Emerging Models of Community Collaboration
- Tom Spengler

Transparency starts here

ICMA
99TH ANNUAL CONFERENCE
BOSTON
NEW ENGLAND
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About Granicus & Tom Spengler CEO

Granicus Highlights	
• Founded:	1999
• Employees:	100+
• Customers:	1,000+
• Government Meetings:	1 Million
• Data Available	400 TB
• Citizens Touched 2013	6 Million+

- Granicus provides award-winning, cloud-based technologies to help government agencies increase transparency, efficiency, and citizen engagement

- Currently, Granicus manages the world's largest legislative content network—containing more than 5 million government files and 400 terabytes of data

- We continue to be the market leader in our industry, bringing first-to-market innovations for government technology

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Sample Customer List

Cities

- New York City
- Los Angeles
- Columbus
- Austin
- San Antonio
- San Francisco
- Philadelphia
- Indianapolis
- Fort Worth
- Louisville
- Chicago
- San Jose
- Jacksonville
- Miami
- San Diego

States

- Montana Legislature
- Arizona Legislature
- Arizona Senate
- Tennessee Legislature
- Oklahoma Legislature
- Hawaii Legislature
- Utah Legislature
- Colorado Legislature
- Colorado Senate
- Virginia Legislature
- Iowa Legislature
- New Mexico Office of the Governor
- Oregon Legislature

Federal

- US Senate
- US House of Representatives
- Nuclear Regulatory Commission
- USDA
- NTSB

Counties

- King
- Clark
- Alameda
- Wake
- Los Angeles
- Fairfax
- Denton
- Cook
- Montgomery
- Miami-Dade
- Shelby

Special Districts

- Port of Seattle
- Three Rivers Park District
- Puget Sound Regional Council
- New Jersey Transit Authority
- Bay Area Quality Management District
- Sacramento Municipal Utility District
- Hudson River Black River Regulating District
- Cherokee Nation
- Nez Perce Tribe
- LA Police Commission

School Districts

- Oakland Unified School District
- Peralta Community College
- City College of San Francisco
- Pasadena Unified School District
- Wake County Schools
- New Rochelle City School District
- Charlotte- Mecklenburg Schools

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Our Agenda

UNDERSTANDING THE CONCEPTS

REAL LIFE EXAMPLES

SETTING THE RIGHT EXPECTATIONS

HOW TO BE SUCCESSFUL

PITFALLS TO AVOID

Citizen Engagement: The Old Way
Time sink for government and citizens

- **In-person**
  Speaking at public meetings

- **Expensive**
  Lots of people, processes, and paper involved

- **Time-consuming**
  Managing calls, emails, and lengthy feedback cycles

- **Unproductive**
  Feedback is not focused and not representative of the broader community

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What is "Citizensourced" Governing?

Step 1 – Connect
Collaborate with more people to solve community priorities

Step 2 – Listen
Hear the ideas and input from the ground-up

Step 3 – Prioritize
Apply a "crowdsourced" design to decision-making

Step 4 – Act
Create better outcomes through policy and programs

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Top 3 Ways to Engage

Granicus Citizen Participation Suite

Open Ideation or "Citizensourcing"
Crowdsource ideas from your community

Focused Discussion
Leverage survey tools and focused discussion forums

Feedback on Agendized Items
Collect feedback on upcoming public meeting agenda items

The Tech-Enabled Spectrum

Civic Engagement in the 21st Century

- **Inform** – educate through information sharing online, build a "one-stop-shop" for your projects & initiatives

- **Consult** – surveys, crowdsourcing, forums

- **Involve** – focused Q&A online discussion forms

- **Collaborate** – share ideas, leverage ideation/prioritization to solve problems

- **Empower** – gather comments on items up for the public debate/vote

- **Align expectations** - Use built-in automation to set standards and to control the public participation experience

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Community Collaboration in Action

SpeakUpBlacksburg - Blacksburg, VA
http://www.blacksburg.va.us/

SpeakUpOklahoma - Oklahoma House of
Representatives
http://speakupoklahoma.com/

City of Santa Rosa, CA
https://santa-rosa.granicusideas.com/

Seaholm Intake Project - Austin, TX
https://austintexas.granicusideas.com/

IAP2's Public Participation Spectrum
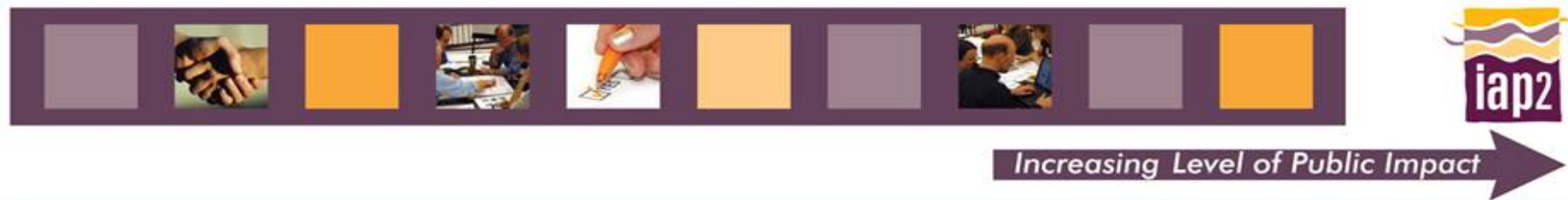
	Inform	**Consult**	**Involve**	**Collaborate**	**Empower**
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations 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 aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Example techniques	■ Fact sheets ■ Web sites ■ Open houses	■ Public comment ■ Focus groups ■ Surveys ■ Public meetings	■ Workshops ■ Deliberative polling	■ Citizen advisory Committees ■ Consensus-building ■ Participatory decision-making	■ Citizen juries ■ Ballots ■ Delegated decision

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Yes, you have to do some marketing!

- Make your site searchable to spiders

- Make it available on your home page

- Connect with local advocacy groups, neighborhood associations, nonprofits, etc

- Promote your site via social media

- Meet with relevant departments to demo / train them on using the site

- Set measurable goals

Don't be afraid to…

- Put important decisions up for discussion

- Allow for ideas, not just feedback on the projects you care about

- Allow feedback on Agenda items

- Integrate with your off line engagement efforts