



# Textizen

## Gandy Connector

AUGUST 2013

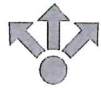
The Hillsborough Metropolitan Planning Organization (MPO) has long **debated a number of roadway systems** to alleviate the traffic congestion along Gandy Blvd in Tampa, Florida. One of these proposals, an elevated tollway called the Gandy Connector, aims to reduce traffic congestion and provide evacuation routes. The Planning Commission chose Textizen to **gather hyperlocal input** regarding the possible change.

### OUTREACH STRATEGY



#### 1. WHO TO TARGET?

While the Gandy Connector has been a long-debated proposal in the Tampa area, this campaign was designed to ensure feedback from immediate neighbors such as residents, neighborhood organizations, and the business community near Gandy Blvd.



#### 2. WHERE AND HOW?

The Gandy Connector would be a 1¼-mile elevated tollway running from Dale Mabry Highway to the Gandy Bridge. Mailers were sent to people living within one mile of Gandy Blvd.



#### 3. HOW MANY?

An average of 38 people per day participated in the survey during the first week. 435 people responded by the end of the 3 week campaign.



#### 4. WHAT HAPPENED?

In September 2013, the Hillsborough MPO obtained both quantitative and qualitative input about the proposal to inform decision making, and made results publicly available at textizen.com

### CONTENT EXAMPLES

This survey follows our standard outline of (A) Hook, (B) Deeper dive, and (C) Demographics/Followup. The survey had 6 questions, easily meeting our recommendation for a length of 5-8 questions. Completion rate through question 5 was 80%.

**(Information and visuals) Does this look like a good idea?**

**How good or bad is traffic on Gandy Blvd? Give it a letter grade from A-F.**

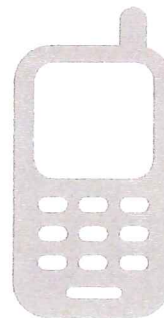
**Best way to handle traffic?**

- A. New elevated toll rd
- B. New parallel bypass
- C. Add lanes to Gandy
- D. Add lanes to nearby roads

**Anything else you'd like to share about the Gandy Connector proposal?**

**Want to receive updates? Please provide your email address.**

This sets the stage for follow-up texts about how input was used, future opportunities to provide feedback, or reminders for in-person meetings. In this case, 35% replied Yes, 28% replied No, and 37% did not answer.



### WHY TEXTIZEN?

Only 11% of Americans have attended a neighborhood meeting, but more than 75% use text messaging. So, we created Textizen.

Textizen meets citizens where they are by posting questions in high-traffic public places. Anyone with a minute and an opinion can reply, by text.



### VISUALS



### CONTACT

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# Textizen

## CITIZEN FEEDBACK FOR THE DIGITAL AGE

Only 11% of Americans have attended a neighborhood meeting, but more than 91% have a mobile phone. Textizen's powerful mix of offline outreach and online engagement brings new participants into civic dialogue. Anyone with a minute and an opinion can participate, by text.

Why Textizen?

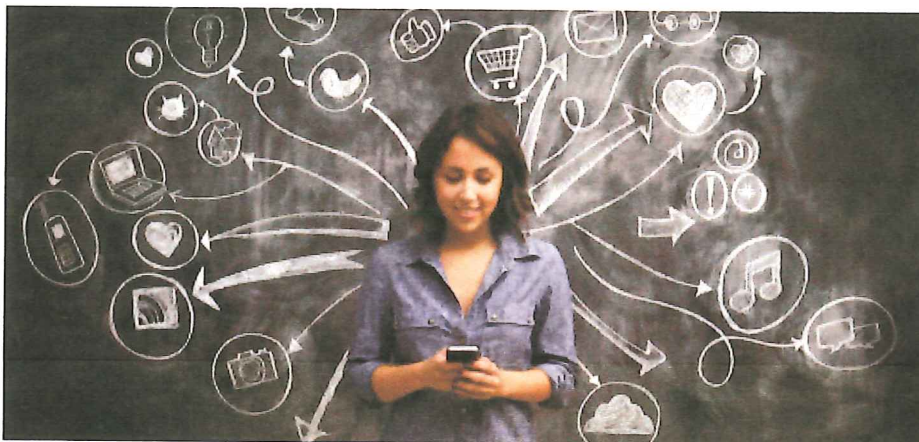
- **Input you can really use.** Structured data or open ideation — it's up to you.
- **Participant diversity.** Make participation accessible across demographics and geographies.
- **Meet people where they are,** using technology that's already in every pocket.

## Introducing Campaigns

**Activate. Engage. Sustain.**

Over 25,000 messages later, Textizen is a proven and powerful way to **activate** and **engage** communities. Now, let's **sustain** those conversations.

Launching Fall 2013, Textizen Campaigns are a revolutionary program to help you **turn lightweight action into long-term engagement.** Once you've built an initial audience, it's easy to stay connected via our automated text platform. Share vproject updates, collect additional input, or segment audiences to build a more informed, engaged constituency — one text at a time.



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New features are available in our private beta. Learn more or sign up:

[textizen.com/campaigns](http://textizen.com/campaigns)



## BUILD AN INFORMED, ENGAGED CONSTITUENCY. ONE TEXT AT A TIME.

- ACTIVATE**
  - Meet people where they are and invite input by text
  - Textizen en Español **NEW**
- ENGAGE**
  - Automated text conversations support structured data or open ideation, for input you can really use
  - Real-time results and visualizations
- SUSTAIN <sup>NEW</sup>**
  - Send messages or surveys to past participants
  - Share next steps or revised project drafts
  - Tap community resources
  - Engage + empower a long-term constituency





# Textizen

## CHICAGO PUBLIC SCHOOLS MARCH 2013

Chicago Public Schools (CPS) is creating a **10-year Facilities Master Plan** to balance investments in CPS facilities and the significant long-term financial difficulties it faces over the next decade. Because many CPS families don't have home internet access, and a significant number of them change addresses or phone numbers through the school year, CPS chose Textizen to **reach directly to families for input.**

## OUTREACH STRATEGY



### 1. WHO TO TARGET?

The target audience for this outreach campaign included all parents, students, teachers, staff, and community members willing to provide input to the plan.



### 2. WHERE AND HOW?

Through a partnership with the Chicago Transit Authority (CTA), CPS posted two survey questions on multiple bus routes and on the Blue, Red, and Brown Line "L" rail routes.



### 3. HOW MANY?

CPS received over 2,100 responses to the campaigns, 1,300 of those in the first three months. There was no correlation between response volume and income by ZIP code.



### 4. WHAT HAPPENED?

Response data informed the CPS Draft Educational Facilities Master Plan, published May 2013.

## CONTENT EXAMPLES

This survey follows our standard outline of (A) Hook, (B) Deeper dive, and (C) Demographics/Followup. The survey had 5 questions, easily meeting our recommendation for a length of 5-8 questions. Completion rate through question 4 was 71%.

**CPS schools should be safe, warm, and dry. What's next?**  
Text the letters of your top 3 picks.

- |                          |                     |
|--------------------------|---------------------|
| A. Parks or green spaces | E. Air conditioning |
| B. Security cameras      | F. Playgrounds      |
| C. Science labs          | G. Computer labs    |
| D. Libraries             | H. Wireless         |

**Do you have kids in CPS schools? If so, which ones?**

**What is your ZIP code?**

**Would you like CPS to keep you updated via text?**

This sets the stage for follow-up texts about how their input was used, future opportunities to provide feedback, or reminders for in-person meetings. In this case, 35% replied Yes, 28% replied No, and 37% did not answer.



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