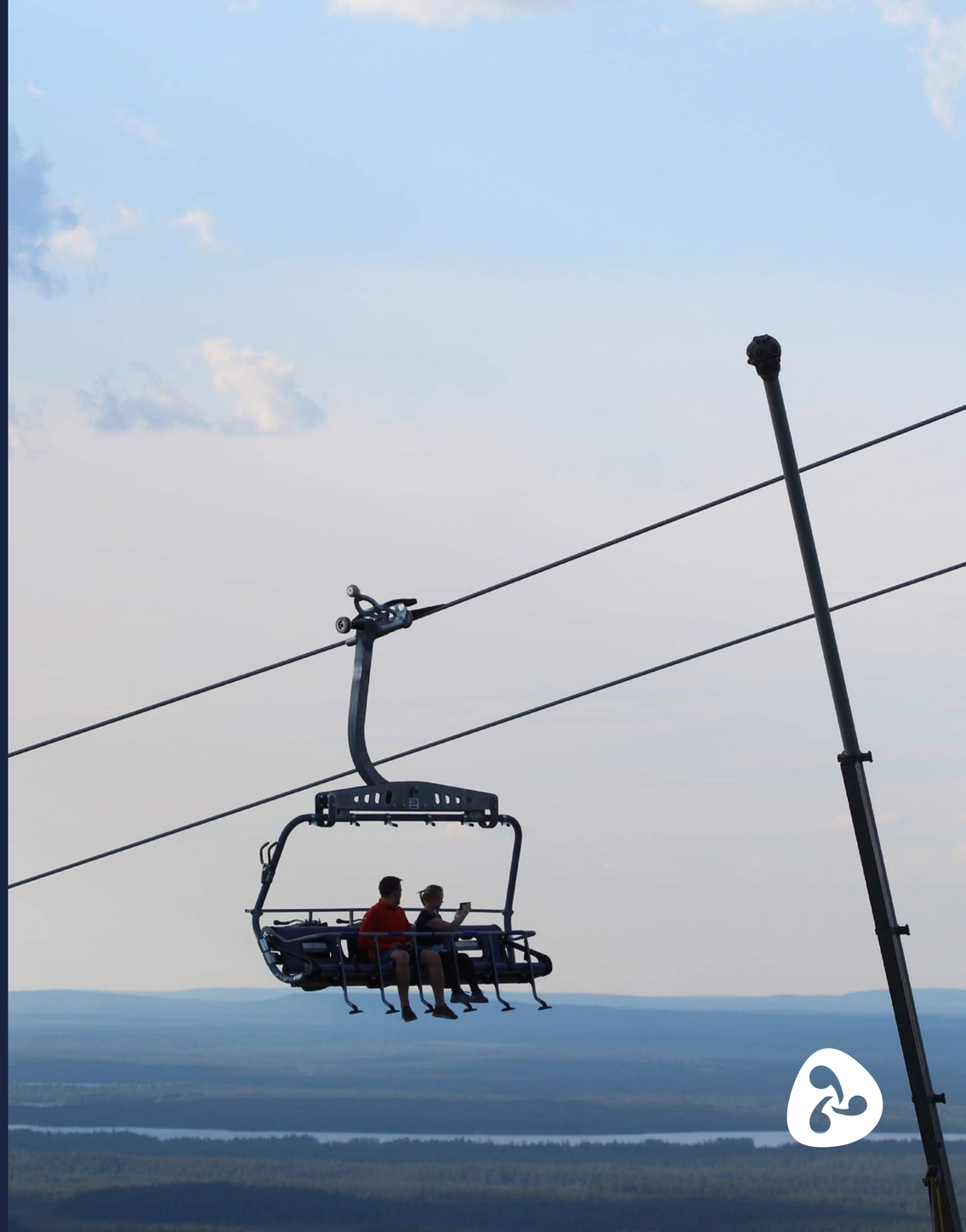
How to use maps to improve your citizen engagement

Citizen Space Geospatial

Delib

Coming up

- Welcome and introductions
- What is Citizen Space?
- The role of maps in citizen engagement
- Good geospatial survey design
- Citizen Space Geospatial: activities and demos
    - Creating an informational map
    - Adding questions to your map
    - Reporting and analysis
    - Response publishing
- 3 ways to start using geospatial straight away
- Q&A



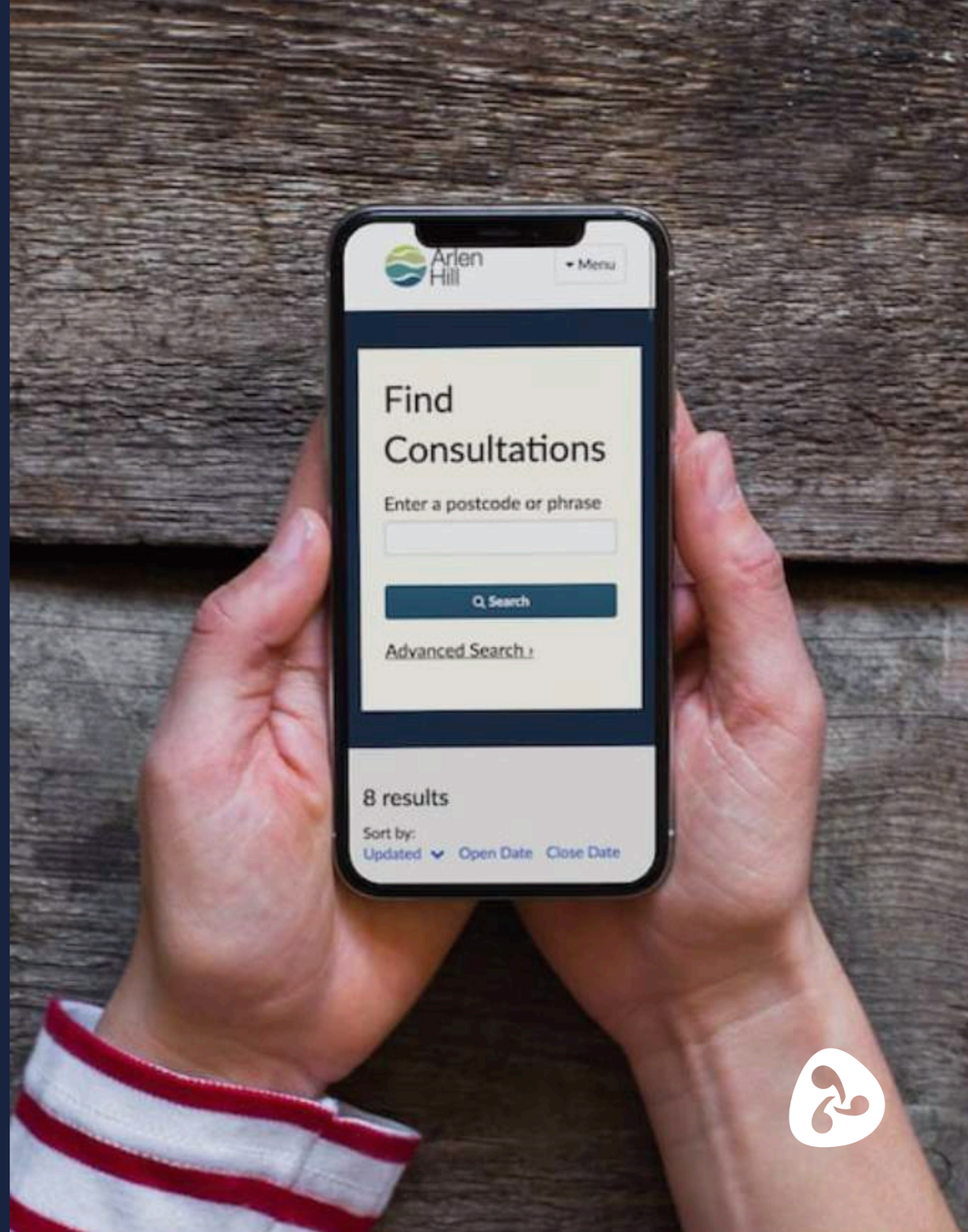
Introductions

- Name and role
- Have you used Citizen Space before?
- What are you hoping to take away from today's training?
- One screen or two?

What is Citizen Space?

Online engagement platform

- Create online consultations & surveys
- Manage and monitor your activities
- Analyse and report on the data
- Close the feedback loop
- All securely within the platform
- Meets WCAG 2.1 Level AA



Citizen Space Geospatial

Place-based engagement throughout Citizen Space

Build beautiful, informative maps that ask people questions

Collect geospatial responses from citizens and stakeholders

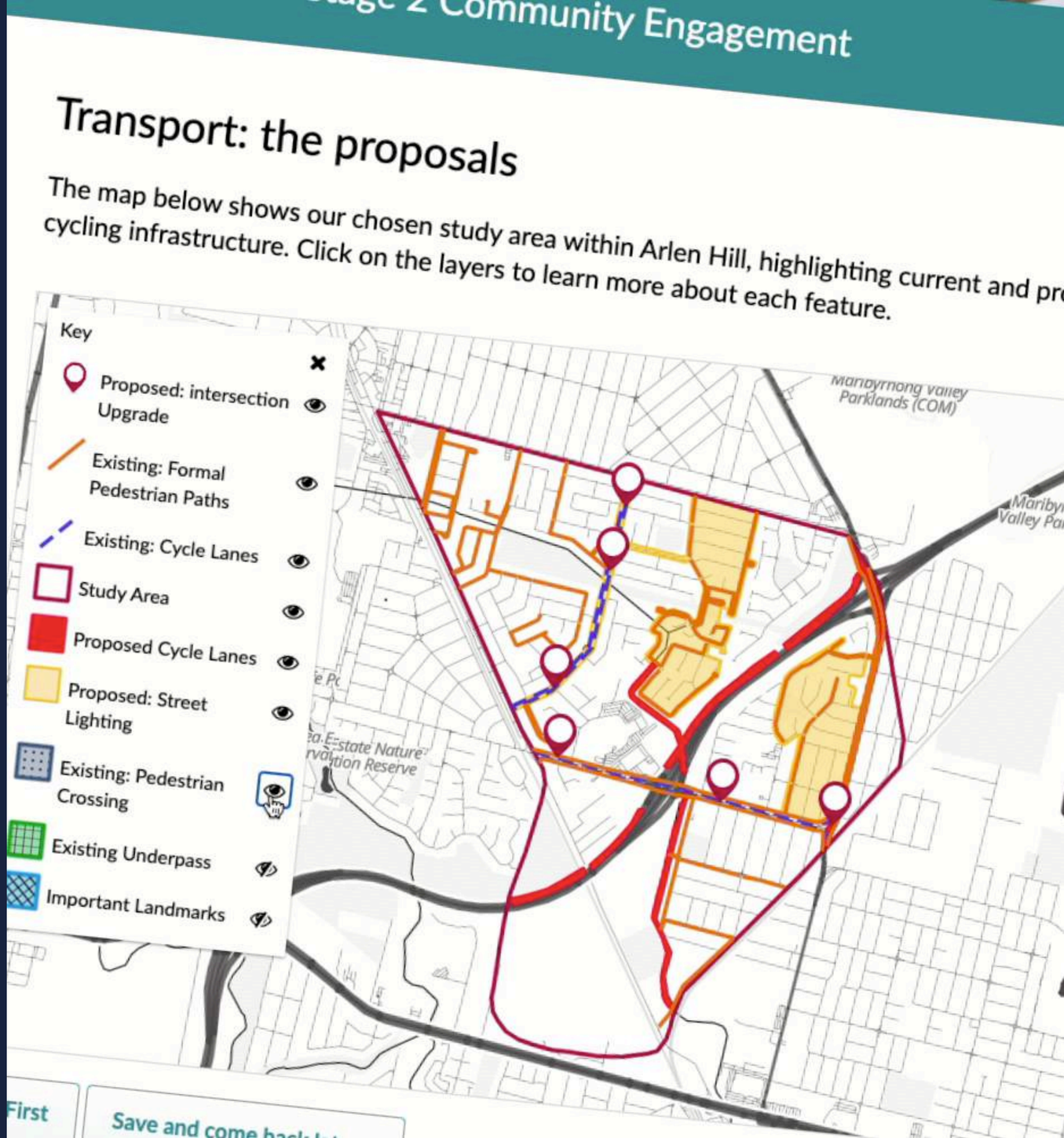
Analyse, filter, report and export your data in one place

Publish responses as data for transparency and accountability

The role of maps in citizen engagement

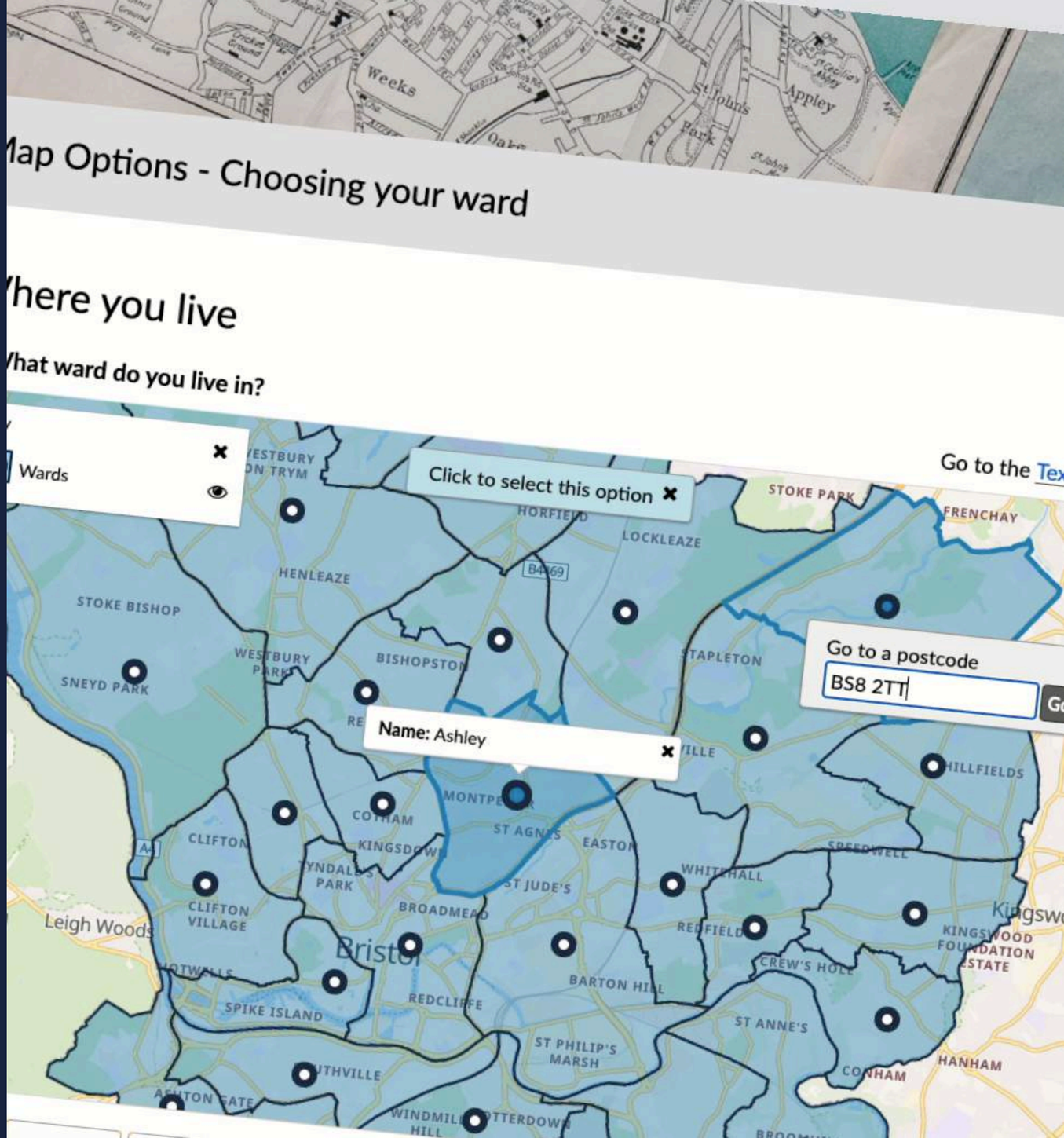
Maps for information

- Maps allow people to see where an activity is, relative to things that are important to them
- Maps provide another way to tell a story and provide information
- Both simple maps and detailed maps can be useful for respondents
- Add layers of points, lines and areas



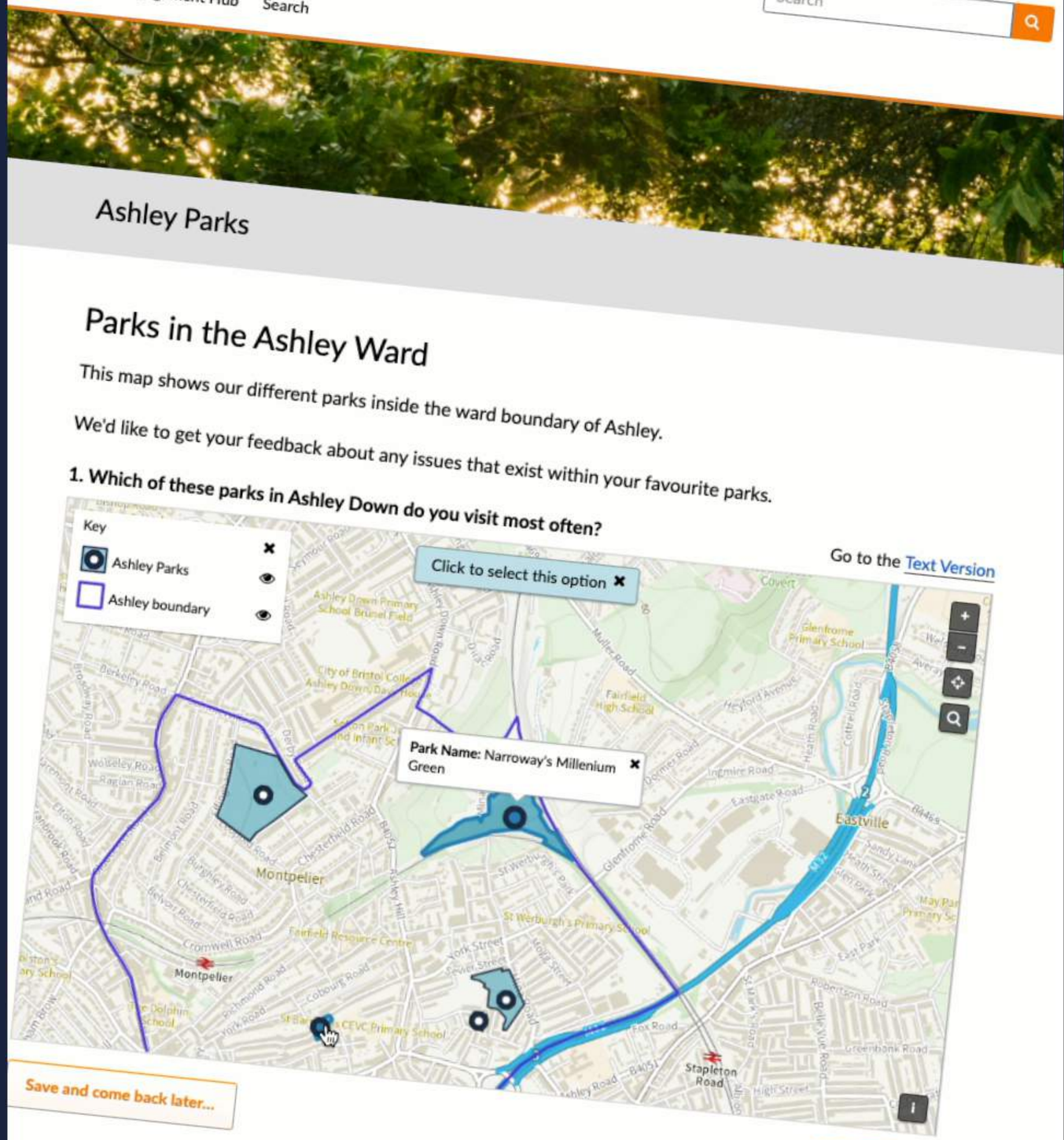
Maps for feedback

- Drawing on the map
  - Drop a pin for location
  - Draw a line to show a route
  - Draw a polygon for an area or site
- Selecting from options on a map
  - Pick an area on the map
  - Select a point or line



Maps for survey navigation

- Maps can offer a way to route users through the pages of an activity
- Allow respondents to select an area or feature on the map and be taken to relevant questions
- Use skip logic to direct people to different pages depending on their map selection



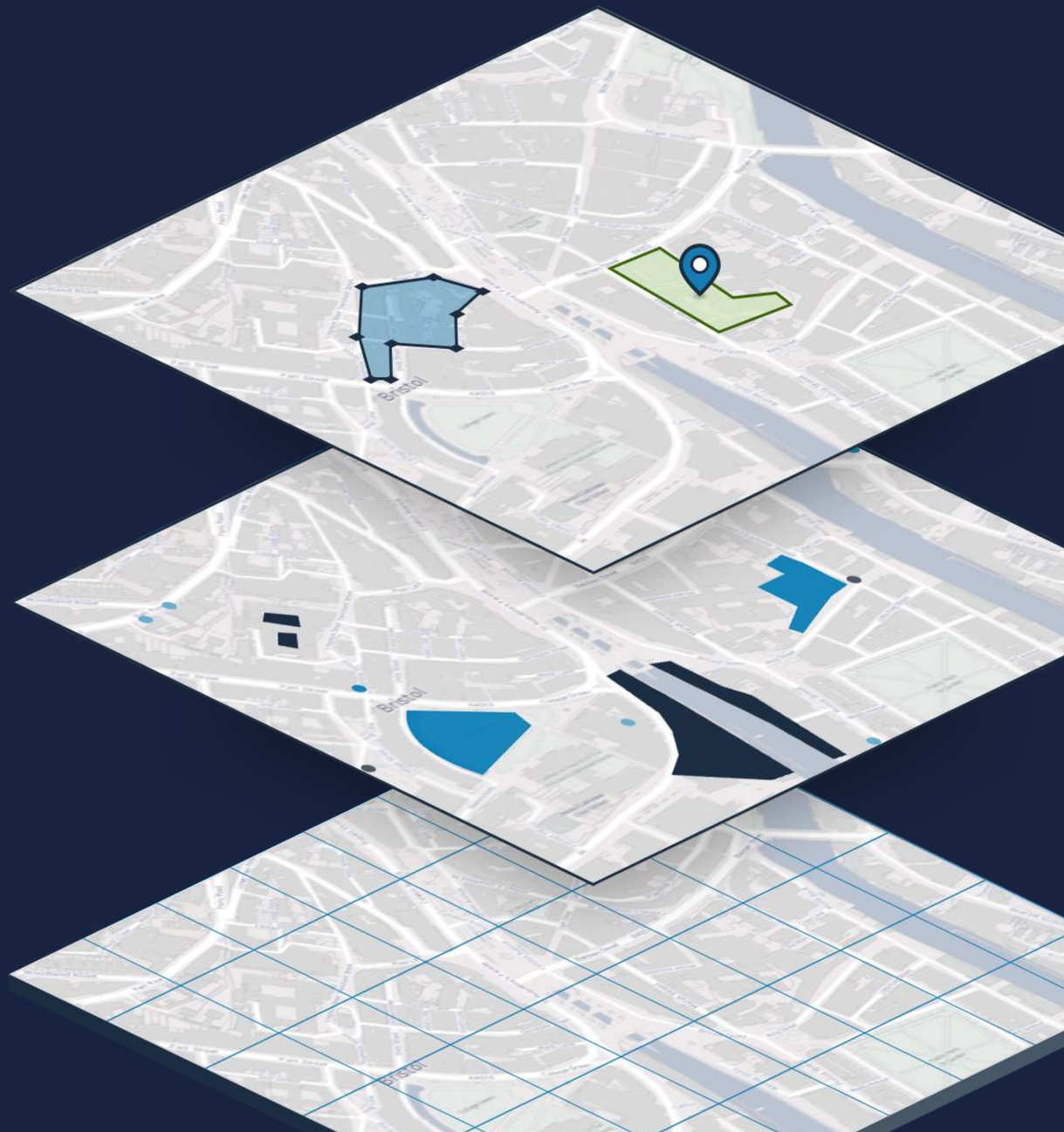
Maps can help throughout your decision making process

Generate new ideas and evidence	Understand which idea is preferred	Get specific feedback about an idea	Inform people about a decision
• Drawing lines or shapes • Dropping pins • Maps for context • Maps to navigate through the survey	• Select an idea on the map • Explain ideas with informational layers • Maps to navigate through the survey	• Drop pins on issues • Explain the idea with informational layers • Users select what they want to give feedback on the map	• Explain the decision with informational layers • Maps to navigate through the survey

How to make a geospatial survey

Parts of a mapping page

- Asking a question
- Providing extra information
- Choosing the background map style



Get logged in

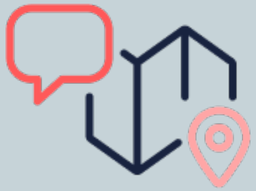
URL: https://training-1.citizenspace.com/login

Username: geotraining@delib.net

Password: geotraining

Activity build hierarchy

/ activity
    / pages
        / questions
            / components



Adding a mapping page

Task

Adding a mapping question

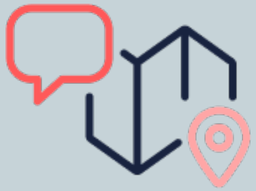
Task

Validation rules

Task

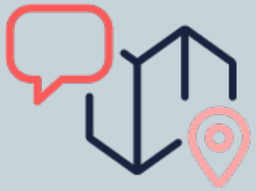
Adding layers

- Layers add extra context to your map
- Upload a file or draw your own
- Use to show macro or micro information
- Remember, less is more
- Describe each layer as in accessible description



Adding layers

Task



Adding layer descriptions

Demo

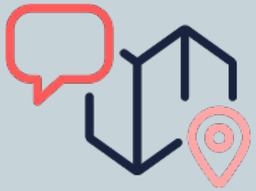
Attribute hierarchy

/ layer: Polling stations

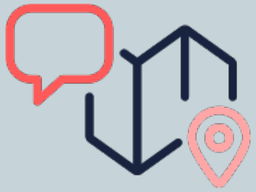
/ feature: Church Hall polling station

/ attribute ID: Street

/ attribute value: Church Crescent



Exporting a layer
Demo



Geo Select: A new question type

Demo

Reporting & exporting

Exporting data

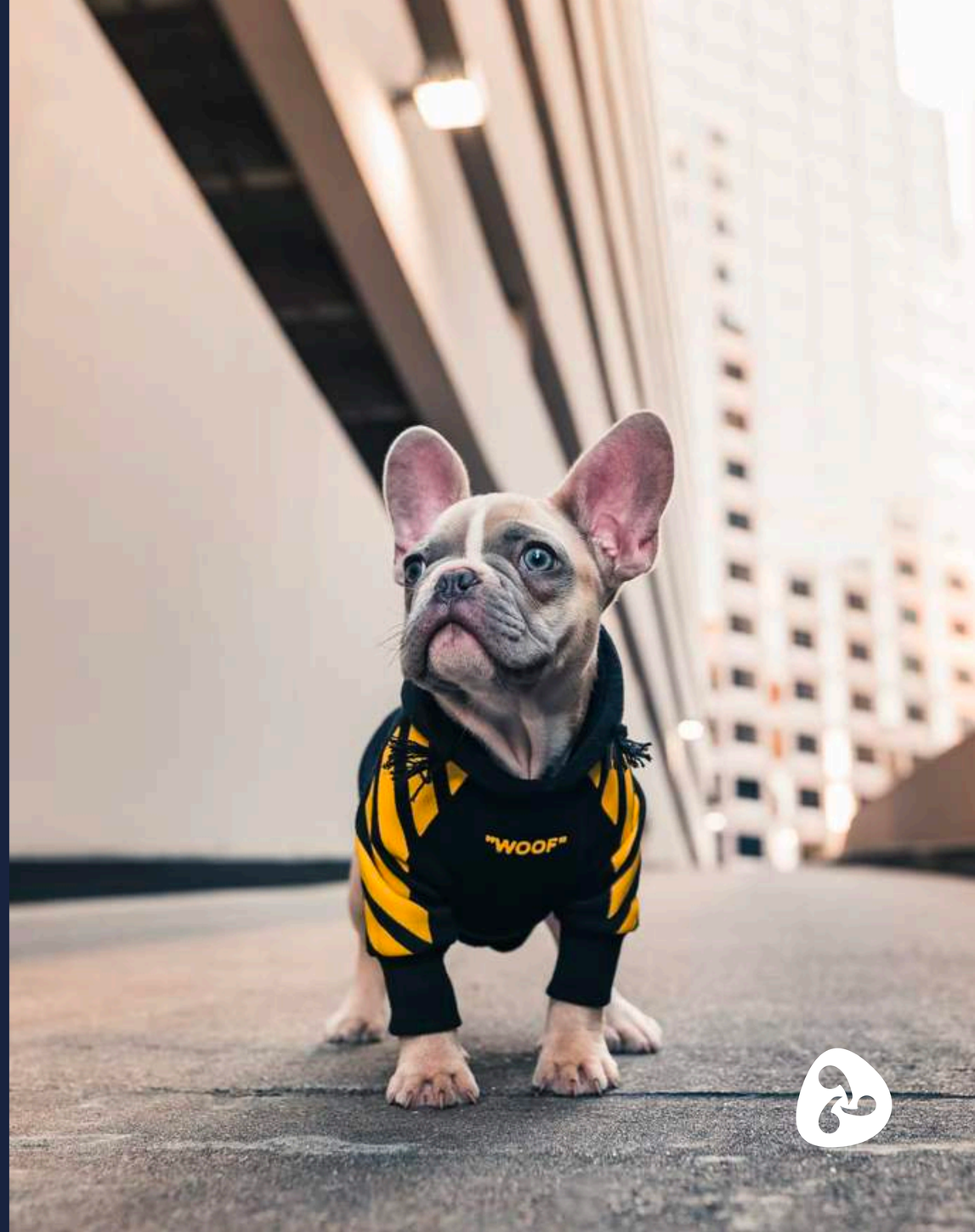
- PDF reports
- DOCX reports
- PNG images
- Shapefile exports
- Excel spreadsheets

‘Dog walkers of Edinburgh’

Task

Questions

- How many favourite dog walking spots are there in the City Centre ward?
- What is the most common size of dog in that ward?
- What is the most common type of dog in the City Centre?



Questions

- How many favourite dog walking spots are there in the City Centre ward?

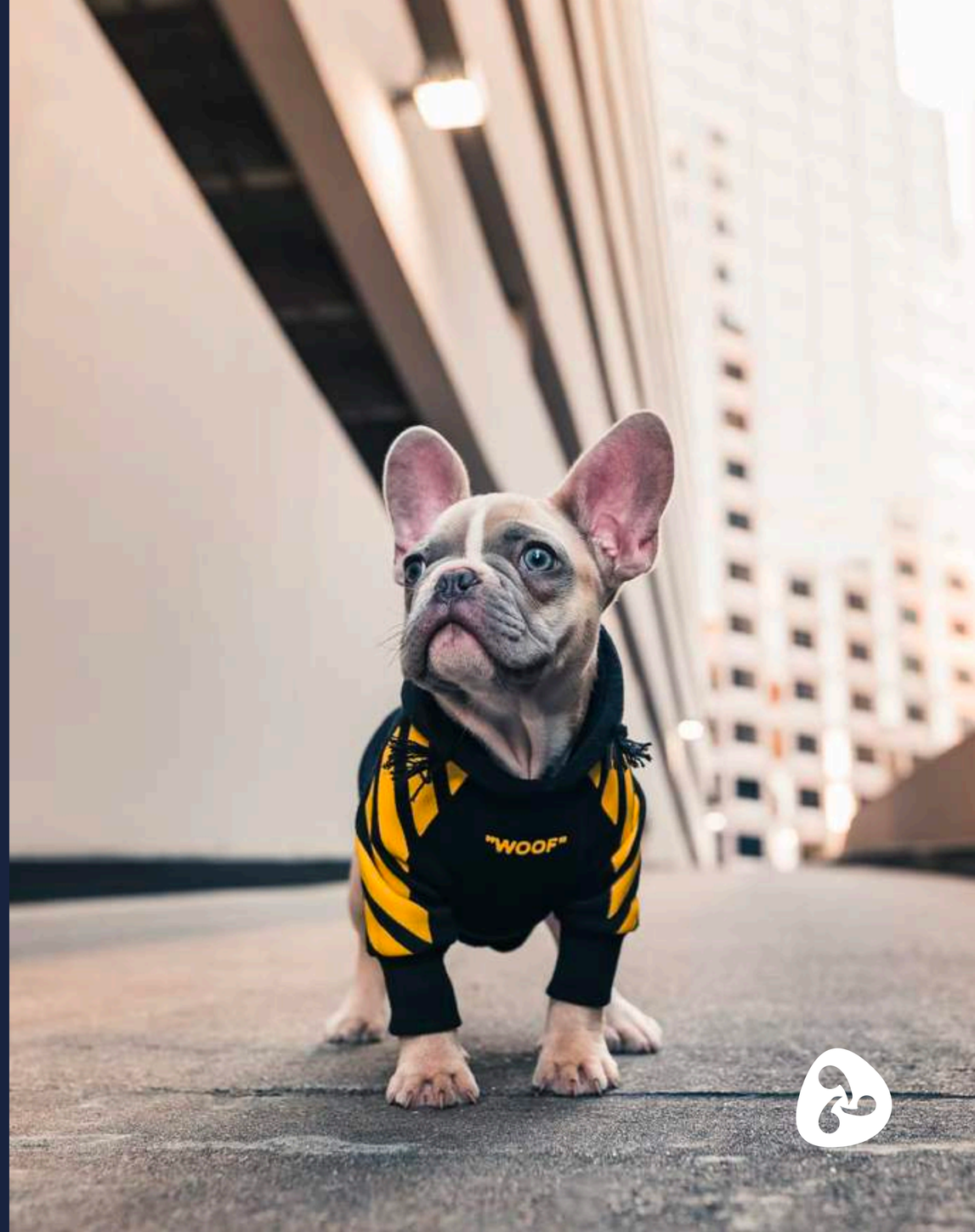
  A: 18

- What is the most common size of dog in that ward?

  A: Medium with 9

- What is the most common type of dog in the City Centre?

  A: Poodle



Response publishing

Response publishing

- Shows the geodata from each published question by respondent
- Provides an aggregated map view and a list view for all published responses
- Choose which mapping question is the best to display the aggregated responses

Response publishing
Demo

Geospatial survey design best practices

Remember these three things

1

Only include a map if its useful

2

Give each map a clear purpose

3

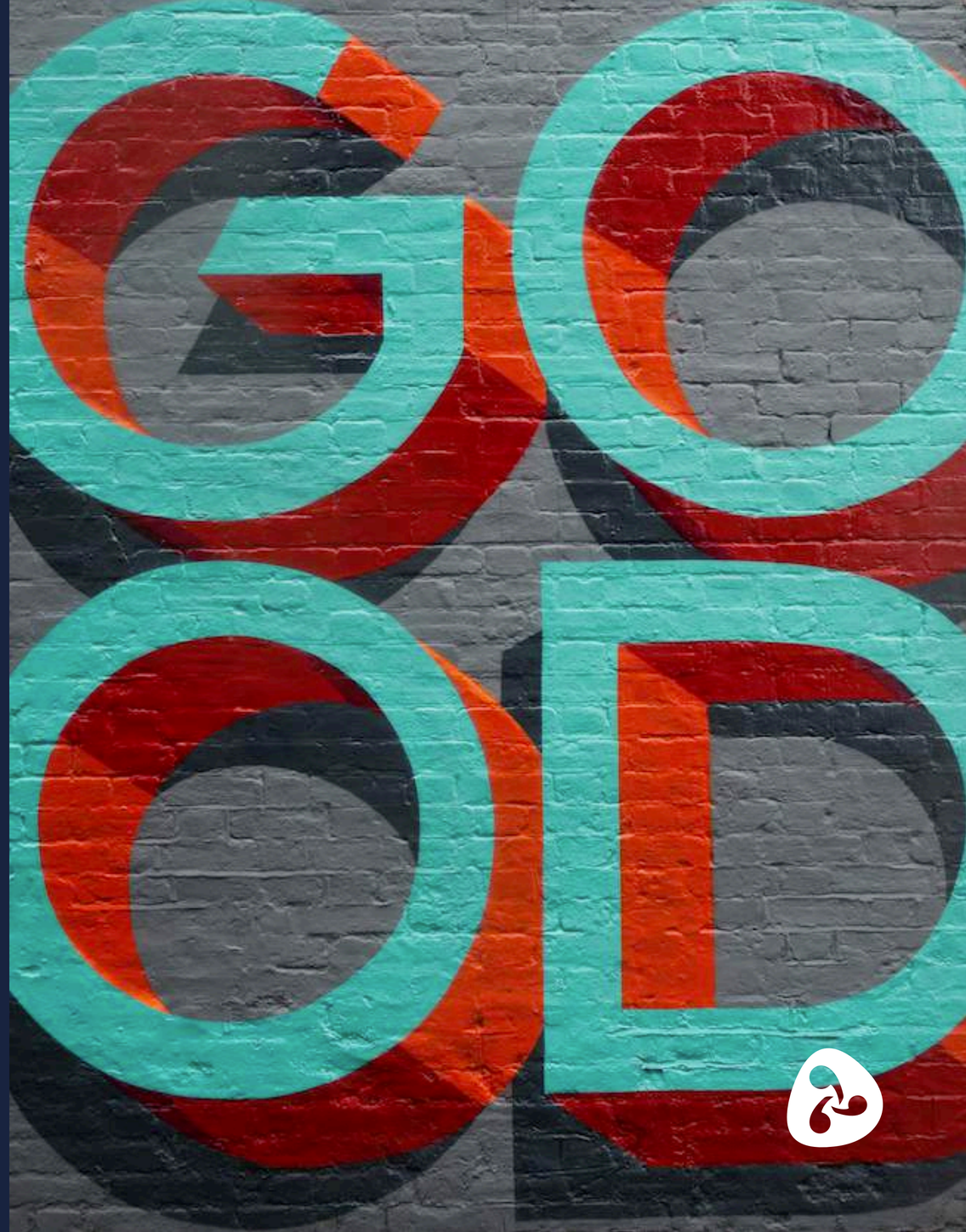
Plan for users who can’t use maps

Should I use a map?

- I want to show respondents the area I’m consulting on relative to places they know ✅
- I have information and data that is easier to understand on a map rather than being described ✅
- I need someone to respond with an exact location ✅
- …like their address ❌
- I need someone to respond with an area or line ✅
- I have predefined answer options that are easier to understand when they are displayed on a map ✅

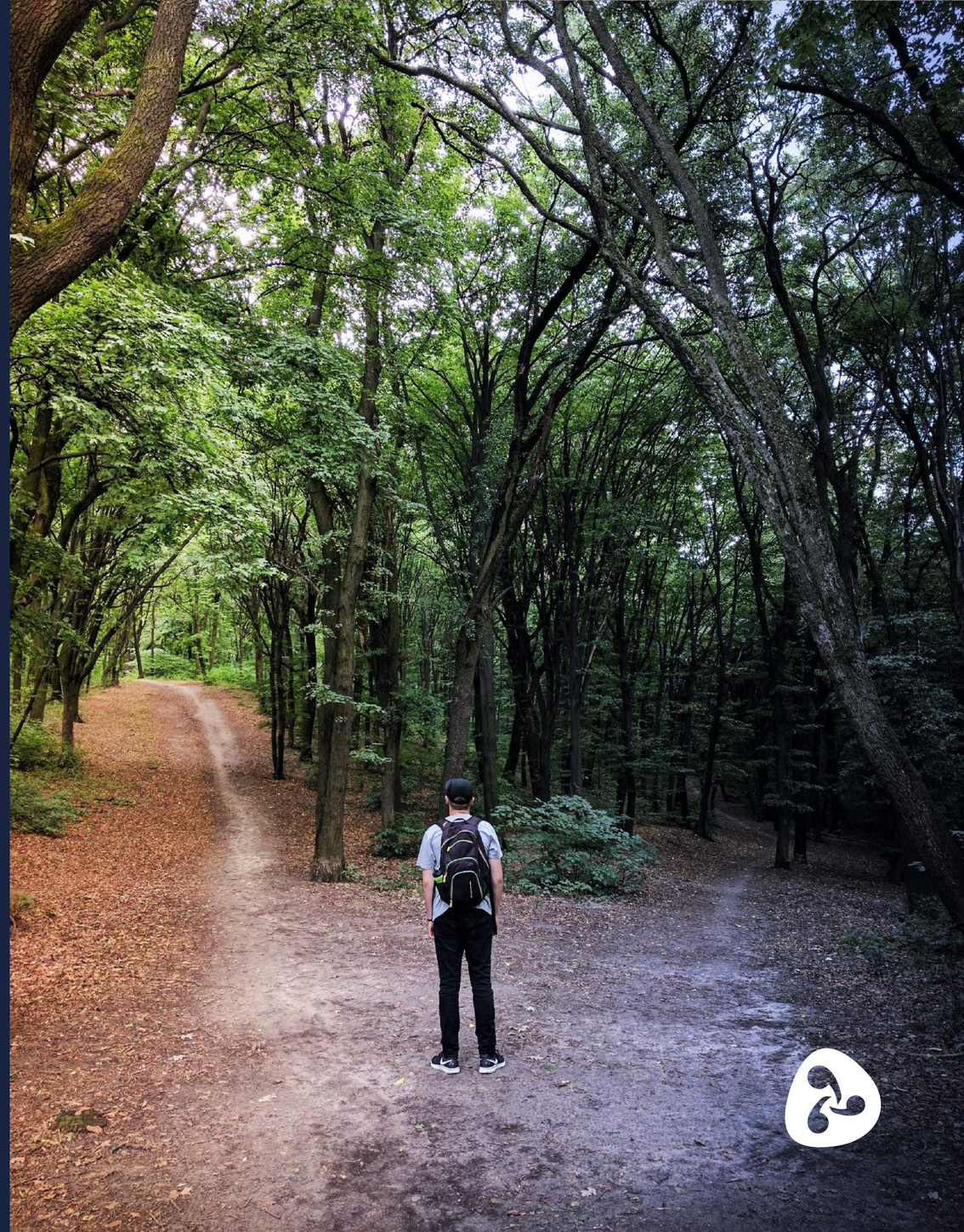
Designing a successful map

- Focus on one action per map
- Keep it as simple as possible to avoid map junk
- Only add extra layers and show labels if they provide useful info, especially for maps with questions
- Write questions with an obvious action to take on the map
- Use the correct type of mapping component to generate the right data
- Use hidden layers to provide information that is only useful for some respondents



Planning for text responses

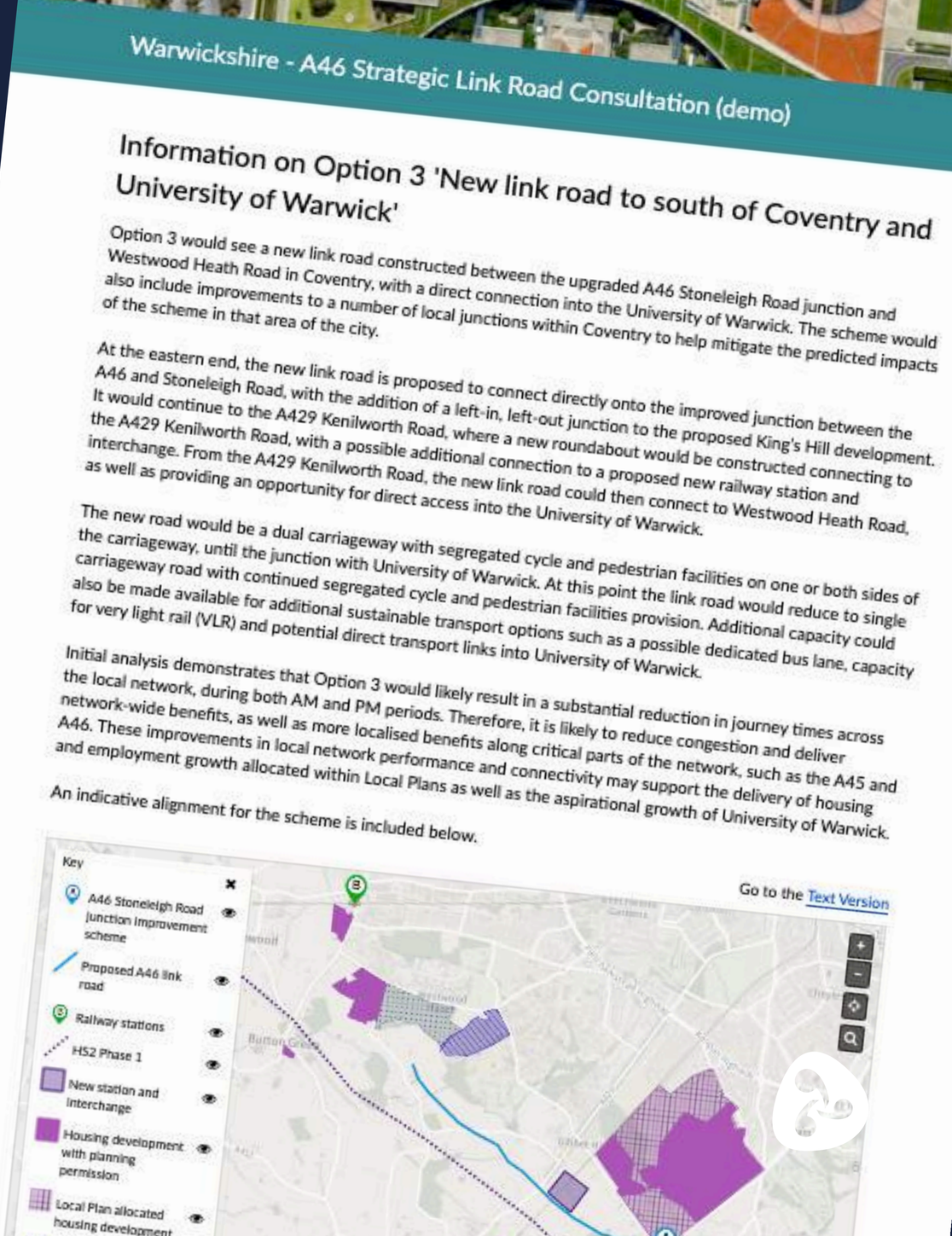
- Consider the end to end process for people who can’t use the map
- Plan an alternative way to share the same information
- Plan an alternative response mechanism for the questions; using survey questions or outside Citizen Space
- Use additional routing options like radio buttons as well as map navigation



Easy ways to start using maps

Quick mapping wins

1. Add a map to help people connect your activity to an area
2. Transform your TROs and transport engagement processes
3. Add a map to help citizens select their ward
4. **What are your ideas?**



Summary and resources

Remember

- Keep maps simple, but informative
- Make it easy to answer for respondents
- Stick to one task per map
- Plan your accessible alternative
- Preview, preview, preview

Resources

Citizen Space Knowledge Base

- Geospatial for Citizen Space: the set-up process for existing customers
- Creating a geospatial survey
- Adding a mapping page to an online survey
- Map settings: choosing a tileset
- Map Settings: Setting a centre and zoom level for your map
- Updating your map settings
- Configuring your map layers
- Adding a question to a mapping page
- How to find your Ordnance Survey API key

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