

The 7 Ingredients of Great Online Public Consultation

Granicus is Transforming Government Engagement

Serving
the public's
needs &
interests since
1999.



Housekeeping



Questions

Submit your questions via the Q&A console.



Resources

We will be posting content (guides, blogs, etc) in the chat box. We encourage you to connect there!



Issues

Connect with us in the chat box and we'll get back to you ASAP.



gov Community

Sign up to connect, share, and learn from each other at community.granicus.com



On-Demand

We will email you the link to the on-demand versions of the webinars following the series.

Today's **Speaker Lineup**

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Fellow of the Consultation Institute
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Agenda

- Housekeeping
- Introductions
- Ingredients of Good Practice Online Consultation
- How to build a good practice consultation
- Questions and answers (I hope)
- Next steps

1. The Right Scope

Make sure the scope of your consultation is clear and concise to avoid confusing the public and help them to focus their contributions.



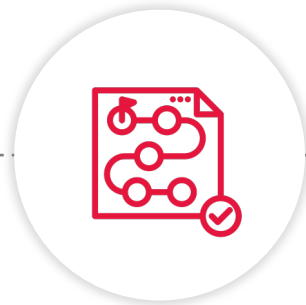
- >> Be clear what is up for grabs
- >> What decisions have been made already
- >> How will decisions be made, by when and who is the decision maker
- >> Consider using a consultation mandate

There is nothing new under the sun

Making consultation meaningful has always been about



Involving the
right people at
the right time



Using the right
methods



Asking the right
questions



Providing the right
feedback

2. The Right People

- >> Digital exclusion and digital poverty
- >> Glossophobia
- >> Stakeholder mapping
- >> Right methods

"According to the [National Institute of Mental Health](#), public speaking anxiety, or glossophobia, affects about 73% of the population in the United States."

We should talk about digital inclusion too

Glossophobia or fear of public speaking is believed to affect **75% of the population.**

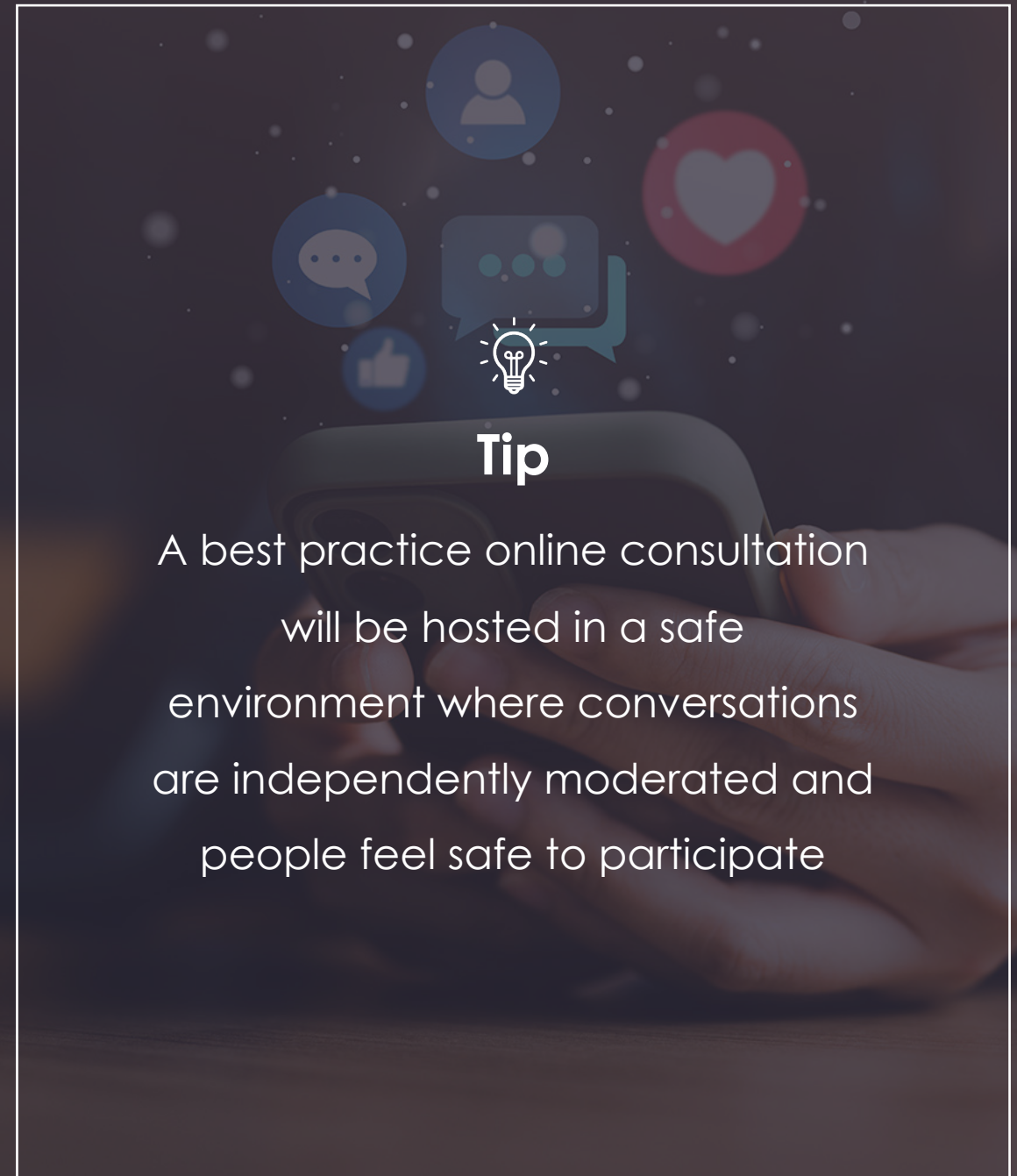
Source: <https://www.psycom.net/glossophobia-fear-of-public-speaking>



Tip

Best practice online public consultation is part of your approach to making sure your consultation is inclusive

The internet is not a safe place for public discourse,
what can we do better?



Tip

A best practice online consultation will be hosted in a safe environment where conversations are independently moderated and people feel safe to participate

To register or not to register? That is the question.

(how do we know who is participating?)

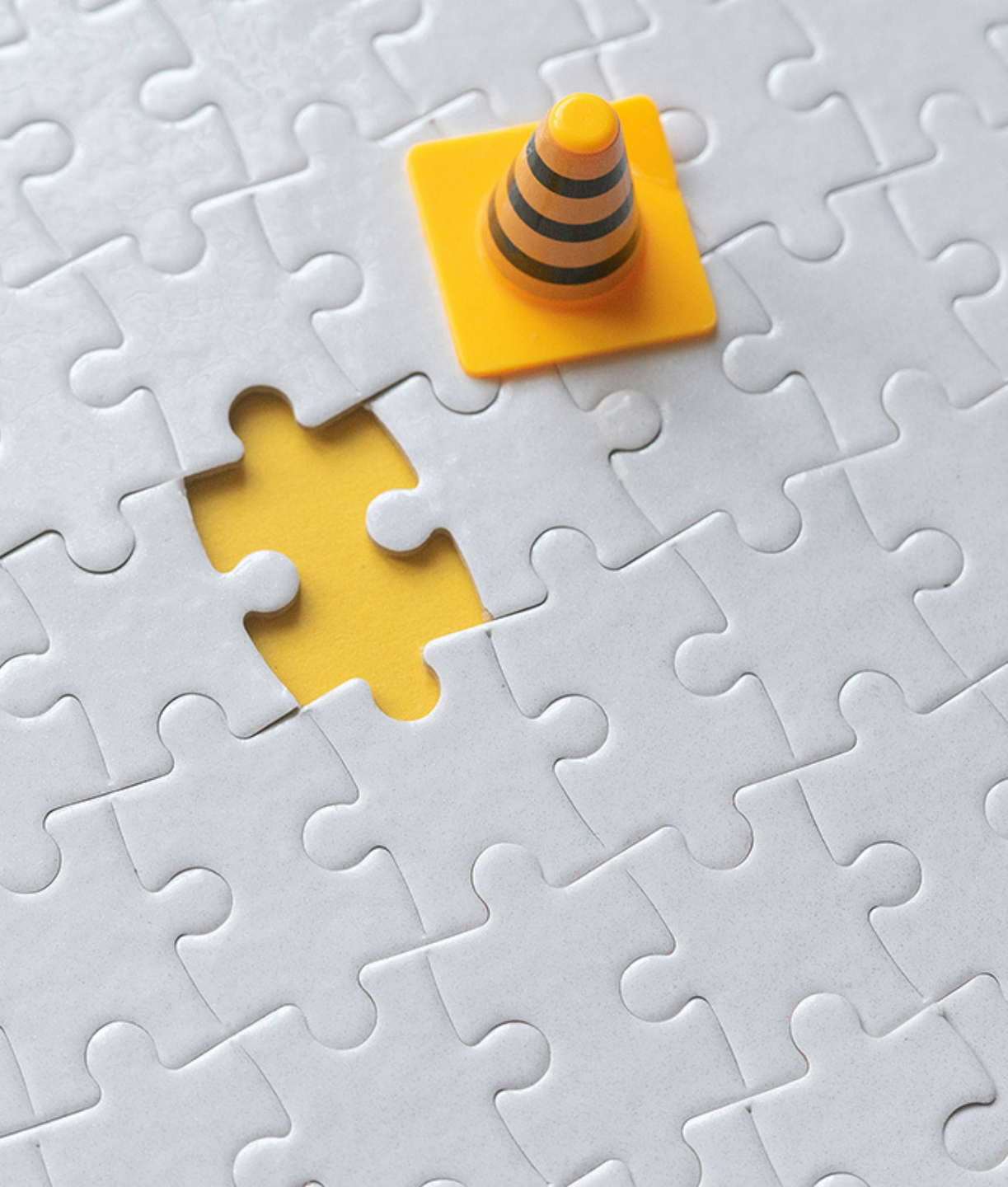


Tip

There are many benefits to registered participation like quality control, equalities monitoring, quality of the debate, safety of the participants etc...



COVID-19 and online public consultation has shown you can involve many people online but a **blended approach** is the future.



Build it and
they will come

Digital Stakeholder Mapping



3. The Right Methods

An online consultation is not an online survey #NotAnotherSurvey



Multiple Dialogue Tools

Discussion forums, ideas boards, maps and maybe an online survey

Asynchronous participation

People do not all have to be in the same place at the same time. **It's the Internet, dummy!**

Most people don't benefit much from (poorly run) public meetings so don't make consultees suffer even more online



Tip

Make your online meetings engaging
Record your online meeting and share it with people so they can still comment and take part in other ways

Just like the good old days

The litmus test of a good public consultation is that there are variety of ways of taking part



Tip

Make sure your online consultation is hosted in an environment where people can take part in a variety of ways, using a range of dialogue tools



4. The Right Time

It's no longer as much about how long but more about flexible 24/7 participation



A different kind of time

We really are talking about bite size and on your couch contributions

Asynchronous dip and dip out participation

Participation is at the participant's time, with many different touch points

We should be thinking about
on your couch consultation:
Netflix and contribute.



Tip

Make sure your online consultation
helps people to participate at the
times that suits them so that they can
come and go.

5. The Right Information

This is about providing people with the right information for people to give your proposals intelligent consideration



Multi-media consultation content

Video, podcasts, infographics, document summaries and accessible content

Information widgets

Follow the consultation, key timelines, document library, useful links, useful dates, event registration etc.

...move away from relying on, hard to digest consultation documents and instead **break [your] argument down into snippets of useful (shareable) information** – all held together in an array of information widgets.



Tip

Hosting your consultation on an online platform allows you to be confident that people have been provided with useful and credible consultation content

6. The Right Questions

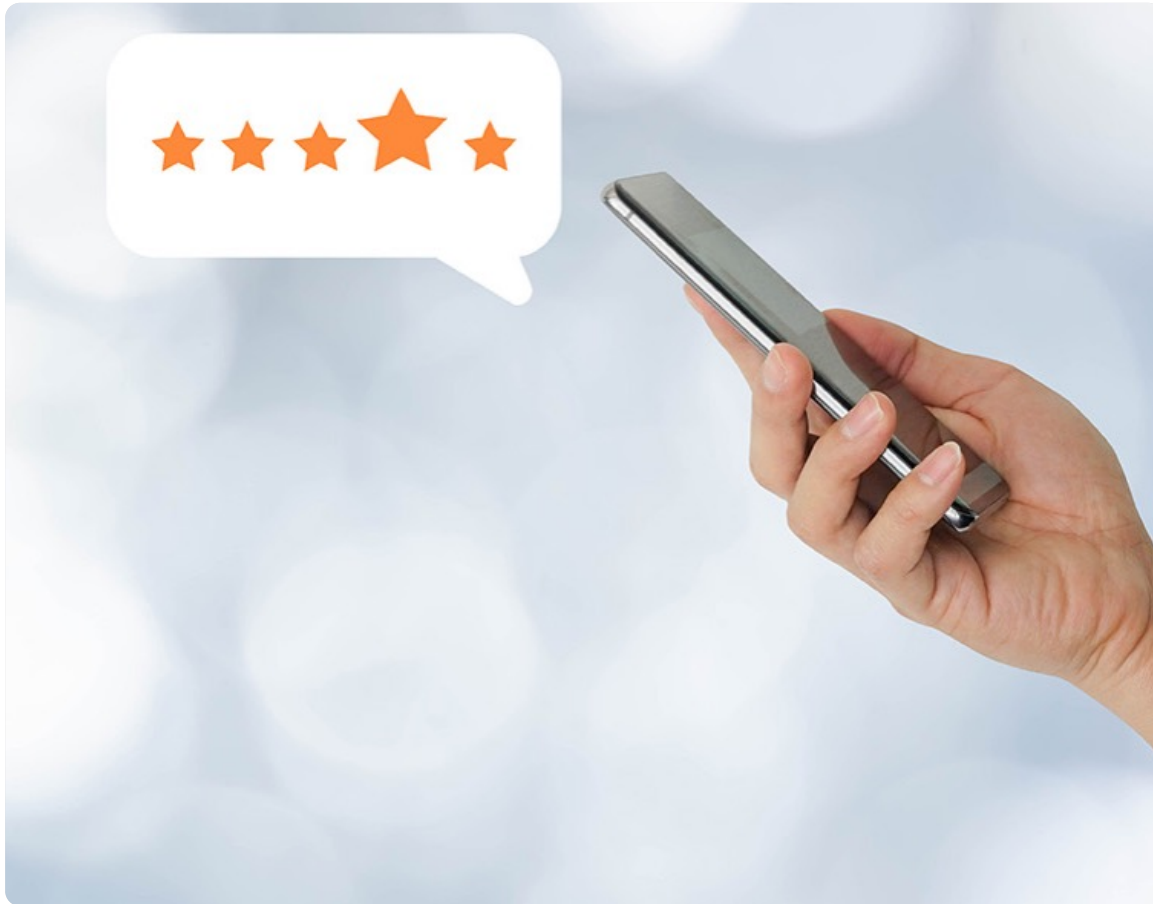
People will know your process is unfair if you don't ask open and honest questions



- >> Focus on data do you need
- >> Ask questions that will help you make a better decision
- >> Include topics people want to talk about
- >> Use plain language
- >> Don't raise expectations and stay in scope

7. The Right Feedback

If you get people to register on your consultation project then you get back to them and do **“you said, we did and we couldn’t do.”**



Closing the loop

A good online consultation includes the ability to feedback to consultees

Audit trail of participation

Via registration it is also possible to understand who took part in what? Who was aware, informed and engaged? And tell people this too.

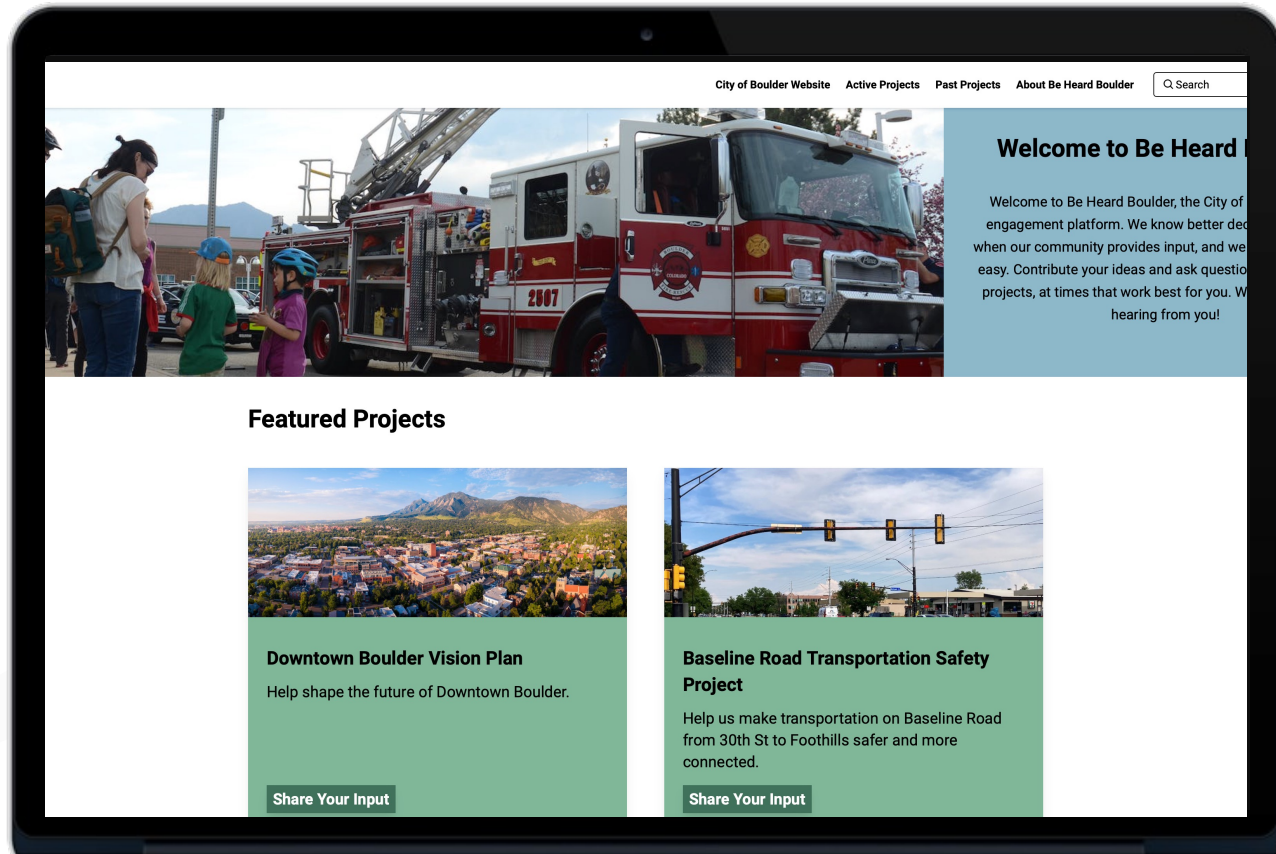


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The City of Boulder, Colorado

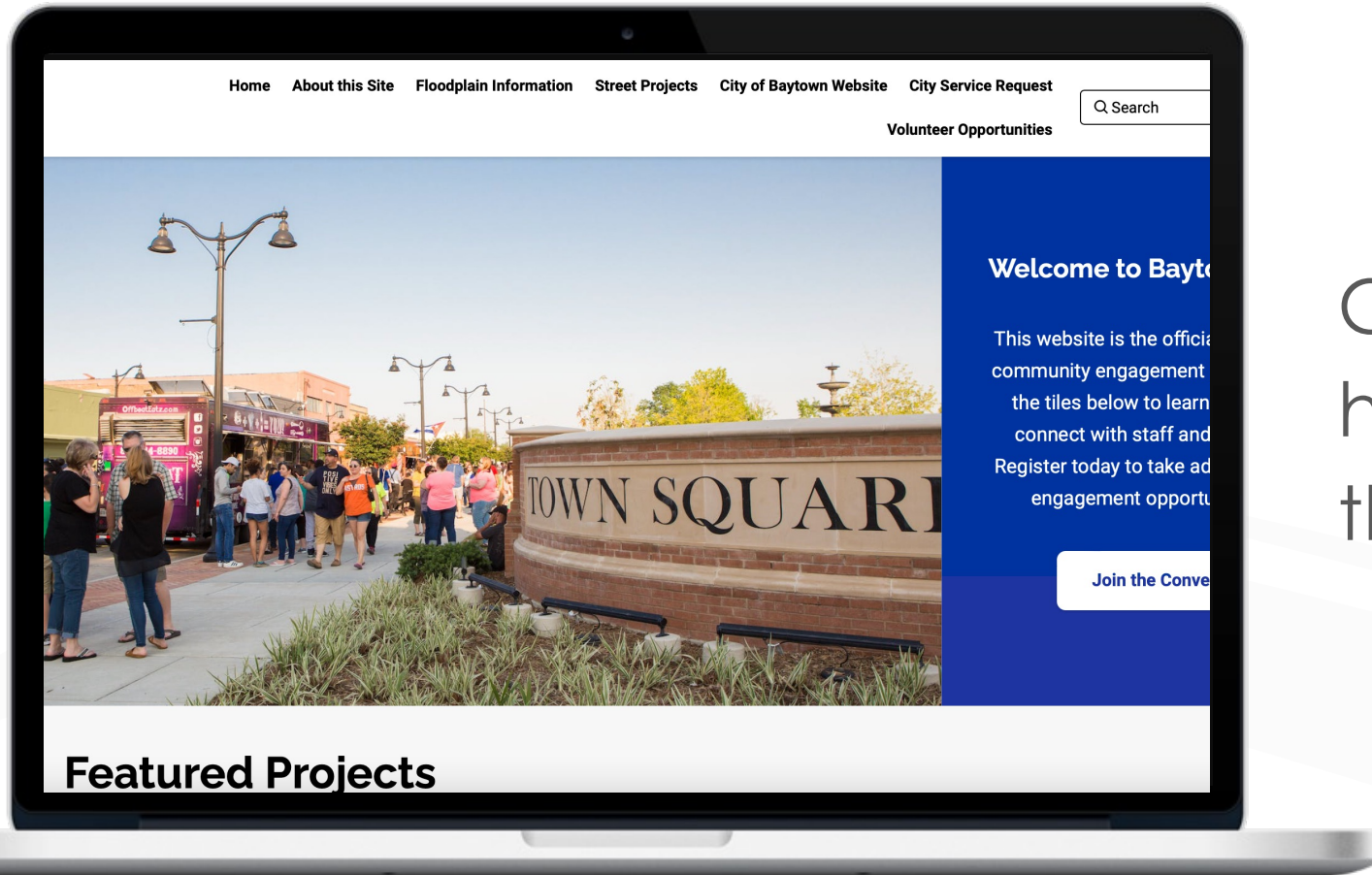
<https://www.beheardboulder.org>



Use a wide variety of tools within your projects to gather different types of feedback.

The City of Baytown, Texas

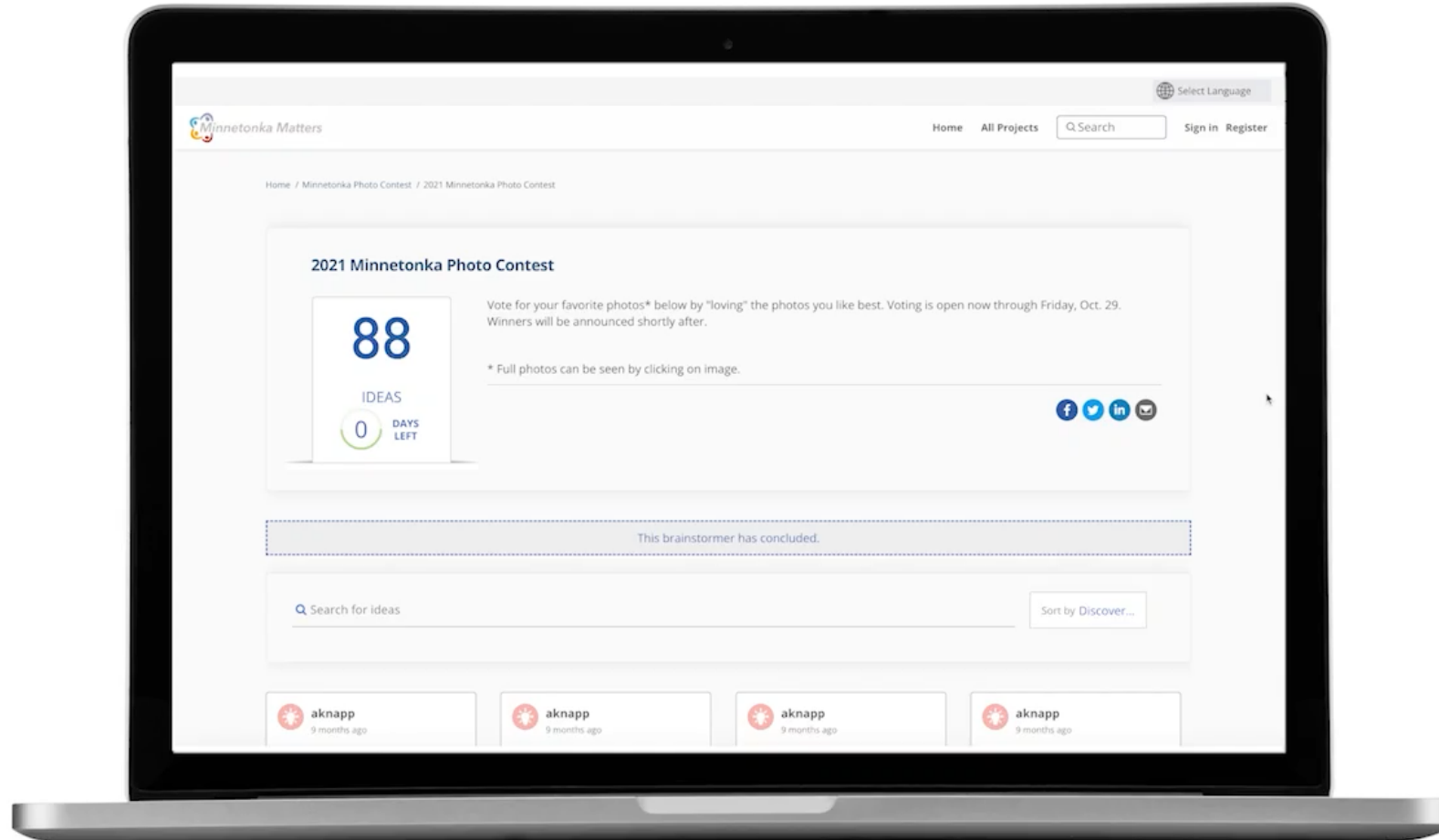
<https://www.baytownengage.com>



Cultivate a captivating homepage to capture the interest of visitors.

The City of Minnetonka, MN

Use light, fun projects to encourage more participation.



www.minnetonkamatters.com/minnetonka-photo-contest-vote/brainstormers/2021-minnetonka-photo-contest

EngagementHQ in Action



Baytown, TX

30K

visits to engagement platform

700

survey responses

[Read More>](#)



Eugene, OR

7,818

stakeholders registered on the platform

1,092

ideas from the community

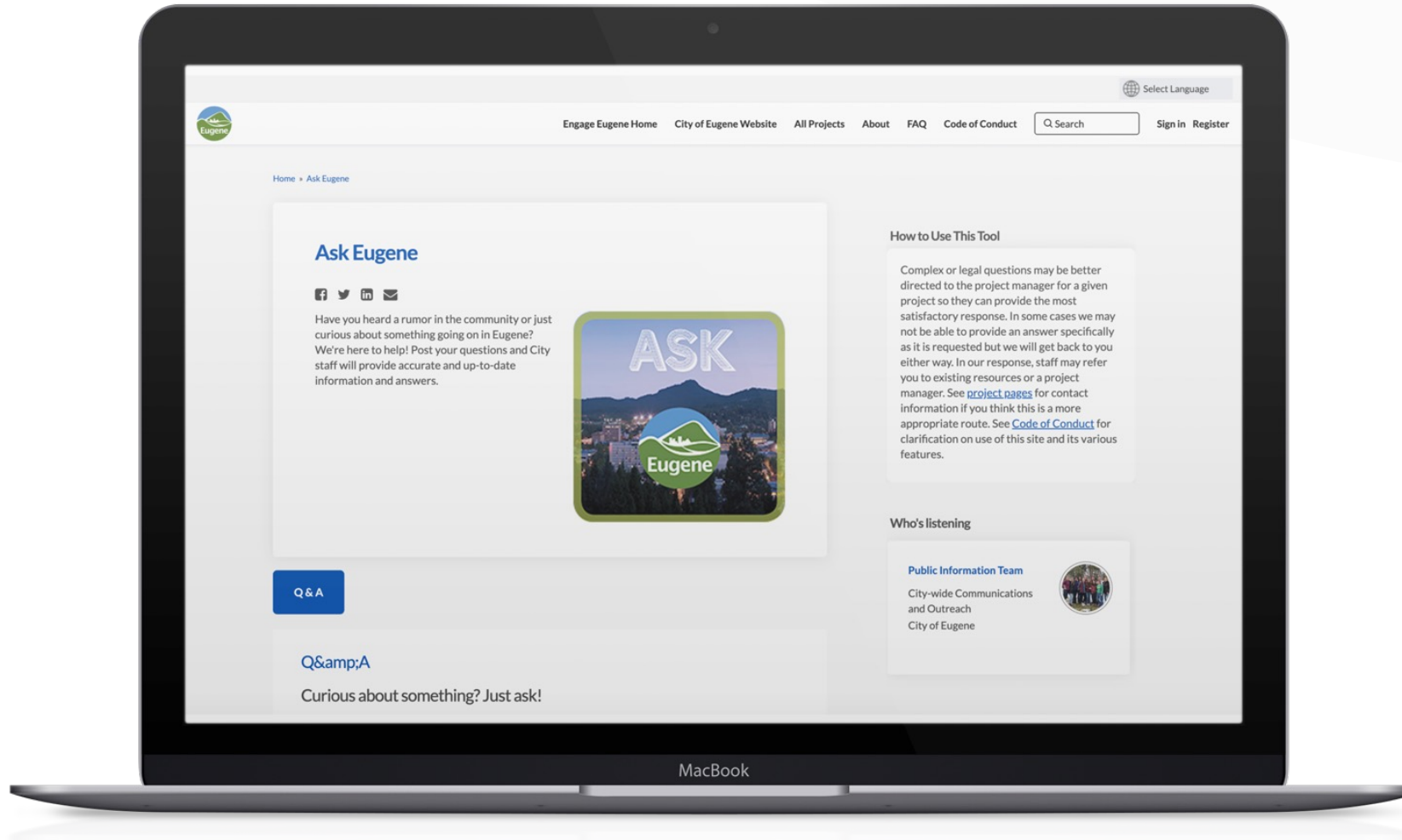
[Read More>](#)

The reporting tools give [the data] to us nice and neat. Which makes it easier for us to relay that information to city council, change our marketing tactics, or just quickly check on a project for current statistics. It's very friendly to use.

- *Sabrina Martin, Community Engagement Coordinator, City of Baytown*

The City of Eugene, OR

Keep engaging between projects.



engage.eugene-or.gov/ask-eugene



Questions?

Granicus Government Experience Cloud: Enabling Digital Equity



We're here to help



Trusted by 5,500 governments



Granicus Grant Support
Program



Meet and exceed
resident expectations



Improve agility in an ever-
changing environment



Contact us

info@granicus.com

granicus.com



Thank you

Questions? Contact info@granicus.com