

MAGC 2019: The Power of Citywide Engagement

Meghan Ruble

Engagement Manager, Bang the Table



Global leaders in online community engagement

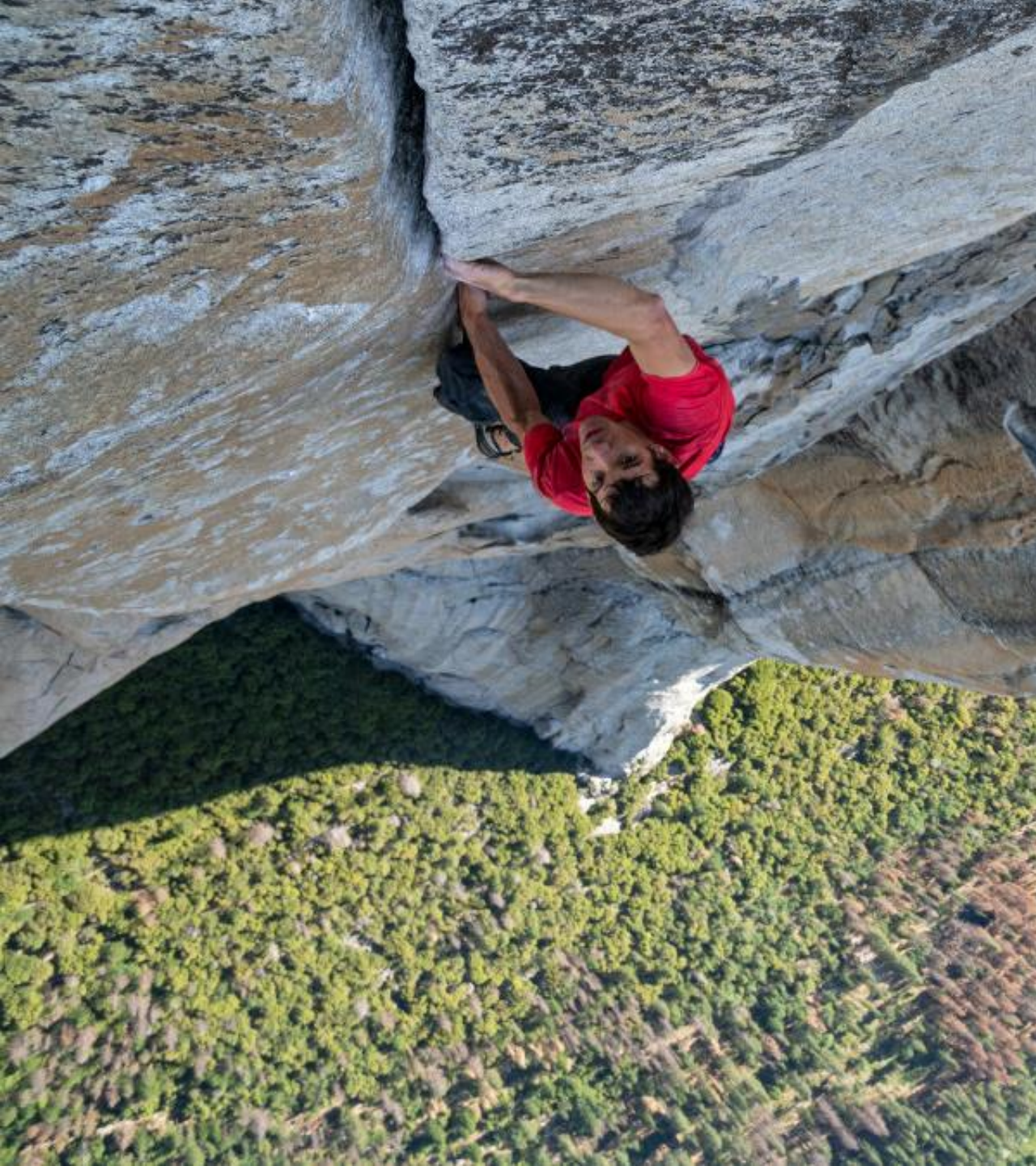
11 Years

750+ Organizations

10 million+ people engaged








Citywide Engagement:
When city employees collaborate across departmental lines to provide their residents with a simplified, cohesive way to engage with the projects and issues going on in their community.



Welcome to the City's new engagement website. Visit this site often to hear what the City is working on and find out how to participate. Click on the tiles below to learn about projects, connect with staff and stay informed. Register today to take advantage of all the engagement opportunities online.



MIX IT UP!

- Mix of online and in-person engagement
 - Mix of tools and topics
 - Mix of qualitative and quantitative questions
 - Mix of topical and evergreen engagements
- 

EngagementHQ Tools Spectrum

Managing your project communications



Open environment

Participants can engage with each other. Comments, images and ideas are visible to the community



FORUM

The Forums tool creates a space for discussion, dialogue and debate. People share their experiences with others, ask questions and have conversations in a safe and interactive environment.



IDEAS

Ideas provides "virtual" post it notes for individuals to add their ideas to a collective board. People like the ideas that inspire them most, helping align your priorities with what matters most to the community.



PLACES

Places is a simple way to gather community feedback and ideas directly on a map. Participants drop a "pin" in the area of concern, add photos and then fill in a quick survey.

Mixed environment

Participants can see other participant contributions. However, there is little peer-to-peer interaction. Some data may be visible to the public, other data is just accessible by admin.

Commenting Disabled | Commenting Enabled



STORIES

When we tell or hear a story, neuroscience tells us that we experience things on a higher and more resonant level. Stories helps your community better understand, empathize and relate to others as well as your project goals.

Pre Moderated | Post Moderated



GUESTBOOK

Guestbook keeps things simple; people are only able to upload comments, which are moderated to manage what appears publicly. No other interaction is enabled.

Answered Privately | Answered Publicly

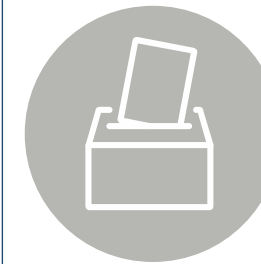


QUESTIONS

Questions is an issues management and communications risk mitigation tool. It is a managed space for your community to ask you questions and for you to respond either publicly or privately.

Controlled environment

Participants cannot engage with each other. Data is stored in the backend and only accessible by admin.



POLLS

Polls encourage people to give a quick answer on one question, selecting from multiple choice answers. They are able to instantly see the Poll results, piquing their interest and giving you real time insight.



SURVEYS

The Surveys tool gives people an opportunity to voice their opinion in a convenient and guided way, which has historically shown higher response rates than other formats.



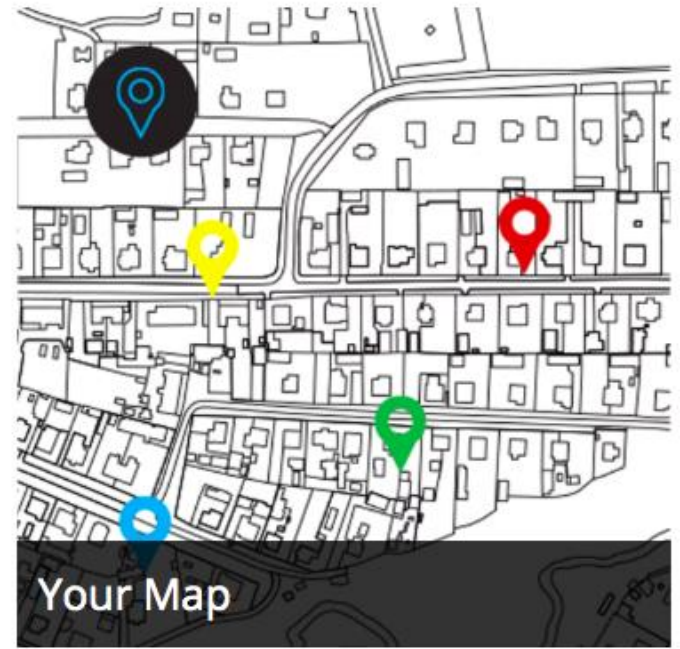
Creating a Cohesive Experience:

- Single login for all online engagement opportunities – no more random surveys and project websites
- Explain what is being proposed, with clear images, clear language
- Include a call to action: “Your voice matters. Have your say. We’re listening to you.”
- Send updates across project and topic areas to educate / draw in interest
- One-page style guide
- Buddy system for proofing
- Close transparency loop and invite back

future**ready** BRAMPTON

This online engagement is now closed -- thank you to everyone who took part. Over the next few months, we'll be creating a vision based on your ideas. Stay tuned for updates!

If you missed the chance to submit your idea, please email it to brightideas@brampton.ca.



A group of people in business attire are running and celebrating in an office hallway. The scene is dimly lit, with a dark overlay. The people are in various states of motion, some with arms raised in triumph. The background shows office desks, chairs, and large windows.

Everyone Wins!

- One-stop shop for residents
- Ability to engage on their own time, at their own comfort level
- Expanded communication abilities
- Increased awareness and education for your projects
- More moderate voices in your conversations
- Comprehensive data set
- No more audience chasing

**Alone we go faster,
together we go farther.**

meghan@bangthetable.com

[linkedin.com/in/ruble](https://www.linkedin.com/in/ruble)

