

# Civic Ideas & the City of El Paso



granicus.

# Granicus Overview - History

## Granicus Highlights

Founded:	1999
Employees:	100+
Customers:	Over 1,000
Products Installed:	2,500+
Investment:	\$10M JMI 2008
Acquisitions:	2010 – webcasting.com
	2011 – Daystar

## Customer Highlights

### Local

Arlington	Austin	Keller
San Antonio	Los Angeles	San Jose
New York	Fort Worth	Columbus
Chicago	San Diego	Jacksonville

### State

Colorado House/Senate  
 Iowa Legislature  
 Utah Legislature  
 Tennessee Legislature  
 Oklahoma Legislature  
 Hawaii Legislature  
 Montana Legislature

### Federal

US Senate  
 US House  
 USDA  
 Nuclear  
 Regulatory  
 Commission



# Granicus Overview - Customer Service

98.3% client referability

99.8% client retention rating

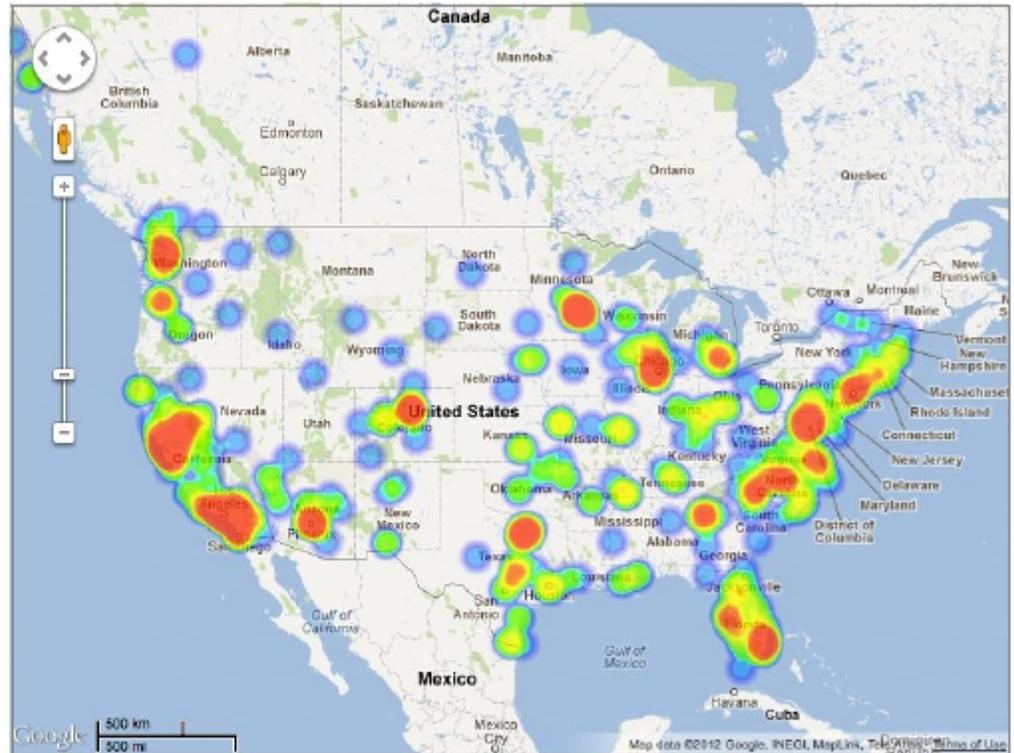
24/7/365 service and support for all customers

Over 60 Texas Clients

Over 31 million government webcasts viewed

More than half of Digital Cities Award Winners Use Granicus

Services in 9 out of the 10 most populated cities across the nation



# Citizen Engagement: Traditional Methods

Timesink for government and citizens

## In-person

Speaking at public meetings

## Expensive

Lots of people, processes, and paper involved

## Time-consuming

Managing calls, emails, and lengthy feedback cycles

## Unproductive

Feedback is not focused and not representative of the broader community



# Citizen Engagement: The New Methods

## Citizen Engagement Simplified

### Online

Connect and collaborate with a broader audience

### Automated

Capture and manage community input easily

### Cost-effective

Decrease the time, money and effort required for citizen participation

### Productive

Input relates to priorities, policies and initiatives that matter most



# The Top Three Ways to Engage Citizens

## The Granicus Citizen Participation Suite



### Open Ideation | Citizensourcing

Crowdsource ideas from your community



### Focused Projects

Leverage Online Discussions, Surveys, and idea forums around important agency projects



### Feedback on Agendized Items-eComment

Collect feedback on upcoming public meeting agenda items

# Customer Success

## How citizensourcing is working for government



### City of Austin, TX

- Engaging 2,000+ citizens online
- Generating 800+ ideas to improve governance
- Over 70 community ideas have been put into action
- 21 Ideas have already been completed
- Fully integrated civic engagement, reaching 10,000+ citizens
- 2011 GovFresh Award Winner for Citizen Collaboration
- 2012 3CMA Saavy Award Winner for Best Website



“Our community engagement efforts are looking beyond traditional means to bring more people into the process of providing input to their government,” said Doug Matthews, Chief Communications Director for the City of Austin. “SpeakUpAustin has played a key role in creating a public dialogue of ideas, suggestions and ways the City can better serve our community as we strive to be the best-managed city in the country.”



# Open Ideation | Citizensourcing

Crowdsource ideas from your community

Collect and prioritize community ideas.

Let residents share ideas for community improvement.

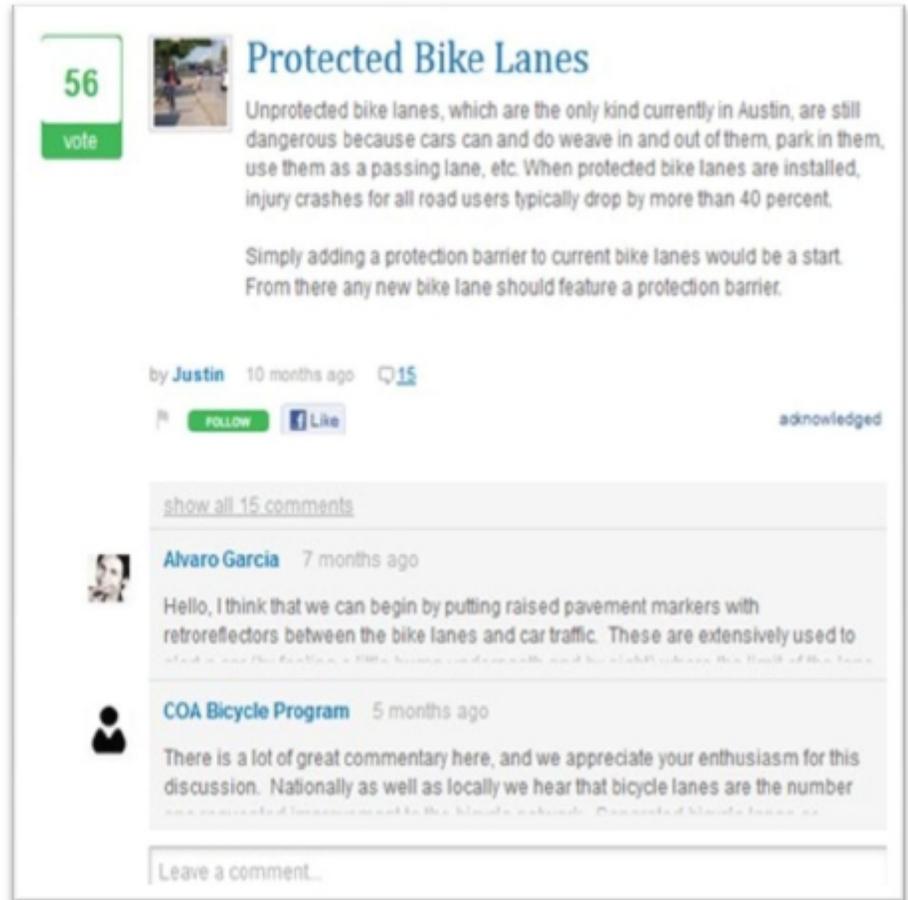
Encourage greater participation by acknowledging ideas.

Recognize ideas - let your community know you're listening.

Effortlessly prioritize ideas - citizen votes and comments indicate what's most important.

Reach a broader audience using a Facebook integration and widgets.

 granicus.



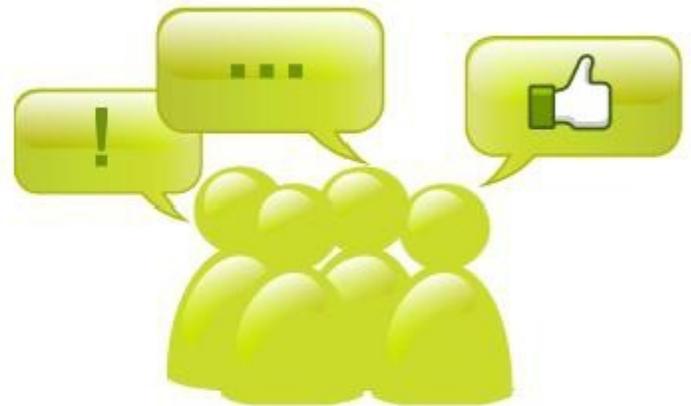
The screenshot shows a Granicus idea titled "Protected Bike Lanes" with 56 votes. The idea is by Justin, posted 10 months ago, and has 15 comments. It is marked as "acknowledged". The description states: "Unprotected bike lanes, which are the only kind currently in Austin, are still dangerous because cars can and do weave in and out of them, park in them, use them as a passing lane, etc. When protected bike lanes are installed, injury crashes for all road users typically drop by more than 40 percent. Simply adding a protection barrier to current bike lanes would be a start. From there any new bike lane should feature a protection barrier." Below the description are buttons for "FOLLOW" and "Like". A "show all 15 comments" link is visible. Two comments are shown: one by Alvaro Garcia (7 months ago) suggesting raised pavement markers with retroreflectors, and one by COA Bicycle Program (5 months ago) thanking the community and mentioning national and local interest in bicycle lanes. A "Leave a comment..." input field is at the bottom.



## Focused Projects

Leverage Online Discussions, Surveys, and idea forums around important agency projects

- Focused Discussions, Surveys & Forums
- Get measurable feedback on specific initiatives
- Target Specific Demographic
- Run Analytics & Reports
- Save Staff time & money by automating feedback collection
- Unlimited Meeting Bodies & Departments can take advantage of this platform for different goals within the city



# Embedded into your Website

The screenshot displays the Oakland Unified School District website with an embedded Granicus interface. The website header includes the district logo, name, and tagline "Community Schools, Thriving Students". The embedded interface, titled "Agenda Items", shows a list of items for the Board of Education with options to comment or sign in to speak. A table on the right side of the interface provides a summary of items with links to details, agenda, minutes, video, and eComment.

**OAKLAND UNIFIED SCHOOL DISTRICT** Community Schools, Thriving Students  
Legislative Information Center

Live Meeting Video | Legislation | Calendar | Board of Education | Bodies | People | District Home

Share | RSS

List View | Calendar View

Search: [input] Next Month

Search Calendar | Help

2 records | Group | Export

Name

[Measure B Independent Citizens' School Facilities Bond Oversight Committee](#)

[Board of Education](#)

### Agenda Items

Select Language | Sign in / up | Connect

ideas | public meetings

#### Agenda Items for Board of Education

Please select an Agenda Item to Comment on or Register to Speak at the Public Meeting.

12-2239 Adoption by the Board of Education of Resolution No. 1213-0009 - Second Amended Board Legislative Operations Restructuring (In Part)

Comment | Sign In to Speak

12-2229 Presentation of Student Directors' Report - August 1, 2012

Comment | Sign In to Speak

12-2231 Public Comments on All Non-Agenda Items Within the Subject Matter Jurisdiction of the District - Up to 45 Minutes - August 1, 2012

Comment | Sign In to Speak

L. Adoption of the General Consent Report - No. 1

Comment | Sign In to Speak

12-1609 Approval by the Board of Education of an Individual Services Agreement between District and Via Center and 12-13-V005521-212599 for services specified herein for the period of July 1, 2012 through June 30, 2013 in an amount not to exceed \$53,714.00 pursuant to terms and conditions of Master Contract with Via Center.

Comment | Sign In to Speak

Back to All Meetings

CLOSE X

details	Agenda	Minutes	Video	eComment
<a href="#">details</a>	<a href="#">Agenda</a>	Not available	Not available	<a href="#">eComment</a>
<a href="#">details</a>	<a href="#">Agenda</a>	Not available	Not available	<a href="#">eComment</a>

# Widgets

Collect ideas from any webpage

The image shows a screenshot of the CivicIdeas widget interface. The main window is titled "What's Your Big Idea for Granicus?" and includes a search bar with the text "Search or create a new idea..." and a "Go" button. Below the search bar is a list of ideas, each with a vote count and a link to the idea. The ideas are:

- 2 vote [Granicus Hosts monthly social-networking events](#)
- 3 voted [Who's on first, what's on second, and I don't know's on third.](#)
- 2 vote [Ping Pong Table!](#)
- 9 voted [Use our own product for internal processes - LM for the Red Folders!](#)
- 5 voted [Install a Interactive Dashboard in the Office](#)
- 2 vote [Rooftop garden on top of 600 Harrison.](#)
- 1 vote [Mikhail Ulkin's idea to make it easy to add Granicus Videos to Facebook](#)
- 13 vote [Monthly Yoga Class at HQ](#)
- 11 voted [Integrate Our Internal Sites](#)
- 7 vote [Start a Softball Team](#)

At the bottom of the list is a "See more" button. The background of the widget features a blue sky with clouds and a green speech bubble containing the text "CivicIdeas™". A green button labeled "Feedback" is visible on the right side of the widget.



# Facebook Integration

Encourage participation from your Facebook community



# Citizen Experience - Comment on Agenda Item

Agenda Items [Select Language](#) [Sign In / up](#) [Contact](#)

ideas public meetings

**Agenda Items for Board of Education**

Please select an Agenda Item to Comment on or Register to Speak at the Public Meeting.

12-2239 Adoption by the Board of Education of Resolution No. 1213-0093 - Second Amended Board Legislative Operations Restructuring (In Part) [Comment](#) [Sign In to Speak](#)

12-2229 Presentation of Student Directors Report - August 1, 2012 [Comment](#) [Sign In to Speak](#)

12-2231 Public Comments on All Non-Agenda Items Within the Subject Matter Jurisdiction of the District - Up to 45 Minutes - August 1, 2012 [Comment](#) [Sign In to Speak](#)

L. Adoption of the General Consent Report - No. 1 [Comment](#) [Sign In to Speak](#)

12-1688 Approval by the Board of Education of an Individual Services Agreement between District and Via Center and 12-13-V005521-212596 for services specified herein for the period of July 1, 2012 through June 30, 2013 in an amount not to exceed \$53,714.00 pursuant to terms and conditions of Master Contract with Via Center. [Comment](#) [Sign In to Speak](#)

[Back to All Meetings](#)

CLOSE X



Public Comment on Agenda Item [Select Language](#) [Sign In / up](#) [Contact](#)

ideas public meetings

**Board of Education**

12-2239 Adoption by the Board of Education of Resolution No. 1213-0099 - Second Amended Board Legislative Operations Restructuring (In Part)

Your Position:  Support  Neutral  Oppose

Your Comment

500 of 500 characters remaining

[Submit Comment](#)

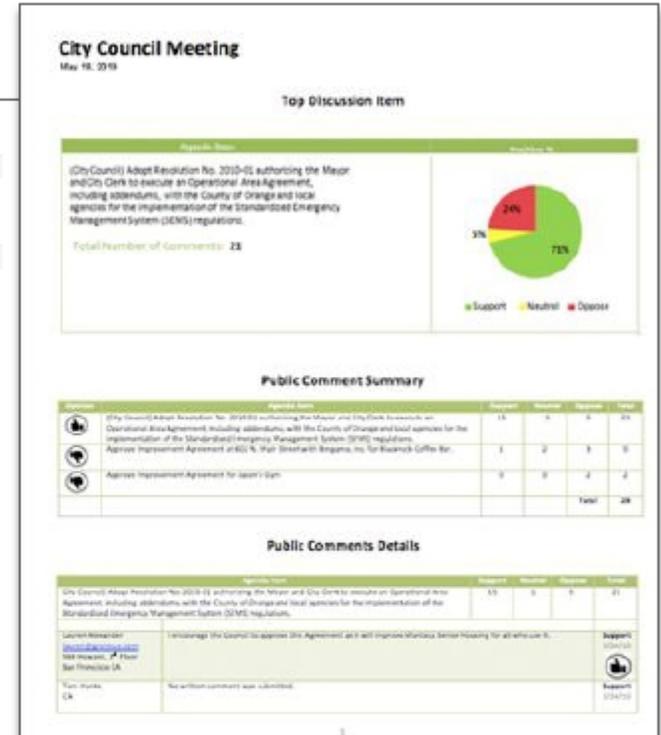
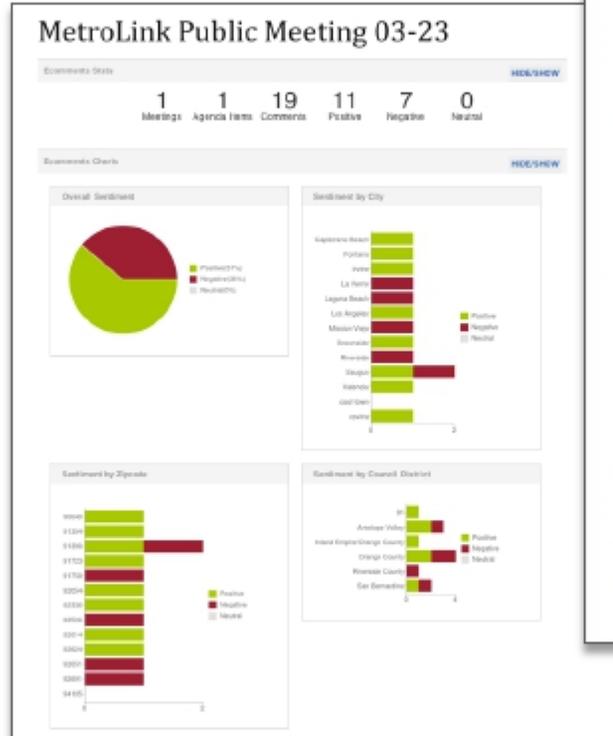
[Back to All Meetings](#) [Back to Agenda Items](#)

CLOSE X

# Build Reports

Analyze comments and positions

Distribute reports to elected members prior to the meeting



# Examples of Civic Ideas Clients

Austin, TX

**CITY OF AUSTIN**  
FOUNDED 1839

## speakupaustin!

We're always looking for feedback and ideas for how we can meet the challenge of being the best managed city in the country. Take a moment to provide your ideas and feedback on any of the forums you see here, or start your own discussion. It's your chance to **speak up, Austin!**

**POST** your great ideas ★ **VOTE** on what you like ★ **JOIN** the discussion

Ft Lauderdale, FL

**Fort Lauderdale**  
our city, our vision

## SEEKING BIG IDEAS

The City has embarked on a very exciting visioning process. We'd like to thank the thousands of neighbors that have imagined their ideal Fort Lauderdale of the future and shared their vision with us. The City is now analyzing the input received to craft a comprehensive vision plan that reflects the hopes of all our neighbors. A draft plan will be presented to the City Commission in early 2013. For more information, please visit [www.fortlauderdale.gov/civics](http://www.fortlauderdale.gov/civics)

Scottsdale, AZ

**CITY OF SCOTTSDALE**

## Speak Up

Scottsdale

- POST your ideas >
- VOTE on ideas >
- DISCUSS city issues >

North Port, FL

**idea**

VOTE, shape, join in, mold, input, like, share, IMPACT, VOICE, connect, post

AchieveAnything, NorthPort!

NorthPort FLORIDA

Edina, MN

**CITY OF EDINA, MINNESOTA**  
INCORPORATED 1960

## Speak Up, Edina!

We're always looking for feedback and ideas for how we can make Edina an even better place for living, learning, raising families and doing business. Take a moment to provide your feedback and ideas on any of the forums you see here or start your own discussion. It's your chance to speak up, Edina!

• **SHARE** your feedback! • **POST** your ideas! • **JOIN** the discussion!

Raleigh, NC

**MyRaleighIdeas!**

JOIN the conversation!

I've got an idea!

I like it!

We're Listening.

# Granicus Contact

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# Thank you!

Transparency starts here