

Why Open Comments Get Better Project Results

By changing the conversation and how you host it, you create more positive sentiment

If your project team is feeling reluctant to turn on public comments, you're not alone – many coUrbanize clients express initial hesitation after years of bad experiences with sites like Nextdoor and Facebook, as well as at town hall meetings.

That's exactly why coUrbanize is here to help, using best-practice methods culled from 500+ projects to tap into silent supporters and reach a broader segment of the community than traditional methods.

The result? An average of 90+% positive comment sentiment.

Using coUrbanize, you can:

- Curate open comments – your team frames the topics
- Control and moderate the conversation
- Encourage productive discussion by requiring real names
- Reach silent supporters who don't attend in-person meetings
- Engage directly with commenters and show you are listening

- ✓ Real name requirement
- ✓ Spam & profanity filtering
- ✓ Controlled moderation

What our clients say:

"Our fear was that it would be like Next Door – where a post about a lost cat somehow becomes an argument about immigration and affordable housing. But it didn't transpire that way, and we were pleasantly surprised...We saw residents who normally butt heads come to a consensus."

Alanna Mallon
Vice Mayor,
City of Cambridge

"By providing more information in an open forum you defeat the minority of naysayers. The ability to talk to your detractors is a great benefit of using coUrbanize – It's not anonymous, and we had the ability to gather a network and communicate back and forth, as well as address inaccurate comments and engage with those commenters."

Brian Cullen
Founder,
Keane Enterprises

"The biggest impact of coUrbanize has been in the feedback tool – It allowed us to show that the political narrative is driven by a small and very vocal group. coUrbanize allowed us to show that the majority of comments are actually positive, and that there are differing voices...We could show the public a more balanced viewpoint."

Jeroen Henrich
Vice President of Development,
Cadillac Fairview