**SUMMARY OF TRADITIONAL AND NEW METHODS FOR PUBLIC OUTREACH**

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| --- | --- | --- |
| INFORM | ENGAGE | DECIDE |
| Traditional Methods:   * Printed Materials * Information Repositories * Advertisements * Newspaper Inserts * Feature Stories * Bill Stuffer * Press Releases * News Conference * Television * Information Kiosks * Briefings to social and civic clubs and organizations * Websites * Hotlines   New Tools:   * Facebook * Linkedin * Twitter * Youtube * Instagram * Next Door * Peak Democracy (Open City) * Nixle/Everbridge | Traditional Methods:   * In person surveys * Response Sheets * Mailed surveys and questionnaires * Telephone surveys/polls * Internet polls * Community Facilitators * Focus Groups * Simulation Games * Tours * Open Houses * Community Fairs * Coffee Klatches * Meeting with existing groups * Web-based meeting * Public Hearings * Consensus Building Techniques * Advisory Committees * Task Forces * Panels * Workshops * Telephone Town Halls   New Tools:   * Peak Democracy (Open City) * Mind Mixer * Next Door * SpeakUp * Twitter Townhall * Textizen * MetroQuest * Nixle | Traditional Methods:   * Public Speakers * Summary Reports   Online Tools:   * eComment |

For more information about “Traditional Methods” check IAP2 Public Participation Tool Box.

**Pros and Cons of Technologies and Social Media**

| **TECHNOLOGY**  **(Vendor)** | **BRIEF DESCRIPTION** | **PROS** | **CONS** | **COST** | **WEBSITE/EXAMPLES** |
| --- | --- | --- | --- | --- | --- |
| **eComment**  **(Granicus)** | * Web-based form tightly integrated with published agenda. * Residents review agenda item details, indicate their position (Oppose, Suppose, Neutral) and leave feedback. * Comments limited to 1300 characters | * No need to leave home * Input at any time after posting agenda * One-way input | * Requires registration and use of Granicus software for posting of agenda | $300+ per mo.  (monthly subscription) | http://www.sandiegocounty.gov/bos/ecomment.html  <http://www.cityofarcata.org/government/council-meetings-agendas-archives/online-public-e-comments> |
| **SpeakUp**  **(Granicus)** | * Online portal to collect ideas from community. * Allows easy prioritizing of ideas * Citizens vote and comments indicate what’s most important. * Can contribute to the conversation and let your community know you’re listening. | * Can be customized | * Requires registration | $300+ per mo.  (monthly subscription) | http://speakupaustin.org/ |
| **Twitter** | * Suitable to push out information, and solicit input | * Can be used to promote events and measure interest in topics | * Limited to 140 characters * Requires “Followers” | Free  unless used for campaigns (1c-$2.5 per click) | <https://twitter.com/walnutcreek.gov> |
| **Facebook** | * Pushing out information and soliciting input/comments | * Large user base across many demographics * Easily post a variety of content and formats * Linking to other popular websites/apps * Recommendations to other users of similar interests | * Requires followers or friends * Must maintain current content * Popularity decreasing | Free  Option to advertise to specific groups – cost per click | https://www.facebook.com/SF |
| **Google+ (GooglePlus)** | * Expansive social media platform linked to user’s Google Account * Allows for user defined “circles” of contacts or interests * Integrated with other Google services and applications such as Gmail, Picassa, YouTube, Google Wallet, Google Maps etc. | * Seamless integration into users Google profile and applications * Can set up custom pages for organization * Many social networking functions available through the platform– e.g. document and photo sharing, “hangouts” (on-line discussion) | * Relatively limited popularity (currently) compared to Facebook) * Can be complex to understand and appreciate full functionality | Free to users  Cost to promote posts and deploy other marketing functions | <http://www.google.com/+/learnmore/>  https://plus.google.com/+cityofsanjose/posts |
| **YouTube** | * Pushing out information – primarily posting videos | * Post videos and create playlists easily * Link to other “channels” * Embed/share on other online locations * Create “Discussions” to promote commentary | * Must have followers * Limited formats | Free | https://www.youtube.com/user/cityofdaytonohio |
| **Instagram** | * Mobile photo-sharing, video-sharing and social networking service to share across a variety of social networking platforms | * Post photos and videos easily * Comment and “tag” of other users to promote interest | * Must have followers * Limited formats | Free | https://instagram.com |
| **Next Door** | * Social groups organized by neighborhood boundaries | * Can target outreach to a smaller subset of the community for site specific issues * Easy way to get a message out * Set up for Public Agency accounts | * Allows members to comment within the group; but excludes City/Govt view of comments/ feedback between the public | Free; just requires a simple address verification process | https://nextdoor.com/city/ |
| **Mind Mixer and upgrade to My Sidewalk** | * An online venue for attending public meetings * Builds stronger relationships between civic places and its citizenry through transparent, meaningful and productive interactions * Provides a simplified engagement platform | * Accessible anywhere; no need to leave home * User-friendly platform * Can be integrated with existing agency website or used as a stand-alone website | * Requires dedicated personnel resources * To be effective, should be manned at a minimum of 20 minutes per day | FREE to civic organizations | http://mindmixer.com/  https://mysidewalk.com/  https://mysidewalk.com/organizations/45/north-kansas-city-mo  http://engagemaplewood.mindmixer.com/  http://sustainablesouthfield.mindmixer.com/  http://www.inspireboulder.com |
| **Open Town Hall**  **by Peak Democracy** | * Online public comment platform for government | * Allows staff to maintain control of the public engagement process, focus on feedback from constituents, keep the dialogue civil and legal * Provides a suite of real-time insight and reporting tools -- including geographic and demographic analysis * Supports social media integration, multiple languages, and a range of mobile access on smart devices and simple texting devices | * Statements are monitored for civility which some could consider an impediment to free speech | Annual Subscription Service (TBD) | http://www.cityofpaloalto.org/gov/topics/open\_city\_hall.asp |
| **Linked in** | * Social networking site designed specifically for the business community | * Business oriented networking * More professional in nature * Reach out to business community * Post job opportunities * Number of followers (i.e. for San Jose approx 7,000) | * Main focus on business/professionals viewpoint * Used mostly by municipalities to post job listings | Free | https://www.linkedin.com/company/city-of-san-jose |
| **Textizen** | * Invites people to text with transit ads, postcards, or live events. Sends, receives, and analyzes text messages so you can reach the people you serve with the technology already in their pocket, 24/7. | * Wide audience reach * Anyone with text plan on their smart phone can participate * Sends project updates, event reminders & follow up surveys to build more informed constituency * Data presented in graphical/visual format | * Requires text plan * Concern for how mobile number will be used in the future (unsolicited text) | $4k for a one-time campaign to $35k per year for an enterprise account with CRM integration. | https://www.textizen.com/guide |
| **Metroquest** | * On-line Public Involvement Software used by municipalities, architects, engineers, planning firms to engage stakeholders and the public | * Create an engaging on-line configuration for a variety of projects * Ability to gather public/stakeholders input on a variety of projects * Visually detailed * System set up by MetroQuest personnel | * Project Specific * High cost | $12,000 initial setup cost | http://metroquest.com/showcase/projects/ |
| **Survey Monkey** | * Online survey development cloud based company provides free, customizable surveys, as well as a suite of paid back-end programs that include data analysis, sample selection, bias elimination, and data representation tools. | * Ability to survey your target market * Easily compare your survey data to that from similar organizations | * Doesn’t have an offline collection feature that automatically syncs data | Tiered plans with increasing tools, support and efficiencies starting at no cost and topping at $780/year | http://surveymonkey.com |
| **Nixle/**  **Everbridge** | * Nixle allows real-time, two-way communication through text, email, voice messages, social media, and Nixle mobile app between public safety agencies and residents. | * Increasing shared information improves public safety and community relations. With anonymous tipping functionality, residents can directly reply to messages and join community policing efforts. | * Does not allow choosing type of messages to subscribe to.  For example, traffic delays may not concern everyone. | Varies depending on number of recipients | <http://local.nixle.com/anchorage-police-department/> |

Sources:

International Association for Public Participation (IAP2) – Techniques to share information

League of California Cities: Communications and the New Media. Jan. 15, 2015

Public Deliberation: A Manager’s Guide to Citizen Engagement