## Citizen Engagement with Local Government

A map of the Barriers & Opportunities

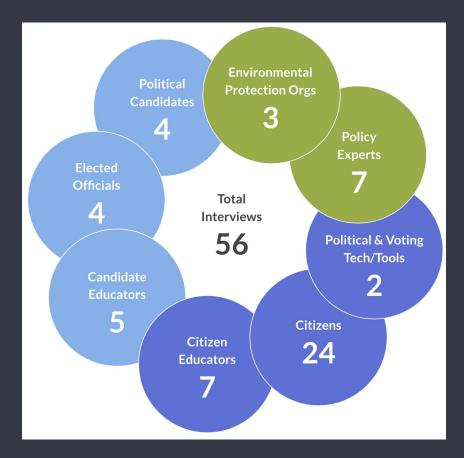
## Problem

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."  "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."	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 environmissues
"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 environmissues
"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

#### **Coffee Taster's Flavor Wheel**

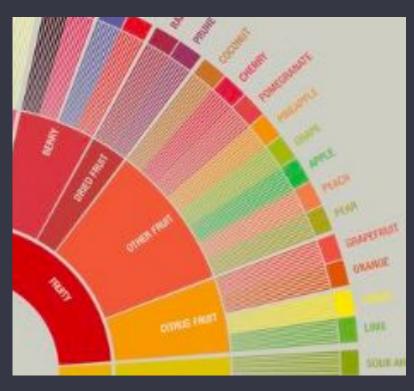




Chart by SCAA, via pinterest

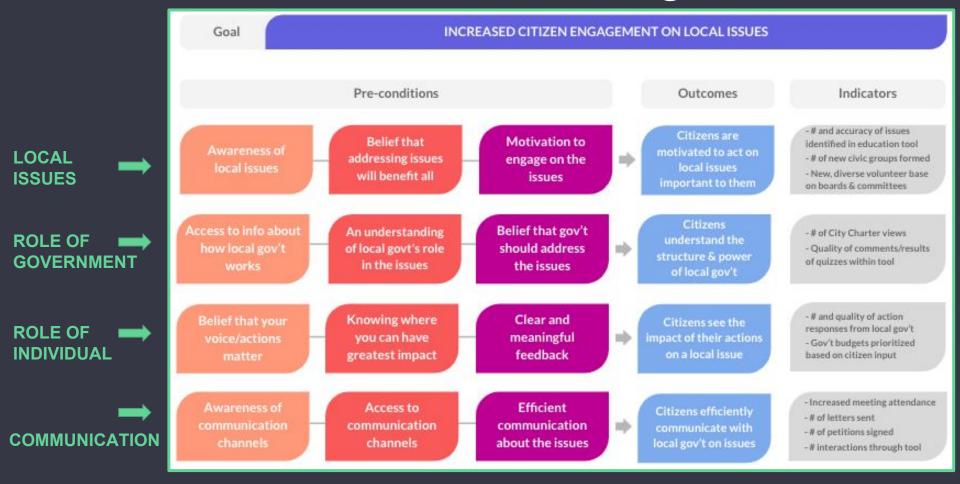
The dataset must be a clear hierarchy.

The Theory of Change will provide this filter.

#### Theory of Change

Goal INCREASED CITIZEN ENGAGEMENT ON LOCAL ISSUES Pre-conditions Outcomes Indicators - # and accuracy of issues Belief that Motivation to identified in education tool motivated to act on addressing issues engage on the mb--# of new civic groups formed - New, diverse volunteer base will benefit all issues important to them on boards & committees Belief that gov't An understanding - # of City Charter views understand the mb should address how local gov't of local govt's role - Quality of comments/results structure & power of guizzes within tool in the issues the issues of local gov't - # and quality of action Knowing where Clear and Belief that your Citizens see the responses from local gov't you can have impact of their actions meaningful - Gov't budgets prioritized on a local issue feedback greatest impact based on citizen input - Increased meeting attendance Access to Efficient -# of letters sent communication communication mbcommunicate with - # of petitions signed channels about the issues local gov't on issues -# interactions through tool

#### Theory of Change



### New Opportunity/Barrier Data Sorting

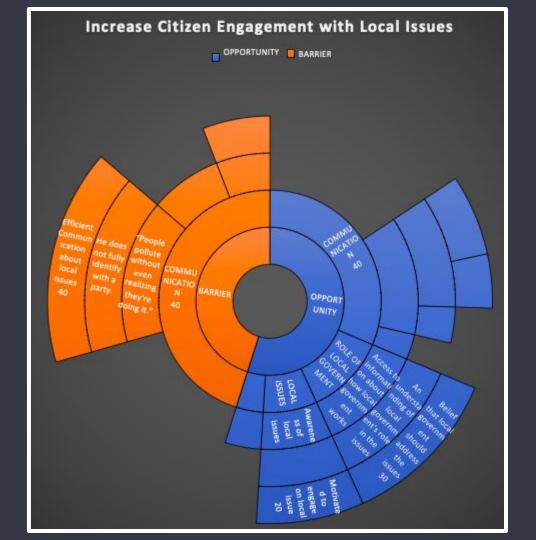
QUOTE	FINDING	INSIGHT	OPPORTUNITY / BARRIER
"I don't know that I'm officially registered as anything. I'm kind of moderately conservative. I'm probably more Rep than Dem, but I'm somewhere in the middle. I'm fiscally conservative and socially moderate. If you had to put something, put Republican."	He 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			

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

## Final Data Structure

INCREASE CITIZEN ENGAGEMENT ON LOCALISSUES					
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 "Iwant to know exactly what's changing, and what's not changing, and what werethe consequences of not changing. And that's information I cannot find anywhere."	Access to Communication Channel		8
12			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 thems elves and take a position on proposed changes.	15

## Sunburst Draft (Very Rough)



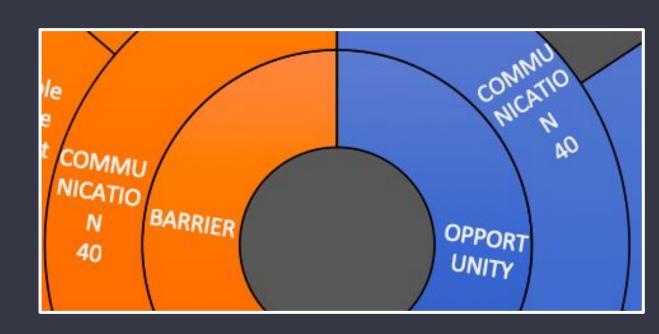
### Diagram Features

**Color Code** 

Category

**Response Frequency** 

Quotes



## Thank you!