

# PUBLIC SENTIMENT

"Public sentiment is everything. With public sentiment, nothing can fail. Without it, nothing can succeed." - Abraham Lincoln

## About Public Sentiment

We build constructive community engagement campaigns to help you create more inclusive, equitable, and evidence-based programs, policies, and projects.

## Our Products and Services

We provide you with end-to-end support that leverages person-to-person outreach, digital tools, and social science to bring residents, local governments, businesses, and nonprofits around the table to create equitable outcomes.

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**STRATEGY:** We map and integrate the people, tools, and activities you'll need to achieve your unique project goals.

- Engagement Campaign Plan
- Engagement Tools Catalog
- Grassroots Organizing

**RESEARCH:** We design research tools and analyze community data alongside residents to produce actionable findings.

- Qualitative & Quantitative Research
- Voice & Video Storytelling
- Community Data Workshops & Skills Building

**CO-DESIGN:** We bring community members around the table to create and pilot equitable and evidence-based solutions.

- Solution Design Workshops

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- Coalition Management

**IMPLEMENT:** We promote and monitor community use of new solutions to continually improve service and scale benefit.

- Public Awareness & Education
- Pre/Post Evaluation

## Our Approach

Good community engagement is efficient, constructive, and of course, enjoyable. When you take an approach backed by science, based on relationships, and rooted in trust, it means no more dead-end data, one-off conversations, and wonders of “And now what?!”

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**Backed by Science:** Our research tools and data analytic approaches are co-developed by trained social psychologists working alongside residents to assess and make sense of community needs. This means insights are valid, explore cross-cutting factors, and bridge resident sentiments to possible solutions.

**Based on Relationships:** Face-to-face interactions make a world of difference. That's why we coordinate with and equip local community leaders to serve as the project's Community Engagement Officers - folding their diverse networks into the engagement process through in-person outreach activities like canvassing and community service events.

**Rooted in Trust:** Every interaction with a community member is an opportunity to build trust. We integrate trust-building tools and tactics

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throughout our engagement plans to ensure that everyday touches help build a strong foundation of respect and understanding between and among community members and you.

## Our Team

We're a nonprofit organization of community organizers, social scientists, facilitators, and designers who believe in the power of inclusive community engagement.

## Contact Us

Please email us if you would like to get in touch about a project you are working on: [hi@publicsentiment.org](mailto:hi@publicsentiment.org).

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## Our Work

Below are selected projects Public Sentiment has managed:

### **1. Aligning São Paulo's City Agencies Around a Major Infrastructure Project**

For over a decade, the City of Sao Paulo has been working to determine a new future for the city's storied "Minhocao" or "the worm" - an elevated stretch of highway dividing the city into east/west halves, and reminding residents daily of a sensitive era of military rule.

With competing interests and visions grinding the process, the City worked with Public Sentiment to develop alternative paths forward, aligning inter-agency government stakeholders around a community-centered process designed to anticipate and balance

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needs and priorities within key agencies, and bring in specialized partners for urban design and public space activation.

Spurred by decisive Mayoral action informed by Public Sentiment's Engagement Plan and coalition-building, agencies have coalesced around piloting a converted portion of the road into a public space serving local residents with new space for exercising and gathering.

## **2. Building an Engagement Process to Match the Opportunity:**

### **Amazon HQ2 in Long Island City**

In fall 2018, New York City, the State of New York, and Amazon made a monumental announcement: Amazon's much-hyped HQ2 would be built in Long Island City, Queens.

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The news was met by equally strong responses both for and against the plan.

Stepping in at the height of public debate, Public Sentiment developed a City-wide engagement effort in coordination with the NYC Mayor's Office and Empire State Development Corporation. The goal: Provide City residents with adequate time to evaluate the plan, and real opportunity to shape its parameters.

Over the course of three tense months, our team mapped community stakeholders, facilitated City and State inter-agency coordination, and conducted outreach to the Amazon Public Policy team responsible for negotiating the HQ2 terms of agreement.



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Ultimately, only 12 weeks following its unveiling, the HQ2 deal fell through. Amazon withdrew, announcing the relocation of HQ2 to Washington, D.C.

### **3. How can community engagement improve urban mobility management?**

That was the question 150 mobility experts, policymakers, and urban planners from around the world surfaced with the BMW Foundation's Respond Program, aimed at using mobility to advance human development.

Led by Public Sentiment, in partnership with MIT Solve, the Foundation produced its first-ever report on Global Mobility Trends & Regional Insights - a comprehensive scan of mobility issues,

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challenges, and innovations taking root in metropolises around the world.

Through focus group facilitation, polling, in-depth interviews, and qualitative synthesis, Public Sentiment lent perspective on effective engagement practices to inform the design of Respond's Responsible Leader Network, and the Foundation's five year strategic plan.

## Our Financials

Public Sentiment has a Gold Level Transparency rating from Candid. All of Public Sentiment's 990s and strategic planning information can be found on our Candid profile.

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You can access the profile at:

<https://www.guidestar.org/profile/83-1468403#>

## Other Information

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