

Ten Tactics for Engaging the Public

Tactic	Why Do It?	Online Tools
Collaboration		
1. Develop documents collaboratively via Wikis (Wikis)	You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it	<ul style="list-style-type: none"> Wikispaces, free at basic level: www.wikispaces.com Wikiplanning,™ fee for service: www.wikiplanning.org
2. Create shared work space for citizens (Shared Workspace)	You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it	<ul style="list-style-type: none"> Google Docs, free: docs.google.com Dropbox, free at basic level: www.dropbox.org GoogleGroups, free: www.googlegroups.com Ning, fee for service: www.ning.com BigTent, fee for service: www.bigtent.com CivicEvolution, fee for service: www.civicevolution.org
3. Facilitate large-scale deliberation online (Large-scale Deliberation)	<ul style="list-style-type: none"> You are in the midst of a high-profile situation in which people do not agree about what should be done You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it You are trying to educate and inform citizens about a particular issue or decision 	<ul style="list-style-type: none"> Ascentum Choicebook,™ fee for service: www.ascentum.ca DialogueApp, fee for service: www.dialogue-app.com Zilino: www.zilino.com Microsoft TownHall, fee for service: www.microsofttownhall.com IBM MiniJam and InnovationJam, fee for service: www.ibm.com/ibm/jam/
4. Use “serious games” to generate interest, understanding, and input (Serious Gaming)	You are trying to educate and inform citizens about a particular issue or decision	<ul style="list-style-type: none"> Second Life, free at basic level: www.secondlife.com Zynga, fee for service: www.zynga.com Persuasive Games, fee for service: www.persuasivegames.com
Survey Attitudes		
5. Survey citizens	You want the immediate opinions of citizens	<ul style="list-style-type: none"> SurveyMonkey, free at basic level: www.surveymonkey.com SurveyConsole, free at basic level: www.surveyconsole.com SurveyGizmo, fee for service: www.surveygizmo.com
6. Aggregate opinions expressed on social media networks (Aggregate Opinions)	You want the immediate opinions of citizens	<ul style="list-style-type: none"> ThinkUp, free: www.thinkupapp.com CitizenScape, fee for service: www.citizenscape.net Business Analytics, fee for service: www.ibm.com/software/analytics/ COBRA, fee for service: www.almaden.ibm.com/asr/projects/cobra/
Prioritize Options		
7. Gather and rank ideas and solutions (Idea Generation)	You need ideas and information from citizens on a given issue or issues	<ul style="list-style-type: none"> IdeaScale, free at basic level: www.ideascale.com Spigit, fee for service: www.spigit.com Bubble Ideas, fee for service: http://bubbleideas.com/ Delib Dialogue App, free at basic level: www.dialogue-app.com Google Moderator, free: www.google.com/moderator/
8. Work with citizens to identify and prioritize problems that government can fix (Identify Problems)	You need ideas and information from citizens on a given issue or issues	<ul style="list-style-type: none"> SeeClickFix, free at basic level: www.seeclickfix.com OpenStreetMap, free: www.openstreetmap.org OpenLayers, free: http://openlayers.org WikiMapia, free: http://wikimapia.org Twitter, free: www.twitter.com
9. Help citizens to visualize geographic data (Mapping)	You are trying to educate and inform citizens about a particular issue or decision	<ul style="list-style-type: none"> GoogleMaps, free: www.googlemaps.com Virtual Earth, free: http://virtualearth.com WorldKit, free: http://worldkit.org/ CommunityViz, fee for service: www.communityviz.com MetroQuest, fee for service: www.metroquest.com
10. Help citizens to balance budget and revenue options (Identify Priorities)	You are trying to educate and inform citizens about a particular issue or decision	<ul style="list-style-type: none"> Budget Simulator, fee for service: www.budgetsimulator.com Budget Allocator, fee for service: www.budgetallocator.com Demos-Budget, fee for service: www.demos-budget.eu