



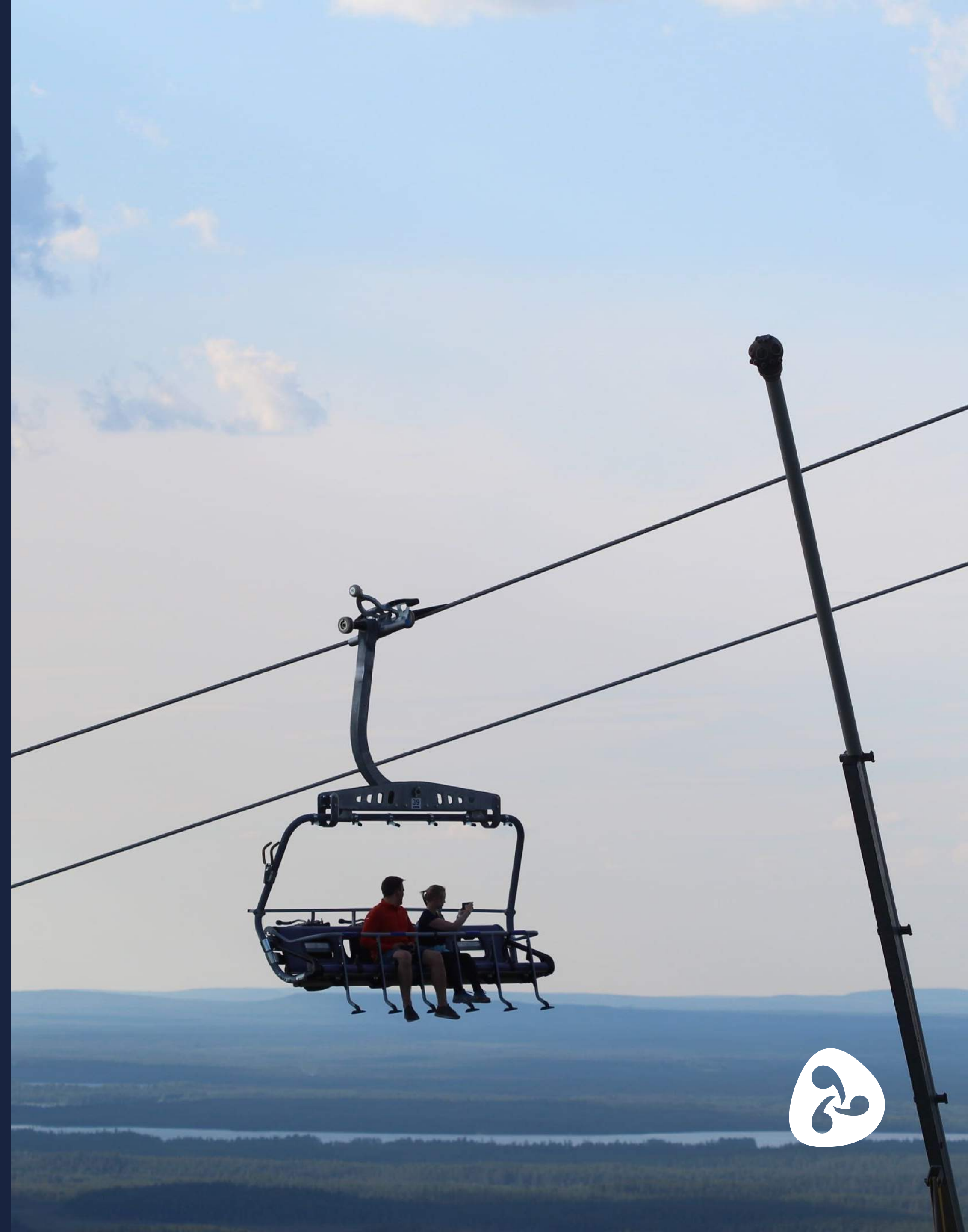
How to use maps to improve your citizen engagement

Citizen Space Geospatial



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

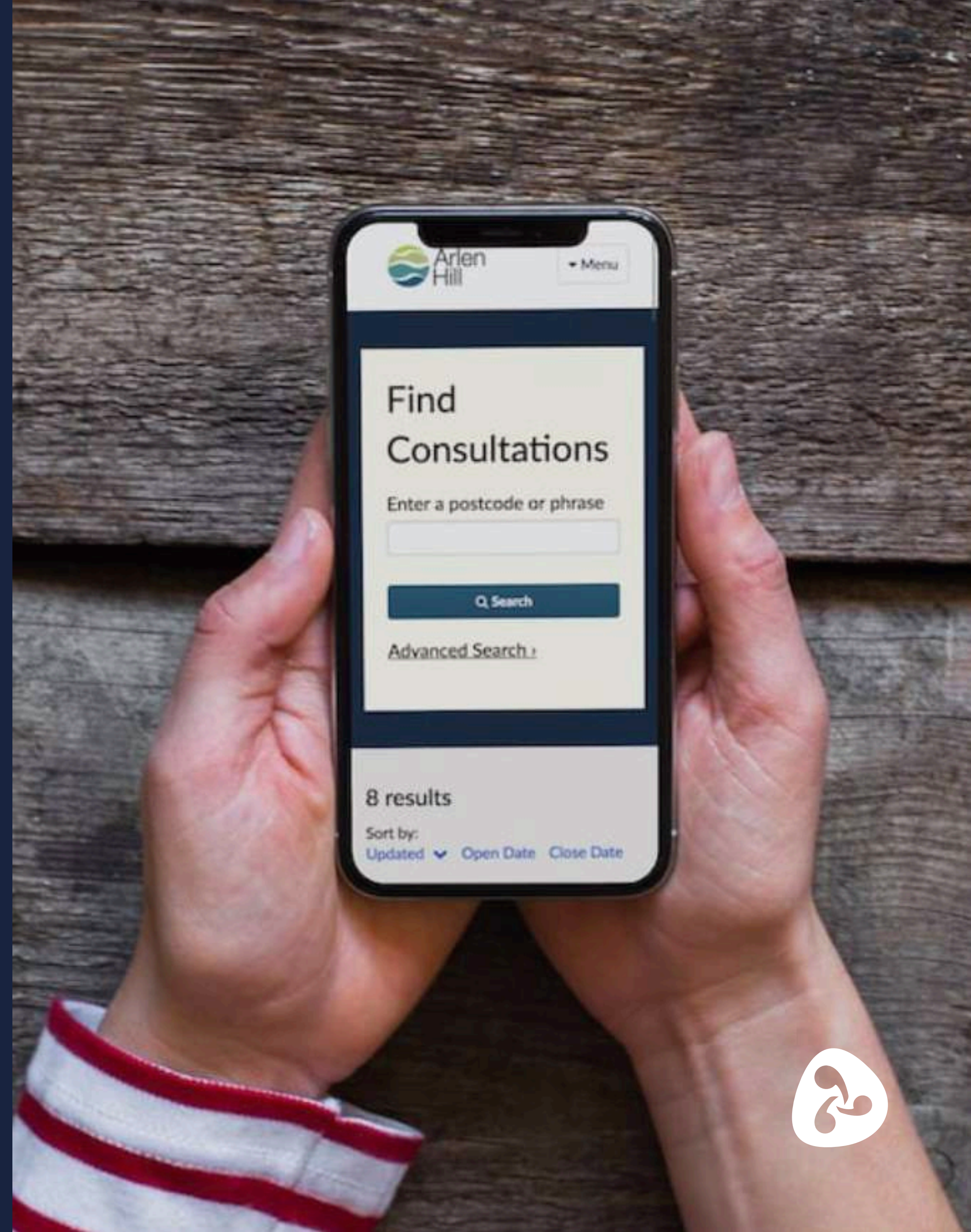
- Name and role
- Have you used Citizen Space before?
- What are you hoping to take away from today's training?
- One screen or two?



What is Citizen Space?

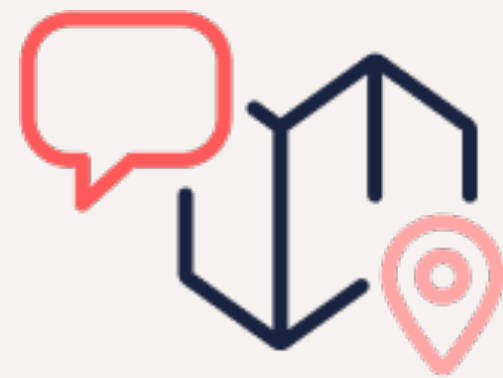
Online engagement platform

- 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

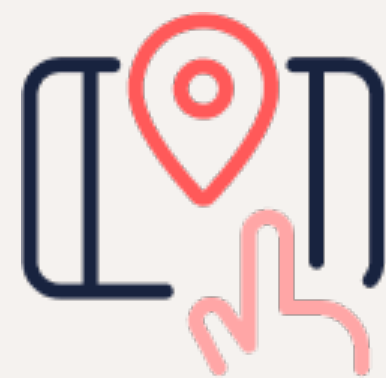


Citizen Space Geospatial

Place-based engagement throughout Citizen Space



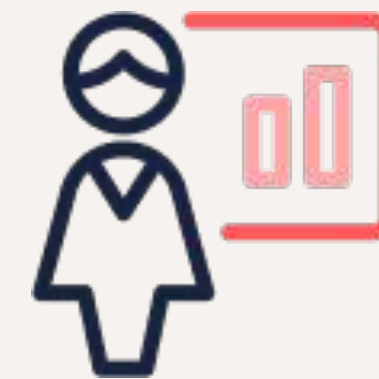
Build beautiful, informative maps that ask people questions



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



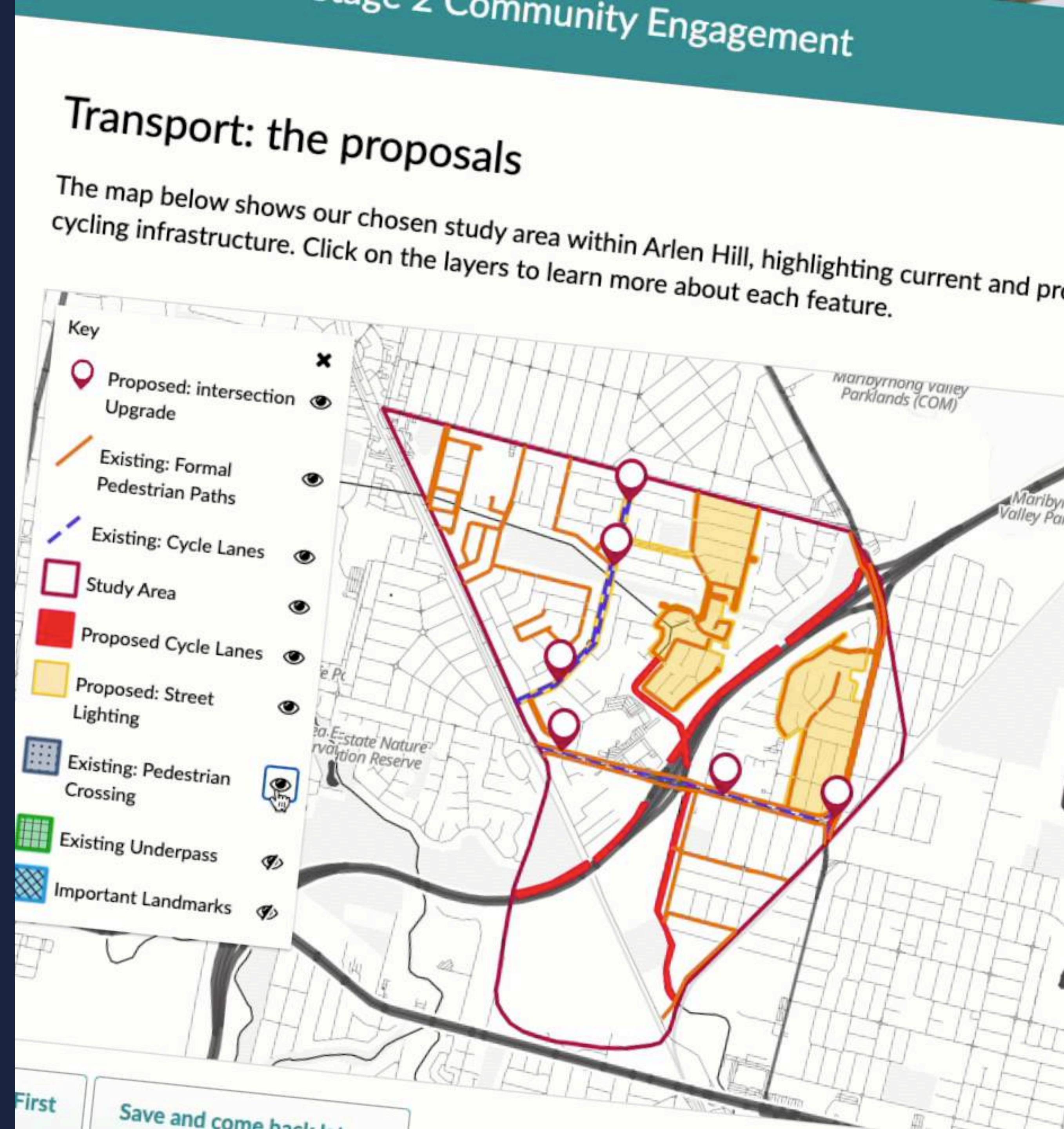


The role of maps in citizen engagement



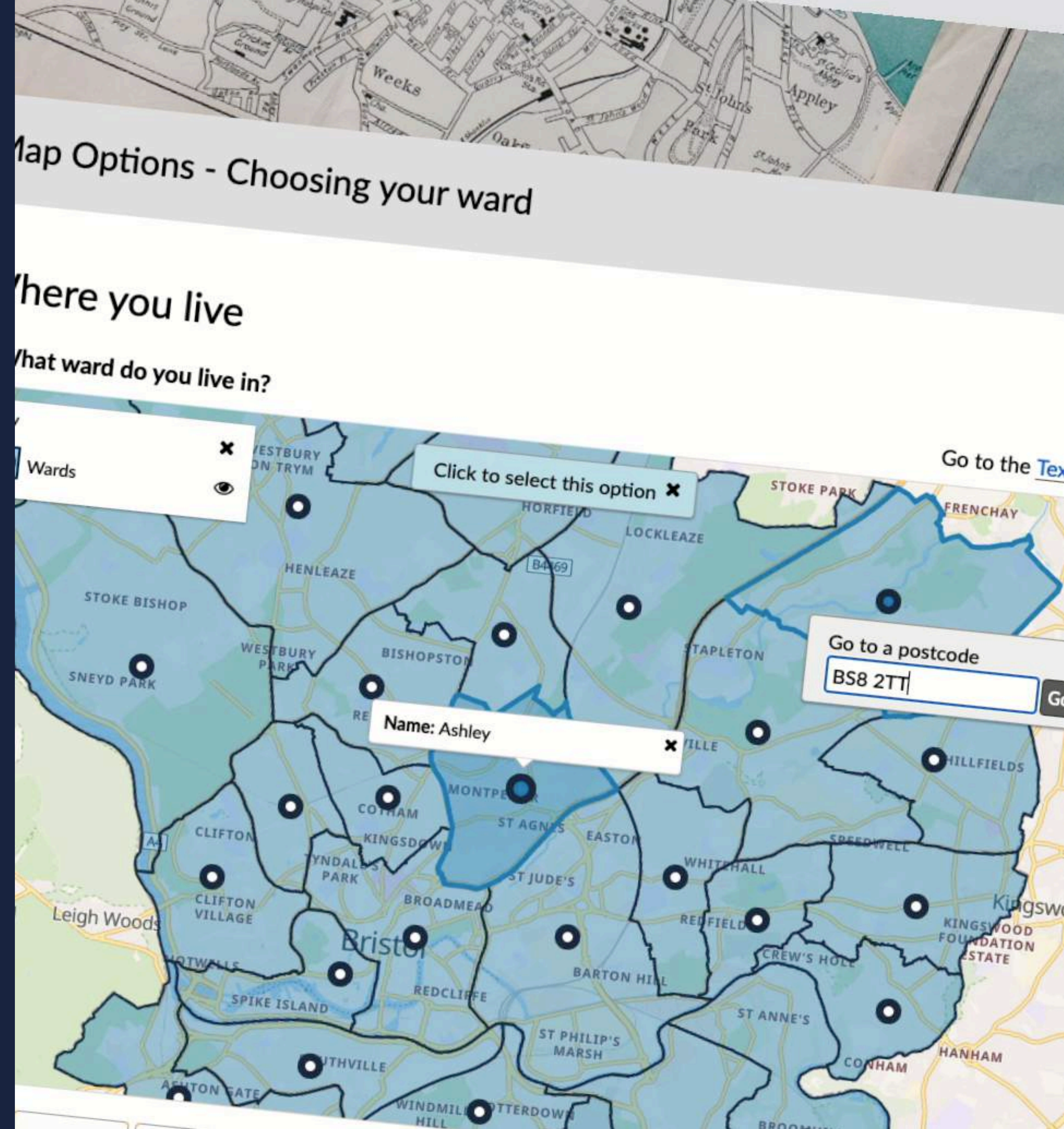
Maps for information

- 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



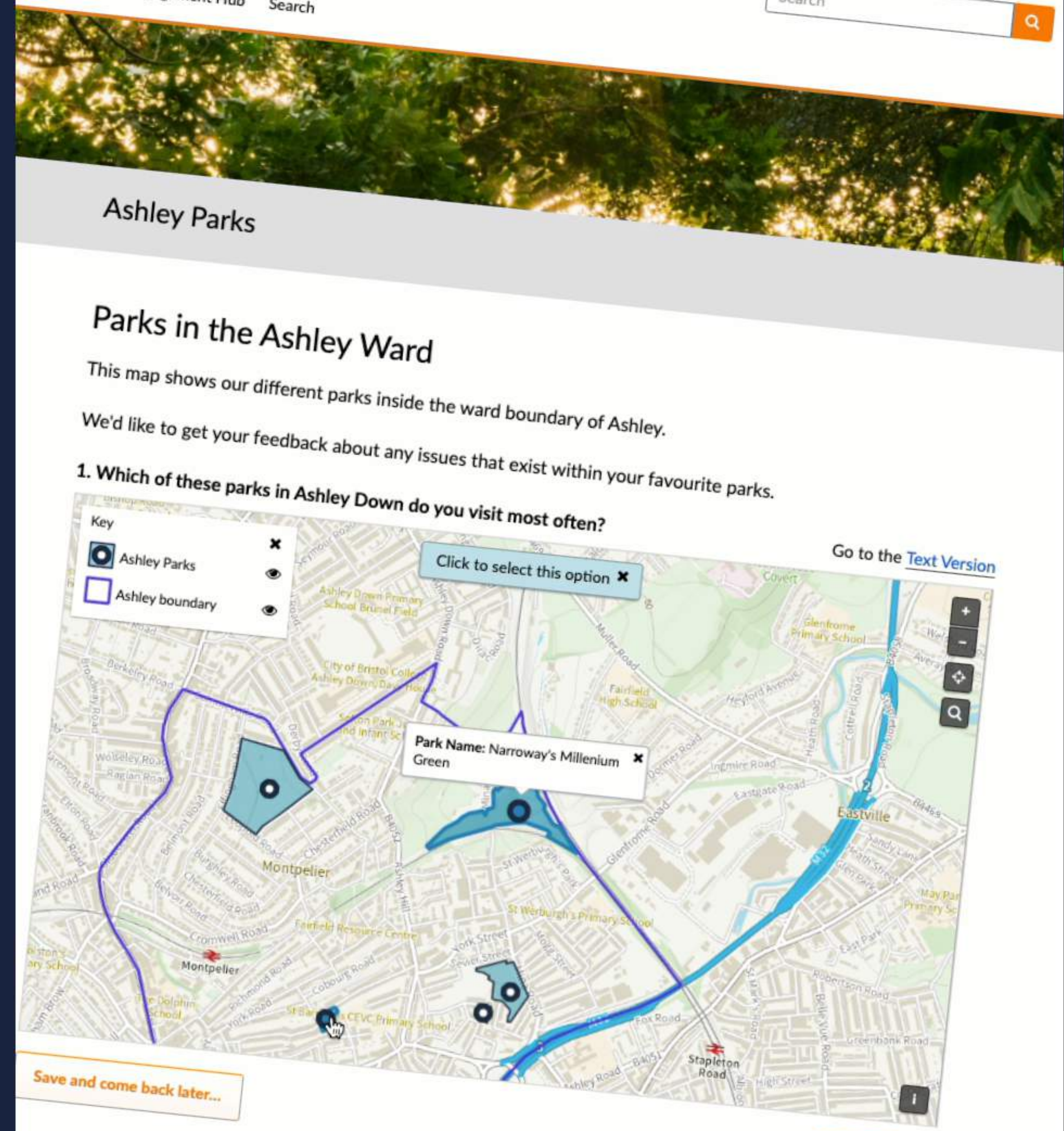
Maps for feedback

- 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



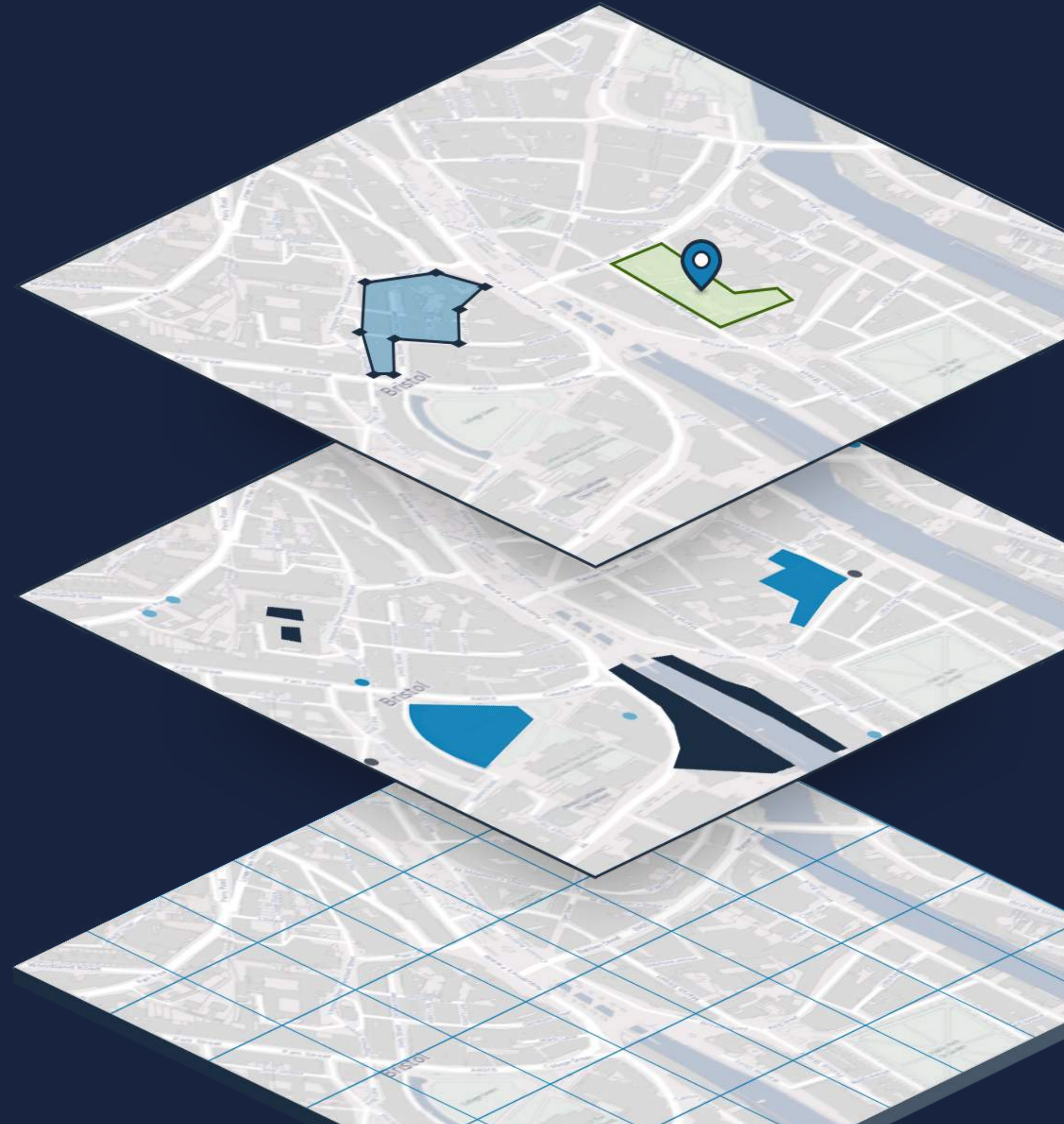
A person is sitting at a light-colored wooden table, holding a smartphone. The phone screen shows a map application with 16 results, a 'List view' button, and a 'Map view' button. The map displays a street grid with several highlighted areas. To the right of the person is a white ceramic cup. The person is wearing a blue denim shirt. The background is a light-colored wall.

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

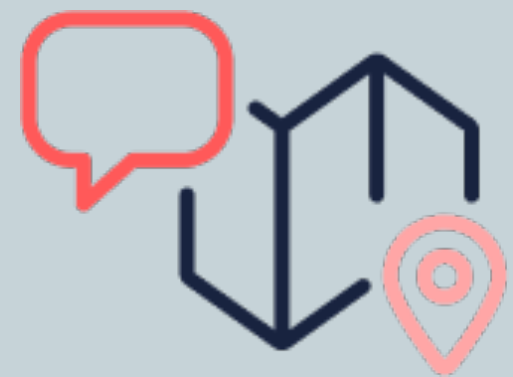
/ activity

 / pages

 / questions

 / components





Adding a mapping page

Task





Adding a mapping question Task





Validation rules

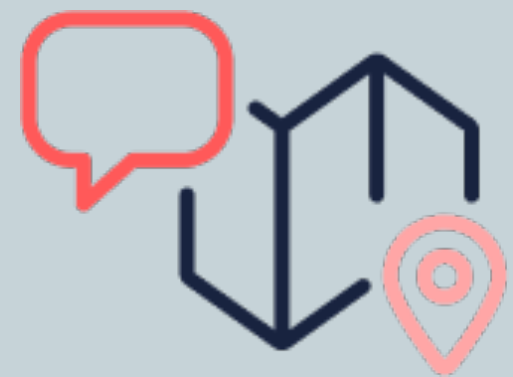
Task



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

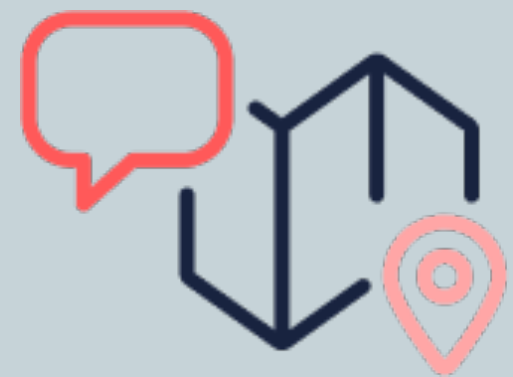




Adding layers

Task





Adding layer descriptions

Demo



Attribute hierarchy

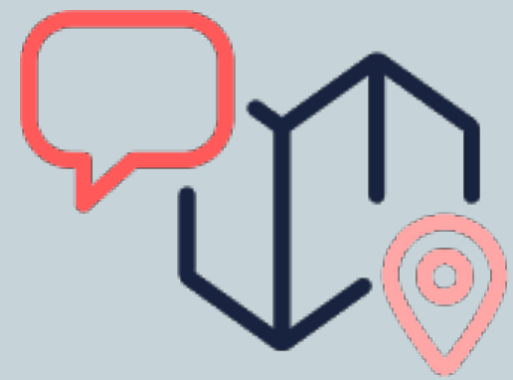
/ layer: Polling stations

/ feature: Church Hall polling station

/ attribute ID: Street

/ attribute value: Church Crescent

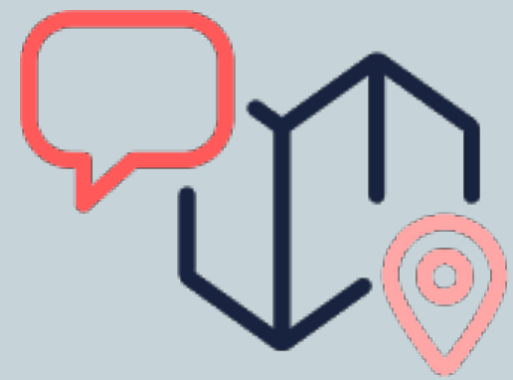




Exporting a layer

Demo





Geo Select: *A new question type*

Demo



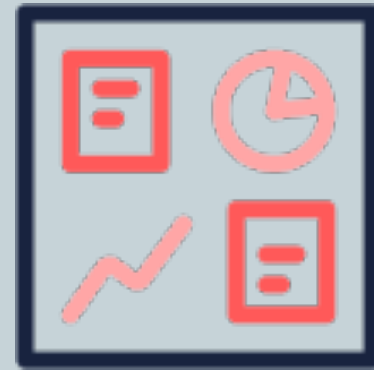
Reporting & exporting



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?

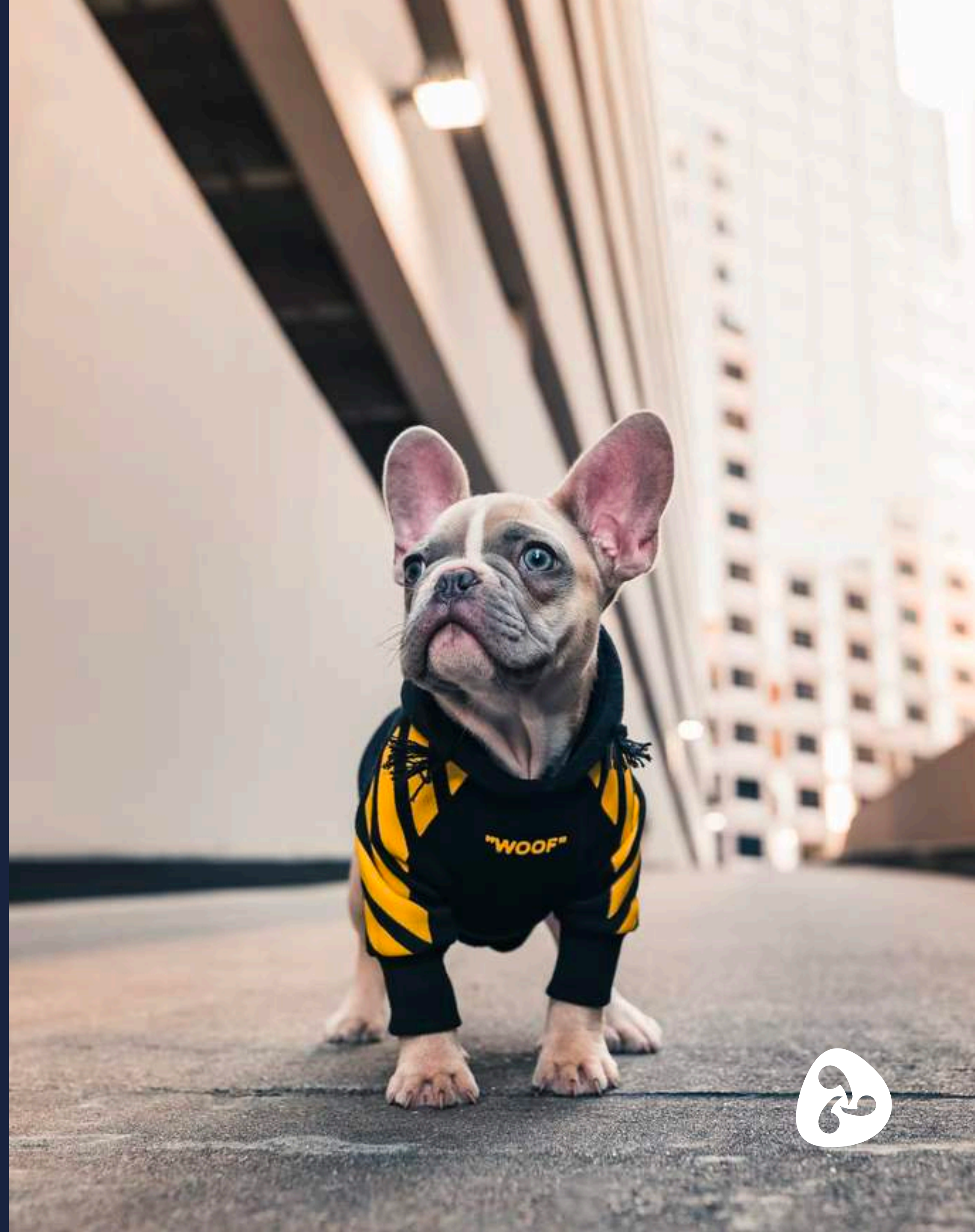
A: 18

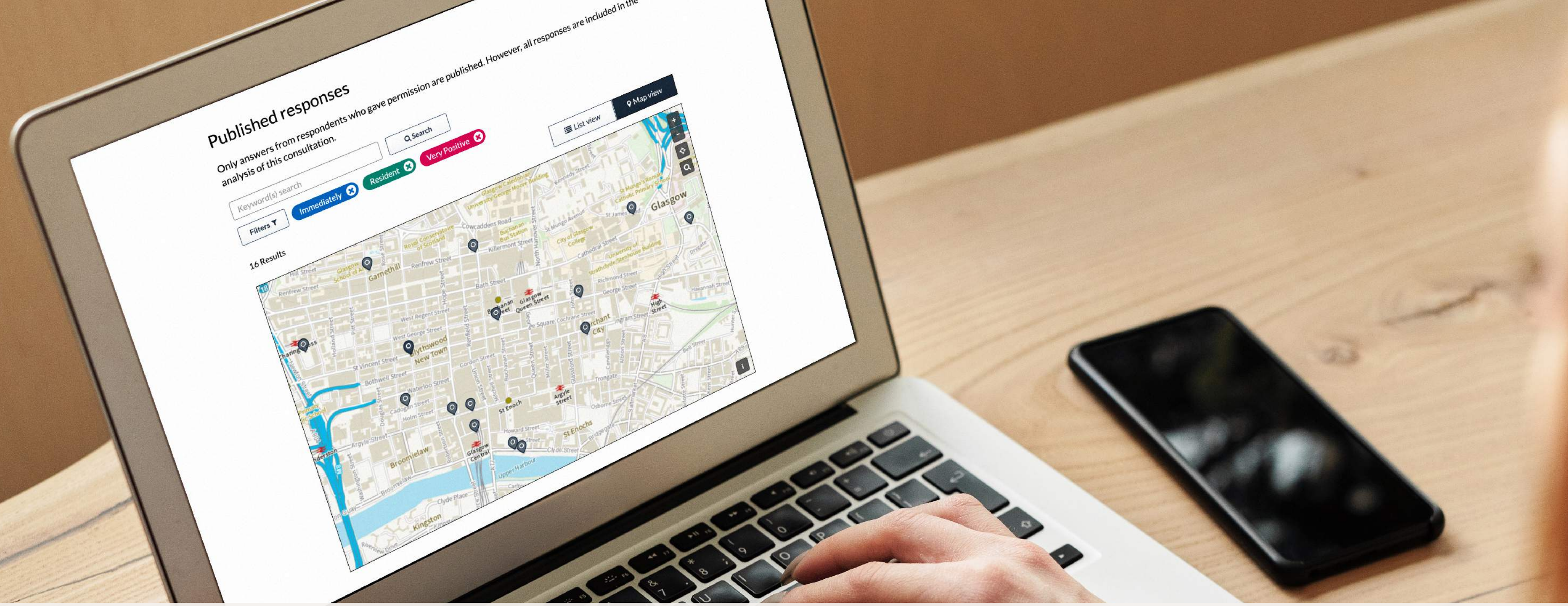
- What is the most common size of dog in that ward?

A: Medium with 9

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

A: Poodle



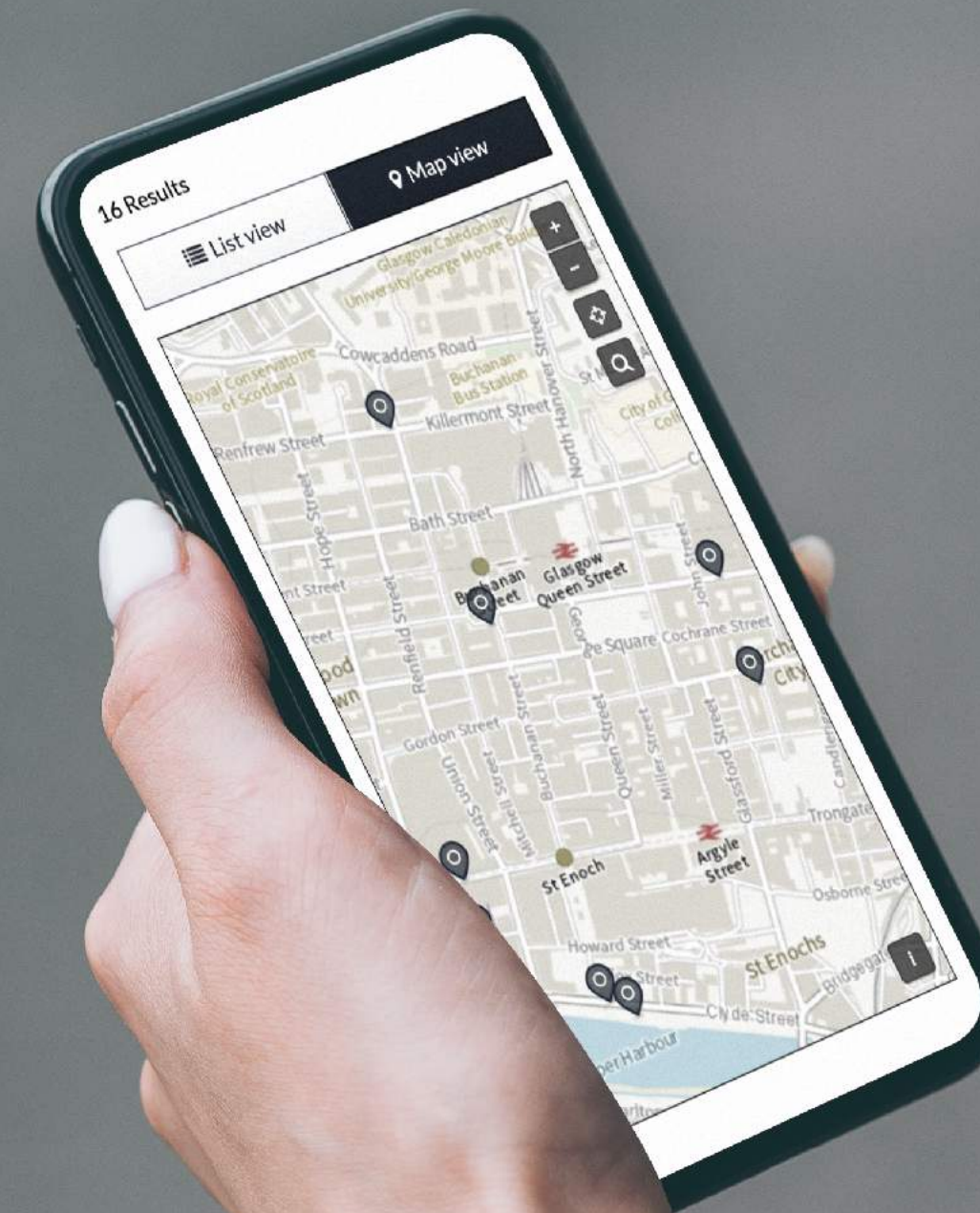


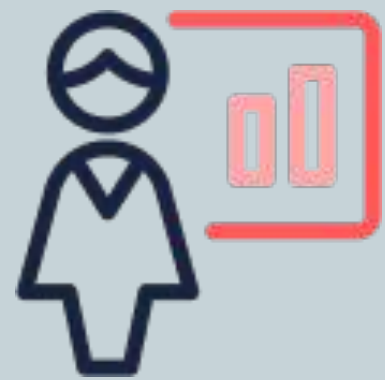
Response publishing



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



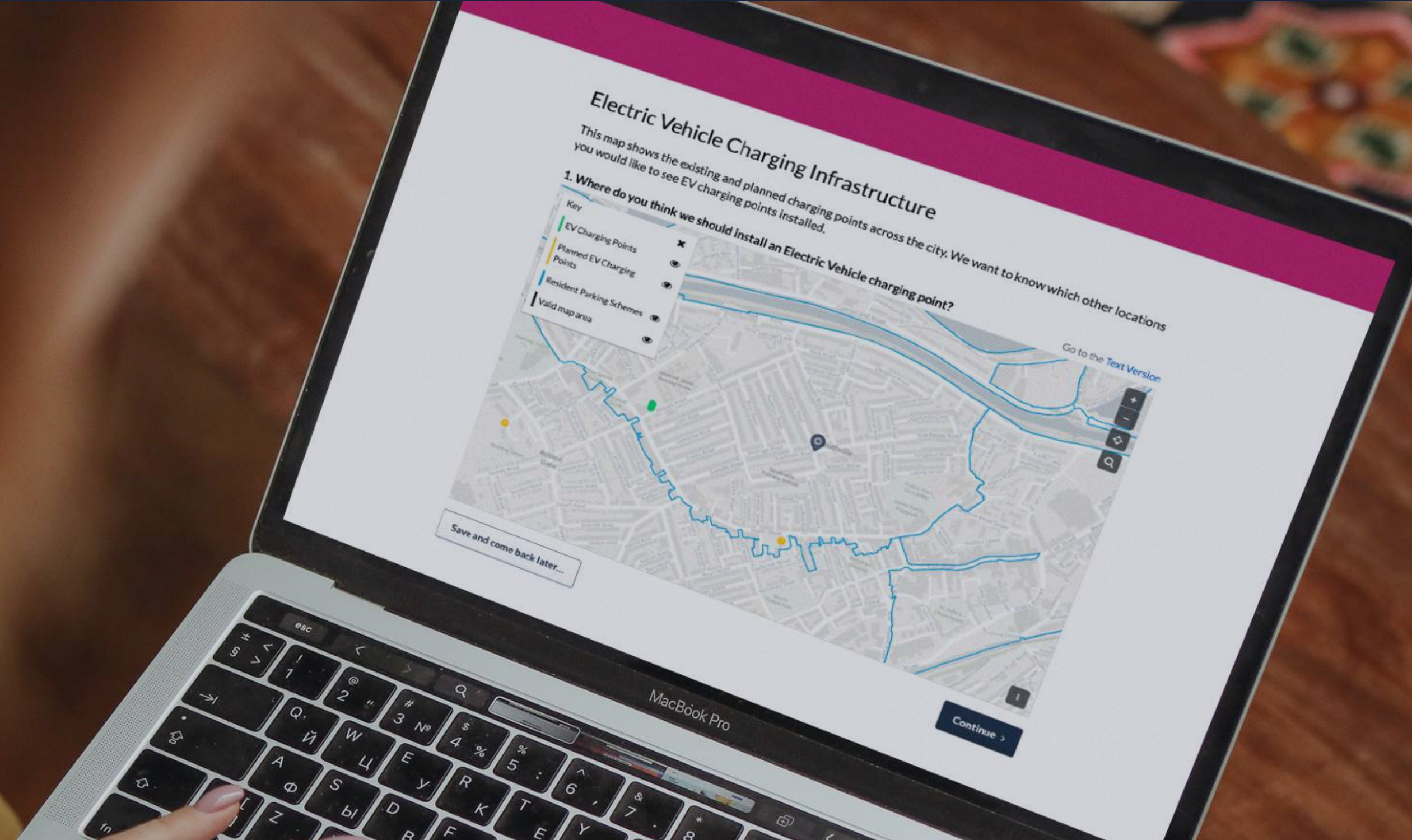


Response publishing

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



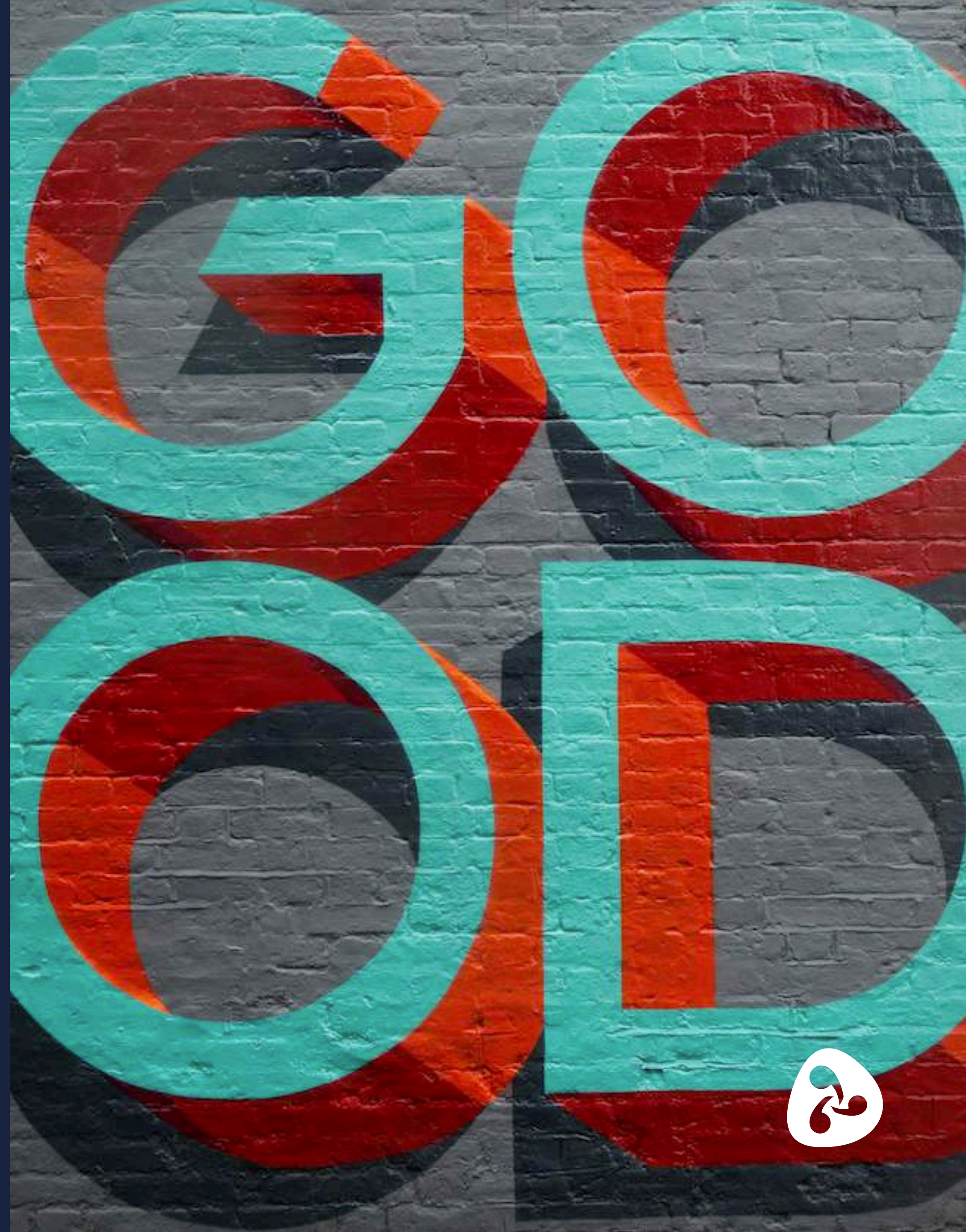
Should I use a map?

- 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 ✓



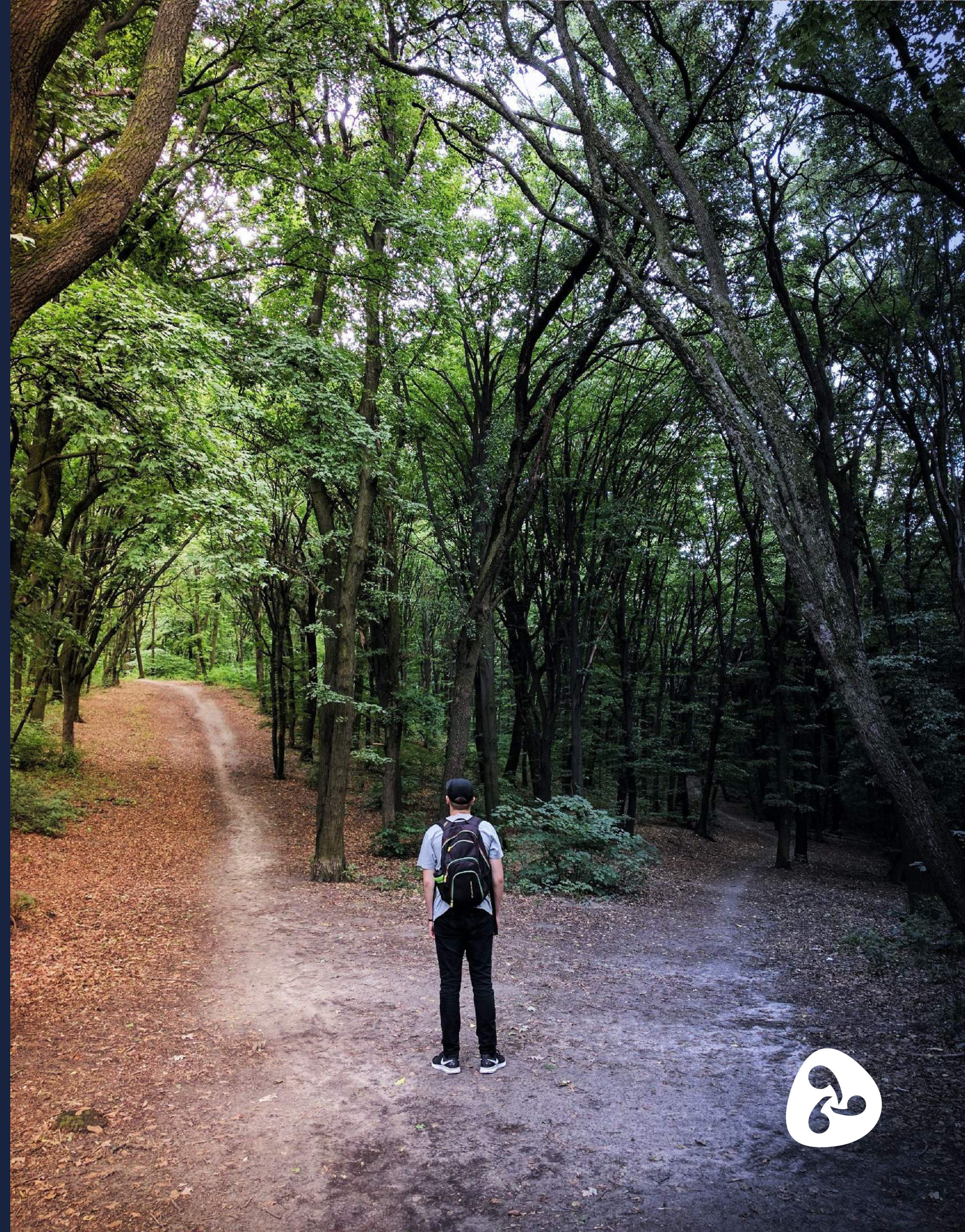
Designing a successful map

- 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?

Warwickshire - A46 Strategic Link Road Consultation (demo)

Information on Option 3 'New link road to south of Coventry and University of Warwick'

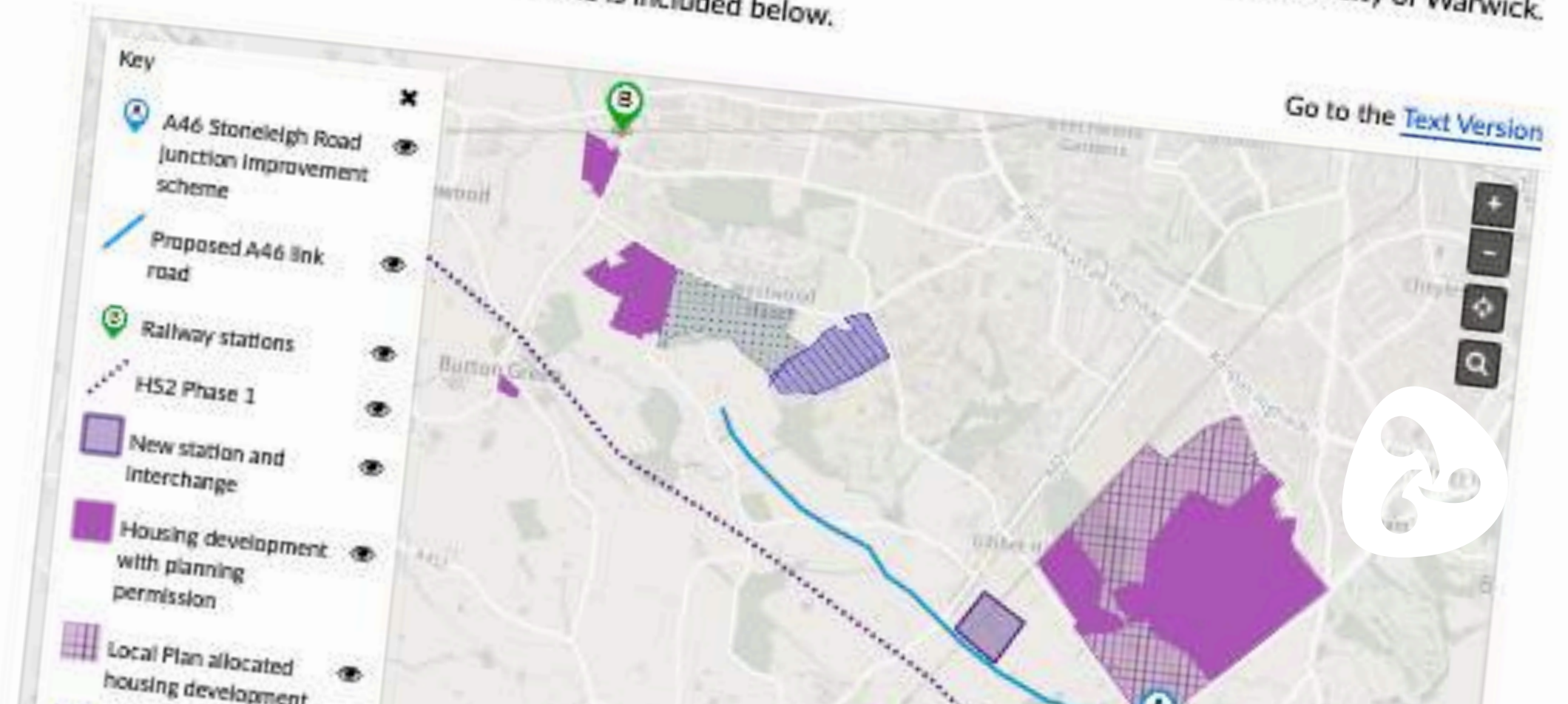
Option 3 would see a new link road constructed between the upgraded A46 Stoneleigh Road junction and Westwood Heath Road in Coventry, with a direct connection into the University of Warwick. The scheme would also include improvements to a number of local junctions within Coventry to help mitigate the predicted impacts of the scheme in that area of the city.

At the eastern end, the new link road is proposed to connect directly onto the improved junction between the A46 and Stoneleigh Road, with the addition of a left-in, left-out junction to the proposed King's Hill development. It would continue to the A429 Kenilworth Road, where a new roundabout would be constructed connecting to the A429 Kenilworth Road, with a possible additional connection to a proposed new railway station and interchange. From the A429 Kenilworth Road, the new link road could then connect to Westwood Heath Road, as well as providing an opportunity for direct access into the University of Warwick.

The new road would be a dual carriageway with segregated cycle and pedestrian facilities on one or both sides of the carriageway, until the junction with University of Warwick. At this point the link road would reduce to single carriageway road with continued segregated cycle and pedestrian facilities provision. Additional capacity could also be made available for additional sustainable transport options such as a possible dedicated bus lane, capacity for very light rail (VLR) and potential direct transport links into University of Warwick.

Initial analysis demonstrates that Option 3 would likely result in a substantial reduction in journey times across the local network, during both AM and PM periods. Therefore, it is likely to reduce congestion and deliver network-wide benefits, as well as more localised benefits along critical parts of the network, such as the A45 and A46. These improvements in local network performance and connectivity may support the delivery of housing and employment growth allocated within Local Plans as well as the aspirational growth of University of Warwick.

An indicative alignment for the scheme is included below.





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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Get ideas: newsroom.delib.net

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