CIVIC ENGAGEMENT IN THE DIGITAL AGE
PRESENTED BY CENTRALINA COUNCIL OF GOVERNMENTS AND UNC CHARLOTTE URBAN INSTITUTE
Introductions
Civic Engagement Approach
Case Study 1: Engagement to Build Community (Centralina)
Case Study 2: Mixed Methods Approach (Centralina)
Case Study 3: Take10CLT (Urban Institute)
Case Study 4: Charting the Civic Landscape (Urban Institute)
Questions
INTRODUCTIONS

Emily Parker | Centralina COG
- Senior Planner in Centralina’s Planning Department
- 8.5 years experience
- Specializes in public engagement process design and implementation, trained facilitator, meeting organizer
- Undergraduate from UNC Asheville & Masters from UNC Charlotte
- Native Charlottean

Diane Gavarkavich / UNC Charlotte Urban Institute
- Director of Research Services
- Former Algebra teacher
- Specializes in program evaluation, surveys, and data-based decision-making
- Undergraduate from Vanderbilt & Masters from UNC Chapel Hill
- Charlottean for 8 years
PUBLIC TRUST

Would you say...

<table>
<thead>
<tr>
<th></th>
<th>Can be trusted</th>
<th>You can’t be too careful</th>
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<tbody>
<tr>
<td>People Generally</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>Local Community</td>
<td>57%</td>
<td>43%</td>
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<tr>
<td>Local Government</td>
<td>31%</td>
<td>69%</td>
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N=171
CIVIC ENGAGEMENT APPROACH
CENTRALINA COG & UNC CHARLOTTE URBAN INSTITUTE
URBAN INSTITUTE'S APPROACH

Partner-Based
- City of Charlotte
- Knight Foundation
- Mecklenburg County
- Charlotte-Mecklenburg Schools
- Cabarrus Health Alliance
- Gaston County
- Nonprofit Organizations
- Foundation For The Carolinas
- Google

Issue Focused
- Affordable Housing
- Planning
- Demographic trends
- Education
- Public Health

Data Driven
- Primary & secondary data
- Data-driven decision-making
- Capacity-building
- Mapping & visualization

Founded in 1969, it provides services including technical assistance and training in operations and data management; public opinion surveys; and research and analysis around economic, environmental, and social issues affecting the Charlotte region.
CENTRALINA'S APPROACH

An Intentional Approach

- It's all about people, building relationships and trust.
- Listen first! Designed to learn what residents or stakeholders value – and build from there.
- "Surprise free" process.
  - "Feedback the feedback" --- positive and negative.
  - Chances to give input throughout process for all parties.
- Customized engagement.
  - There is no silver bullet!
  - Integrate mixed methods depending on nature and character of the community and issue at hand, timeline, desired outcomes.

Engagement Experience

- Charlotte Regional Transportation Planning Organization
- City of Lincolnton
- City of Salisbury
- CONNECT Our Future
- Metropolitan Transit Commission – Regional Transit Engagement Series
- Town of Huntersville
- Town of Mooresville
- Town of Stallings
- Town of Troutman
CASE STUDY 1: ENGAGEMENT TO BUILD COMMUNITY
LINCOLNTON & TROUTMAN
ENGAGEMENT TO BUILD COMMUNITY

City of Lincolnton

Town of Troutman
CASE STUDY 2: MIXED METHODS APPROACH
CONNECT OUR FUTURE
CONNECT OUR FUTURE

- Open Houses
- ULI Reality Check
- Community Workshops
- Consensus-Building
CASE STUDY 3: TAKE10CLT
Project Snapshot

9 Months (Oct 2015 – June 2016)
26 Team Leaders
156 City Ambassadors
Goal of 36 Conversations
2,487 Total Conversations
TECHNOLOGY IN ENGAGEMENT PROCESS

**Low Tech Engagement**

1. What do you like about living here?
2. Can you tell me about your ideas to improve Charlotte today?
3. Thinking ahead, tell me what do you want Charlotte to be like in five years?

**Tech for Support & Analysis**

- SurveyMonkey
- Excel
- SPSS
- NVivo
- ArcGIS
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Tech for Reporting & Sharing
FINDINGS AROUND TECHNOLOGY

Face-to-face engagement is important

But needed easy ways to enter data
NEXT STEPS

Continue face-to-face engagement with shortened timeline

Add 311
MORE INFORMATION:
CHARLOTTENC.GOV/CIVICINNOVATION/TAKE10

#TAKE10CLT
Data Findings
October 2016
Prepared for the City of Charlotte
By the UNC Charlotte Urban Institute

#TAKE10CLT
Evaluation Report
September 2016
Prepared for the City of Charlotte
By the UNC Charlotte Urban Institute

#TAKE10CLT
How to Implement a Take10CLT Inspired Initiative
November 2016
Prepared by the City of Charlotte and the UNC Charlotte Urban Institute
CASE STUDY 4: CHARTING THE CIVIC LANDSCAPE
PROJECT OVERVIEW

Information Ecosystems

Online Civic Behaviors

Offline Civic Behaviors

Local Landscape

Life Goals

Motivations

Social Influences

Interested Bystanders
<table>
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<th>PROJECT TECHNOLOGY</th>
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<td>![SurveyMonkey logo]</td>
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- **Basic data collection**
- **Simple/clean**
- **Basic analysis and visualization**

- **Handle more data**
- **Skip patterns**
- **Easy to program**
- **Basic analysis and visualization**

- **More complicated skip patterns**
- **Display patterns**
- **More professional templates**
- **More advanced analytics and visualization**

- **Academic-oriented**
- **Expensive**
- **Complicated programming**
- **Conjoint analysis (profiles)**
Syrian Government Forces Retake Rebel-Held Areas In Aleppo

November 27, 2016 - 10:24 AM ET

RAEYJAH, N.C. — To protect the women of North Carolina, Governor Pat McCrory joined Chuck Stuckey, candidate for state auditor, in officially filing for a statewide recount. The recount was filed to meet the original date specified, although the formal recount will not occur until after the county boards of elections certify the results.

"With many outstanding votes yet to be counted for the first time, legal challenges, ballot protests, and voter fraud allegations, we must keep open the ability to allow the established recount process to ensure every legal vote is counted properly," said Russell Frey, Pat McCrory's campaign manager.

"Many votes remain to be counted by our election officials, and we hope the recount can be completed as efficiently as possible," Frey said.
PRELIMINARY FINDINGS

• 57% (N=1475 survey respondents) had done something civic-related online in the past week
  • 50% of those individuals did something related offline

• 60% (N=1488 mobile diary responses) of reported civic activities during the mobile diary study were online or both online and offline

How do you find out about civic issues and activities?

- Online: 52%
- TV: 47%
- Radio: 41%
- Someone I know: 38%
- Newspaper: 23%
- Community Newspaper: 15%
PRELIMINARY FINDINGS

Respondents feel comfortable discussing politics…

- With those I don’t know on social media: 34%
- With those I don’t know in person: 59%
- With family or friends on social media: 36%
- With family or friends in person: 89%

• 30% (N=1316 respondents) said that their job is very or extremely influential to what they post on social media.

• 34% (N=1321 respondents) said that their family is very or extremely influential to what they post on social media.
You're invited!
Think of a challenge or an upcoming project or initiative that could benefit from community engagement…

What methods can you use to engage?
What are the barriers and opportunities to those methods?
What would you like to try that you haven’t tried before? What resources do you need to try it?
QUESTIONS FOR US
THANK YOU

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