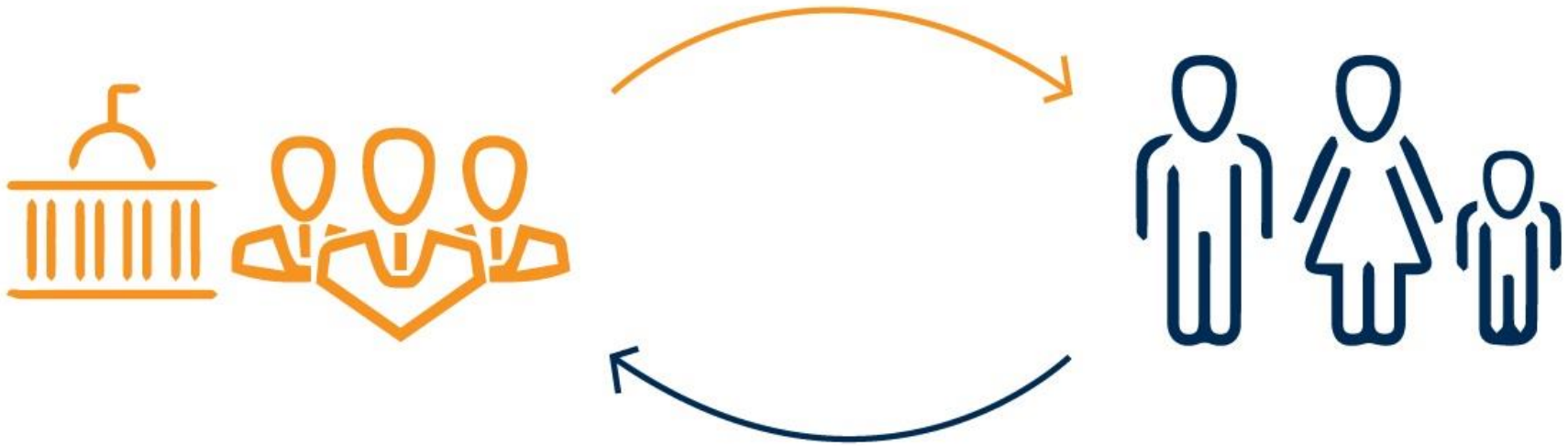




what's **gov** got to do with it?

# Governance

---



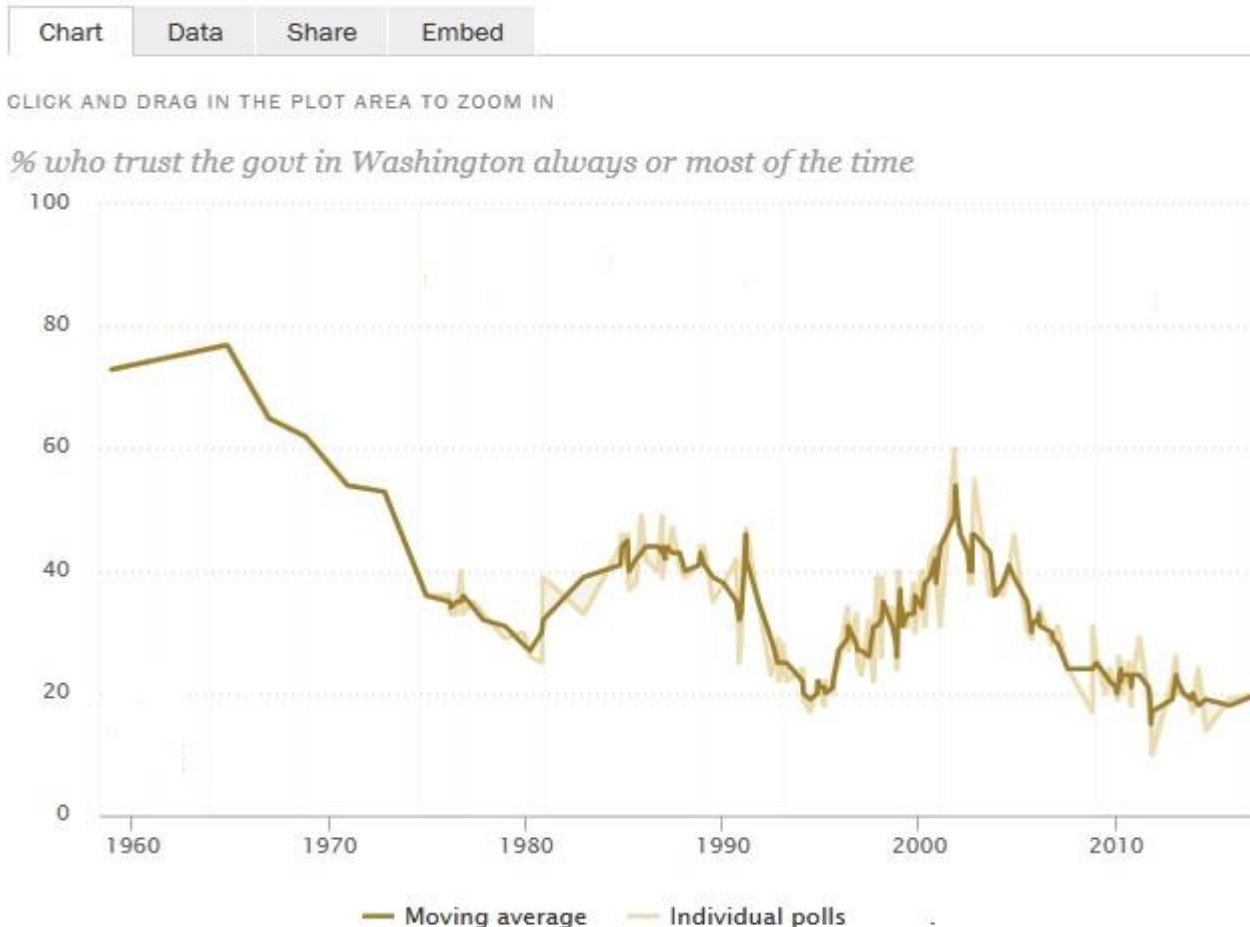
transparent  
responsive  
effective  
for the common good

informed  
engaged



# Trust in Government

## Public trust in government near historic lows



Pew Research Center, 2017


A black and white photograph showing several hands reaching out and grasping each other, symbolizing unity and support. The hands are of various skin tones and are positioned in a way that suggests a collective effort or a shared goal. The background is blurred, focusing attention on the hands.

**Municipalities:  
Increase access to  
information**

A photograph of a group of people sitting around a table in a meeting. The image is dimly lit, with a focus on the people in the foreground. The text is overlaid on the image in white and green colors.

**48% adults directly take  
part in civic  
group/activity**

**Only 22% adults attend  
public muni & school board  
meetings**



**79% of adults use social  
networking sites**

**66% have politically  
engaged online**

A group of approximately ten people are seated around a long, dark wooden table in a meeting room. The room has wood-paneled walls. The participants are diverse in age and appearance. Some are looking towards the center of the table, while others are looking towards the right. There are papers, notebooks, and a blue water bottle on the table. The overall atmosphere appears to be a collaborative meeting or workshop.

**Municipalities:  
Increase public input in  
decision making**

**62% of Americans get news online**

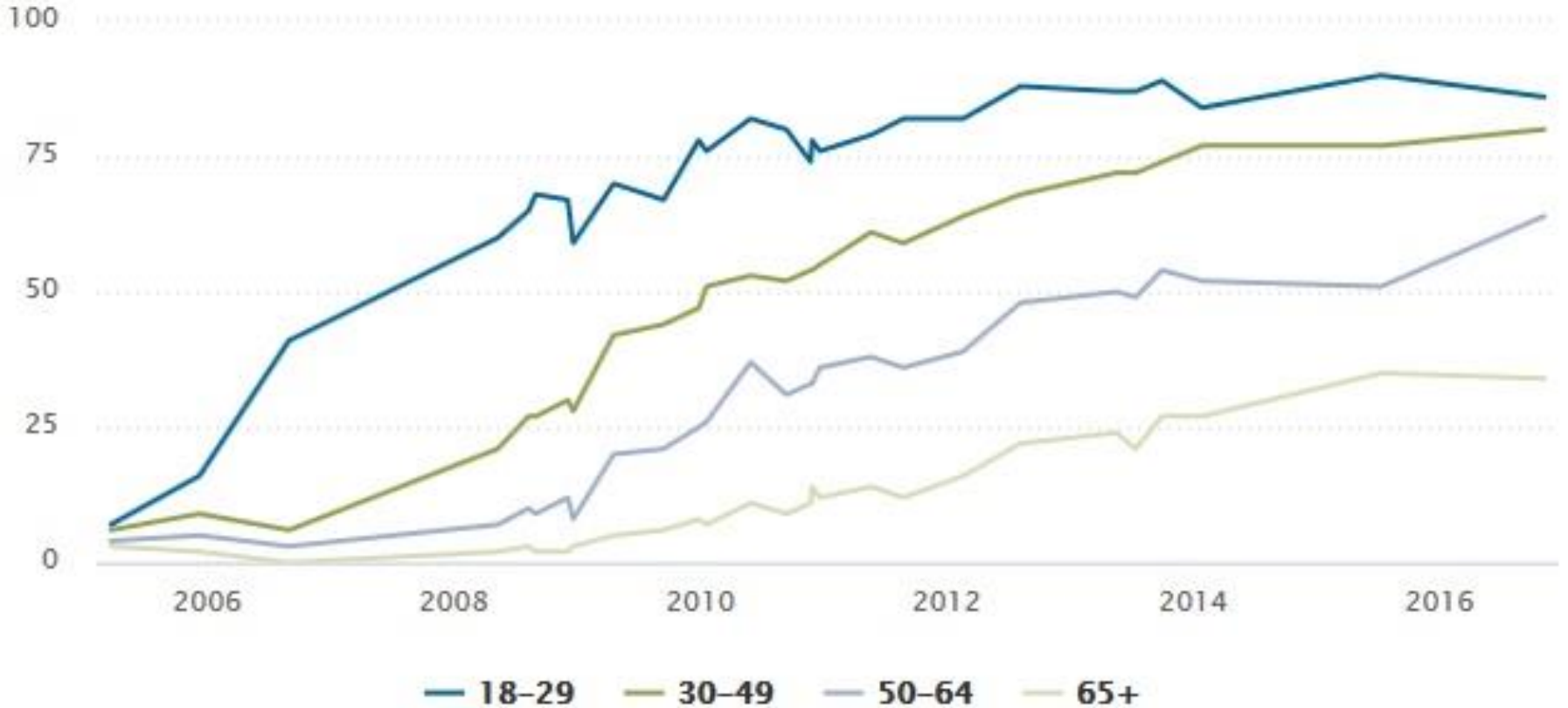






# SNS usage up for all ages

*% of U.S. adults who use at least one social media site, by age*



Pew Research Center, 2016



**Municipalities:  
Communicate more broadly**



**Sustainable Jersey makes PIE**



**A CIVIC TECH COMPETITION TO SOLVE LOCAL ISSUES**

- 50+ municipal needs
- 30+ team proposals
- 11 finalists



# Encore Dev Labs



# Dashability

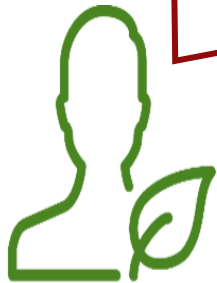


# **Dashability: Data Visualization Dashboard**

## Green Teams want a way to easily share information

**“Share progress** on sustainability issues and progress within Sustainable Jersey program with residents and municipal officials in an **easy to digest** format, which will help **garner support** for their efforts”

*-Haddonfield Borough Municipal Need Statement*



**Haddonfield  
Borough  
Green Team**



# The Green Team needs public support to accomplish its goals

## Alone

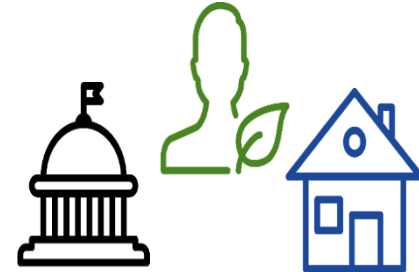


- Limited resources
- No public engagement
- No power to change local laws / fund programs



**No Change**

## Together



*Municipal Gov't*

*Residents*

- Financial and volunteer support
- Public participation in events/ pledges
- Support for policy changes



**Sustainable Change**

# Dashability empowers teams with a new way to communicate

1

Load information from  
existing SJ actions

2

Easily view data in  
one place as charts

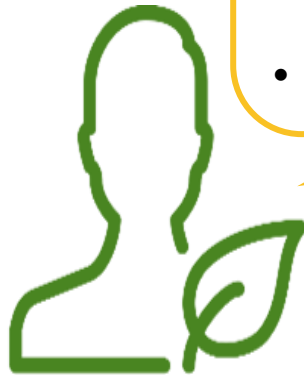
3

Share to social media  
to promote causes

**Dashability is the most effective marketing tool for Green Teams**

# How would a Green Team member use Dashability?

*Put yourselves in the position of a Haddonfield Green Team member...*



I want to use **Dashability** to:

- Track our overall progress on sustainability goals
- Create and view data visualizations for an action
- Share with our residents on Facebook

Link: <http://dashability.com/app/dashboard/Haddonfield>

Backup Link: <http://dashability.com>

# With improved communication, Haddonfield can achieve much more

## Short Term Impact

- Creates easy to understand visuals in a single location
- Can communicate importance of actions and progress
- Post more effective information on existing platforms

**Greater  
Awareness**



## Long Term Impact

- Generate greater participation from residents
- Develop evidence of value for municipal officials to help drive policy goals
- Increased public awareness and support of initiatives

**Better  
Outcomes**



## But what about the other municipalities with Green Teams?

**198**

Certified Municipalities

**2,000+**

Sustainability Actions Completed

**Dashability can help them too!**

Link: <http://dashability.com/landing/>

Backup Link: <http://dashability.com>

# The same impact can be extrapolated across New Jersey

## *Short Term Impact*

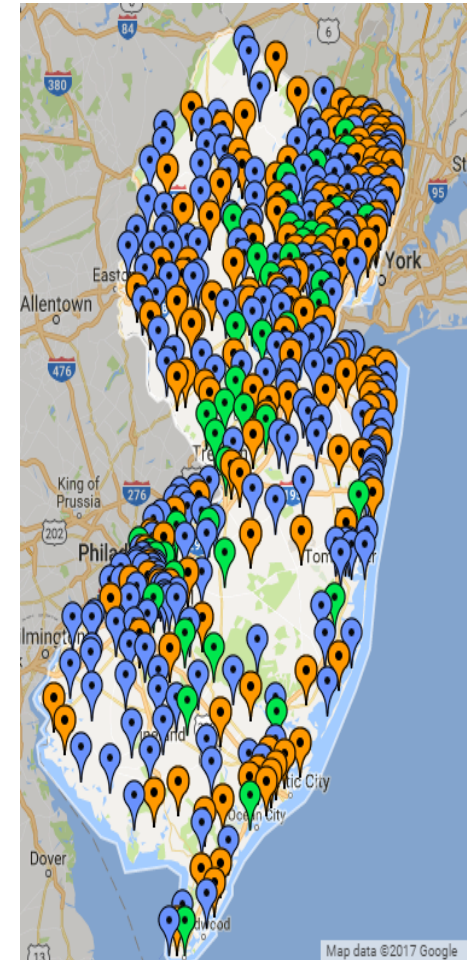
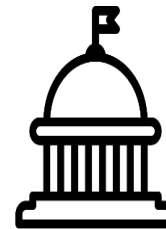
Track sustainability progress across all towns and make comparisons

Green Teams achieve individual goals with more powerful tools

Residents across the state become more aware of sustainability actions and progress

## *Long Term Impact*

**Sustainability becomes a statewide goal**



# Current Usability

Currently Available  
 Available in short term / minor barriers  
 Achievable in long term / major barriers

Feature	Status
Platform for viewing actions	
Leaderboard	
Data for all SJ towns	
Sharing to social media	
Available charts & visuals	
Simplified loading of data	
Visualize all SJ actions	
<i>A feature you'd love</i>	

Now Accepting Sign Ups — We want your feedback!

- Go to:

- <http://bit.ly/2sQCSLg>

- Contact:

- [indraneelpurohit@gmail.com](mailto:indraneelpurohit@gmail.com)