Where to from here?

Ways to engage citizens:

What does effective citizen engagement require?

Citizen engagement requires changing the behavior of both public servants and citizens.

To encourage participation, governments need to:
- create an inviting and welcoming atmosphere;
- clarify the form of participation needed;
- follow up and acknowledge;
- seriously consider contributions.

Citizen Engagement
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What is Citizen Engagement?
People’s direct involvement in community affairs rather than reliance on indirect representation mediated by others such as experts, elected officials or bureaucracies.

How should public servants treat citizens?
- Be available
- Listen
- Help
- Personalize responses
- Respond promptly
- Be courteous

Treat citizens as partners and co-creators!
Whose job is it?

Government takes a lead role but help is needed from various individuals, groups and organizations.

How does citizen engagement occur?

- Formal participation and engagement programs
- Day-to-day operations and service

Most cities notify and consult ONE WAY!
...Springfield incorporates and collaborates with, and empowers its citizens.

Citizen Engagement can:

- Build citizenship
- Foster a sense of community
- Engender trust
- Enhance creative problem solving
- Increase the likelihood citizens will support financial investments in community projects.

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Ways to engage citizens:

1. Surveys, citizen panels and focus groups
2. Discussing, educating and envisioning
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Ways to engage citizens:

1. Surveys, citizen panels and focus groups
2. Discussing, educating and envisioning
3. Internet and social media
4. Deliberation and dialogue
5. Arts and Events
6. Service delivery and performance measurement
7. Neighborhood Organizations