

A stylized, colorful map of Chicago created by Stamen Design. The map uses a grid of yellow lines to represent streets, with various colored blocks representing different land uses or neighborhoods. The colors include shades of orange, brown, green, blue, and purple. The map is oriented with North at the top, and the city's coastline is visible on the right side.

Image/Map Credit: Stamen Design

USER ADOPTION

@abhinemani | CAPP 30130 | University of Chicago

A partial view of the Stamen Design map of Chicago, showing the bottom edge of the map with street grids and colored blocks.

CIVIC TECH: KEYS TO SUCCESS

Empathy

- Build with, not for
- Talk to users
- Understand behavior
- Learn what's out there

Lean

- It's more than just a technical process
- Expect failure
- Only build what's necessary
- Test, test, test

Data

- Data “lives” everywhere
- Be ready to scrape
- Open data is your friend
- ETLs are your best friend

Users

- ~~If you build it they will come~~
- Listen and learn
- Define metrics
- Find partners

Sustainability

- Consider your options: startup, open source, non-profit, academic, etc
- Tech -> Policy
- Expect to train everyone
- Document everything

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AGENDA

- Case Study: CityGram
- Discussion topic: Privacy
- Outreach strategies
 - Email
 - SMS
 - IRL



CITYGRAM

Subscribe to **your city**

Get updates on the topics and areas you care about.

Curious about the construction on your street?
How about the new restaurant going in down the block?
Want to know when there's a code violation in your area?

Subscribe to Los Angeles.

Get updates on the topics and areas you care about in Los Angeles.

[Get started](#)

1. Select a topic.

Choose one to start, and you can add more later.

Building
Permits



LAX Road
Closures



Metro (Bus)



Metro Rail





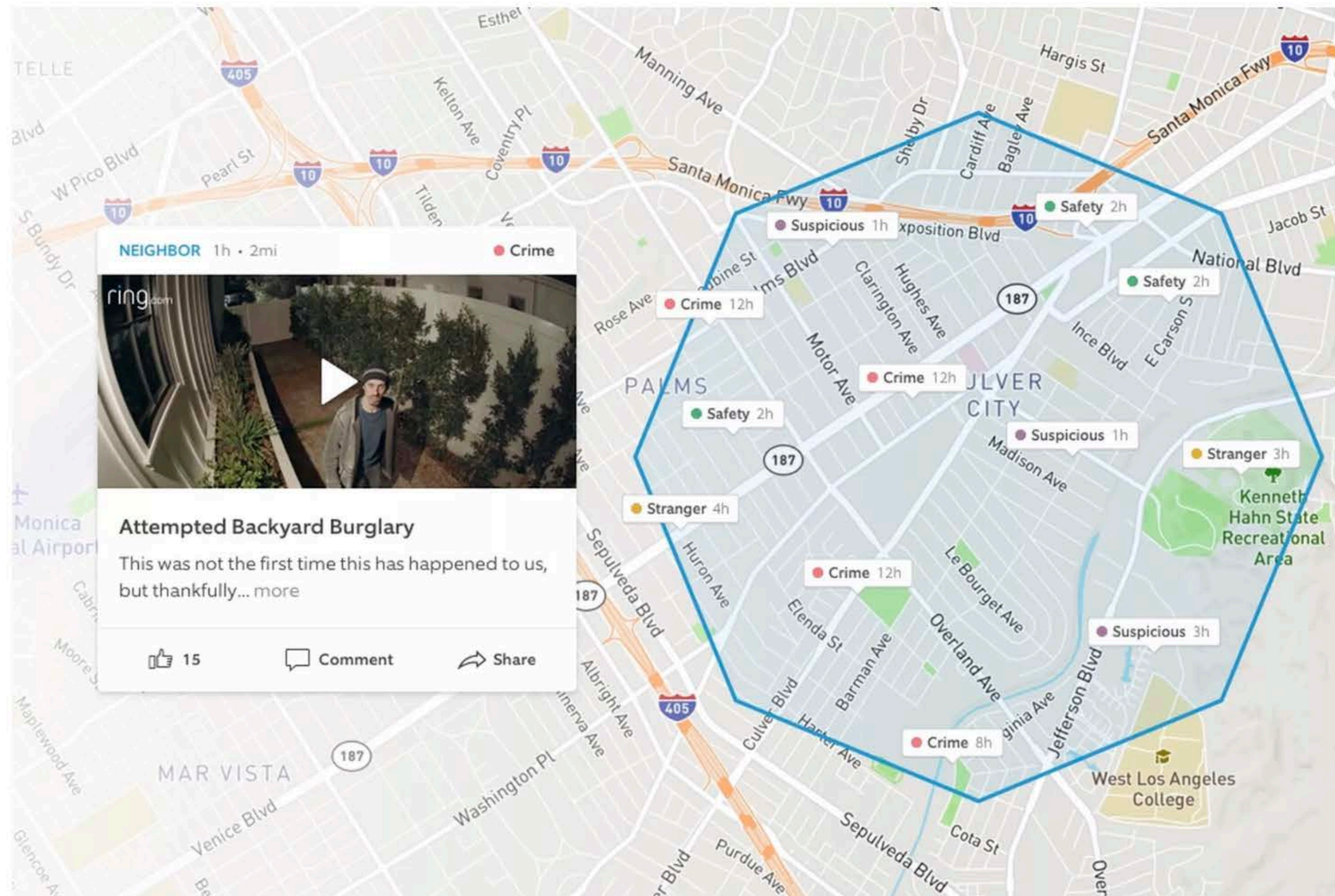
PRIVACY



The rise of fear-based social media like Nextdoor, Citizen, and now Amazon's Neighbors

Why people are socializing more about crime even as it becomes rarer.

By Rani Molla | @ranimolla | May 7, 2019, 12:30pm EDT



MOST READ



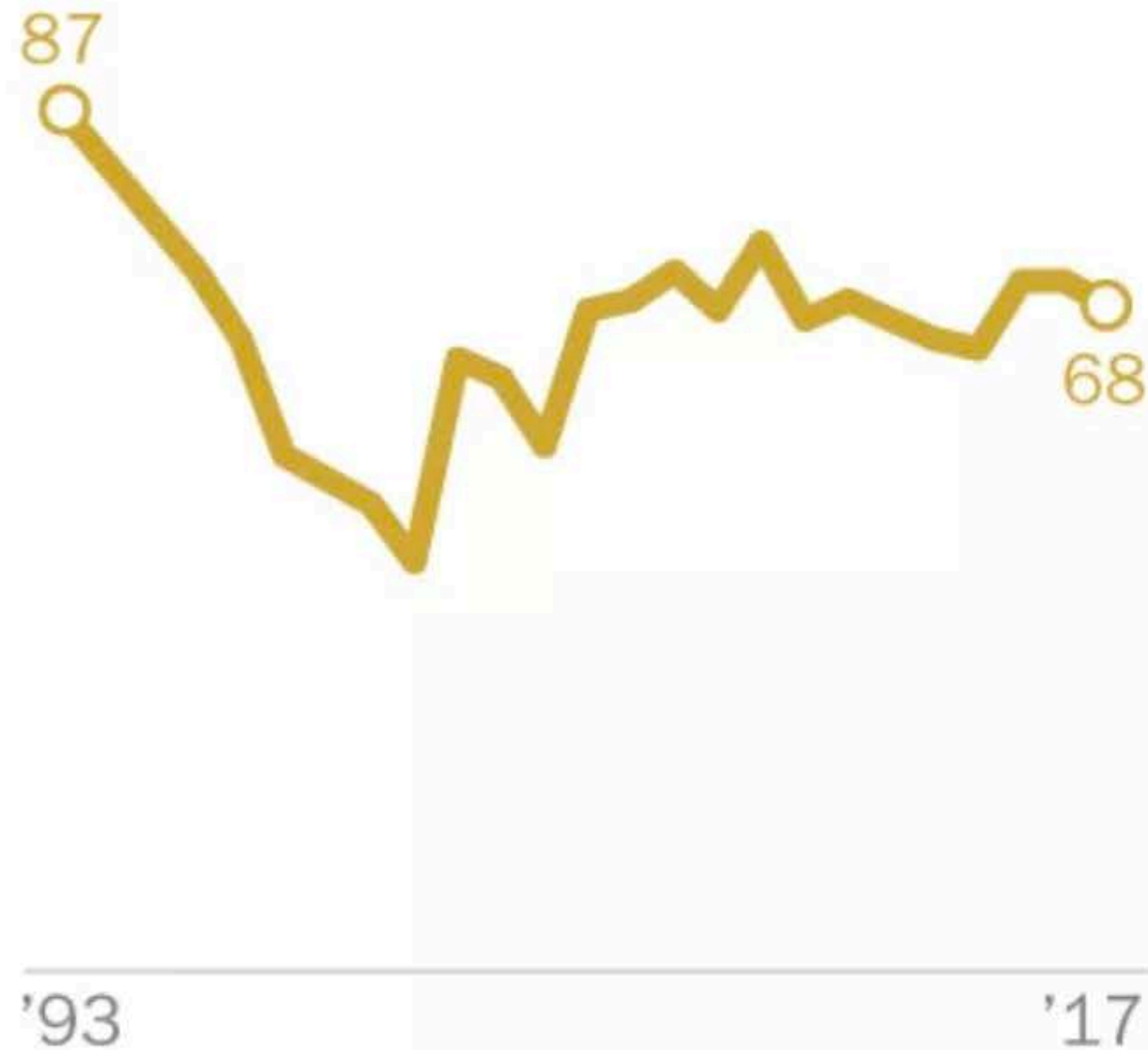
4 winners and 10 losers from Game of Thrones' next-to-last episode, "The Bells"



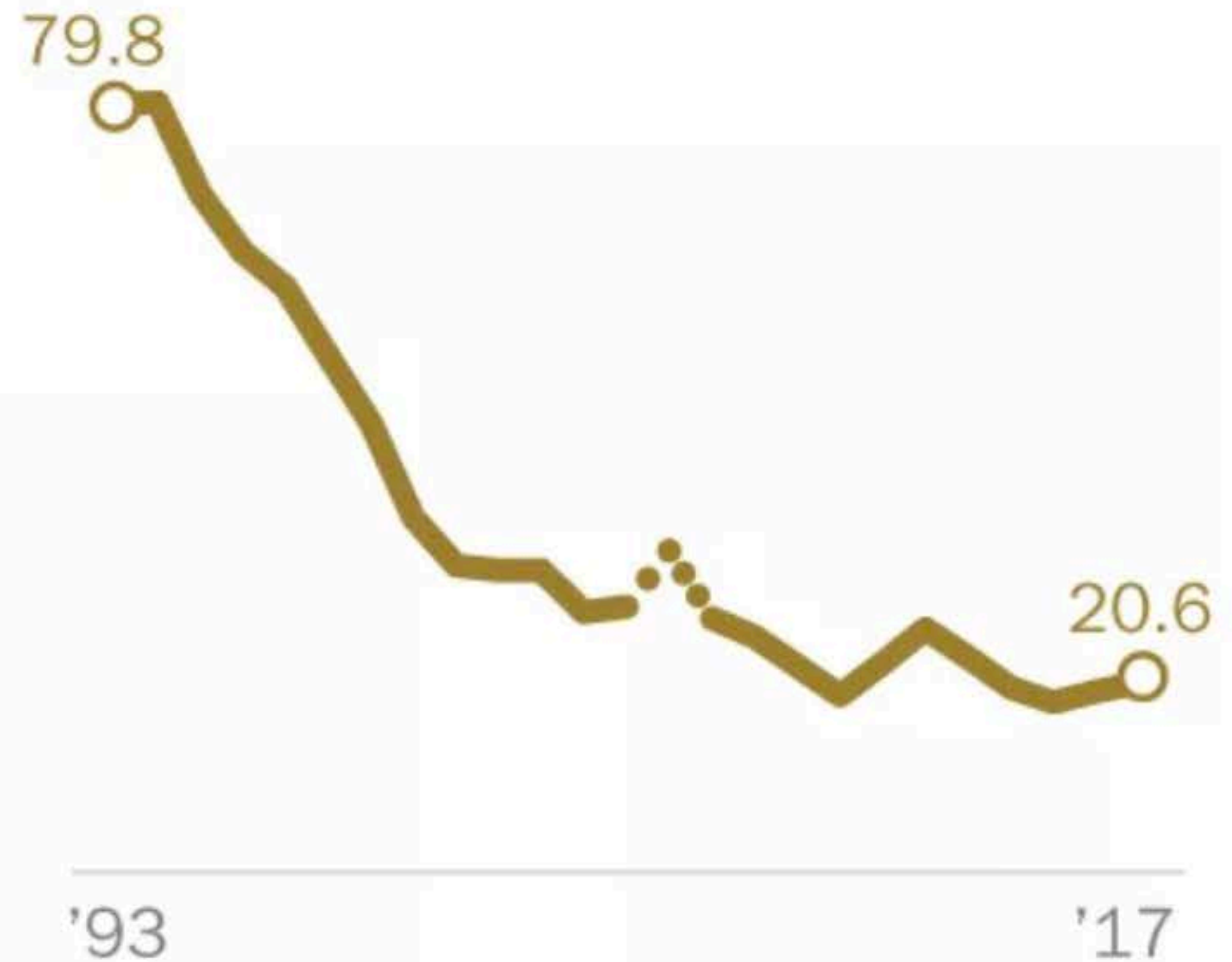
Get to know who your neighbors are — and aren't — with Amazon Ring's Neighbors. | Amazon's Ring promo image

Public perception of crime rate at odds with data

% saying there is more crime in the U.S. than a year ago



Violent crimes per 1,000 people ages 12 and older





GOVDELIVERY

Email people actually open



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The Premiere Provider of Government Communications

200M+

Citizens in the Network

10 Billion

Emails Sent Per Year

30,000

Subscribers Added Every Day

300M+

Text Messages Sent Per Year



A Robust Citizen Subscriber Network

Unlike other options, Granicus provides an instant Network of 200 million citizen subscribers - leading to massive audience growth and stronger engagement.

Crunchbase Pro



GovDelivery

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[Website Tech Stack by Siftly](#)



Overview



Acquired by



Granicus

Number of Acquisitions

4



GovDelivery

GovDelivery enables public sector organizations to connect with the right people and to get those people to take action.

[Saint Paul, Minnesota, United States](#)

Categories

[Dietary Supplements](#), [Email](#), [Enterprise Software](#), [GovTech](#), [SaaS](#)

Headquarters Regions

[Greater Minneapolis-Saint Paul Area](#), [Great Lakes](#), [Midwestern US](#)

Founded Date

2000

Founders

[Scott Burns](#), [Scott Burns](#), [Zach Stabenow](#)

Operating Status

Active

Funding Status

M&A

Last Funding Type

[Venture - Series Unknown](#)

Number of Employees

101-250

IPO Status

Private

Sign up for a free Crunchbase account to follow and track profiles you care about.

SIGN UP





TEXTING





Meet **Textizen**

A powerful and delightfully simple system for citizen feedback in the digital age.

Weigh in with a text.
It's as easy as A, B or C.



A brief survey using the text function of your mobile phone.
Text It Forward broadens the conversation shaping One Region Forward.

1 Begin the survey by answering this question:

Is Buffalo Niagara moving
in the right direction?

A = Yes
B = No
C = Other

2 Text the number of your answer to:

716-791-5140

3 You'll get 3 follow-up questions.

New follow-up questions
each month!

See survey results from across the region
www.oneregionforward.com

How does this work?

Text your answer to the question to the number
716-791-5140 and begin the survey.
Your privacy is important to us.
We don't use your location, name,
or other info to identify you.

What kind of community do we want to
build today for future generations?

Our goal is to create a better future for all.

Text It Forward is part of
a series of surveys about the region.
Forward is shaping
our future.

Education

Travel





IRL





NYC
311





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Erin Alexis Randolph | Dreamstime.com

LECTURE 13 ASSIGNMENT (ASSIGNED 5/13)

- Writing Work
 - Memo for the New Mayor (due 5/13, 9pm)