



Direct, Engaging Public Consultation

High-tech consultations that increase
transparency and accessibility

converso.co


Reach out.

Converso Case Study

To help turn the tide against disconnection and disengagement, one of Canada's largest municipalities has found a way to directly connect and re-engage with their residents – while simultaneously increasing transparency and involvement in consultations.

Municipal budgets, much like with every other level of government, have been traditionally viewed as a closed-door, one-way process that shuts the public out. Until now. When they wanted a way to open up public consultations and empower more than half a million people to speak directly to their mayor, councillors, and city officials, Converso's virtual town halls were the solution.

A solution with real impact.

For three consecutive years, Converso, with our partner Environics Research, travelled to one of Ontario's largest municipalities, oversaw the technical logistics, counselled the integration of social media, and brought a virtual town hall studio right to the mayor. These events featured hundreds of thousands of outreach calls and voicemails, simultaneous video streaming over Facebook Live, top-notch audio quality, and poll questions for people to vote in real time during events lasting from 60-90 minutes.

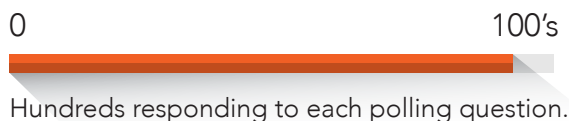
The numbers are impressive:



Averages for these events include audiences of nearly 8,000

35

Approximately 35 participants asking questions each event



In addition to the mayor and ward councillors, senior public servants responsible for core functions and services of the city also attended and answered questions.



The average time participants listened to each event rose every year



An average panel of 8 people bringing their expertise to each town hall



Social media engagement
78 comments, 16 shares, 82 "likes"
8 "loves", and even 2 "wows"

The city's experience has proven virtual town halls to be a highly effective way to put the public back into public office, build trust, and show your constituents that their input matters.