Smart engagement for more informed decisions

An introduction to the CitizenLab platform
for the **City of Hyattsville**

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
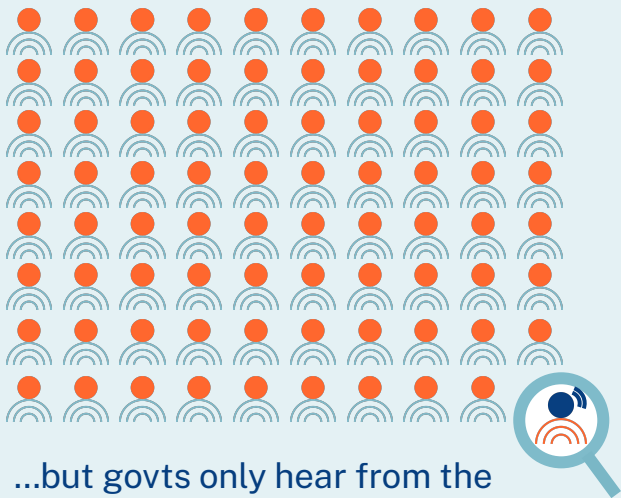
Strategic

Validate decisions and show progress on strategic goals

80% of residents want to **participate more often...**

...but govts only hear from the **"Same Ten People"**

- Residents don't feel **heard or represented**

- Decisions shaped by **loudest voices**

- Decisions made with **incomplete knowledge**

- Governments always **reacting and defending**

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

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CitizenLab partner governments have seen

12x **increase**
in resident engagement, including higher % from underheard groups
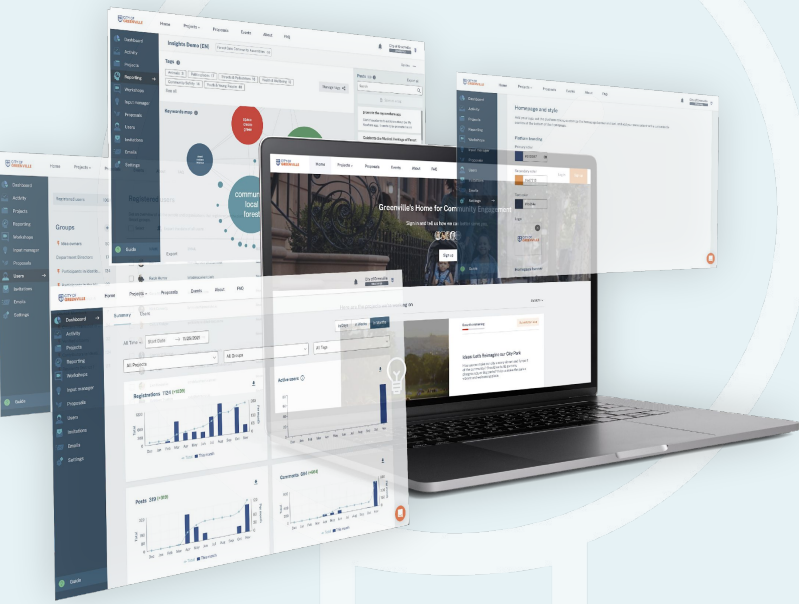
88% **of govts.**
engage their residents more often and across more issues

55% **less time spent**
on analysis and reporting, allowing for more frequent engagement

Source: CitizenLab Annual Impact Survey

CitizenLab supports the full engagement cycle

Engage
A complete participation toolbox to engage your community

Manage
Easily manage projects and community input in one central hub

Decide
Our Insights tools turns community input into data-driven reports to support decisions

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

CITIZENLAB TOOLBOX

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
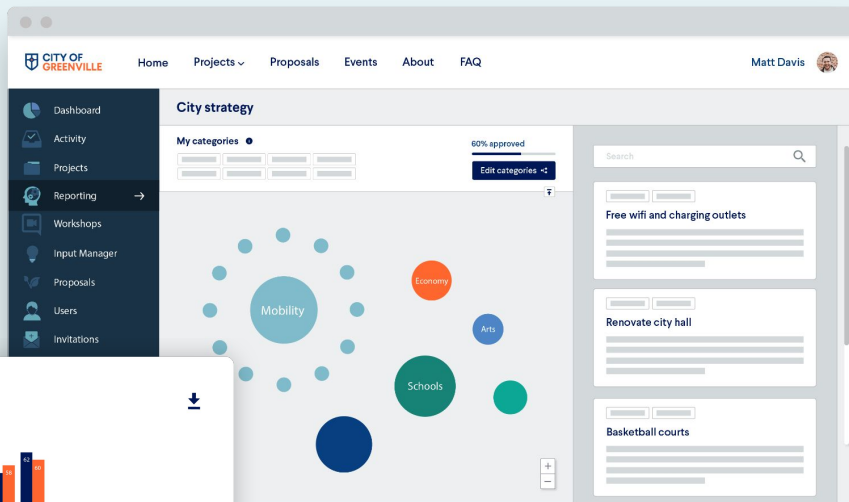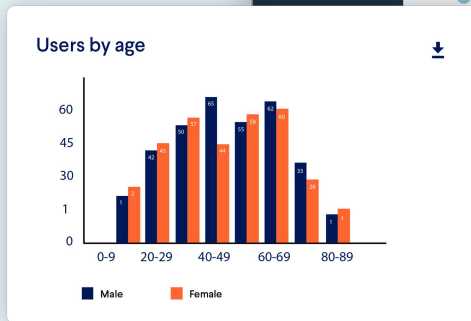
A global community of engaged governments

COMING SOON

Upskill your colleagues in our Online Academy

DECIDE

Uncover new insights, without spending hours in spreadsheets

Our reporting and analytics tools turn community feedback into insights for data-driven decision-making.

What governments love about **CitizenLab**

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

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

Fast, Powerful Insights
Save time with text analytics that pull keywords and sentiment from open-ended input

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

Trusted by America's most **forward-thinking** local governments

+300
governments

+10,000
projects

+750,000
engaged residents

City of Lancaster, PA

Engage LANCASTER

Lancaster tackled their digital divide and increased engagement from underrepresented communities by 13x.

40% of Lancaster identifies as hispanic; prior online engagement was limited due to language barriers and uneven internet access.

CitizenLab helped develop a multilingual offline engagement strategy so city could host hard conversations online.

Right: Residents use tiered comments to discuss and choose the next Chief of Police

COMMUNITY & POLICE WORKING GROUP

Community and Police Working Group

The Community Police Working Group is made up of representatives from the City of Lancaster government, the Lancaster City Bureau of Police, the Lancaster branch of the NAACP, representatives from community benefit organizations, clergy, and city residents.

Karen ▓▓▓▓▓ 7 months ago

I do NOT think training is not the solution, I do not believe a mindset can be changed through training.

👍 2 · Reply

LaRock ▓▓▓▓▓ 7 months ago

@Karen ▓▓▓▓▓ I wholeheartedly agree, there is a culture is in the BOP. But the type of trainings suggested, have been geared towards exposing officers to multiculturalism and how to help bring equity to the diverse groups .

👍 · Reply

Karen ▓▓▓▓▓ 7 months ago

@LaRock ▓▓▓▓▓ I hear what you are saying, however, I am not sure "exposing officers to multiculturalism " will change a mindset. Although demonstrating how to bring equity to diverse groups might be helpful.

👍 3 · Reply
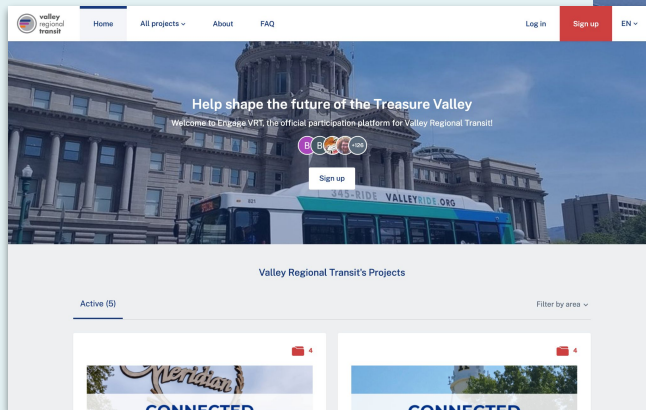
Valley Regional Transit (VRT)

VRT is managing multi-stakeholder engagement across 6 cities to meet new population growth.

Treasure Valley, ID is growing fast, and VRT needs to prepare for this population influx and its anticipated mobility challenges.

With CitizenLab, VRT shares feedback data and collaborates with local governments, minimizing duplication and engagement fatigue. VRT is also designing projects just for transit riders, ensuring those that use (or want to use) their services can be prioritized.

Right: VRT makes use of CitizenLab's Folders feature, creating dedicated spaces for each of its 6 cities of focus

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How **governments** are using CitizenLab

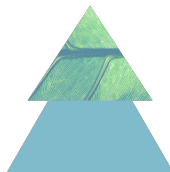## STRATEGY & BUDGET

ARPA Funding

Lancaster, PA engaged hundreds of residents to discuss and prioritize 20 funding areas for upcoming ARPA spending.

PLANNING & MOBILITY

Transportation Plan

Valley Regional Transit (ID) is using resident feedback to redesign public transit routes to accommodate thousands of new residents.

CLIMATE & RESILIENCY

Climate Action Plan

Manitoba's Climate Action Team is co-designing the province's new CAP using resident feedback.

COMMUNITY & NEIGHBORHOODS

Local Placemaking

A Philadelphia BID mapped residents' memories, turning them into physical landmarks, effectively annotating an entire neighborhood.

Want to read more?

citizenlab.co/resources