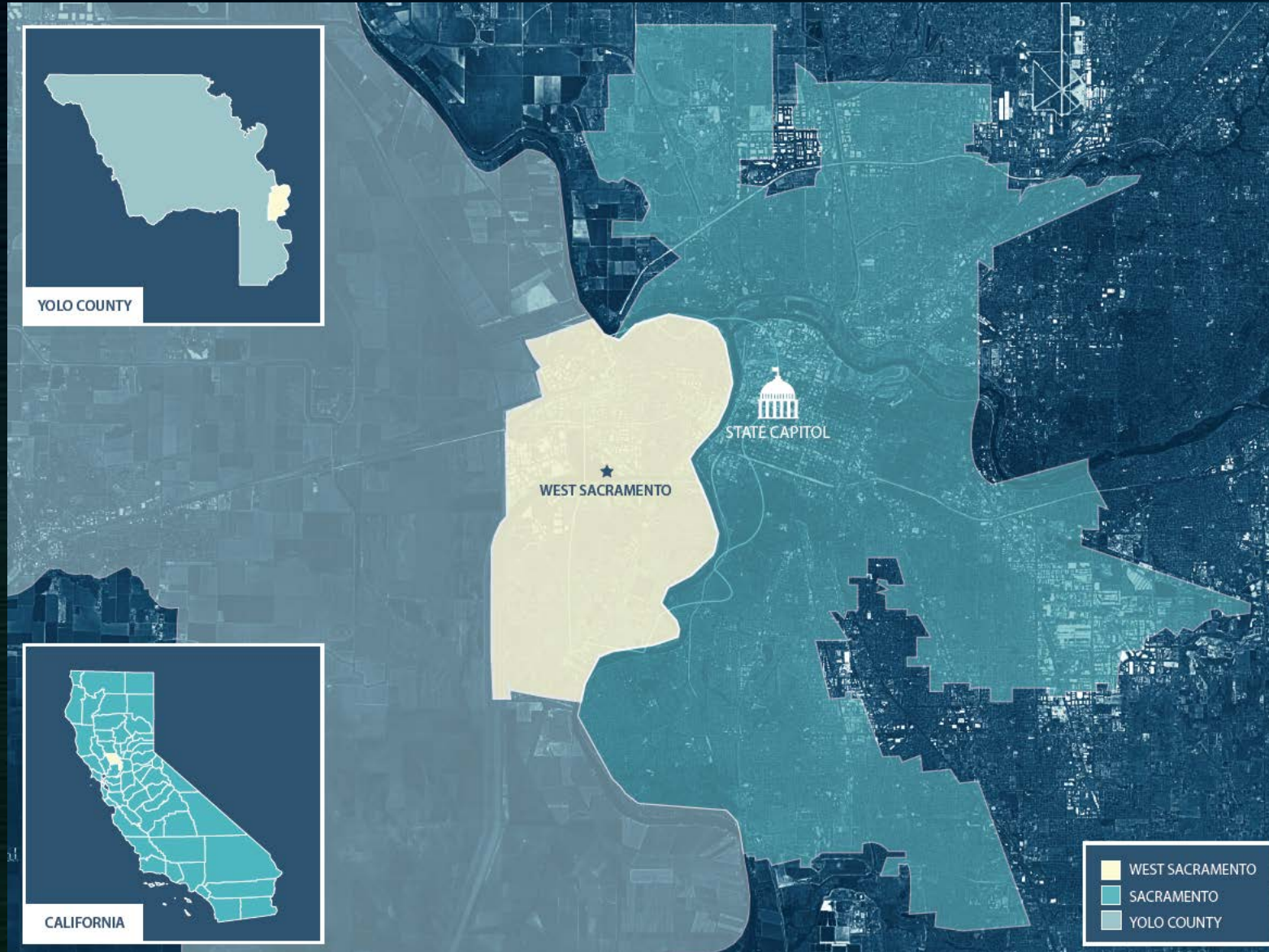


Leveraging Technology to Enhance Community Engagement in West Sacramento

Mayors Innovation Project
Washington, D.C.
January 26, 2019



City of West Sacramento Location



The Public Meeting



Some Problems with Public Meetings

- Resources/logistics
- Resident convenience
- Equity
- Timing/relevance
- Strategic behavior
- Social pressure



 **City of West Sacramento, Government**
Published by Paul Hosley [?] · January 7 at 10:51 AM · 🌐

Your input is needed. Please take this survey to help determine priorities in transportation, housing, and environmental planning for our region.



CLIMATEREADINESS.INFO
SB-1 Project: Capital Region Transportation Sector Urban Heat Island Mitigation

1,194 People Reached 60 Engagements [Boost Post](#)

 Peter G. Standa, Kristin Addington-Halloran and Cindy Demerby 3 Shares

 Like  Comment  Share 

 Write a comment...    

Online Engagement

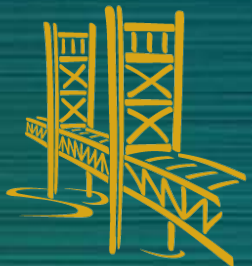
- Cheaper
- More convenient for residents
- Reach more residents quickly
- Still subject to:
 - *Equity issues (e.g. Internet access)*
 - *Cognitive bias*



Revealed vs. Expressed Preferences



- Meetings: expressed preferences
- Social media reveals residents' preferences
- Advantages of revealed preferences:
 - *Convenient, low-cost*
 - *Minimizes strategic behavior*
 - *Minimizes cognitive bias*
- Challenge: how to collect and analyze social media artifacts



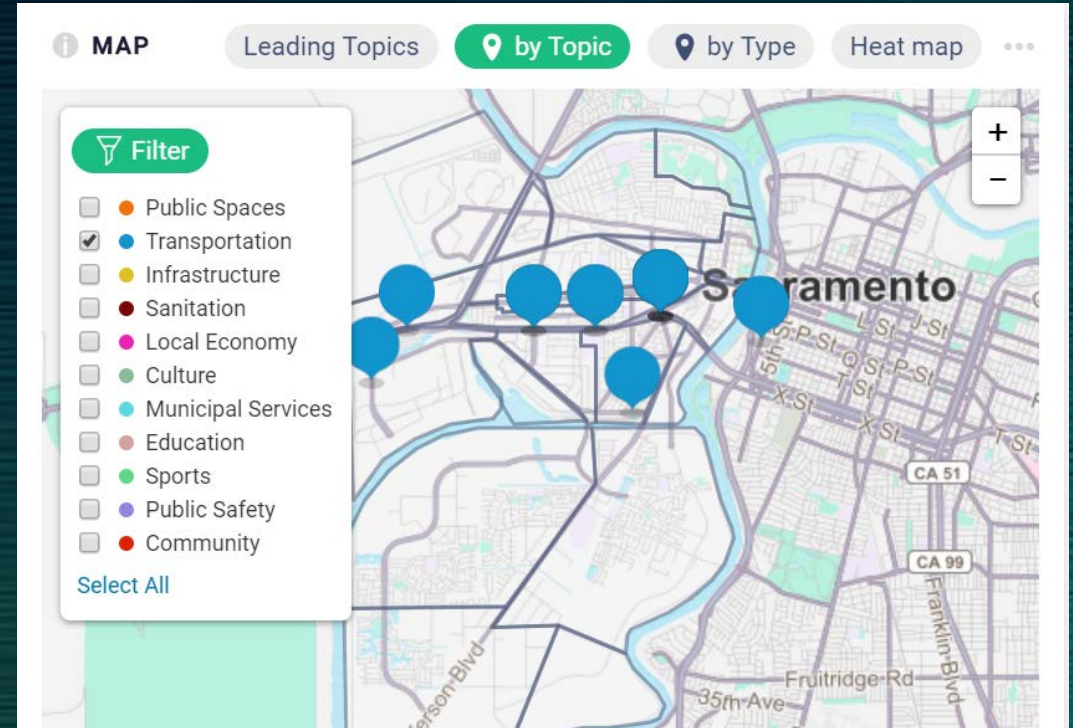
Social Media Listening Software

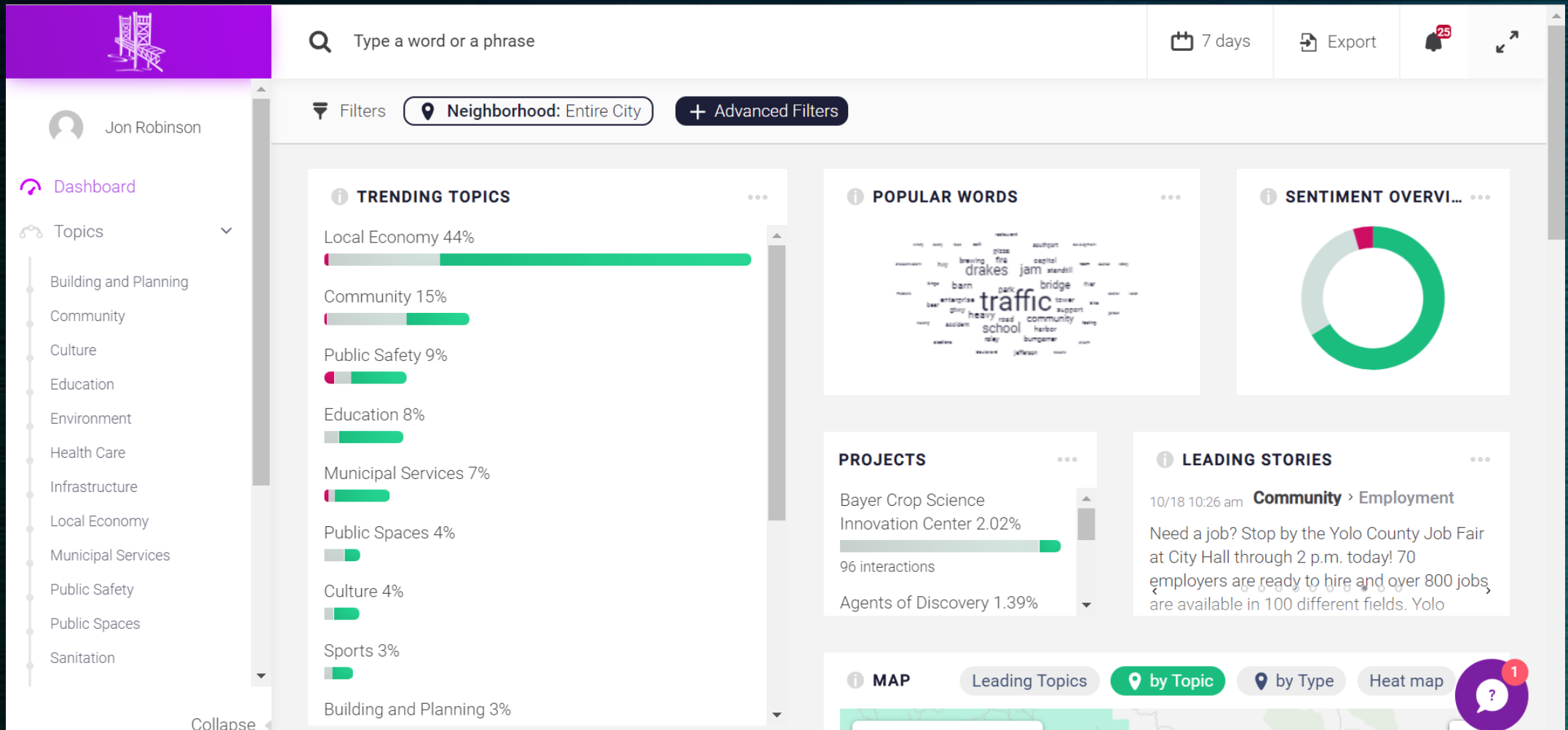
- ZenCity platform uses AI to categorize + assign sentiment to public posts
- Sources include:
 - o Public FB posts
 - o Tweets from specified accounts and hashtags
 - o Comments on City's CRM portal
 - o NextDoor (responses to City posts only)
- All material was intended to be public
- No spying, no tracking of individual residents' posts



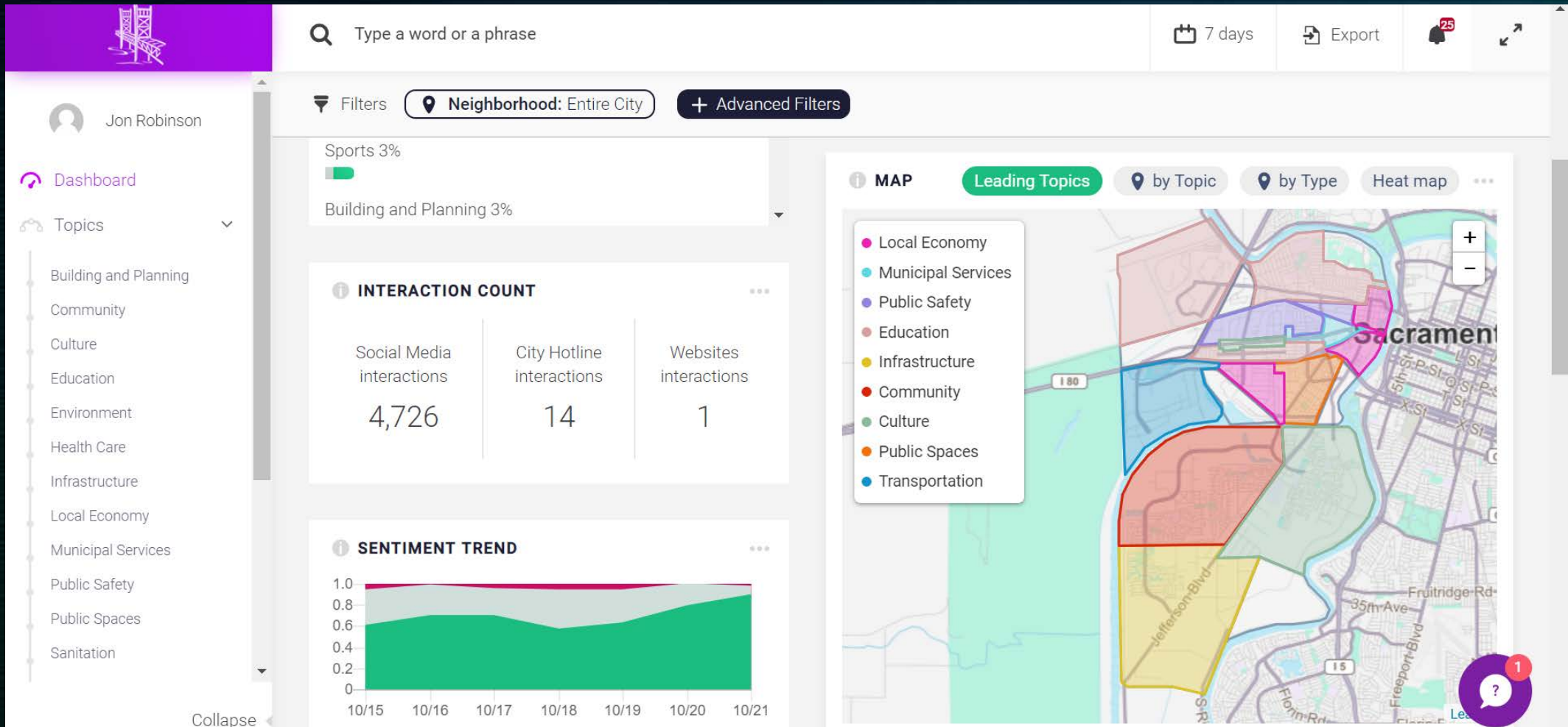
Uses

- Cross-check our perception of public sentiment
- Measure performance of communications efforts
- Measure qualitative outcomes of fielded projects
- City Council receives monthly summary

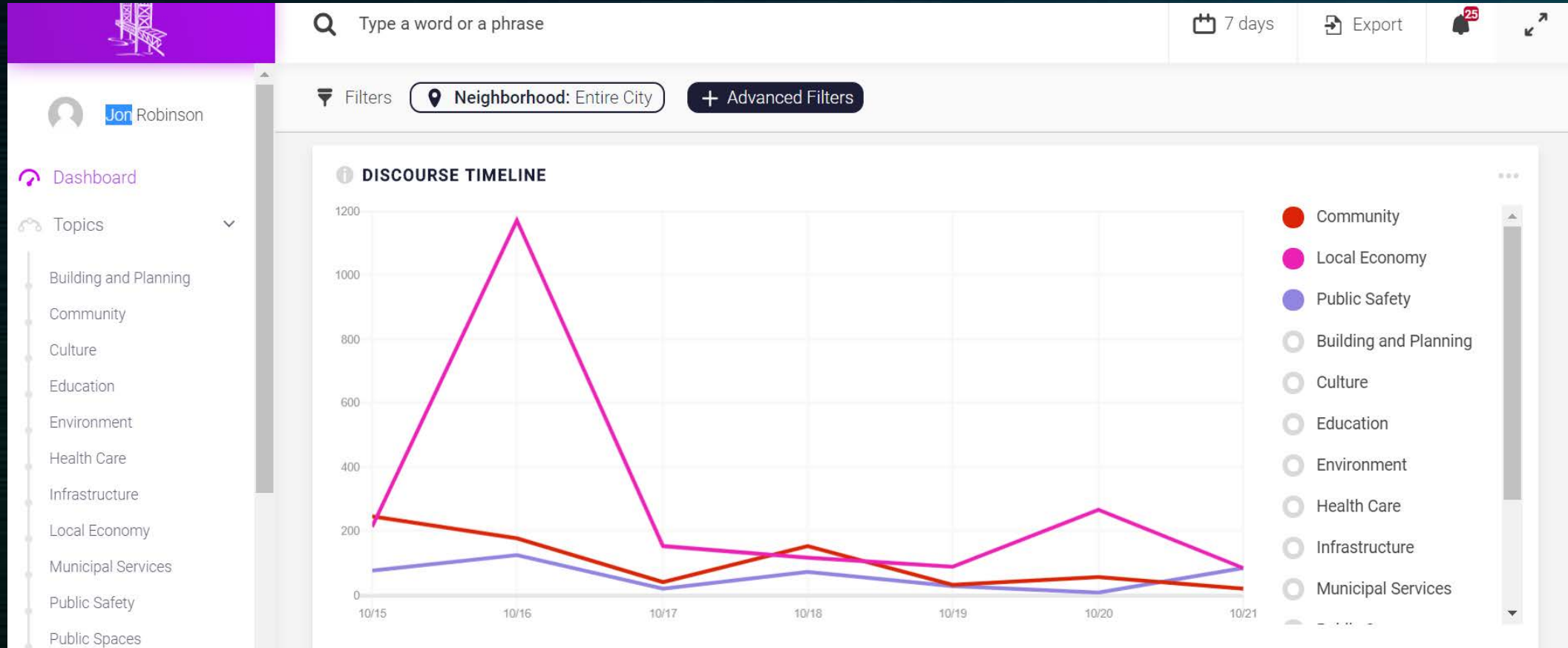




Interaction Count, Map, Sentiment Trend

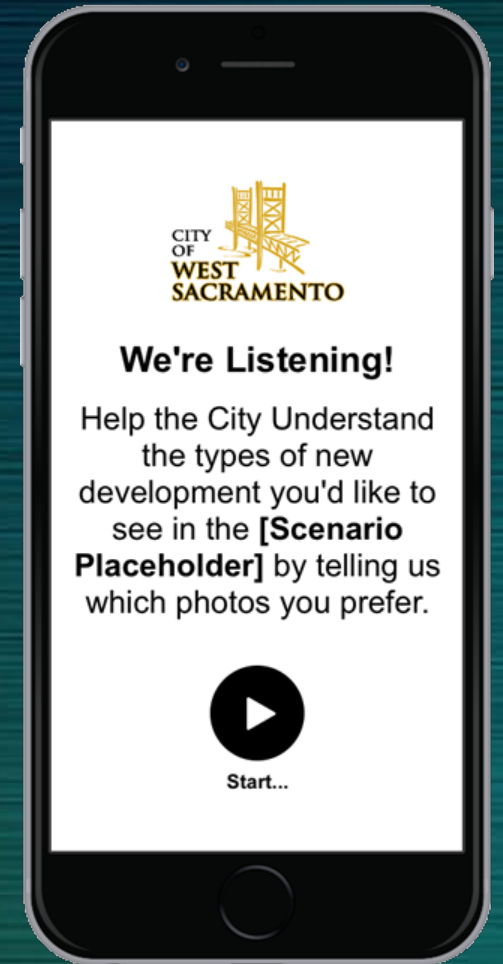


Discourse Timeline



Next Steps for City of West Sacramento

- “Tinder for Cities” app: low-stakes engagement
- Augmented Reality engagement tool
- Improve in-person engagement through training



Take-Aways

- In-person engagement is still important, but is a means to an end
- The goal of engagement should not be more meetings
- The goal should be to understand community needs so well that fewer meetings are required in order to deliver results that delight residents
- Leveraging revealed preferences can help achieve that outcome



The End

For a more about the philosophy that informs key elements of our community engagement work, See West Sacramento Mayor Christopher Cabaldon's 2013 Tedx Talk, "A Hard Reboot of Democracy in the City," available on YouTube.

