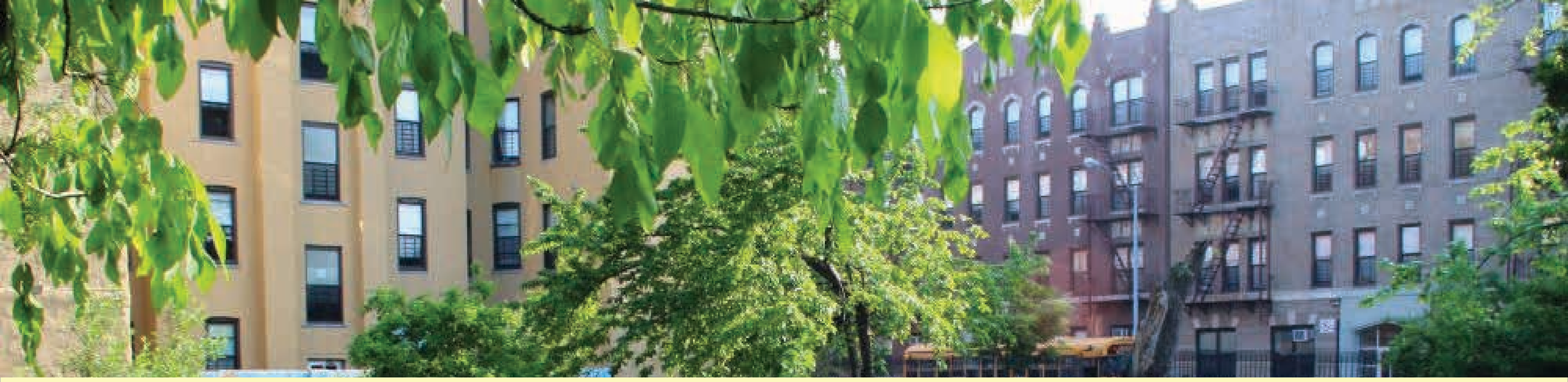
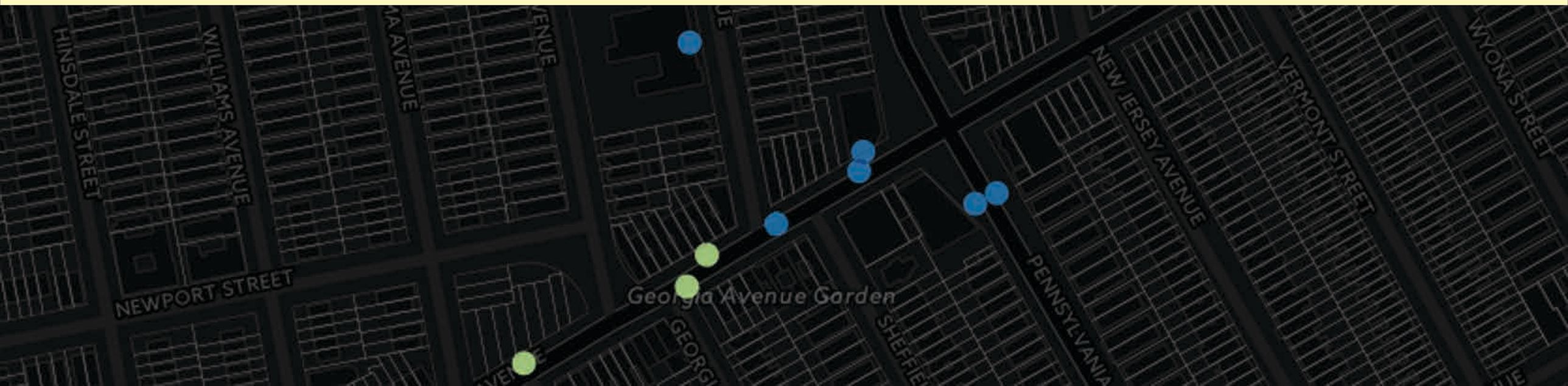


ANATOMY OF A DIGITAL CIVIC CAMPAIGN

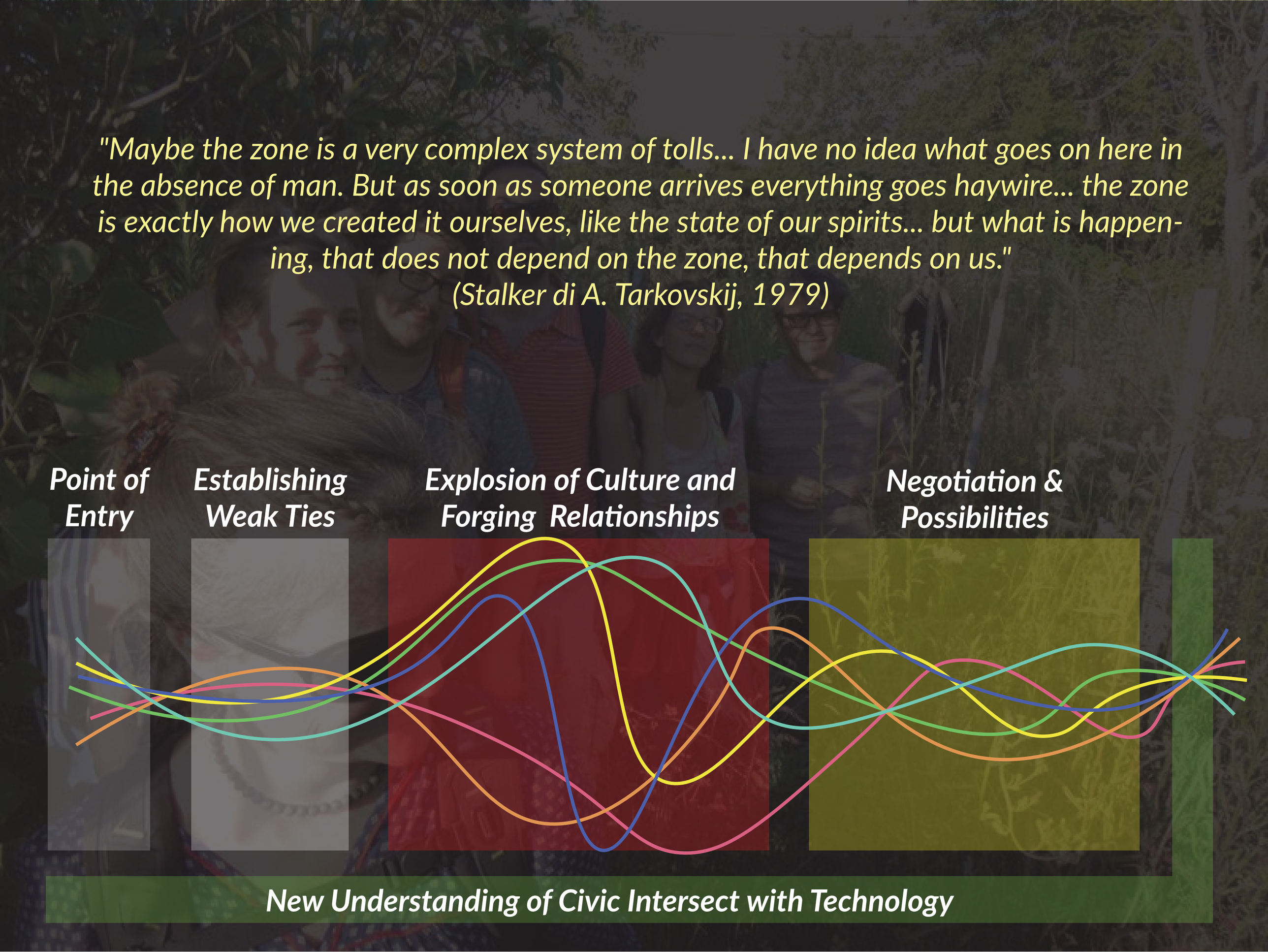
A case-study with Project EATS and SeeClickFix

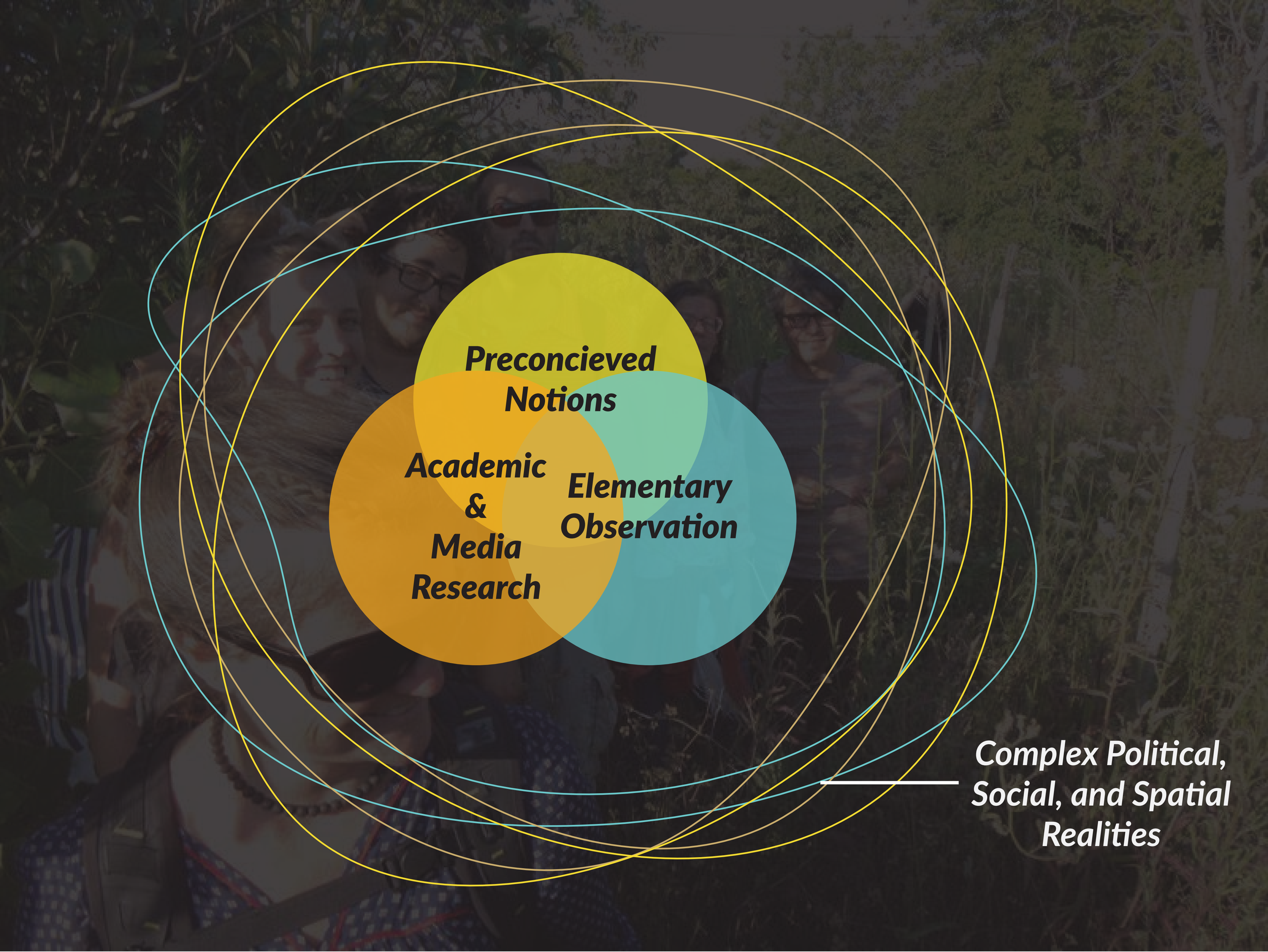


1

Establishing A Baseline for Understanding

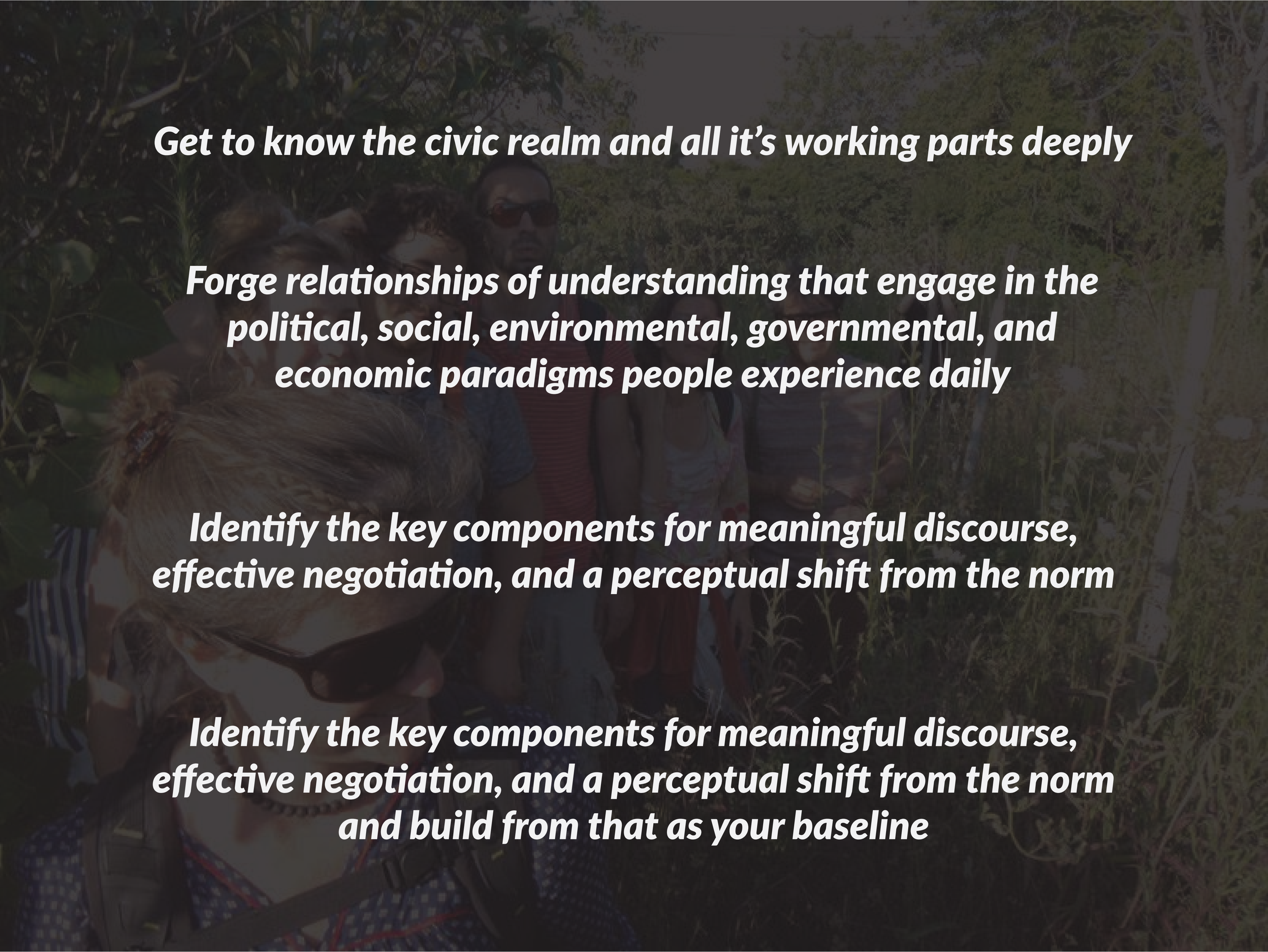
"Maybe the zone is a very complex system of tolls... I have no idea what goes on here in the absence of man. But as soon as someone arrives everything goes haywire... the zone is exactly how we created it ourselves, like the state of our spirits... but what is happening, that does not depend on the zone, that depends on us."
(Stalker di A. Tarkovskij, 1979)




Preconcieved Notions
Academic & Media Research
Elementary Observation
Complex Political, Social, and Spatial Realities

Complex Political, Social, and Spatial Realities
Spatial Understanding
Social Stressors
Strong Ties
Physical Barriers
Weak Ties
Political Understanding
Preconcieved Notions
Academic & Media Research
Elementary Observation

Re-application of Components of technology in Practical Collaborative Design



Get to know the civic realm and all it's working parts deeply

Forge relationships of understanding that engage in the political, social, environmental, governmental, and economic paradigms people experience daily

Identify the key components for meaningful discourse, effective negotiation, and a perceptual shift from the norm

Identify the key components for meaningful discourse, effective negotiation, and a perceptual shift from the norm
and build from that as your baseline

2

From Research to Practice

PROJECT EATS

ART FOOD LIFE

+

SeeClickFix

power to the community

TECHNOLOGY

How is technology creating new waysof thinking about critical issues?

How do the people I engage understand and interact with that technology?

What is the value of this technology in addressing critical issues identified in phase 1?

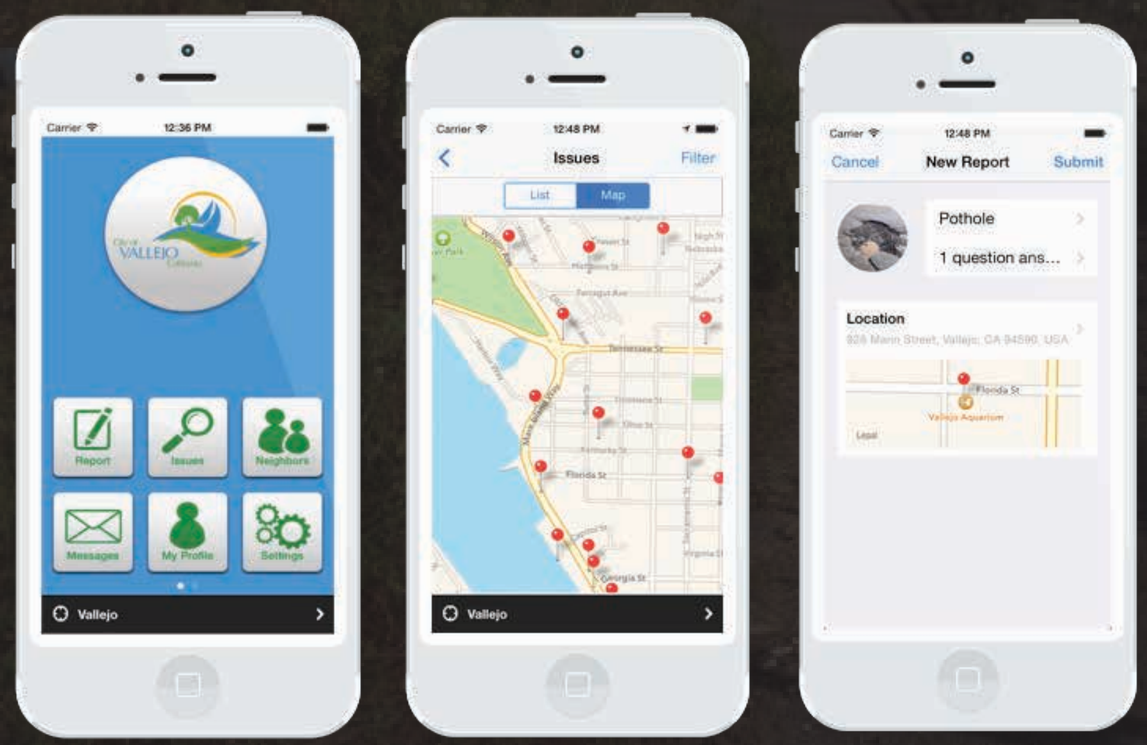
DATA

Data is possibly the most important part of a digital civic campaign.

How do the people I plan to serve understand, leverage, and/or generate data?

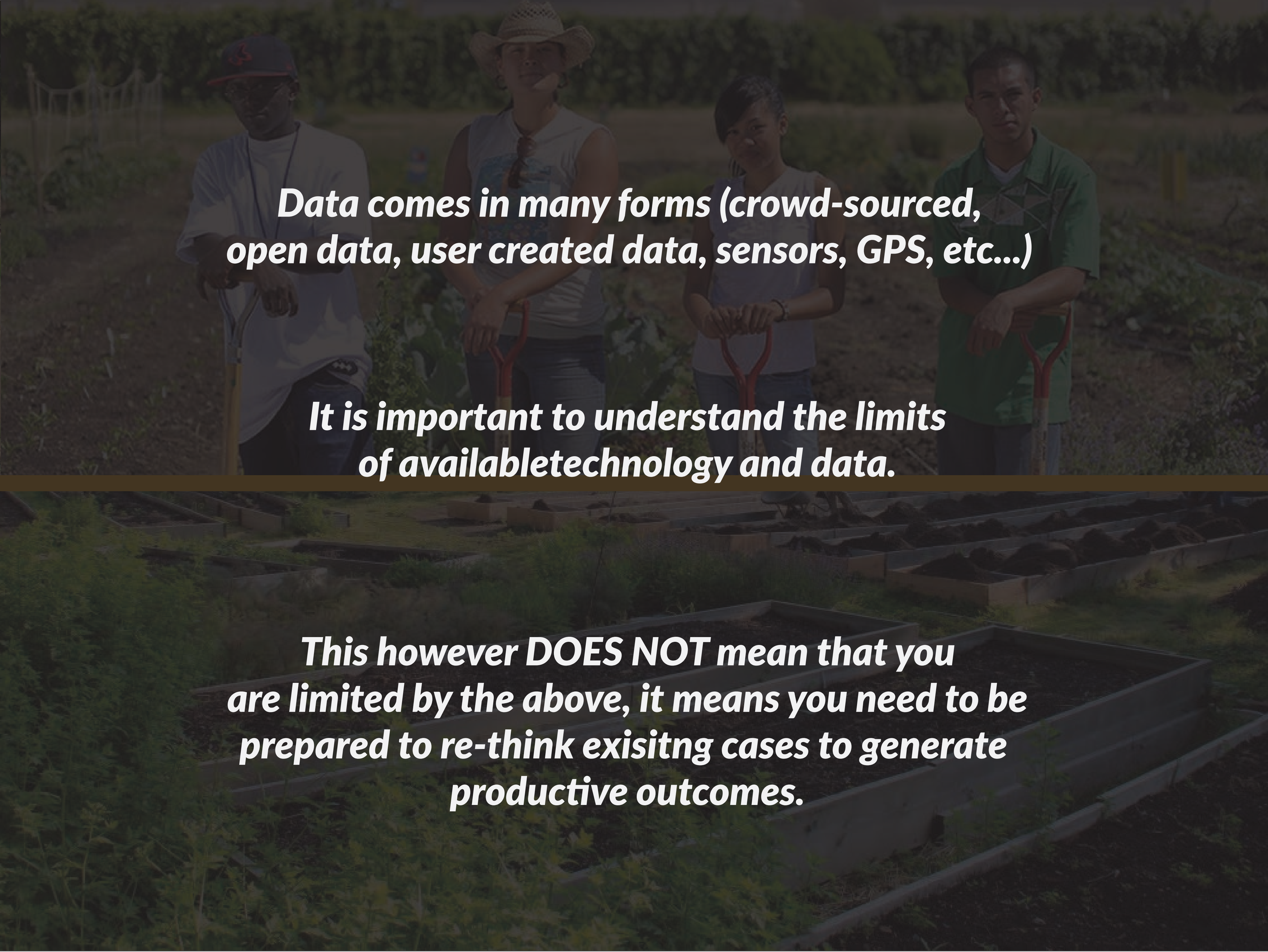
Data is the fuel that powers technological solutions in government.

A SeeClickFix User Reports an Issue



Citizens Can Rally Around Collected Data and Create Discourse Leading to Actions

Issue is Public and Addressable by Citizens, Civic Groups, and Government Entities.



Data comes in many forms (crowd-sourced, open data, user created data, sensors, GPS, etc...)

It is important to understand the limits of availabletechnology and data.

This however DOES NOT mean that you are limited by the above, it means you need to be prepared to re-think exisitng cases to generate productive outcomes.

People in Communities

People, Civic Actors, and Designers come together for education and to better their communities.

SeeClickFix

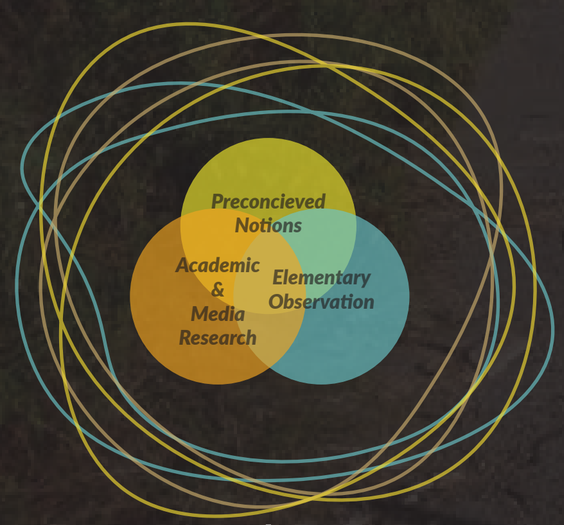
Generating data & Open data

Re-Orientation of Perceptual Space & Possibilities

Data-Driven Strategies & Program Design

PROJECT EATS

Civic Actors



Complex Political, Social, and Spatial Realities

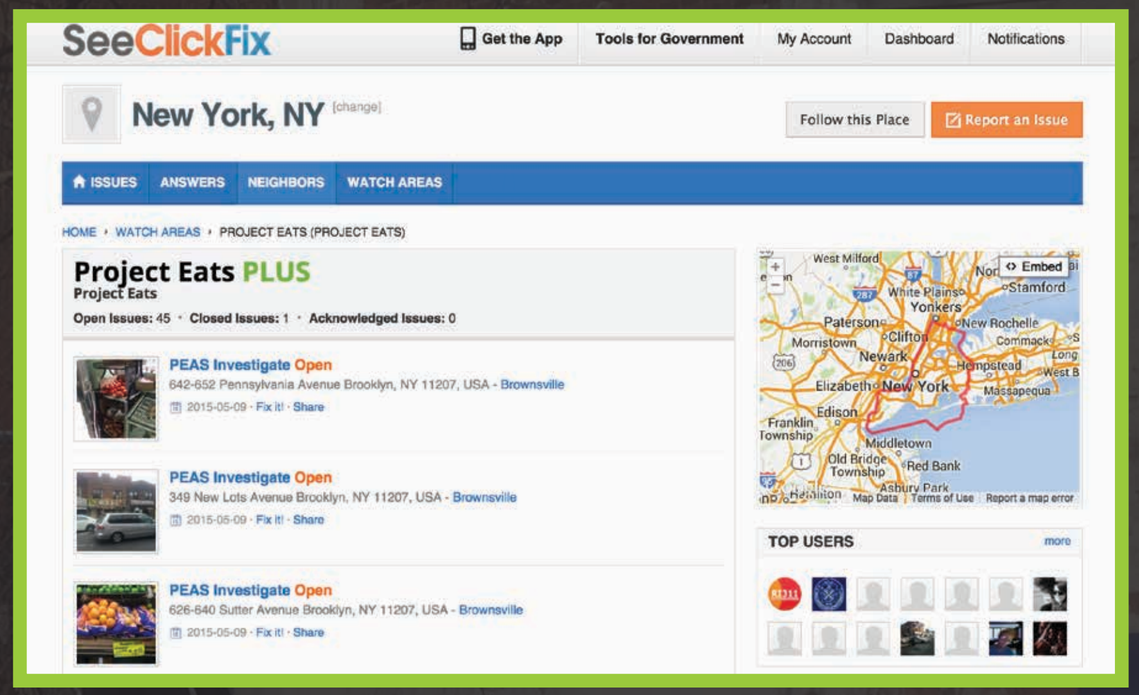
Complex Political, Social, and Spatial Realities

3

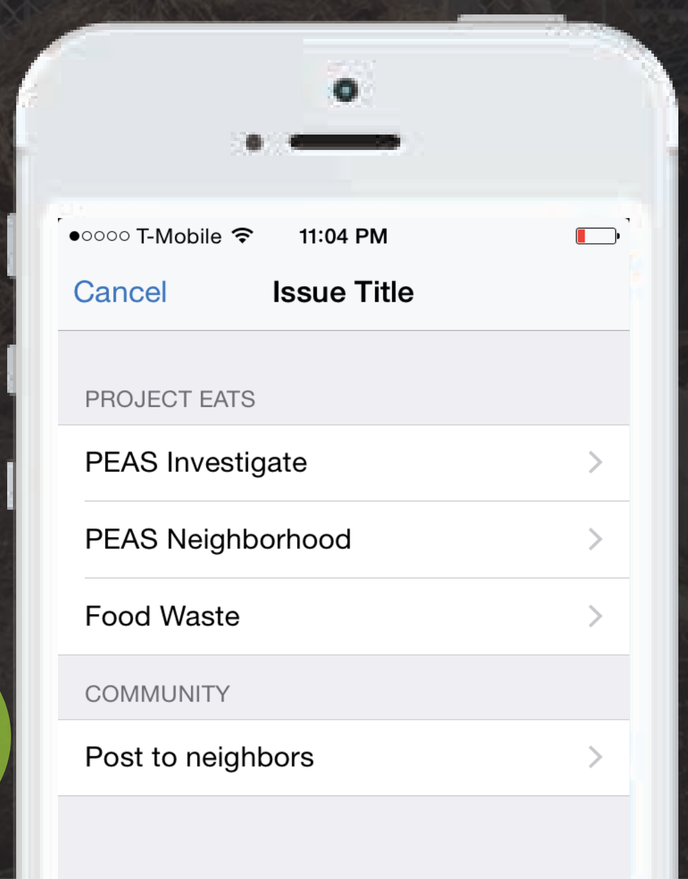
Making Sense of Data to Create Actionable Proposals

CARTODB

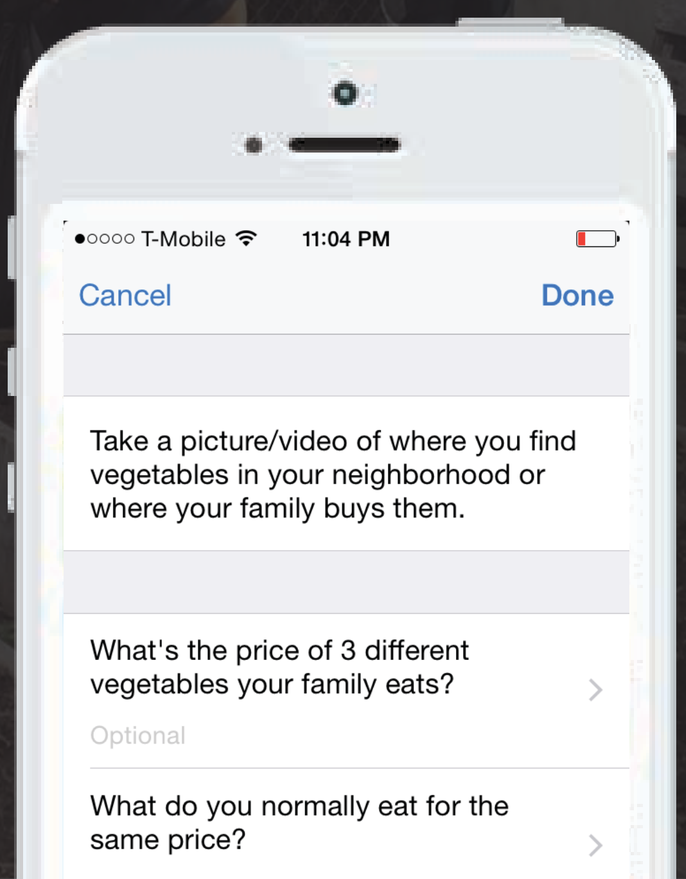
Website Interface



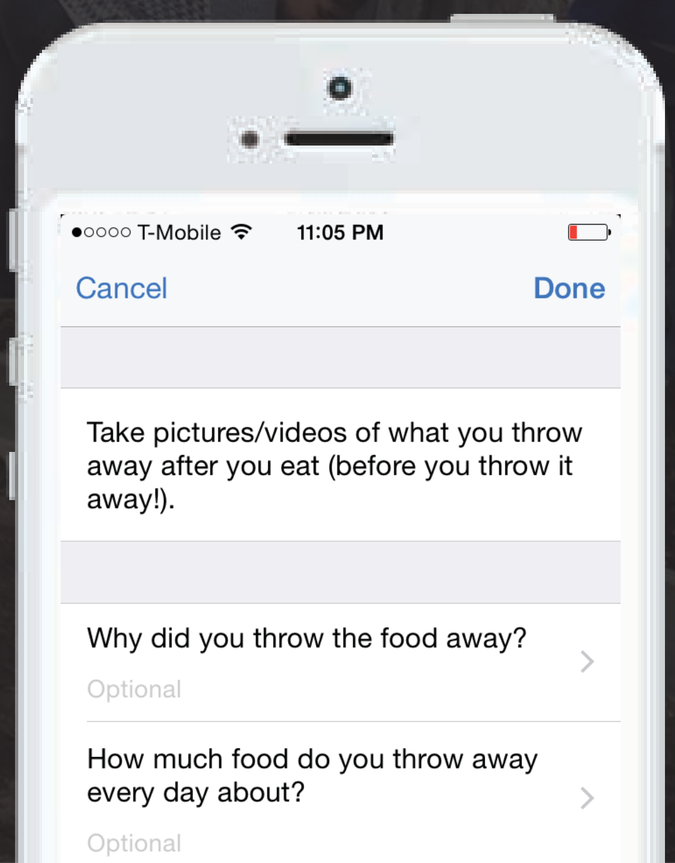
Main Project Eats Prompt Mobile Page



PEAS Investigate



Food Waste



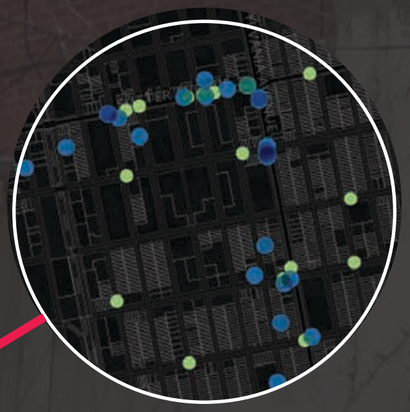
3 ACTION

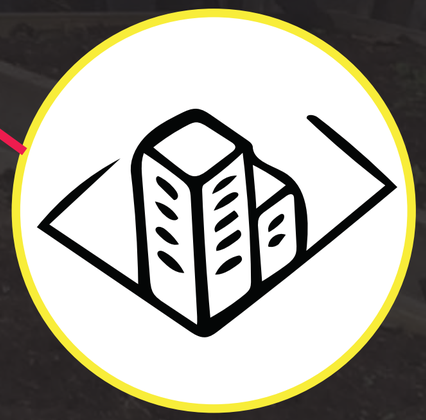
Initial Inquiry
Playful Exploration
Self-Actualized Perceptual Shift Through Collaborative Investigation
Co-Constructed Dialogue & Strategizing
Extended Discourse & Action Creation
"Mangos $2.50 Each...Same as a bacon egg and cheese"
"Plantains 2 for 1!"
"No actual fresh salads. Unbelievable."
"Green Deli with no greens at all!"
"Third deli with only bananas"
3 ACT ION
Green
DELI
ATM
Fresh Salad

Data

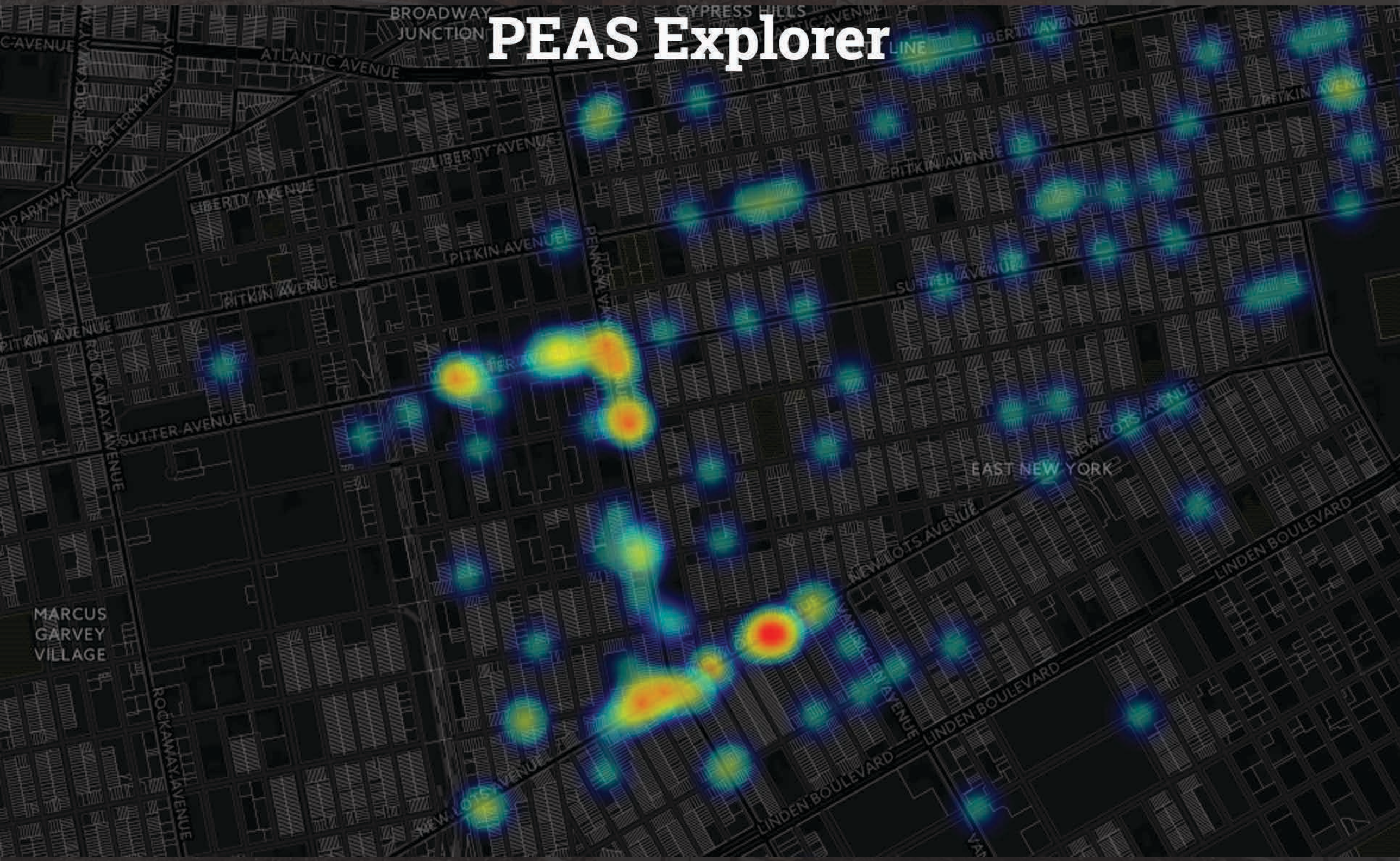
Data & Discourse Tools

Mapping & Intelligence



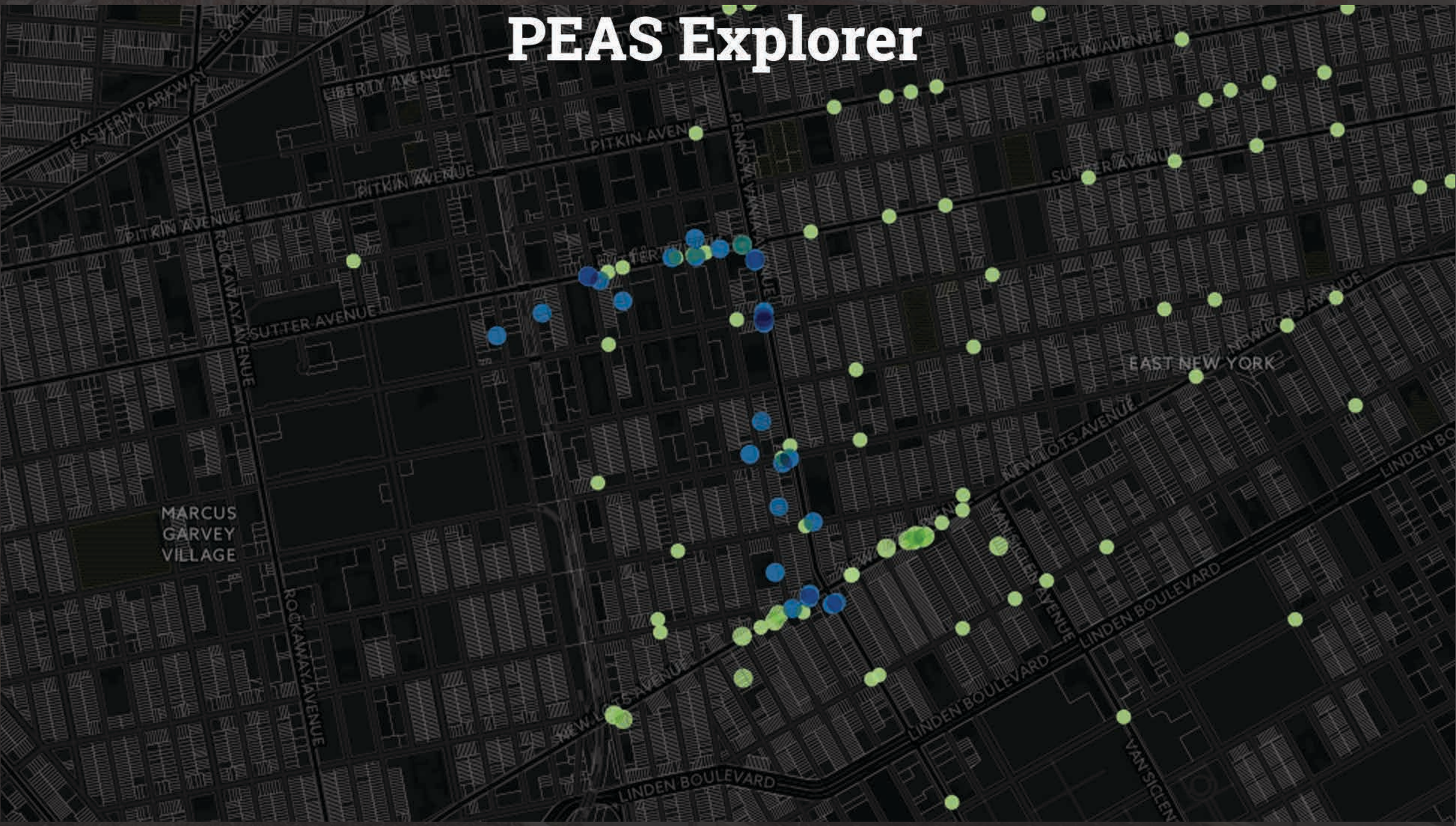


PEAS Explorer



Concentrations of low/no fresh foods

PEAS Explorer



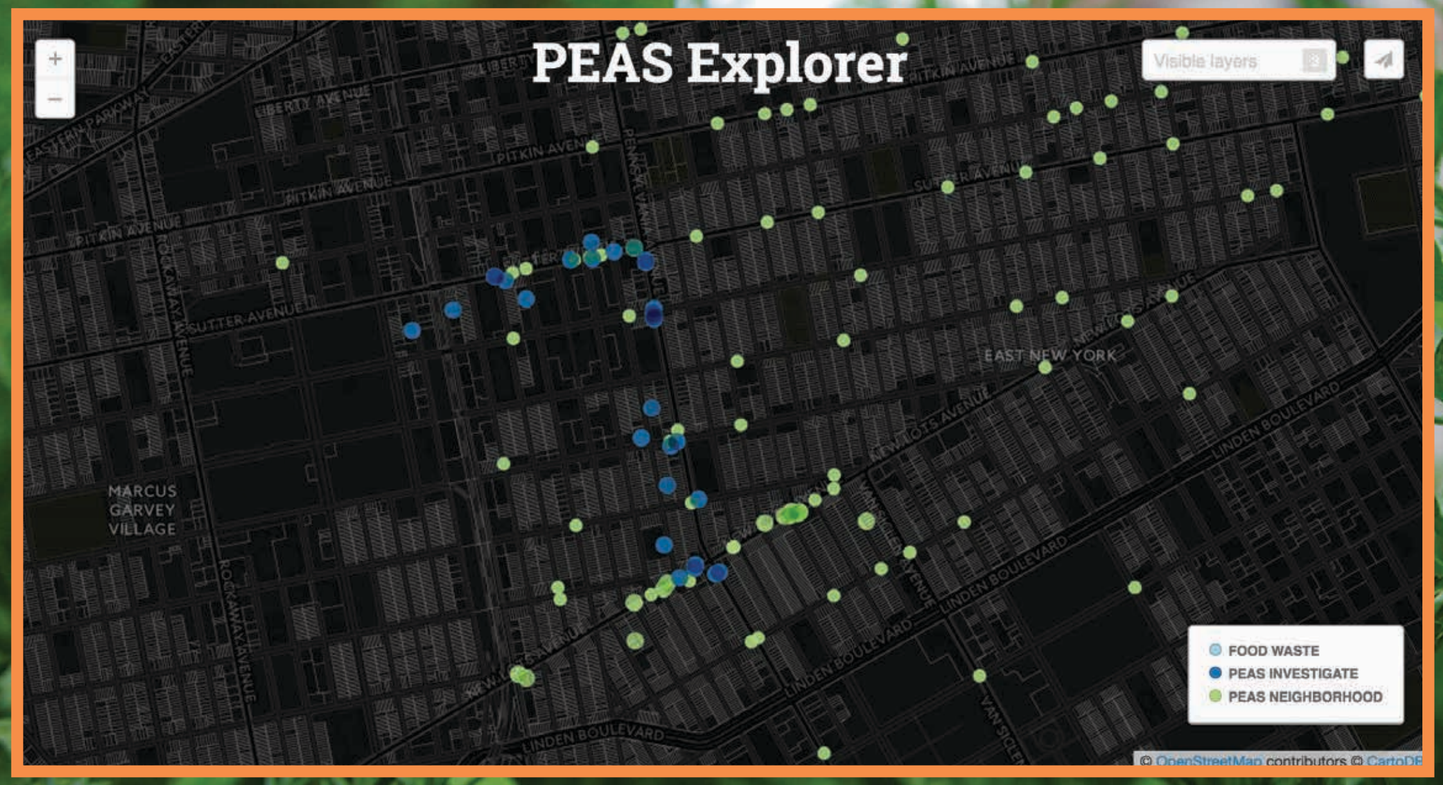
Specific locations of low/no fresh foods

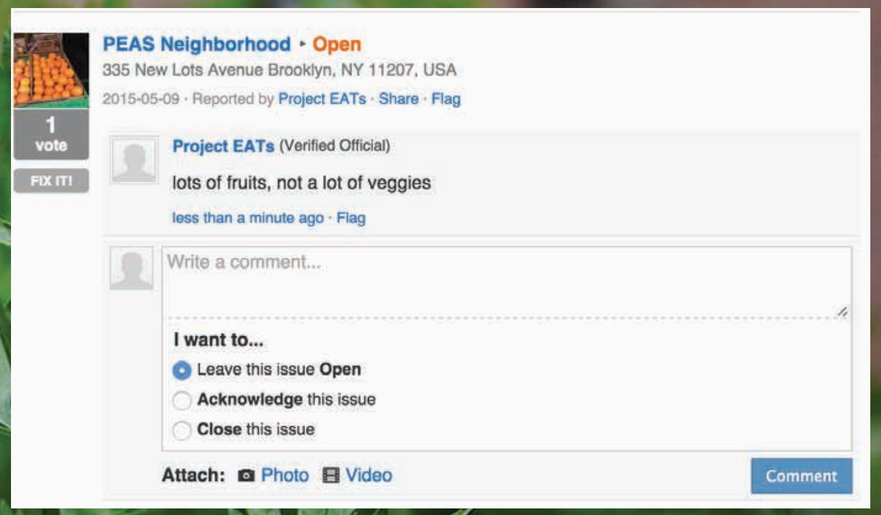
PEAS Explorer

Crowdsourced & NYC Open Data was used to determine the best sites for action in Brownsville

PROJECT EATS
ART FOOD LIFE

GET INVOLVED ABOUT US DONATE BLOG





BUILDING PROPOSALS FOR TECHNOLOGY IN GOVERNMENT

A properly built, community-embedded, data and technology driven campaign can have deep impacts in how government agencies function and interact with citizens.

Data-driven civic campaigns are powerful because how information is processed and understood by civic actors allows for stronger cases and more effective decision making.

Always document your process and outcomes!

Thank You!