

Over 3,000 Edmontonians join the Insight Community in first year

The City's innovative public engagement tool the [Edmonton Insight Community](#) attracted more than 3,000 members in its first year, approximately 1,000 more people than expected when the [Community launched in 2014](#).



"We believe so many Edmontonians have signed up because they are interested in their City, but have busy lives, so this tool allows them to give input when they want, and how they want, in an engaging way," said Cory Segin, Manager of the Office of Public Engagement. "Since it's been so successful, our new goal for 2015 is 5,000 members. I believe people will continue to join if we provide a good user experience and demonstrate to people how their input is being used."

Launched as a pilot project under the Council Initiative on Public Engagement, the Insight Community uses an innovative survey tool to increase opportunities for public participation. Questionnaires are easy to fill out on mobile devices, tablets or computers, and can incorporate visual elements, video, audio and drag-and-drop input.

Business areas from across City administration can poll residents on a range of topics to generate input on ideas or gather feedback on proposed plans. The surveys integrate the equivalent of hundreds of hours of public input into concise results that decision makers can easily consider. This allows City staff to survey residents earlier and more often, for less cost, and to keep members up to date on how issues and decisions are progressing.

Since its launch, over 35 surveys have been sent to Insight Community members on everything from development notices and use of herbicide, to bike lanes, pedestrian plazas, and the City budget.

All survey results are shared with Insight Community Members.

"The more Edmontonians that sign up to be members of the Insight Community, the better the data will be and the more opportunities individuals and communities will have to influence their City. There is strength in numbers."

For More Information:

Visit [Edmonton Insight Community](#)

Media Contact:

[Cory Segin](#)
Manager, Office of Public Engagement
City of Edmonton
780-952-8741

3rd Floor, City Hall
1 Sir Winston Churchill Square NW
Edmonton, AB
T5J 2R7
www.edmonton.ca



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