



LakewoodSpeaks.org

2019 Analytics
800% Increase in Participation

Prepared by the City of Lakewood, CO February 2020

Meeting Participation

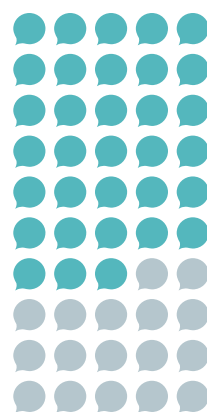


12%

In-Person

88%

Via online

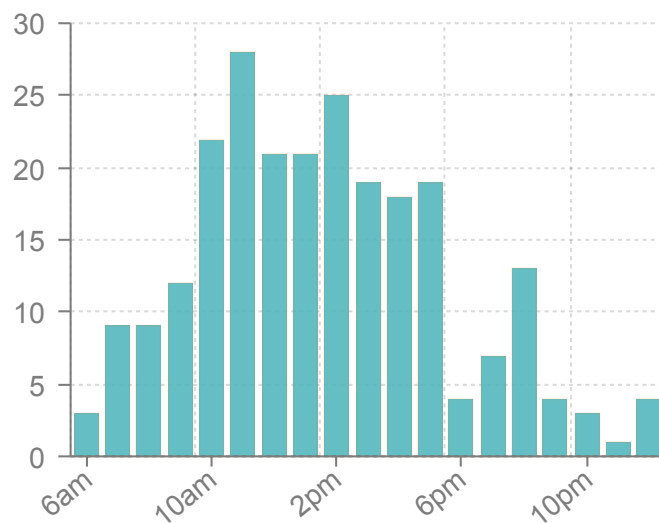


Public input

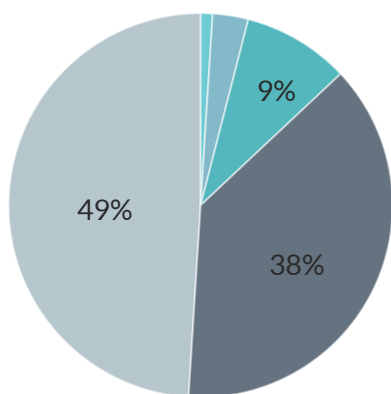
66%

of total comments are
from online

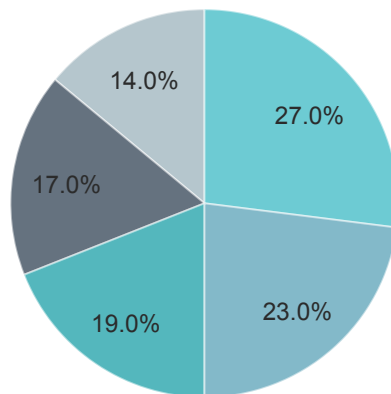
When do people comment online?



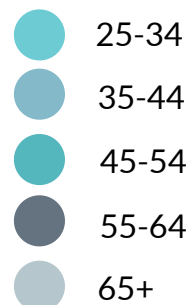
Commenters by Age



In-Person Participation



Online Participation



Costs



Time

Cost Per Participant Per Meeting

\$97 in-person



\$2.77 online



Based on staff & facility costs vs online platform costs.

Staff Time Per Meeting

On average, it takes an estimated

30min

to publish entire meeting packets using LakewoodSpeaks.org

cutting staff time by 87%

Citizen Feedback

75%

 Say LakewoodSpeaks.org increases the City's transparency

81%

 Will recommend LakewoodSpeaks.org to neighbors/friends

94%

 Will use LakewoodSpeaks.org for future hearings

Sources



- 2019 City Council and Planning Commission meetings in-person and via LakewoodSpeaks.org
- Cost and time data based on actual costs and staff estimates
- Survey of LakewoodSpeaks.org users conducted January 2020
- Meeting participation based on number of unique video views and in-person attendance
- Online age data from Google Analytics