

Turning Citizen Feedback Into Actionable Insights



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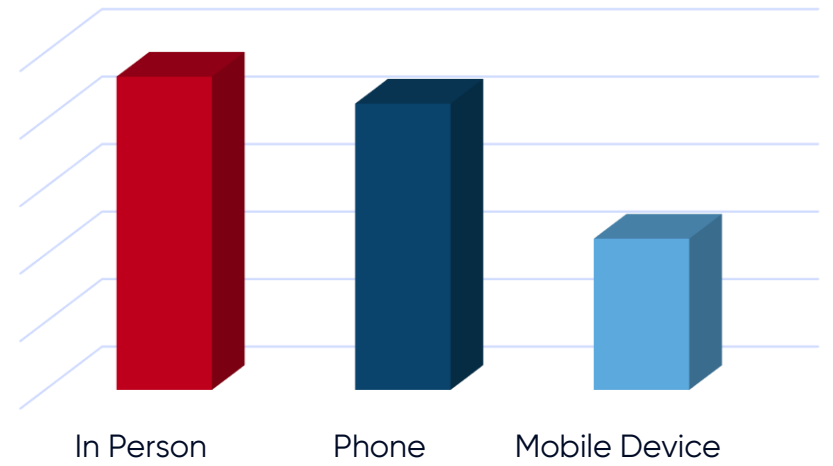
Presented By: Taylor Elderton




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Traditional Engagement

In person is still a citizen's #1 method of connecting with their local government



Town Halls & Public Meetings



Surveys & Questionnaires



Phone Hotlines & Outreach



Printed Newsletters & Bulletins

Traditional Engagement: Getting it Right

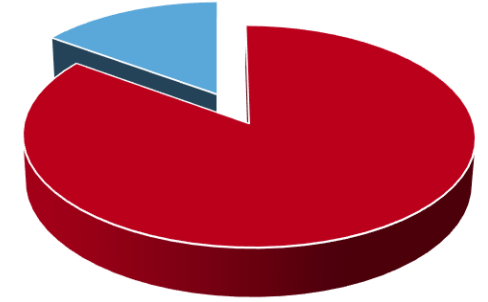


Traditional Engagement: Limitations



Digital Engagement

85% of respondents use some kind of social media on a regular basis



Social Networking



Mobile Web & Apps



Virtual Town Halls & Webinars



Email & Messaging Platforms

Digital Engagement: Getting it Right

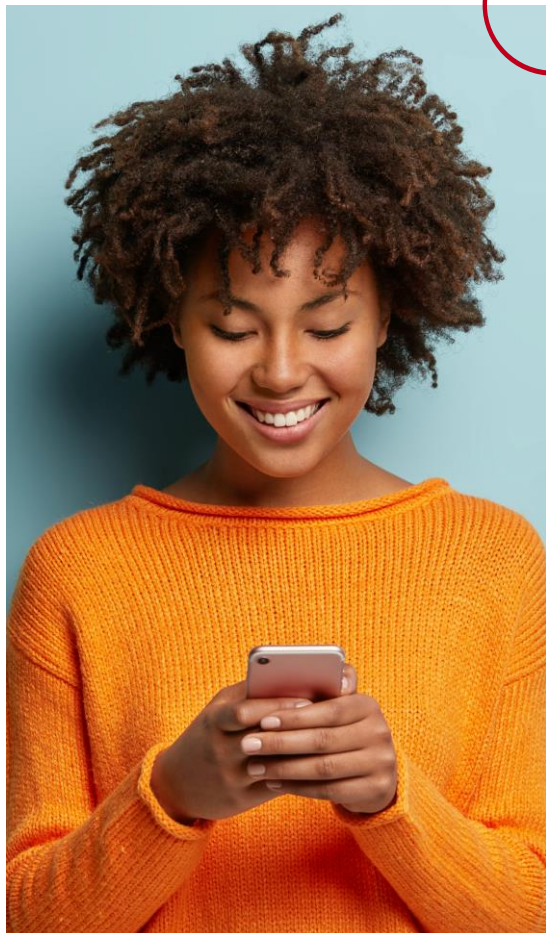
83% of people surveyed use digital channels for engagement, up from 56% just five years ago.



Digital Engagement: Getting it Wrong



Why is this Important?



5x

Accessible digital services lead to citizens being five times more trustworthy of their government



Enhances Trust & Transparency



Influence of Social Media



Facilitates Community Involvement



Drives Policy Development



Citizen-Focused Engagement

Putting Citizens First



User-Friendly



Secure and Private



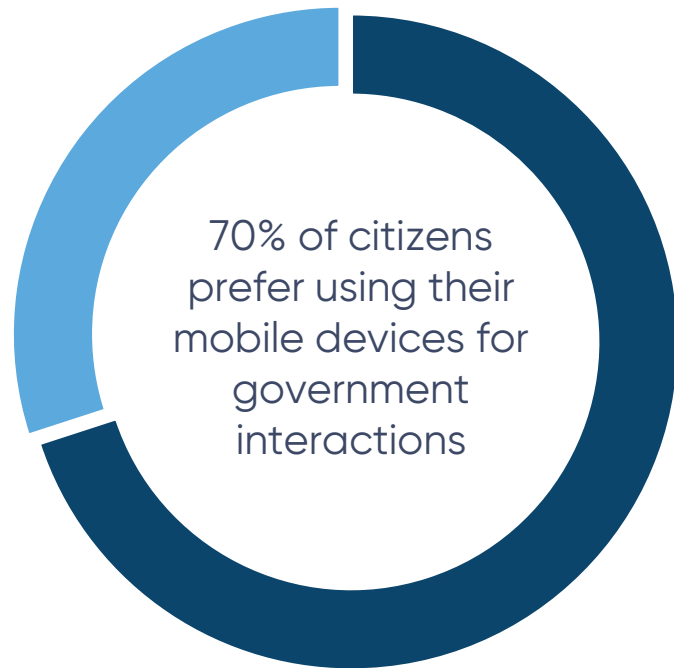
Seamless

71% of citizens want to be "asked" by their government for input or feedback



Only half of citizens accomplish what they intend to when engaging with government using digital methods.

Mobile Engagement





FLINT
VEHICLE CITY

Case Study: Flint, Michigan

Case Study: Flint, Michigan



Severe Blight Issue

Case Study: Flint, Michigan



Community Led Data
Collection



Flint Property Portal



Reporting and
Tracking



\$60 Million Grant



From Engagement to Action

Turning Engagement Into Action

Public Safety & Security

Door-to-door visits



Trust in community policing

Municipal Services

Citizen issue intake



From 50 to 1,000 requests

Public Amenities

Web outreach campaigns



Upgraded community center

Community Development

Municipal development plan



50 year growth vision

Economic Development

Community surveys



Fastest internet in America

Sustainable Practices

Public education campaigns



EPA Watershed Grant

A Positive Loop



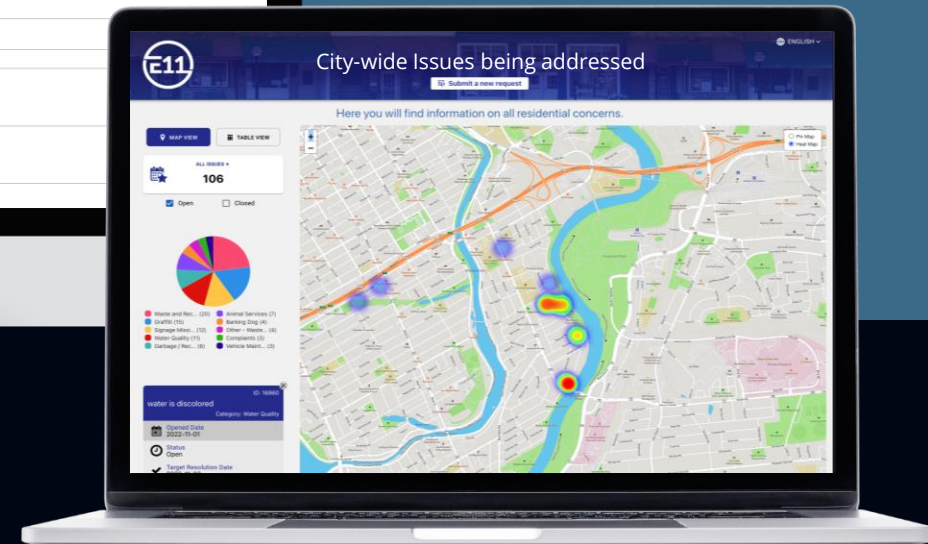


Change the way you engage with your residents

Web Form

The image shows a desktop monitor displaying the 'Lauderhill LISTENS' web form. The header is green with the text 'Lauderhill LISTENS A New Electronic Reporting Platform'. The form title is 'I would like to report...'. It includes fields for 'First Name', 'Last Name', 'Email Address', 'Phone Number', 'Apt. #', and 'Address'. There are also sections for 'Please provide some details' with 'Category' and 'Summary' fields, and a 'Location' section with a map selection prompt. A language dropdown is set to 'English'.

Public Portal



The image shows a tablet displaying the 'Your reported Issues' private portal. The header includes the 'e11' logo and the title 'Your reported Issues'. Below the header, there is a list of reported issues with columns for 'Issue ID', 'Category', 'Status', and 'Resolution Date'. The list contains several entries, such as '1000000001' for 'Water and Sewer' and '1000000002' for 'Street Lighting'.

The image shows a smartphone displaying the 'I would like to request...' private portal. The header features the 'ARPRIOR' logo and the title 'I would like to request...'. It includes a 'Tell us about yourself' section with fields for 'Name', 'Email', and 'Phone'. Below this is a 'Please provide some details' section with a 'Category' dropdown and a 'Summary' text area. A 'Location' section with a map selection prompt is also visible.

Private Portal

HAVE ANY QUESTIONS?

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**THANK
YOU**



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HAVE ANY QUESTIONS?

Resources:

<https://www.pewresearch.org/global/2022/12/06/internet-smartphone-and-social-media-use-in-advanced-economies-2022/>

<https://www.linkedin.com/pulse/evolving-trends-residents-expectations-engagement-local-culbertson/>

<https://www2.deloitte.com/xe/en/insights/industry/public-sector/trust-in-state-local-government.html..html>

<https://publicinput.com/wp/residents-prefer-direct-community-engagement/>

<https://www.gogovapps.com/blog/10-compelling-statistics-that-prove-local-governments-must-embrace-mobile-apps>

<https://www.templafy.com/blog/how-many-emails-are-sent-every-day-top-email-statistics-your-business-needs-to-know/>

<https://www.govtech.com/sponsored/how-the-latest-citizen-preference-data-is-shaping-local-government-services>

<https://news.yale.edu/2019/09/16/study-finds-community-oriented-policing-improves-attitudes-toward-police>

<https://www.tbnewswatch.com/local-news/neebling-seeks-citizen-feedback-8103079>

<https://www.calgary.ca/planning/municipal-development-plan.html>

<https://tech.co/news/chattanooga-fastest-internet-usa-2018-08>

