

Pop Up Public Engagement

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“How do you want to hear about
County events and programs?”

When the bell rings, please vote by moving to the answer of your choice!

Problem statement:

Community outreach and engagement is undoubtedly going to be core principle of how incoming M&C desire to operate. As an organization, we are already committed to soliciting input from community members in various forms, but we will need to reach further. Data indicates that you receive more accurate and diverse feedback if government can meet the citizens where they are versus citizens coming to us in order to provide feedback.

The problem

Create a solution that would uniquely serve
ACCUG departments and offices

Transportation and Public Works/Stormwater
Housing and Community Development
Planning
Solid Waste/Recycling
Water Conservation Office
Public Utilities
Manager's Office
Police
Economic Development
Leisure Services



Help us thoughtfully design a public engagement solution that fits your department's needs.

Please tell us how you would use a Mobile Pop-Up Public Meeting!

Survey takes 4 minutes!

Start press ENTER

The problem

Survey of ACCUG End Users - 11 Responses

Plan to use “once or twice” to “375 days” a year

Indoor/outdoor

Geographic and demographic drivers

Budget/logistics constraints

No existing tool for ACCUG employees to quickly mobilize and access intended audience



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Example

St. Paul, Minneapolis

Van-based pop up meeting solution

Flexible use, engaging and visually impactful

Budget: \$5,321 + existing fleet vehicle

Summer 2016, 1,600+ people answered surveys at pop-up meetings. Nearly 70 percent never attended a public planning meeting before.





The solution: Gov2Go

A portable, department-friendly pop up public engagement tool

- Wagon-based kit
- Centrally located for multiple department use
- Preloaded with supplies and public engagement training materials



What's included in Gov2Go?

- Portable Wagon
- Dry-Erase/Sticky Flip Chart & Markers
- Sandwich Board & Chalk Markers
- Folding Table
- Flyer Display Stand
- Pop-Up Planning Tool



Pop-Up Planning

- **Why** are you asking?
- **Who** are you asking?
- **What** is the best way to ask?
- **When** should you meet your audience?
- **How** will you use the data?

How to use Gov2Go

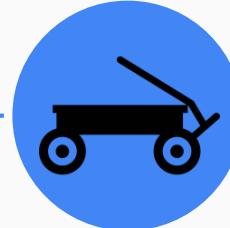
Step 1

Use the Pop Up Planning tool to help design your Pop Up Public Engagement



Step 2

Reserve and check out Gov2Go from the Public Information Office



Step 3

Activate your Pop Up Public Engagement and share your findings and next steps with the PIO



What's Poppin': Gov2Go Prototype Testing



















Next Steps

Organizational Impact:

ACCUG Employees will have a portable, department-friendly pop up public engagement tool.

This tool is the first building block for employees to test and adopt innovative public engagement practices within the context of their own departmental goals.

Create and house final product

Dedicate Staff to coordinate program

Sustain and grow from pilot