

What is ProgressLex?

ProgressLex is a four-year, member-supported campaign to help Lexington become the most civically informed and engaged city in the country.

ProgressLex started in 2008 as a grassroots collection of citizens united in opposition to the Centrepointe development in downtown Lexington. Since then, the organization has trained citizen journalists, built cross-sector connections, facilitated community dialogue, and more. ProgressLex was a winner of the 2013 Knight Information Challenge and is a finalist in the 2017 Knight Cities Challenge.

In 2016, ProgressLex underwent a reframing process that transformed the organization into a 4-year campaign. This campaign will end on December 31, 2020, sunsetting the organization.

Why a campaign?

ProgressLex restructured into a campaign for a number of reasons:

- It provides focus and a sense of urgency.
- It eliminates concerns about long-term sustainability.
- It makes impact measurement clearer.
- It makes budgeting simpler and more predictable.
- It reduces the chances of mission drift.

How can you help out?

1. **Become a member at: progresslex.org**
2. **Talk to your friends & neighbors about ProgressLex**
3. **Sign up for our newsletter & weekly reports by emailing: news@progresslex.org**
4. **Attend your neighborhood association meeting**
5. **Attend a city council meeting**



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progresslex.org

What are the steps to get there?

Step 1: CivicLex

A platform for an informed civic democracy

CivicLex will connect citizens with what's happening in city government through:

- A web platform that is a central point for all information about specific civic issues.
- Clear, easy-to-understand reports from community journalists in city meetings.
- A weekly radio show hosted on WEKU - FM.
- A network of displays highlighting place-based civic information in public spaces.
- Livestreaming of city meetings on social media
- Issue-specific monthly town halls

Step 2: EngageLex

Training new and existing civic leadership

EngageLex will train new civic leadership by designing a Lexington-specific civic training manual that will include information on how city government works, how to lobby, and more. This manual will be turned into a curriculum and made available to the public school system.

Step 3: CitizenLex

Designing new ways for local government to hear from citizens

CitizenLex will work with government officials, artists, open data specialists, and citizens to design more creative, effective, and efficient methods of citizen engagement and input for local government.

What do we need to be successful?

Item One: A Plan

ProgressLex's campaign structure makes it possible to create a month-by-month plan for the entire 4-year campaign with concrete deadlines and goals.

The 4 year program plan is available at: progresslex.org

Item Two: A Budget

ProgressLex's campaign structure also makes it possible to develop a complete campaign budget in advance. This enables us approach donors and funders for a full campaign commitment.

The complete 4-year budget is available at: progresslex.org

Item Three: Community Support

Since much of the campaign's programming will be offered for free or at low price points, ProgressLex will depend on community support and buy-in.

ProgressLex will be partially supported through voluntary annual fees for use of the platform and infrastructure.

You can become a member at: progresslex.org

How will we know when we are successful?

Item One: Vision

ProgressLex believes that our city has the potential to become the most civically informed and engaged city in the country through intentional citizen and government engagement training and creating better ways of distributing civic information.

Item Two: Measurement

Civic engagement can be a difficult thing to measure, but we have identified metrics to track the performance of our campaign:

- Attendance figures at public hearings and neighborhood association meetings
- Engagement between council members and their constituents
- Website and social media analytics
- Increased opinion writing/op-eds in our local newspaper
- Increased competition for local elected positions
- Political campaign platforms that more clearly address local issues

Item Three: Transparency

We believe that transparency is key to rebuilding trust in democracy - and that must start with ProgressLex as a campaign.

In order to be as transparent as possible, we have developed strong transparency requirements and goals for the campaign.