



More than a Fling: How-to Build Long-Lasting Relationships with Residents

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Today's **speakers**



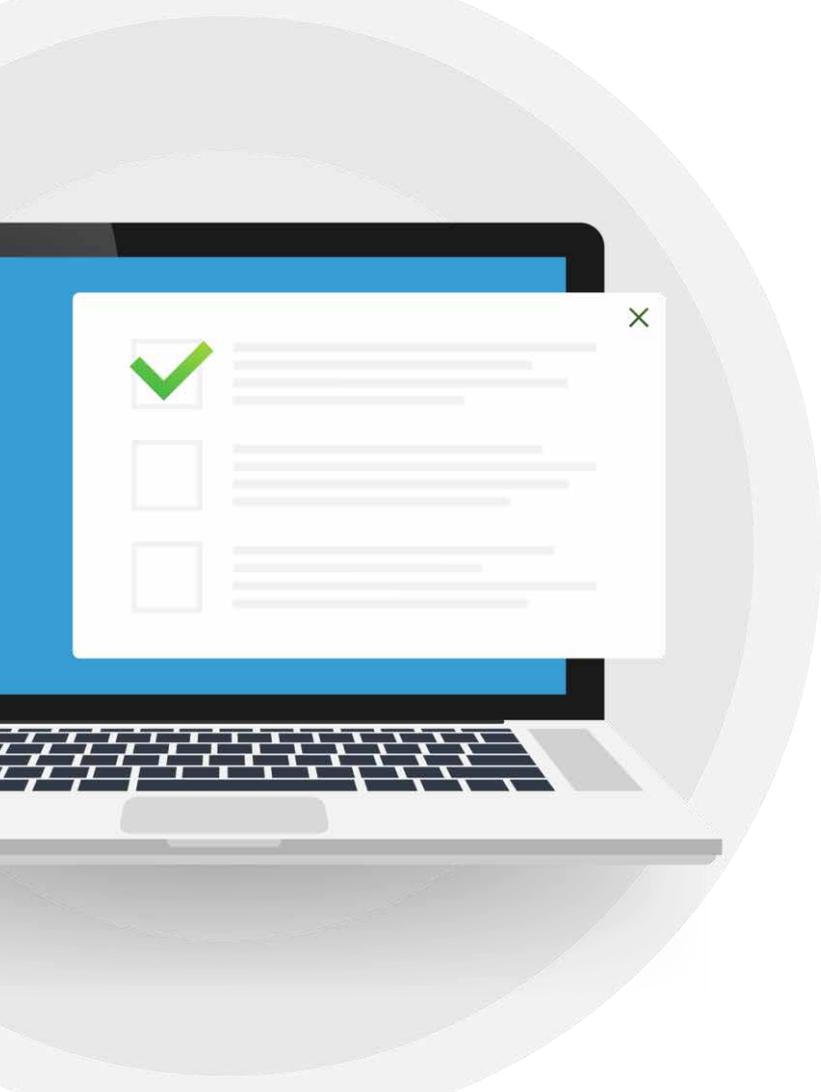
Jonathan Bradley

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Poll: Which engagement methods do you use today?

- Email
- Social media
- SMS
- Focus groups
- Discussion forums
- Community panels
- Town hall meetings
- Surveys
- Other (share in the chat)

What is **digital equity**?

Why is it important for engagement?



Create a **trusting long-term relationship**

More than a fling

1. Creating trusting long-term relationships requires dialogue.
2. In government, dialogue requires good communication plus safe places for public participation.
3. It involves sharing information to support a conversation. Citizens expect this to be omnichannel.
4. Collecting feedback, encouraging dialogue, and listening to people's different points of view.
5. And, finally, closing the loop!

People participate in different ways

Think about how you engage in day-to-day issues



Online forums, a.k.a. chat and messaging boards (EngagementHQ Forums)



Sharing ideas and voting (EngagementHQ Ideas)



Telling their stories



Dropping their comments or ideas on maps (EngagementHQ Ideas and Places)



Joining a deliberative panel or citizens' assembly



Participating in an online focus group



Joining a town hall meeting

And there are many more.....

The **antidote** to polarization, misinformation, and echo chambers

Features of safe places for public dialogue

- Fact-checked information exchange
- Allows for intelligent consideration
- Moderated "on topic" conversations
- Encourage deliberative engagement not winner-takes-all debate
- Bot-free and registered participation

Features of debate on social media

- Conversation is easily manipulated
- Who shouts loudest wins
- No intention of learning
- Built for dissemination of "fake news"
- Gamed and manipulated by fake accounts

IAP2 Spectrum of public participation

Defining and designing around where your project sits is important for building trust

1

Inform

2

Consult

3

Involve

4

Collaborate

5

Empower

All of this requires the exchange of information to enable intelligent consideration of proposals and feedback to close the loop!

The **importance of feedback**

The lack of feedback is the biggest complaint you'll hear.

"I remember attending the online meeting, but I never heard anything after that!"

"Nobody got back to me, I think it was all a waste of time!"

"I completed the survey but that was it, I'm not sure it made any difference!"

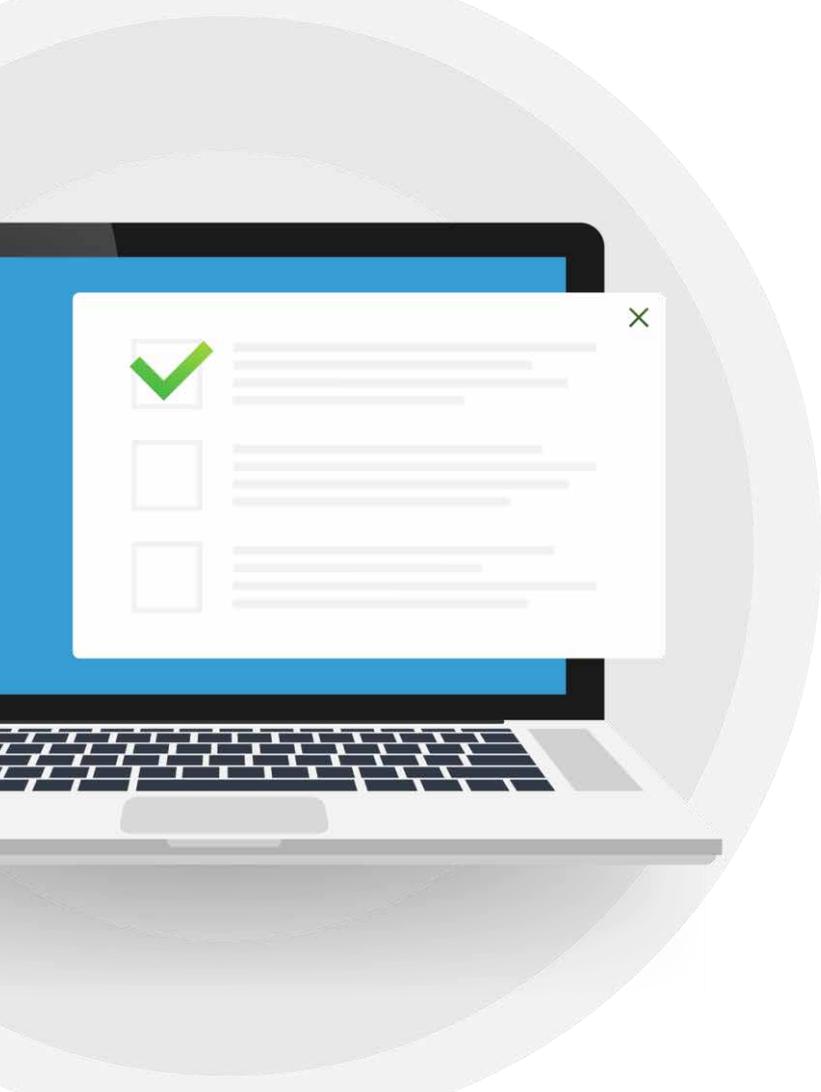
"It was a check-box exercise."

"I signed up to an online community and we had some great discussions, but I'm not sure what difference it made."



It's important to have empathy with the citizen journey. Think about the emotions people go through when they engage with their town, city, state, or government.





Poll: Where is your organization on closing the communication loop on a scale of 1-5?

1. Don't collect feedback, no reporting back
2. Collect minimal feedback, no reporting back
3. Collect enough feedback, moving toward reporting back
4. Collect enough feedback, report it back
5. Collect enough feedback, report it back, iterate based on feedback

Personalized and segmented **digital outreach**

- ✓ Gets more people involved
- ✓ Reduces the chance of your project being gamed by campaigners
- ✓ Helps to reach underserved and hard-to-reach communities
- ✓ Projects are more inclusive
- ✓ Data is more reflective of local views and opinions
- ✓ Close the loop



Plan ahead and invest resources

- ✓ **Involve your community in as much as you can:** Research phase, visioning, ideation, draft statements and plans
- ✓ Do the analysis of the comments
- ✓ Answer questions
- ✓ Share updates
- ✓ Re-engage your community at each stage



Conversation loops



Build trust

Keep constituents in the loop

- ✓ **You Said:** Notify residents what you heard
- ✓ **We Did:** Tell them what actions you took
- ✓ **We Did Not:** Tell them what you did not do—and *why*



You said, we did...

London Borough of Kingston upon Thames

The screenshot shows the top navigation bar of the London Borough of Kingston upon Thames website. It includes the council logo, links for 'Get Involved' and 'Kingston Council website', a search box, and 'Sign in' and 'Register' links. The main content area features a breadcrumb trail 'Home / We asked, you said, we did', a main heading 'We asked, you said, we did', and social media icons. Below this is a paragraph explaining that the page provides outcomes of council consultations and that feedback will be used to shape proposals. A 'Project Outcomes' section is visible, with a sub-section for 'Winter tree planting 2020/21' including social media icons and a date of 'Dec 2020'. On the right, a sidebar contains a 'Sign up to have your say!' button and a 'Projects' section with 'Live Projects' listed: 'Call for Sites exercise', 'London Plan discussion event', and 'King Charles Road, Surbiton traffic calming review'.

Home / We asked, you said, we did

We asked, you said, we did

[f](#) [t](#) [in](#) [e](#)

On this page you can find out more about the outcomes of the council's consultations.

Once a consultation or engagement project has ended, we will review the feedback received and consider how your comments can help shape proposals, plans and policies. We will feed this back to you below.

Project Outcomes

Winter tree planting 2020/21

[f](#) [t](#) [in](#) [e](#)

Dec 2020

Sign up to have your say!

Projects

Live Projects

- [Call for Sites exercise](#)
- [London Plan discussion event](#)
- [King Charles Road, Surbiton traffic calming review](#)

Recap

- ✓ Online engagement is an element of driving equity
- ✓ Think beyond the survey
- ✓ Personalize your outreach
- ✓ Provide regular updates during the engagement
- ✓ Close the loop (outcome)





Thank you!



Questions?



Poll: **Share your thoughts**

Would you like to learn about how Granicus can help your organization increase audience growth and engagement ?