Citizen Engagement in Monterey County

Bernard Green

California State University, Monterey Bay, begreen@csumb.edu

Follow this and additional works at: https://digitalcommons.csumb.edu/caps_thes_all

Recommended Citation
Green, Bernard, "Citizen Engagement in Monterey County" (2016). Capstone Projects and Master's Theses. 49.
https://digitalcommons.csumb.edu/caps_thes_all/49

This Capstone Project (Open Access) is brought to you for free and open access by the Capstone Projects and Master’s Theses at Digital Commons @ CSUMB. It has been accepted for inclusion in Capstone Projects and Master’s Theses by an authorized administrator of Digital Commons @ CSUMB. For more information, please contact digitalcommons@csumb.edu.
Hector
The Food Service Worker
Married Male, 37 years old
Salinas, CA

PERSONALITY: Lively, Humorous

"I'm constantly on the go between work and family. Things are good now, but I'm always working to make things better. I want to get closer to work so I'm not spending so much time on the way to and from my job, and can see my kids more."

Hector is a line cook at a Cannery Row restaurant. He's been married 9 years. He and his wife Cynthia have two children, each in middle school. Each of their kids participate in club sports and play in games frequently around town.

Shauna drives an old Subaru Outback her parents gave her when she was in high school. She uses it often to get around town, and for impromptu escapes to the mountains.

Shauna's room and board are provided for, and she doesn't have a lot of additional expenses. This is good since her only income is from a 20-hour part-time job on campus where she earns minimum wage.

Shauna drives an old Subaru Outback her parents gave her when she was in high school. She uses it often to get around town, and for impromptu escapes to the mountains.

"I just love my car. It's just so convenient - I can haul all my things around, carry friends and hit the road whenever I want."

Shauna is in her third year of college. She lives several hours away from home and enjoys the freedom of choice that college has brought. Beyond painting and surfing, she's also been reading heavily into philosophical classics, like Plato and Ludwig. Her creative, social lifestyle and personal interests keep Shauna very busy.

Shauna drives an old Subaru Outback her parents gave her when she was in high school. She uses it often to get around town, and for impromptu escapes to the mountains.

Shauna drives an old Subaru Outback her parents gave her when she was in high school. She uses it often to get around town, and for impromptu escapes to the mountains.

5 Authentic Feedback - The public's ideas, preferences and recommendations are documented and considered seriously by decision makers. Integration of public comments is clearly communicated to the public.

Effective personas will:
- represent significant user group(s)
- express and focus on major needs of the user group(s)
- clearly depict a user’s expectations, preferences and how they will likely respond to a product/process
- aid in developing universal features and functionality
- are based on real people w/backgrounds, goals, and values

For further consideration:
Types of Personas:
- Marketing Personas
- Design Personas
- Proto-personas

In-depth User Research
Many opportunities remain for research into user/citizen needs and preferences, as relates to specific topics

Scenarios allow for designers/decision makers to better understand how users may respond to an experience, and are another key component to the UX design system

An air of caution: Despite the many benefits of integrating user experience design into government efforts, there are limitations to the usefulness of personas. For most effective use, keep in mind:
- Persons are only as effective as the user research that shapes them
- Establish clarity at the onset on how and when personas will be used throughout design processes

Diving Deeper into UX and Personas

Common Barriers to Engagement
- Difficulty addressing diverse needs
- Misunderstanding of Citizen needs and concerns
- Lack of clarity on what ‘engagement’ is, or what the intended outcomes are
- Lack of resources for sufficient investment:
  - Time - compressed project schedule or insufficient staffing;
  - Money - Insufficient funding for special initiatives
  - Political Leadership - non-existent or weak support for initiatives

Five Principles for Public Engagement
Delivering public projects requires managing a wide range of needs towards an end goal. Comprehensive public consultation, however can often fall on the priority list in the face of complex tasks. The principles outlined below may serve as building blocks for public engagement practices that are ethical and effective:

1 Inclusive Planning - The preparation for a public engagement process includes diverse methods of reaching out to, and capturing public input.

2 Authentic Intent - A core purpose of the public engagement process is to support public thought and consideration in order to inform government action. Process is not designed to persuade the public towards a decision that has already been made.

3 Reflective Participation - The process includes people and perspectives that are reflective of the population of all affected citizens.

4 Accessible Participation - The public engagement process is developed to maximize access to all, taking into account technical knowledge, location, time, language and disability.

5 Authentic Feedback - The public's ideas, preferences and recommendations are documented and considered seriously by decision makers. Integration of public comments is clearly communicated to the public.

Citizen Engagement in Monterey County  
BY BERNARD GREEN

UX in Government
Public processes are intended to respond to the needs of the community. However, often agencies will work towards an end without a basic understanding of the community’s priorities. User Experience thinking, whereby design is developed chiefly with the end user in mind, may be one opportunity to combat this problem.

What are personas?
A persona is an illustrated representation of a user, typically formed as the result of user research. They typically describe user needs, interests and goals.

Effective personas will:
- represent significant user group(s)
- express and focus on major needs of the user group(s)
- clearly depict a user’s expectations, preferences and how they will likely respond to a product/process
- aid in developing universal features and functionality
- are based on real people w/backgrounds, goals, and values

Personas

Type of Personas:
Marketing Personas
Design Personas
Persona

For further consideration:
Types of Personas:
- Marketing Personas
- Design Personas
- Proto-personas

In-depth User Research
Many opportunities remain for research into user/citizen needs and preferences, as relates to specific topics

Scenarios allow for designers/decision makers to better understand how users may respond to an experience, and are another key component to the UX design system

An air of caution: Despite the many benefits of integrating user experience design into government efforts, there are limitations to the usefulness of personas. For most effective use, keep in mind:
- Persons are only as effective as the user research that shapes them
- Establish clarity at the onset on how and when personas will be used throughout design processes

Diving Deeper into UX and Personas

For further consideration:
Types of Personas:
- Marketing Personas
- Design Personas
- Proto-personas

In-depth User Research
Many opportunities remain for research into user/citizen needs and preferences, as relates to specific topics

Scenarios allow for designers/decision makers to better understand how users may respond to an experience, and are another key component to the UX design system

An air of caution: Despite the many benefits of integrating user experience design into government efforts, there are limitations to the usefulness of personas. For most effective use, keep in mind:
- Persons are only as effective as the user research that shapes them
- Establish clarity at the onset on how and when personas will be used throughout design processes