Case Study:

Envision Sacramento

Sacramento, CA | 480,000 | City | West Coast

**FOCUS**

- Improve communication
- No “Government Speak”
- Rewards

**SITE AT A GLANCE**

- 8,354 Unique Visitors
- 2,102 Active Participants
- 7,778 Total Interactions

“This offered us the ability to accomplish a task that social media wouldn’t allow us to do. It was engagement on demand. I really like the gamification of the platform. We’ve had some good feedback on it. We like to be able to incentivize our residents to obtain feedback – and our MindMixer platform allowed us to do that.”

- Carlos Eliason, Creative Outreach, Office of the Sacramento City Manager

MindMixer
What was Envision Sacramento’s challenge?
Sacramento has always tried to keep up with civic engagement trends. While community outreach was going strong on social media, the city realized that Facebook and Twitter can only go so far in gaining meaningful and fruitful input from citizens. City leaders knew they had to drill down and take on meatier civic issues, but they needed a more appropriate engagement tool.

What was the solution?
The city felt Envision Sacramento would complement existing public meetings and more traditional outreach, but would also help it reach a larger audience and improve internal and external communication. Every facet of the site - the active, engaging language; the thoughtful questions; the emotional connection forged by the images - is tailored to specifically meet Sacramento residents’ need for a more consistent and open dialogue with their local leaders. A creative marketing campaign - coupled with email, social and word-of-mouth outreach - have made the conversation feel grassroots and approachable to citizens.
Engagement from Envision Sacramento:

Calling Our Community Home

How can we make our community a more permanent home for our residents? Where should we get started?

What would make our community a better place to live, work, and raise a family? Why do you think this should be our biggest priority?

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<th>Description</th>
<th>Topic Details</th>
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<td>Better transportation</td>
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<td>More affordable housing</td>
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Mariel S.
2 years ago
find a place for safe ground. ban leafblowers. improve public schools by phasing faculty senate governance. tax soda pop and all products containing sugar and white flour/rice/pasta and use the money to pay for basic health care for kids including dental care. insist on documentation for the allegations spewed forth by fox news and other sci-fi shows such as al jazeera.

Flag

Leslie S.
6 years ago
Get rid of the UC Board of Directors and President. Make the UC system a non-profit instead of the plutocracy it is.

Flag

Kathy W.
2 years ago
Without businesses that will stay and provide full time employment, all the rest is moot. We need people, with jobs that will make this community the best...

Flag

Leslie S.
6 years ago
I agree. I think job stability is definitely important. I think that's probably why there are so many people in state service. It's stable, unlike so many other jobs out there.

Flag

Your Vision for Sacramento

What's your vision for Sacramento in 10-20 years?

Share with us your vision of what you would like the city of Sacramento to look like in 10-20 years. How do you want to see the city evolve?

Idea | Comments | Reviewed Ideas |
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