

Citizen Engagement Maturity Model

Complete this quiz to find out how advanced your organization is at engaging citizens!

START
HERE

What venues does your organization have for citizen feedback?

Online Offline Both

When citizens communicate with your organization, they have option to:

Send email or online comment Call City Hall Both

Your organization is at

LEVEL 1



One-way Communication

No

Is your organization on social media?

Yes

Rarely

Occasionally

Consistently

How often are you posting on social media?

What type of content are you posting on social media and public forums?

News Questions Both

Do you integrate feedback from online and offline channels into decisions?

Yes

No

Does a team member share citizen feedback when you're making decisions?

Yes

No

Your organization is at

LEVEL 2



Feedback Integration

Ask for feedback and ideas from citizens

When you're stuck on a project, you:

Get frustrated

Talk to coworkers

Your typical problem-solving process is:

Internal, but includes citizen ideas

Public and collaborative

Your conversations with citizens are characterized by:

One time idea exchange

Several rounds of Q&A

Continuous idea sharing and interaction

Your organization is at

LEVEL 3



Continuous Feedback Cycle

After successfully implementing citizen ideas, you:

Take all credit

Publicize citizen participation and feedback

CONGRATS!

You are a **Master of Citizen Engagement!**

Citizen Engagement Maturity Model



LEVEL 1: One-Way Communication

One-way communication is the first step to citizen engagement. Providing avenues for government organizations to share information with and receive information from citizens is the foundation for more complex citizen engagement models.

ACTIVITIES INCLUDE:

- ▶ Provide online and offline venues for citizen feedback.
- ▶ Offer at least one option for digital communication from citizens (i.e. email, social media, online forums, etc.).
- ▶ Use social media accounts sporadically to broadcast information to citizens.
- ▶ Leverage messaging to share news, but not ask questions.



LEVEL 2: Feedback Integration

Citizen engagement becomes more sophisticated when public feedback is systematically integrated into government decision-making processes. Ideas are crowdsourced from the public and then captured and considered by the organization. This avoids the problem of collecting feedback but never putting it to use.

ACTIVITIES INCLUDE:

- ▶ Integrate feedback into the project management process.
- ▶ Include public insight in project documentation.
- ▶ Solicit ideas for public projects and decisions.
- ▶ Throw questions to the crowd when faced with hurdles.
- ▶ Designate a person to share citizen feedback in project meetings.



LEVEL 3: Continuous Feedback Cycle

Advanced citizen engagement cycles are characterized by continuous conversations with loops of crowdsourcing and results sharing. Feedback is used to drive decisions, the public is directly involved in government projects and citizens are invited to improve upon existing resources. Then, results are shared with the public to show how ideas have been put to use.

ACTIVITIES INCLUDE:

- ▶ Participate in public project sharing, such as Hackathons.
- ▶ Engage in active, two-way communication on social media and online forums.
- ▶ Provide quick response to citizen ideas.
- ▶ Communicate how citizen feedback has enhanced government projects.
- ▶ Conduct open-source projects, when possible.

NOTES:
