

EngagementHQ Presentation



Stuart Brown, Parks and Recreation Director

Bang the Table was founded in Australia in 2007 by two city planners. Since then, they have become the global leaders in **Online Community Engagement**, with more than 11 years of research, practice and real-world experience.

The platform **EngagementHQ** has supported agencies of all sizes launch more than 10,000 public consultations in five countries.

Online Engagement:

- Helps you reach a **wider audience**
- Builds community **capacity**
- Develops a **deeper understanding**
- Enables **Public to Public** interaction
- **Litmus test** for in-person engagements



EngagementHQ is a platform approach to online engagement. It brings together **8 tools** and **14 communication/participation widgets** that can be easily deployed on individual project pages.

The tools collect **qualitative, quantitative** and **geospatial data** from participants. Combined with the widgets, it **elevates awareness** and **education** of the project along with the opportunity to provide **valuable input** all in one place.

IAP2 Spectrum of Public Participation



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process.

EngagementHQ Online Model

Listen

Use a combination of forums, polls, surveys, maps and other tools to host and encourage conversations and interaction.

Inform

Communicate project updates and key perspectives through newsletters, blogs, social and rich media content.

Measure

Advanced analytics and reporting deliver actionable insights and data-driven evidence for better decisions.

Build Community

Capture participant information, develop user profiles and target communications for more meaningful interaction.

Engage better.



The Tool Box...

FORUMS



IDEAS



PLACES



STORIES



GUESTBOOK



Q&A



POLLS



SURVEYS



OPEN ENVIRONMENT

Participants can engage with each other.
Comments, images and ideas are visible to the community.

MIXED ENVIRONMENT

Participants can see others' contributions.
However, there is little peer-to-peer interaction.
Some data is public, other data is admin-only.

CONTROLLED ENVIRONMENT

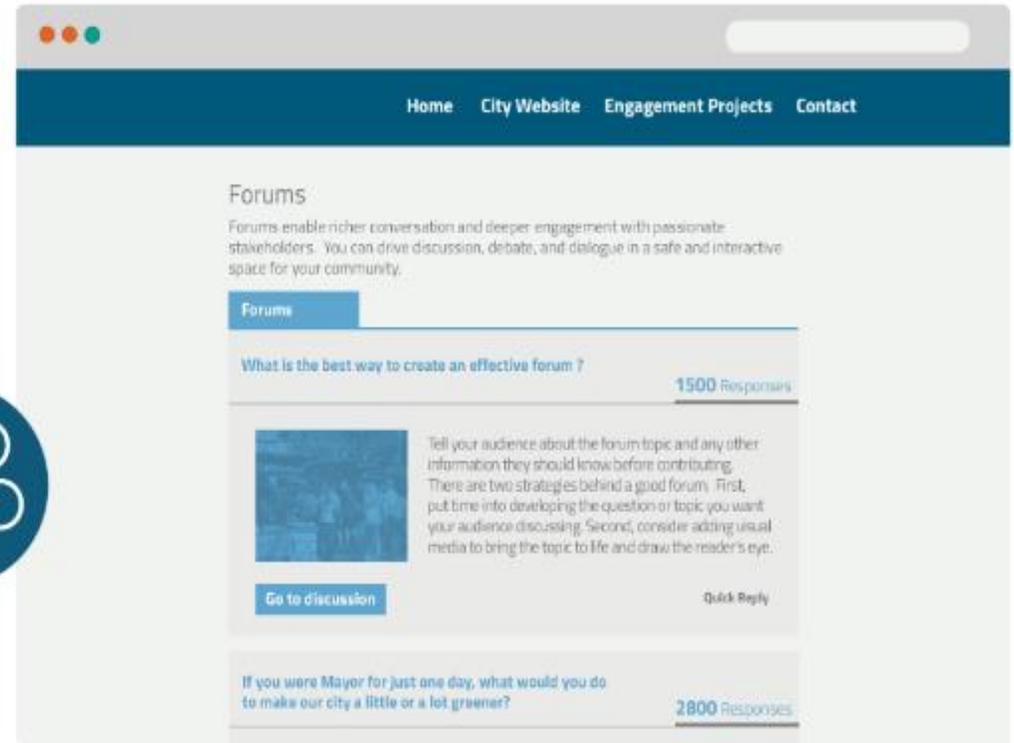
Participants cannot engage with each other. Data is stored and accessible by admin.

If you only have access to a hammer, you'll always use a hammer. EngagementHQ gives you an entire toolbox. Our complete suite of listening, information, analysis, reporting and relationship management features enable you to mix and match precisely the right online tools for your community engagement objectives.

Forums

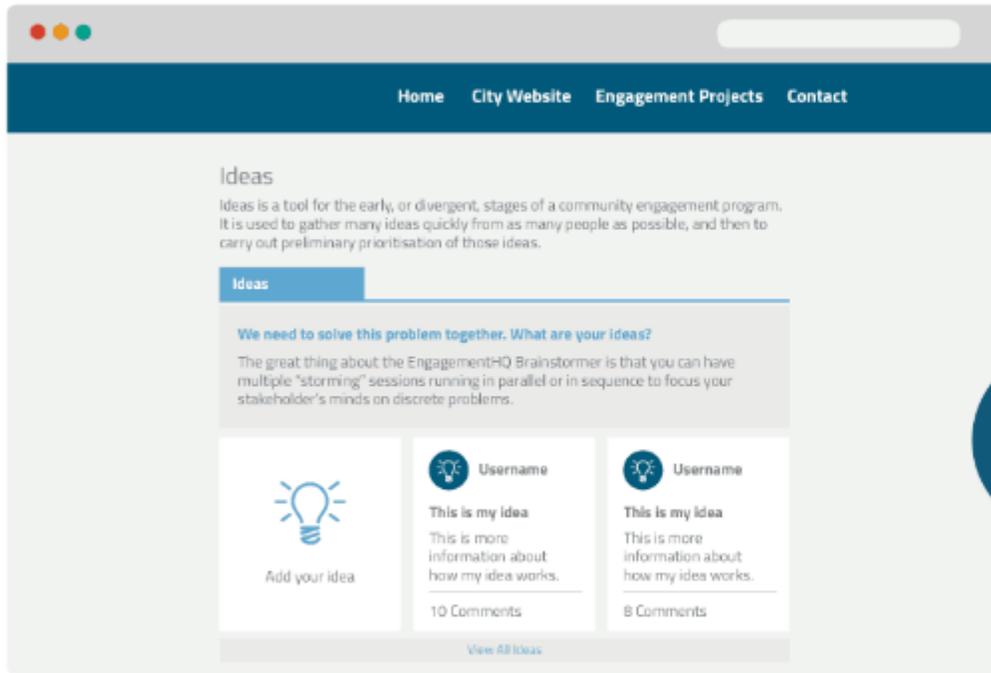
A safe and interactive space for your community to discuss and debate pertinent issues. Multithreaded discussions enable deeper engagement for passionate stakeholders.

[LEARN MORE](#)



Multi-threaded discussion forums enable richer conversation and deeper engagement with passionate stakeholders.





Ideas

These “virtual post-it notes” are a way for your community to share what inspires them. Ideas can include images or media for context and participants can like and comment directly.

[LEARN MORE](#)

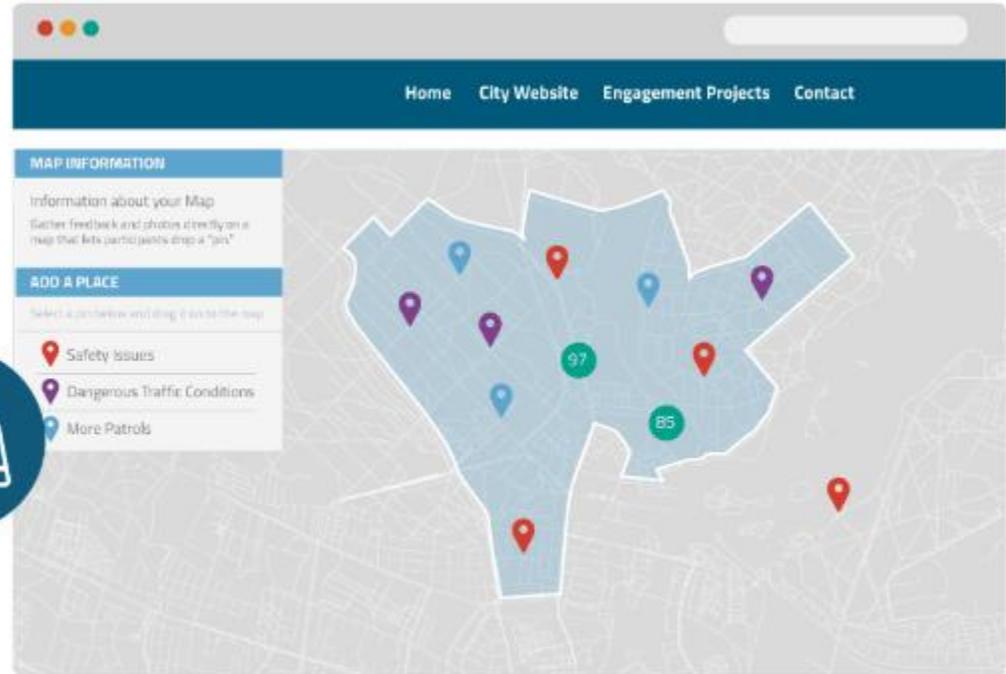
Put community suggestions and concerns
to a vote.



Places

Gather feedback and photos directly on a map with a simple “pin” drop. Geospatial maps offer participants a fun way to engage and see their contribution on a map.

[LEARN MORE](#)



Tablet friendly geo-spatial surveys for
“place” based projects and planning.

Stories

Help your community better understand, empathize, and relate to others and your project. Stories can be interactive and can include images or media to support context.

[LEARN MORE](#)



Home City Website Engagement Projects Contact

Stories

Help your community better understand, empathize, and relate to others and your project. Stories are at the heart of our experience. Sharing stories affects both the storyteller and the audience profoundly at both an emotional and cognitive level.

Stories

Share Your Story

Start your story by providing a title

Submit

Example: Why Sharing Stories Brings People Together



A new neuroscience study may explain why telling stories builds empathy and also why, when you tell a good one, people act as if they're watching it unfold before them.

A team of scientists at Princeton, led by Uri Hasson, had a woman tell a story while in an MRI scanner...

[Continue reading](#)

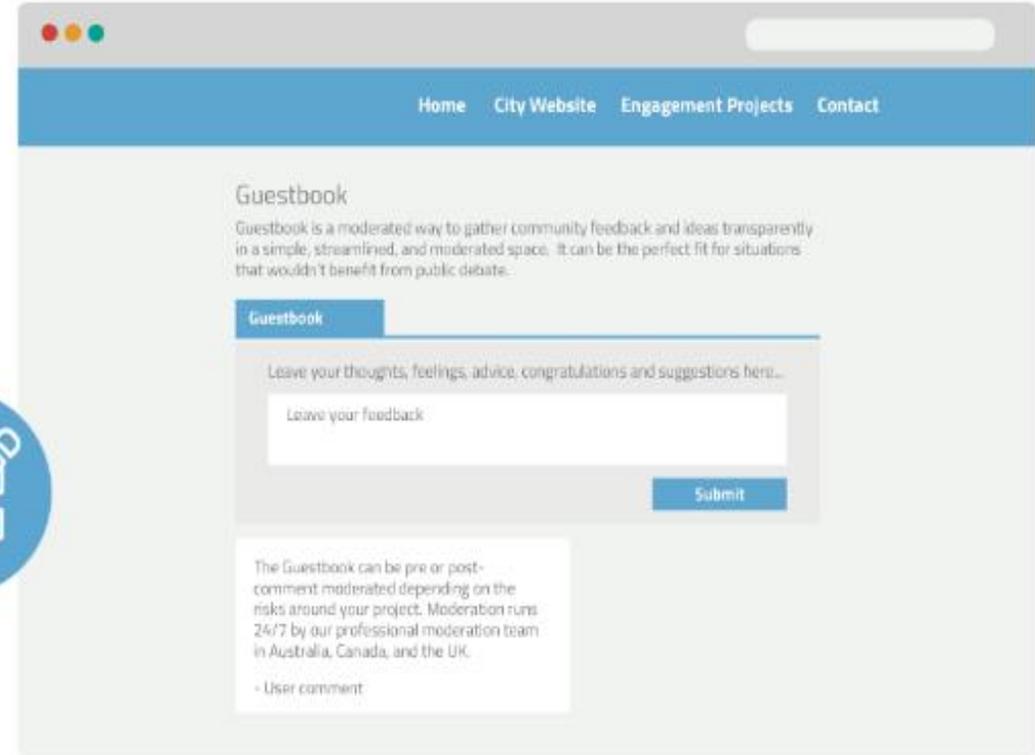
Create understanding and empathy, rather than debate, around emotionally-charged or complex issues.



Guestbook

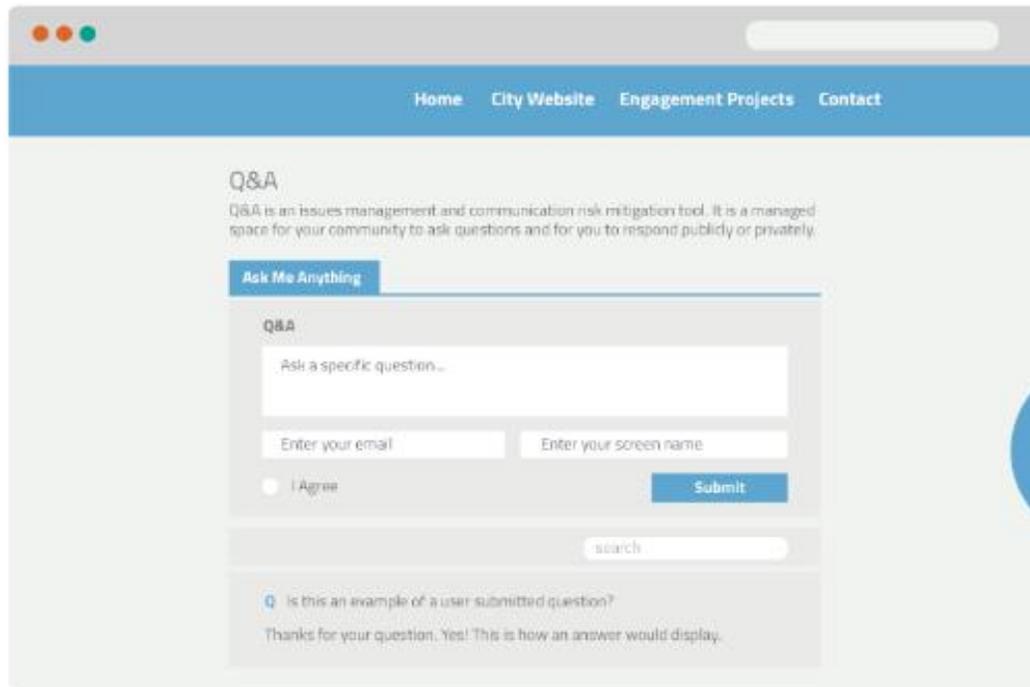
Simple, streamlined, and moderated space for your community to upload comments. Comments are moderated to manage what appears publicly so your engagement stays on topic.

[LEARN MORE](#)



Gather community feedback
and ideas transparently.





Q&A

Receive questions in a managed space that accommodates your public or private responses. Q & A is a great way to populate your community FAQs page.

[LEARN MORE](#)

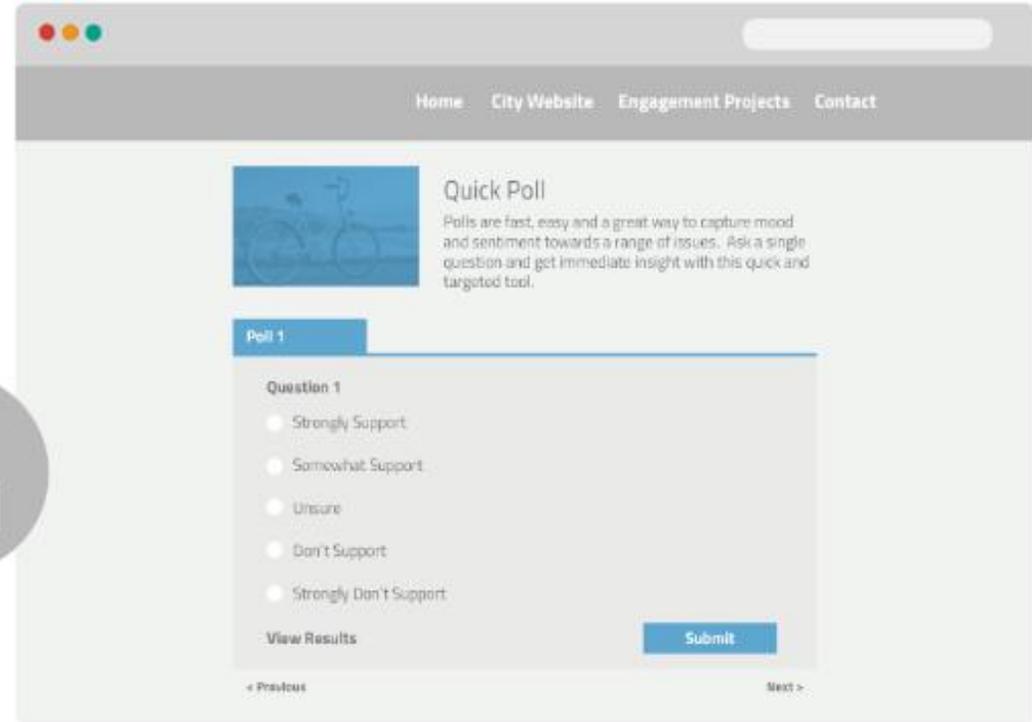
Let your community ask questions – before, during, and after project launch.

bangthetable 

Polls

Ask a single question and get immediate insight with this quick and targeted tool. Polls are an easy way to activate simple engagement with a single question.

[LEARN MORE](#)



Simple insights for simple questions.



Surveys

Encourage your community to voice their opinions in a convenient and guided way. Use images to make questions engaging. Tag responses for deeper survey analysis.

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Surveys

Surveys help you gather quantitative data fast, for more informed decision making. Encourage your community to voice their opinions in a convenient and guided way.

Question 1

- How long is your average commute to/from work?
- What time do you drive to work in the morning?

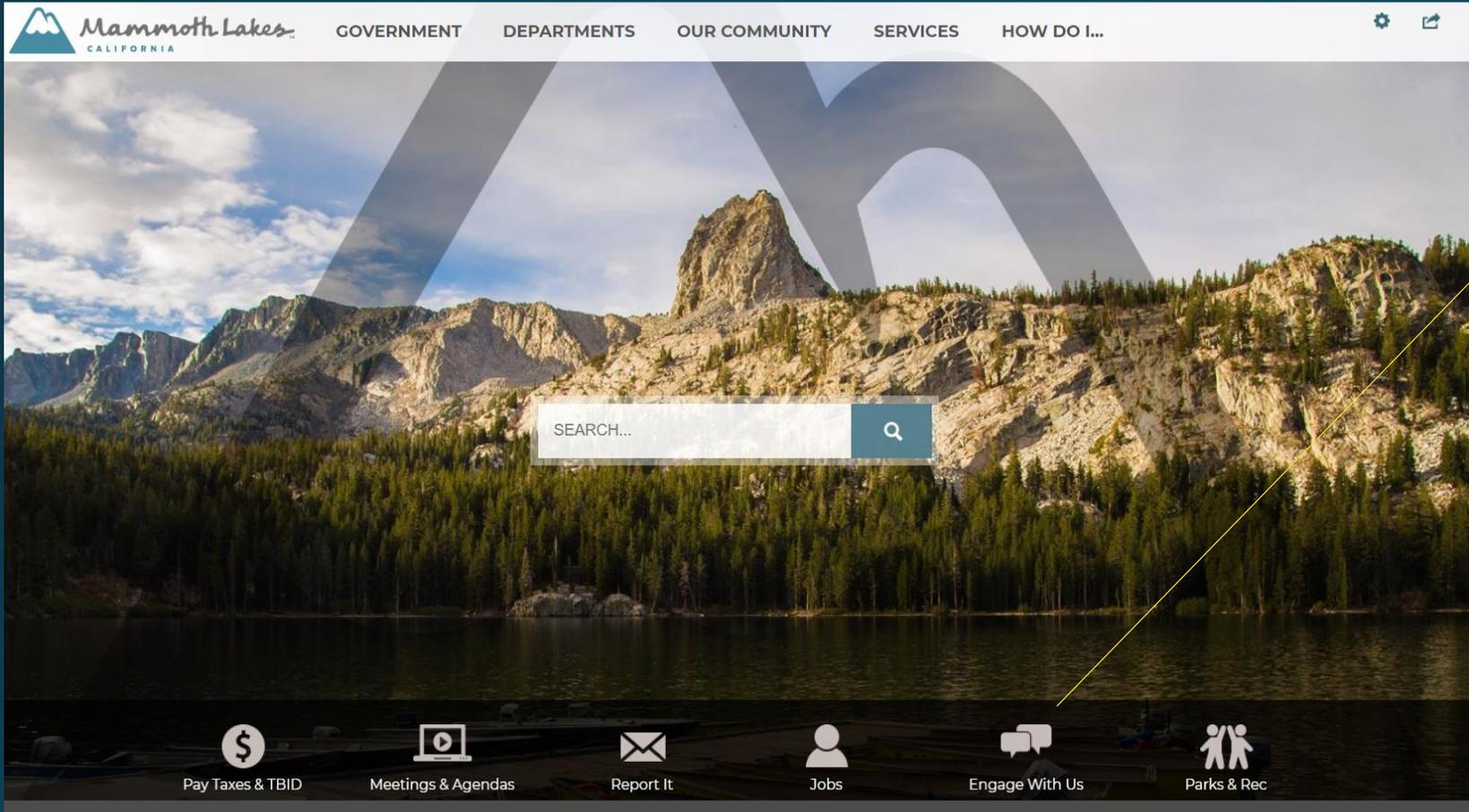
Question 2

choose an option



Gather quantitative data fast,
for more informed decision making.

bangthetable



New portal for online community engagement

Engage With Us!



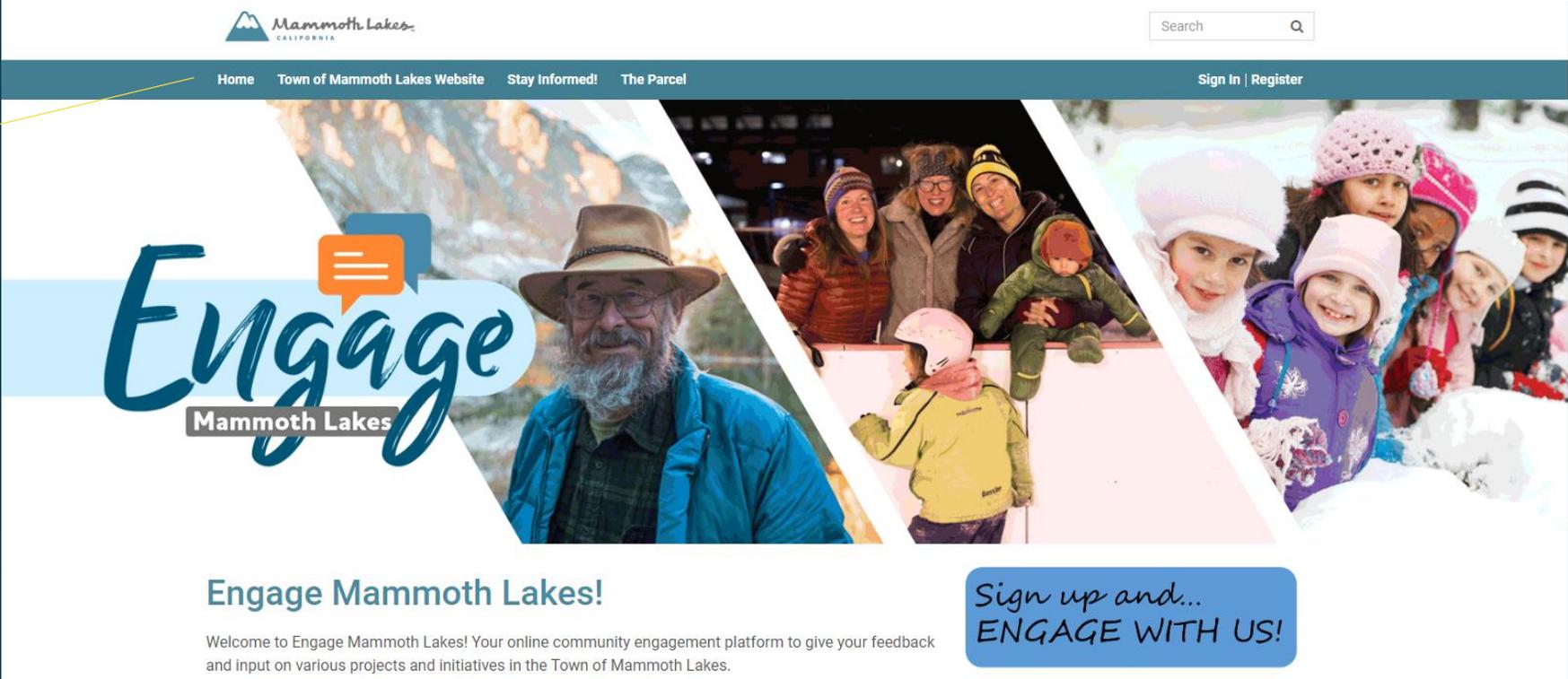


Engage

Mammoth Lakes

Engage.MammothLakes.ca.gov

Navigate to the 'Notify Me' page, The Parcel or back to the Town's website.



Mammoth Lakes CALIFORNIA

Home Town of Mammoth Lakes Website Stay Informed! The Parcel Sign In | Register

Engage Mammoth Lakes

Engage Mammoth Lakes!

Welcome to Engage Mammoth Lakes! Your online community engagement platform to give your feedback and input on various projects and initiatives in the Town of Mammoth Lakes.

Sign up and...
ENGAGE WITH US!

Engage.MammothLakes.ca.gov



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Sign up and...
ENGAGE WITH US!

Follow us on Twitter!

Tweets by @TownofMammoth

- TOML** @TownofMammoth
Shady Rest Park is OPEN!
facebook.com/story.php?stor...
May 9, 2019
- TOML** @TownofMammoth
Softball season gets underway on June 17 -
get your team together!
facebook.com/story.php?stor...
May 8, 2019
- TOML** @TownofMammoth
BALD MOUNTAIN/ ANTELOPE
PRESCRIBED FIRE CONTINUES
Crews have been completing units on the
project over the past week and plan to...
Embed View on Twitter



The Parcel
20 May 2019
Development Objectives (...)

Encuesta Inicial sobre
¡Planifiquemos The Parcel!

What is Engage Mammoth
Lakes?

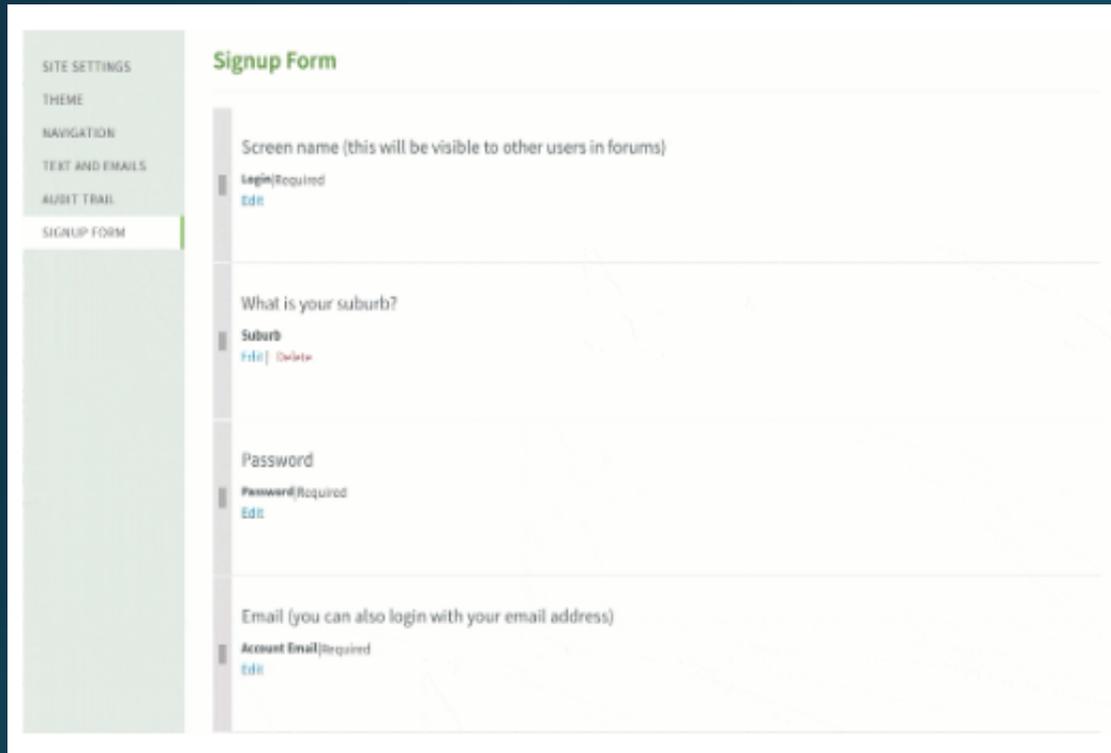
What do you love most about
Mammoth Lakes?

Navigate to the active projects to **have your say!**

Engage.MammothLakes.ca.gov



Participant Relationship Management (PRM)



The screenshot shows the 'Signup Form' configuration page in a PRM system. On the left is a sidebar menu with options: SITE SETTINGS, THEME, NAVIGATION, TEXT AND EMAILS, AUDIT TRAIL, and SIGNUP FORM (which is highlighted). The main content area is titled 'Signup Form' and contains four form fields, each with an 'Edit' link:

- Screen name** (this will be visible to other users in forums): **Login** Required
- What is your suburb?**: **Suburb**
- Password**: **Password** Required
- Email** (you can also login with your email address): **Account Email** Required

Custom Sign-up Forms

The PRM Sign-up Form Builder allows you to capture essential demographic and personal information about your community to help establish your database of stakeholders. This custom sign-up form becomes the core of your community database.

- *Advanced Database Import*
- *Create Community Groups*
- *Advanced User Profiles*
- *Simple Email List Segmentation*

PRM gathers and integrates data and information so you can better understand and engage with the people who are interacting with you.

Planning Online Engagement

1. Clear Problem Identification
2. Context, Background Information, Data.
3. Identify Targets, Develop Informed Cohort
4. Risk Analysis
5. Tool Selection
6. Communication Channels, Social Media, & More
7. Implementation
8. Reporting, Analysis and Feedback Loop
9. Evaluating, Improvising and Closing the Project
10. Community Capacity Building

Engagement for decision making requires you to identify **what you need to know** in order to solve your question, problem, or project – **“What outcomes do you want?”**



Information = Cornerstone of Engagement



The **Site wide activity summary** provides an overview of all the engagement across all of campaigns.

It uses EngagementHQ's unique **Aware-Informed-Engaged (AIE)** visitor typology to make it easy to see just how engaged your community is with your site and individual engagement projects.



Reporting + Analytics

Deep Dive



How can the Parks and Recreation Department continue to provide multi-purpose, year-round, indoor and outdoor recreation opportunities accessible to all residents and visitors?



Use the IDEA tool to allow the community to bring their ideas to the table.

These “virtual post-it notes” are a way for the community to share what inspires them.

Ideas can include images/media and participants can ‘like’ and comment directly.

Tell us your big idea!



Development Objectives

The Parcel Development Team will conduct small group public interest interviews and facilitate the first of three joint work sessions between the Town Council and the Planning and Economic Development Commission.

Land Use Plan Concept Alternatives

The Parcel Development Team will facilitate a four-day public charrette aimed at producing effective land use concept alternatives based on community feedback.

Preferred Conceptual Land Use Plan

Based on community feedback, the Parcel Development Team will produce one preferred conceptual land use plan, which will be presented at the second of three joint work sessions between the Town Council and the Planning and Economic Development Commission.

Combined with The Parcel website, EngagementHQ will serve as a key communication and primary engagement platform for the project.

The Parcel



The Parcel (formerly the Shady Rest Tract) is an approximately 25-acre vacant lot located adjacent to the Town's Downtown zoning district and several residential zoning districts. It is zoned for Affordable Housing, and was purchased by the Town of Mammoth Lakes in March of 2018. The Town is currently undergoing a Conceptual Land Use Planning Process that is projected to be complete at the end of 2019.

The Parcel property is heavily forested and slopes generally to the northwest with about thirty feet of elevation change from the west boundary to near Tavern Road. There is a drainage course in the northwest area of the site that will require investigation to determine wetland areas and delineate if wetlands are found. Vehicular access is available from Center Street, Tavern Road, and Chaparral Road. There is a designated pedestrian access easement providing connectivity to Manzanita Road. To be absolutely clear, the Shady Rest Tract is separate and distinct from Shady Rest Park which is a USFS area at the north end of Sawmill Cutoff Road under Special Use Permit to the Town for recreational uses.

Questions...