

# Civic Engagement Framework

City Department:

Project:

Goal :

Overall project timeline:

ITS	Interactive Map Updates for City website	Update City's online system of interactive maps to be more meaningful, usable and interactive for the community.	April 2014 - August 2014
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**Phase 1** **Information**  
*(Gathering, Organizing, Understanding)*

**Tasks:**  
Create early basic, low-budget "prototype" mapping tools for testing with representative users  
Collect usability data to help guide revisions to the interactive maps.

**Communication:**  
Conduct ongoing outreach via eNews and the web page, to clearly present the Civic Engagement framework, background, project goals, time line, and scope.

**Engagement Activities:**  
Involve community members in review/testing of applications and solicit feedback - via in-person testing throughout community as well as access to on-line participation.

**Products:**  
--Civic engagement framework and process schedule, including description of project tasks and goals.  
--Background information  
--Test mapping tools

**2** **Options**  
*(Discuss and Evaluate Options)*

**Tasks:**  
- Modify mapping tools iteratively to take into account consolidated feedback  
- Provide alternative designs for testing, where feedback is mixed.

**Communication:**  
Update community regarding progress and any additional opportunities for feedback.

**Engagement Activities:**  
Involve community members in review/testing of revised applications and solicit feedback  
- via in-person testing throughout community as well as access to online participation.

**Products:**  
--Revised mapping tools and alternatives for testing

**3** **Recommendations**

**Communication:**  
Update community on progress.

**Engagement Activities:**  
Incorporate community feedback and finalize map tool design

**Products:**  
Community feedback verbatim and summary/synthesized, plan showing how input will be used to inform design of the mapping tools.

**4** **Implementation and maintenance**