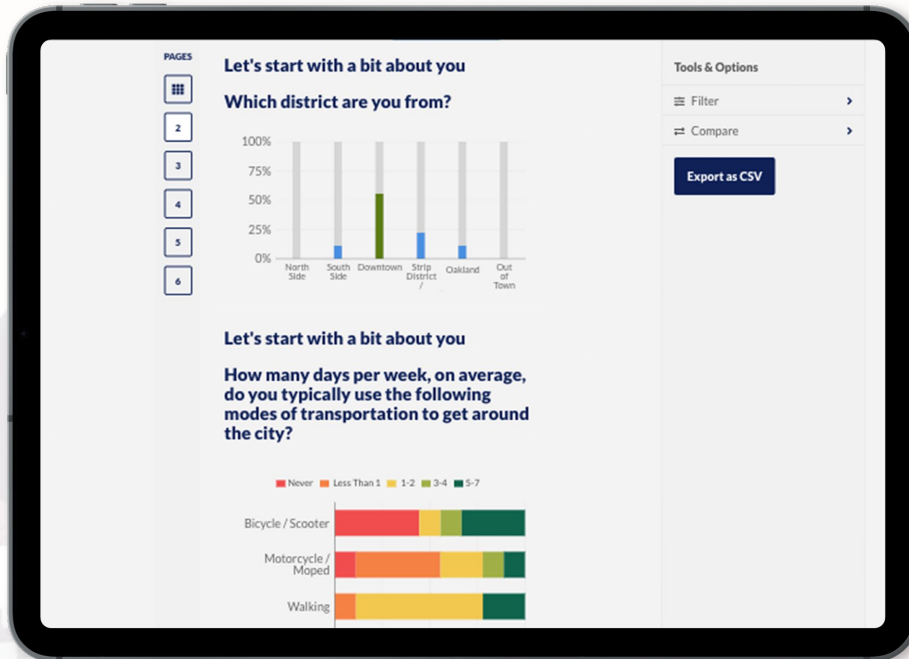
08 — Create Constructive Conditions

CREATE CONSTRUCTIVE CONDITIONS

- Set the tone and goal of collaborative activities
- Use the Power of AI and the principle of nudging to moderate without over-censorship



09 — Uncover Actionable Insights



UNCOVER ACTIONABLE INSIGHTS

- Filter and Cross-tabulate
- Prioritize
 - Closing the Loop with participants
 - Decision Making

Thank you!

