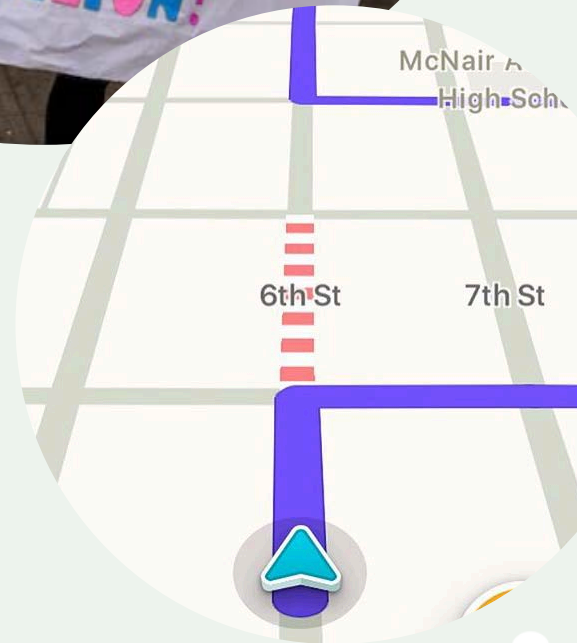




Sustaining Public Engagement Through Technology

Mayor Nora Radest, City of Summit
Lauren Skowronski, Sustainable Jersey
Brian Platt, Jersey City
Steve Neal, Verona
Jennifer Godzeno, Participatory Budgeting Project



Sustaining Public Engagement Through Technology

The Honorable Nora G. Radest, Mayor





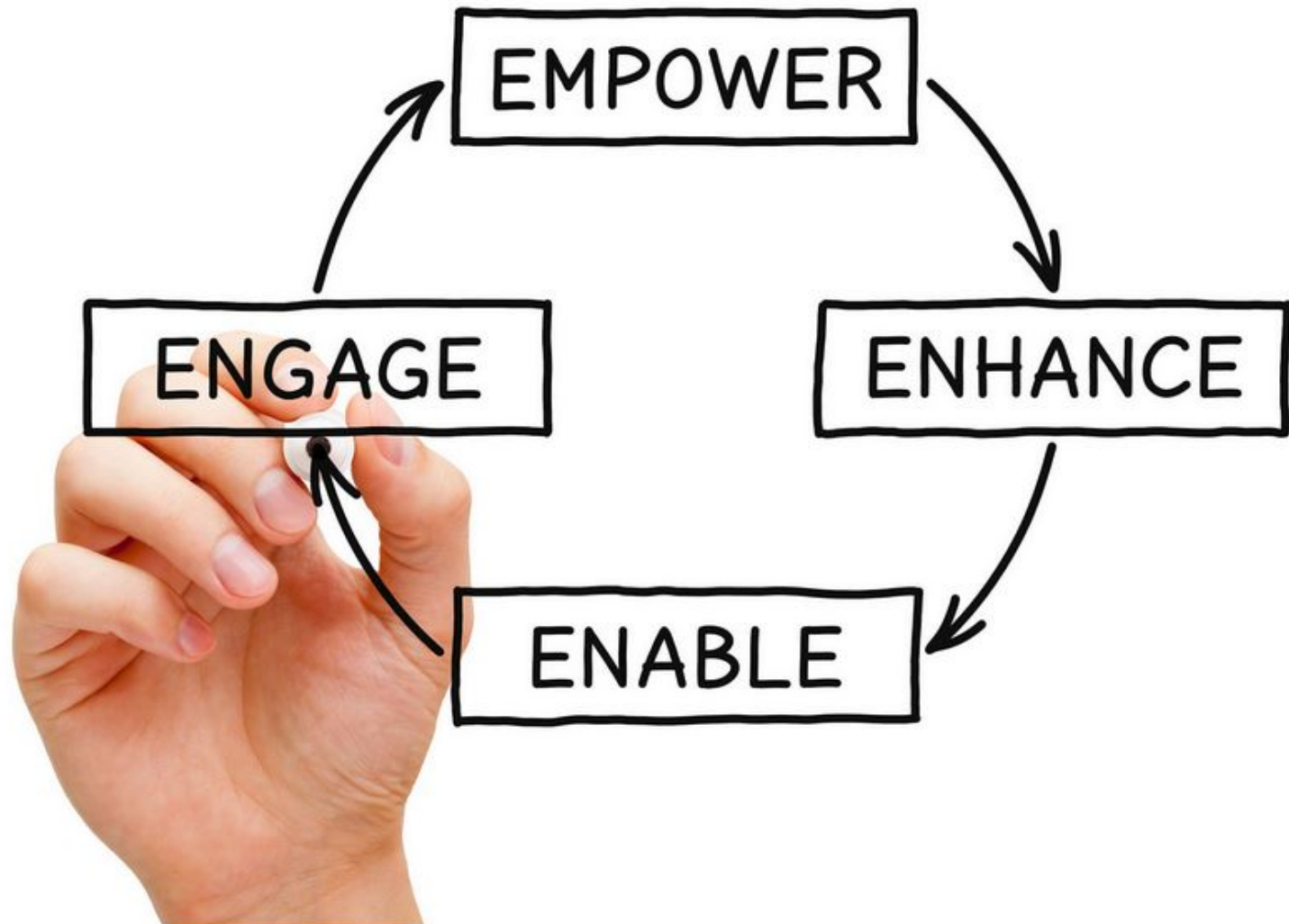
CITY HALL
MUNICIPAL COURT

City of
SUMMIT

MUNICIPAL OFFICES
POLICE DEPARTMENT







Summit re:Vision

Master Plan Re-examination Process

We would like to hear from you.
masterplan@cityofsummit.org

PSST!
WHAT SHOULD GO IN THIS
EMPTY STOREFRONT?

Text your answer to
(908) 312-5273













CITY OF SUMMIT

SUMMIT re:VISION

Master Plan Process

Help to create a vision for the
future of Summit, NJ

We want to hear from you!

Please list three things that you feel
are an essential part of a 10-year
Master Plan for the City of Summit?



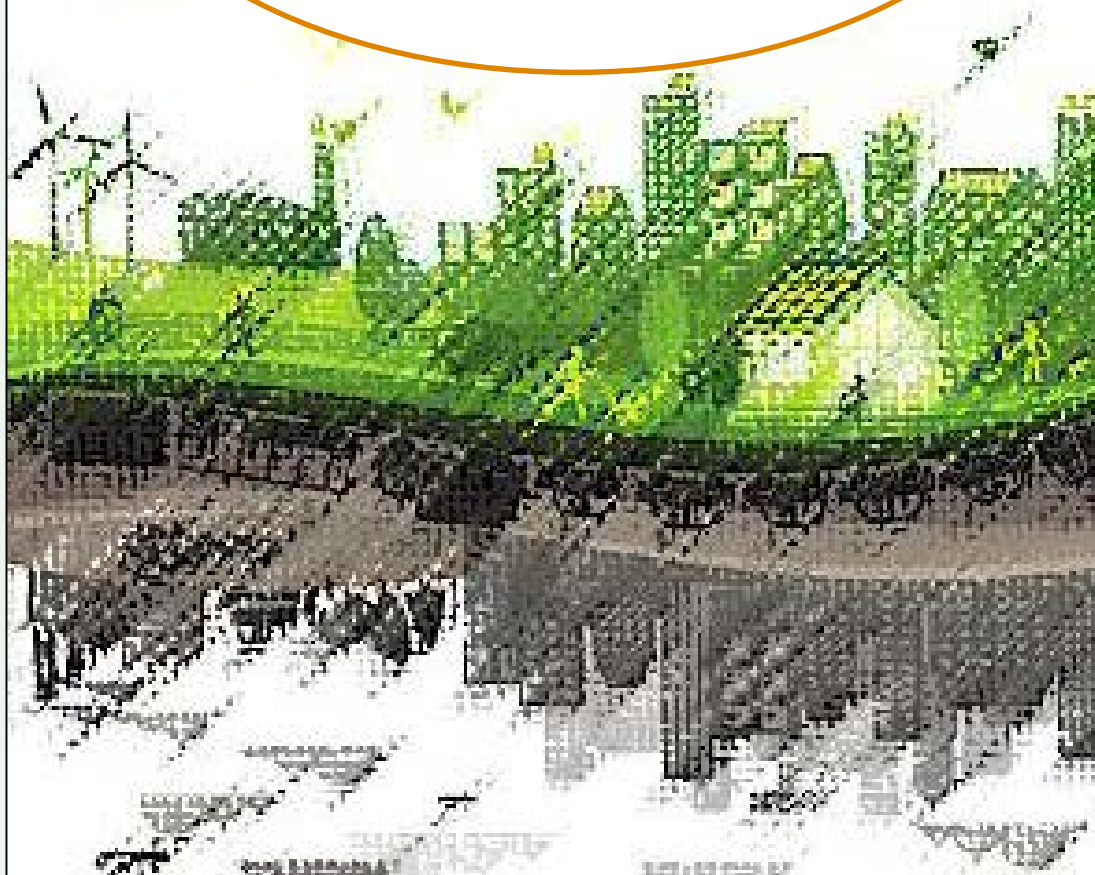
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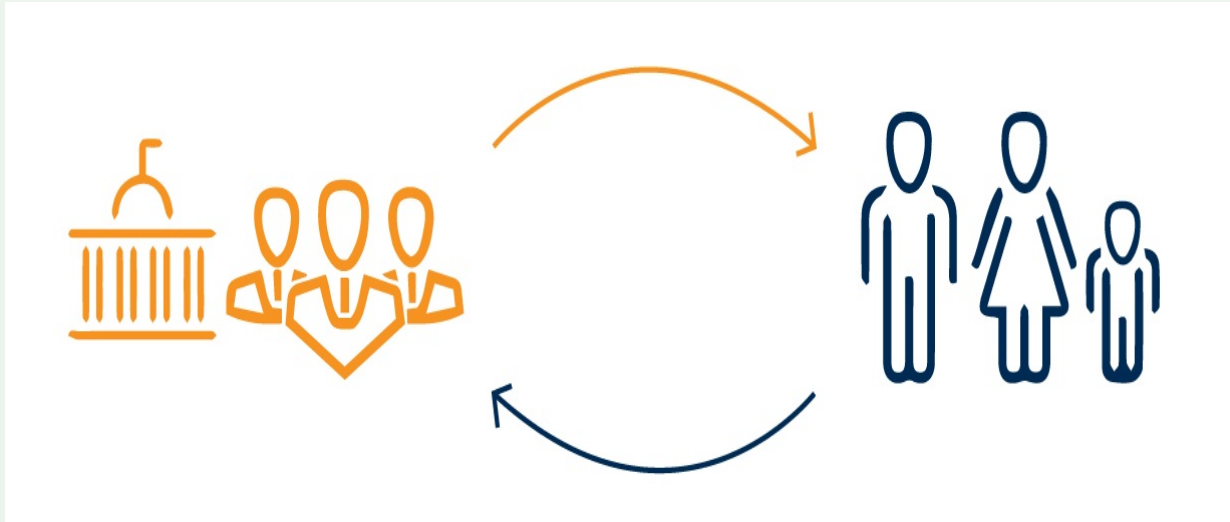


THE 2015 NEW JERSEY SUSTAINABLE STATE OF THE STATE REPORT: VOLUME I

**A VISION AND PROGRESS REPORT FOR A
SUSTAINABLE NEW JERSEY**



Sustainable Governance



- Transparent
- Responsive
- Effective
- For the common good
- Informed
- Engaged

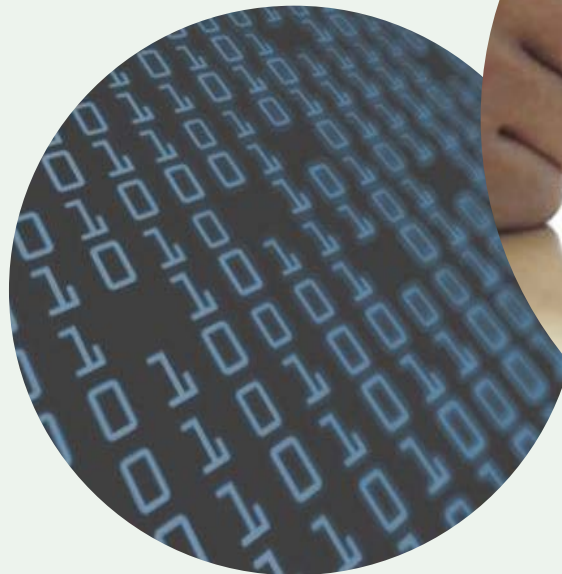


What's this got to
do with
sustainability?



@SJ_Program • #DecadeofImpact • #njleague

Technology
can help



Public Information & Engagement

Communications

i Municipal Communications Strategy

10 Points

Unplanned

Citizen Engagement

i Improve Public Engagement in Municipal Government

10 Points

This action has variable points: 10, 15

Unplanned

i Improve Public Engagement in Planning and Zoning

10 Points

This action has variable points: 10, 15

Unplanned

i Online Municipal Public Service Systems

10 Points

This action has variable points: 10, 15

Unplanned

Access to Public Information

i Digitizing Public Information

10 Points

Unplanned

i Open Data Inventory and Management

10 Points

This action has variable points: 10, 15

Unplanned

Brian Platt
Business Administrator
Jersey City, NJ
BPlatt@jcnj.org

 [@BrianDavidPlatt](https://twitter.com/BrianDavidPlatt)

 [@briandavidplatt](https://www.instagram.com/briandavidplatt)

Sustaining Public Engagement Through Technology



Jersey City demographic overview



General

Population: 262,000

+6% since 2010

Land Area : 14.8 sq mi

17,700 people/ sq mi

Unemployment: 4.1%¹

Down over 5% since 2010

Wealth, income, and education

\$60,497 median household income

85% high school graduates (age 25+)

\$84,267 mean household income

44.3% bachelors degree (age 25+)

19% poverty rate

Diversity

37% white

49% male, 51% female

25% black

41% foreign born

24% Asian
(10% Asian Indian)

29% Hispanic
(overlaps with others)

Miscellaneous

38% do not own a car

33.4 median age

86% households own a computer

38% housing stock built before 1940

78% households with broadband internet

47% utilize public transit for work

Effective public feedback requires a variety of efforts



Standard communication techniques used in Jersey City

Interviews

Community meetings

Focus groups

Co-creation workshops

Pop up lounges

Informal discussions



The Office Of Innovation used a variety of communication techniques to develop initiatives to support small businesses

Communication case study: small business initiatives

11 pop up lounges

6 co creation workshops

5 focus groups

4+ community meetings

30+ stakeholder interviews

Small business navigator website

Pop up events and cash mobs

\$100k+ in microloans

Streamlining permitting and licensing process

Streetscape improvements

Free professional development workshops

Art in vacant storefronts

Forgiveable loan program

New office of small business services

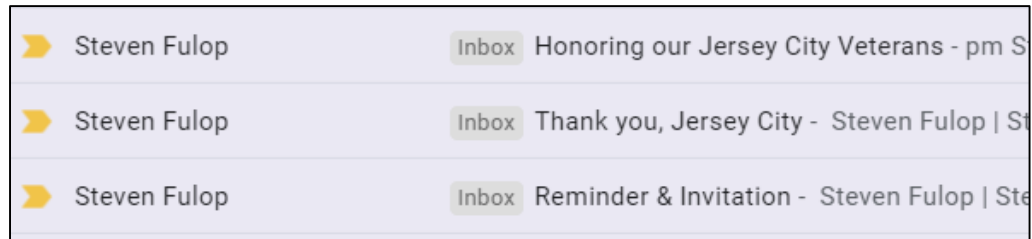
“container village”

Technology provide helpful and simple tools to interact with residents and the public



Basic technology focused communication tools used in Jersey City

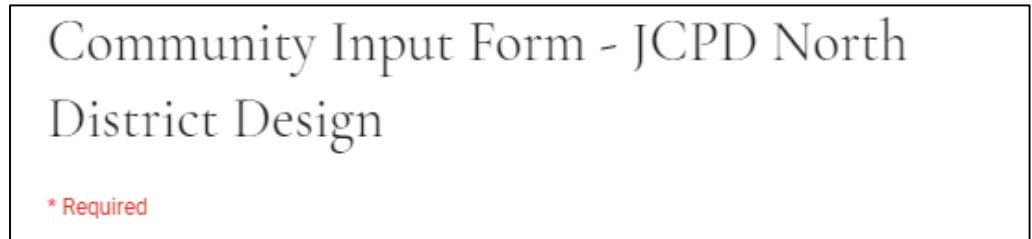
email



Social media



Online surveys



Digital kiosks provide interactive communication devices in key high traffic areas



Digital kiosks

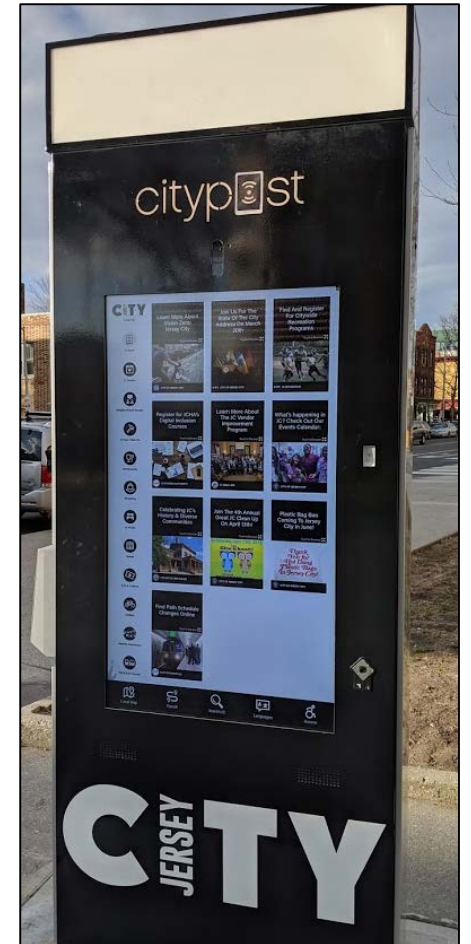
Wayfinding

Local news and events

Emergency alerts

Mass transit updates

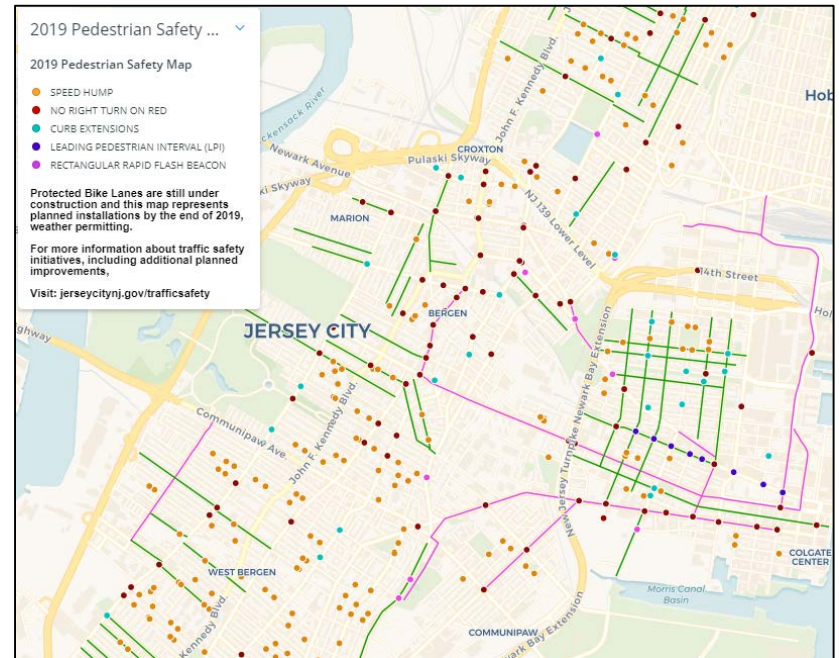
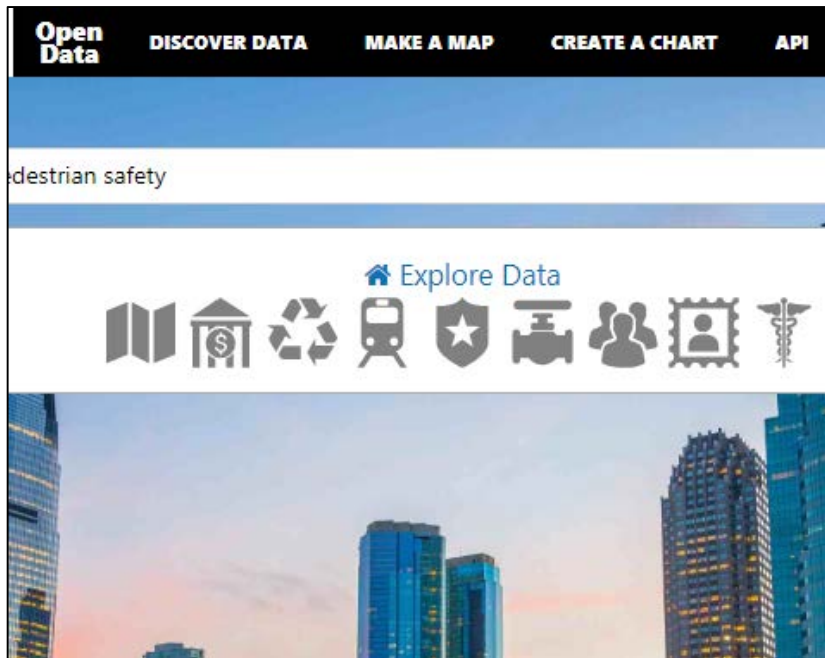
Security cameras and wifi



The data portal provides a variety of information available for public review



Data portal



WOTS app is an interactive way for residents to connect with the JCPD and parking enforcement for non-emergency issues



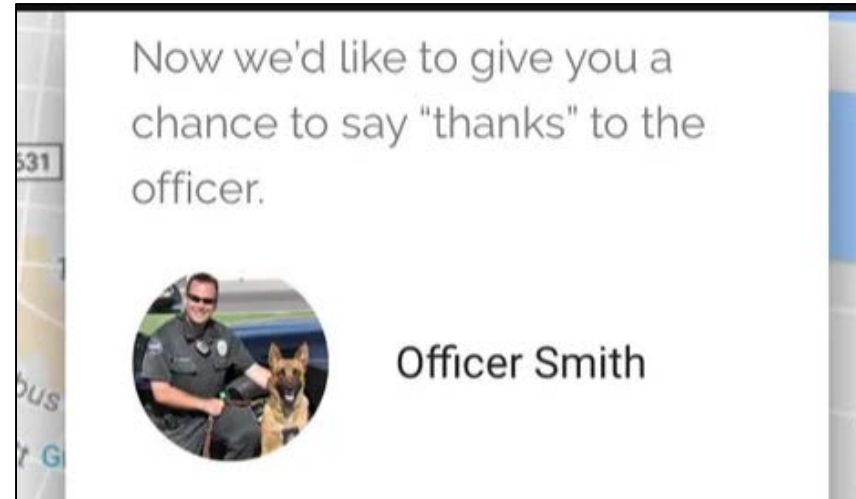
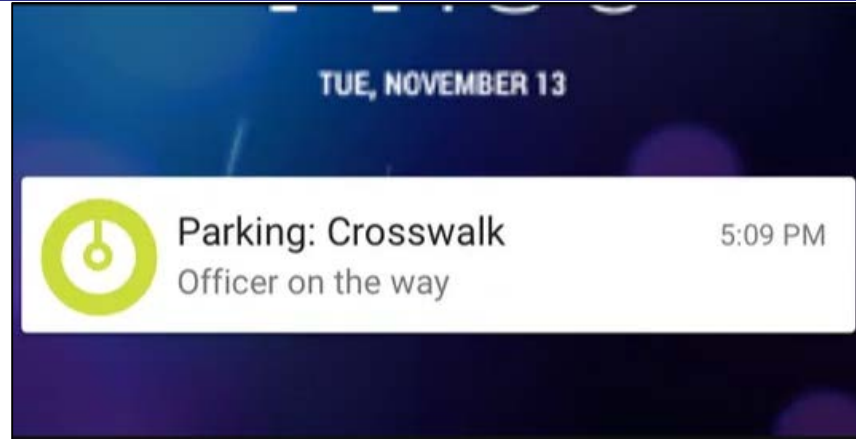
WOTS app

Report non-emergency issues anonymously

Watch progress of responding units

Real time updates on resolution

Communicate directly with responders



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Thank you!





Sustaining Public Engagement Through Technology

Steven Neale, CPM
Director of Administration &
Economic Development
Township of Verona

Why should we care?

- What is the role of the government?
- Municipalities must address the needs of the residents
- The way we communicate and receive information has **changed drastically**
- Every municipality has information that needs to be shared
- Meeting Info, Events, Important Updates, Celebrations of Success, Changes in Leadership, etc.
- Sharing information is key to the democratic process
- Save time and money

“ Why not do everything within reach to ensure your citizens have the technological tools they need to stay in the know about what’s happening with their government and, by extension, in their community? ”

Benefit of Citizen Engagement

When citizens feel connected to their government, the government **performs better**. Knowing what citizens need and want is the only way to serve them effectively.

Nurturing a **relationship** with the community your municipality serves is truly a win-win, and the best way to connect a local government to its citizens is with technology.



Information and Engagement

- Community Engagement is key
- Engaging the public in the process creates better transparency and trust
- Must be easily accessible & effective

Challenges with Public Engagement

- Traditional media *vs.* digital platforms

*So, **how** do we capture the new digital audience?*

Popular Engagement Tools

- Social Media
- Verona uses:
 - Facebook
 - Twitter
 - LinkedIn
 - Instagram
- Most recent: [PLANETCIVIC](#)

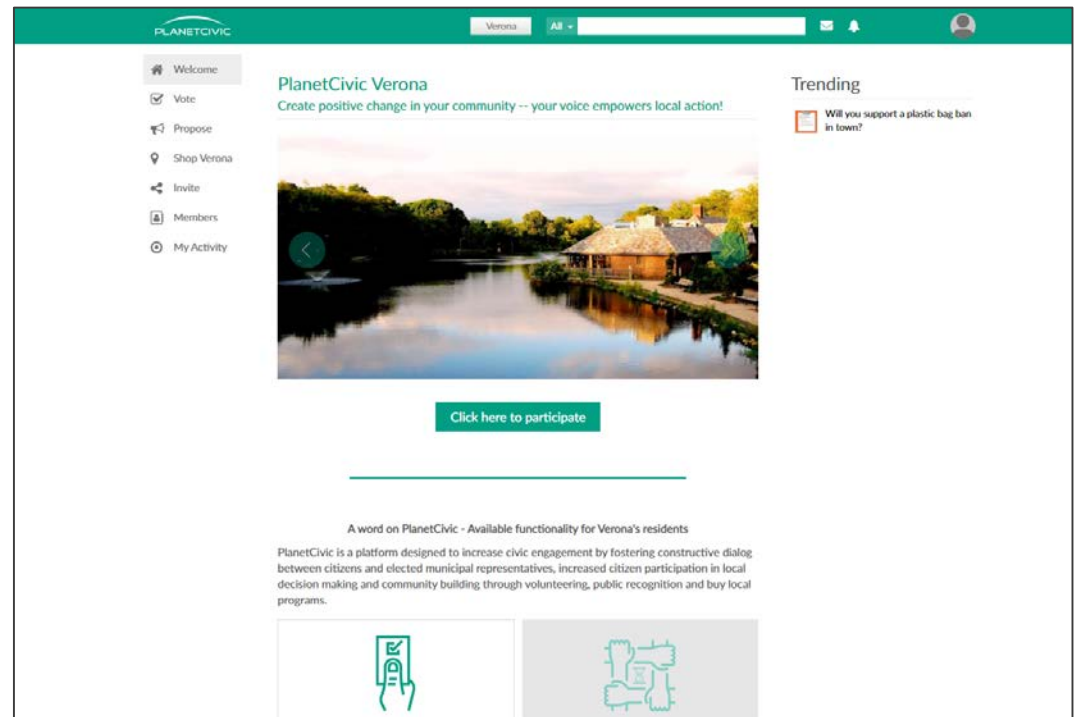
Why use a digital platform?

- Increase engagement
- Greater reach & participation
- Allows for more interactive dialogues and greater transparency
- This is where the people are
- It's CHEAP & EASY
- Build and grow your town's brand
- Self promotion
- Better community relations with local organizations, nonprofits and businesses

PLANETCIVIC

A word on PlanetCivic - Available functionality for Verona's residents

PlanetCivic is a platform designed to increase civic engagement by fostering constructive dialog between citizens and elected municipal representatives, increased citizen participation in local decision making and community building through volunteering, public recognition and buy local programs.



PlanetCivic Homepage

The screenshot shows the PlanetCivic interface for the Verona township. The top navigation bar is green and contains the PlanetCivic logo, the location 'Verona', a dropdown menu set to 'All', and icons for messages and notifications. A user profile icon is visible in the top right corner.

On the left side, there is a vertical navigation menu with the following items: 'Welcome', 'Vote' (highlighted), 'Propose', 'Shop Verona', 'Invite', 'Members', and 'My Activity'.

The main content area is titled 'Township Initiatives' with a dropdown arrow. Below this is a 'Cast Your Vote' link with an information icon. The featured initiative is a poll titled 'Will You Support A Plastic Bag Ban In Town?'. To the left of the poll title is a thumbnail image with the text 'How It Works'. The poll description reads: 'HOW IT WORKS. The Carry-Out Bag Ordinance promotes the use of reusable bags by: 1. Regulating the use of carry-out bags in ret... See More'. Below the description, the current results are shown as 52 thumbs up and 26 thumbs down. A 'Share' button is located to the right of the results.

On the right side of the page, there is a 'Trending' section with a single item: 'Will you support a plastic bag ban in town?' with a small thumbnail icon.

PlanetCivic Township Initiative Page

PLANETCIVIC

Verona All

Welcome

Vote

Propose

Shop Verona

Invite

Members

My Activity

Shop Verona







Know your local businesses

Businesses Promotions

Search by keyword

Check In & Redeem Promos

Not here?
If your business isn't here add it.
[Add Business](#)

	Fluid5design LLC Services	(855) 435-8435 Website
	Hardbodyz Fitness Fitness	(973) 433-7237 Website
	Verona Chamber Of Commerce Business Association	(973) 239-4921 Website
	Psychological Services Of Dr. Amanda Aster-McKenna, Psy.D Counseling & Coaching	(973) 979-0977 Website
	Hearth Realty Group Real Estate	(973) 913-5055 Website
	Huntington Learning Center Education	(973) 239-6537 Website

PlanetCivic Shop Verona Module

PARTICIPATORY BUDGETING

Real Money, Real Power

Jennifer Godzeno, MSUP | MPH | AICP
Senior Director, Partnerships & Strategy
@healthy_planner | @pbproject



PARTICIPATORY
BUDGETING PROJECT
www.participatorybudgeting.org




[Real Money, Real Power: Participatory Budgeting](#)



I
Voted in
Participatory
Budgeting





**Just 17% of Americans
trust the government to
“do what is right”**

—PEW RESEARCH CENTER, 2019



HISTORY

Founded in 2009, we have led, supported, or inspired almost every PB process in North America.

MISSION

To empower people to decide together how to spend public money.

WHERE WE WORK

Across the US and Canada, with staff in New York City, Oakland, and Madison.





TECHNICAL ASSISTANCE

We help governments, institutions, and organizations to implement PB processes and campaigns.

PARTICIPATION LAB

We research and develop new tools and practices to make participatory budgeting and democracy work better.

NETWORK BUILDING

We bring together practitioners and organizers to help participatory budgeting grow.

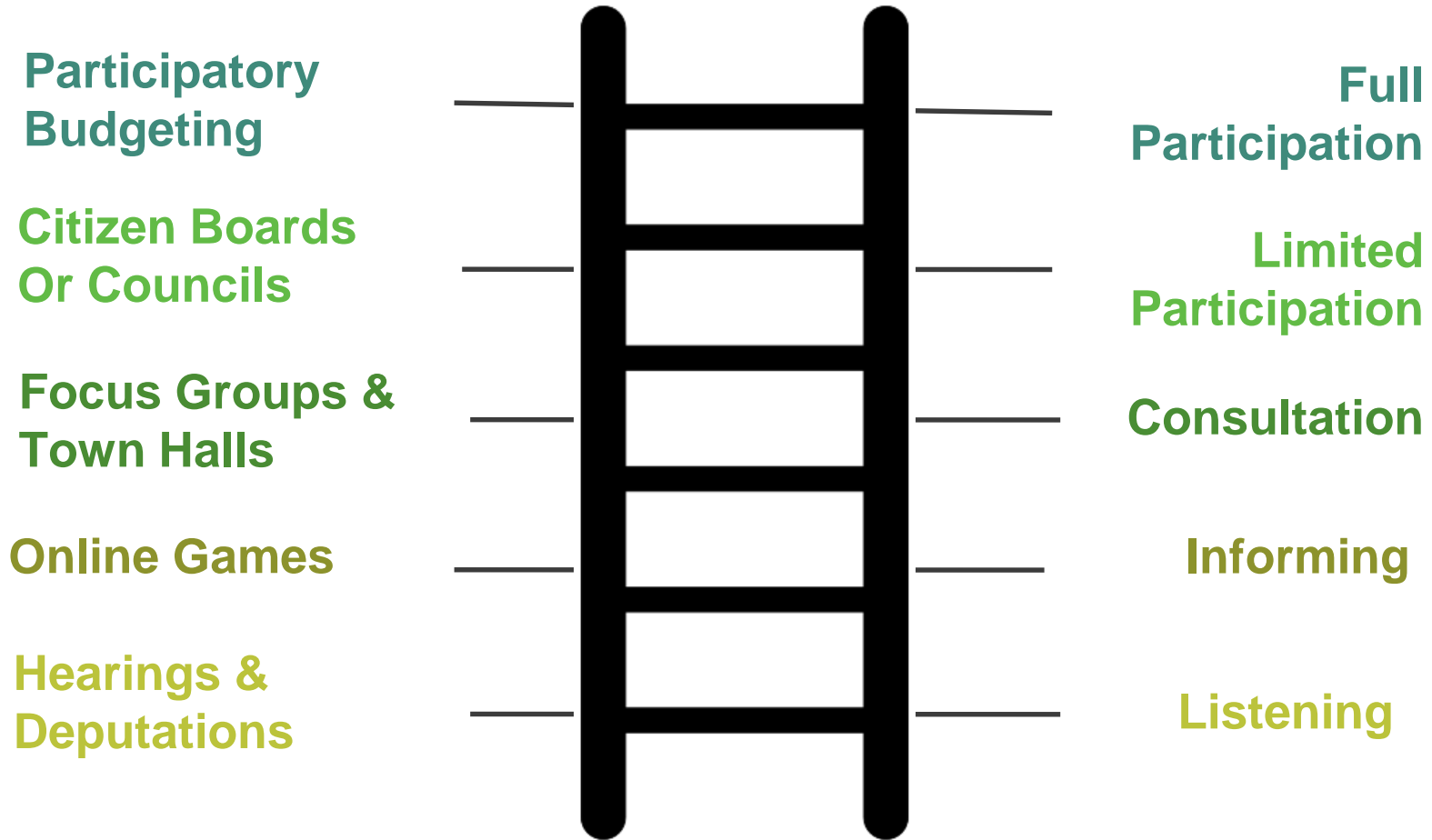


Participatory budgeting

is a democratic process in which community members directly decide how to spend part of a public budget.



A LADDER OF BUDGET PARTICIPATION



What kinds of budgets?

- City, county, state, and federal budgets
- Non-governmental sources like foundation or nonprofit budgets
- Discretionary funds of elected officials
- School, school district, and university budgets
- Housing authority or other public agency budgets
- Community Benefit Funds from private development

PBP is growing in NJ!

Bring PBP to your community • Apply by November 26th



Want to start PB in your community?
Apply for FREE help from PBP!

participatorybudgeting.org/nj



ISSUES

GET RESOURCES

ABOUT



PARTICIPATORY
BUDGETING PROJECT

PB can:

SUPPORT AFFORDABLE HOMES

What is Participatory Budgeting (PB)?



What kind of budgets are we talking about?



EXPLORE HOW PB CAN HELP:

Support
Affordable
Homes



Improve
Streets &
Transportation



Strengthen
Climate
Resilience



Deepen
Equity &
Inclusion

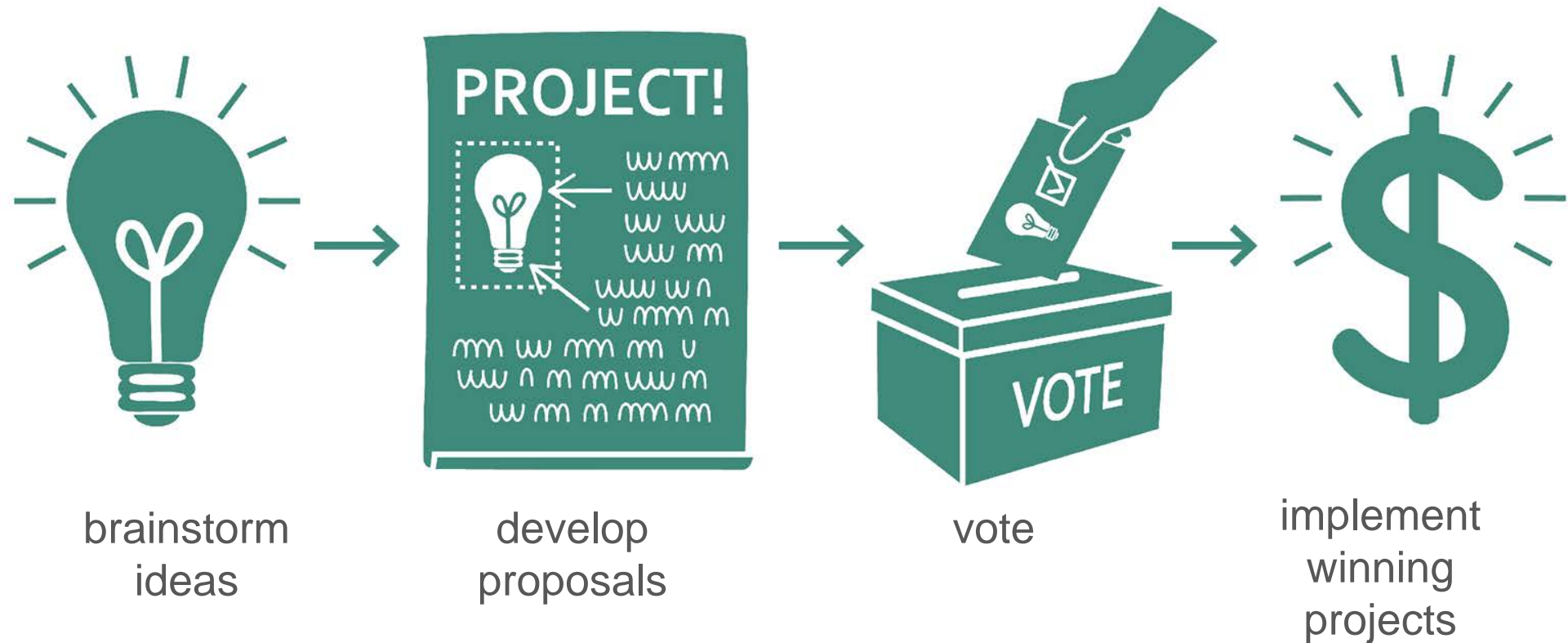


Grounding Question:

Equity + Technology = ??



HOW DOES PARTICIPATORY BUDGETING USE TECHNOLOGY?



IMPROVING DECISIONS THROUGH DATA

As a civic health innovator in the Healthy Public Project at Civic Hall Labs, we've partnered to curate a list of open data resources that will help you obtain the information you need to evaluate community needs and the impact that projects might have on particular communities.







Relevant Committees + Location Limits + Indicators County Health Rankings + Data levels available +

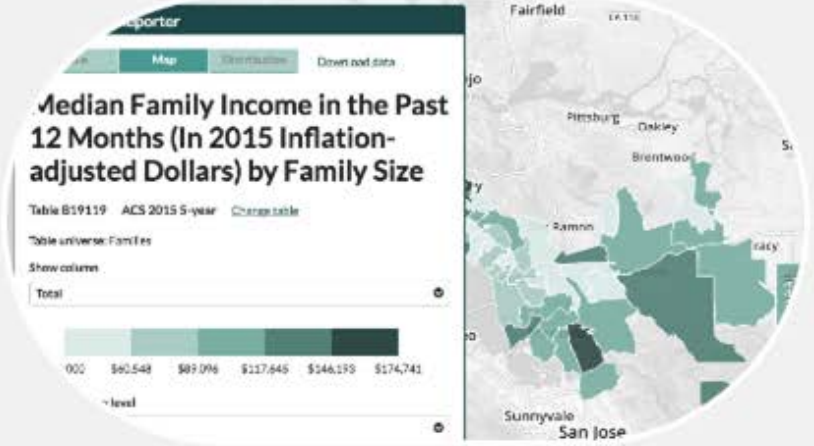
Search

1 - 7 / 7



Directory

-  Community Commons // [link to tool](#)
-  Oasis-NYC // [link to tool](#)
-  Data2Go.nyc // [link to tool](#)
-  HealthyCity // [link to tool](#)
-  EPA EJ Screen // [link to tool](#)
-  PolicyMap // [link to tool](#)



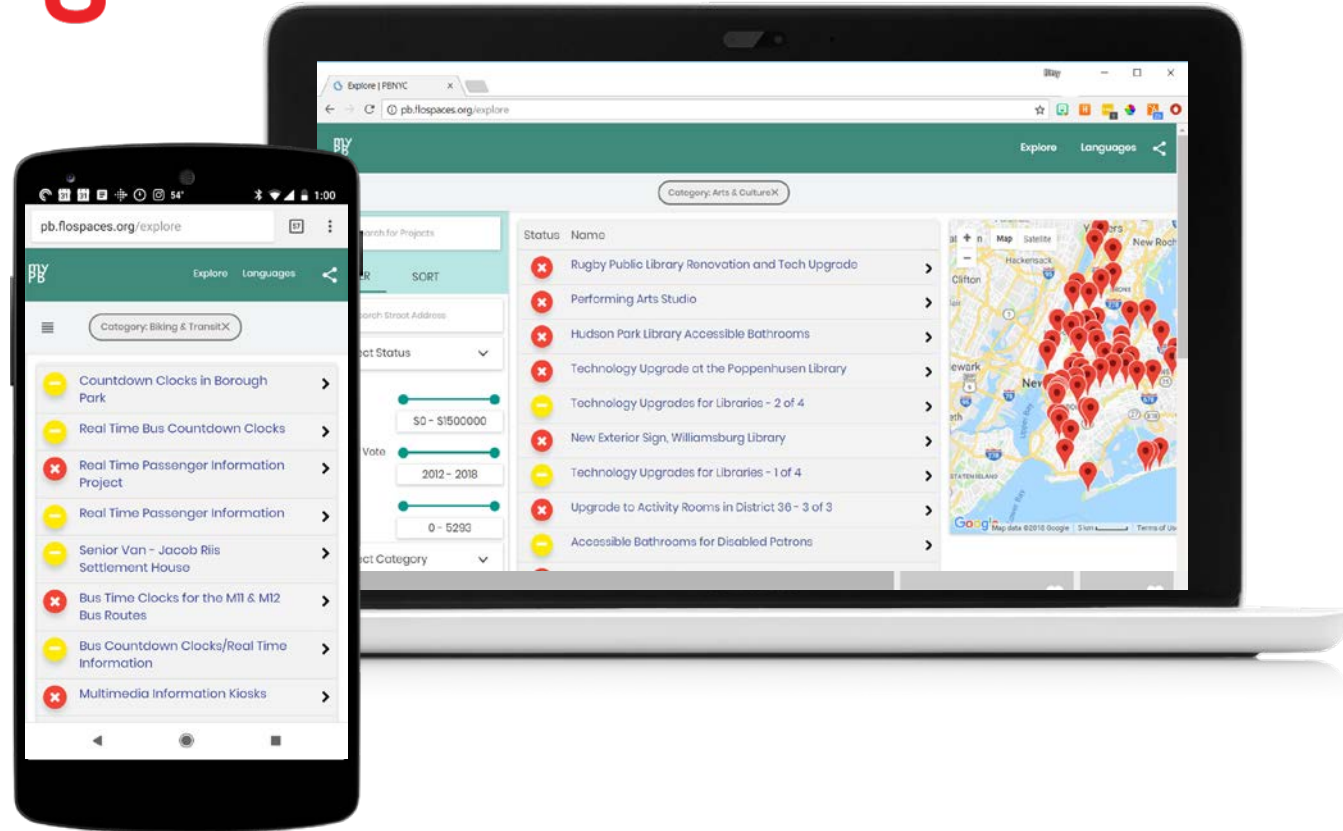
CensusReporter

Indicators: Air & Water Quality, Employment, Family & Social Support, Housing & Transit, Income

myPB.community



WINNER: NYC
Open Data
Mayor's Civics
Award and Open
Data Award





PARTICIPATORY
BUDGETING PROJECT

www.participatorybudgeting.org

Jennifer Godzeno

Senior Director, Partnerships & Strategy

jennifer@participatorybudgeting.org



ParticipatoryBudgetingProject

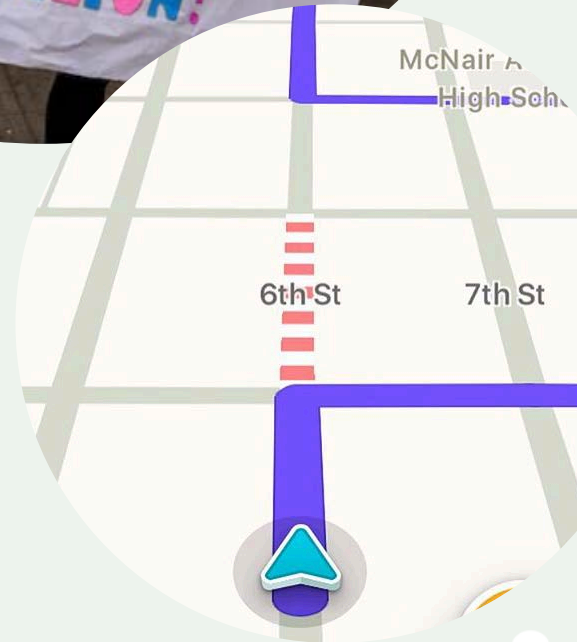


@PBProject | @healthy_planner



QUESTIONS?

Mayor Nora Radest, City of Summit
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Steve Neal, Verona
Jennifer Godzeno, Participatory Budgeting Project



Sustainable Jersey Supporters & Sponsors

Program Underwriters



Grants Program



Corporate Sponsors

* 10th Anniversary Sponsors

PLATINUM



GOLD



SILVER



BRONZE



Sustainable Jersey for Schools Supporters

Program Underwriters



Grants Program



Corporate Sponsors

Platinum Sponsors



Founding Sponsor



Founding Sponsor

Gold Sponsor



Founding Sponsor

Silver Sponsor



Bronze Sponsors

