



An Overview of PublicInput.com

BRTB Technical Committee

MARCH 2, 2021



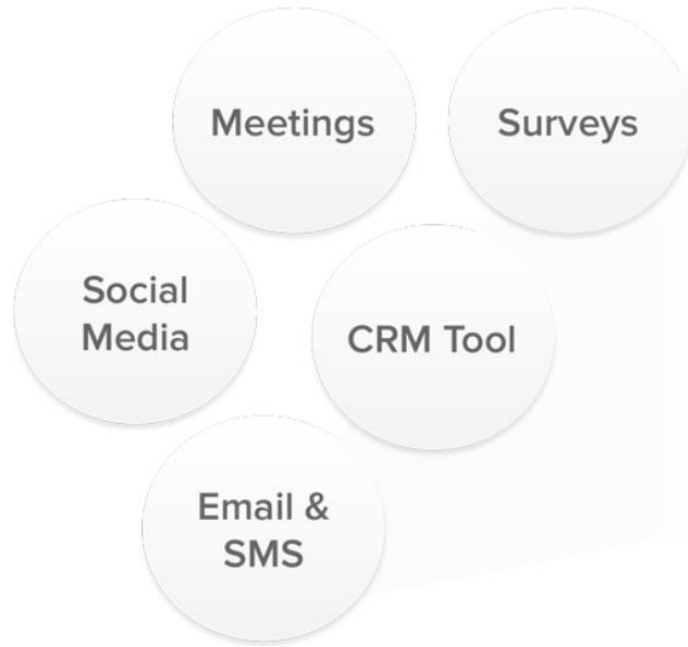
COMMUNITY ENGAGEMENT SOFTWARE FOR GOVERNMENT

REACH MORE PEOPLE AND SIMPLIFY YOUR PROCESS



FROM DISCONNECTED

TO UNIFIED





Engagement Hub

The industry's most comprehensive toolkit with over 20 flexible formats for surveys, meetings, and interactive mapping.



Resident Database

A fully-integrated CRM to manage your contacts, groups, and relationships across projects and teams.



Communications Cloud

Two-way email, SMS, and social media communications tools purpose-built for government.



Online/Offline Engagement Hub

- Set up surveys and websites
- Support traditional meetings with presentation and polling tools
- Host Virtual Public Meetings
- Manage all forms of engagement
- Collect Title VI demographic info and compare with census data



Communications Cloud

- Engage in two-way email, SMS, and social media conversations
- Geo-enabled subscriber database
- Drag-and-Drop email builder
- Automate replies or messages
- Optimize campaign performance with open rates and tracking



Resident Database

- Automatic integration throughout
- Sync participants across channels
- Build momentum with each interaction
- Manage your contacts, groups, and relationships





Email

SUBSCRIBE

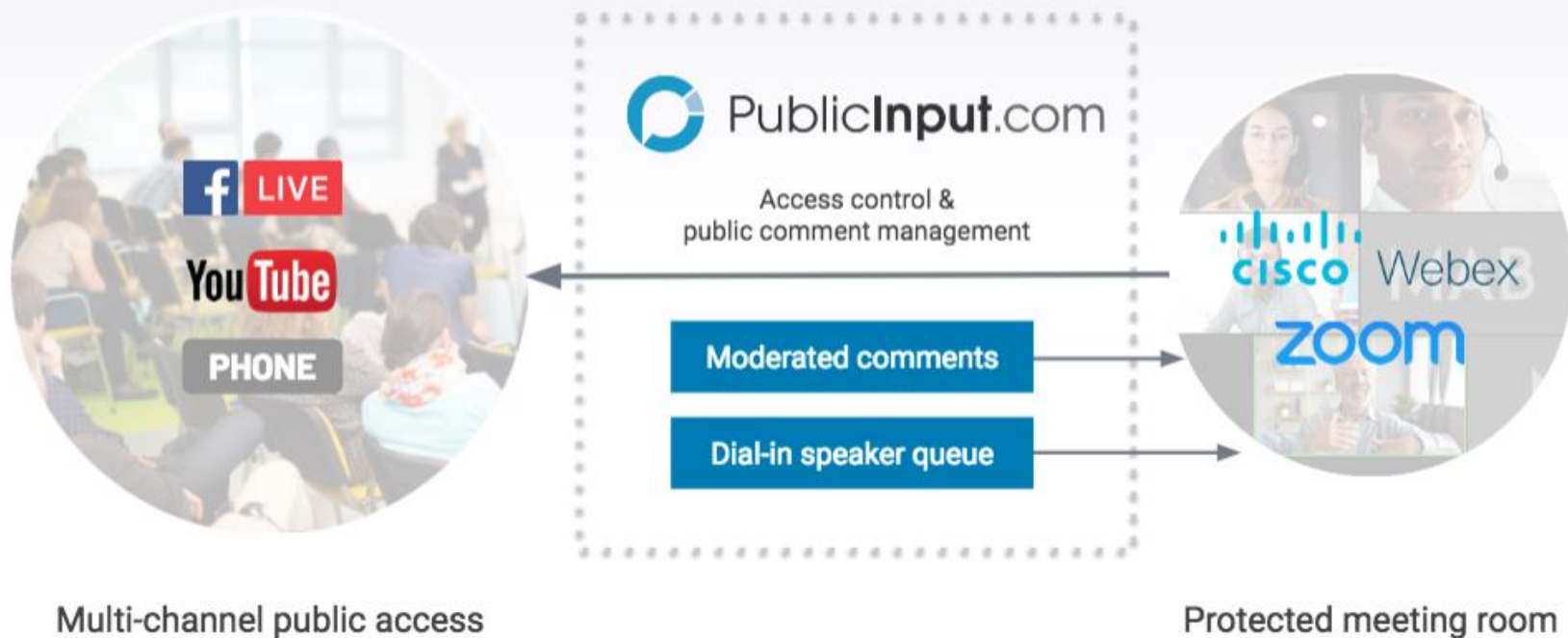
CURRENT ENGAGEMENT OPPORTUNITIES

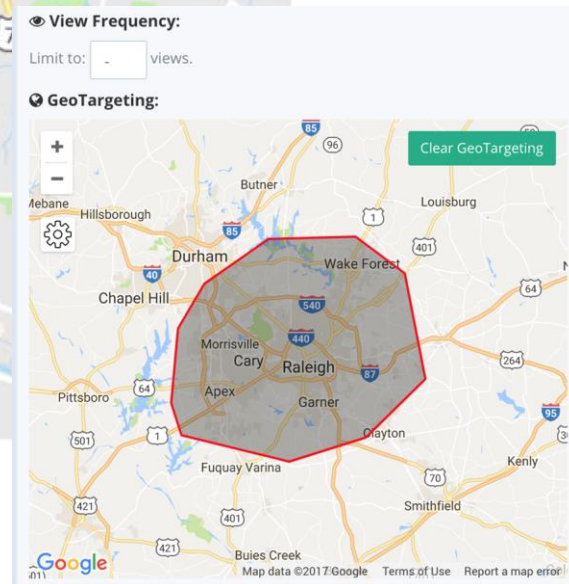
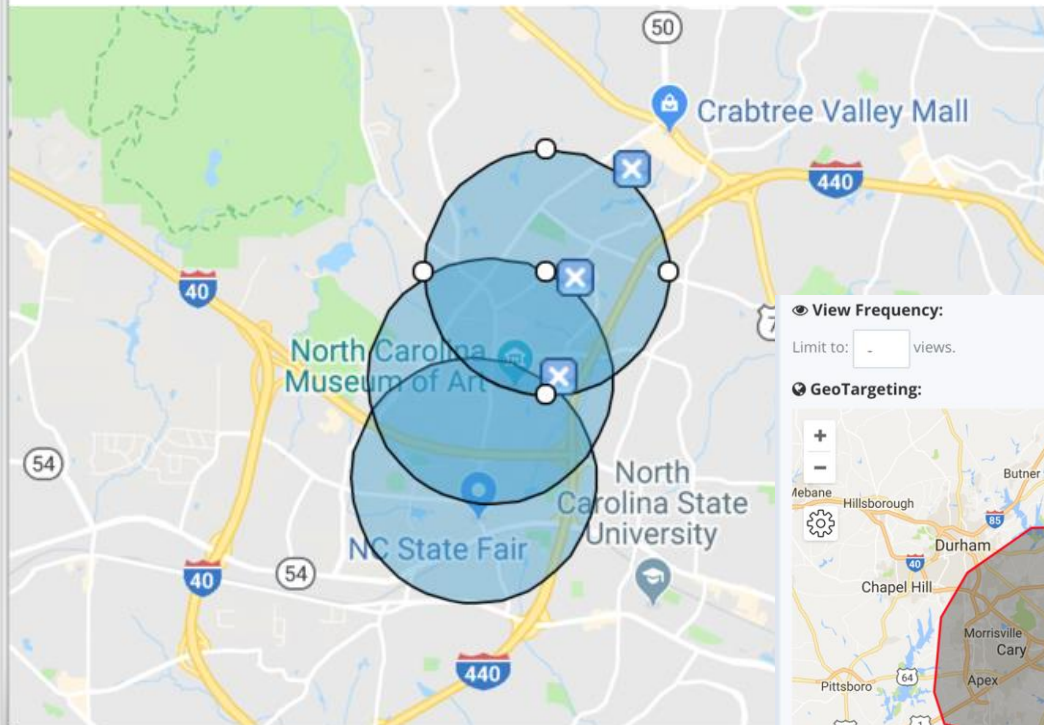
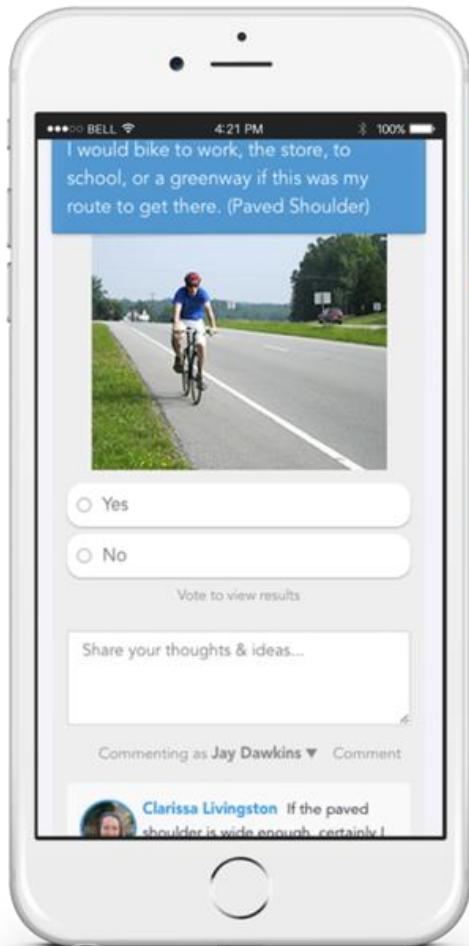
Current engagement opportunities:

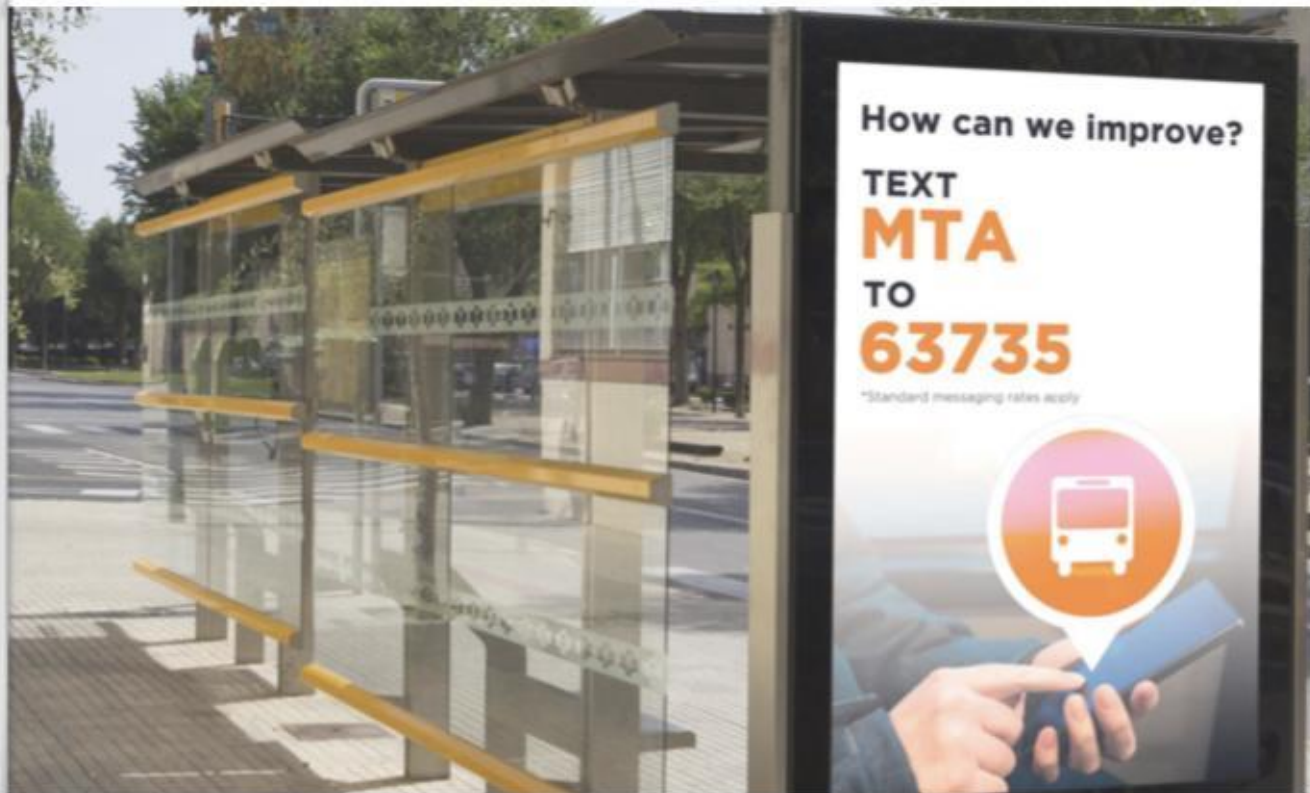
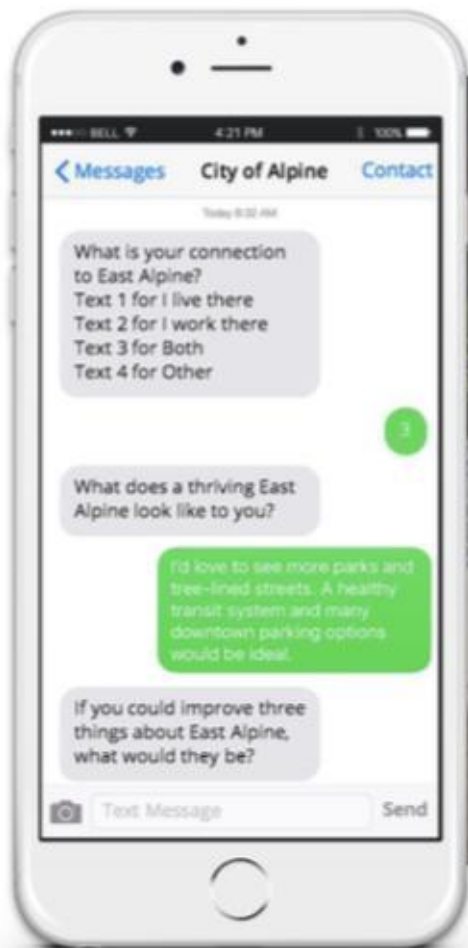
- New surveys that can be found on the "Participate" page (link at top of page).
- Be sure to check out the "Resources" page to review current documents, existing conditions, map gallery, next meeting notes, and more.



► Creating two rooms: **public** and **access-controlled**







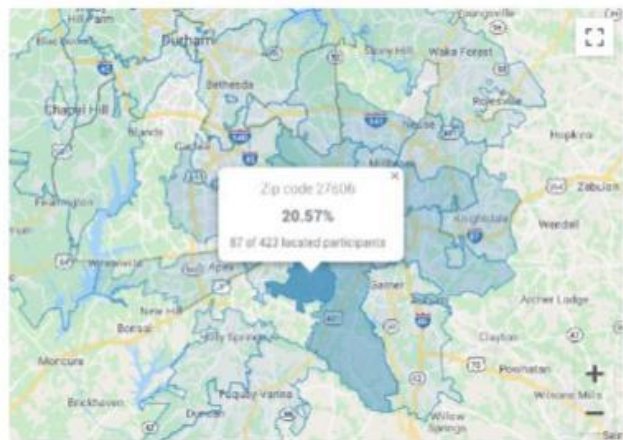
Engagement Hub	Capability
Online Survey Widgets (16 questions types, Skip Logic, etc.)	✓
Geospatial Input Suite (Map pins, Project prioritization, Shape files)	✓
Open Ended Comments and Idea Boards Featuring (24/7/365) Comment Moderation	✓
Project Website Publisher (with integrated surveys and content)	✓
Last-Mile Translation Tools for Website, SMS, and Email	✓
Project Email Endpoints and Comment Response Workflow	✓
SMS Text Message Surveys	✓
Voicemail Comment Hotline with Auto Transcription	✓
Automated Comment Sync for Facebook and YouTube posts	✓
Comment Analysis Suite with AI-assisted Coding, Sentiment Analysis	✓
Live Polling Toolkit	✓
Virtual Public Meetings Module (w/ Phone Line and Transcription)	✓

Wake BRT: Western Blvd

Project Engagement

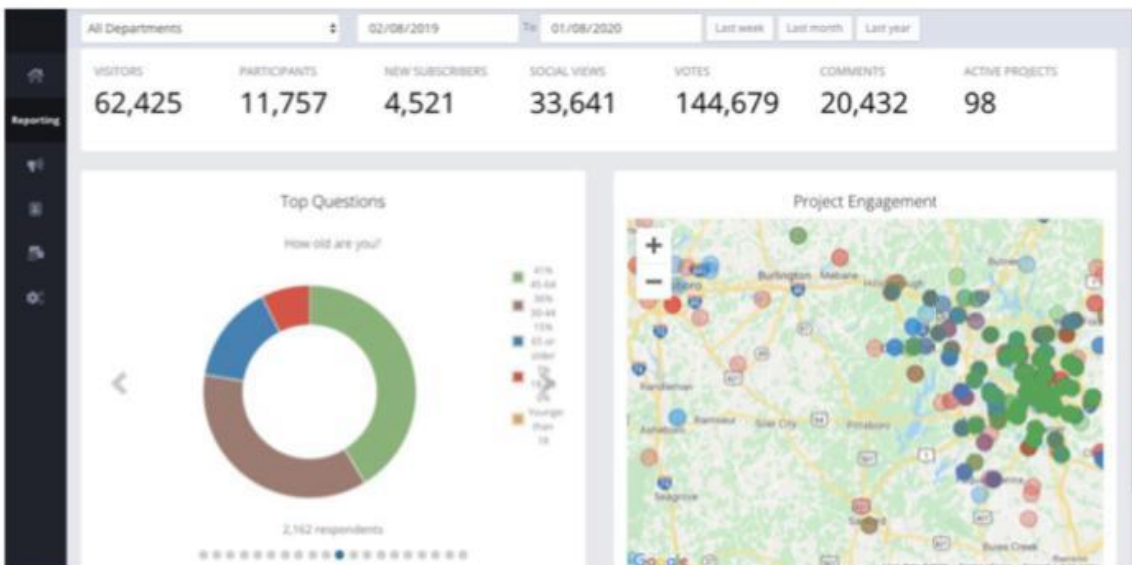
VIEWS	PARTICIPANTS	RESPONSES	COMMENTS	SUBSCRIBERS	IMPRESSIONS
1,342	425	4,658	291	153	531

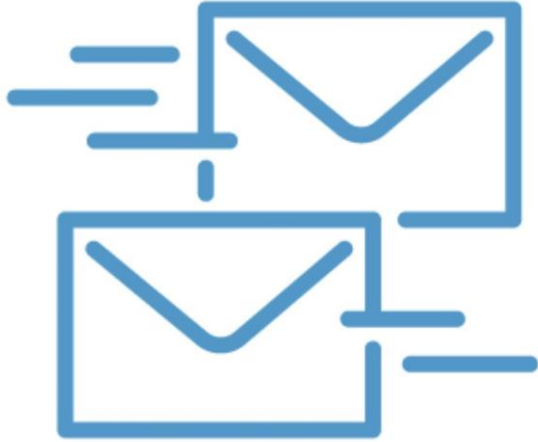
MOVE + TOGGLE COMMENTS FILTER BY SEGMENT OPTIONS



If BRT service were provided along Western Blvd., where would you go using the service?

80%	S. Downtown Raleigh	297 ✓
58%	S. Durham Dix Park	215 ✓

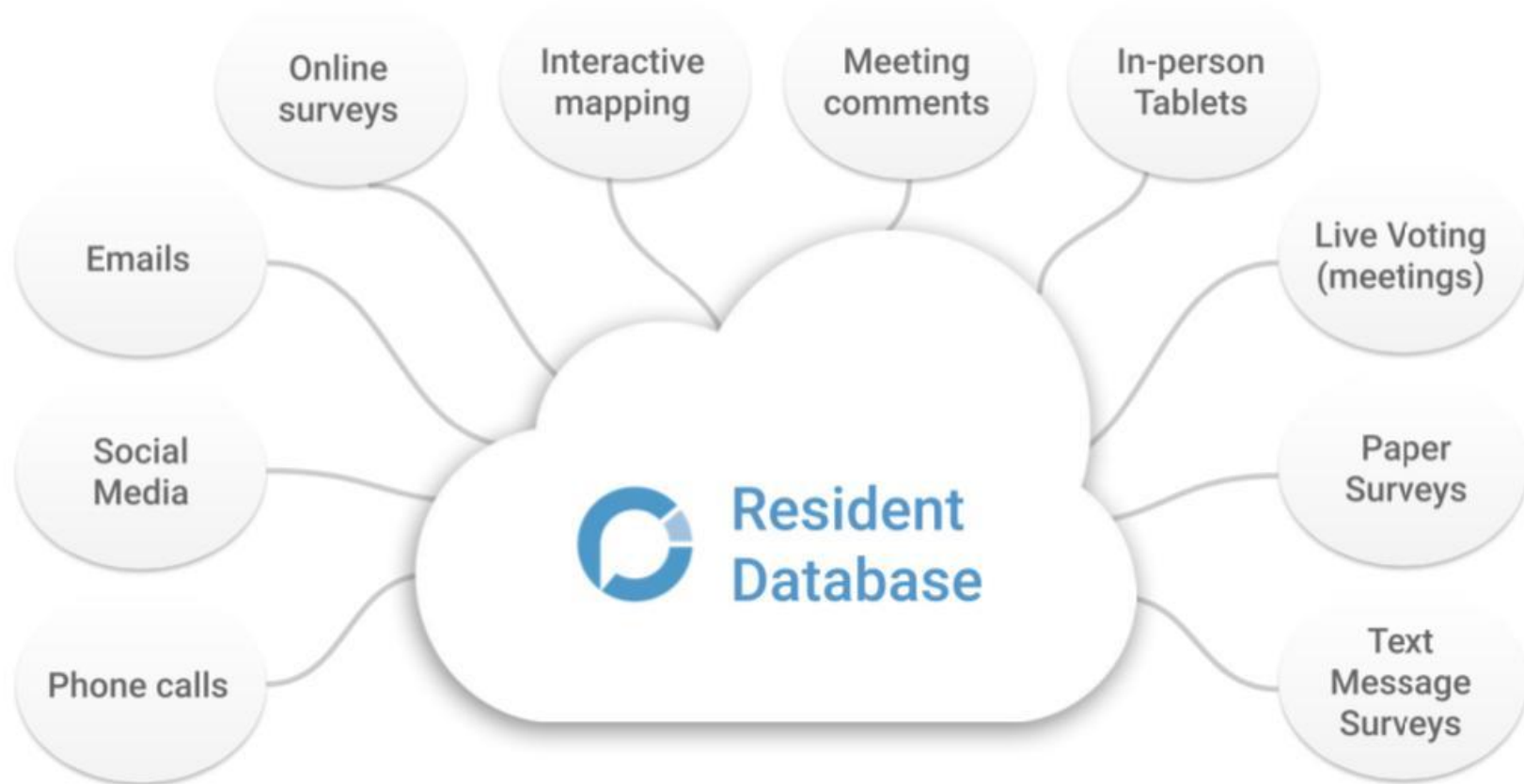




COMMUNICATIONS CLOUD

- Email, Text, and Social Campaigns
 - Public subscriber hub
 - Integrated surveys and events
 - Drag & Drop Email Builder
 - Geo-enabled Subscriber Database
-
- Inter-agency subscriber network - Partner with other agencies in your region to seamlessly build a regional database of engaged residents across agencies, departments, and projects.

Facilitate the entire process and integrate every step.



- New tool for communicating with stakeholders
- New tool for sending out surveys
- New procedures for virtual committee meetings
- Pricing for local jurisdictions is available



For More Information

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