An Overview of PublicInput.com

BRTB Technical Committee

MARCH 2, 2021
COMMUNITY ENGAGEMENT SOFTWARE FOR GOVERNMENT

REACH MORE PEOPLE AND SIMPLIFY YOUR PROCESS
FROM DISCONNECTED

Meetings
Surveys
Social Media
CRM Tool
Email & SMS

TO UNIFIED

Public Engagement Cloud

PublicInput.com
Engagement Hub

The industry’s most comprehensive toolkit with over 20 flexible formats for surveys, meetings, and interactive mapping.

Resident Database

A fully-integrated CRM to manage your contacts, groups, and relationships across projects and teams.

Communications Cloud

Two-way email, SMS, and social media communications tools purpose-built for government.
Online/Offline Engagement Hub
- Set up surveys and websites
- Support traditional meetings with presentation and polling tools
- Host Virtual Public Meetings
- Manage all forms of engagement
- Collect Title VI demographic info and compare with census data

Communications Cloud
- Engage in two-way email, SMS, and social media conversations
- Geo-enabled subscriber database
- Drag-and-Drop email builder
- Automate replies or messages
- Optimize campaign performance with open rates and tracking

Resident Database
- Automatic integration throughout
- Sync participants across channels
- Build momentum with each interaction
- Manage your contacts, groups, and relationships
STAY ENGAGED WITH PROJECT UPDATES

Email

SUBSCRIBE

CURRENT ENGAGEMENT OPPORTUNITIES

Current engagement opportunities:

- New surveys that can be found on the "Participate" page (link at top of page).
- Be sure to check out the "Resources" page to review current documents, existing conditions, map gallery, past meeting notes, and more.
Creating two rooms: public and access-controlled

PublicInput.com

- Access control & public comment management
- Moderated comments
- Dial-in speaker queue

Multi-channel public access

Protected meeting room
I would bike to work, the store, to school, or a greenway if this was my route to get there. (Paved Shoulder)

Yes

No

Share your thoughts & ideas...

Clarissa Livingston: If the paved shoulder is wide enough, certainly!
What is your connection to East Alpine?
Text 1 for I live there
Text 2 for I work there
Text 3 for Both
Text 4 for Other

What does a thriving East Alpine look like to you?

I’d love to see more parks and tree-lined streets. A healthy transit system and many downtown parking options would be ideal.

If you could improve three things about East Alpine, what would they be?

How can we improve?
TEXT MTA TO 63735
*Standard messaging rates apply
<table>
<thead>
<tr>
<th>Engagement Hub</th>
<th>Capability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Survey Widgets (16 questions types, Skip Logic, etc.)</td>
<td>✔</td>
</tr>
<tr>
<td>Geospatial Input Suite (Map pins, Project prioritization, Shape files)</td>
<td>✔</td>
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<tr>
<td>Open Ended Comments and Idea Boards</td>
<td>✔</td>
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<tr>
<td>Featuring (24/7/365) Comment Moderation</td>
<td>✔</td>
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<tr>
<td>Project Website Publisher (with integrated surveys and content)</td>
<td>✔</td>
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<tr>
<td>Last-Mile Translation Tools for Website, SMS, and Email</td>
<td>✔</td>
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<tr>
<td>Project Email Endpoints and Comment Response Workflow</td>
<td>✔</td>
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<tr>
<td>SMS Text Message Surveys</td>
<td>✔</td>
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<tr>
<td>Voicemail Comment Hotline with Auto Transcription</td>
<td>✔</td>
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<tr>
<td>Automated Comment Sync for Facebook and YouTube posts</td>
<td>✔</td>
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<tr>
<td>Comment Analysis Suite with AI-assisted Coding, Sentiment Analysis</td>
<td>✔</td>
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<tr>
<td>Live Polling Toolkit</td>
<td>✔</td>
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<tr>
<td>Virtual Public Meetings Module (w/ Phone Line and Transcription)</td>
<td>✔</td>
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</tbody>
</table>
Wake BRT: Western Blvd

Project Engagement


Top Questions
How old are you?

20.57%
82 of 402 total respondents

If BRT service were provided along Western Blvd., where would you go using the service?

83% to Downtown Raleigh
55% to Dix Park

Visitor Statistics

<table>
<thead>
<tr>
<th>Date</th>
<th>Visitors</th>
<th>Participants</th>
<th>New Subscribers</th>
<th>Social Views</th>
<th>Votes</th>
<th>Comments</th>
<th>Active Projects</th>
</tr>
</thead>
<tbody>
<tr>
<td>02/08/2019</td>
<td>62,425</td>
<td>11,757</td>
<td>4,521</td>
<td>33,641</td>
<td>144,679</td>
<td>20,432</td>
<td>98</td>
</tr>
</tbody>
</table>

Options:
- Toggle Comments
- Filter by Segment
- Options
- Email, Text, and Social Campaigns
- Public subscriber hub
- Integrated surveys and events
- Drag & Drop Email Builder
- Geo-enabled Subscriber Database

- Inter-agency subscriber network - Partner with other agencies in your region to seamlessly build a regional database of engaged residents across agencies, departments, and projects.
Facilitate the entire process and integrate every step.
● New tool for communicating with stakeholders
● New tool for sending out surveys
● New procedures for virtual committee meetings
● Pricing for local jurisdictions is available