



getting civic with it:  
inclusive & effective civic engagement

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IEEE Smart Cities Conference



me, me, me...

- civic-minded organizational strategist
- certified executive & political coach
- 150+ change initiatives across five continents
- worked with: government, high tech, healthcare, NGOs, energy and real estate developers, sports and recreation, education, finance
- MSc in Org & Social Psychology from the London School of Economics and Political Science
- BA in Political Science from UC Santa Barbara
- contributor to GOVERNING, iKNOWPolitics and Campaigns & Elections
- globe trotter
- dancer



- name
- role
- one fun thing
- hope to achieve

**we, we, we...**



- define
- challenges
- avenues for effectiveness
- into action
- reflection

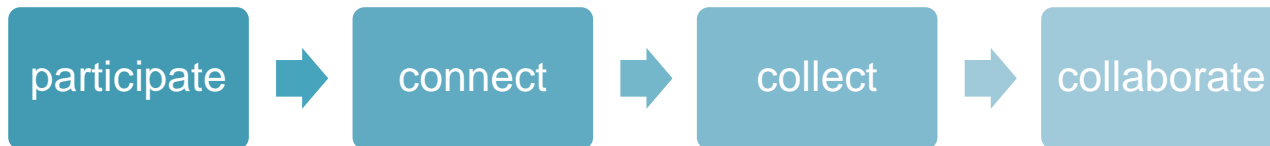
# INTENTIONS

WHAT WE ARE COVERING



# civic engagement

are the ways in people participate in community life to improve conditions and/or help shape a community's future





# +s of smart civic

- **focus discussions:** swap scattered conversations with a centralized forum
- **set the agenda:** guide dialogue, correct misinformation and share project updates, facts and milestones
- **diversify your audience:** connect with those previously silent — groups who are left out of the traditional development process or just can't make it
- **receive feedback early and often:** know what people are saying so you can amend and update plans
- **improve public meetings:** you can plan and structure meetings more efficiently because you have more (and often better) information
- **find better data:** metrics give you insight into what's really important





what gets in the way





# - impacts



left out



disengaged



angry



slipping





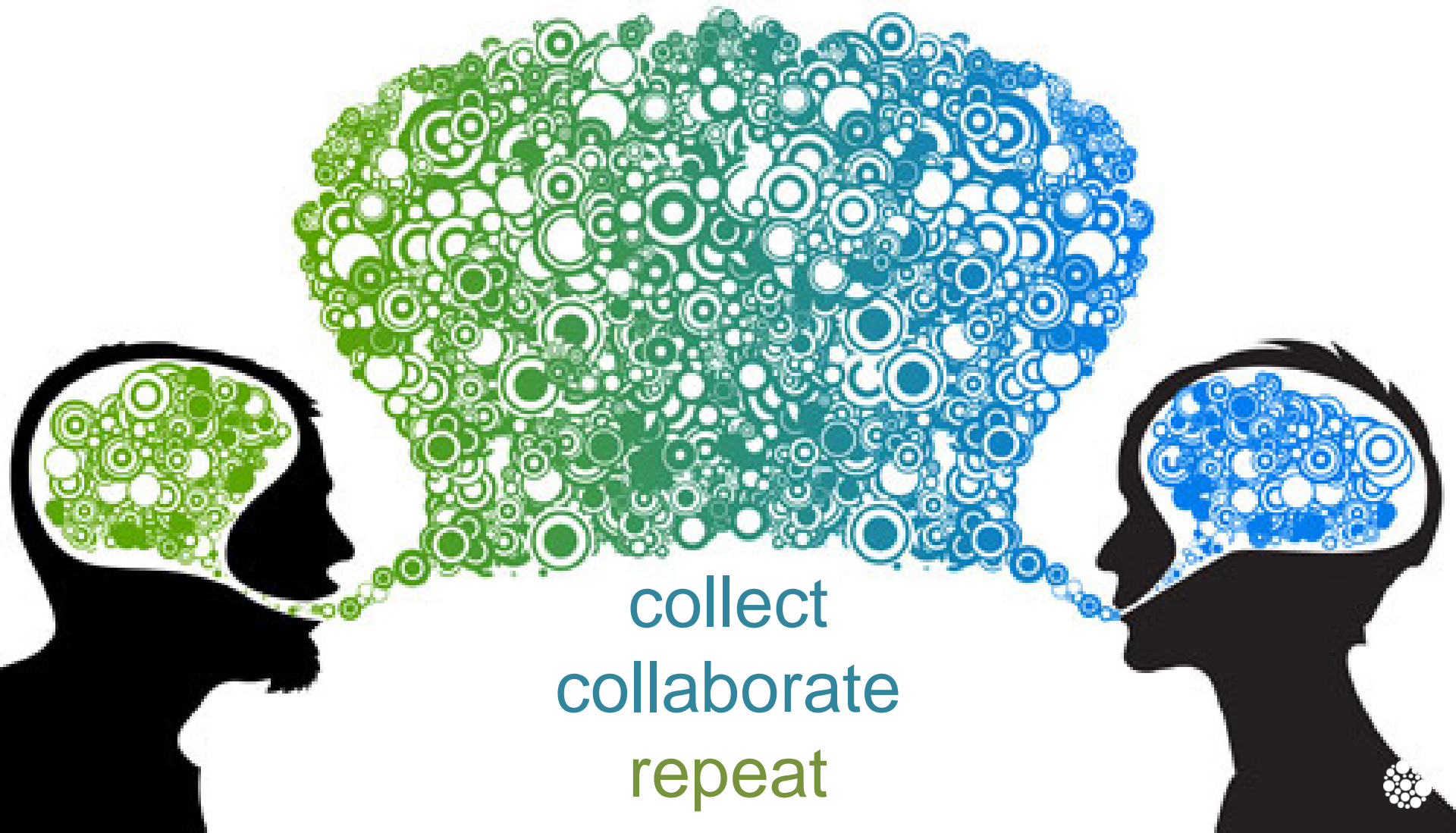


# anticipate

- fear factor
- algorithm bubbles
- edited memory
- “too late” & “not enough”
- infinite avenues



participate  
connect



collect  
collaborate  
repeat



# participate



- who: name, job, age
- what: motivations
- how: do they receive information (mobile, people, desktop)
- why: do they care, do we care







# connect

bringing people into and/or facilitating a shared space





# key:

go where your people are  
make it easy to get involved



# collect



people



knowledge

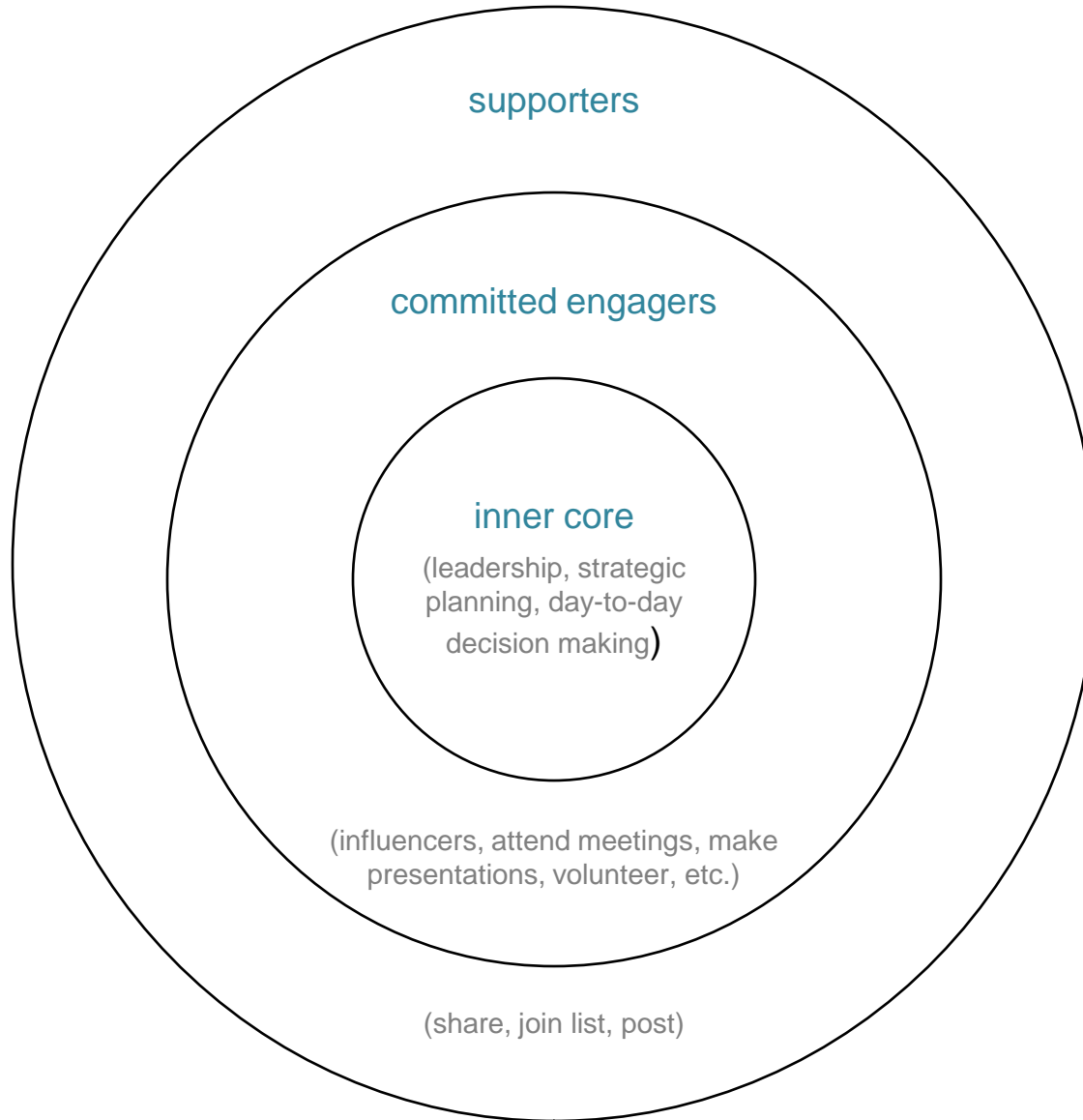


resources





# what to expect



collaborate



monitor, review, feedback, adjust





SIGNUP FOR OUR NEWSLETTER

PARTICIPATORY BUDGETING PROJECT

DONATE

WHO WE ARE

ABOUT PB

WHAT WE DO

PARTICIPATE!

RESOURCES



PB ADVOCACY \$5,000 TRAINING CURRICULUM



THANK YOU FOR VOTING!  
THE RESULTS ARE IN.

PB<sup>2</sup> WINNING PROJECTS

OUR IMPACT

100,000 people engaged in democracy

500 organizations linked together to build communities

84 elected officials brought closer to their constituents

\$98,000,000 in public money for 440 local projects



# The Mayor's 2015-17 Proposed Budget

The mayor's proposed budget was [released April 30](#). It was debated by the public and City Council until [June 30](#), when the Council adopted the final budget for the next two years.

Open Budget: Oakland publishes visualizations that allow the public to explore the adopted budget soon after we receive data from the city. See Oakland's [previous budgets](#), as well as Oakland's [five-year forecast](#).

## #OAKbudget

**Libby Schaaf** @LibbySchaaf

22 Oct

.@josdewolk Thx- already implemented this: [localwiki.org/oakland/Commun...](http://localwiki.org/oakland/Commun...) We held #OakBudget forums at a brewery + a motorcycle club. #oakland

Expand

**LWVOakland** @LWV\_Oakland

5 Oct

@LWV\_Oakland: October VOTER is out! Take a look! [lwvoakland.org/files/VOTER-Oc...](http://lwvoakland.org/files/VOTER-Oc...)  
Kudos to new editor Teresa Johns! #Oakland #oakmtg #oakbudget #LWVO

**LWVOakland** @LWV\_Oakland

3 Oct

Oakland Sues Wells Fargo for Damages Caused by Predatory and Racially Discriminatory Lending [oaklandcityattorney.org/PDFS/Oakland%2...](http://oaklandcityattorney.org/PDFS/Oakland%2...) #Oakland #oakbudget

Expand

**Danetha Doe** @DanethaDoe

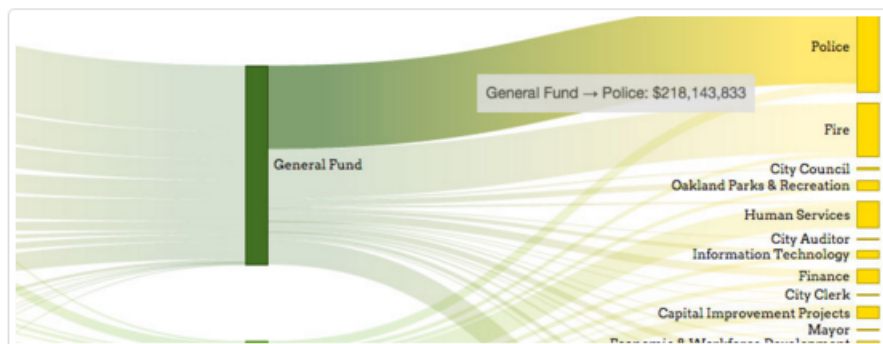
20 Jul

**Jeremy Liu** @jeremycliu

18 Jul

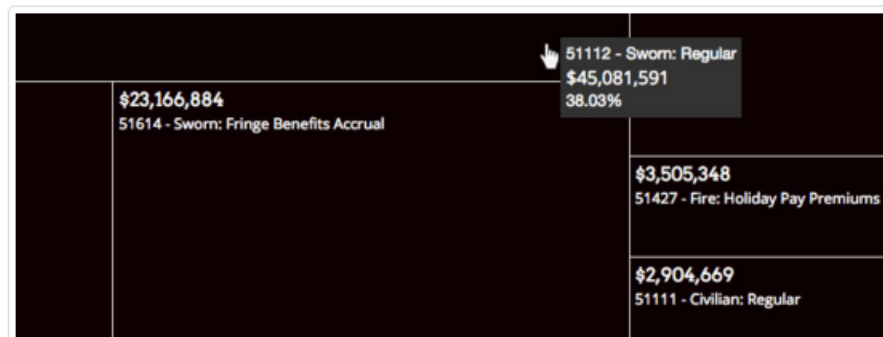
## Cash Flow

Understand the big picture: where money comes from, and where it goes.



## Detailed Breakdown

Drill down into detailed spending and revenue data for each department.



## You Are Here

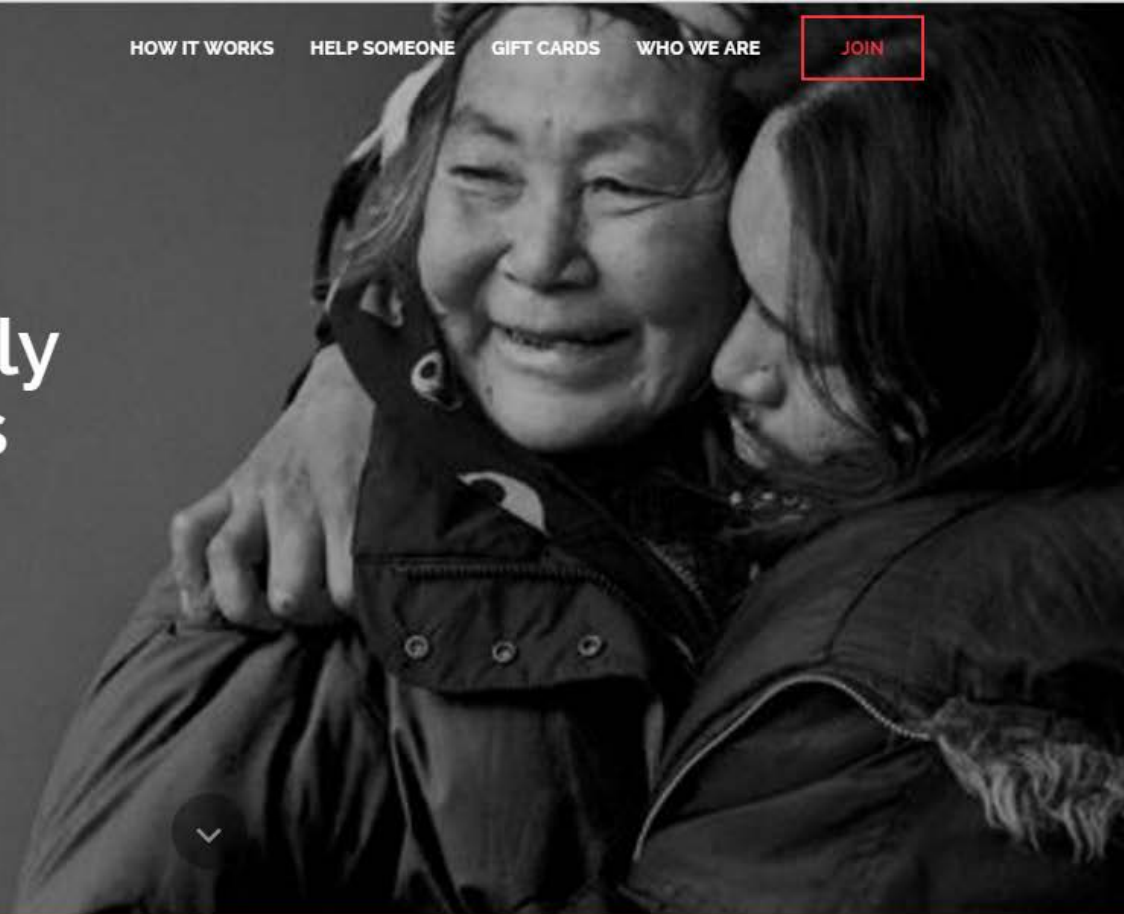
A timeline of Oakland's budget process.





Donate directly  
to a homeless  
neighbor in  
need.

WATCH ONE STORY



1,190

Signed Up

3,363

Needs Met

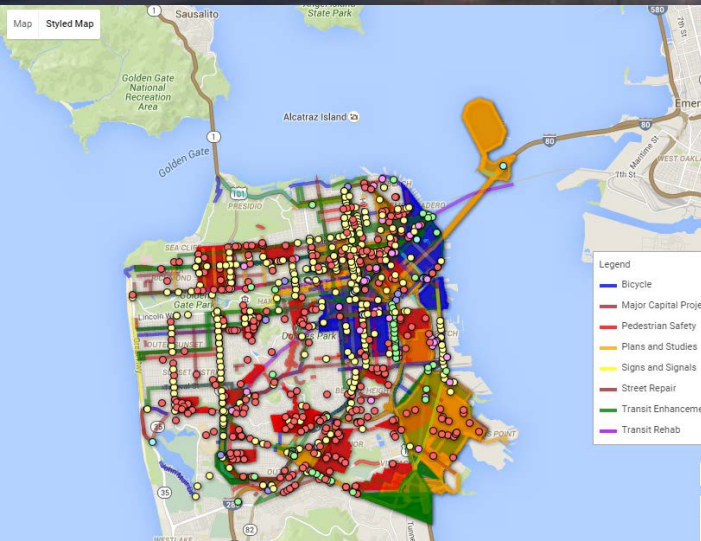
\$940k

Raised

Sometimes all it takes is a HandUp

100% of your donation reaches a person in need through our nonprofit partners. [Learn more](#)





San Francisco County Transportation Authority

San Francisco County Transportation Authority

Travel & Transportation Government Organization

557 people like this

36 people have been here

Closed now - Opens Tomorrow 8:30AM - 5:30PM

3.8 of 5 stars - 5 reviews

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http://www.sfcta.org/

Timeline

Post Photo / Video

Write something...

San Francisco County Transportation Authority

October 23 at 10:41am

Read our October newsletter. See what's happening with SF's Subway Master Plan, Chinatown transpo improvements, Bus Rapid Transit - and more. <http://eepurl.com/BAUj0n>

**The Messenger**

October 2013

Digest News Updates

SFCTA APPLAUS SUCCESSFUL WALK & ROLL TO SCHOOL DAY

CHINATOWN TRANSPORTATION PLAN APPROVED

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Get additional info

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Eric Mar reviewed this

ABOUT

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http://www.sfcta.org/

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this is about people  
make it easy • go where they are



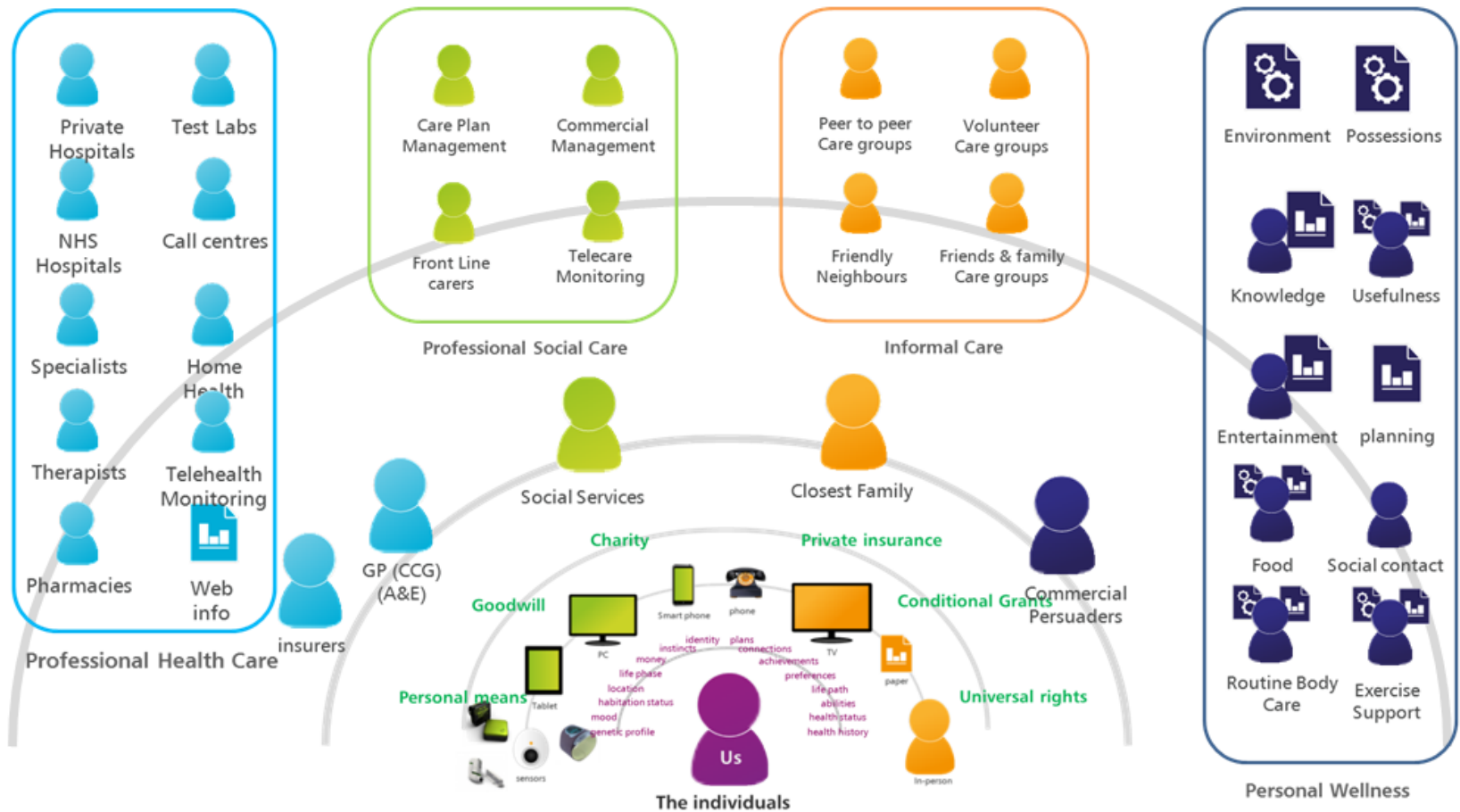
match ask  
it's a process  
sustainable





Q/A

# stakeholder mapping



# + benefits



focuses  
on people



guides  
plan



tracks  
progress



builds  
understanding





#patricia





# your turn

1. Break into small collaborative groups.
2. Identify a subject/project to focus on.
3. Generate a list of **five stakeholders**.
4. Draw a symbol of a person for each stakeholder type.
5. Label describing their role or title.
6. Write a speech bubble to summarize their persona (who/motivations/communications).
7. Draw arrows and lines connecting the stakeholders (one-way, two-way).
8. Write a label on the line to describe relationships.
9. Write **one** engagement action for each.



this is about people  
make it easy • go where they are



match ask  
it's a process  
sustainable





**connect for references and tips:**

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**FRIEDA K. EDGETTE**

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