



# **Digital Community in an Analog World**

**New Partners in Smart Growth  
February 14, 2014  
Michelle Lee, Textizen**

PART 1

# Community Redefined

**“When I started in this business, people wanted help with parking tickets, with moving violations, they wanted a job for their kids.**

**These [new] people, most of them don't even drive. And if they get tickets, they just pay them.”**

**— Frank DiCicco, 16-year Philadelphia Councilman**



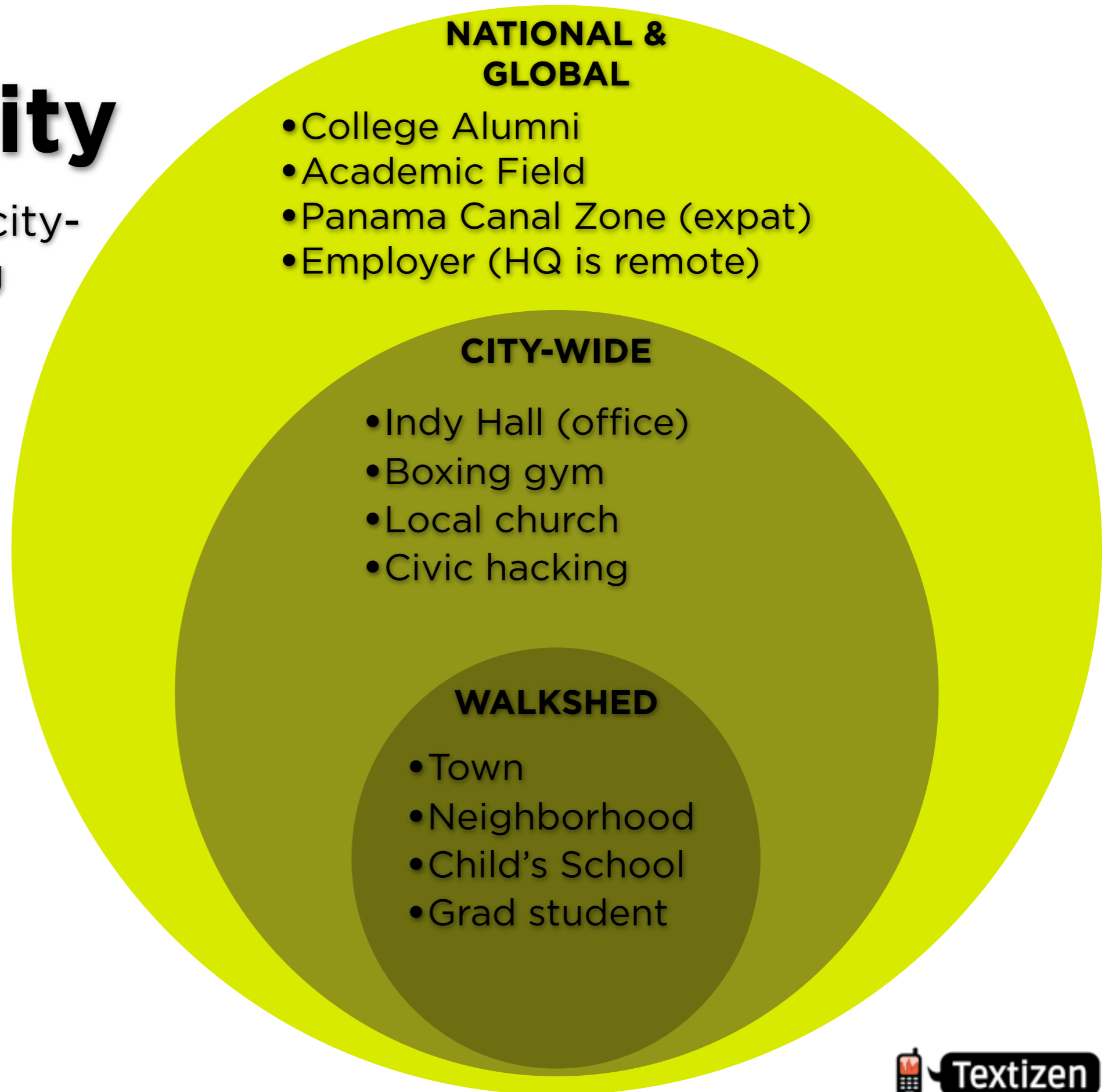
# It's not just geography anymore

Existing definitions are geographical: by block, ward, district, sector, or neighborhood. But to whom do you feel most closely tied in your community?



# The new community

It's a mix of local, city-wide, and far-flung groups.



# Communities of interest

Technology helps hold groups together, even when they're geographically dispersed



# TEXT MEETS PEOPLE WHERE THEY ARE



## YOUNG PEOPLE

“Texting is convenient and relevant to a younger generation (mine). Cool idea!”

## BUSY PEOPLE

“The meeting’s at 7pm? I don’t finish work until 8, but I still care about my community.”

## BUSY FAMILIES

“The meeting’s at 7pm? Sorry, that’s my toddler’s bedtime.”

## NON-ENGLISH SPEAKERS

“¡No hablo Inglés, pero quiero participar!”

## PEOPLE W/O HOME INTERNET

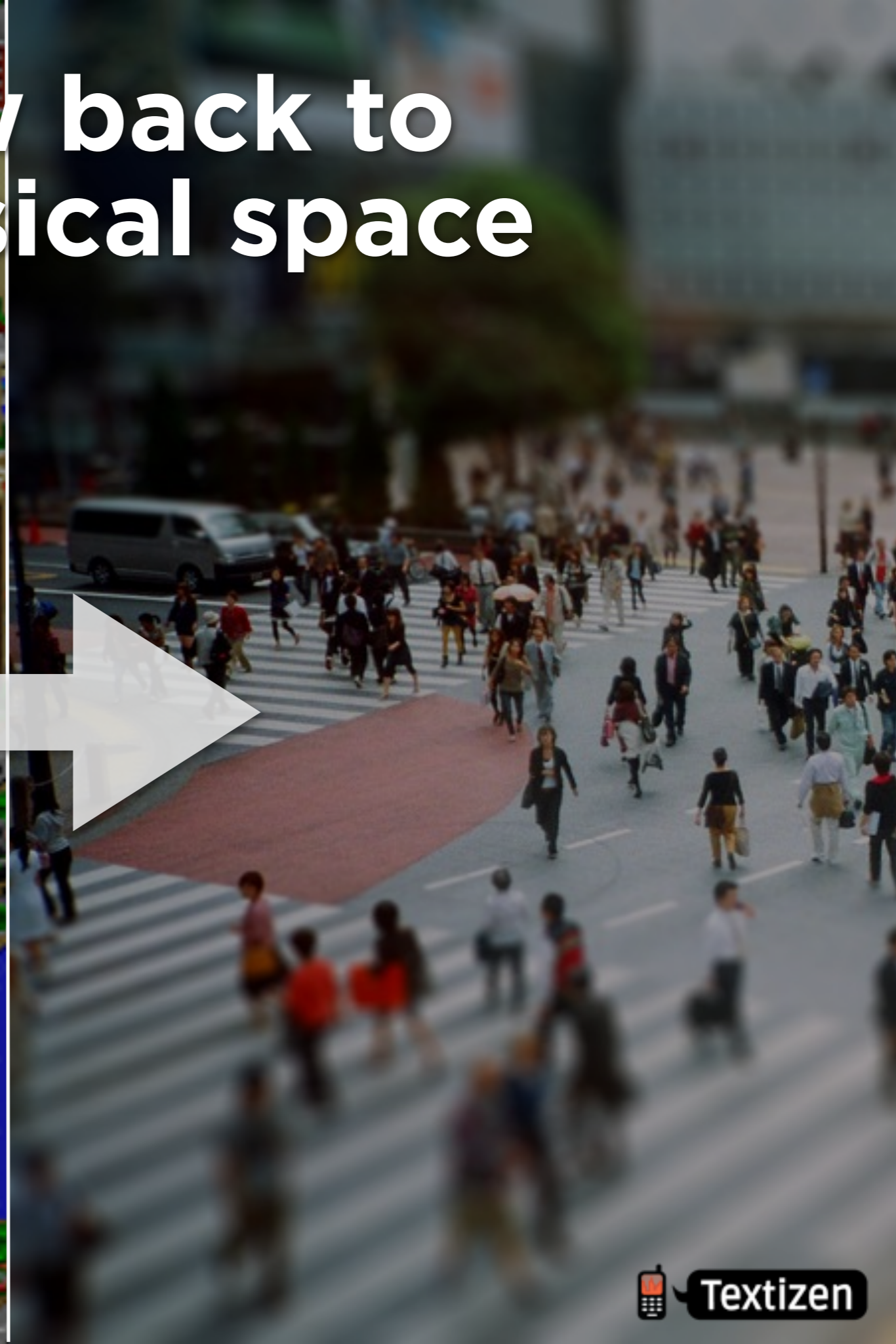
Still up to 80% in neighborhoods of every US city

PART 2

# Implications for Placemakers



**Ultimately, draw back to  
changes in physical space**





**INPUTS** begin offline  
What makes me visit that URL?



**Keep OUTCOMES** analog  
Example: 50 volunteers vs. 500 followers

What makes me visit that URL?

**URGENT now**

What's the restaurant address?

**REPETITIVE now**

Checking stock quotes, weather

**BORED now**

Waiting for train, airplane, friend

— Google's Mobile Use Cases



Textizen

# PHILADELPHIA

Target likely riders for input on a rapid transit proposal along a specific corridor.

**TITAN** 215-268-0073

HEY COMMUTERS:  
**Would you use a rapid transit line along the Boulevard to get to Center City?**

Text Yes or No to:  
**215-987-5444**

**How does this work?**  
Text your answer to have your response recorded. You'll get a series of 2 follow-up questions.

Your **privacy is important** to us. We won't use your phone number again.

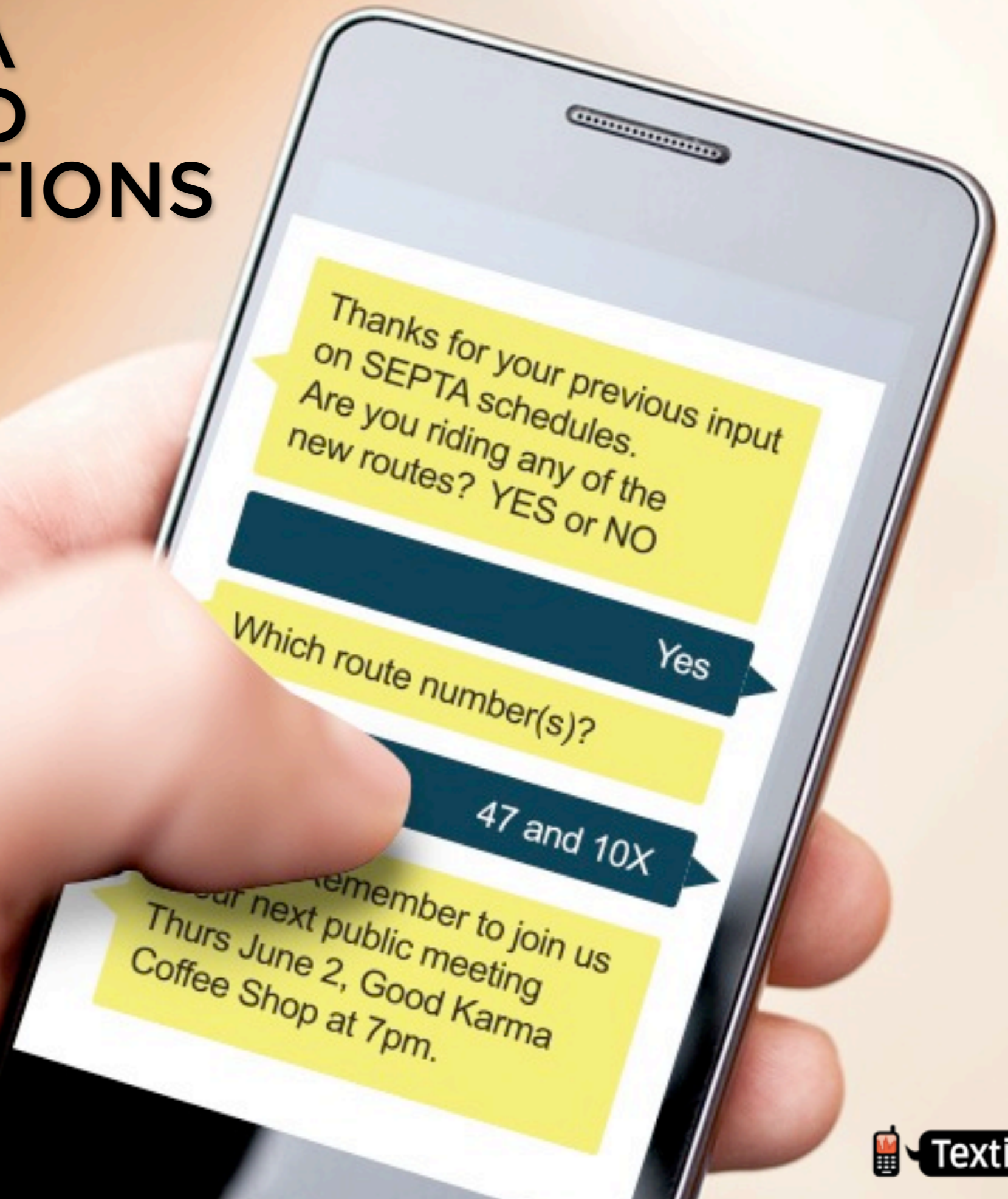
**Why does this matter?**  
We are soliciting input for the Philadelphia 2035 **Lower Northeast District Plan**, which will **guide Philadelphia's physical development** by making recommendations for zoning changes, city-owned land and facilities, and public investments.

For more info, go to <http://phila2035.org>

PHILADELPHIA 2035  
RCPO  
City of Philadelphia  
CODE for AMERICA

Textizen

# ENGAGE VIA AUTOMATED CONVERSATIONS



# Texting works for both reach + access

## Pew Report Shows that Mobile Phones are the Best Way to Reach the Most People



August 7, 2013

By Stephen Fishbach

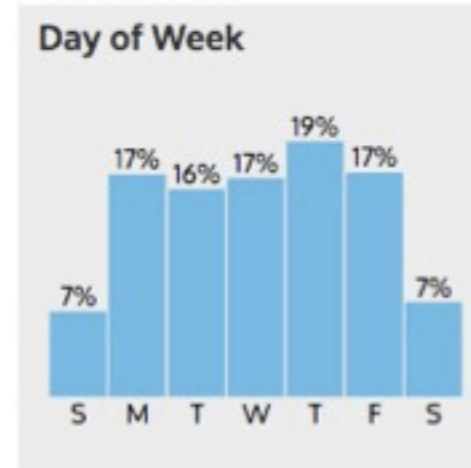
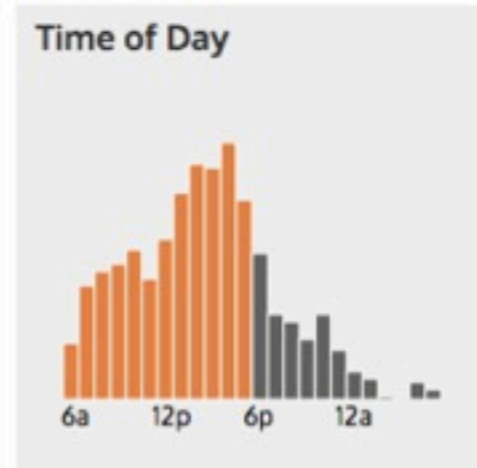
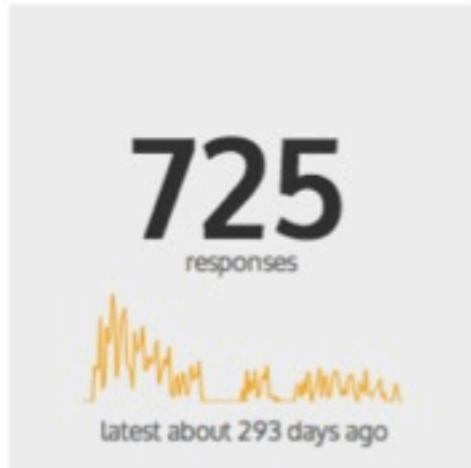
**90%** of Americans have cell phones and 81% text. Smartphones still lag at 55%.

**83%** of Latino phone owners text, vs. 70% of white phone owners. Text doesn't close the digital divide, it leapfrogs.



This poll is public. Here's the URL to share results: <https://textizen.com/polls/3> Tweet this poll!

## Philadelphia 2035 › NE rapid transit



Assigned phone  
**(215) 987-5444**

Start date  
**05/30/2012 at 02:22PM**

Status  
**Inactive**

Results public?  
**Yes**

[EDIT](#) [TRASH POLL](#)

### QUESTION 1

Would you use rapid transit along the Boulevard to get to Center City? YN



Yes Would you be willing to transfer to the Broad Street Subway to complete your trip? YN



### QUESTION 2

What is your ZIP code? OPEN



### Most Recent Responses



1 08/15/2013 at No No Divides the community and impedes businesses. C D Add lanes to nearby roads A No Yes (813) 625-XXXX

2 08/17/2013 at YES Yes It will cut down on travel time considerably. I never stop on Gandy anyway. D A New elevated toll rd BC Don't listen to the naysayers. There are many businesses under the existing Crosstown that do just fine. (813) 352-XXXX

**This elevated span would destroy this community from a business and property owners' standpoint. And it is an eyesore anyway you decorate it.**

3 08/21/2013 at YES Yes I like the elevated option because it would help with the peak period traffic congestion. F A New elevated toll rd G Please DO NOT remove the elevated Gandy Connector from the LRTP! (813) 951-XXXX

**Gandy as it is now is a nightmare from 7am to 9am and 3:30-6:30.**

**Will add more infrastructure that is not needed and money can be used for better purposes**

4 08/23/2013 at Yes Yes I like that it would make Gandy a more pedestrian friendly street for adjacent neighborhoods. D A New elevated toll rd C It is a really ugly street, removing the cut through traffic and returning it to a local main street would benefit the entire area. (813) 244-XXXX

**I don't want another 5 to 10 years of construction.**



## Questions

**Question**

**Format**

↳ **Followup**

**Format**

[Add followup option](#)

**Question**

**Format**

[+ ADD QUESTION](#)

# WHY TEXT FOR CIVIC ENGAGEMENT?


**1 Meet people where they are**  
HIGHLY CONVENIENT PARTICIPATION OPTION

**2 Diversity of participants**  
81% OF AMERICANS TEXT vs. 50% SMARTPHONES

**3 Build engagement over time**  
FOLLOWUPS + REMINDERS TO STAY CONNECTED

**4 Fast and powerful**  
REAL-TIME RESULTS & AUTOMATIC ANALYSIS

# DOES THIS LOOK LIKE A GOOD IDEA?

Text YES or NO 

813-344-5042

We are seeking opinions on the Gandy Connector, an idea for an elevated, 2-lane toll road in the center of Gandy Boulevard.

- Connect Gandy Bridge and Selmon Expressway
- Divert through traffic, reducing ground-level traffic up to 35%
- Could ease hurricane evacuation
- NOT yet funded and NOT yet scheduled to be built

## TAMPA, FL

Target immediate neighbors within 1.5 mile radius for feedback on controversial proposal to handle growing traffic.



### How does this work?

Text your answer to have your response recorded. You'll get a series of 4 follow-up questions. Your privacy is important to us. We won't sell or share your number. Standard message rates apply.



# DENTON, TX

## Economic development engagement at Creative Economy Town Hall

Flyers handed to attendees as they walked in the door. 150 people described their businesses, challenges + opportunities for growth, and ideas for how the city could help.




# BOSTON Retail Vacancy

**Fill vacant storefronts** in selected neighborhoods with needed, viable businesses.

**Connect participants** to small biz info and corridor news over time.



## What business would you like to see here?

Text the **letter** of your answer 

**617-945-8873**

**You can help Roslindale Village Main Street in under 60 seconds.**

RVMS and the City of Boston's Office of Business Development are working together with this site's property owner to better understand what neighbors want to see here.



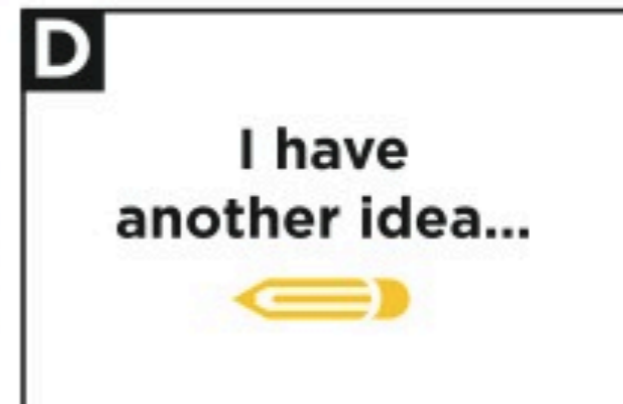
**A**  
**CLOTHING STORE**  
Clothing, gifts, or other boutique



**B**  
**ELECTRONICS or APPLIANCES**  
Retail or repair



**C**  
**ART SUPPLIES**  
For painting, drawing, or crafts



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**Questions or comments?**  
Email [rvms@textizen.com](mailto:rvms@textizen.com)





**INPUTS** begin offline  
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**Keep OUTCOMES** analog  
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# Thank you.

EMAIL [michelle@textizen.com](mailto:michelle@textizen.com)  
WEB [TEXTIZEN.COM](http://TEXTIZEN.COM)  
TWITTER [@mishmosh](https://twitter.com/mishmosh) | [@textizen](https://twitter.com/textizen)