

Anticipation & Speculation

Discovery

Action-taking

Watch & Wait

Engaged Community Member

geographically stable

registered voter

personal interest in community happenings

volunteers, is involved in local governance or business

attends community meetings

Passive Community Member

rents and moves more frequently

does not seek out local news unless topics intersect their personal interest or impact them directly

has never attended a community meeting

is experiencing a barrier to participation

- ① Anticipates potential for development from:
- passing by a project site
 - news article
 - word of mouth
 - prior experience
- May speculate with others about it or search online.

- ② First learns of the project via:
- citizen organizing
 - online search
 - news article
 - official notice
 - city sources
 - URL card
- Seeks out for what?, when?, & how does it impact me? by:
- talking with others
 - web search/coU page
 - contacting the authority
- Familiar with some ways of getting involved.

- ③ Does something to get involved:
- gets updates from coU
 - submits feedback on coU
 - is social on coU
 - joins online/offline citizen group
 - attends/speaks at a meeting
 - writes a letter
 - signs a petition
 - contacts developer or city
 - organizes
 - legal action

- ④ Watches to see what happens via:
- updates from coU
 - news articles
 - official channels
 - Facebook groups / social media
 - public meeting
 - notices at the site
 - physical evidence
- Forms opinion of the process & everyone involved. Knows where to learn of outcomes.

MOTIVATION

curious

curious
wants to get involved

to force change
to get a response
to be informed
to persuade others

see if their actions mattered
to preserve status quo

EMOTIONS

fearful
excited

concerned
energized
hopeful
feels good they did something

resentment; empowerment & pride; anxiety; anger; excitement; disappointment



- ① First learns of the project independently or via someone involved. Discover it via:
- onsite signs
 - news article
 - word of mouth from an engaged member
 - online ads
 - official notice

- ② Decisional balancing whenever deciding to get involved:
- gets updates from coU
 - submits feedback on coU
 - is social on coU
 - joins online/offline citizen group
 - signs a petition
 - slacktivises

- ③ Doesn't learn of outcomes until the construction is underway.

MOTIVATION

curious

feel heard & be taken seriously
to be guided
to be informed
social pressure
tie w. a strong personal interest
realization of direct impact
exercise civic duty
to reciprocate
feels good they did something

curious

EMOTIONS

confused
overwhelmed
intimidated

indifferent
concerned
hopeful

social interactions feel rewarding
annoyed at social interactions

Insights: The two extremes describe a continuum rather than categories. Barriers to participations at any given time may push any community member towards a passive end even if they desire to be engaged.

Are we optimizing enough for members who just want to get updates?

Being recognized can be a barrier to participation (SMS vs web), even more so on the engaged side.

Awareness of the project happens at different stages for passive vs engaged members

Understanding what "community review" means is foundational for members with little understanding of the process because they lack agency.

Hook for disengaged users: smaller + more specific benefits (restaurants, stores, bike lanes, improved intersections).

Issues that may tie in with their other interests.

Repetitive exposure & social proof.

coUrbanize provides means of learning of outcomes; a feedback loop that unlocks trust-building; induces participation by lowering barriers.