


How coUrbanize Compares with Traditional Engagement Methods

coUrbanize has supported more than 500 project teams with authentic community engagement resulting in on-time approvals and lower costs. With technology purpose-built for equitable engagement, teams benefit from best-practice technology and moderation, driving more positive results than traditional methods.

Solutions	Data-informed, data-driven best-practice	“Traditional Methods”	
		Static Website	Traditional In-Person Meetings
RESULTS			
Comment sentiments	90% positive/neutral	60+% negative*	60+% negative*
On-time approvals	86%	✗	✗
Data reporting	Outreach reports	Manual	Manual
OVERVIEW			
Designed for	Equitable community engagement	Marketing purposes	✗
Built by	Urban planners	Marketing and/or PR teams	✗
Insight culled from	500+ community engagement projects	✗	✗
TECHNOLOGY			
Best-practice polling & comment moderation	✓	✗	✗
Time for team to manage engagement	30 minutes/week	3+ hours/week for a dedicated consultant & 3-5 weeks for website creation	3+ hours/week for a dedicated consultant
Feedback loops optimized for mobile commenting	✓	✗	✗
Text-to-comment facilitation	✓	✗	✗
COMMUNITY			
Majority commenters	Online	Town hall meetings	Town hall meetings
Majority comments online	coUrbanize	Facebook, NextDoor, online newspaper	Facebook, NextDoor, online newspaper
Silent supporters reached	✓	✗	✗
Majority commenters per project	Even distribution of gender, age, income	Overrepresent white, male, older, homeowners	Overrepresent white, male, older, homeowners
Language equity for non-native speakers	✓	✗	✗
Drives positive support during public outreach phase	✓	✗	✗

*Einstein, Katherine Levine, David M. Glick, and Maxwell Palmer. 2019. *Neighborhood Defenders: Participatory Politics and America's Housing Crisis*. New York: Cambridge University Press.



More than 500 project teams have used coUrbanize to successfully manage online community engagement and empower people to share their feedback – without attending a public meeting.

Book a Demo: courbanize.com/demo-request Get in Touch: sales@courbanize.com | 888-562-9952