

# Comparing Citizen Engagement across the Rural-Urban Spectrum

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November 16, 2020

# What is Citizen Engagement?

- APA definition: “individual and collective actions designed to identify and address issues of public concern”
- Some examples might include:
  - Surveys
  - Open houses/brainstorming sessions
  - Participatory budget meetings

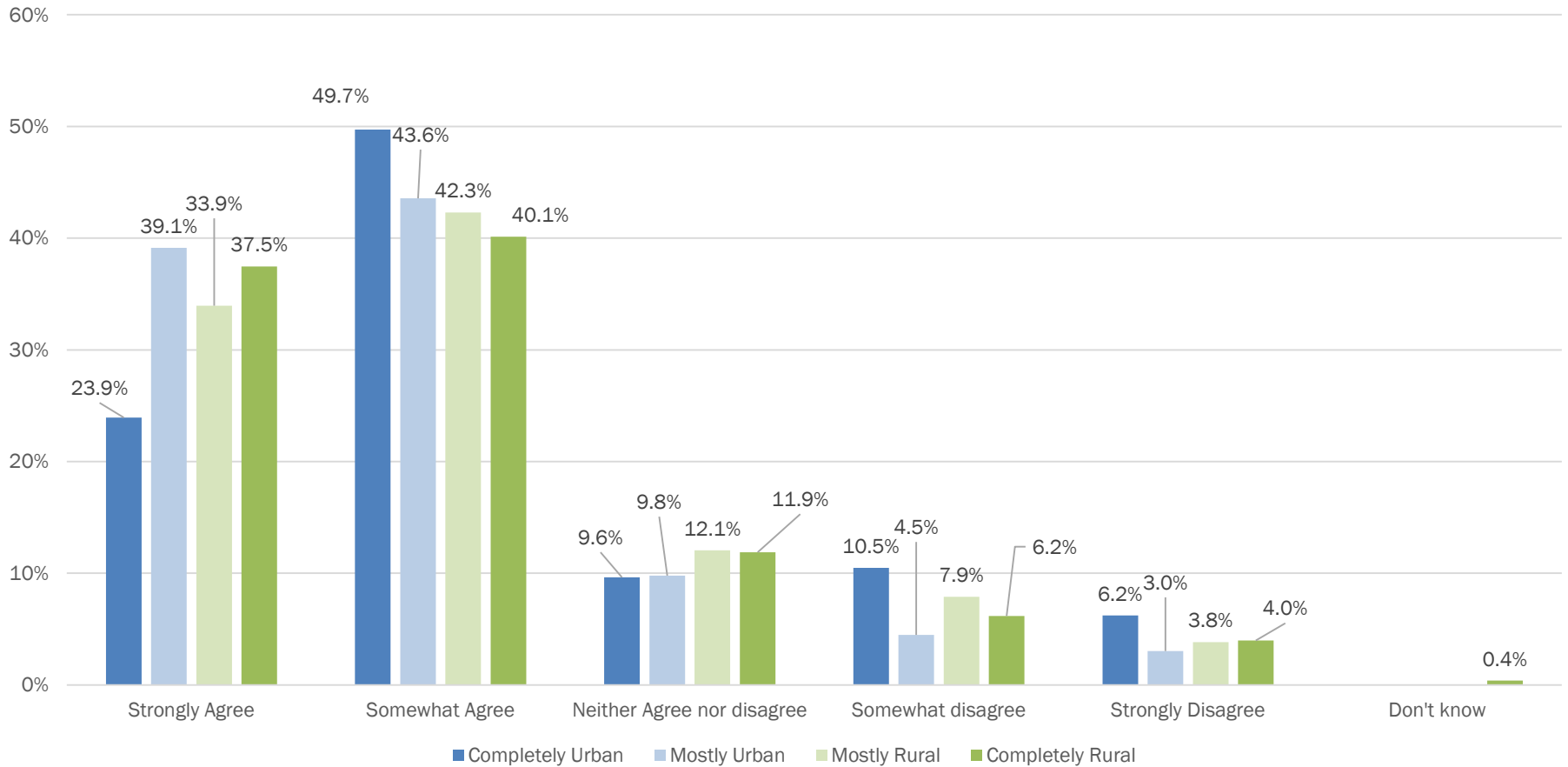
**Might it be different between  
Urban/Rural Areas?**

## Methods Used:

- Analyzed data from the Michigan Public Policy Survey (MPPS)—Fall 2012
- Chose select questions looking at:
  - Current state of citizen engagement
  - Approaches to citizen engagement
  - What is citizen engagement for?

# Opportunities Aren't Taken

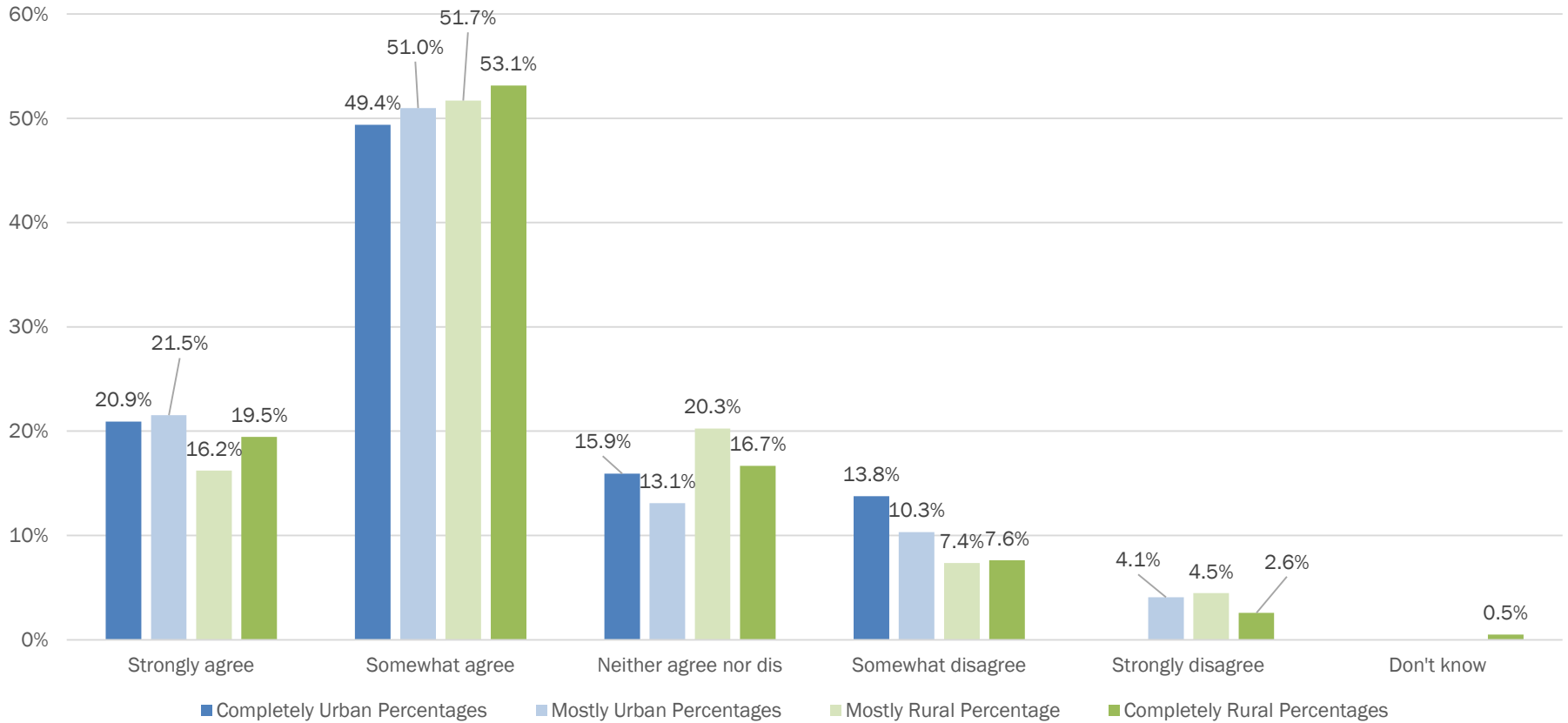
We make opportunities for engagement available but citizens don't take advantage



Source: Michigan Public Policy Survey, Fall 2012

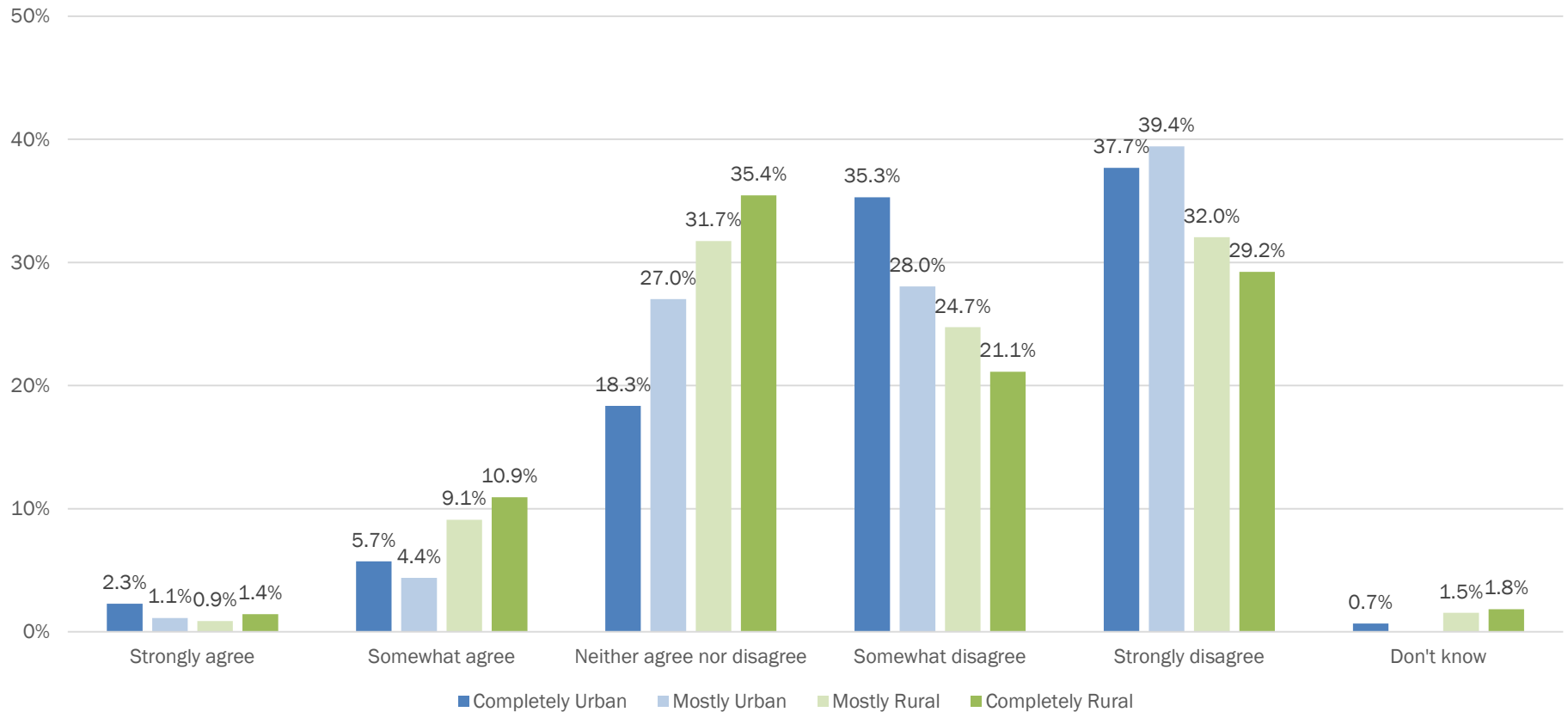
# Who's Showing Up?

Jurisdiction's Engagement Efforts Mostly Attract the Same People Over and over



# Formal vs. Informal Approaches

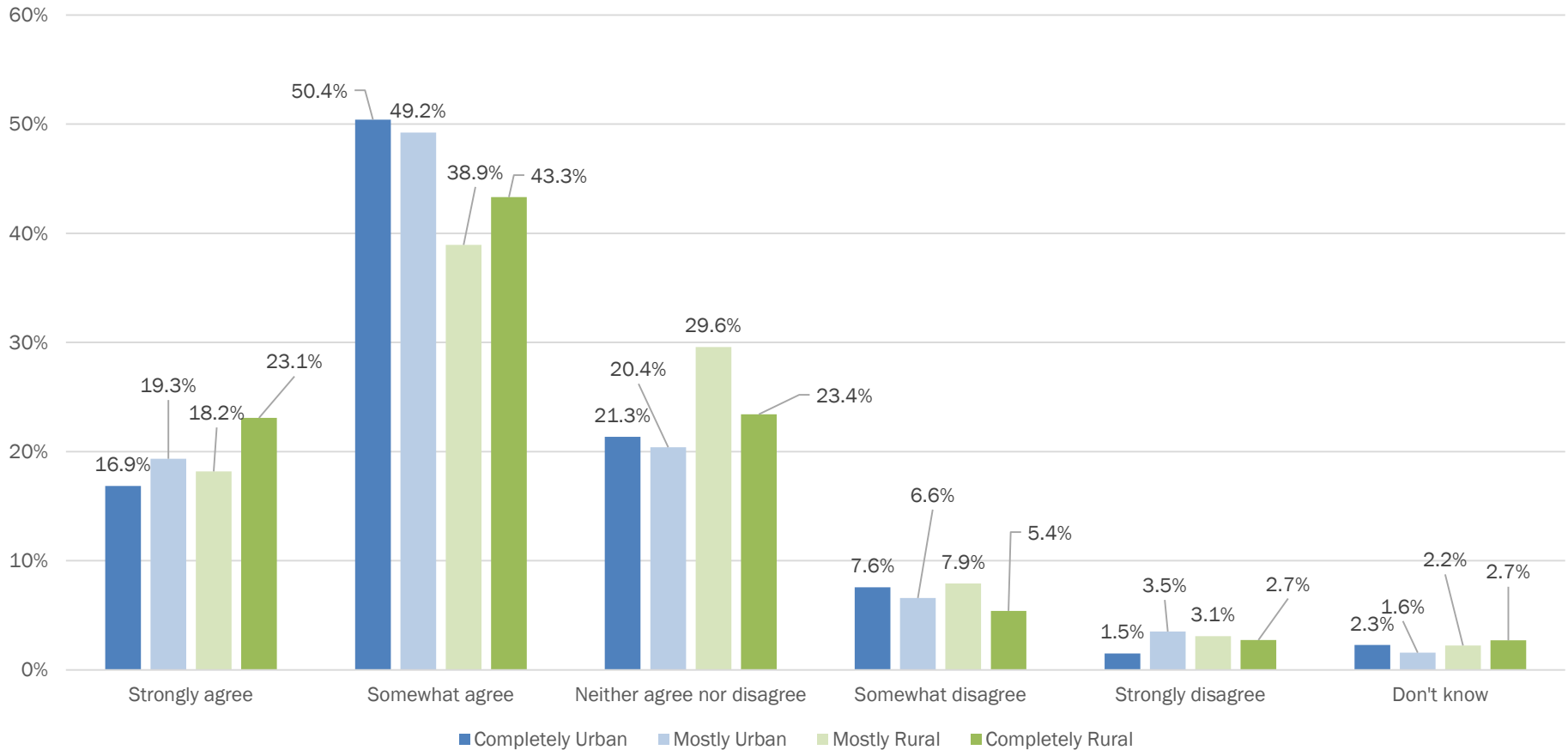
We don't need formal engagement efforts because our local officials already know what the citizens want



Source: Michigan Public Policy Survey, Fall 2012

# Formal vs. Informal Approaches

Some of the best engagement with citizens happens informally around the community

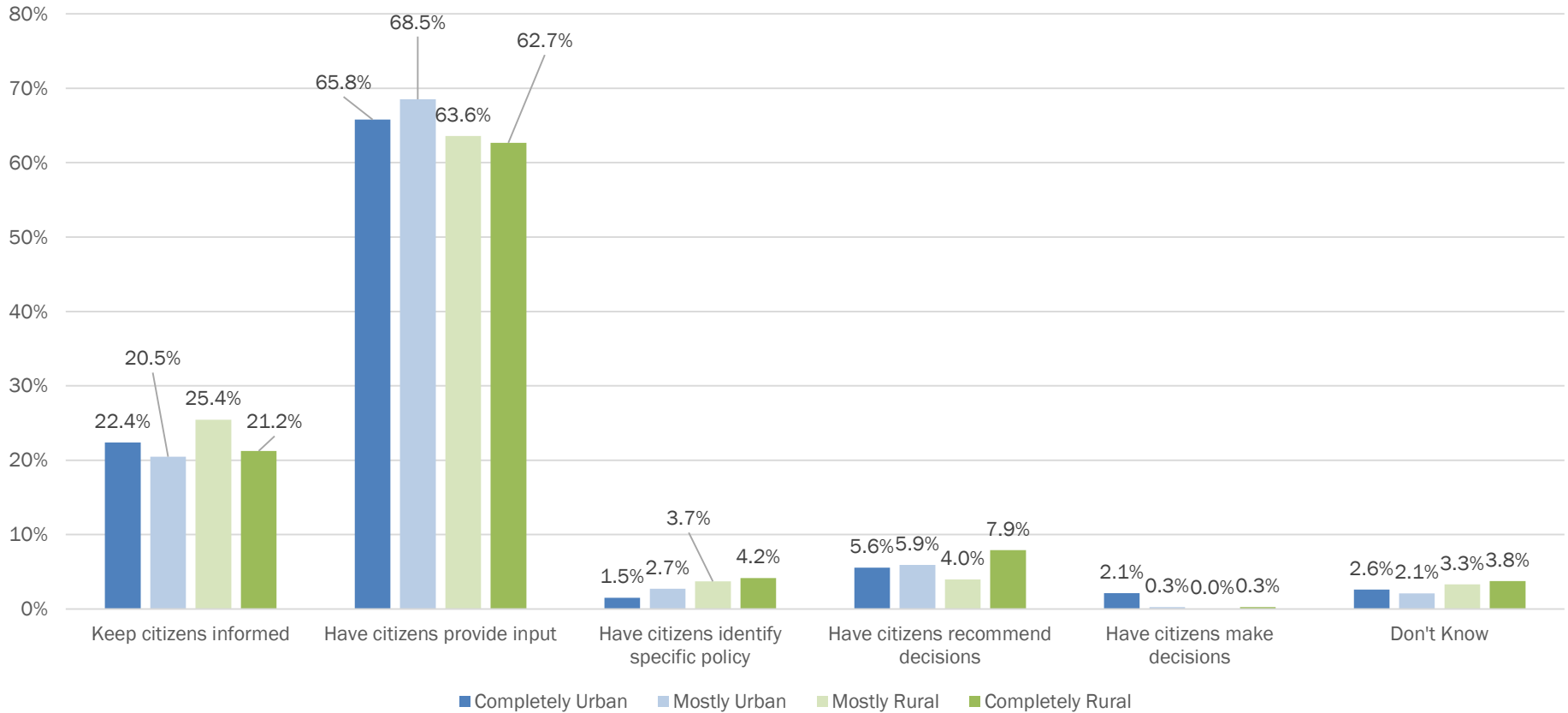


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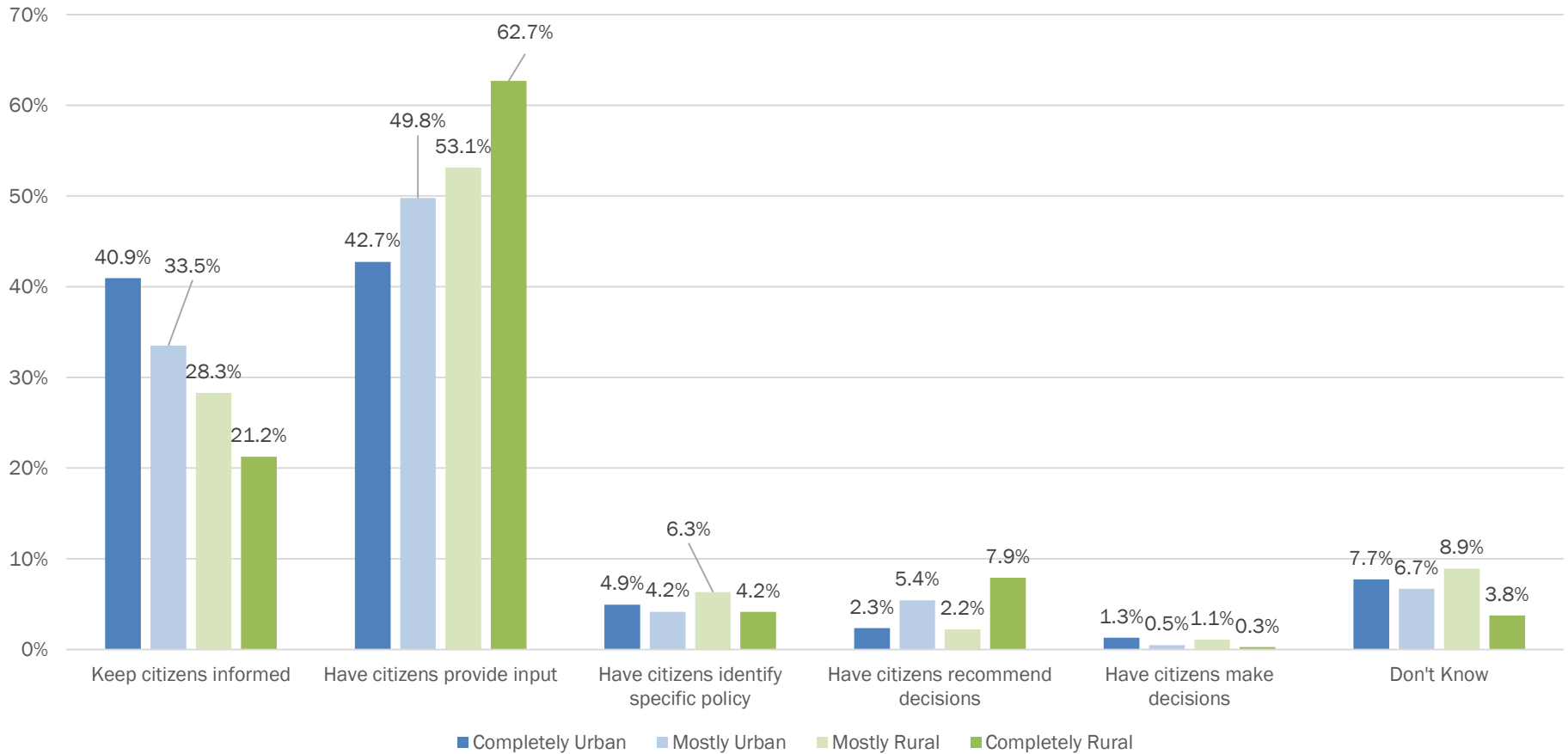
The Majority of the Jurisdiction Council/Board believe the role of citizen engagement is to:



Source: Michigan Public Policy Survey, Fall 2012

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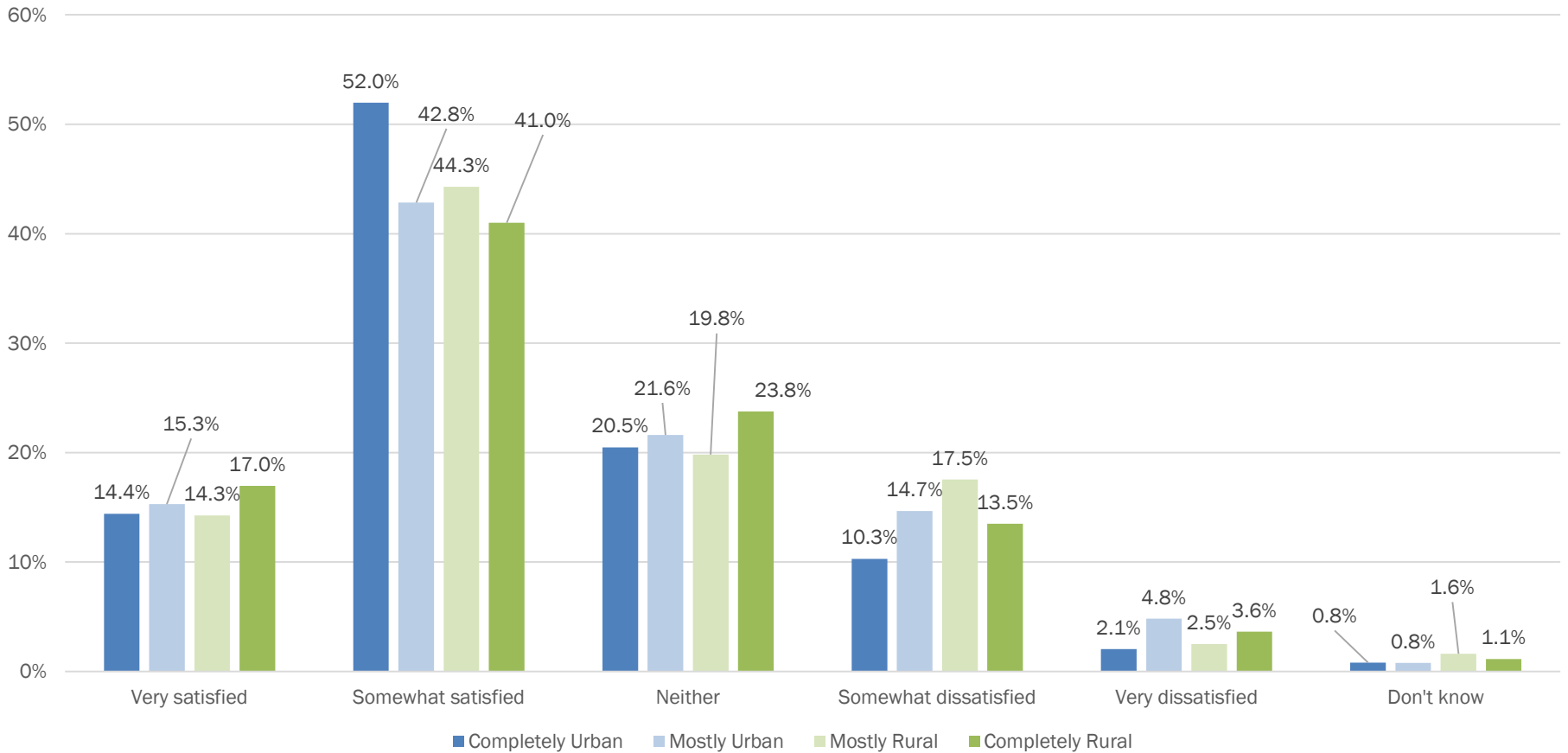
The Majority of the Jurisdiction Employees believe the role of citizen engagement is to:



Source: Michigan Public Policy Survey, Fall 2012

# Are we Satisfied?

How satisfied are you with citizen engagement in jurisdiction?



Source: Michigan Public Policy Survey, Fall 2012