ENGAGING CITIZENS IN MUNICIPAL GOVERNMENT

INSIGHTRIX COMMUNITIES

insightrix
COMMUNITIES

Citizens want a say in decisions that impact them.

Insightrix Online Community software helps citizens to have input on the topics that matter to them, when and where they want.

A POWERFUL ENGAGEMENT TOOL

Insightrix Online Community software gives local government the option of engaging citizens in private online discussions to delve deeper into issues.

Let concerns surface *before* they become major issues. Provide greater insight than traditional survey tools.

Town Halls
Louder voices tend to dominate

Surveys
Provide high level opinion, lack detail & nuance

Social Media
Discussions can get off track, susceptible to trolling

YOUR INSIGHTRIX ONLINE COMMUNITY
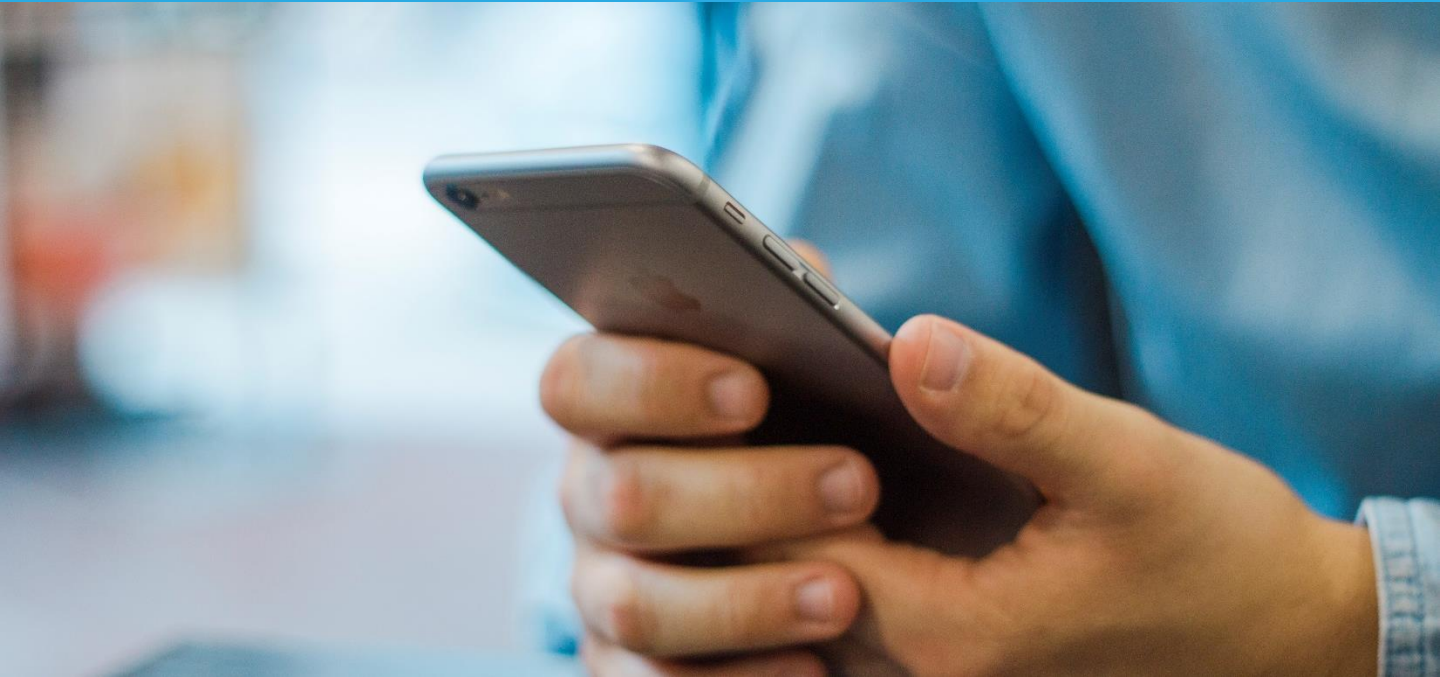
All voices are equal.

All experiences heard, not just the loudest.

Helps build awareness and understanding between community members and differing perspectives.

Results are representative of the group.

INSIGHTRIX ONLINE COMMUNITIES ARE PEOPLE YOU RECRUIT FROM YOUR CITIZENRY WHO ARE READY AND WILLING TO ENGAGE ONLINE

Step One: Create your Community.

Populate your community from lists you already have – mailing, newsletters, etc.

Invite people to be part of your Online Community.

Members can invite other members, thereby growing your online community.

Step Two: Citizens fill out their profile, based on your criteria.

i.e. Where they live, their education level, age, gender, interests, occupation, number and age of children, etc.

Member profiles allow you to easily select members for specific engagements.

Citizens can choose to use their real names

OR

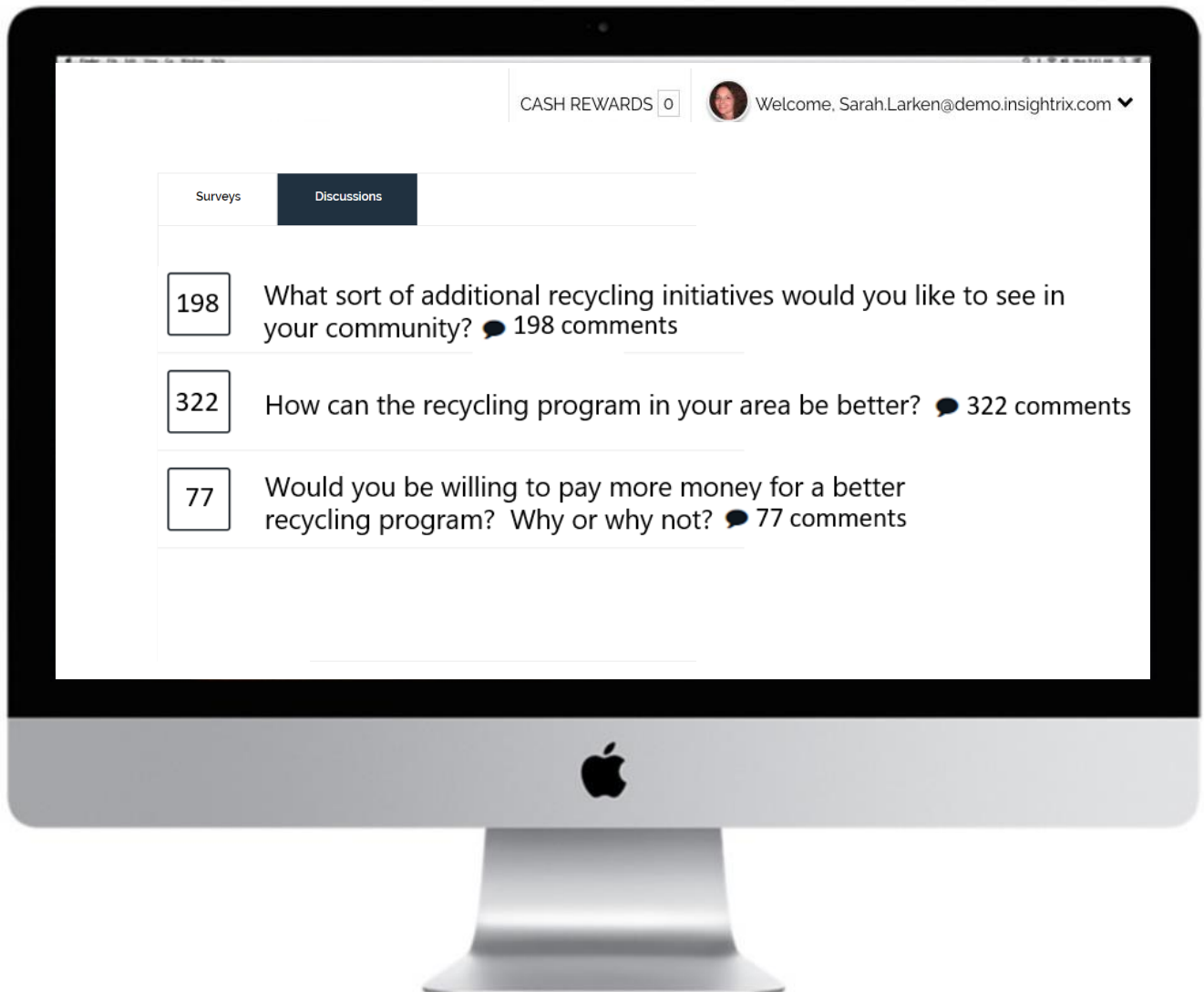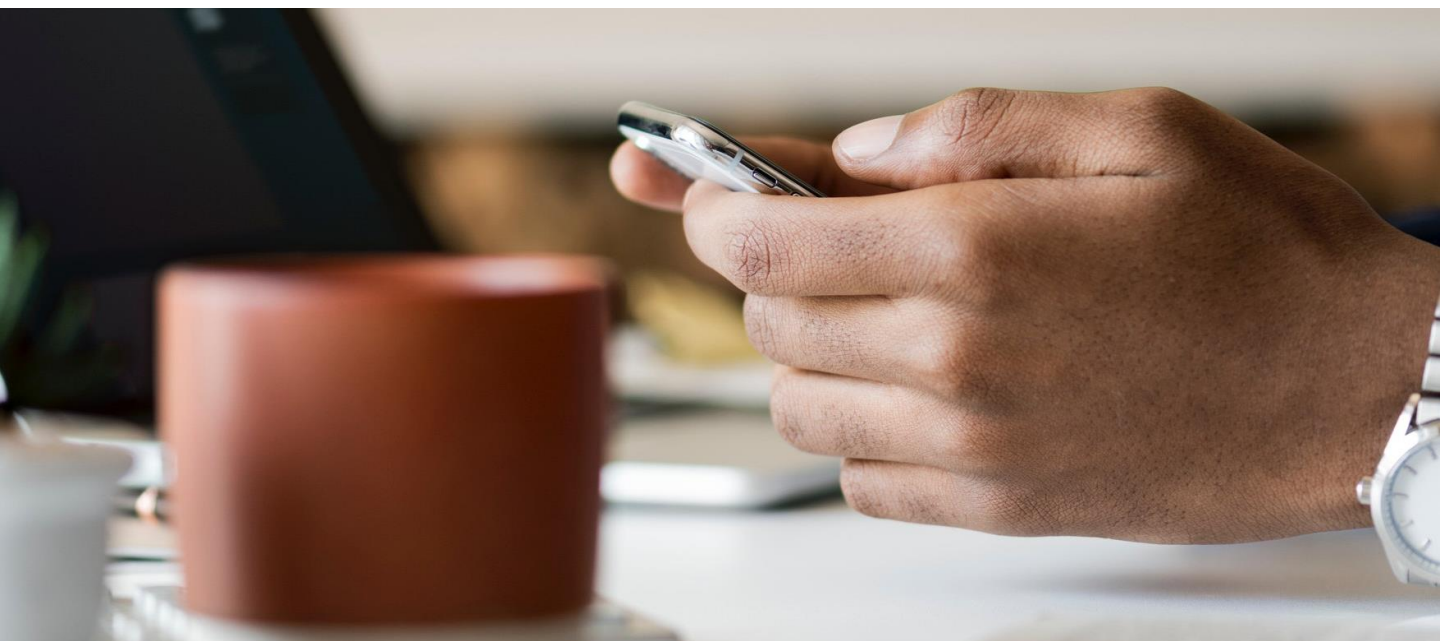an online persona name to assure their anonymity in public forums.

Step Three: Choose your engagement tool.

Bulletin Board Discussions
Diary Mode Discussions
Surveys
Polls

Step Four: Ask the Community.

For example, use bulletin board discussions to ask citizens about the recycling program in their area.

CASH REWARDS 0   Welcome, Sarah.Larken@demo.insightrix.com ⌄

| Surveys | **Discussions** |

198 What sort of additional recycling initiatives would you like to see in your community? 💬 198 comments

322 How can the recycling program in your area be better? 💬 322 comments

77 Would you be willing to pay more money for a better recycling program? Why or why not? 💬 77 comments

Step Five: Dig Deeper.

Separate different views on a topic and engage the separate groups in a public discussion to dig deeper into their views.

For example, divide respondents who were asked if they would be willing to pay more for a better recycling program in their community into a "yes" and "no" group. Ask the "no" group if they have any other suggestions to make recycling easier. Then ask the "yes" group what sort of rates they would expect for such a program and the additional services they would like to see.

This allows people to express opinions in a safe environment, preventing ideological disagreements from taking over the discussion.

Step Six: View Results.

Insightrix Online Community software gives you:

- ✓ Ability to select members for specific engagements.
- ✓ *Quantitative survey results*:
    - • How many in favour, how many undecided, how many against
- ✓ *Qualitative results:*
    - • Report the real stories behind the issue, from the people impacted by the issue

QUALITATIVE REPORTING

Insightrix Online Community software reports can be easily used in blogs, newsletters and reports back to participants.
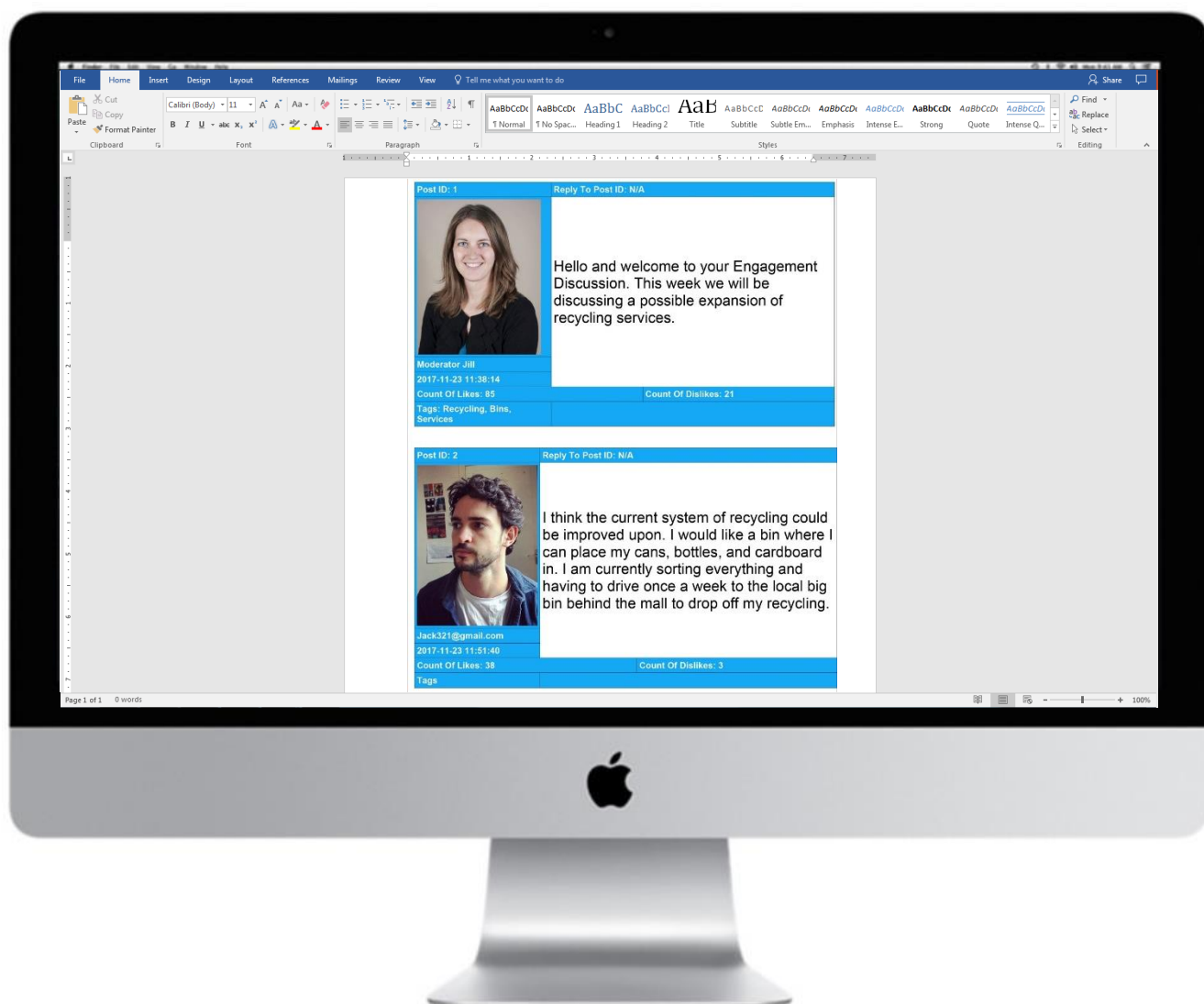
INSIGHTRIX ONLINE COMMUNITY SOFTWARE IS THE MEDIUM OF COMMUNICATION BETWEEN CONSUMERS AND CLIENTS.

"[It] was interesting to see other's opinions and values. A lot of the answers were very well thought out and people put some quality thoughts into their responses. [It] was actually nice to read some others' viewpoints that were not so negative like the social media posts out there."

- Anonymous Community Participant

We often don't know what we don't know.

Insightrix Online Communities offer the flexibility to use the findings from your first set of questions to determine the best questions to ask next.

Your public engagement becomes circular instead of linear.

INSIGHTRIX BUILDS SOCIAL CAPITAL

Citizens who engage with others gain greater awareness and understanding of other viewpoints.

Citizens who see their input informing municipal decisions gain a greater sense of belonging and greater trust in municipal government.

Online Community members can also be invited to give feedback on the ongoing implementation and effectiveness of the program.

MUNICIPALITY AS THE MODERATOR

We know what it takes, and we can help as much (or as little) as you want.

You run your online community.

We provide training on easy-to-use software. We provide leave-behind tutorials. We are available by phone or email to help.

You can conduct as many engagements as you want, as frequently as you want, at no extra cost.

MUNICIPALITY AS THE MODERATOR

You can quickly zero in on specific groups to explore issues.

Using the member profile criteria you collect, you can easily engage citizens directly affected by an issue (i.e. speed bumps on a street).

The software gives you quantitative and qualitative engagement ability and readily accessible reports.

MUNICIPALITY AS THE MODERATOR

See a listing of the projects individual community members were invited to, and if they chose to complete the engagement.

See which engagements are underway and which have been done in the past.

PARTCIPANTS HAVE CONTROL

Participants control their notifications, and information flow.

INSIGHTRIX ONLINE COMMUNITY SOFTWARE

Connecting citizens and their municipal governments, safely and securely through online engagements.

Explore how Insightrix Online Community software can improve citizen engagement.

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Email us:

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