

Smart community engagement

Using digital technology to connect with citizens and improve council decision making



GHD Digital

Molly Campbell
Advisor – Digital

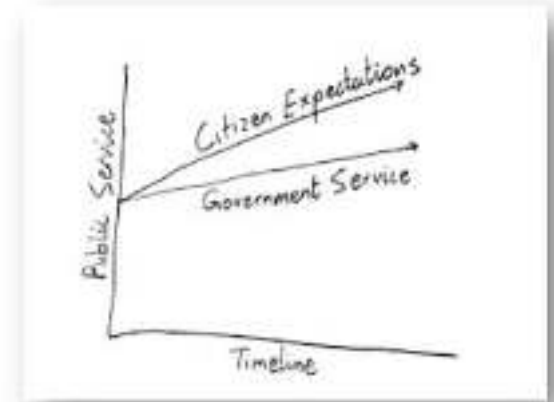
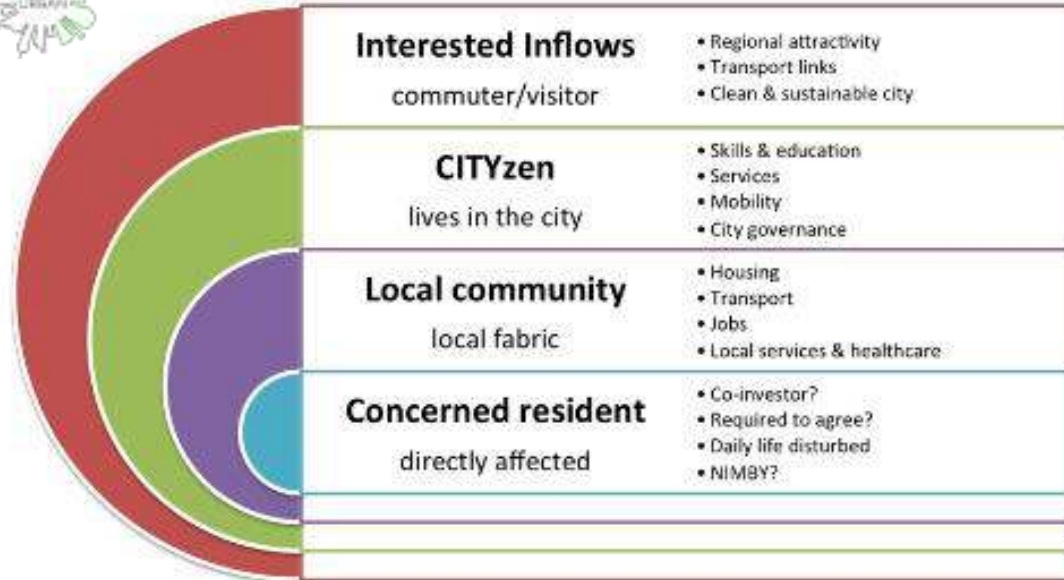
Breakdown

1. Community engagement: why and how we do it
2. The Smart City theory
3. Smart community engagement
4. Some Smart ideas for supporting community engagement with digital technology
5. The PingStreet App

Engaging citizens: the old ways



Levels of engagement



Citizen engagement model



“...citizen engagement can be to help inform public policy, to help deliver public policy, or to help people to better understand and support public policy. It is cognitive, emotional and kinesthetic. It is strategic and tactical. It is serious and fun.”

- Crispin Butteris, Bang The Table

Introducing the

Smart City

a smart economy

smart mobility

a smart environment

smart people

smart living

smart governance

city before the *smart*

Australia's Smart City Plan



#smartcitiesplan



Some Smart City ideas

City of Perth



The City of Perth is not responsible for any loss of data or any other consequences arising from the use of this website. The City of Perth is not responsible for any loss of data or any other consequences arising from the use of this website. The City of Perth is not responsible for any loss of data or any other consequences arising from the use of this website.

<http://intramaps.cityofperth.wa.gov.au/intramaps80/>

Level Crossing Removal Authority Victorian Government



Register to join the
conversation



Find your crossing



SURVEY JOIN THE CON... ASK US QUICK POLL NEWS FEED

Take our survey

We come to our survey - we've been to hear from you about level crossing removals in your area. This survey should take about 5-10 minutes to complete. Feel free to skip optional (unless they are marked with an *).
Thanks for taking the time to provide us with your feedback.

Level crossing removal options

Here's a list of level crossing removal options and how they affect the existing road level:

RAILWAY OVERPASS (BRIDGE)
RAILWAY UNDERPASS (TUNNEL)
RAILWAY UNDERPASS (VIADUCT)

Key Information

- Height of rail bridge approx. max 15 m above
- Width of rail bridge approx. max 12 m across
- Length of rail bridge approx. max 100 m across

Videos





**Using Smart technology
to solve challenges in
your council**

PINGSTREET

the mobile app for local councils



- ✓ Provides reliable information directly from council
- ✓ Promotes enhanced resident engagement
- ✓ Promotes ongoing social connectivity
- ✓ Provides enhanced mobile services
- ✓ Customisable to unique brand and personality
- ✓ Delivers location-based information directly
- ✓ Multiple service integration into one seamless user experience
- ✓ Available anytime, anywhere on any device
- ✓ Uses your own data and takes very little upkeep time

INTERNAL BENEFITS

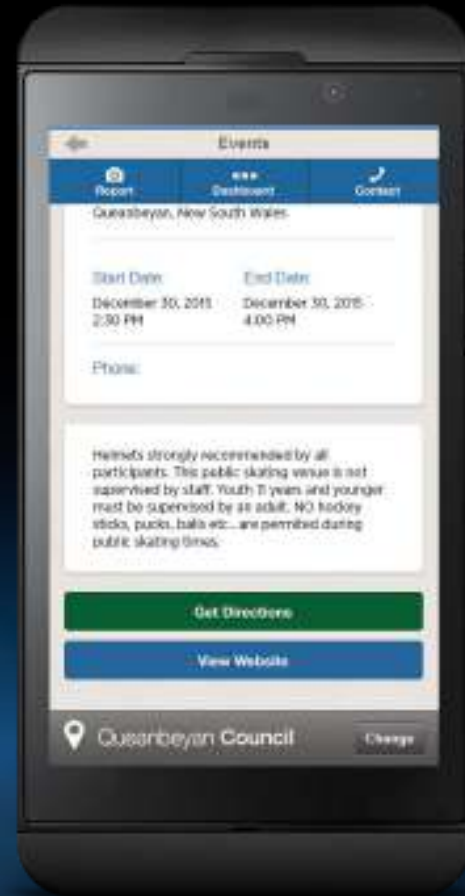


- ✓ Provides a direct line of communication to residents/ visitors
- ✓ Ability to send secure push notifications to Pingstreet users
- ✓ Reduces service inquiries
- ✓ Ability to run enhanced tourism and economic development initiatives
- ✓ Ability to track usability with built-in visual analytics
- ✓ Generate metrics that can help guide your Strategic Plan
- ✓ Integrated into emergency or CRM systems

My DASHBOARD



My **EVENTS**



My **FEEDBACK**



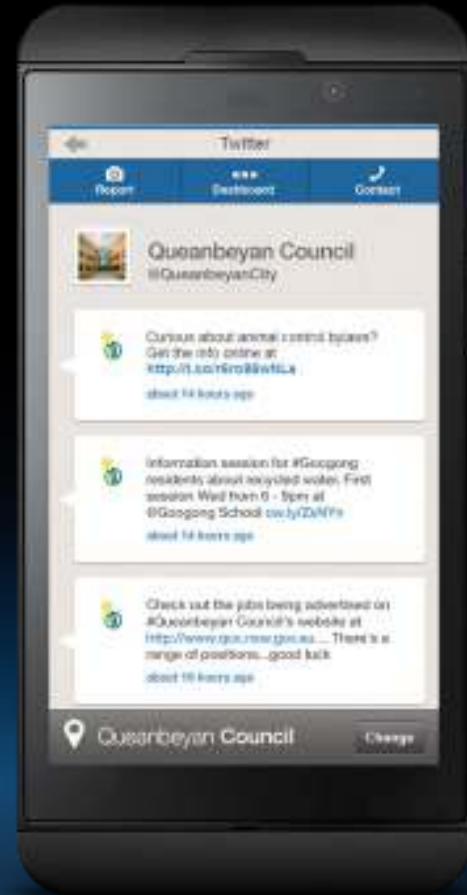
My **MAPS**& **FACILITY CLOSURES**



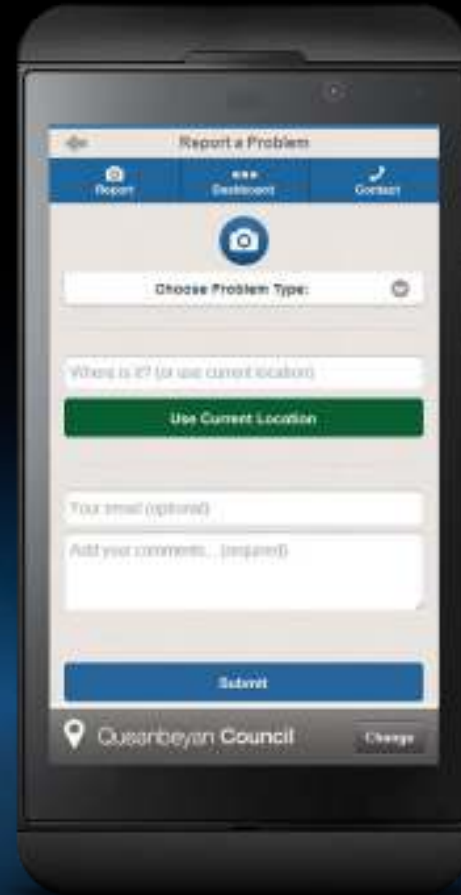
My NEWS



My SOCIAL MEDIA

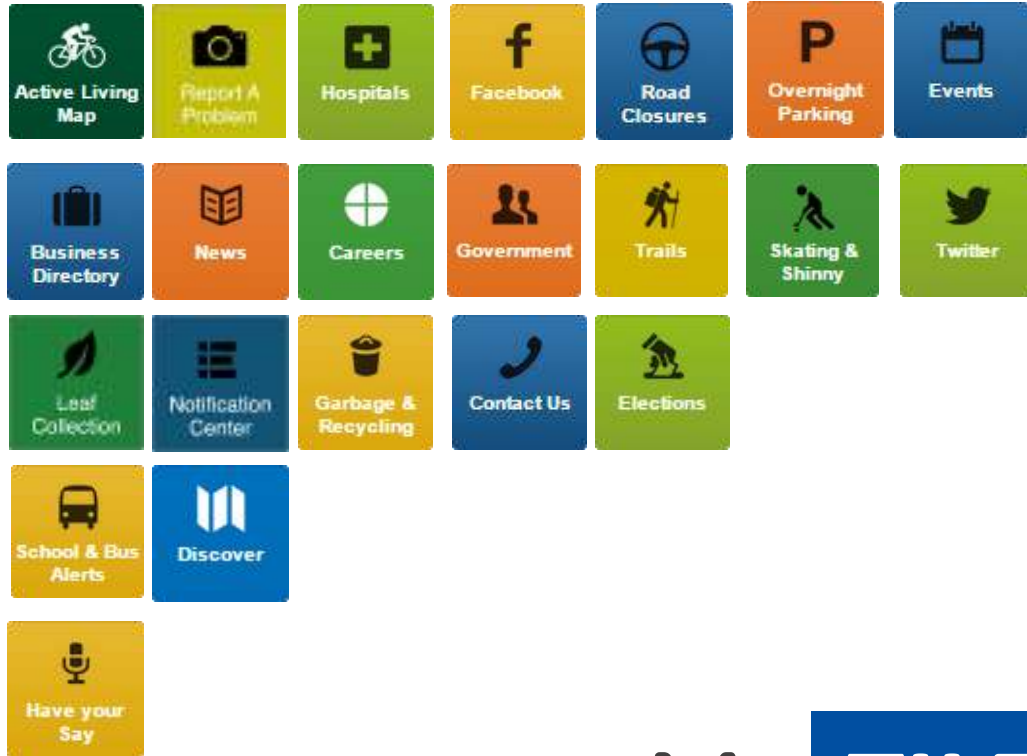


REPORT A PROBLEM



MyWASTE REMOVAL





My **TILES**

My PORTAL



Pingstreet includes an analytics portal [similar to Google analytics] to identify dated metrics such as, unique visitors, total usage, device used, unique visits, hits per day, types of interests etc.

Be prepared to make an **upfront investment**

Plan carefully and **be transparent**

Ensure buy-in and **political commitment**

Mix tools, methods & messages

Combine the **old proven ways** with **new technology**

Understand **civic assets** and **attitudes**

Opt for **clarity** and simplicity

“Under the right stimulus, citizens become productive innovators who add value to the city’s core values and development.

Real smart cities are co-creators with their citizens.”

- **Jean-Paul Close, STIR Foundation & AiREAS, The Netherlands**

Contact information:

Molly Campbell

+61 3 8687 8969

mcampbell@ghd.com

[@mollyelle](#)



www.ghd.com