# Ten Tactics for Engaging the Public

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| 1. Develop documents collaboratively via Wikis (Wikis) | You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it | • Wikispaces, free at basic level: [www.wikispaces.com](http://www.wikispaces.com)  
• Wikiplanning, fee for service: [www.wikiplanning.org](http://www.wikiplanning.org) |
| 2. Create shared workspace for citizens (Shared Workspace) | You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it | • Google Docs, free: [docs.google.com](http://docs.google.com)  
• Dropbox, free at basic level: [www.dropbox.org](http://www.dropbox.org)  
• GoogleGroups, free: [www.googlegroups.com](http://www.googlegroups.com)  
• Ning, fee for service: [www.ning.com](http://www.ning.com)  
• BigTent, fee for service: [www.bigtent.com](http://www.bigtent.com)  
• CivicEvolution, fee for service: [www.civicevolution.org](http://www.civicevolution.org) |
| 3. Facilitate large-scale deliberation online (Large-scale Deliberation) | • You are in the midst of a high-profile situation in which people do not agree about what should be done  
• You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it  
• You are trying to educate and inform citizens about a particular issue or decision | • Ascentum Choicebook, fee for service: [www.ascentum.ca](http://www.ascentum.ca)  
• DialogueApp, fee for service: [www.dialogue-app.com](http://www.dialogue-app.com)  
• Zilino: [www.zilino.com](http://www.zilino.com)  
• Microsoft Townhall, fee for service: [www.microsofttownhall.com](http://www.microsofttownhall.com)  
• IBM Minijam and InnovationJam, fee for service: [www.ibm.com/ilyon/jam/](http://www.ibm.com/ilyon/jam/) |
| 4. Use “serious games” to generate interest, understanding, and input (Serious Gaming) | You are trying to educate and inform citizens about a particular issue or decision | • Second Life, free at basic level: [www.secondlife.com](http://www.secondlife.com)  
• Zynga, fee for service: [www.zynga.com](http://www.zynga.com)  
• Persuasive Games, fee for service: [www.persuasivengames.com](http://www.persuasivengames.com) |
| **Survey Attitudes** | | |
| 5. Survey citizens | You want the immediate opinions of citizens | • SurveyMonkey, free at basic level: [www.surveymonkey.com](http://www.surveymonkey.com)  
• SurveyConsole, free at basic level: [www.surveyconsole.com](http://www.surveyconsole.com)  
• SurveyGizmo, fee for service: [www.surveygizmo.com](http://www.surveygizmo.com) |
| 6. Aggregate opinions expressed on social media networks (Aggregate Opinions) | You want the immediate opinions of citizens | • ThinkUp, free: [www.thinkupapp.com](http://www.thinkupapp.com)  
• CitizenScape, fee for service: [www.citizenscape.net](http://www.citizenscape.net)  
• Business Analytics, fee for service: [www.ibm.com/software/analytics/](http://www.ibm.com/software/analytics/)  
| **Prioritize Options** | | |
| 7. Gather and rank ideas and solutions (Idea Generation) | You need ideas and information from citizens on a given issue or issues | • IdeaScale, free at basic level: [www.ideascale.com](http://www.ideascale.com)  
• Spigit, fee for service: [www.spigit.com](http://www.spigit.com)  
• Bubble Ideas, fee for service: [http://bubbledes.com/](http://bubbledes.com/)  
• Delib Dialogue App, free at basic level: [www.dialogue-app.com](http://www.dialogue-app.com)  
• Google Moderator, free: [www.google.com/moderator/](http://www.google.com/moderator/) |
| 8. Work with citizens to identify and prioritize problems that government can fix (Identify Problems) | You need ideas and information from citizens on a given issue or issues | • SeeClickFix, free at basic level: [www.seeclickfix.com](http://www.seeclickfix.com)  
• OpenStreetMap, free: [www.openstreetmap.org](http://www.openstreetmap.org)  
• OpenLayers, free: [http://openlayers.org](http://openlayers.org)  
• WikiMapia, free: [http://wikimapia.org](http://wikimapia.org)  
• Twitter, free: [www.twitter.com](http://www.twitter.com) |
| 9. Help citizens to visualize geographic data (Mapping) | You are trying to educate and inform citizens about a particular issue or decision | • GoogleMaps, free: [www.googlemaps.com](http://www.googlemaps.com)  
• Virtual Earth, free: [http://virtualearth.com](http://virtualearth.com)  
• WorldKit, free: [http://worldkit.org/](http://worldkit.org/)  
• CommunityViz, fee for service: [www.communityviz.com](http://www.communityviz.com)  
• MetroQuest, fee for service: [www.metroquest.com](http://www.metroquest.com) |
| 10. Help citizens to balance budget and revenue options (Identify Priorities) | You are trying to educate and inform citizens about a particular issue or decision | • Budget Simulator, fee for service: [www.budgetsimulator.com](http://www.budgetsimulator.com)  
• Budget Allocating, fee for service: [www.budgetallocating.com](http://www.budgetallocating.com)  
• Demos-Budget, fee for service: [www.demos-budget.eu](http://www.demos-budget.eu) |