interactive games and mobile apps for public engagement
one-day online conference

thursday, april 7, 2011

11:00-20:00 Eastern (New York) / 15:00-24:00 GMT

Conference Agenda

About This Conference

Today there is a proliferation of interactive games and mobile applications ("apps") that support public engagement.

Online interactive games (such as Virtual Mine, Participatory Chinatown and others) educate people about issues or challenges in ways that can add value to public engagement. These experiences deepen and broaden how people understand and talk about issues that are important to them, and have the potential to change how people interpret other perspectives.

Mobile apps provide a means for collecting information and interacting with stakeholders on a real-time basis. From reporting problems (e.g., SeeClickFix.com) to Twyford's new Facilitation First Aid app to SMS text-based stakeholder information gathering, mobile technology is being used in both the developed and developing world to effectively engage people.

Yet there is little discussion about how we consider and choose from among these tools when creating an engagement strategy, and little discussion about how they are effectively being used by organizations today.

1. How are interactive games and mobile apps being used today for engagement? What's on the horizon?

2. What criteria do we use to review and evaluate interactive games and mobile apps?

3. How have other organizations and communities used them to best effect?

4. How do we best integrate them with other engagement tools and approaches?

This conference is for you if you:

- Develop or implement public engagement programs
- Consult with public agencies on public engagement programs
- Are seeking new ways to think about -- and practice -- engagement in support of enhanced policies, programs and services

Register at this link: http://publicdecisions.com/games
See pages 6-7 for information about cost, how to participate and other conference details.

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11:00-12:30 EDT / 15:00-16:30 GMT	**Engaging Communities in the Planning Process Using New Technology** This session showcases two case studies that demonstrate how two communities have used interactive games and mobile apps in support of public engagement. **There's an App for That: Integrating Mobile Apps into a Food Systems Recovery Plan** Jennifer Evans-Cowley, PhD, AICP / Associate Professor and Head of City and Regional Planning, Ohio State University Conducting field work and managing a planning project can be complex. Mobile apps provide the opportunity to simplify data collection, sharing of project information, and providing instantaneous access. This presentation will focus on how a mobile app was developed in support of a food systems recovery plan. Jennifer Evans-Cowley, PhD, AICP is an Associate Professor and Head of City and Regional Planning at The Ohio State University. Her research is focused on the role of technology in planning processes and she has written extensively on civic engagement and e-government, including a recent 2010 article (with Justin Hollander) entitled "The New Generation of Public Participation: Internet Based Participation Tools" that was published in *Planning Research and Practice.* She also is a frequent speaker at conferences on subjects related to technology and public engagement. Jennifer was named by Planetizen in 2011 as one of the leading thinkers in Urban Planning and Technology and she currently chairs the American Planning Association's Technology Division. **Rewriting History - A Case Study of the Augmented Reality Engaging Community** Matthew Slaats / PAUSE Walking History is an interactive, mobile game that examines the complexity of urban space in Poughkeepsie, NY, allowing players to delve into issues of narrative, environment, history and culture. Produced in collaboration with local youth, the game augments reality, providing a virtual layer of information over the physical environment. Accessed through a cellphone, players walk through the physical environment while tracking themselves along a GPS enabled map. Upon reaching specific sites, the game allows you to engage virtual characters, participate in specific tasks, and model new ways of thinking about the spaces that surround them. Players take on real-life roles and encounter authentic challenges as they mediate between the real and the virtual, engaging in an experience where meaning is found through their own explorations. The objective of Walking History was to provide a way for youth to access and interpret their own city, playing between fantasy and reality, to understand the past and write new possibilities for the future.

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	A native of Wisconsin, Matthew completed his MFA and MA from the University of Wisconsin-Madison in 2005 and his BA in Archaeology from the University of Evansville in 1999. His artistic career has a vast array of interests focusing around community engagement, performance, installation, video, and sound. This has led him to pursue various media based projects that explore the relationship between people and place. In 2009 he completed a community image archiving project in Hyde Park, NY and a mobile gaming project in Poughkeepsie, NY. In 2010 he started working with Middle Main Revitalization to support the development of cultural assets in Poughkeepsie. This has lead him to start PAUSE, a non profit that partners artists, local organizations and residents to collaborate on rebuilding decaying communities.
13:00-14:30 EDT / 17:00-18:30 GMT	**Keynote Address** **Greenest City by 2020: Bridging Digital and Traditional Participation in Vancouver, BC** **Susanna Haas Lyons** / Public Engagement Specialist, Engaging.ly and Researcher, University of British Columbia, and **Amanda Mitchell**, Greenest City Planning Analyst, City of Vancouver Join us for an exciting and in-depth exploration of how the City of Vancouver, British Columbia, is employing games, apps and other technologies alongside traditional engagement approaches to affect how people respond to issues of climate change and overall sustainability. Susanna Haas Lyons and Amanda Mitchell will highlight their inspiring and insightful work with the City of Vancouver to engage citizens in their efforts to become the greenest city in the world by 2020. Susanna Haas Lyons brings together citizens and decision-makers to create better policy on issues that matter most to the public. She has worked across North America, engaging dozens to thousands of participants in complex and productive conversations. Susanna speaks, researches, and offers workshops on the use of digital media as a tool for public participation. She is a Senior Network Associate with AmericaSpeaks and served for three years as their Communications Manager and Program Associate. Currently, Susanna advises the Alberta Climate Dialogue, a community-university research project to involve Albertans in developing climate solutions, and is taking a Masters Degree at the University of British Columbia's Institute for Resources, Environment and Sustainability. Amanda Mitchell works with communities to embed sustainability principles into their long-term planning decisions. Specializing in the creation of meaningful and transparent public consultation processes, she has worked on the innovative Smart Growth on the Ground program at both Smart Growth BC and the Design Centre for Sustainability. Amanda currently works at the City of Vancouver, where she manages the online consultation and social media accounts for the Greenest City planning initiative. She's a founding Director of the Vancouver Public Space Network and cofounder of re:place magazine, an online publication devoted to public space and urbanism in Vancouver. Amanda is a LEED Accredited Professional with a Bachelor of Environmental Science from the University of Guelph and a Master of Advanced Studies in Architecture from the University of British Columbia.

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| 15:00-16:30 EDT / 19:00-20:30 GMT | **Interactive Games and Mobile Apps for Action**
This session showcases interactive games and mobile apps that are being used for engaging people. We'll explore what the tools are designed to do, who they serve, and the benefits and drawbacks of using these technologies for engagement. A facilitated discussion following the speaker presentations will examine the key design factors and questions that organizations need to consider when creating their own games or apps.

During the discussion, Luibov Doerr and Sarah Giles of the National Policy Consensus Center will highlight key questions raised by engagement practitioners in recent interviews about digital and in-person engagement. How can we best use these tools to create interactions that support effective governance?

Citizen Connect Mobile App
Nigel Jacob / City of Boston, Massachusetts
The Citizens Connect mobile app is a cutting-edge, full-featured tool for enabling Boston's residents to capture information about the state of the City and to share that info with City Government. The app is part of Mayor Thomas M. Menino's agenda to improve Citizen-to-City interactions. Join us to hear more about this exciting and highly successful app, which was recognized in 2010 by the Public Institute of Technology (PIT) as an outstanding example of how technology can support local government.

Nigel Jacob is Co-Chair of the Mayor's Office of New Urban Mechanics at Boston City Hall. New Urban Mechanics is an approach to civic innovation focused on delivering transformative city services to Boston's residents. While the language may sound new, the principles of New Urban Mechanics - collaborating with constituents, focusing on the basics of government, and pushing for bolder ideas - are not.

Backseat Budgeter Simulation Game
Brenda Morrison / Managing Director, Engaged Public
With more than 20,000 users in just a few months, Backseat Budgeter® is a simulation that enables people to experience for themselves what it's like to manage a public budget. Elected officials ultimately are in charge, but with Backseat Budgeter people can see the effects of their decisions, gain a better understanding of the challenges officials face, and appreciate the complexities of the public budgeting process. Furthermore, the choices people make about the budget will be shared with public officials. Participants let them know if they think they should step on the gas, put the brakes on spending or change direction altogether. Backseat Budgeter is a public service tool created by Engaged Public, which provides innovative services to government, non-profits, foundations and the private sector that are designed to create positive change in a complex public policy environment. The tool was originally created for use with the Colorado State General Fund, but it can be adapted for use with any public budget. |

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	Brenda Morrison brings extensive experience in public policy development, nonprofit management, leadership development, and public engagement strategies. She spent a decade in the nonprofit sector with youth-oriented and community development organizations and then served for seven years as the Associate Director of the Bighorn Center for Public Policy. Her responsibilities there included developing the Bighorn Leadership Program and managing special events and public engagement. Brenda was the architect of one of the state's largest public engagement projects, the Colorado 100, which laid the groundwork for the passage of Referendum C, and is currently working with Colorado's Future on implementing its statewide civic engagement project.
17:00-18:30 EDT / 21:00-22:30 GMT	**Effective Use of Interactive Games for Engagement** Eric Gordon / Engagement Games Lab, Emerson College Join us to hear about Eric's exciting work on place-based digital communities, media and urbanism, and games for civic engagement. His presentation will highlight Participatory Chinatown, a 3-D immersive game designed to be part of the master planning process for Boston's Chinatown and Community PlanIt, which combines a mobile role-playing game with a social software platform, and is adaptable to any local planning process. Eric Gordon, PhD, directs the Engagement Games Lab and is an associate professor of new media at Emerson College. His work focuses on place-based digital communities, media and urbanism, and games for civic engagement. He is the author of *The Urban Spectator: American Concept Cities from Kodak to Google* (Dartmouth College Press, 2010) and a forthcoming book with Adriana de Souza e Silva about location-based media (Blackwell, 2011). He edited a special issue of *Space and Culture* on the topic of "The Geography of Virtual Worlds", exploring the ideas of how location matters even in the most virtual of conditions. On related topics, he received a grant from the National Endowment for the Humanities to study the use of digital backchannels in the classroom. He continues to explore how these significant shifts in the attention economy are changing the classroom, the community and the city. Visit him at placeofsocialmedia.com.
19:00-20:00 EDT / 23:00-24:00 GMT	**Pecha Kucha** This session features Pecha Kucha presentations (Japanese for "chit chat"). It's a quick round of talks on a key topic; each presentation is 6 minutes and 40 seconds and highlights a particular app or game for public engagement. There's also time for networking and discussion too! **Crowdbrite Website and Mobile App** Darin Dinsmore / Co-founder, Crowdbrite Crowdbrite offers a fun and convenient way to participate in online brainstorming sessions, meetings, and workshops/charrettes. Invite your team, outside professionals/experts and the community to collaborate. Use Crowdbrite mobile to access projects loaded on crowdbrite.com, collect, comment, and rank ideas and make better informed decisions. Ideas submitted on Crowdbrite mobile appear in real-time as sticky notes on your project canvas. With Crowdbrite mobile you can manage discussions, moderate projects, or contribute ideas anywhere, anytime.

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Darin Dinsmore is an innovative and award-winning urban planner and landscape architect. His mission is to transform communities, cities, and regions and inspire innovation in planning and sustainability. He has spearheaded efforts to create the first bi-state regional sustainability framework with local climate action plans, and master planned two pilot LEED-ND pilot projects. He offers over 15 years of experience in helping communities to increase their livability and prosperity, reduce their ecological footprint and improve human and ecological health and is a co-founder of Crowdbrite.

Facilitation First Aid Mobile App
Stuart Waters / Senior Consultant, Twyfords
Facilitation First Aid is Twyfords' leading-edge iPhone application for anyone who designs, manages or participates in meetings or workshops which are likely to be challenging. The application steps users through tips and techniques for working with challenging or upset people to get good outcomes; it describes the do's and dont's of meeting set up, rapport building and facilitation and it also includes other resources to support successful facilitation.

Stuart Waters joined Twyfords in July 2004 as a Senior Consultant. He has a particular interest in the critical role of decision making in sustainable development, and believes that a good decision making process leads to sustainable decisions. He is an experienced facilitator and communicator, with a particular interest in building organisational and stakeholder capacity for creating a sustainable future. In particular, Stuart is interested in creating sustainable decisions in the context of water and energy, environment, transport, urban planning, and the technical/scientific issues that affect us all. He has worked in the strategic planning area of local government where he supported the design and delivery of major community consultation projects and he also worked for five years as a research consultant with the Institute for Sustainable Futures on a wide variety of projects relating to sustainable development, particularly as it relates to water and energy use.

Cost

Conference registration includes:
Registration includes attendance at all conference sessions:
- Registration is either **Individual** or **Group**.
  - Individual Registration is $49 USD
    - 10% discount for 2-5 persons registering from the same organization (each with own log on)
    - 20% discount for 6 or more persons from the same organization (each with own log on)
  - Group Registration includes the ability to broadcast the conference in your organization's conference room to multiple attendees (single log-on)
    - Small Group (up to 5 persons) is $149 USD
    - Medium Group (6-10 persons) is $199 USD
    - Large Group (11 or more persons) is $249 USD

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- Registrations are made through our website using Visa, MasterCard, American Express, Discover, or a PayPal account. We also accept government purchase orders (contact Paul Coelus at Paul@PublicDecisions.com).

How It Works
Participating in the conference is easy. All events are virtual (via the internet) and no travel is required. You'll need a high speed internet connection to participate fully in the conference events.

You'll see the visual portion via the internet on your computer in a virtual meeting room. To hear/speak, you'll use your computer's audio (headset or computer speakers/microphone) or you can dial in via telephone (long distance charges to the U.S. may apply).

For telephone audio, you can use a landline, cell phone, or internet telephony service such as Skype or Google Voice. For internet telephony, you'll need to establish an account and pay the per-minute charges (generally low) in order to connect to the teleconference.

We use the Adobe Connect meeting platform. No software downloads are needed, as long as you have Flash Player 10.1 or higher on your computer. (Full system requirements here: http://www.adobe.com/products/adobeconnect/tech-specs.html.) You also can run a systems check at the following link to ensure your computer is compatible: http://connectpro75221405.na5.acrobat.com/common/help/en/support/meeting_test.htm.

If you have only dial-up internet, you can still attend. You'll call a telephone number to hear/speak and we'll provide you with PDFs of the presentations to follow offline.

Cancellation Policy
Cancellation requests must be sent to paul@publicdecisions.com and received no later than Monday, 4 April 2011.

Recording
All conference presentations will be recorded and available for later access by conference registrants. By registering for this conference, you agree/give permission that your communications may be recorded and that we may post these recordings on the conference website to share with others.

Conference schedule subject to change at the discretion of the conference manager based on presenter availability or technical requirements.

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