



**TLG and LMC 2016 Case Study Application**  
**Future Ready Communities**

**DUE:** September 4, 2015



**Email to:** Ryan Spillers at [rspillers@transformgov.org](mailto:rspillers@transformgov.org)

**COVER PAGE**

1. Case Study Title: Your Civic Engagement Is Not Their Civic Engagement
2. Case Study Category (Select only one, selection identified by highlighting your choice):

Planning for Your Future

Creating an Inclusive Community

Reinventing Local Government

Community Networks

**Blinders**

3. Jurisdiction Name: City of Las Vegas
4. Jurisdiction Population (US Census): 600,000+
5. Would you like the application to be considered for our Rapid Fire Session? (Rapid Fire presentations are fast-paced, entertaining, interactive presentations. Each jurisdiction will have five minutes to make their presentations using 15 PPT slides set on auto-forward primarily containing photos/graphics. Participants will be seated at round tables to facilitate an energetic idea exchange. A cash bar will be available.)

**YES**

NO

6. Project Leader (Primary Contact for case study notification):  
Name: Don Jacobson  
Title: IT Business Partner  
Department: Information Technologies  
Phone Number: 7023799161  
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US Mail Address, including zip code: 495 S. Main St., Las Vegas, NV 89101  
Twitter Account: @BigSurfDon

List additional presenters contact information below:

N/A

1. Presentation title and description of the innovation. *100 word maximum.*

"Their civic engagement is not your civic engagement". I have the unique experience of attending and speaking at the GCC Government Social Media Summit in Dubai, United Arab Emirates which draws government representatives from Europe, Middle East, Africa and Far East. I intend to explain how alike and different government approaches to civic engagement are in that half of the world from the United States.

2. When and how was the program, policy or initiative originally conceived in your jurisdiction? *100 word maximum.*

The City of Las Vegas is both a digital-first city and a showcase for innovative civic engagement across the spectrum of platforms and social media channels. The impetus for the close collaboration between the City's Public Information office and IT Department was recognition of the paradigm shift resulting from the spread and popularity of mobile devices and social media. Transparency and open data rule the day, but I want to also tell the story from the perspective of governments operating in an environment different than what we appreciate.

3. How exactly is the program or policy innovative? How has your innovation changed previous processes, products or services? *100 word maximum.*

The innovative aspect of the City of Las Vegas's approach is embracing social media and mobile technology as an opportunity to enhance citizen engagement. Furthermore, the City recognized that as a global destination with tourists numbering in the tens of millions, there is also an opportunity to include them in the mix as well which requires understanding how they engage with their own governments back home.

4. Explain how the program or initiative substantially stretched or improved the boundaries of ordinary governmental operations. *200 word maximum.*

As the title of my presentation alludes to, what we (local government) and our citizens take for granted regarding connecting and taking action via social media and technology here is not always the case elsewhere in the world, especially in developing countries or countries not governed under the democratic model. I believe what I have learned in Dubai with hundreds of officials and staff from dozens of foreign governments will really enlighten the TLG conference attendees and give them insight to bring back to their own city or county government.

5. What individuals or groups are considered the primary initiators of your program? How does the innovation engage stakeholders or demonstrate high performance teaming? Were strategic partnerships and/or community networks developed as a result of the innovation? *200 word maximum.*

The primary initiators in the City of Las Vegas were mid-level staff in the Public Information office and IT Department who felt comfortable in the City's open culture to bring their ideas and plans to the City Manager's office. This particular innovation relies on trust established between peers--and between employees and management--to operate in sort of laboratory experimenting with ideas, measuring outcomes and doing this repeatedly. Again, I want to demonstrate how local governments in countries in the other half of the world build partnerships, exhibit trust and sustain networks.

6. If a private consultant was used please describe their involvement, identify the consultant and/or firm and provide contact information. *100 word maximum.*

N/A

7. To what extent do you believe your program or policy initiative is potentially replicable within other jurisdictions and why? To your knowledge, have any other jurisdictions or organizations established programs or implemented policies modeled specifically on this project? Please provide verification of the replication. *200 word maximum.*

The City of Las Vegas initiative is definitely replicable because it is essentially a grassroots movement that began with front line staff and was sanctioned by management because of the open culture that management made possible. Other jurisdictions have had similar movements and/or programs, but not actually modeled on this City's, but my talk will also go into how jurisdictions in the other half of the world have taken concepts learned from the U.S. and tried them in their own government structures and with their own local populace.

8. What were the costs? What were the savings? *100 word maximum.*

N/A. Since everything used so far has been open source or in the public domain or self-built, there was no budget and not costs other than people's time. The people involved in the civic engagement effort are collecting data on participation and reach, but it is a little early to document returns

9. Please describe the most significant obstacle(s) encountered thus far by your program. How have they been dealt with? Which ones remain? *200 word maximum.*

Time has been the only real obstacle. While the working group has management's full support for ideas brought to the table, much of the work is not yet formalized under a specific program other than the social media commitment which has a full-time position. Much of the success is due to people willing to find time amongst their day-to-day responsibilities.

10. What outcomes did this program or policy have? What baseline data did you collect? How did you measure the change based on the intervention, and why do you believe in the credibility of this assessment? *200 word maximum.*

Outcomes are a 500% increase in the City's social media interactions in one year (73 million impressions). The City's social media following is ahead of every other local government entity as well as most of the local press. Citizens turn to the City FIRST to find out what is going on in the community and opportunities. My presentation will cover how the City measures su

11. Has the program received any press or other media coverage to date? If yes, please list the sources and briefly describe relevant coverage. *100 word maximum.*

An article about my presentation as the GCC Government Social Media Summit was covered in the UAE Gulf News <http://gulfnews.com/business/sectors/technology/innovation-by-gamification-1.15646>

12. Please provide web links where the innovation can be seen/tested (in the case of something that is web-based) *100 word maximum.*

<http://socialmedia-series.com/GCC/>

<http://conference.government-social-media.com/government-got-game-social-media-content-gamification>

13. Please provide any key references and their contact information who can be interviewed/called to discuss the innovation and its impact. *100 word maximum.*

Diana Paul, CLV PIO, [dpaul@lasvegasnevada.gov](mailto:dpaul@lasvegasnevada.gov)

Jennifer Davies, CLV PIO, [jdavies@lasvegasnevada.gov](mailto:jdavies@lasvegasnevada.gov)

Both presented at the recent TLG conference in Phoenix on a different topic.

14. You've been to a lot of conferences. TLG should be a unique experience for everyone. Describe how your case study presentation will be different than other conference presentations. *200 word maximum.*

- How will you make the session creative and unique?
- How do you plan to be both entertaining and educational?
- Include a description of how your session will facilitate group activities and/or interaction.

I have an engaging manner when making presentations; you can see an example of that at the beginning of this video from a conference

[https://www.youtube.com/watch?v=\\_ITPz0Qp8sA](https://www.youtube.com/watch?v=_ITPz0Qp8sA)

Take a look at my Twitter account @BigSurfDon and you will see that my interests and experience are diverse.

I believe the audience will be clamoring to learn more about how other countries' governments engage their citizens and have many questions I'll be prepared to cover.

15. Anything else you would like to add? *200 word maximum.*

I have included it in the area "Blinders" because I believe there is a LOT that local governments in the United States do not know about civic engagement conducted by governments outside of the U.S. In my opinion, the U.S. becoming more like the rest of the world, than the rest of the world is becoming like the U.S. (reversing a trend) and my presentation will peek over the horizon at what to expect regarding civic engagement. I hope you consider this opportunity to extend the focus beyond the United States and into transformative local government in the rest of the world.