



Smart engagement for more informed decisions

An introduction to the CitizenLab platform



Trusted by
America's most
forward-thinking
local governments

+400
governments

+20,000
projects

+1,000,000
engaged residents



Seattle



valley
regional
transit



Norristown
where you belong



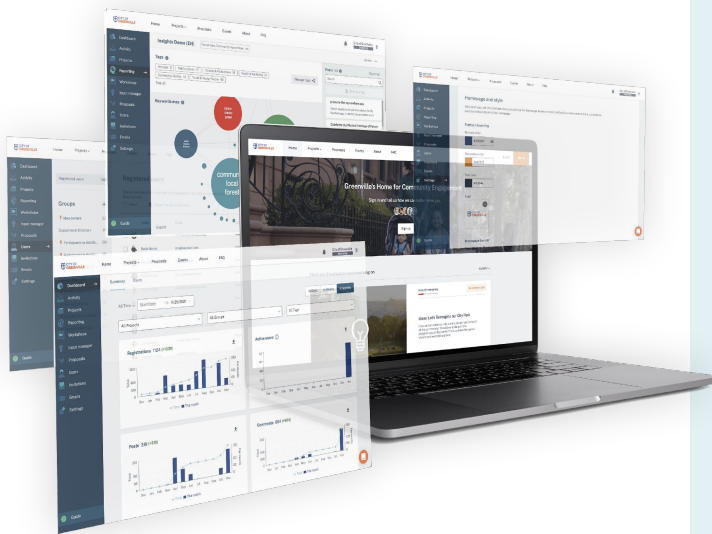
NYC



CITY OF
LANCASTER



DC.gov



Platform as your central information & engagement hub

Your platform is the central hub for all things related to participation: targeted and large scale projects, internal and external projects, proposals, information, events, information sharing.

Combine **online** & **offline** participation to maximise strengths of each

- + **Online participation:** high reach with limited resources, transparent & open, digital input processing
- + **Offline participation:** inclusive for non-digital-natives, quality of debate, personal contact

Use the platform during your offline gatherings or bring offline input back to the platform.

What causes the **Participation Gap**?

1 Public meetings have limited reach

Some residents can't attend; others want to participate on their own time

2 One-off planning projects to "check the box"

Engagement is sporadic, removed from outcomes, and feels transactional

3 Hard to tie feedback to decisions and impact

Governments don't have time to analyze and integrate the feedback they do collect

CitizenLab partner governments have seen



12x increase

in resident engagement, including higher % from underheard groups



88% of govts.

engage their residents more often and across more issues



55% less time spent

on analysis and reporting, allowing for more frequent engagement

Source: CitizenLab Annual Impact Survey

CitizenLab makes **community engagement** and **public decision-making** more



Inclusive

Reach more people using email, text, and in-person messaging



Continuous

Build local trust by engaging residents early and often



Strategic

Validate decisions and show progress on strategic goals



Helping you find the right way to engage

INFORM►

Residents stay updated via email or text



Information



Outreach

CONSULT►

Residents give quick or detailed feedback - results are private unless shared



Quick Polling



Advanced Surveys

INVOLVE►

Residents publicly discuss and choose from options, or pin ideas on a map



Option Analysis



Online Mapping

COLLABORATE►

Residents share and discuss their own ideas or do so live in virtual meetings



Ideation



Online Workshops

EMPOWER►

Residents allocate funds to their favorite ideas or propose their own projects



Participatory Budgeting



Community Proposals

Level of involvement



INFORM ►

"We will keep you informed."



CONSULT ►

"We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback"



INVOLVE ►

"We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback"



COLLABORATE ►

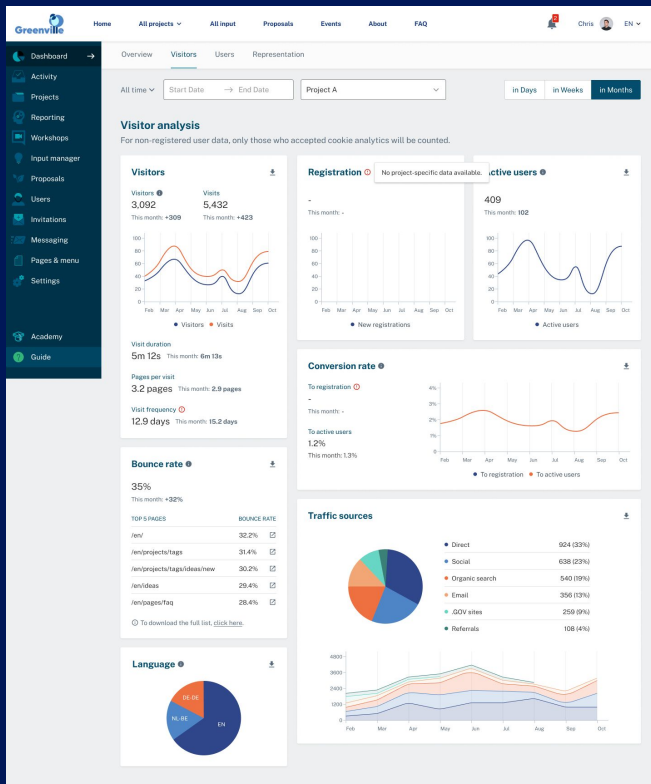
"We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible."



EMPOWER ►

"We will implement what you decide."





Work with experts, learn from peers

Learn directly from experts and fellow practitioners, as well as a full resource repository.

Our team of participation experts provide training, strategic support, and ensure you get the most from your platform.



Amanda Rotella

- Former Asst. City Manager of Seaside, CA
- Comm engagement leader for Santa Cruz's econ dev team



Tailored onboarding to
meet your needs



A global community of
engaged governments



Upskill your colleagues
in our Online Academy

COMING SOON

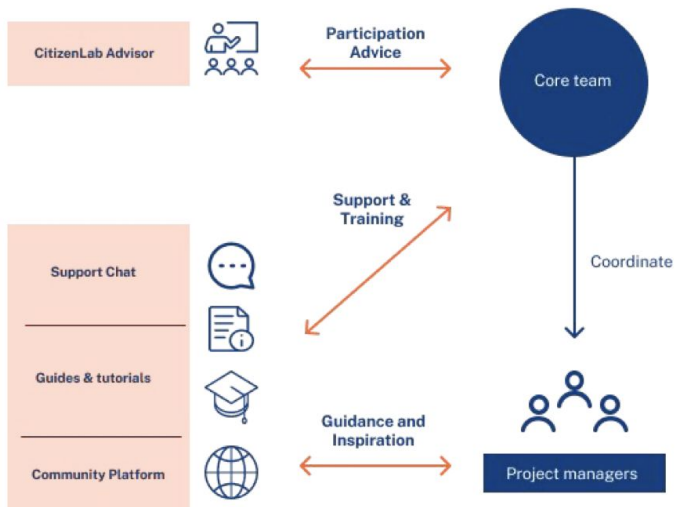
Advice, support and training

Advice

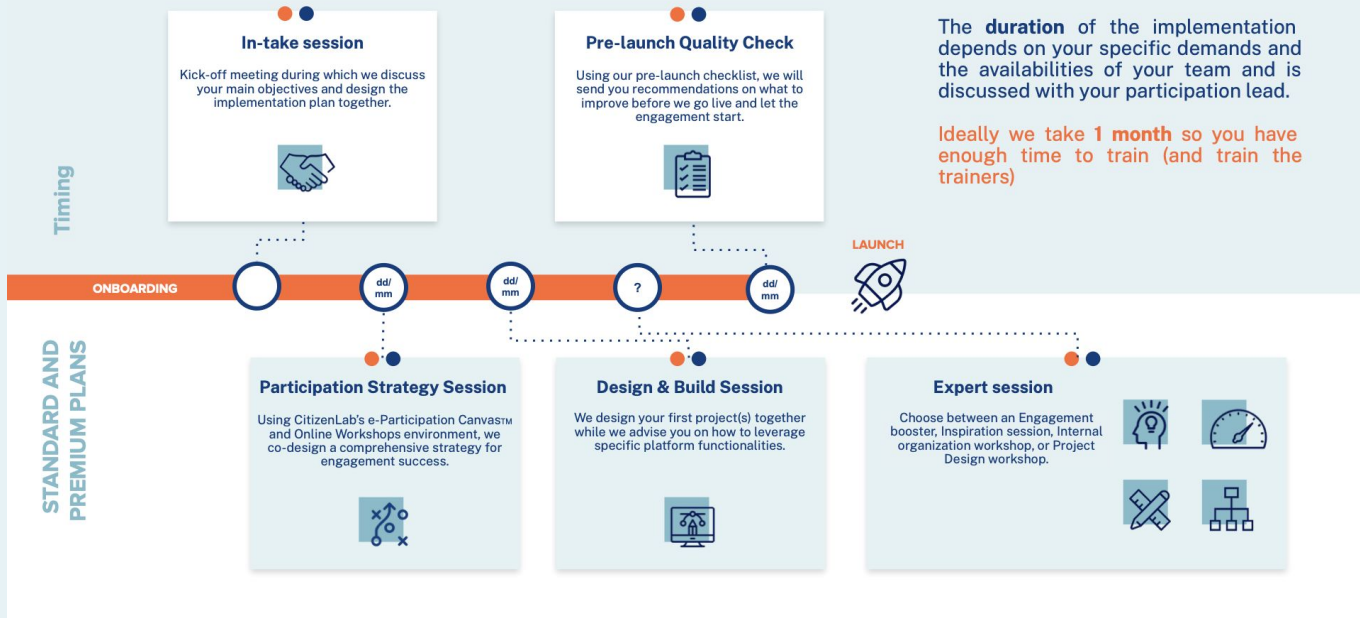
For (participation) advice, our advisor is available for core team via email and tel

Support and training

- **Chat bubble** and support@citizenlab.co
- **Knowledge Base:** support.citizenlab.co for step-by-step guide, support articles, video tutorials
- **Community Platform:** contact with other customers and focus on knowledge sharing



Duration 1 Month



e-Participation Canvas

Define the building blocks of your engagement platform and strategy

Objectives

Goals



Do you agree on shared goals?
What are the short and long term goals of your platform?
What projects will be put on the platform?
Which projects will be open for input on an ongoing basis?

Stakeholders

Organization



Who will lead the core team?
Who are the operational and strategic stakeholders?
Does each project leader know how to set up and follow up projects?

Communication

Communication



How will the platform fit into the overall communication strategy?
Which channels will be used to communicate launches?
How will feedback or follow-up be organized?

Audience



Who is the target audience?
Are there certain groups or organizations you should target?

Calendar



Are there important dates to work toward?
What activities or events are opportunities for involvement?

Metrics



What is going to be measured and when?
When will the platform be seen as a success?

Risks



What is possibly blocking inside your organisation?
What are the external factors to take into account?

What governments love about **CitizenLab**



Highly Interactive

Two-way, transparent conversations lead to more participation and local trust



Fast, Powerful Insights

Save time with text analytics that pull keywords and sentiment from open-ended input



Easy to Use

A modern, accessible interface; user-friendly for residents and admins



Guided by Experts

Your own engagement expert helps you design effective projects from start to finish



We looked at all potential platforms, and on paper they all look very similar.

*But when you drill down into the functionality, the other platforms are not as **flexible, visually appealing, and user-friendly.***










*I feel the way CitizenLab's platform is set up fosters a **positive participation environment.**"*



Milzy Carrasco

Director of Community Engagement
City of Lancaster, PA

Product Roadmap

	In Development	Planned	In Consideration
ENGAGE	 In-platform survey tool For better data integrations and ease of use.	 More flexible input forms To ask supplementary questions and understand the nuances better.	 New inclusive engagement methods For more nuanced & representative decisions
MANAGE	 More customizability on platform's pages For better personalizations & easier user access.	 Improvements in registration system For easier email confirmations and password resets.	 Upgrade to current image system For richer and easier to manage Platform visuals.
DECIDE	 Better reporting dashboards More relevant data; visitor data and their activities.	 Better reporting journey Easier overview of various data and creation of reports.	 Project summaries as part of reporting Useful overview of participant's engagements.