



CITIZENS SETTING THE AGENDA

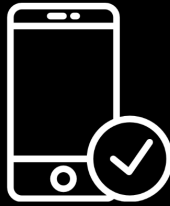
KNIGHT CITIES CHALLENGE

INSPIRING IN-PERSON
CIVIC ENGAGEMENT WITH CITIES
THROUGH TECHNOLOGY

KNIGHT CITIES CHALLENGE PROJECT

Build an online platform that tracks public meetings and legislation across cities to promote in-person civic engagement.

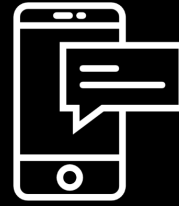
1



CHOOSE ISSUES

YOU CARE ABOUT IN
LOCAL GOVERNMENT

2



GET ALERTS

WE'LL NOTIFY YOU
WHEN RELATED VOTES
AND PUBLIC MEETINGS
COME UP

3



SHOW UP

PARTICIPATE IN MAKING
POLICIES THAT IMPACT
YOUR COMMUNITY

WHY IT MATTERS

Local governments' current patchwork of notices makes it hard for the public to learn about things like tax increases, zoning changes, or even hazardous waste sites. That's why CivicPro presents local legislation in one place.

When residents can quickly find their way to important public meetings, everyone has the same opportunity to shape policy.

Our democracy only works when informed communities participate. Together we can make sure it works for everyone.

Sign-up at [OPEN.GETCIVICPRO.COM](https://open.getcivicpro.com)

WHAT USERS SAY

CivicPro provided early access to a limited cohort of leading civic institutions for feedback, such as the Miami-Dade County League of Women Voters, SAVE Dade, and Catalyst Miami.

"I got an alert concerning a city vendor in Miami Beach and called my commissioner to ask her to speak against the proposal. Together we stopped it. Without CivicPro, I would've missed the city's notice and my commissioner would not have taken action."

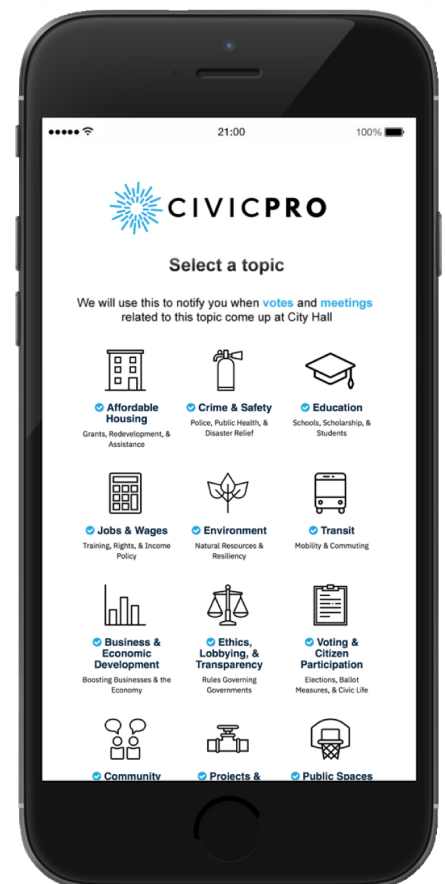
- **Matthew Land**, **Southeast Laborers District Council**

"Now, I'm able to develop advocacy campaigns and grassroots efforts with advance notice. In fact, this email alert system has even resulted in me being the first to know about legislative updates - sometimes before municipal staff!"

- **Kelly Cox**, **Miami Waterkeeper**

"The way CivicPro organizes housing legislation is a game-changer. Being able to review everything in one place and add meetings directly to our calendars is a huge improvement over scouring dozens of websites."

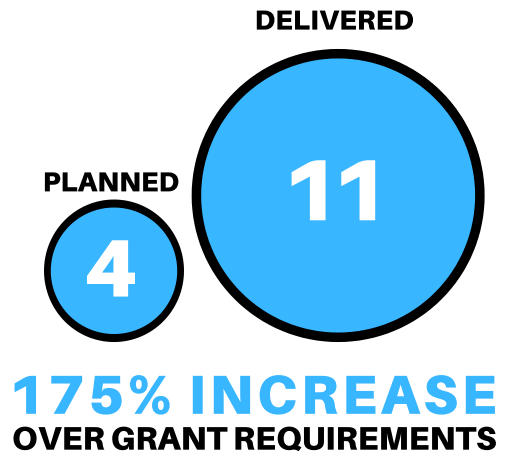
- **Evian White De Leon**, **Miami Homes For All**



RESULTS

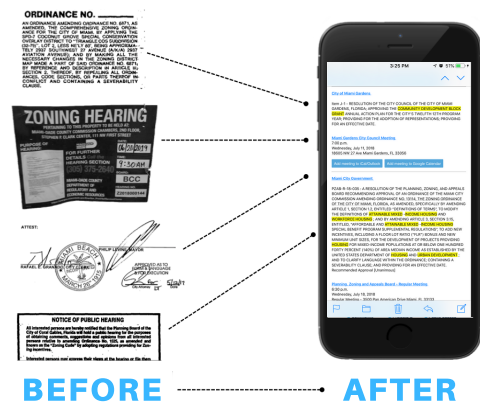
NUMBER OF CITIES

The grant required data from 4 cities. Instead, CivicPro built a system covering 11 local governments.



PERSONALIZED ALERTS

CivicPro's alerts are personalized to each user's interests - helping them discover the time and place of relevant public meetings.



AUTOMATIC POLICY TAGGING

CivicPro can prioritize legislation by issue area. Instead of burying assorted legislation across documents, CivicPro's software instantly recognizes legislation by subject matter and highlights it.

TAGGING BASED ON RESIDENTS' TOP ISSUES
FROM SURVEYS OF EVERY MIAMI-DADE ZIP CODE

#1



HOUSING

#2



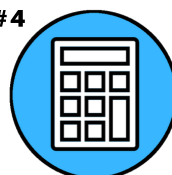
SAFETY

#3



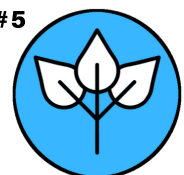
EDUCATION

#4



JOBS

#5



ENVIRONMENT

ENGAGEMENT

CivicPro launched a robust engagement process soliciting feedback to ensure the platform could meet local needs. Throughout, CivicPro combined its technical expertise with the experiences of users on the ground, including a cohort of leading non-profit advocacy groups.

RESIDENT SURVEYS

- Surveyed residents from every ZIP Code in Miami-Dade County:
 - 70% self-identified as Black and/or Hispanic.
 - 36% had college degrees.
 - 50% earned less than \$49k per year.
 - 50% were renters rather than homeowners.
 - 65% had lived in the county for over 10 years.
- Hosted design testing with residents to develop the user experience.

**DEVELOPED
WITH INPUT FROM
OVER 200
COMMUNITY
MEMBERS**

BETA-TESTING WITH EXPERT ADVOCATES

- Recruited a cohort of leading non-profits for early feedback to validate benefits for advocates.

FUTURE COMMUNITY ENGAGEMENT

- Roundtables with news media, affordable housing advocates, and climate change advocates.
- Deep dive into advocacy impacts in specific policy area.
- Explore benefits of machine learning summaries of legislation to aid less knowledgeable users.
- Find community partners to gauge interest in expanding to new metros.

INSIGHTS

FEATURE:

ALERTS

AUDIENCE 1:

RESIDENTS + NON-PROFIT ADVOCATES

Alerts for individual pieces of legislation tied to user interests simplifies advocacy with cities and allows non-profits to connect volunteers to grassroots efforts.

AUDIENCE 2:

NEWS MEDIA + JOURNALISTS

Alerts for individual pieces of legislation is helpful but not critical.

FEATURE:

TRENDS

AUDIENCE 1:

RESIDENTS + NON-PROFIT ADVOCATES

CivicPro can uncover cutting-edge insights about government behavior but this had less immediate impact on advocacy already underway.

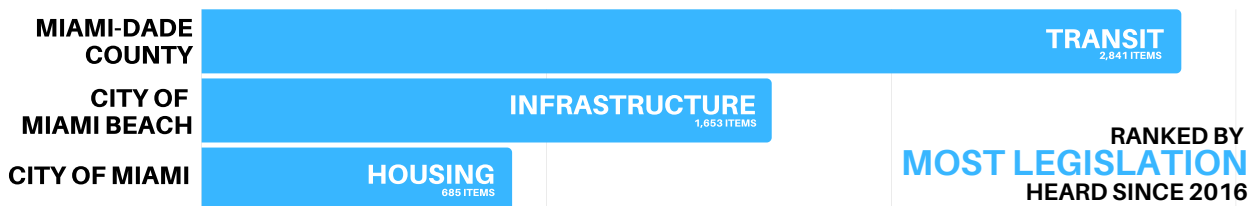
AUDIENCE 2:

NEWS MEDIA + JOURNALISTS

Reporters have shown interest in CivicPro's unique trend data, connecting specific policy topics and local governments' behavior.

EXAMPLES:

GOVERNMENTS' TOP ISSUES



COMMISSIONER REPORT CARD



CITY OF MIAMI - DISTRICT 2

Commissioner Ken Russell

- Most frequent co-sponsor: [District 5 \(165 co-sponsorships\)](#)
- Amount of legislation passed: **362**
- Most legislation passed of any sitting commissioner *

* Includes data for 2016 - present

OPPORTUNITIES

1 SHARE BENEFITS FOR SPECIFIC GROUPS

Due to demand in Miami, CivicPro is seeking host partners for a series of roundtables with existing institutional users to share best practices in using the alerts system to benefit the following sectors:

- Affordable Housing Advocacy
- Climate Change Advocacy
- News Media

Members of the press have voiced interest in convening such a roundtable, with one newsroom already committed. With additional resources, CivicPro could also do a deep dive into the software's benefits for institutional users. For example, nonprofits have stated that CivicPro helps them tie volunteers into their advocacy. Focusing on specific groups' practices would provide greater insight into the software's impacts on critical issues.

2 MEET DEMAND TO EXPAND IN NEW METROS

News media have expressed a desire to expand CivicPro's alerts and trend data to additional cities to regain some of the local government coverage lost due to shrinking press staff. To validate this demand, CivicPro is seeking introductions to non-profits in other Knight Cities and metropolitan areas throughout Florida, such as Palm Beach, Leon, Orange, and Pinellas counties.

3 CLARIFY LEGISLATION WITH A.I.

Outside the grant, CivicPro used artificial intelligence (A.I.) to simplify technical government notices into plain english. Already, CivicPro can automatically generate shorter, clearer sentences with accuracy. However, to actually improve local institutions' ability to engage and inform their communities, CivicPro is seeking resources and testing partners to refine the user experience.

ACKNOWLEDGMENTS



**KNIGHT
FOUNDATION**

This project was funded by a grant from the Knight Foundation. We are grateful to them and to all of our funders who make it possible for CivicPro to advance its mission.

SPECIAL THANKS TO

Raul Moas

Paul Cheung

Manny Diaz

Commissioner Daniella Levine Cava

Leigh-Ann Buchanan

Gabriela Guzman

CUTGroup Miami

Catalyst Miami

ICON ATTRIBUTION

Icons made by Smashicons, Kirill Kazachek, Freepik, srip, Good Ware, neungstockr, and Those Icons from www.flaticon.com are licensed by CC 3.0 BY