



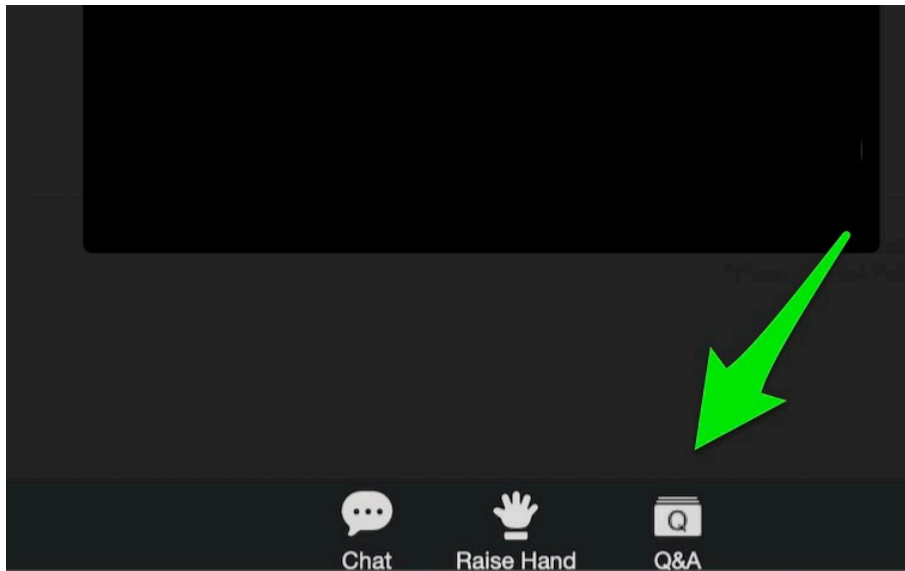
Using Data For More Inclusive Public Engagement

In partnership with

Thursday, December 7, 2023 • 11:00 a.m.

TECH OVERVIEW & HOUSEKEEPING

- All webinar participants will be on **MUTE** for the duration of the event.
- Please type any content questions for into the **Q&A BOX** at any time during the session.
- Please type into the **CHAT** to notify the meeting host of any logistical questions or technical issues.



- **A recording of the session will be available shortly after the webinar.**

AGENDA

Welcome

About ILG

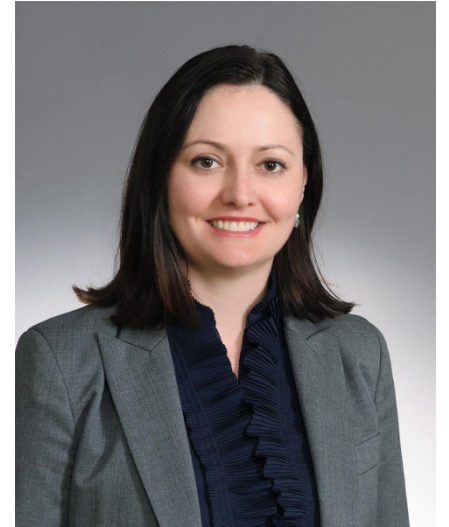
Equity, Engagement, and Data

City of Sunnyvale

Data Driven Engagement

Q&A

WELCOME



**Hanna
Stelmakhovych**
Program Manager
MODERATOR



ABOUT ILG



NON-PROFIT, NON-PARTISAN AND HERE TO HELP

- The Institute for Local Government is the non-profit training and education affiliate of three statewide local government associations
- Together with our affiliates, we serve over 2,500 local agencies – cities, counties and special districts
- We provide practical and easy-to-use resources so local agencies can effectively implement policies on the ground



**California Special
Districts Association**
Districts Stronger Together

ILG'S PROGRAMS AND SERVICES

Program Areas

Leadership & Governance

Civics Education & Workforce

Public Engagement

Sustainable & Resilient Communities



Services

Education & Training

Technical Assistance

Capacity Building

Convening

Our mission is to help local government leaders **navigate complexity**, **increase capacity & build trust** in their communities

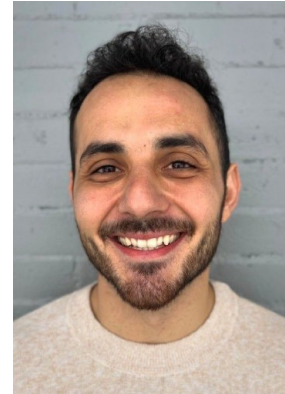
TODAY'S PRESENTERS



Roberto Carlos Torres
Sr. Program Manager
Institute for Local Government



Jaqui Guzman
Deputy City Manager
City of Sunnyvale



Billy Trakas
Manager of Revenue Operations
Social Pinpoint



Sophia Robison
Account Executive & Head of Planning Practice
Social Pinpoint

EQUITY, ENGAGEMENT & DATA



EQUITY & EQUALITY

Importance

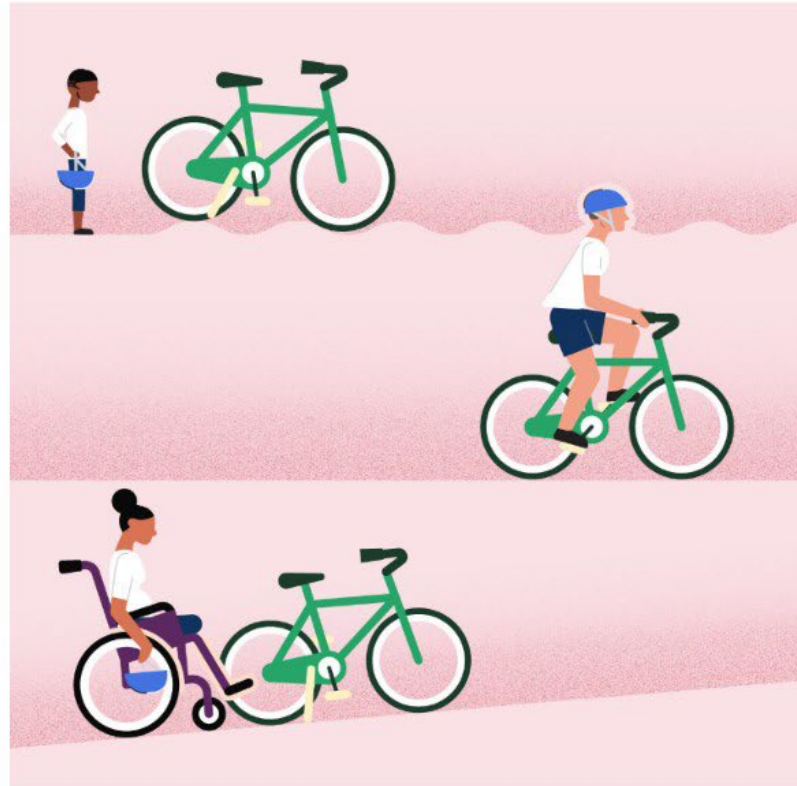
- Historical inequities persist, perpetuating inequities today

Advancing Equity

- Requires intentional actions
- Achieved through **authentic engagement**
- **Note:** This is not zero-sum

EQUALITY:

Everyone gets the same—regardless if it's needed or right for them.



EQUITY:

Everyone gets what they need—understanding the barriers, circumstances, and conditions.



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WHAT WE MEAN BY ENGAGEMENT

Involvement in civic and political life of their community

Civic Engagement



One-way local government communication to inform

Public Information / Outreach



Promotional messages disseminated across communications channels to inform

Marketing / Advertising



A broad range of methods to inform and gather input

Public Engagement



TYPES OF DATA

Quantitative

Represented numerically

- Census Data
- Jurisdictional Data (permits, utility rebates, street conditions, etc.)
- External Data (Quality of Life Index, Healthy Communities Index, etc.)
- Scientific Surveys (random sampling, unbiased design)



Qualitative

Representing information or concept

- Open-ended Survey Responses
- Meeting Highlights/Key Themes
- Testimonials/Feedback



BENEFITS & LIMITS OF DATA



Benefits

- Allows for easy visualization
- Helps identify gaps
- Provides justification

Limits

- Can overgeneralize
- Does not provide holistic picture
- Lacks emotional component

LEVERAGING DATA

Guide your
planning

Understand
current
conditions

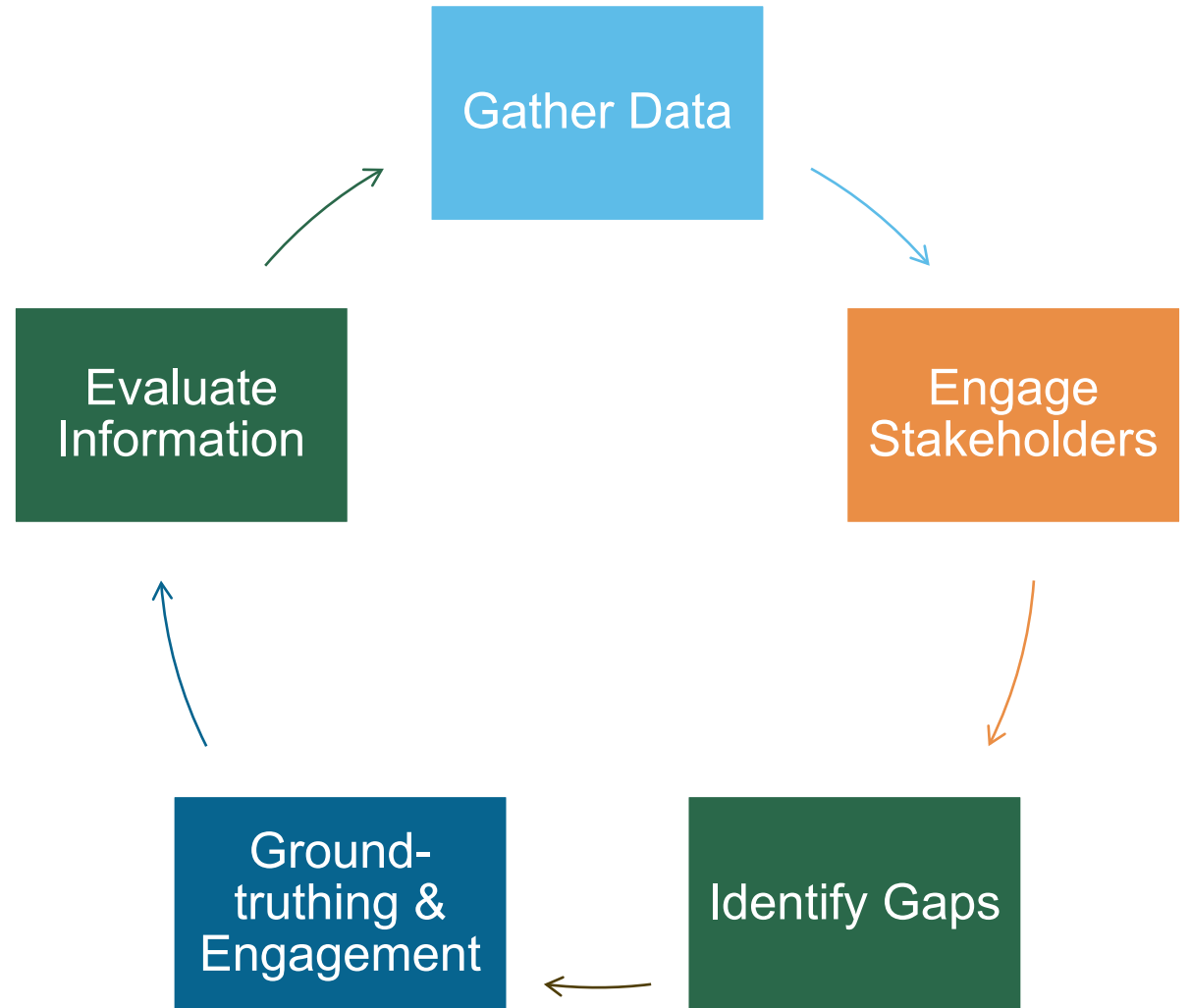
Identify gaps

Verify/Ground
Truth

Constant
Evaluation

USING DATA & ENGAGEMENT

- Use data to **inform engagement**
- It's a cycle – can change



HOW TO LEVERAGE DATA WITH LIMITED RESOURCES

Research U.S. Census Data

Survey or ask participants during event check-ins and sign ups

Use free extensions of existing technology platforms (Like Microsoft 365)

Work with community organizations that represent targeted groups

Utilize expertise that exists within your agency and among your stakeholders

**CITY OF
SUNNYVALE**



Sunnyvale



Sunnyvale



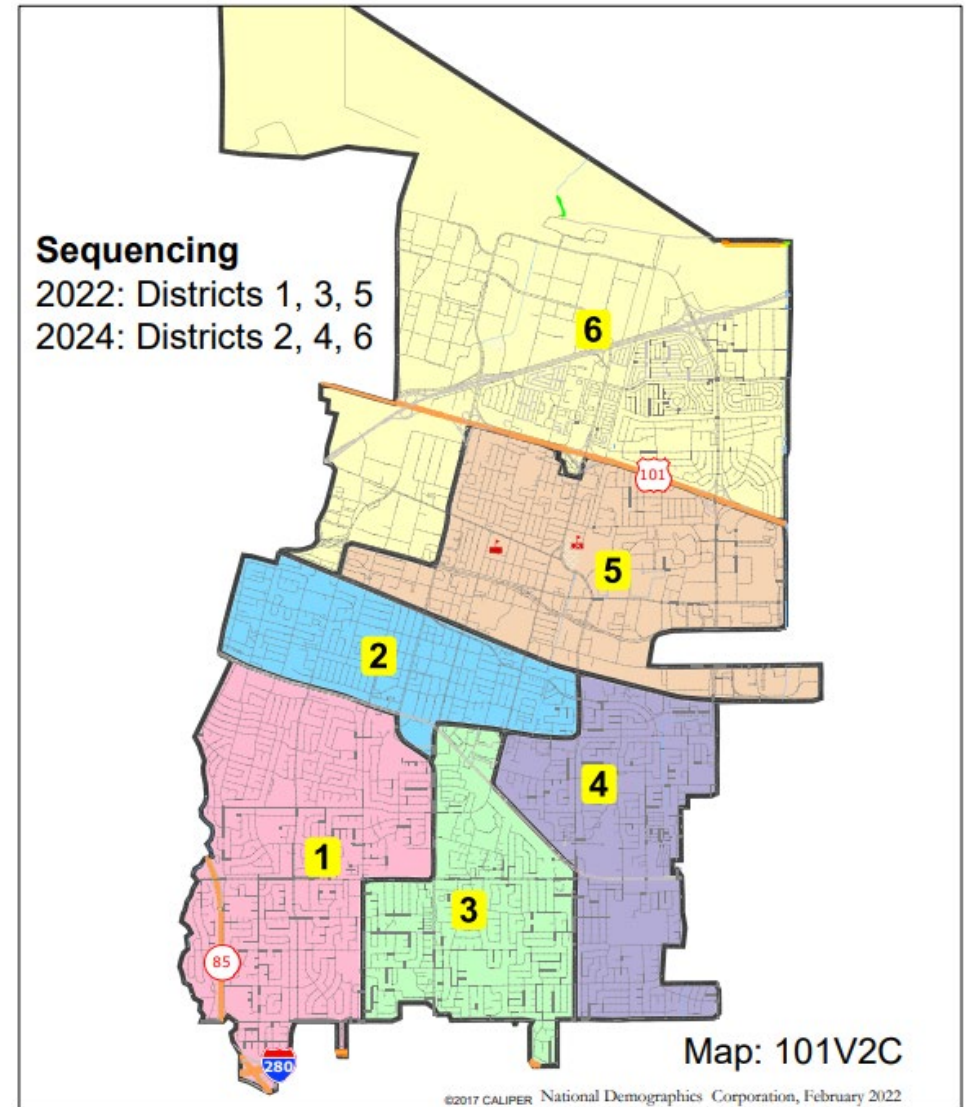
Sunnyvale's Transition to District-Based Elections

Using Data for Inclusive Public Engagement

December 7, 2023

Presentation Overview

- » Project Overview
- » Outreach Planning
- » Demographic Data Collection
- » Sunnyvale's transition to District Elections



California Voting Rights Act Project

- » 2018 Sunnyvale began exploring a move to district-based election given an increase in CVRA litigation
- » Received a letter from a potential plaintiff in October 2018
- » City committed to placing a measure on the ballot after community outreach



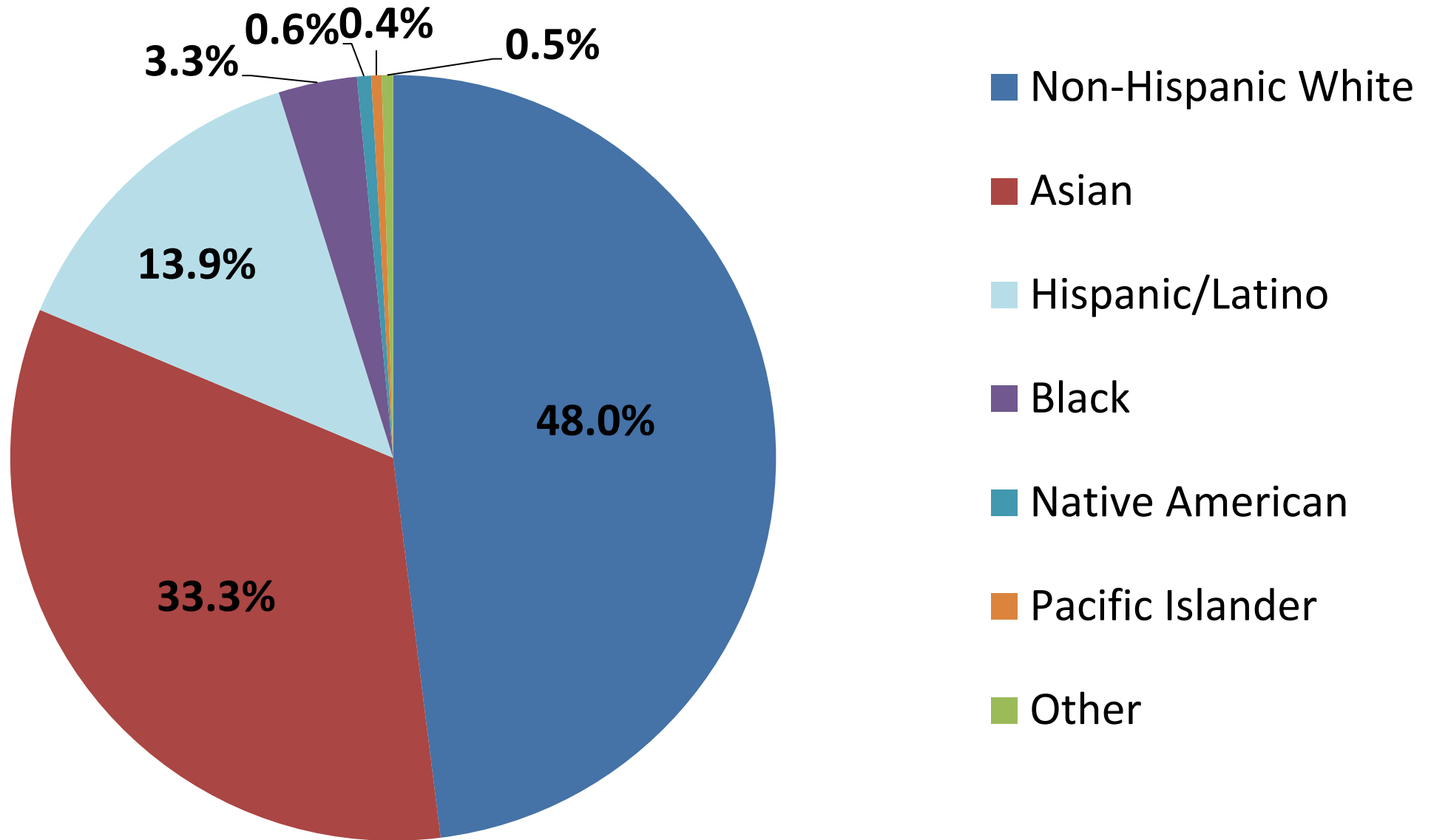
Key Data Sources

- » **Census** for more precise point-in-time demographics
- » **American Community Survey (ACS)** for estimates and Citizen Voting Age data by race/ethnicity



Sunnyvale Demographics

Sunnyvale Citizen Voting Age Population 2016



Target Audience

- » Sunnyvale voters and potential voters
- » Ensure participation by those who may not otherwise participate in civic engagement
- » Special emphasis on engaging racial and ethnic minorities
 - Asian (Chinese, Indian, Filipino, Vietnamese, & Korean)
 - Hispanic/Latino
 - Black

Demographic Survey

Census-based categories for:

- » Age
- » Race/ethnicity
- » Household income
- » Geographic area/district
- » Housing tenure (later)



Inclusive Public Engagement

- » Stakeholder mapping
- » Targeted outreach
 - Places of worship
 - Community/Senior Center
 - Mobile home parks
 - Library
 - Farmers' Market
 - Parent Groups
 - Nonprofit partners
 - Neighborhood Associations
 - Festivals/special events
- » Ethnic Media
- » Translation and interpretation
- » Childcare and food at meetings (as applicable)



Language Access

- » **ACS:** Limited-English Households (S1602)
- » **California Department of Education**

DataQuest: dq.cde.ca.gov

- Language Groups by School Determined to Meet 15 Percent and Above Translation Need



Sunnyvale District Mapping Pop-Up Events



Citizens Advisory Committee

» Advisory role to staff on:

- Outreach plans
- Messaging
- Connecting to established community groups
- Dynamic outreach check-ins

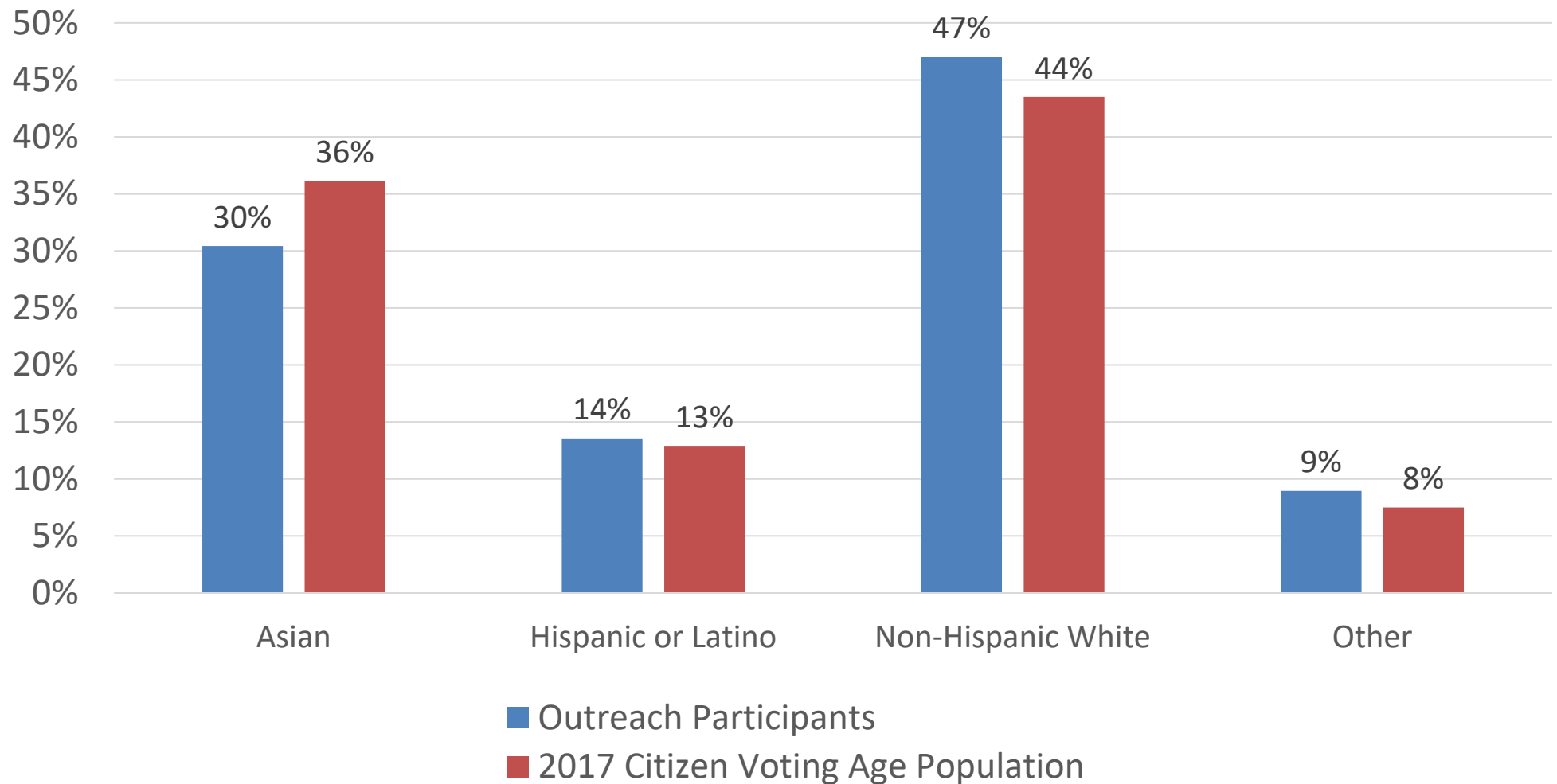
» Consisted of 9 Sunnyvale residents that represented the geographic, ethnic, and social diversity of the City

- Used optional demographic questions in application to inform recruitment and selection process

Highlight: Phase 1 Participation

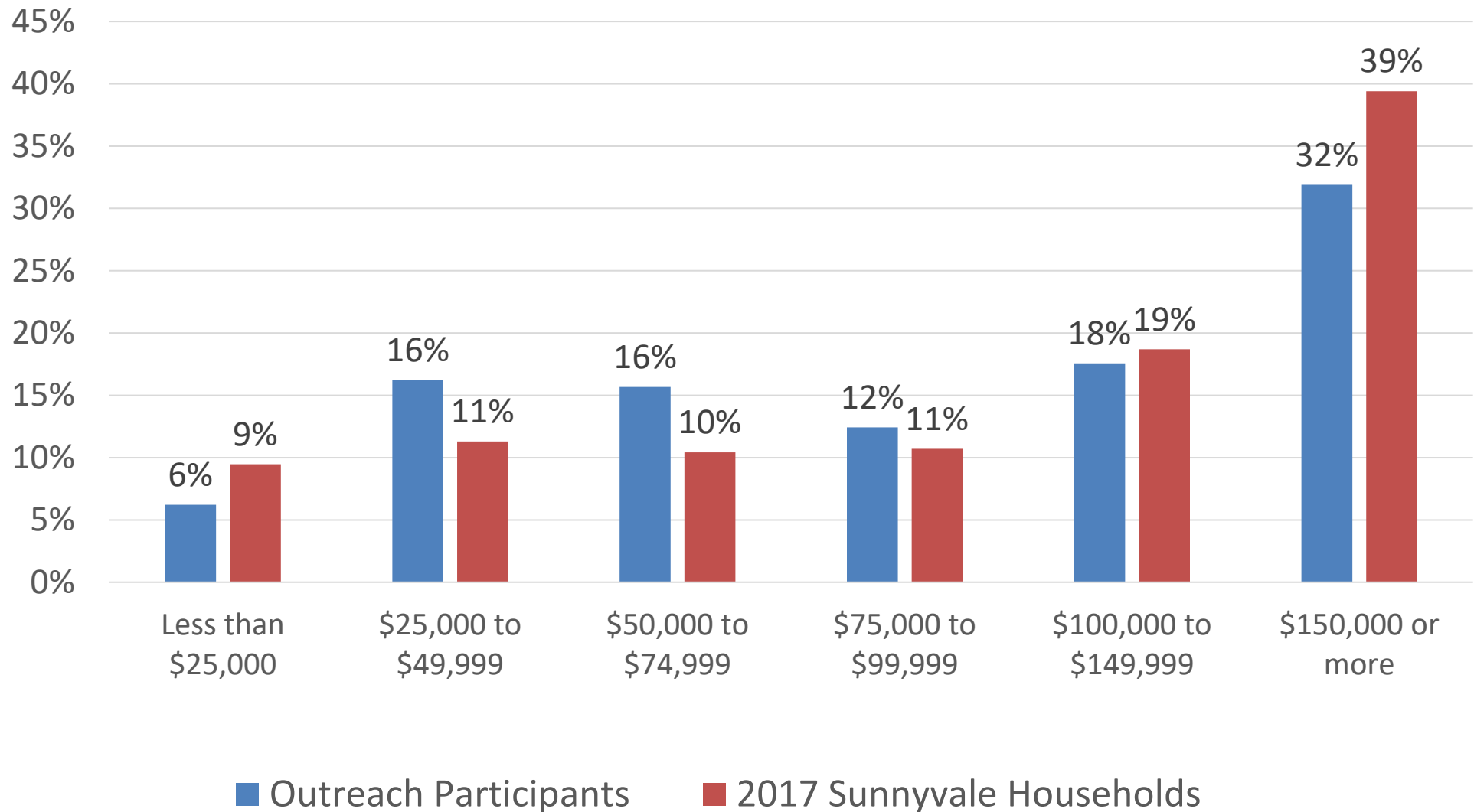
Public Input Channel	Number of Participants
Open Houses and Community Input Workshops	117
Pop-Up Events	654
Presentations to Community Organizations	134
Online Engagement	48
TOTAL	953

Sunnyvale District Mapping Demographics – Race/Ethnicity

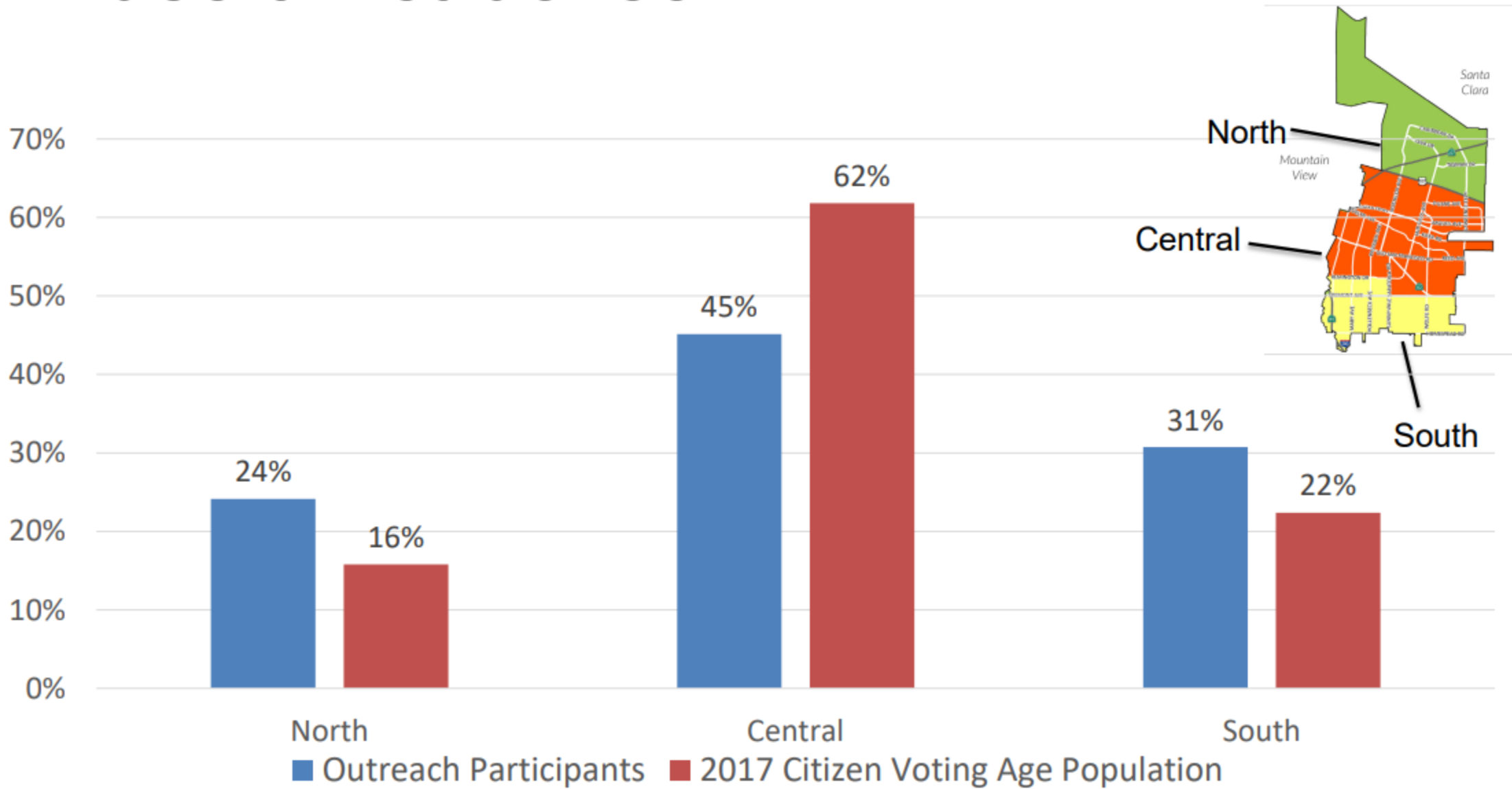


Sunnyvale District Mapping

Demographics – Household Income

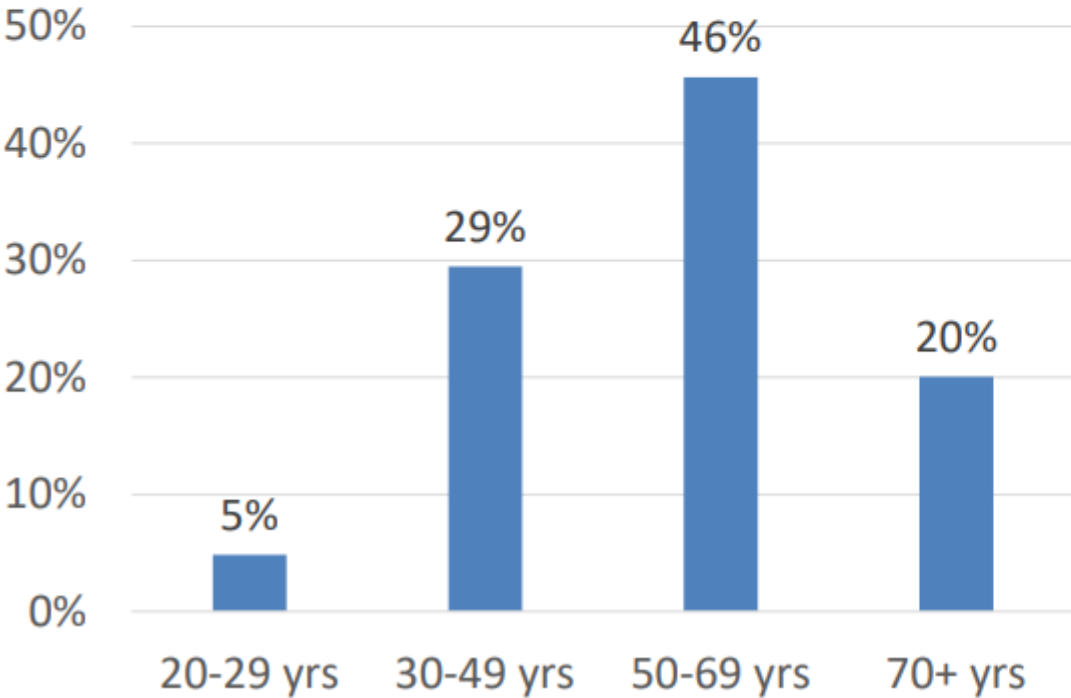


Place of Residence

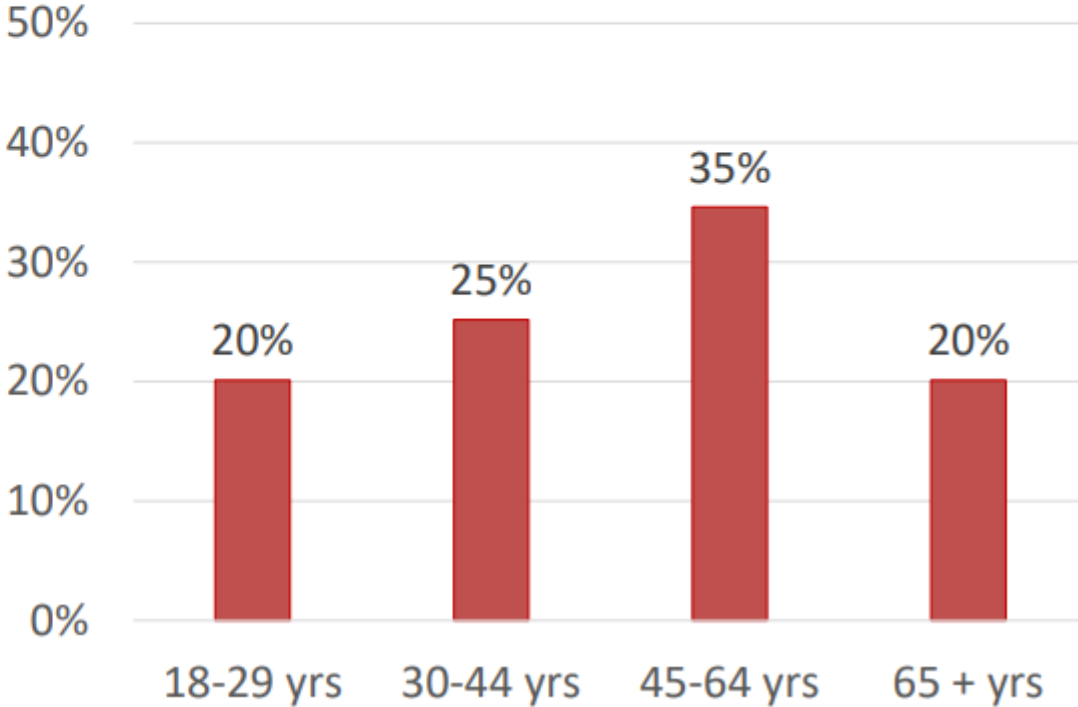


Demographics - Age

Estimated Outreach Participants by Age Group



2017 Sunnyvale Citizen Voting Age Population



Empowering Community with Data

The screenshot displays the DRA2020 web application interface. At the top, there is a navigation bar with a menu icon, the text "DRA2020" with a map of the United States, the word "Test", and various utility icons. Below this, a dropdown menu shows "Sunnyvale" with a count of "1" and a deviation of "-15,603".

The main interface is divided into a left sidebar and a central map area. The sidebar contains a "District Selector" table, "District Details", "Colors", "Overlays", and "Custom Overlays" sections.

District	Population	Deviation
Un	156,034	0
1	0	-15,603
2	0	-15,603
3	0	-15,603

The "Overlays" section includes checkboxes for "Map", "District Lines", "Precinct Lines", "County Lines", "City Lines", "Landmarks", "Racial Dot", "Labels", and "Labels". The "Map" and "Precinct Lines" options are checked.

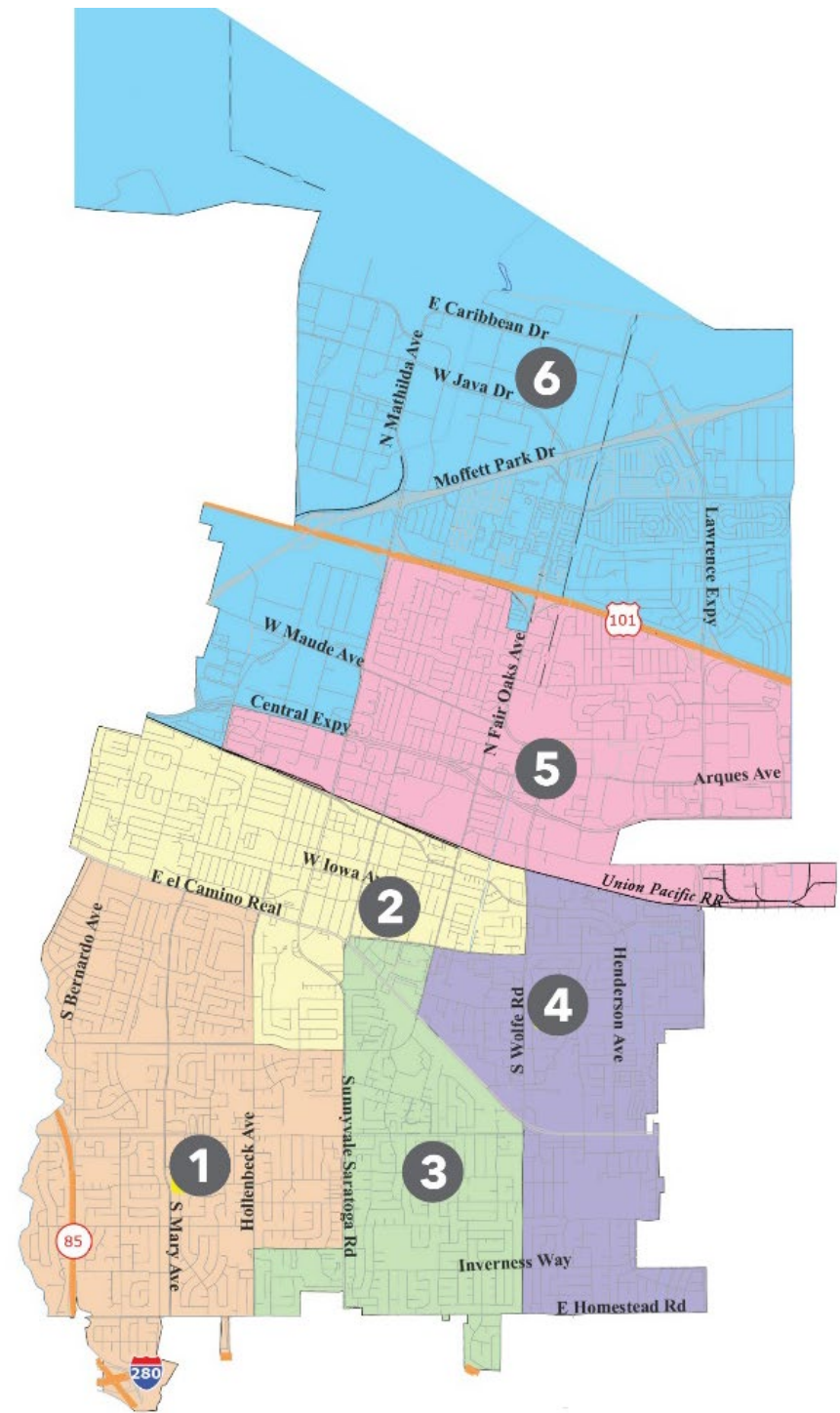
The central map area shows a map of Sunnyvale with district boundaries highlighted in red. The map includes labels for "Mountain View", "Sunnyvale", "Santa Clara", and "Cupertino". A "Map saved to server." notification is visible in the bottom right corner of the map area. The copyright notice "© 2023 Dave's Redistricting, LLC." is at the bottom left of the map area.

- » Paper Maps
- » Excel Tool
- » Online Tool

Selection of Community-Drawn Map

Developed in 2019 by the “Unity Group” made up of a diverse group of Sunnyvale residents

Measure B passed with 62% support



Lessons Learned

1. Invest in stakeholder mapping
2. Provide many ways to engage
3. Go to where people are at
4. Track your outreach demographics
5. Conduct dynamic check-ins to evaluate effectiveness and pivot, if needed
6. People-centered design with opportunities for co-creation

Outcomes

- » Sunnyvale began transitioning to district-based election in November 2020

Beginning November 2020:



You will vote for a councilmember from the district where you live.



You will vote directly for mayor every four years.



Individuals can serve up to three terms on City Council, but no more than two terms as mayor or two terms as councilmember.

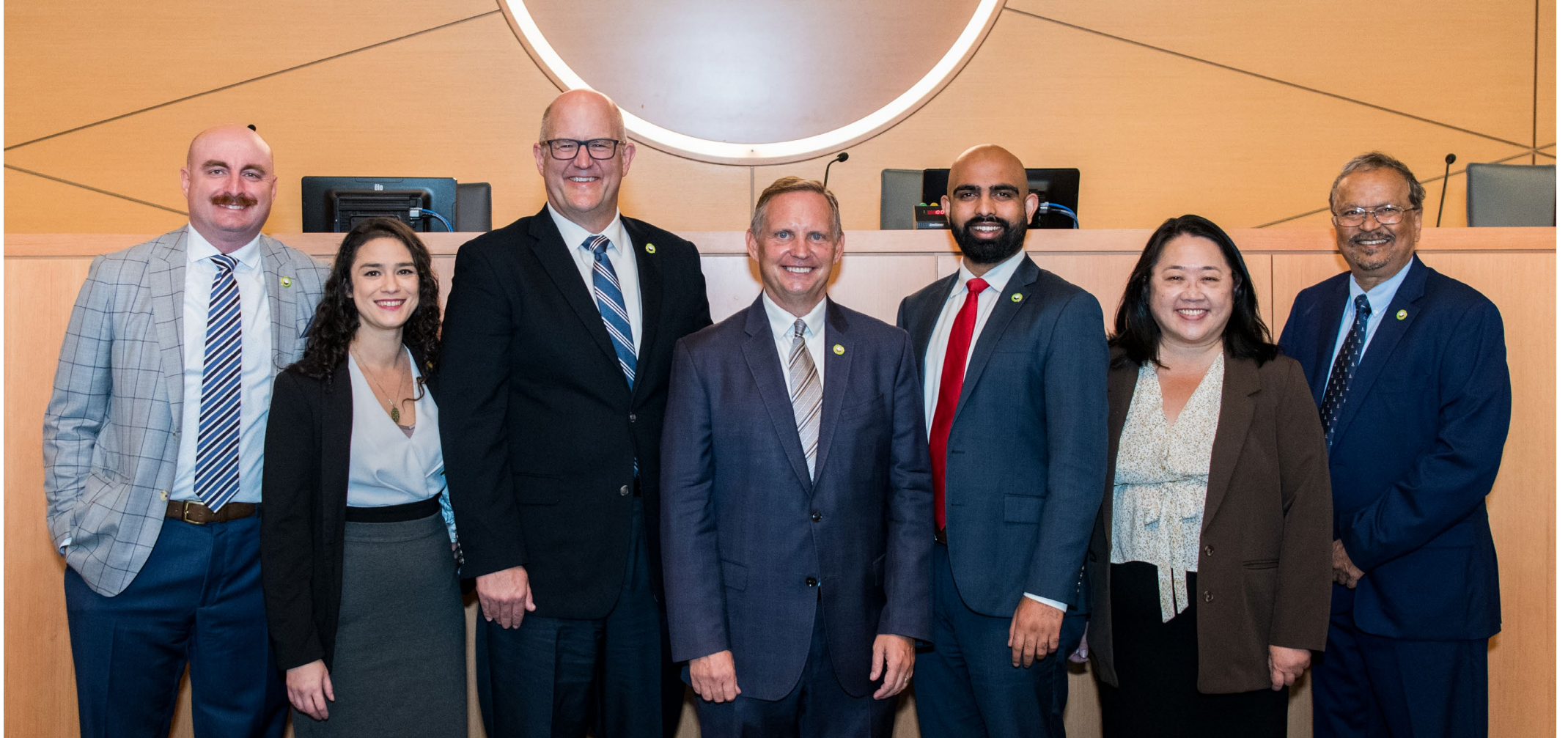


The district election system helps protect the City against California Voting Rights Act (CVRA) lawsuits.

2018 City Council (Before)



2023 City Council (After)





Sunnyvale



City Council Election System

[Sunnyvale.ca.gov/redistricting](https://sunnyvale.ca.gov/redistricting)

DATA DRIVEN ENGAGEMENT



Social Pinpoint

Leveraging Data in Digital Engagement

7 December 2023



Speakers



Billy Trakas
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Sophia Robison
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Head of Practice

Role of Data in Public Engagement

- Trend: "78% of municipalities prioritize digital transformation for data-driven decision-making." [Source: National League of Cities Report]
- Technology & Strategy: "65% of local governments use data analytics for decision-making, emphasizing strategic utilization of technology." [Source: GovTech Research 2022]



V

Visualize

Define objectives and envision the desired outcomes of public engagement.

O

Organize

Collect and structure data in a manner that is accessible and meaningful.

I

Integrate

Combine data from various sources for a comprehensive understanding.

C

Communicate

Share insights with the public and stakeholders, ensuring transparency and education.

E

Evaluate

Assess the impact of engagement strategies and make necessary adjustments

Methods of Data Collection

- **Focus Groups:** Use focus groups for deep insights
- **Community Meetings:** "Regular meetings have led to a 25% increase in trust."
[Source: Public Administration Review]
- **Online Engagement:** "70% of younger residents prefer online platforms."
[Source: Pew Research Center]
- **Surveys:** "Surveys with clear language achieve 50% higher response rates."
[Source: Harvard Kennedy School Research]

Streamlining Community Engagement Process

- **Diverse Tools:** Use a mix of digital, in-person, and print tools for inclusive engagement.
- **Automate Feedback Collection and Analysis**
- **Centralized Data System:** A centralized record system is essential for capturing comprehensive engagement data.



Centralizing Data for Strategy and Equity Performance



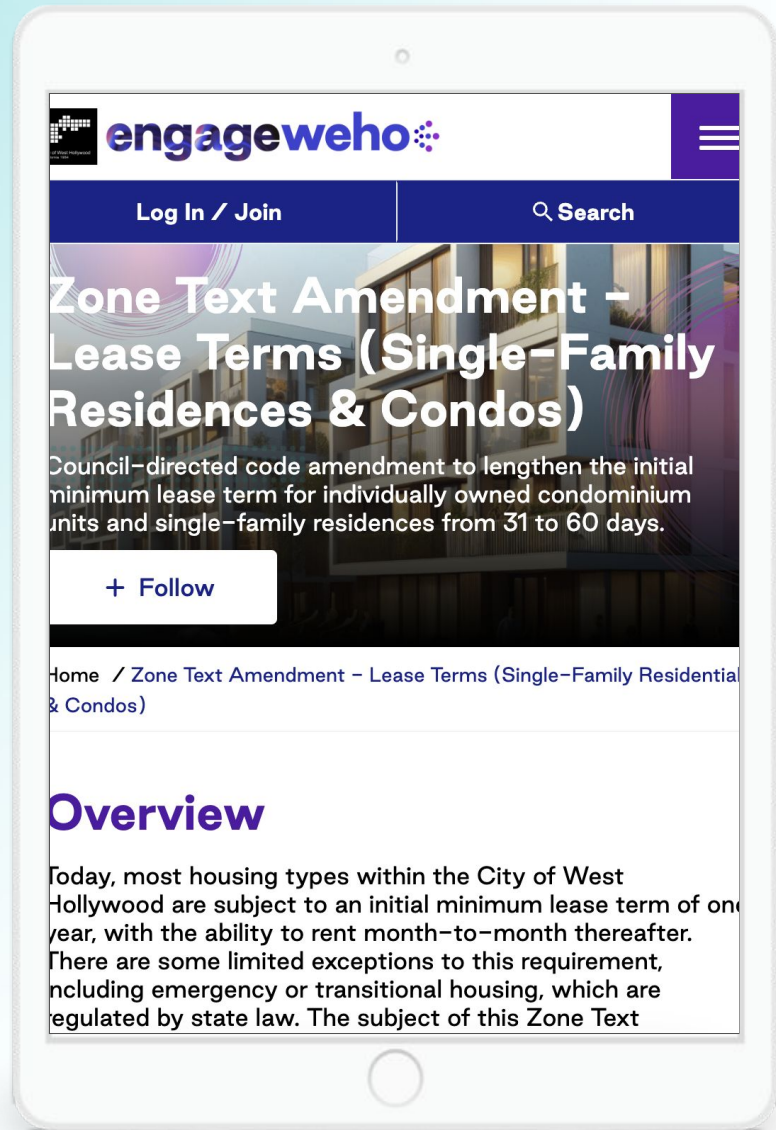
- **Long-Term Data Value:** Aggregated data over time is crucial for strategic decisions.
- **Benefits:** Central systems report 35% more efficiency in decision-making. [Source: Urban Institute Study]
 - **Agile Strategies:** Use real-time data for proactive engagement. Cities using real-time analytics have seen a 40% increase in community participation. [Source: Results for America]

How can a digital engagement platform, like Social Pinpoint, help with data tracking?

- Single system for all engagement activities (across depts., topics and time)
- Online community building and leveraging of repeat engagers
- Robust email and notification system
- Advanced reporting for quantitative, qualitative and spatial data
- Help staff effort go farther when you have limited capacity: check out [Engage Deforest](#), in Wisconsin (pop. <11,000)

"We wanted a platform that we could encompass all of our projects, across all departments that brings everybody from our residents, village board, trustees, and community stakeholders to one landing page that they could then see what's going on in the village and have all that information right at their fingertips."

- Stacey Harmon, Community Ambassador
Village of Deforest, WI

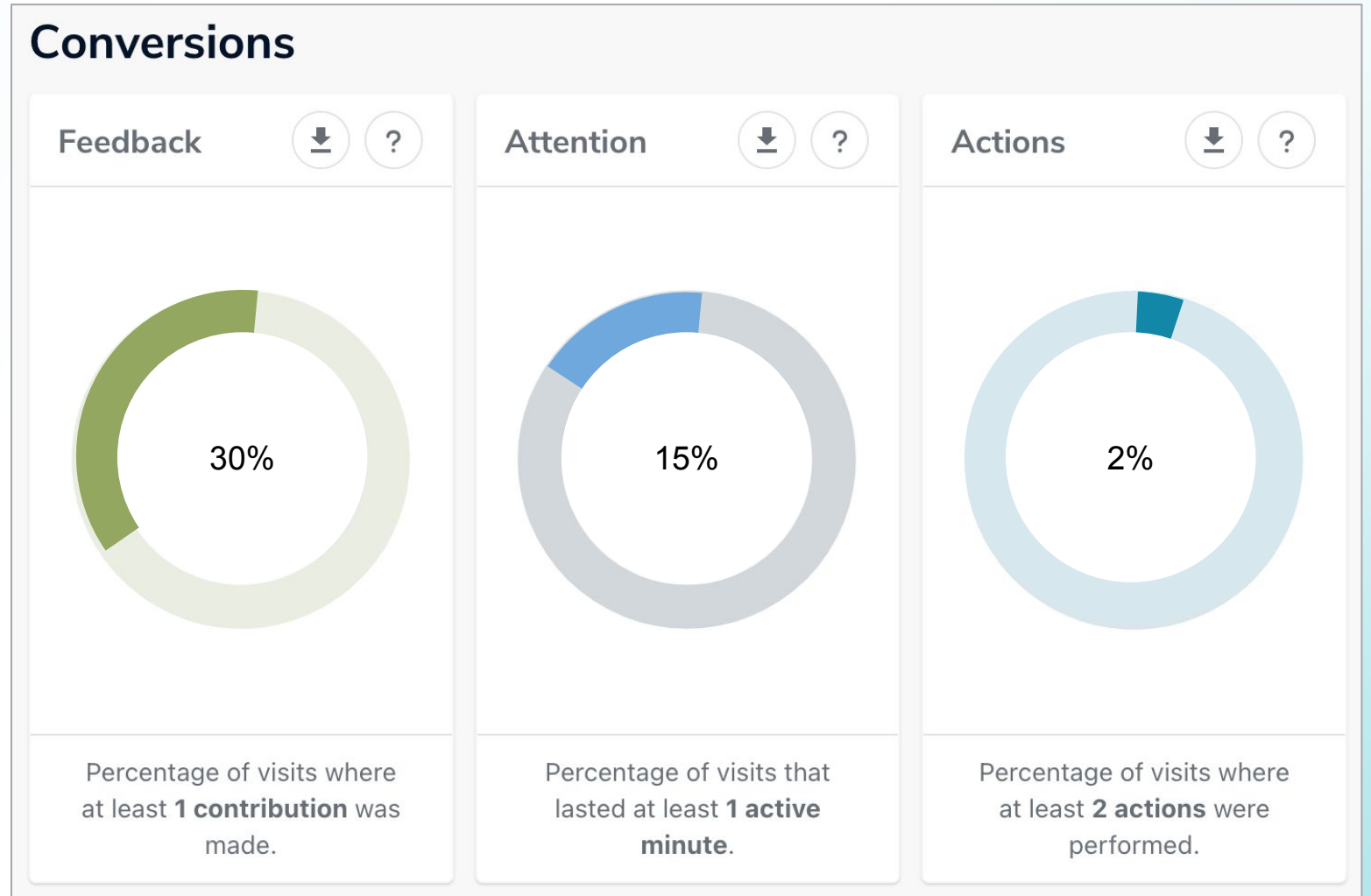


Why focus on reporting?

- Only ask questions of the public that you know you need the answers to
- Understand what your contributors want and how they can inform decisions
- Create insights from the data collected
- Track your progress
- Understand qualitative data using assisted analysis tools
- Export data in various ways (into Excel, into GIS, as a prepared PDF report, etc.)

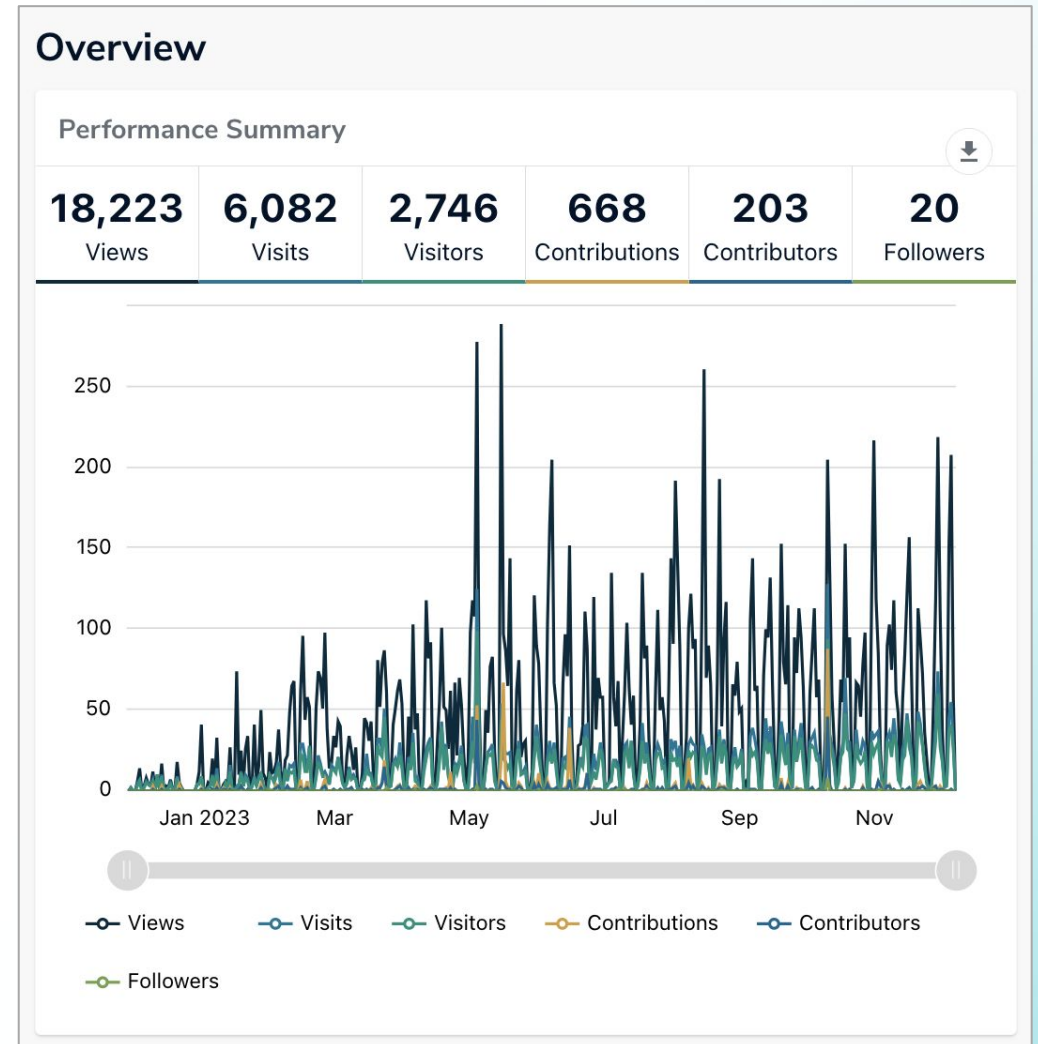
Macro-Analytics (Sitewide)

- Understand what a visitor does when they come to the site
- Averages across our client base in the graphic...
- What is the value of an active versus passive engager?
- Downward trend post-COVID, engagement fatigue?



Macro-Analytics (Sitewide)

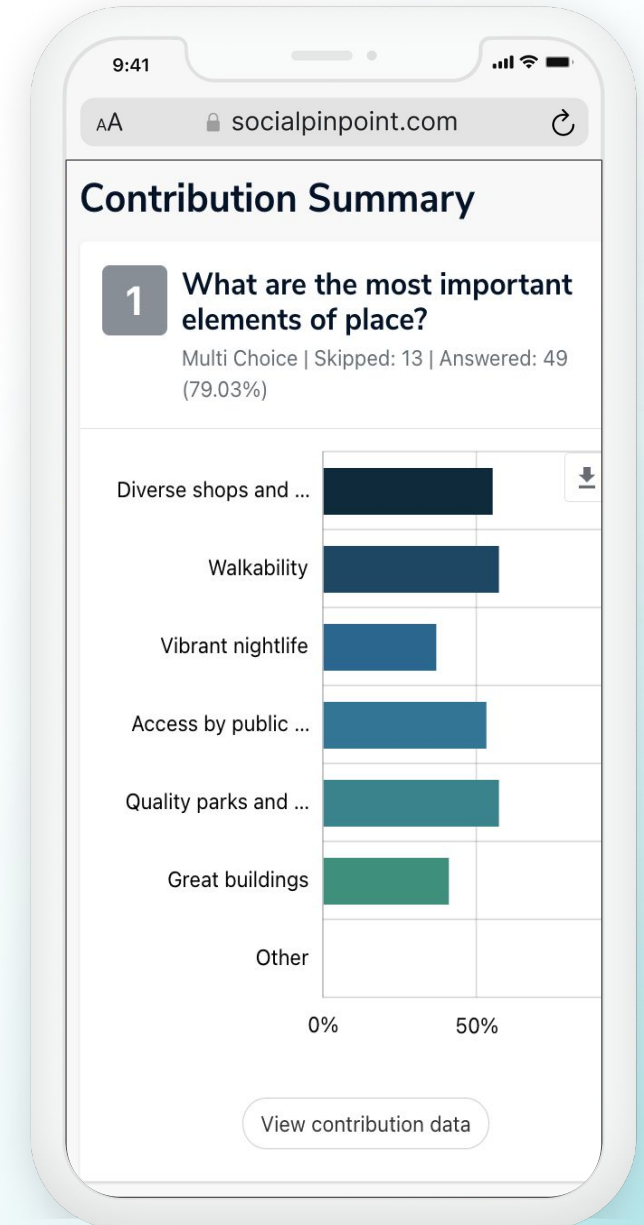
- Returning visitors: Is my audience coming back?
- Acquisition: Where is my audience coming from? Are visitors scanning the QR codes at bus stops?
- Look for a system that can easily create engagement reports for you, and where you easily adjust the data range and data types
- How do you need to stratify your data? By department? Topic? Project?



Results of An Individual Engagement

- Summary that provides you with quick infographics
- Overview of the type of device used to access the tool, and any demographic information that you want to collect (does your system collect IP addresses – and what do you want to do with them?)
- Raw data: make sure that each response has a unique contribution ID (this makes it easy to move into a tool like GIS for further spatial analysis), and find a system that helps you narrow down your raw data as much as possible before clicking “download” (ex. manual and mass tagging)

[Check out this video for more details about **what reporting looks like in Social Pinpoint** for an individual engagement.](#)



People Analytics & Demographics

- **What demographic information are you collecting and why?** How can you create consistency and explain to your public why you are collecting this data?
- At the beginning of any project, do research on the demographics of your study area to understand key populations, and historic trends or events.
- Share an anecdote from [Pittsburgh, PA](#) **about targeted focus groups after identifying gaps** during a hybrid open house, and empowering super-engagers
- **You data should tell you:**
 - Key information about the people who have participated in your project(s)
 - Overall engagement results separated by when anonymous or repeat engagers were most active during a given date range
 - What topics people want to hear more about (ex. “Thank you for participating in this dog park project, would you like to learn more about future recreation projects in your neighborhood?”)
 - If you collect contact information, you should be able to easily create newsletters and email lists

Best Practices in Creating a Digital Engagement System to Have Useful Reports

- Craft engagements with an objective in mind. What's your goal and what's **your public's realm of influence**?
- Optimize your page for mobile users
- Consider the digital user experience:
 - Avoid blocks of text. Let engagers "choose their own adventure"
 - **Be visual** by using content tools like Hotspot, Swipe, Facts and videos.
 - **Be honest** and transparent with your participants about how much time it will take to engage (five versus fifteen minutes?)
- Use different feedback tools for different target audiences, and use them in combination sparingly and intentionally
- Leverage data collected in your reporting to **identify gaps** in your engagements and **leave space to go back and fill them in**
 - Look at Conversion rates to understand how people interact with your site/projects
 - Look at your demographic breakdowns and referral types to understand your audiences

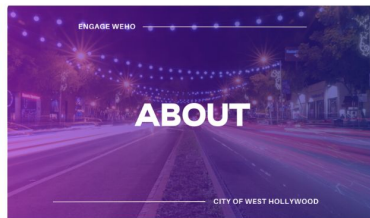
Have your say in the future of WeHo.

connect | engage | discover



Your Dedicated Engagement Hub

Engage WeHo is the City of West Hollywood's dedicated engagement hub serving as an online resource for active community member participation and engagement. #EngageWeHo



Fun fact: **You have 0.05 seconds for users to form an opinion about your site** that determines whether they like it or not. ([Journal of Behavior & IT](#))

Check out this awesome site that really grabs your attention that recently launched in [West Hollywood, California!](#)

Some other examples to explore...

Large Cities & Agencies:

- [West Hollywood, CA](#)
- [San Diego Association of Governments, CA](#) (live mapping exercise)
- [Pittsburgh, PA](#) ([case study](#) - recent IAP2 award winner!)
- [Whatcom Regional Transit, WA](#)

Small Towns:

- [Deforest, WI](#) ([case study](#))
- [Grey Highlands, Canada](#) ([case study](#))

AUDIENCE QUESTIONS



RESOURCES

Inclusive Engagement Policy

City of Oakland's Administrative Instruction No. 6802 - <https://www.oaklandca.gov/resources/inclusive-community-engagement>

ILG Resources

Partnering with Community-Based Organizations - <https://www.ca-ilg.org/partnering-community-based-organizations>

Measuring Success - <https://www.ca-ilg.org/measuring-success>

Beyond the Usuals: Ideas to Encourage Broader Public Involvement in Your Community - <https://www.ca-ilg.org/node/3367>

Contact Roberto Carlos Torres at rtorres@ca-ilg.org for more information.

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 INSTITUTE FOR LOCAL GOVERNMENTSM

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ILG's new meeting facilitation and design training for local governments

**Wednesday & Thursday
February 14 & 15, 2024
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Learn the necessary skills to host more engaging and inclusive meetings in your community. For more info, or to sign up visit www.ilg-ca.org/meetingmastery.

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Master The Art Of Inclusive Meeting Facilitation And Design



RECORDING AVAILABLE SOON



The recorded presentation and materials will be shared electronically with all attendees a few days after the webinar.

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**THANK
YOU!**



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