

Adaptive Engagement

CAPTURING THE BEST ELEMENTS OF ENGAGEMENT IN A DIGITAL-FIRST WORLD



LOGAN SIMPSON



UNLOCKING
GOVERNMENT



What are your favorite aspects of in-person engagement?

Conversations

Opportunity to build relationships, make new ones and connect with people I know

looking at the physical reaction and emotional reactions of persons

Immediate follow-up and clarification of responses

Questions answered quickly

Meeting interesting people

personal connections

neighbors talking to neighbors

One on one convos

What are your favorite aspects of in-person engagement?

Discussion

The personable component of it

Meeting community members

Conversations

Looking people in the eyes and conversing

break down barriers

seeing their physical reaction to discussions

easier to connect

the personal aspects of seeing people face to face

What are your favorite aspects of in-person engagement?

accountability- sometimes calls or emails go unanswered

Seeing and meeting community members

Informal connections

meaningful connections

2-way exchange of information

Interacting with people. Hearing first hand accounts and stories. Allowing the ability to educate and correct misunderstandings.

Gauging emotions and reactions

Happy hour afterwards

Building relationships

What are your favorite aspects of in-person engagement?

Personal connection

Talking directly with people

Informal conversations before and after

Reading body languages

non verbal communication

Observing/feeling/participating in group energy around an idea.

Personal connection

making connections

Being able to discuss and ask questions!

What are your favorite aspects of in-person engagement?

Personal interaction

body language

Being able to answer people's questions

The informal chit chat part where people see you as a person

seeing peoples reactions

Can read others body language along with what is said

Making a connection with people.

Building relationships

Conversations

What are your favorite aspects of in-person engagement?

The snacks!

Real People

personal connections

Social interaction

Having conversations with people in the community

Build relationship

Ability so solve issues and get community buy in

Talking it through

Personal connections and being able to read their facial expressions.

What are your favorite aspects of in-person engagement?

Physical conversation with body language and facial recognition

Making eye contact

Immediate feedback from stakeholders.

Personal connections

the interaction itself and understanding issues

Reading the room

Facial expressions & body language.

Large maps!

Diversity

What are your favorite aspects of in-person engagement?

Clarity

Connections

serendipitous moments

Person to person understanding and convos

Able to understand emotion/reaction of the topic

See someone's face and their reactions

Seeing someone's perspective change as you talk to them. Changing their minds or seeing them expand their perspective/mood.

social interaction and hearing the narratives instead of just seeing the data

Building relationship

What are your favorite aspects of in-person engagement?

Ability to address false rumors

energy and engagement of people when together

Drawing on maps

Funny stories

Meet familiar faces and inspire each other with chatting

it seems to bring in more people

learning different perspectives

hearing new ideas

Seeing facial expressions and body language reactions. Impromptu discussions.

What are your favorite aspects of in-person engagement?

Collaboration

The ability to hear from people of all corners of the world

The chance to connect with project partners informally.

personal connections seeing body language

Enthusiasm

Being able to better read body language

Personal connection

Actually seeing the expressions up close on other human beings' faces -- "reading" them

Hearing comments of other attendees

What are your favorite aspects of in-person engagement?

Personal connection

Meeting new people.

Extracurricular conversation that feeds into direct conversation

Conversation

The support and buy-in for innovation

Getting people together for unexpected conversations

Hands-on activities.

non-verbal cues

building relationships

What are your favorite aspects of in-person engagement?

Dialogue

Immediate follow up conversation

Discussion

Meet peopl

Face to face

Conversations

Getting to hear what matters most to people

Transfer of knowledge; EQ on person's intent

Providing imediate personal feedback

What are your favorite aspects of in-person engagement?

Conversations and connections

build relationships

Hearing new perspectives

back and forth

organic conversations that take different turns

meet interesting people

Face to Face contact with participants. Excitement of the room Discussion

Personal connections

Energy.

What are your favorite aspects of in-person engagement?

Opportunity for in depth discussions

Following up on ideas and questions

questions answered quickly

Conversation

Ability to do a deeper dive with follow up questions, discussions.

interactive design

Full attention of participants

I remember faces better than names

Body language

What are your favorite aspects of in-person engagement?

Finding out why they think the way they do

Building trust

Closer connections

Discovering new facts and opinions

casual conversations

Energy

Learning from each other

Spontaneous interaction

Personal connections

What are your favorite aspects of in-person engagement?

Non verbal cues

real interest in the community and what's happening there

Engaging face to face

You can get a better understanding of the non-verbal signs that someone is expressing. Also, you can often speak a bit more off the record as opposed to a Zoom meeting, where you can't pull someone off to the side.

Understanding different cultures and backgrounds.

Building relationships

The snacks!

being relatable to people

spontaneity

What are your favorite aspects of in-person engagement?

Learning what people are thinking

Interaction

collaboration

Community participation

Establishing personal relationships

Meeting people

focused attention, consensus building, non verbal communication

Meeting people with opposite aims and sorting the problem together.

Accountability

What are your favorite aspects of in-person engagement?

Being able to ask questions. And "why"

The unspoken body language

Give and taken

Listening

Showing empathy

Identifying community isdued

being able to interact with participants before and after - many people are shy

confrontation

travel time

What are your favorite aspects of in-person engagement?

usually suspects control event

logistics

People that talk at you but don't listen

Talking to people at Happy Hour

Bullies

people sometimes dont feel comfortable sharing their thoughts

no one showing up!

It becomes a opportunistic situation for the public to complain off topic

a few people dominating the conversation

What are your favorite aspects of in-person engagement?

When people don't accept valid data as valid data.
Facts aren't debatable

poor attendance

Notices on public websites

Night meetings!

6 people showing up

Interactive web sites that remain accessible after the event

Angry people

start earlier and provide longer time for feedback

Manners.

What are your favorite aspects of in-person engagement?

Learning how

New opportunities

Key Components of In-Person Engagement

Start with "Why"

The Golden Circle

WHAT

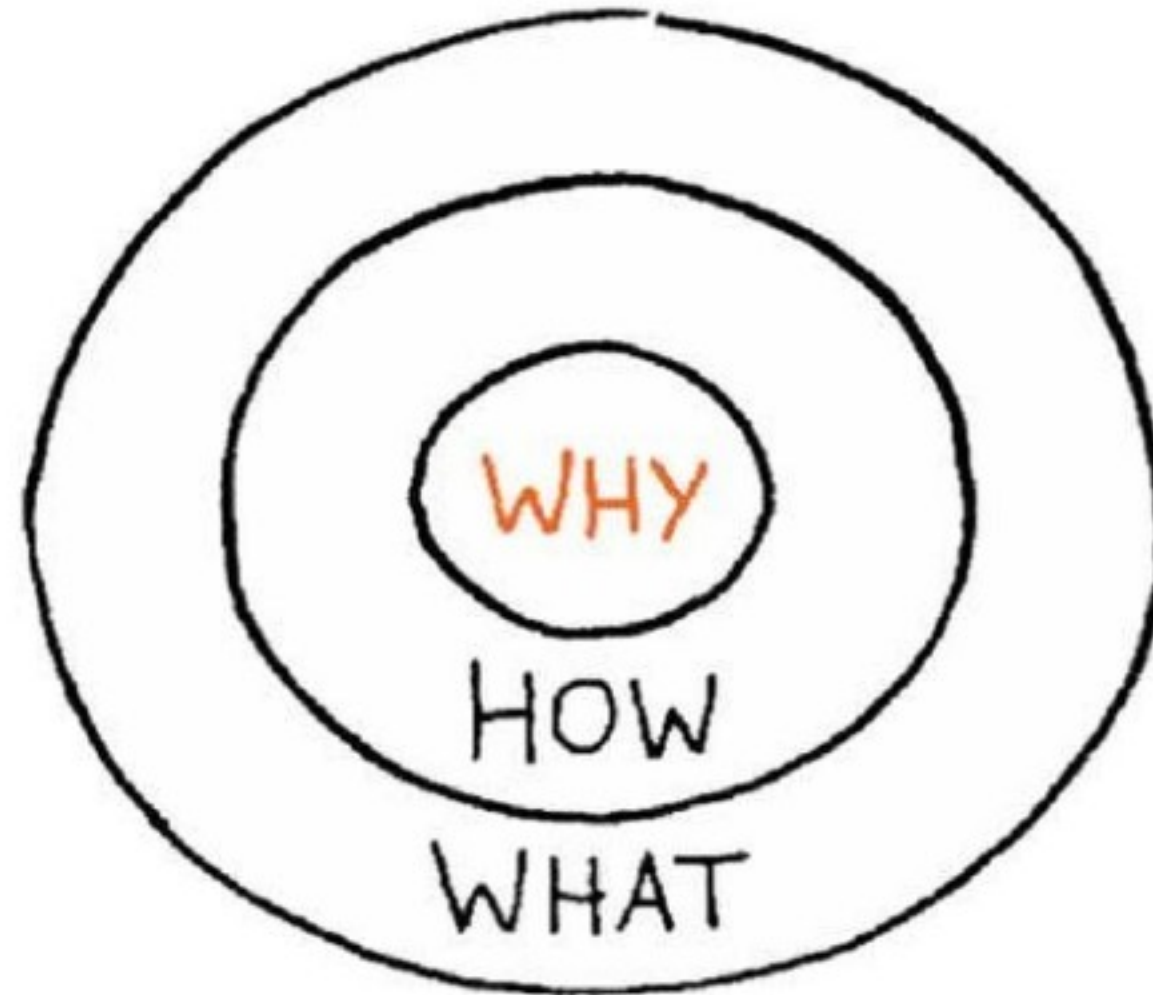
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



The Golden Circle of Community Engagement...



Personal Connection and Community Buy-In

- ▶ Personal connection with other community members
- ▶ Sense of an invested community
- ▶ Recognition of diverse ideas and perspectives
- ▶ Expansion to under-represented demographics



Accessibility

- ▶ Access to conversations with local and regional subject matter experts
- ▶ Small group discussions in settings that promote dialogue and mutual understanding
- ▶ The ability to read body-language and respond
 - ▶ Are we missing half the conversation?



Validation

- ▶ Opportunity to meet others with similar views
- ▶ Confirmation that your input was heard by decision-makers or community leaders
- ▶ The ability to see and hear a response
 - ▶ Has our laugh track been muted?



What are your least-favorite aspects of in-person engagement?

I like talking to people

Happy hour

verbal abuse

Angry people

Physical touch

awkward conversations

the "scary" people

Beratement

Angry participants.

What are your least-favorite aspects of in-person engagement?

The loudest voice taking over

sometimes you don't want to engage

Getting covid

Confrontation

close talkers

conflict

time investment

Turnout

Long drives home in the dark and snow afterward

What are your least-favorite aspects of in-person engagement?

Awkwardness :-)

Too much animosity

Being singled out

See same people I've seen before

Vocal minority

Arguments

Grandstanding people

Potential Conflict

angry people

What are your least-favorite aspects of in-person engagement?

want to listen

Commute time

Having to go somewhere

uncomfortable angry people

Often takes more time

Being talked at

"squeaky wheels" overpowering others

Inconvenient times or travel

NIMBYs

What are your least-favorite aspects of in-person engagement?

rude people

There are always a few people who won't let you go. They monopolize my time.

Taking heat about drainage when we need to talk about planning

Not being able to properly communicate why something is a good idea.

off topic complainers

racist people

travel and setup time getting stuck in bad conversation

Small number of people dominating conversation

Folks that are nasty

What are your least-favorite aspects of in-person engagement?

tendency to reduce to personal attacks

Inability to listen

Angry people

confrontation

difficulty finding time to attend

Tuning out

spitting

low attendance

Disruptive people

What are your least-favorite aspects of in-person engagement?

Stress

High amount of white guys, homeowners

Overtaking the meeting with one speaker

Yelling

Same people always show up

the long drive to the meeting

negative attitudes

vacant room - no one attends

When people try to jump the rails and go on a random tangent

What are your least-favorite aspects of in-person engagement?

confrontation

People leaving early

Collaboratively planning is almost impossible

No one shows up

Lack of listening to one another

Juggling attendance with busy schedule

Giving up my evening from home.

one people taking the mic long time

People not turning up

What are your least-favorite aspects of in-person engagement?

Disporportionate representation

People that just want to complain

frustration of participants not being able to participate

When one person or a group take over a meeting

Token engagement just to get it out of the way.

time taken travelling there and back.

citizens that want to use the forum for another topic

The vocal minority can out talk the general majority

Anger

What are your least-favorite aspects of in-person engagement?

beratement, loud voice taking over

NIMBY blinders

Non-participation

People who won't stop talking.

Group think

people who attempt to discredit the process

Having to really watch your body language, especially facial expressions, when someone expresses a stupid idea.

negative nelly's

Watching kids

What are your least-favorite aspects of in-person engagement?

Loud people opposed to everything

No one shows up

Grand standing

Its exhausting. You have to be "on" all the time.

Disrespectful behavior

Conflict

I'm an introvert...

People going on about things unrelated to the actual topic

Being put "on the spot"

What are your least-favorite aspects of in-person engagement?

Conflict

lack or turnout

beratement , angry person, people getting rude

Limits to only those who "have time"

Dealing with unreasonable people that won't act politely

Often takes more time

Conflict

The same 25 old white guys show up. Single issue participants.

people just there to vent

What are your least-favorite aspects of in-person engagement?

Creeps

disorganization

Being talked at

Participants not taking in info objectively

Presentations that drag on. Listening to consultants who seem out of touch with stakeholders

Not being able to solve a person's "problem".

People showing up to share grievances

people with an axe to grind only

Folks with a preconceived agenda

What are your least-favorite aspects of in-person engagement?

I can't leave. Even if meeting is over, they chase me down and keep me in the parking lot. I always back in for quick getaway.

transcribing all the public comment afterward

Parking

Timing of meetings (usually in the evening)

Dominating voices

Lack of access to people with disabilities

Vocal minority

Bullies

Planning for the right type engagement

What are your least-favorite aspects of in-person engagement?

Meetings for no reason over and over

Not a safe environment to share ideas

Night meetings!

Few attendees. Same ones attend. Only those w the extreme viewpoints attend. Not the majority.

Racist people

Lack of turnout, angry uninformed people, what'ssnw?

inconvenient

Failed equipment

Argumentative

What are your least-favorite aspects of in-person engagement?

No one showing up

STP same ten people / the usual suspects

Not recording the results

Grandstanding

Lack of interest

When no one shows up

Close talkers

Difficulty of addressing the anger especially when they make stuff up

Driving to unfamiliar locations late at night.

What are your least-favorite aspects of in-person engagement?

NIMBYs

Know it alls

lack of participants

So much complaining

Disrespectful attendees

same people showing up all the time

Derailing a meeting

Close minded individuals

People not willing to listen

What are your least-favorite aspects of in-person engagement?

Evenings and no one seems to think I have a family.

People not reading or participating

When the smartest guy in the room shows up

People who don't understand institutional racism and how it manifests in communities of color

Angry participants. Confrontation. Arguments. Listening to mansplainers- and I'm the only woman or maybe one of two.

Grand standing

people on their phones

Confrontation

Lack of others

What are your least-favorite aspects of in-person engagement?

Lack of civility

Drained afterwards

You have to drink when you get home

Gender bias treatment - insulting, speaking to the men, not me

More robust follow up, so people feel like the time they spent participating was worthwhile

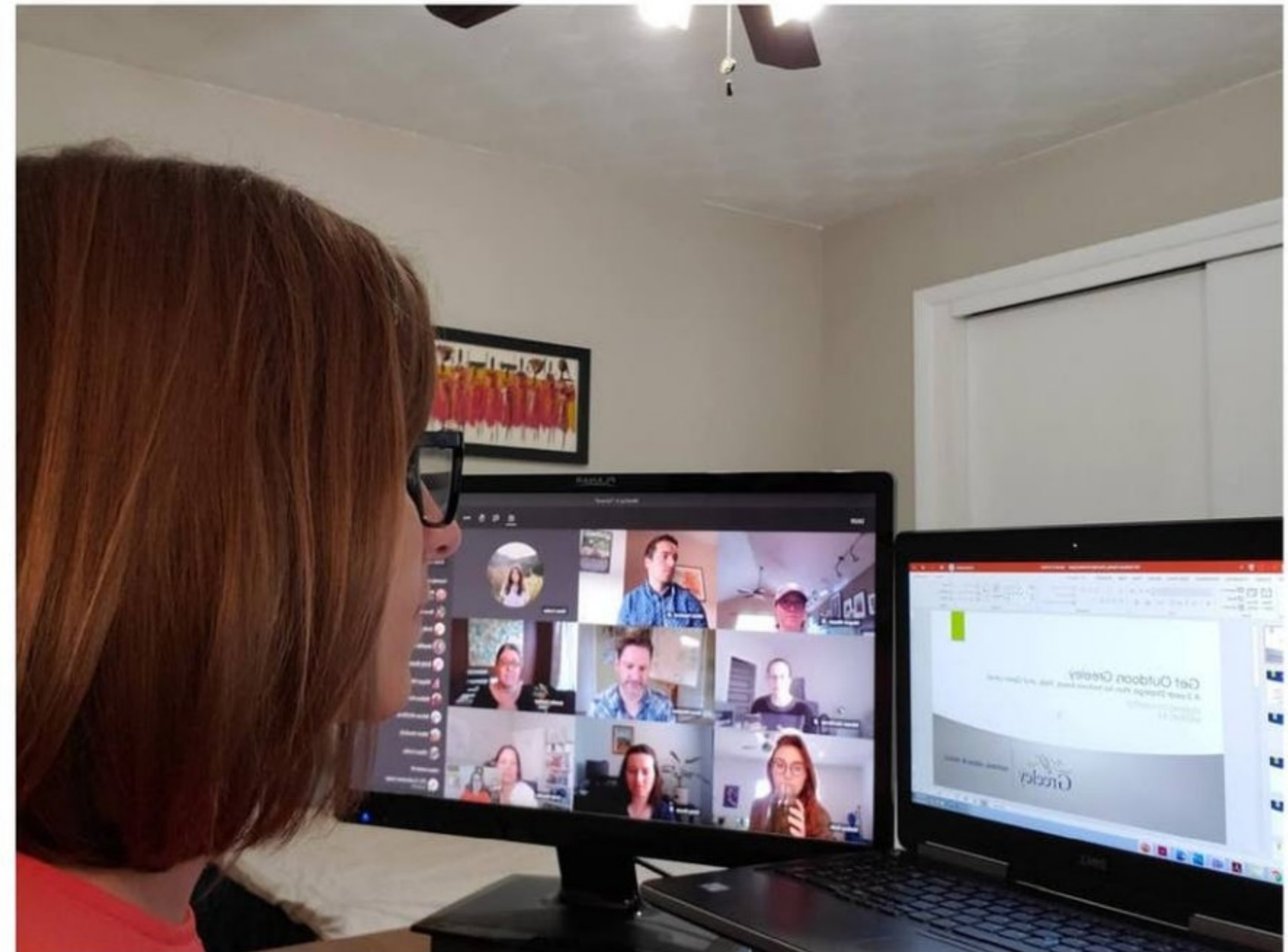
Disconnection

Offer meetings in various languages

Replicating In-Person Engagement Online: *Take the Good and Leave the Bad*

Face-to-Face Connection

- ▶ Encourage video or audio public comment submissions
- ▶ Stakeholder roundtables held via video conferencing
- ▶ Digital open houses and document review periods
- ▶ Intimate personal stories via video and storytelling features
- ▶ The power of the written word



Staging

- ▶ Use clear and concise timelines to show the process online
- ▶ Make sure people have access to documents, minutes and videos that help to create on- and off-ramps

Broomfield Town Square Feedback

28 days ago

6 Responses

You need to be signed in to add your comment.

[Sign in](#) [Register](#)

Please see the most recent Broomfield Town Square neighborhood meeting and then use the forum below to provide feedback on the project.



To review the public comments click this link.

To review the agenda report and presentations click this link.

To review the application please click this link.

Councilmembers approve Redevelopment and Reimbursement Agreement (Nov. 2019)

At Tuesday's (Nov. 12) City Council Meeting, councilmembers approved and authorized the execution of a Redevelopment and Reimbursement Agreement with Broomfield Town Square Alliance LLC, in connection with the Civic Center Project (view the memo).

Civic Center Community Meeting (June 2018)

The preliminary plans for Broomfield Town Square (Civic Center) were



Use a Variety of Tools

- ▶ Synchronous + Asynchronous
- ▶ Deep Dive + Surface Responses
- ▶ Multiple Choice + Essay
- ▶ Maps + Non-Maps
- ▶ Images + Text
- ▶ Right Brain + Left Brain
- ▶ Break Down Surveys

Improving Public Engagement

Optimizing Outreach



How do we improve engagement? How can it become better, safer, and more fruitful?

Equity

multimedia

increased transparency prior to a meeting

think like a participant, not a planner

Improve listening

Include everyone and use an equity lens

engage all age groups; youth have really good ideas that are often ignored or hidden

use more interactive tools

Just use emojis

How do we improve engagement? How can it become better, safer, and more fruitful?

Less token engagement by higher ups. We just need to "get this out of the way" and more focus on involving all groups.

Make it engaging and exciting

Multiple tools and social media outreach

Video

Have it be more than perfunctory! People on all sides need to feel invested.

upvoting tools

access diverse populations

hybrid approach (digital and in person)

talk less, listen more

How do we improve engagement? How can it become better, safer, and more fruitful?

Combo of styles to reach a variety of people and perspectives

have elected officials/community leaders advocate the event

multi-generational

Encourage webcams, if possible.

Plain language

outreach to more diverse audiences

How to improve/enhance/increase trust

Mixture of online and in person

Clear information and instructions for engagement

How do we improve engagement? How can it become better, safer, and more fruitful?

Increase types of engagement to capture all (Diverse) perspectives.

clear ground rules

Flexibility

Translated materials

Inclusion

personal conversations, follow ups 1-1

Internet access for all

Conflict resolution

More interactive tools

How do we improve engagement? How can it become better, safer, and more fruitful?

partner with schools and other institutions

Hold meetings outside of normal work hours

Digital divide barriers to be overcome

Coordinate multiple efforts seeking input rather than making community attend 5 different meetings

Bring the conversation to the people

TikTok

Give poor people free smart phones

Even playing field

You have to meet people where they are., whether that is digital or in person. Small break out digital sessions.

How do we improve engagement? How can it become better, safer, and more fruitful?

how can this be done in a community where residents speak multiple languages?

Seeking out different people who might not otherwise attend a community meeting.

Start with goals and consider creative solutions

Prioritize those who stand to be most impacted

talk to various populations

outreach to those without Internet access to make sure process is more inclusive

Know that some people's digital connections are poor.

Equitable access to opportunities to engage and diversify the tools and methods to improve the opportunities

mute button

How do we improve engagement? How can it become better, safer, and more fruitful?

engagement sites, promote them!

Engaging to get people to respond or just show up

make it engaging

low income access to computers

interactive tools

use verbage that creates an open and positive environment; it starts with the presenters

don't forget those without smartphones!

Make sure the technology is accessible and works

We need to commit to the process internally and not do token engagement.

How do we improve engagement? How can it become better, safer, and more fruitful?

Reduce political influence

Keep everything positive

Follow up - make sure people know they were heard.

Ask the right questions - be clear on the Why and clear on decisions already made

varied approach depend on audience trying to reach

Need to have good slides. You have been cutting in and out.

use both social media and standard media like tv

Less presentation, more discussion

talk with, not to

How do we improve engagement? How can it become better, safer, and more fruitful?

more mailings

start earlier and have longer time for input

Walking tours,

diversity of folks reached and tools used, as each individual has a different preferred method of involvement

Lots of visuals

More times to do meetings. Not just 1 at 6PM.

reach more diverse audiences

Improve reaching all stakeholders

internet access everywhere

How do we improve engagement? How can it become better, safer, and more fruitful?

Use multiple tools to engage different stakeholders

Personal conversations

Offer at convenient times

door to door engagement

Provide different forums/platforms for people to provide input

try to make it fun

Integrated live and digital

Think about goal, make the type of engagement most useful

don't require sign-up on website/questionnaire

How do we improve engagement? How can it become better, safer, and more fruitful?

interactive meetings, not webinars

Getting politicians to listen to the input.

casual conversations - focus groups

Social responsibility on how we talk on digital platforms. A better civil conversation.

Become better listeners.

Really need to identify the groups in your target audience who have Internet access and/or who are comfortable using digital tools. Some may not have access due to income or remoteness.

Outdoor Pop-up meetings

Let people participate on their own schedule

Add a "Like" button

How do we improve engagement? How can it become better, safer, and more fruitful?

Audit who is participating and build engagement around missing voices

Like the online tools

Pop-up and demonstration products

I like the idea of putting up videos that people can review at any time.

Incentives for people to engage & participate

Arm our senior citizens with tech

diversify

Use transit system to help with messaging (on-bus ads, etc)

SEAMLESS - online forms/surveys

How do we improve engagement? How can it become better, safer, and more fruitful?

You need to have clear directions. Code of conducts. And methods to keep people "on task" and not on "their agenda"

On topic. Never anonymous.

Hybrid

SocialPinpoint

Make sure you make sessions accessible. Seniors don't go out at night nor do they like the CBD.

It will be safer if digital. Will fuel conspiracy theories.

Keep it positive. Describe the positives of proposals, not just the negatives

Civil

hybrid

How do we improve engagement? How can it become better, safer, and more fruitful?

confusing

Primarily electronic - less costly, broader opportunities for participation,

Case Studies

Imagine Cache, Cache County, Utah

► Bang The Table's platform allows for an "all-in-one" approach to digital engagement across three projects, using:

- SMS
- Questionnaires
- Mapping Tools
- Visual preference questionnaire

The screenshot displays the Bang The Table platform interface, which is used for digital engagement. It features several user-generated posts and a questionnaire.

User-generated posts:

- Smkoller5 (5 days ago):** "Convert a park to an outdoor calisthenics park with a mile long trail and different equipment / exercises and stretches" (Includes an image of a park with calisthenics equipment).
- anonymous (21 days ago):** "Single Track Trails" (I think Cache Valley would benefit from some strictly single trac...)
- M (21 days ago):** "Maintain and make more mountain bike trails."
- via SMS (5 days ago):** "Purchase lands in the valley to preserve for open natural green space. Too much development and not enough preserved bench lands or logan river access."
- via SMS (2 days ago):** "A walking trail with intermittent exercise and stretching stations"
- via SMS (17 hours ago):** "No more target shooting in the canyons. It creates trash and noise and makes me fear for my safety as a hiker and biker."
- via SMS (21 days ago):** "Please help us in cache valley to develop more trails for biking, walking, hiking and trail running! We live in the most"
- via SMS (23 days ago):** "1) I would love a mtn bike trail SYSTEM in Cache Valley. We have some great single tracks, but not a destination area with a whole map of trails. Beaver has a good start, but I would love more of that..."
- via SMS (4 days ago):** "We need more mountain bike trails!! With the increase of people spending time outside and enjoying the beautiful outdoors there as been a huge increase in mountain biking. Please Please P..."

Visual preference questionnaire:

3. What type(s) of Open Space and Recreation are appropriate here?

- Natural trails
- Paved trails
- Equestrian trails
- Natural areas
- Passive recreation
- Active recreation

Have Your Say Hurricane, Utah

- ▶ Integrated Twitter Feed
- ▶ Automated Project Lifecycle
- ▶ Interactive Community Idea Map

Home Become an Expert Have Your Say What We've Heard Sign In | Register

HAVE YOUR SAY HURRICANE HURRICANE GENERAL PLAN UPDATE

Welcome to the Hurricane General Plan website! This website will serve as a home base for participation, important information, and project updates. Our tools and pages will be updated as we move through this process, so check in often, register with your email for updates, and share this site with your neighbors to *Have Your Say*.

[Register Here!](#)
TO RECEIVE PROJECT UPDATES

Hurricane City on Twitter

Tweets by @HurricaneCityUt

Hurricane City Utah
@HurricaneCityUt
The latest Southern Parkway construction status from UDOT and American Civil Constructors. [pic.twitter.com/1RtX508K5f](#)

Home - Have Your Say

Idea Map

This tool is intended to provide a unique look at the places in Hurricane that we love, the places we see potential for change, and the places that need improvement.

Click on the map to get started. Zoom in to find a location you are looking for. Once you find it, click the + button on the left of your screen and drag the marker of your choice and place it on the map to identify the following:

- Green = places you love the most
- Blue = places that present opportunities for change
- Orange = places that need the most improvement

Then tell us WHY you placed markers in each location using the comment field on the left. Feel free to also upload a photo/image to help explain your comment.

Our Big Sky, Montana

- ▶ Channeling high numbers of in-person engagement into digital participation
- ▶ Using a variety of tools and techniques to develop a funding structure for community priorities

What projects, developments, or partnerships would you like to see happen in Big Sky?

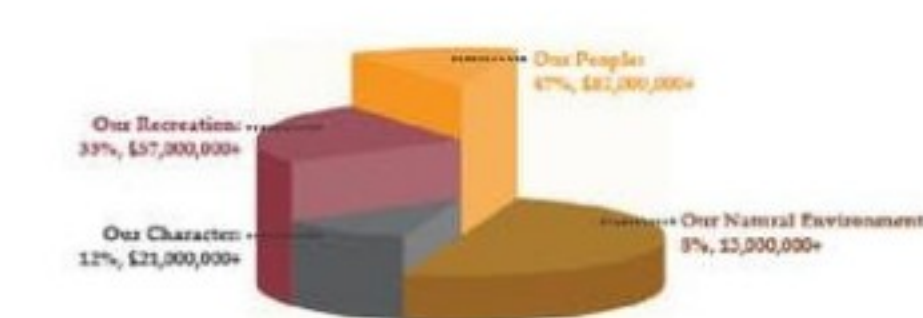


BUDGETING FOR STRATEGIES & INITIATIVES

Representative projects for each initiative can be found in Appendix 1, which also provides a general order of magnitude of cost, where available. A 10-year project budget (operations and capital) by vision statement and strategy are seen on these two pages. This 10-year budget provides the public with an understanding of where our community efforts and funds may be applied, and includes the need to provide essential services.

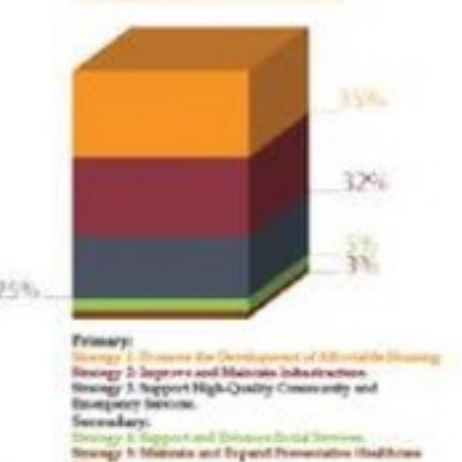
This budget is only a general guide, as appropriations and allocations are done annually and assisted by bonding. Degree of funding will also vary as matching funds are identified, private sectors and other agencies take on vital projects, and new funding sources are identified. Funding is an act of collaboration and compromise, and focuses primarily on recent tax funding, but recommendations are included to address funding capacity.

This budget allows the space in which to begin the discussion, funding for most primary strategies and key secondary strategies is anticipated to be available over the next 10 years. Key operational projects will be possible if projected revenues are higher than expected and additional funding partnerships are identified.

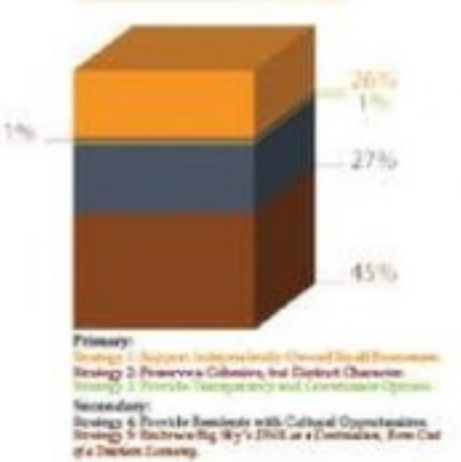


The pie chart above represents the estimated total project cost for each sector theme. Each sector theme's estimated project cost is broken down by strategy. For example, Our Recreation, Strategy 1 represents 8% of the overall estimated project cost of the entire vision theme. The remaining five strategies round out the 22% of the \$57,000,000 estimated project cost of the projects located within the Our Recreation sector theme.

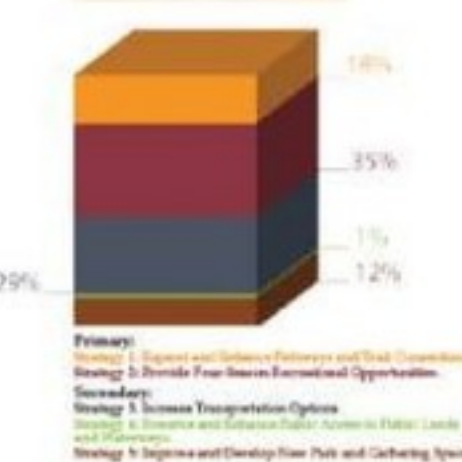
OUR PEOPLE



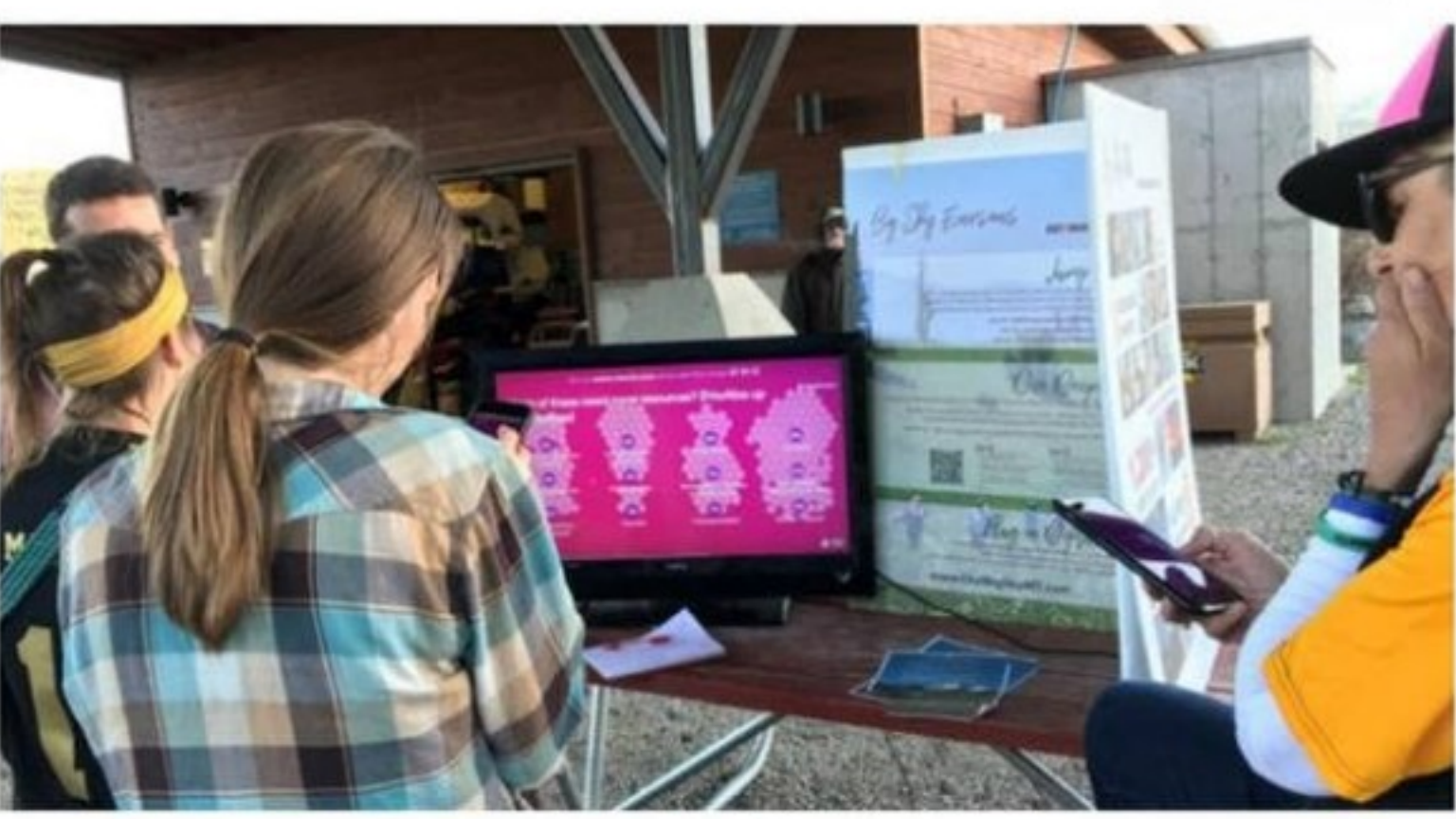
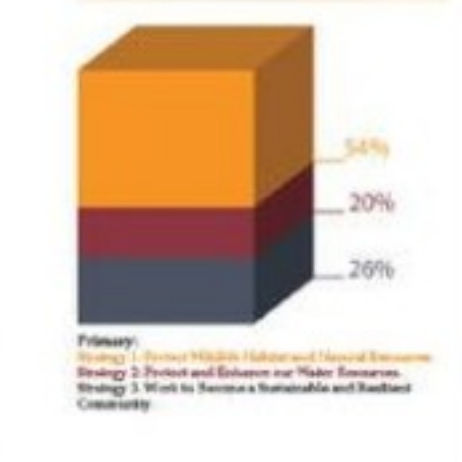
OUR CHARACTER



OUR RECREATION



OUR NATURAL ENVIRONMENT



THANK YOU!