

Citizen Engagement with Local Government

A map of the **Barriers** & **Opportunities**

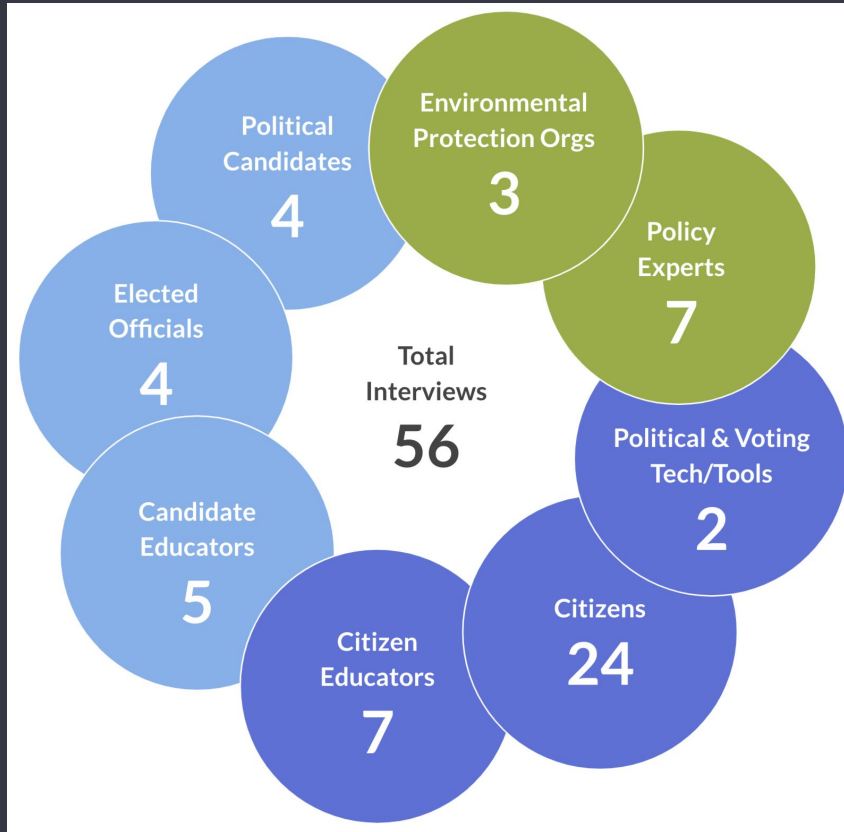
Problem

There is a lack of citizen engagement around environmental issues due to the complexity of local government.

Thesis Statement

Enable citizens to partner with their local elected officials to address environmental issues.

Data Source



● Politicians

● Citizens

● Subject Matter Experts

Data Set

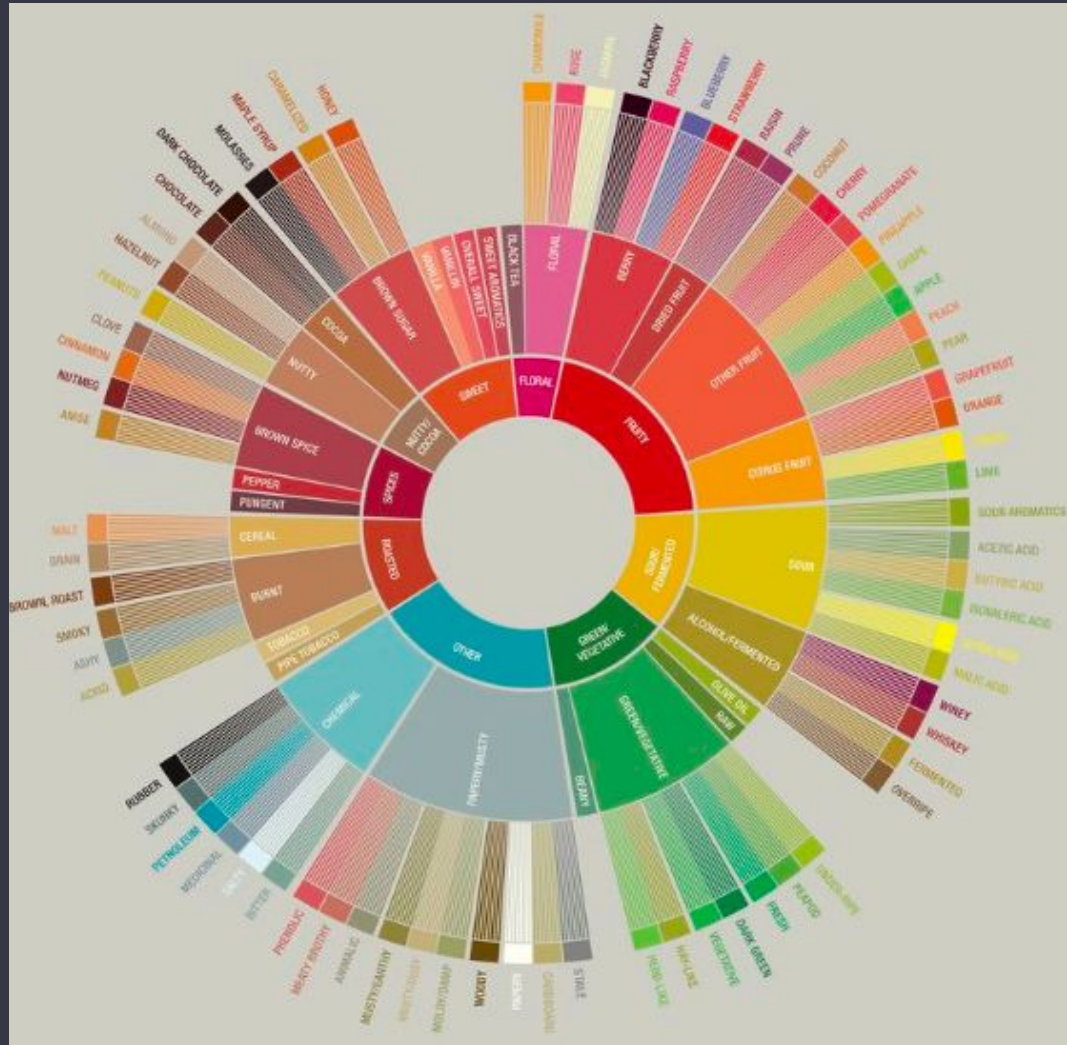
Thesis Research Findings and Insights					
WHAT WE HEARD / QUOTE	SOURCE	WHAT WE LEARNED / FINDING	WHAT IT MEANS / INSIGHT	CATEGORY	INSIGHT CATEGORY/ PRECONDITION
"I don't know that I'm officially registered as anything. I'm kind of moderately conservative. I'm probably more Rep than Dem, but I'm somewhere in the middle. I'm fiscally conservative and socially moderate. If you had to put something, put Republican."	Steve - Citizen	He does not fully identify with a party.	Many citizens feel forced to register with a party they do not fully identify with.	Barriers to engagement	REVIEW
"I don't know that I'm officially registered as anything. I'm kind of moderately conservative. I'm probably more Rep than Dem, but I'm somewhere in the middle. I'm fiscally conservative and socially moderate. If you had to put something, put Republican."	Steve - Citizen	He does not fully identify with a party.	A non-partisan approach to discussing or acting on environmental issues may allow for the broadest reach.	Barriers to engagement	REVIEW
"The thing I see mostly is water pollution. Because every time I go out in the woods I know I can't drink from the streams, which I did as a child."	Steve - Citizen	He is aware of how environmental issues like water and air pollution are impacting him directly on a daily basis.	Citizens are aware that some environmental issues are impacting them on a daily basis.	Barriers to engagement	Awareness of local environmental issues
"The other thing is air quality - when I go outside the city, it's so much easier to breathe. It impacts me on a daily basis."					
"Water pollution. No doubt. Water is going to be the next rare commodity. In fact, it already is."	Steve - Citizen	He has a fear that water will become the next rare commodity, partly informed by the information and coverage surrounding the Tennessee, Mississippi and Georgia "water wars".	Exposure to locally-relevant information regarding specific environmental issues shapes citizens general fears and concerns for our environmental future.	Barriers to engagement	Awareness of local environmental issues
"People pollute without even realizing they're doing it."	Steve - Citizen	He believes most people pollute without realizing they are causing harm.	There is a lack of awareness within the general public regarding the many ways an individual pollutes the environment.	Barriers to engagement	Belief that your voice / actions matter

Goals for this Data Visualization

Provide language &
identify an intervention point.

Tech & Design

Chart by SCAA, via pinterest



The dataset must be a **clear hierarchy.**

The **Theory of Change** will provide this filter.

Theory of Change



Theory of Change



New Opportunity/**Barrier** Data Sorting

QUOTE	FINDING	INSIGHT	OPPORTUNITY / BARRIER
'I don't know that I'm officially registered as anything. I'm kind of moderately conservative. I'm probably more Rep than Dem, but I'm somewhere in the middle. I'm fiscally conservative and socially moderate. If you had to put something, put Republican.'	He does not fully identify with a party.	Many citizens feel forced to register with a party they do not fully identify with.	BARRIER
'I don't know that I'm officially registered as anything. I'm kind of moderately conservative. I'm probably more Rep than Dem, but I'm somewhere in the middle. I'm fiscally conservative and socially moderate. If you had to put something, put Republican.'	He does not fully identify with a party.	A non-partisan approach to discussing or acting on environmental issues may allow for the broadest reach.	OPPORTUNITY
'The thing I see mostly is water pollution. Because every time I go			

LOCAL ISSUES /Pre-con 1. Awareness of local issues	LOCAL ISSUES /Pre-con 2. Belief that addressing issues will benefit all	LOCAL ISSUES /Pre-con 3. Motivated to engage on local issues	ROLE OF GOV'T /Pre-con 1. Access to info. about how local gov't works	ROLE OF GOV'T /Pre-con 2. An understanding of local gov't's role in the issues	ROLE OF GOV'T /Pre-con 3. Belief that gov't should address local issues
					Belief that gov't should address local issues

Final Data Structure

INCREASE CITIZEN ENGAGEMENT ON LOCAL ISSUES					
OPPORTUNITIES / BARRIERS	INSIGHT CATEGORY THEME	INSIGHT CATEGORY / 1ST PRE-CONDITION	INSIGHT CATEGORY / 2ND LEVEL PRE-CONDITION	INSIGHT CATEGORY / 3RD LEVEL PRE-CONDITION	FREQUENCY OF RESPONSE
OPPORTUNITY	COMMUNICATION				40
		Awareness of communication channels			7
		5-10 Representative Quotes "I want to know exactly what's changing, and what's not changing, and what were the consequences of not changing. And that's information I cannot find anywhere."	Access to Communication Channel		8
			5-10 Representative Quotes "The information he wants about environmental regulations - current state, proposed changes, and consequences of changing /not changing current state - is unavailable."	Efficient communication about the issues	10
				5-10 Representative Quotes Citizens cannot find the factual information they need about environmental regulations to educate themselves and take a position on proposed changes.	15

Sunburst Draft (Very Rough)

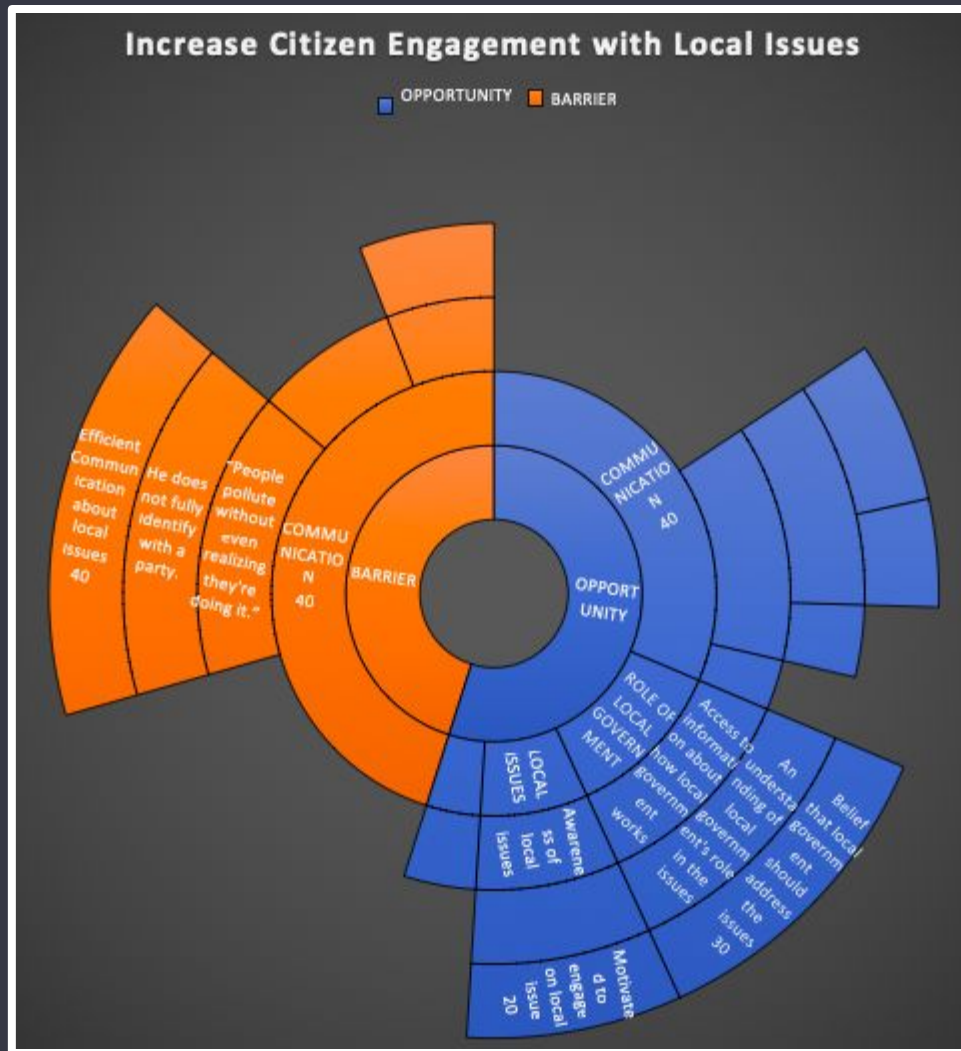


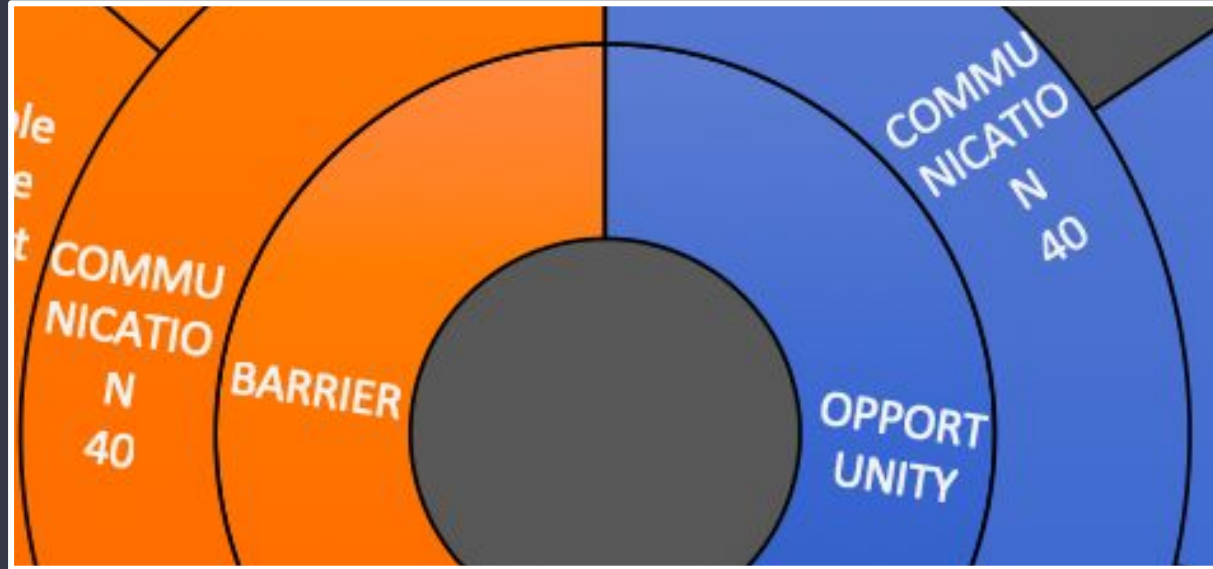
Diagram Features

Color Code

Category

Response Frequency

Quotes



Thank you!
