

Citizen Engagement & Digital Identity Authentication

DIACC Digital ID Workshop & Industry Day

November 2, 2016

Colleen Hardwick, CEO PlaceSpeak



Citizen Engagement & Authentication

120K READERS - \$4
Place Classified

THE COAST NEWS GROUP

THE COAST NEWS | THE RANCHO SANTA FE NEWS | THE INLAND EDITION

REASONABLE - EFFECTIVE!
Advertising Information

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Inauthentic users a flaw in online civic platform

by Aaron
Burgin

January 9, 2015

2

Views: 114

0 likes

f t g+

p e



With Encinitas' use of a new online platform to encourage more public engagement, but some critics argue that the system has a number of flaws, including inauthentic users. Photo by Tony Cagala

ENCINITAS Just a month after the city launched its online civic engagement platform



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Digital Democracy Innovation Framework

Inclusiveness	Ubiquitous Internet, Accessible, 24/7. Decreased relevance of Digital Divide.
Transferability	Internet not limited by scale. Digital Identity Authentication and Privacy by Design are essential elements.
Popular Control	Effective control over decision-making. Importance of citizen engagement .
Considered Judgement	Notification. Information. Education. Reasonableness and civil discourse.
Transparency	Trust, Confidence and Accountability. Open Data. Open Government.
Efficiency	Cost in time, money and expertise. Manageability.



Popular Control and Transparency

Collect Evidence

Consult Citizens



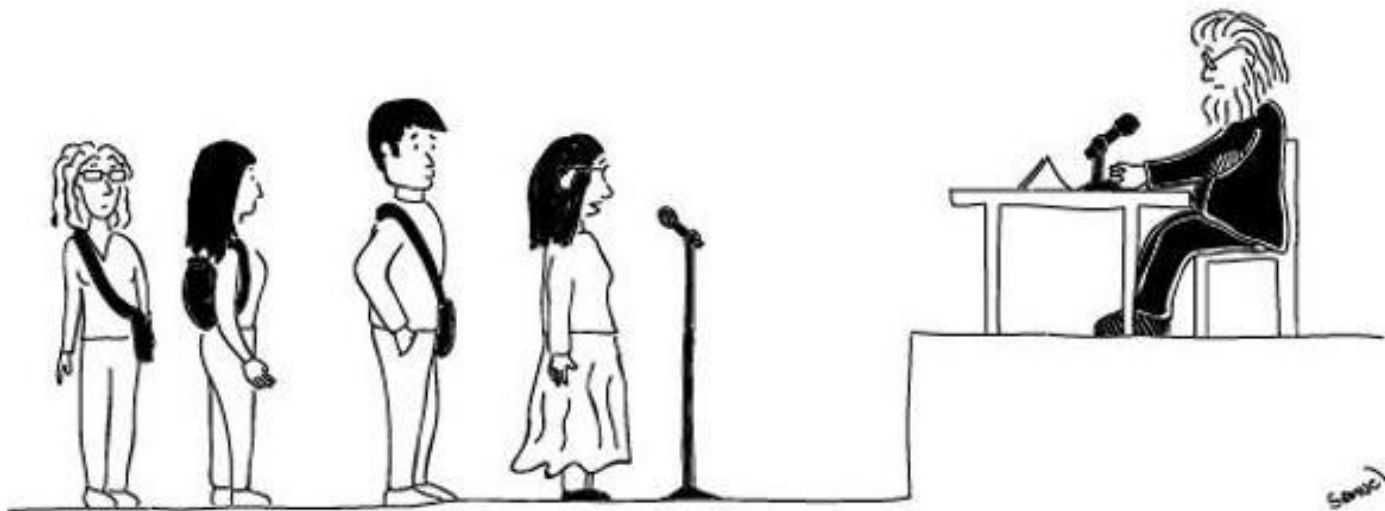
Inform Deliberation

Influence Outcomes



Traditional Methods

dailysnooze.comics.com



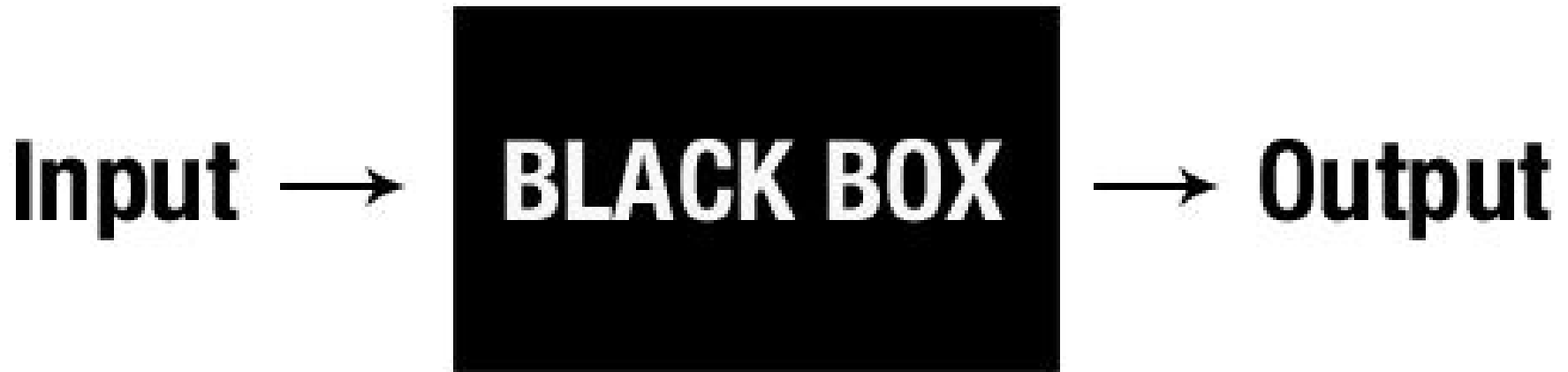
"I don't have a question per se, it's more of a fifteen minute incoherent ramble."



Anonymity breeds contempt



Closed Process - Lacks Transparency



- Research Panels
- Email forms
- White label surveys



Evidence = Digital Identity Authentication

DIACC

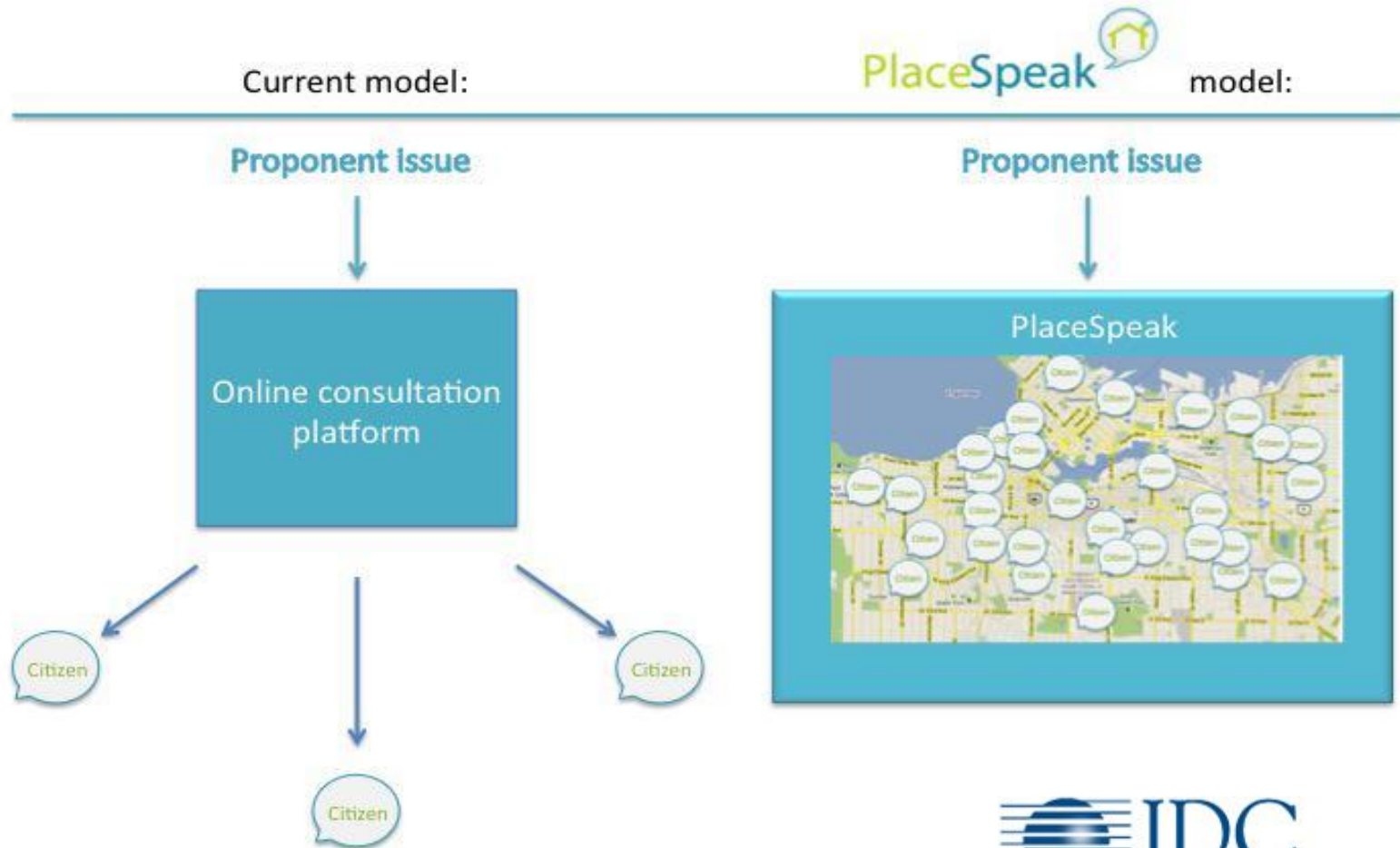


DIACC Releases Second PoC – Online Proof of Residency

Trust = Privacy



New Citizen-Centred Model



Location-based Smart City Civic Engagement



Two-sided Model

Join Us!



Participant

Stay informed and speak your mind.

Choose to keep informed about relevant topics in your area. Select notifications based on your location and subject preferences.
Contribute your feedback to shape decisions and policies.

[Start participating](#)



Organization

Conduct a consultation

Connect and engage with people online within specific geographical boundaries. Ensure that you are hearing from people in relevant areas.
Generate high-quality data to inform evidence-based decision-making and policy development.

[Learn More](#)



Sign up process

PlaceSpeak

English

Help

Log In

Signup

What is PlaceSpeak?

PlaceSpeak is a location-based consultation utility.

Why do you need my information?

The key purpose of PlaceSpeak is to connect you with proponents of consultations in your area that require verification that you reside within specified boundaries.

Do you share my information with 3rd parties?

No. PlaceSpeak is not funded by advertising and will never sell or disclose your personal information. Read more on our [privacy policy](#).

Personal Information

Step 1

First Name



Last Name



Email

Password



Connect an Account



Next



Digital Identity Ecosystem

Please choose your method of verification



Adding multiple options providing choice, control and convenience:

- Govt ID cards
- Property Assessment
- Postcards in the mail
- Telecom Utilities

Distributed and iterative approach to digital identity authentication.



Personal Profile



Colleen Hardwick

About

Edit

Location Vancouver

Urban Geographer. Film Producer.
Internet Entrepreneur. Colleen is the
Founder and CEO of PlaceSpeak.

Connected

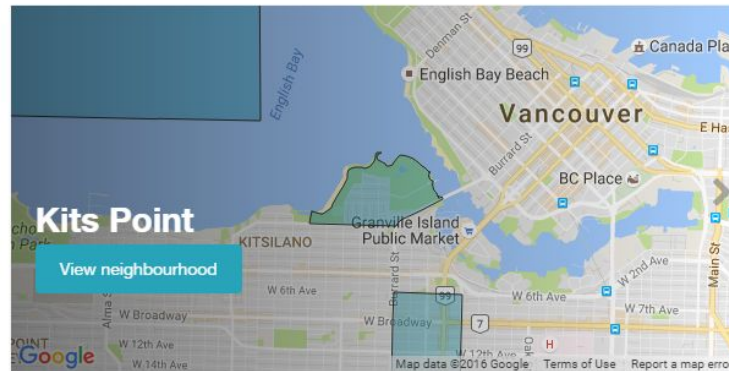
Connected

Connected

You're 2/3 levels verified

Level up

My Neighbourhood



My Place

Edit

1

My Home

1902 Ogden Avenue,
Vancouver, British Columbia,
Canada, V6J 1A2

2

My Cabin

Plumper Road, Keats Island,
British Columbia, Canada, V0N
1V0

3

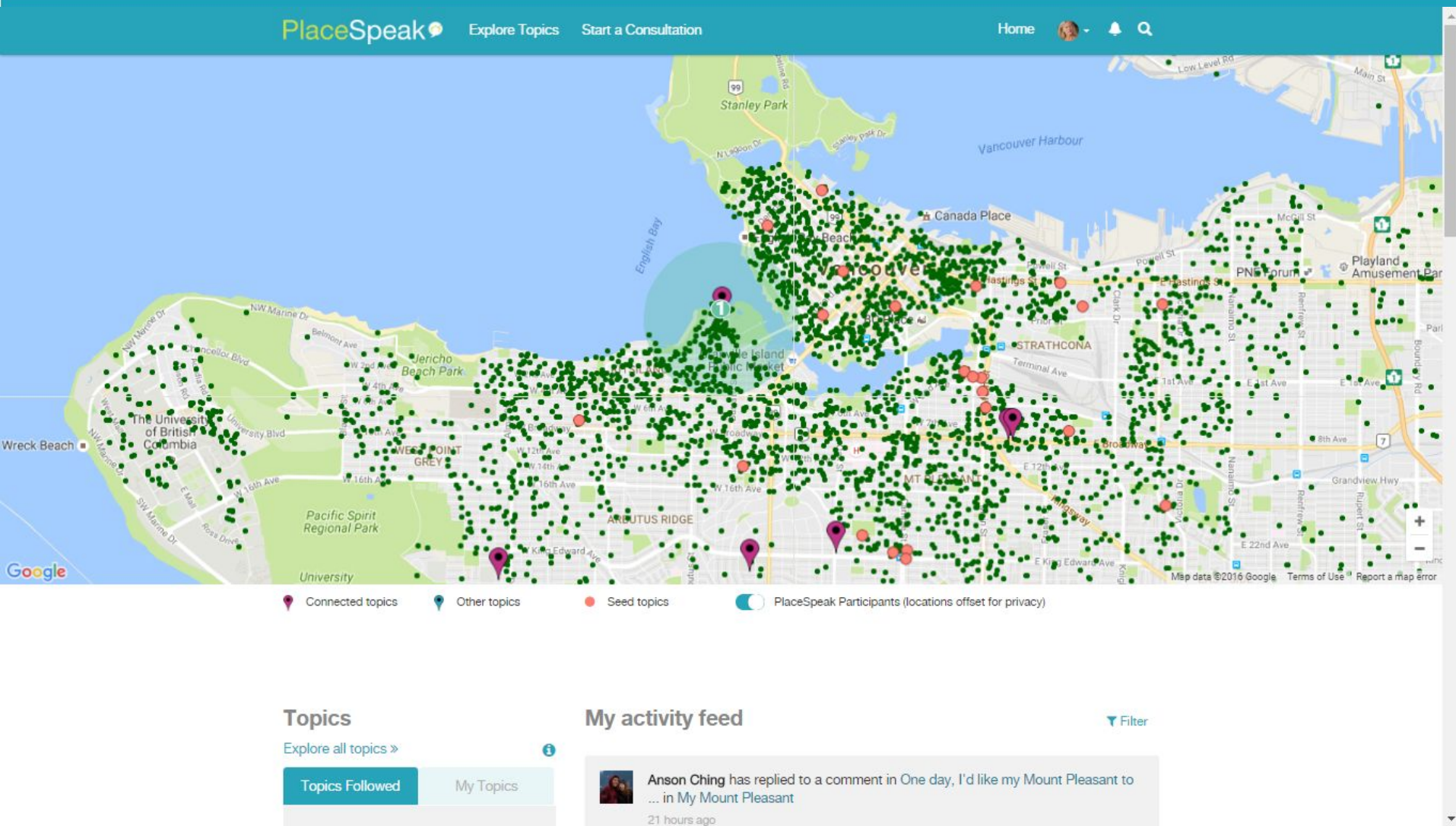
My Office

1005 Cypress Street,
Vancouver, British Columbia,
Canada, V6J 3K6

Contact us!



Dashboard for Real Life



Citizen-centred: Network Effect



Who Can Participate?

Undo all

Save

Team

Contact Details *

Who Can Participate?

Invitations

Map *

Features

Overview *

Keywords

Surveys

Discussions

Noticeboard

Events

Resources

Social Media

Polls

Participants

Place It

Widgets

Reports

Activity

APIs

Accessibility

PlaceSpeak allows you to select who can connect to your topic as well as who can join discussions and take surveys. 'Residents' are people who have a place within the polygons, or boundaries, you create on your map.

Who Can Add Comments?

Any connected participant can add comments unless you restrict this feature to residents only.

☐ Anyone Connected

☒ Connected Residents Only

Poll/Survey Contributors

Any connected participant can take Polls and Surveys unless you restrict this feature to residents only.

☐ Anyone Connected

☒ Connected Residents Only

Who Can Connect?

Everyone can connect to this topic unless you select that only the people who you invite can connect.

☒ Only people who I invite via email

[Click here to invite participants](#)

☐ Make your Topic Private so that only participants you invite by email can see and engage with your content.

Verification Levels

Verification Level requirements are available on Premium and Enterprise plans only.

Number of required verifications:

Choose all accepted verification

- ☐ Home Phone
- ☐ Mobile Phone (SMS)
- ☐ Geolocation

Contact us!



Case Study #1

PlaceSpeak

Explore Topics

Start a Consultation

Home



Edit Topic

New Clayton Area Secondary School

Disconnect

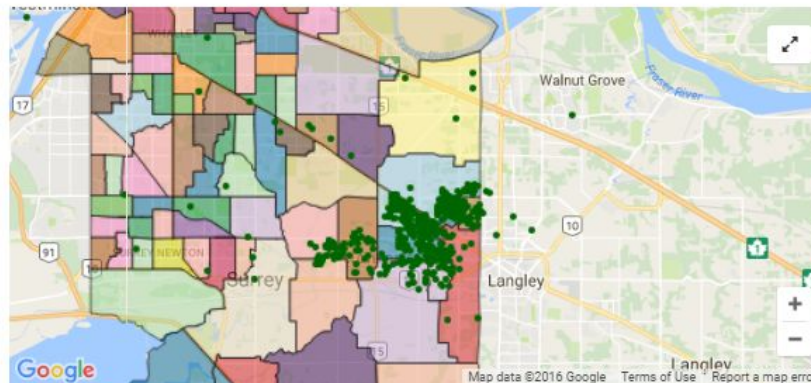
Overview

Resources

Events

Noticeboard

Developing a catchment area for the new Clayton area secondary school



Invite

Share

Contact Information

Surrey Schools

www.surreyschools.ca



Surrey Schools

Email: capitalplan@surreyschools.ca



1892
Views



492
Connects

Contact us!



Case Study #2

PlaceSpeak

Explore Topics

Start a Consultation

Home



Edit Topic

Capital Integrated Services & Governance Initiative

Disconnect

Overview

Discussions

Resources

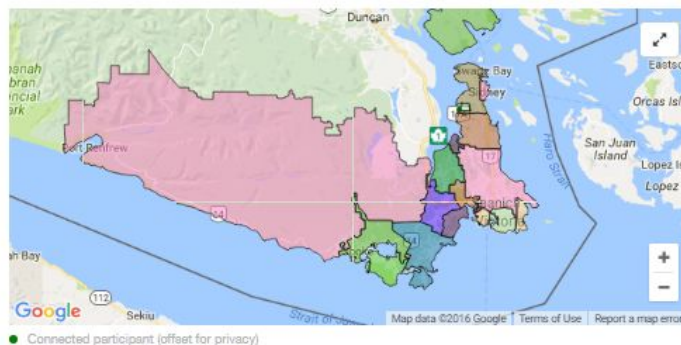
Placelt

Noticeboard

Polls

Please take your time to read through the materials and fact sheets provided before completing the survey below.

Take Survey Now



Connected participant (offset for privacy)

Polls

Which of the following services do you think will benefit the most from a more integrated approach to service delivery through partnerships, joint service delivery, etc.? (Please select one)

- ☐ Water
- ☐ Transportation
- ☐ Stormwater
- ☐ Solid Waste Management
- ☐ Sewer
- ☐ Recreation
- ☐ Police
- ☐ Planning and Economic Development
- ☐ Parks
- ☐ Libraries
- ☐ Housing
- ☐ Government Administration
- ☐ Fire
- ☐ Emergency Planning

Contact us!



Contact us

1-866-998-6977

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