

What is your favorite place in  
your community?

Text your answer to: 402-218-  
2320

**“THERE IS NO POWER GREATER  
THAN A COMMUNITY  
DISCOVERING WHAT IT CARES  
ABOUT.”**

Margaret J Wheatley





# mindmixer

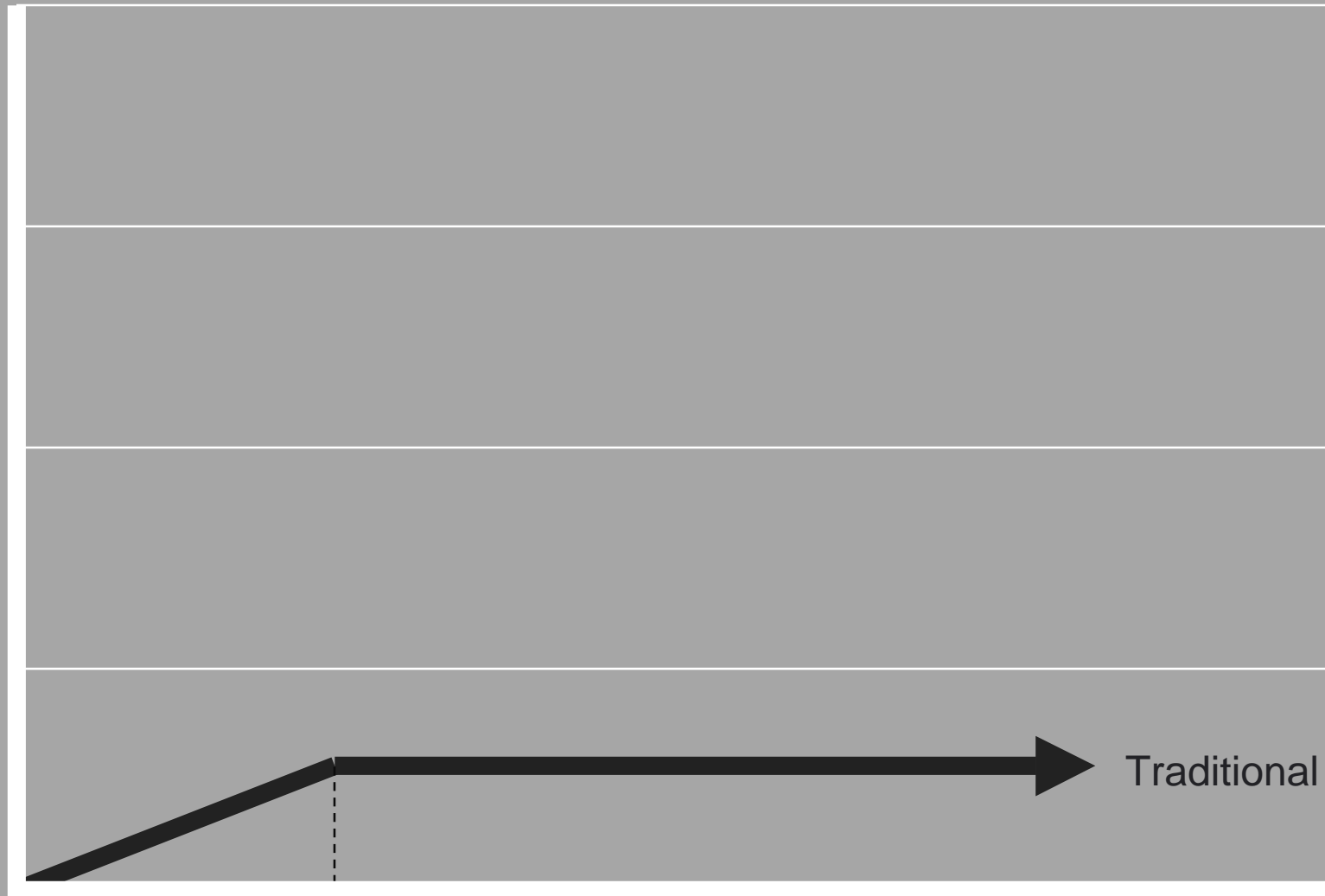
ACTIVATE COMMUNITY CONTRIBUTORS

Stephen Hardy

@Mind\_Mixer

Email: [shardy@mindmixer.com](mailto:shardy@mindmixer.com)

**IMPACT**

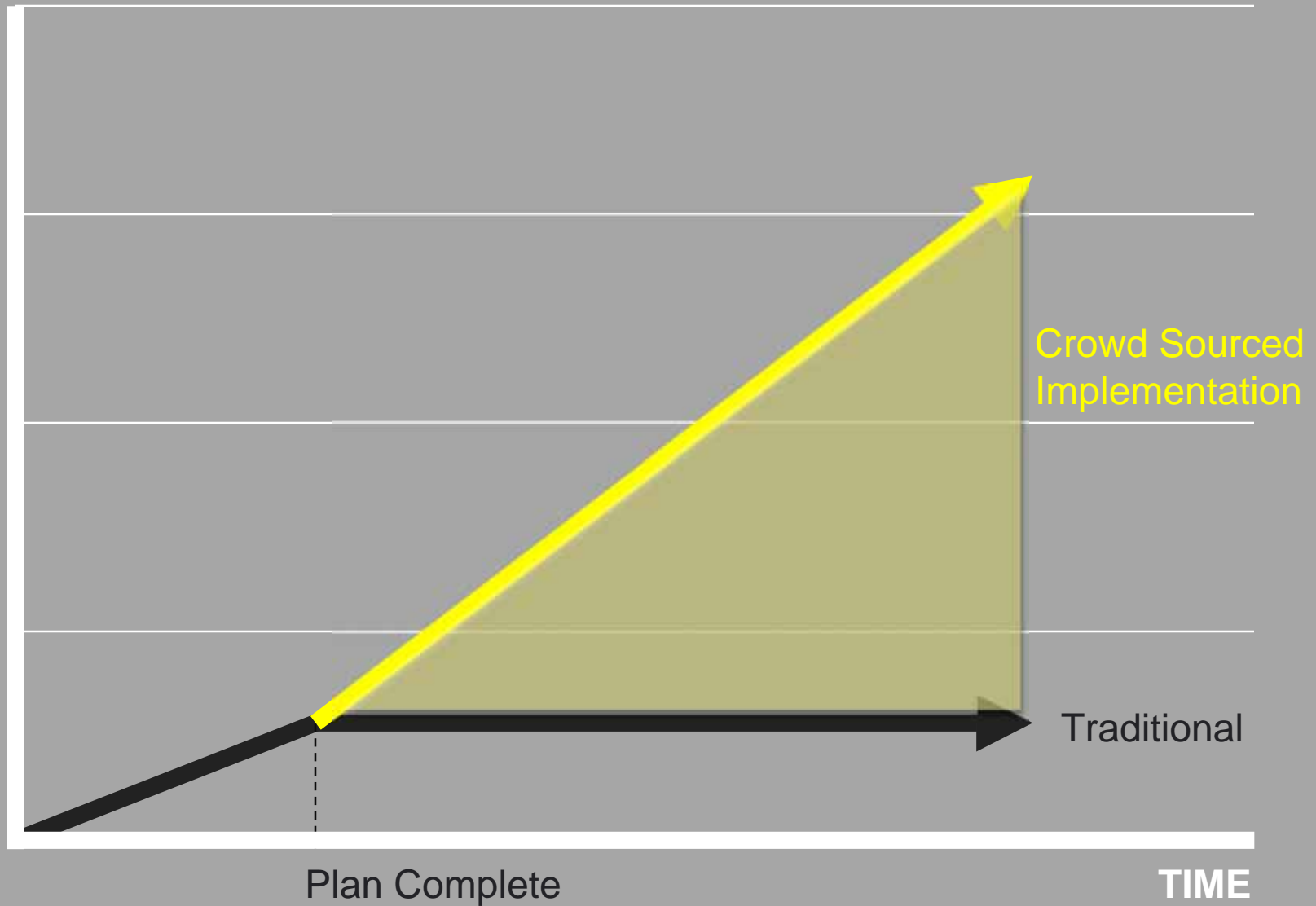


Plan Complete

Traditional

**TIME**

IMPACT







WHY

ONLINE

# 11%

- of U.S. adults attend more than 1 public meeting a year



# 48%

- of U.S. adults have never attended a public meeting

# 78%

- of the U.S. citizens are online

# 90%

- of U.S. households have a cell phone



CITIZENS



[How It Works](#)[Who's Listening?](#)[Sign Up Now](#)[Sign In](#) ♥

51 SECOND DEMO

SHARE YOUR IDEAS.  
SUPPORT GOOD IDEAS.  
CREATE SOLUTIONS.  
**#CONTRIBUTE**

55

Like

Send

150

Tweet

10

+1

[Ideas Added](#)[Reviewed Ideas](#)[PROJECT DETAILS](#)[About the Project](#)[How It Works](#)[Who's Listening?](#)[FEATURED TOPIC Add Your Ideas](#)

## What overall improvements would you like to see made to Benson Park?

On the evening of August 14th, there will be a public meeting at Benson Park Pavilion. The purpose of this meeting is to gather input from park users...

22 ★ 4 ♀ 125 👁 10 Days Remaining

[Add Idea](#)



# What's your big idea for our future?

AUG 22 - OCT 30, 2012 **IDEA SUBMISSION**

**431**  
IDEAS



**JOIN NOW**



IMAGE #1 IMAGE #2 IMAGE #3

## What is your “Big Idea” for the future of Phoenix?

The General Plan Update offers us an opportunity to envision the future for Phoenix. Submit your “Big Ideas” for our future, support the ideas of others and use the comment feature to share your thoughts.



Great job everyone! Let's keep it going. Make sure to review the other ideas on the page and support the ideas you like.

Joshua Bednarek  City of Phoenix General Plan Update Project Manager



# Use Our System of Canals to Create an Urban Oasis in the Desert

69  
SECONDS



UPDATED: SEP 14, 2012 Sean M8



As a third generation Phoenician, I've always wondered why we have hid our canals behind residential areas. The rebirth of our ancient Hohokam canals is what made our city great! Using our current system of canals, we could create running water features and other unique places for the community to gather. Tempe Town Lake has been a huge success because they developed a

water resource that already existed. Why not take advantage of our existing canals and develop pockets of oases with lots of palm shade next to the water's edge? Think of all the great cities that used canals to transform their locale: Venice, Amsterdam, St. Petersburg (Russia), Birmingham (England), and now Dubai ... well, we already have the canals, it is just a matter of creating looped tributaries in and around open spaces. These canals would also accentuate the history of Phoenix, while raising property values.

More Info: <http://www.srpnet.com/water/canals/history.aspx> ↗




by **Lisa P3** Yes, please! The idea of Canalscape has always made me giddy. Imagine how wonderful it would be to shop, live, work and play along the canals! And it could become such a unique, outstanding feature of Phoenix. My parents visit quite often from Cottonwood and were shocked to learn recently that there's a canal system in Phoenix. It's so hidden!

Sep 05, 2012 at 11:32 AM

---



**Curt Upton**  **ReinventPHX Project Manager** Great to see this idea gaining momentum! The first Plan for Phoenix in 1921 (created by Edward Bennett, under the direction of Daniel Burnham, one of America's most legendary planners) envisioned the canals similar to your great idea Sean. The depression shelved the plan, and it wasn't dusted off during PHX's subsequent post-war boom. It appears from the popularity of this idea that now is the time to put this back on the drafting table.

Aug 31, 2012 at 7:14 PM

---



by **Patrick B4** This is encouraging, to say the least. Not only do the canals lend themselves to vibrant pedestrian-oriented development (like the Scottsdale Waterfront, for instance), but by making them more inviting and drawing focus to them would likely enhance surrounding neighborhood safety as well.

Sep 06, 2012 at 5:16 PM

---



by **Sean M8** And now we have a historical imperative!

Sep 01, 2012 at 6:57 PM

---



[How It Works](#)[Who's Listening?](#)**First Lastname**[Profile](#) | [Logout](#)**50**

POINTS

PHOTO SHARE

## What are your favorite places in our community?

Submit and share your favorite photos of our community!

**ADD A PHOTO**66 Days Remaining  
27 Photos AddedFilter: [All](#), [Inspired](#), [Happy](#), [Proud](#), [Amazed](#), [Impressed](#), [Welcome](#)

Streets with bike lanes make for great commuting to work and the farmers' market.

This photo makes people feel...

**Happy, Proud, Welcome**

The 4th of July fireworks at Memorial Park are an annual tradition for our household. :)

This photo makes people feel...

**Happy, Proud, Impressed**

Balloons are a great way to build community.

This photo makes people feel...

**Proud, Amazed, Impressed**

Greenville helping the nation become energy independent.

This photo makes people feel...

**Inspired, Proud, Impressed**

Greenville's best kept secret!

This photo makes people feel...

**Happy, Proud, Amazed**

Elephant for the Children's Museum.

This photo makes people feel...

**Happy, Amazed, Welcome**

Rufus is such a good dog!

This photo makes people feel...



Main Street

This photo makes people feel...

**Welcome**



[How It Works](#)[Who's Listening?](#)

First Lastname

[Profile](#) | [Logout](#)

50

POINTS

55

Like

Send

150

Tweet

10

+1

17

Share

10

Email

RATE THIS IDEA

I Love It!



I Like It!



It's OK.



Neutral.

[Submit an Idea in this Topic](#)

FIND MORE IDEAS

[Idea Feed](#)[Reviewed Ideas](#)[Return to Topics](#)

## Parking Garage in Old Market

JUL 26 - AUG 23, 2017 [IDEA SUBMISSION](#)

10

IDEAS

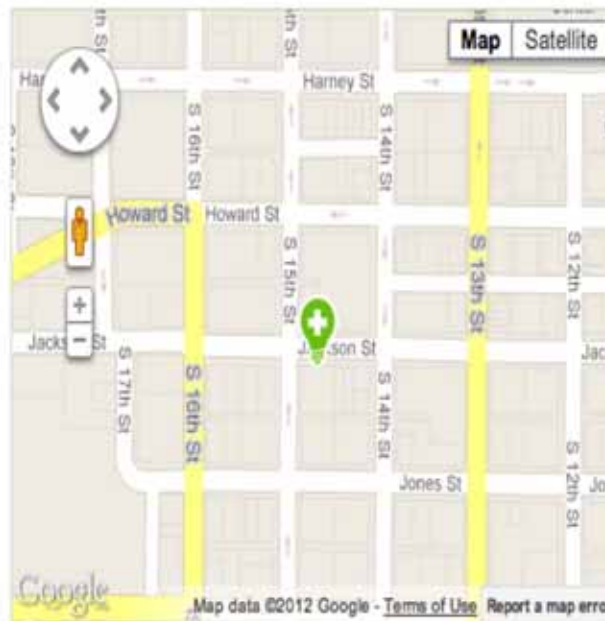
[JOIN NOW](#)

## Parking garage closer to Old Market growth

SEP 04, 2012 [Opra W](#)

1

SECOND

[NEXT](#)

It seems that the Old Market area is expanding to the south with new condos and shops. I think to the southwest would be the best place for a garage.

[Report Abuse](#)

[How It Works](#)[Who's Listening?](#)

First Lastname

[Profile](#) | [Logout](#)

50

POINTS

55

Like

Send

150

Tweet

10

+1

17

Share

10

Email

RATE THIS TOPIC

I Love It!



I Like It!



It's OK.



Neutral.

[Submit an Idea in this Topic](#)

FIND MORE IDEAS

[Idea Feed](#)[Reviewed Ideas](#)[Return to Topics](#)

## If you were in charge, how would you allocate the budget for Old Market improvements?

Use the interactive budgeting tool to help indicate your priorities for capital expenditure projects in the Old Market area.

TOTAL BUDGET

\$3,000,000

FUNDS USED

\$0

FUNDS REMAINING

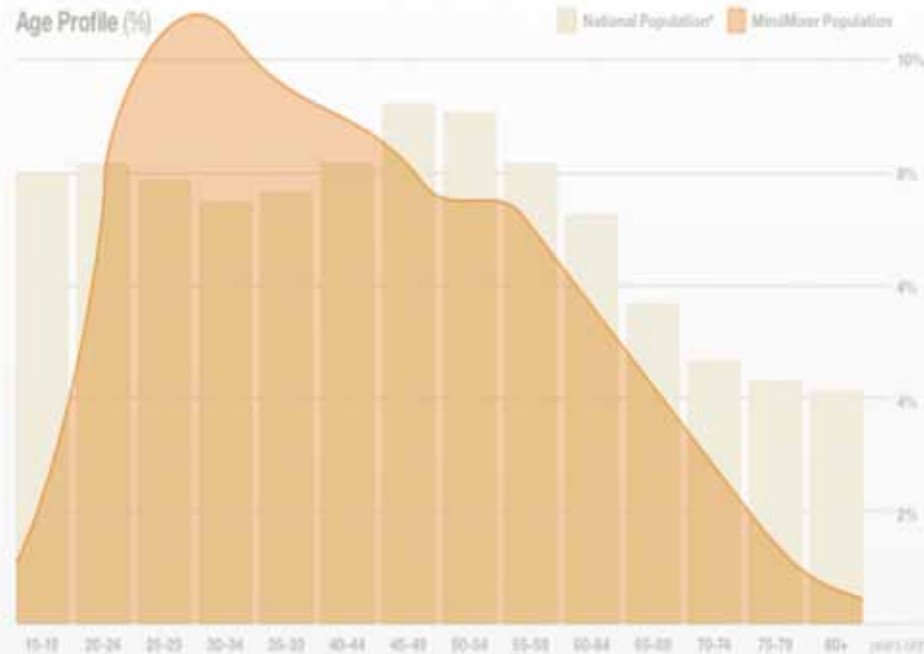
\$3,000,000

IDEAS

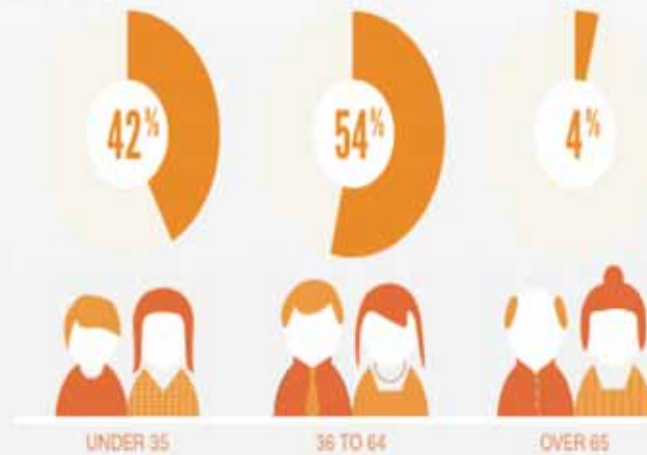
[RANDOM](#)[POPULAR](#)

CITIES

# WHO IS THIS CROWD, ANYWAY?



## User Range



**mindmixer**

DATA DATE: # OF USERS

10/10/11 18,564

DETAILS

\* AGGREGATE OF ALL MINDMIXER CITIES



[www.MindMixer.com](http://www.MindMixer.com)





PROJECT

EngageOmaha

TOPIC

Select a Topic

IDEA

Select an Idea

IDEA / DATA POINT

Select a Data Point

Go

## Topic

## VITALITY RATING



Now We're Talking...  
Let's get all of these visitors to start interacting  
and become active contributors on this site!

[Share](#) [Rewards](#)

## INFORMATION

Name MindMixer Satisfaction  
Survey  
Start Date July 1, 2012  
End Date July 31, 2012  
Topic Type Idea Submission  
Ideas 37

## TOPIC ACTIONS

[Idea Report](#)[Make a Topic Comment](#)

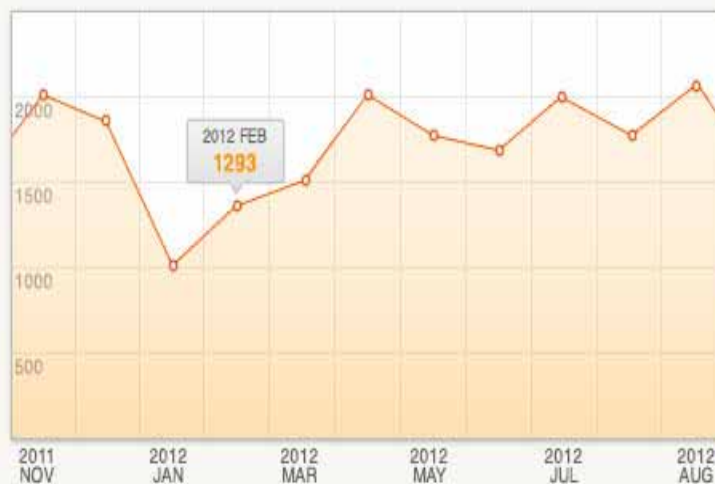
## EXPORT

Download A .PDF

[Download a .PDF](#)  
[Download a .xls](#)  
[Download a .csv](#)  
[Print this Page](#)

## Traffic

## VISITORS

[ALL](#) [MONTHLY](#) [WEEKLY](#) [DAILY](#)Total [New](#) [Return](#)

Total Visitors displays the #s  
and the trends of your recent  
traffic.

Traffic Numbers (Total Visitors)

78,326 Overall

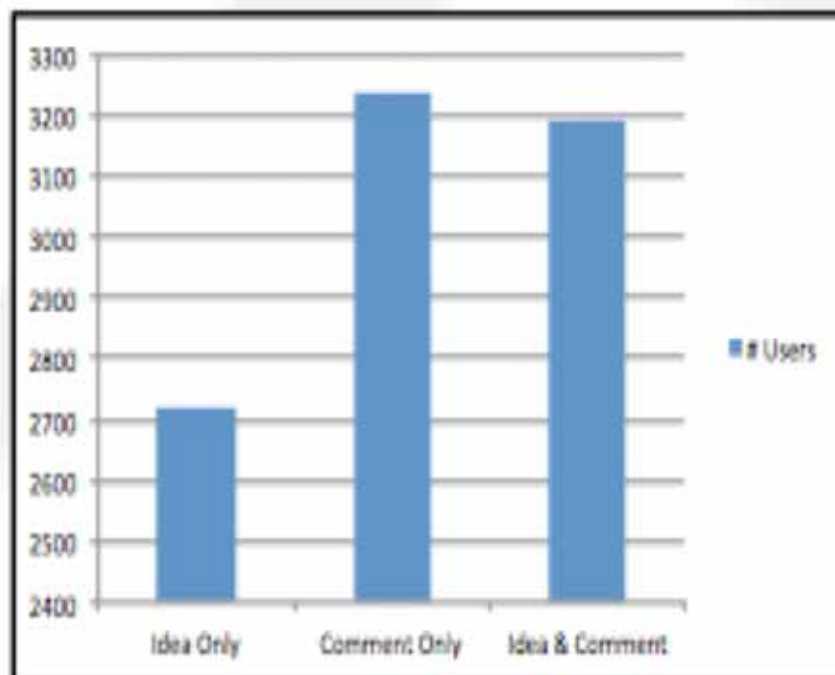
6,216 Past 30 Days

## Contributors

[ALL](#) [MONTHLY](#) [WEEKLY](#) [DAILY](#)



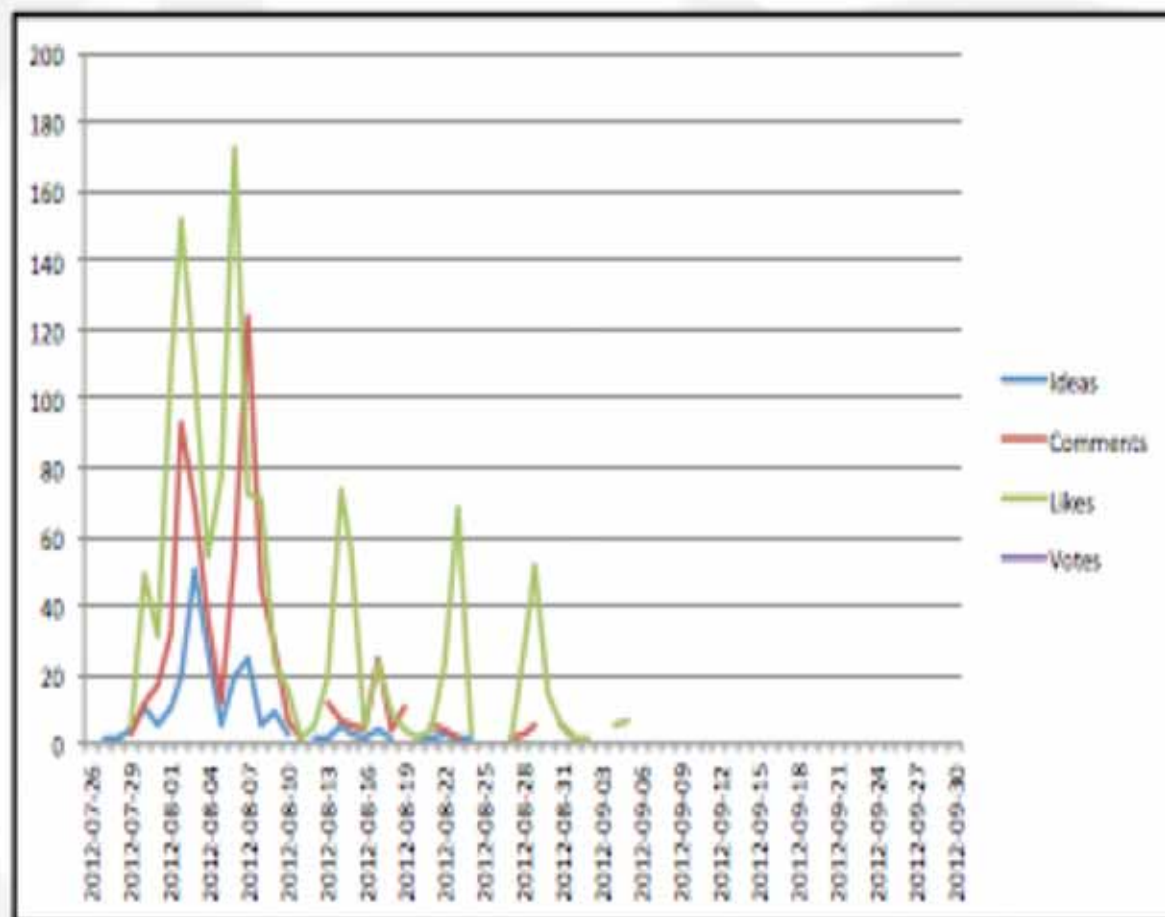
## MM-026 Conservation Analysis across Projects



User Type	# Users	Percentage
Idea Only	2722	29.75
Comment Only	3236	35.37
Idea & Comment	3192	34.89
# Conversation Contributors : 9150		
# Projects: 132		

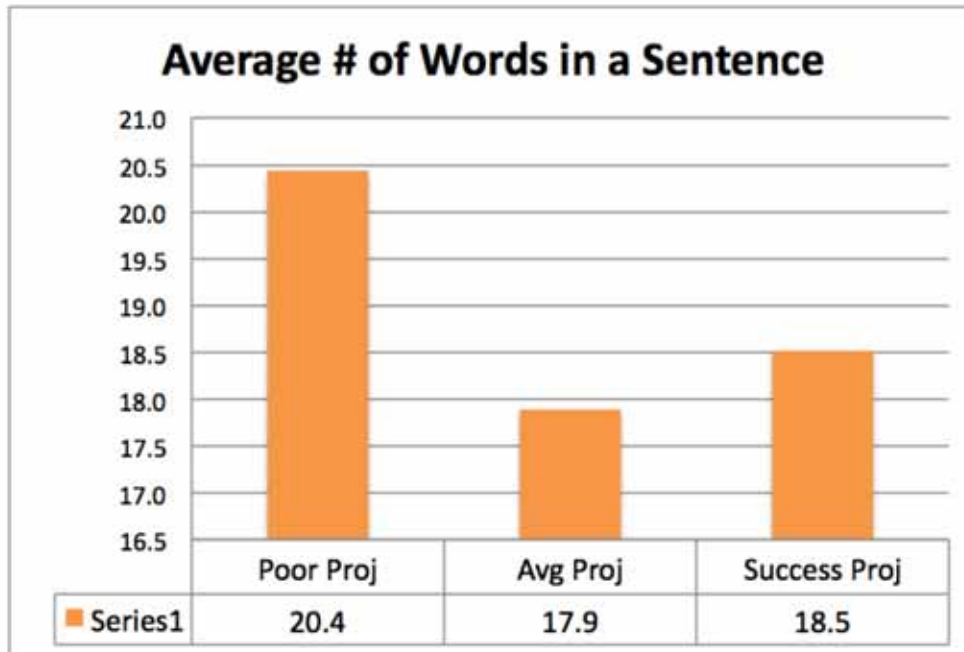
## MM-024 Topic Development Over Time(4)

Topic Id	Topic Title	Project Name	Start Date	Idea Deadline	Vote Deadline
2479	Your Vision for Walking & Bicycling	WalkBikeNC	2012-07-26	2012-09-30	2012-09-30



# LIWC Analysis

- Topic Description – Average # of Words in a Sentence

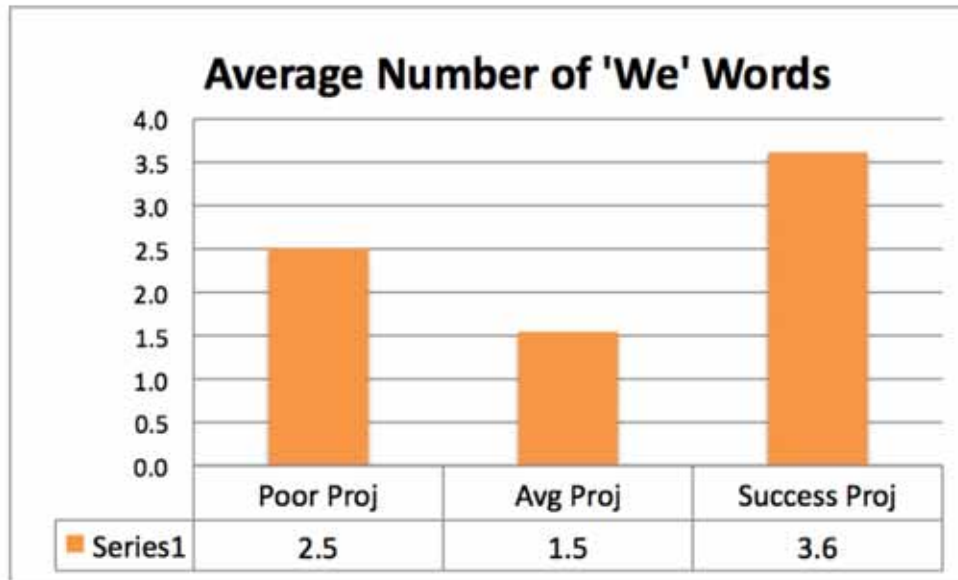


Poor projects tend to use longer sentences to make a topic description.

**Implication:** Clean and concise wording of sentences make a better impact on contributions.

# LIWC Analysis

- Topic Description – Average # of “WE” Words

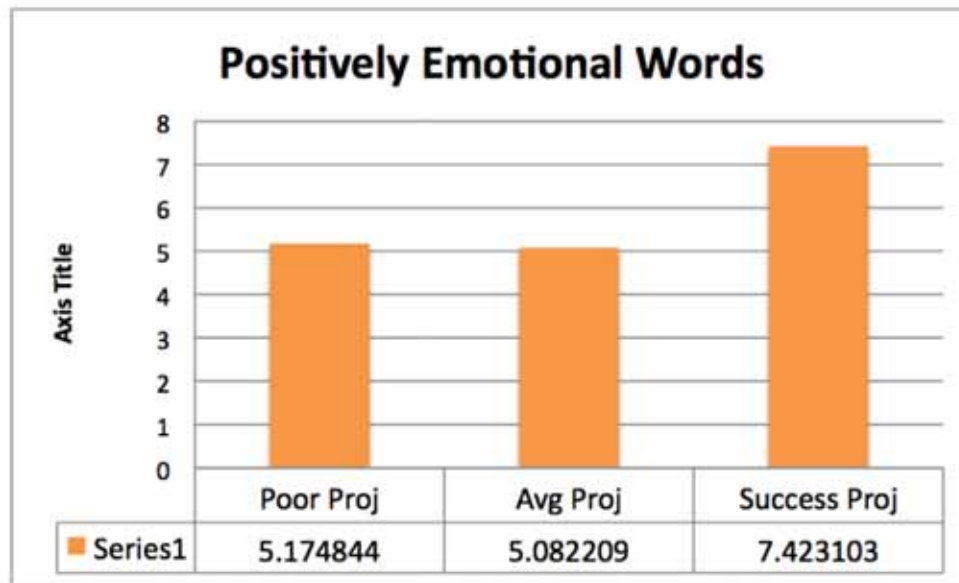


Successful projects tend to more use '**we**' words (such as "we," "us," "our," "let's," "we'll," etc.)

**Implication:** Expressing group identity may help to increase engagement.

# LIWC Analysis

- Topic Description – Positively emotional words



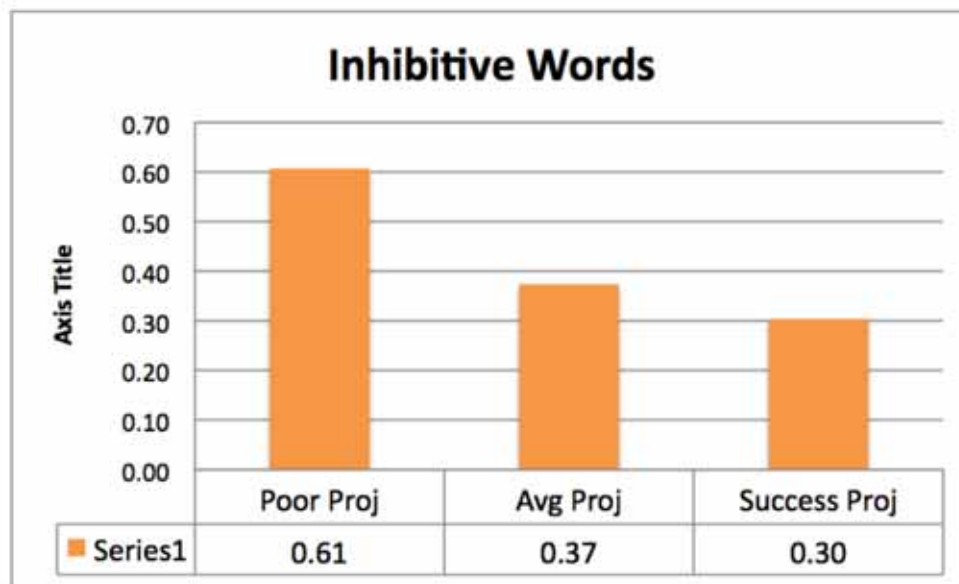
Use of “positively emotional” words (e.g., sweet, best, great, proud, humor, courage etc.) are frequently used in successful project.

**Implication:** In general, the use of positively emotional expressions are encouraged.



# LIWC Analysis

- Topic Description – “Inhibitive” words

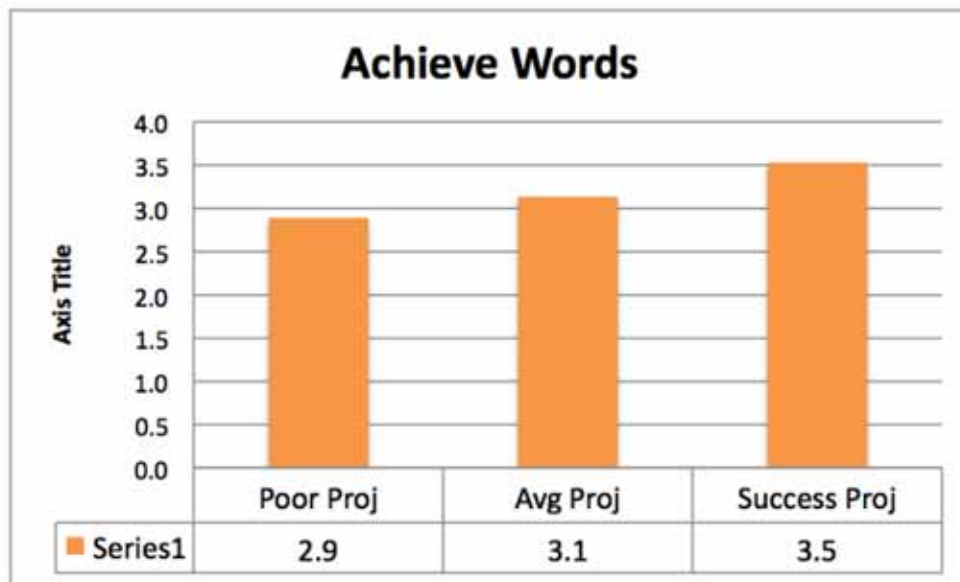


Use of “inhibitive” words (e.g., block, constrain, stop, abandon, cease, ban etc.) are highest in poor projects.

**Implication:** Inhibitive words may subconsciously inhibit intention to contribute.

# LIWC Analysis

- Topic Description – “achieve” words



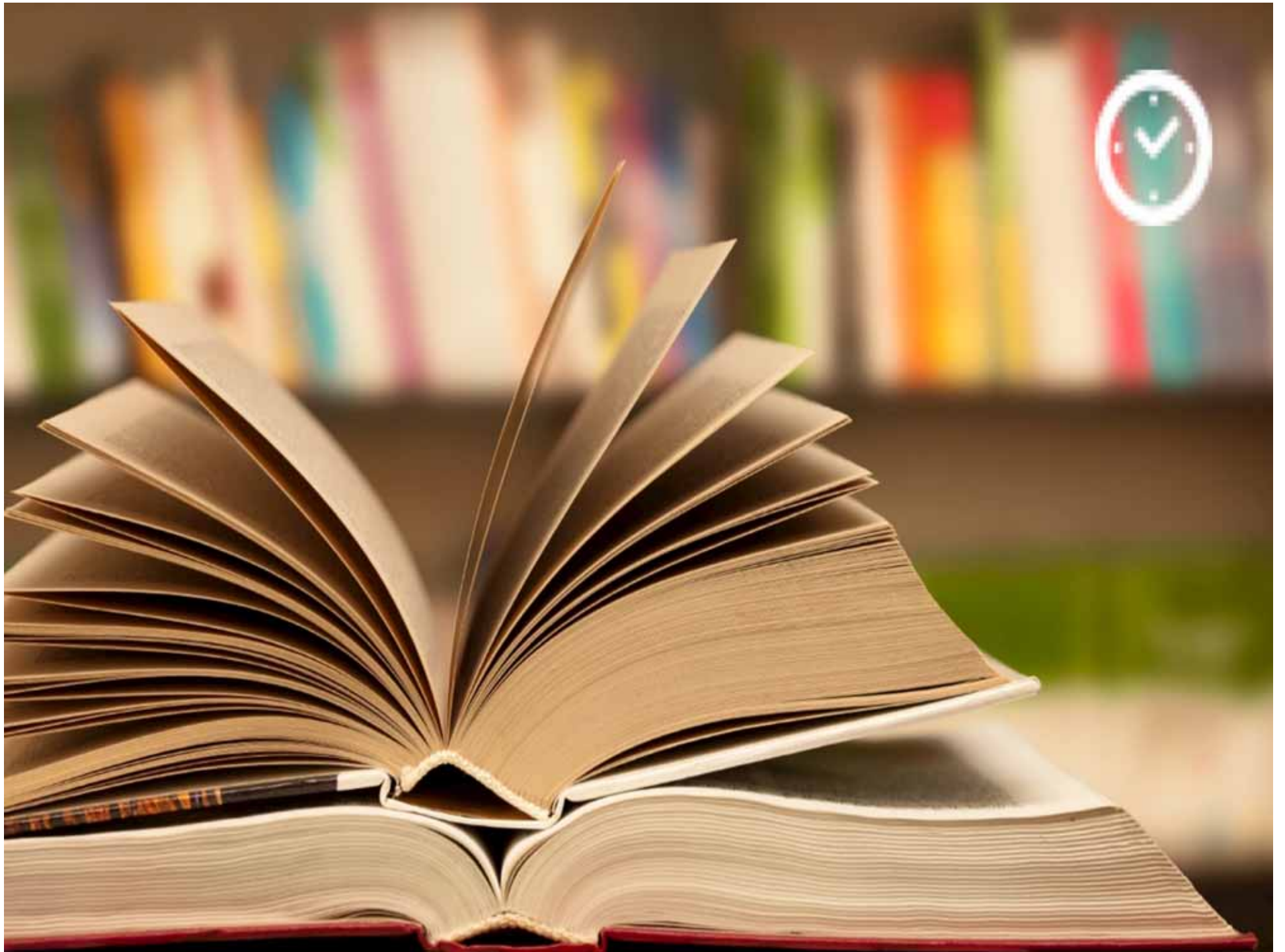
Use of “achieve” words (e.g., win, advance, overcome, plan, conclude, defeat, earn etc.) are marginally effective.

**Implication:** Clear goal-setting in topic description may matter.

# MindMixer Rules of Engagement:

1. Clearly state the purpose for the site where everyone can see it.
2. Have a plan for what you are going to do with the feedback you get.
3. Make the first question interesting, broad, and approachable.
4. Make every question as compelling as possible.
5. 4-5 questions is an optimal number for the site at any given time. More than 6 is too many.
6. Your site will have participants who will want to submit ideas, others who will prefer polls and seconding other's ideas, and some who want both. Make sure to mix question types for optimal participation.
7. Make sure you show participants that you are listening to what they say by responding to ideas and updating idea status.
8. Continue to advertise the importance of the site in e-mail blasts, newsletters, and in-person meetings.
9. Integrate images and videos of your community wherever possible.
10. Never let the site get stale.

IT WORKS.





**CHARGING STATION**  
**PLUG-IN ELECTRIC**  
**VEHICLES ONLY**



**SFMTA**

Moving Forward Together



# IMPLEMENTED IDEAS



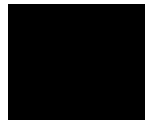
Gasparilla Arts Festival  
Crosstown Greenway for Bike and Pedestrians  
Bayshore  
Traffic Light Control Onboard Buses  
Open the Floridan Hotel  
Connectivity  
Revitalize Ybor  
Expand Youth Involvement in Government  
Integrate CNG Vehicles into the City's Fleet  
Mobile Device Specific Web Portal  
Add Pedestrian Cross Lines at Intersection

Electric Vehicle Charging Stations  
Community Park Patrols  
Airport Art  
Farmers' Market  
Document Center on Town Website  
Contact Current Neighborhood Leaders  
Codify Process of Naming City Streets  
Volunteer Ambassador Program  
And 100s more!



# Why Online Engagement Works

- **Empowering.** Community members have the ability to make meaningful contributions and see results.
- **Transparent.** Ideas, progress, and actions are posted for everyone to follow.
- **Affirming.** Meaningful conversations and recognition for contributions affirms participants' effort.
- **Convenient.** Allows participants to engage anytime and from anywhere.
- **Actionable.** Imagine, support, do – it is that simple.





# Fargo

Help the City of Fargo prioritize the key initiatives to accomplish the community's vision for the future of Fargo. Lend your support to the key initiatives you think would most advance our city.

## RECENT COMMENTS

» Warmer bus stops, and a way for riders to easily track when the bus they want is actually going to

» Yesterday I read Michael Kimmelman's "In Madrid's Heart, Park Blooms Where a Freeway

» AGREE!!! Like SmartThailand

Search Ideas

SIGN UP NOW!

GO  
2030

FARGO COMPREHENSIVE PLAN

HELLO!



Do you have feedback on the  
Arts and Culture chapter?

JAN 24 - FEB 28, 2012 CLOSED

2

IDEAS



CLOSED

I am very encouraged...

FEB 21, 2012 *Emily Williams-Wheeler*

2

SECONDS



NEXT



I really like how everything we said we wanted has been clearly defined in this chapter. As an artist, I am thrilled at the prospect of bringing more visible art including visual arts, dance, music, theatre, etc. into the open. I loved the comment one supporter said about showing alums what we have, enticing them to return or encouraging them to stay. What a HUGE impact that would have. I provide art enrichment and creative thinking classes for children. I firmly believe that children involved in art can more clearly express themselves, are better





Text your email to:  
402-218-2320

# IDEA OF THE WEEK

by mindmixer

## Turn Bridges into Rock-Climbing Walls

Idea by Ben B from [MyPlanPHX](#)

When asked to share their big ideas for the future of Phoenix, residents in the Valley of the Sun did not disappoint. So far they've shared more than 760 big ideas, among them one of the most inventive to ever make its way to a MindMixer. Ben's big idea was to turn the wide concrete pillars of a bridge in the city into rock-climbing walls (much like what's already done in [Australia](#)). The idea, Ben explains, could be cost effective and safe, and would give Phoenix another unique attribute to satisfy the needs of its active residents. His fellow participants agreed, and the PlanPHX Leadership Committee has passed the idea along for consideration by the city.





Topics

About

Search Ideas



2



**Stephen Hardy**

Chief Community Builder

**Envision Your  
SUSTAINABLE  
COMMUNITY**

## HELP PROMOTE SMART GROWTH ABOUT THE PROJECT

Engage with us to shape the future of our communities. Share your ideas, second other ideas you support, and leave feedback. The New Partners for Smart Growth Conference wants to engage with you in a conversation about how we can overcome challenges and implement smart growth practices to create more sustainable communities.



43

Like

Send

76

Tweet

0

Share

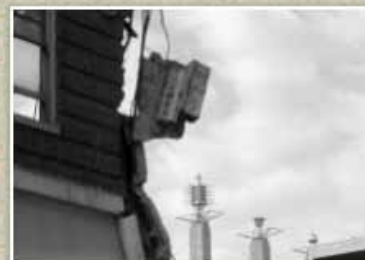
6

### FEATURED PHOTO SHARE

[VIEW ALL](#)

**What are communities  
doing to implement smart  
growth? Show us!**

**ADD A PHOTO**



### PROJECT DETAILS



[About the Project](#)

### FEATURED TOPIC A Sustainable Future



**What is your vision of**