



Inclusive and equitable online engagement in the time of COVID-19

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IAP2 Webinar | March 31, 2020 | Presentation and reference tool



Who I am.

Hi, I'm Miranda.

I am a Senior Consultant at Argyle, one of the largest independent engagement and communication firms in Canada.

I am a Co-chair and board member of the hua foundation, a non-profit organization in Vancouver's Chinatown working to strengthen community resilience and advance civic decision-making through an inclusive, anti-racism lens.

Today's questions

for equitable and inclusive online engagement



REACH

How to reach and hear from seldom heard groups



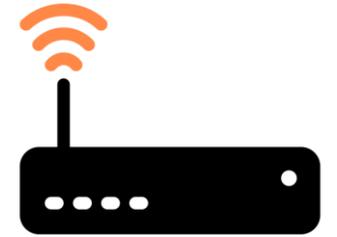
TOOLS

How to select accessible online tools or platforms



DESIGN

How your online platform and content can be inclusive



ACCESS

How to engage those with limited digital literacy or infrastructure



How could online engagement be accessible?



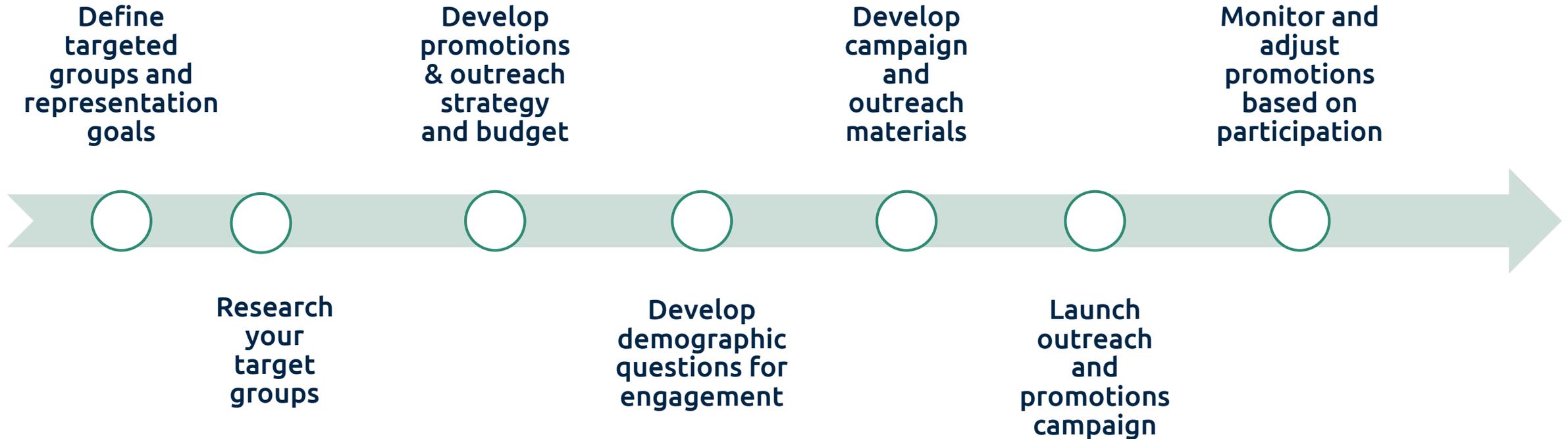
How could online engagement be inclusive and equitable?



REACH

How to reach and
hear from seldom
heard groups

Design a strategy to reach your targeted groups



Invest in your integrated C + E strategy

Engagement	Communications	Promotions
<ul style="list-style-type: none">• Honouraria for community liaisons, caretakers or champions to help others participate• Honouraria or incentives for participants• Honouraria for community organizations to amplify to their networks• Multilingual online engagement platform• Platform that meets accessibility standards (like WCAG 2.0)	<ul style="list-style-type: none">• Hiring or working with graphic designers who know accessibility principles• Translation services• ASL services• Closed caption services• Video services	<ul style="list-style-type: none">• Translation services• Multicultural ad development and translation• Media buy services and budget for traditional, digital in English and cultural media outlets• Focus group testing of campaign concept, visuals and language

Use research, not assumptions

To illustrate, here's a quick pull from Vividata:

1. Of the **Indigenous participants** surveyed, the proportion of smartphone users (81.8%) exceeded the national average (80.6%)
2. Of **participants who don't speak English at home**, the proportion of smartphone users (86.1%) also exceeded the national average (80.6%):
3. **Participants above 60 years old** were found to be particularly connected with tablets (57.9%), compared to the 55.9% national average
4. **Participants with household income lower than \$25k** accessed computers (83.3%, compared with 90% national average) and smartphones (71.4%, compared with 80.6% national average)

Source: Vividata 2020, Toronto based impact and marketing research firm

1. Sample: 892 out of 1,0033,000, excluding northern Canada
2. Sample: 2,162 out of 2,861,000
3. Sample: 13,628 out of 9,181,000
4. Sample: 3317 representing population 4,534,000

Use research, not assumptions

“It doesn’t make sense to think of disabled people as a niche group. It makes more sense to design as if anyone could be disabled”

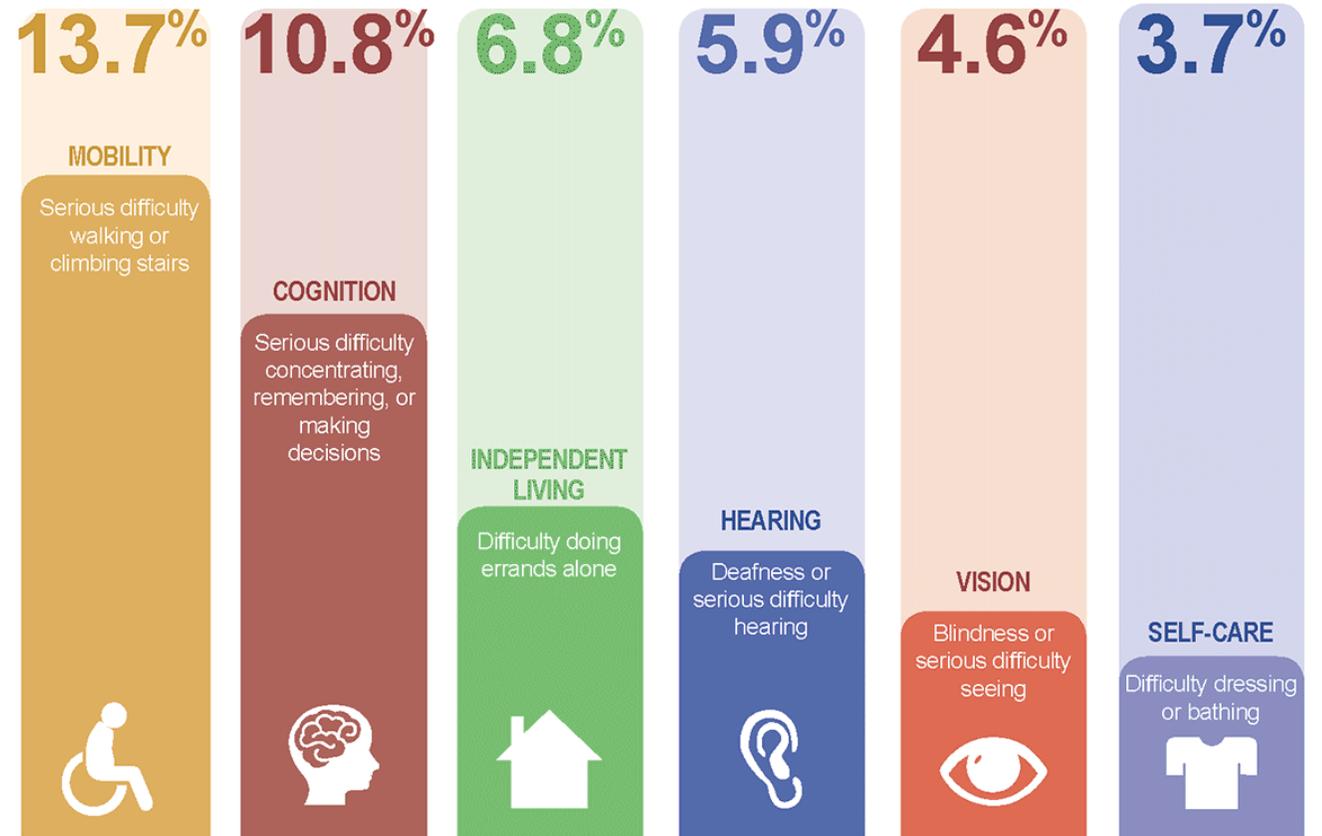
- Isabella Kulkarni, Producer of Adobe Wireframe Podcast
([Inclusivity is Good Design episode, Oct 2019](#))

26%
(1 in 4) of adults in the United States have some type of disability

The percentage of people living with disabilities is highest in the South



Percentage of adults with functional disability types





TOOLS

How to select
accessible online
tools or platforms

Selecting your online tool or platform

What is the desired output from your engagement?

- **Virtual 'in-person' dialogue and presentations?** Consider Zoom, Adobe Connect, Click Meeting, Live Stream, GoToWebinar, and other web-based meeting platforms
- **Small group discussions?** Consider Facebook Groups, Google Hangouts, Microsoft Team, Zoom
- **Collaborative polling or questions?** Consider Slido, Poll Everywhere
- **Interactive commenting and ideation?** Consider more advanced online engagement platforms
- **Transparent dialogue on a contentious subject?** Consider more advanced online platforms that display polling and voting results, posts or interactive commenting in real time (Slido, Engagement HQ, Social Pinpoint, The Hive, Ethelo, Civil Space)

Selecting your online tool or platform

What kind of public input do you need?

- **Geo-based data?** Consider The Hive, Social Pinpoint, Metroquest, Engagement HQ, Placespeak, Civil Space
- **Ideas, scrawl or vision wall?** Consider The Hive, Engagement HQ, Social Pinpoint
- **Qualitative and quantitative input?** Consider free survey or polling platforms (Survey Gizmo)
- **Tradeoff analysis or budgeting?** Consider Ethelo, Metroquest, Civil Space
- **Consensus-based decision-making?** Consider Ethelo
- **Prioritization or ranking of scenarios or images?** Consider Ethelo, The Hive, Metroquest, Civil Space
- **Real-time, interactive commenting?** Consider Engagement HQ, Ethelo, The Hive

Selecting your online tool or platform

Screenshots of online engagement platform tools

 GUEST
This is totally unfair for those who live where no other travel options are available, therefore must drive and also for those who must drive to, during and after work days
March 14 at 4:09pm ♥ 1 Like Reply

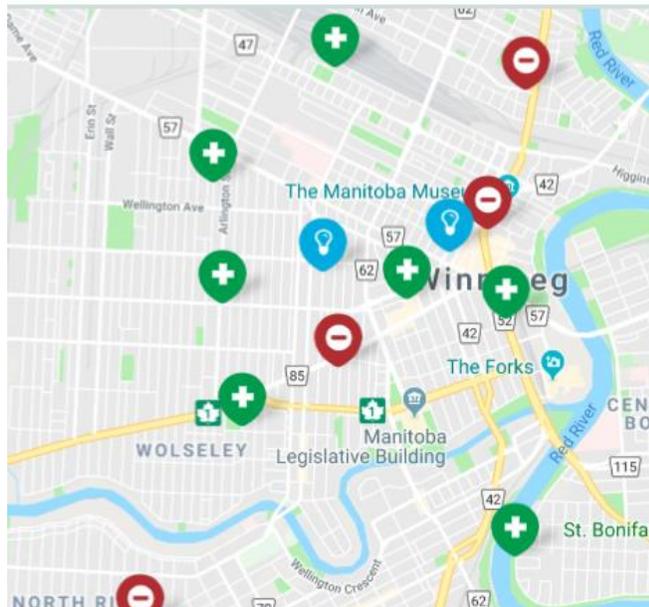
 GUEST
If you're going to implement distance based charging, then you should have the adequate infrastructure already set in place. This will also disproportionately affect those who live GVRD and work in the downtown core. If you're looking for a fair solution... this isn't it.
March 14 at 4:07pm ♥ 3 Like Reply

 GUEST
Totally agree. In the past money that was supposed to be used to improve transit has not been allocated for that so I don't trust the pay now get service later approach. Give us the options of decent, transit and river crossings then let's talk about distance pricing and or tolls etc. But not before
March 14 at 4:49pm ♥ 1 Like

 GUEST
Road infrastructure and Translink services need to be vastly improved before implementing an additional charge. I don't

<p>29 October, 2018 Anonymous says:</p> <p><i>"The larger share of the money is spent in persistent buildings and infrastructure that are needed and will be well used by Calgarians."</i></p> <p>👍 1 🗨️ 29</p>	<p>28 October, 2018 Anonymous says:</p> <p><i>"Calgary doesn't have enough infrastructure to handle current population let alone increase during olympics (transit, roads, police, medical)"</i></p> <p>👍 38 🗨️ 2</p>
<p>28 October, 2018 Anonymous says:</p> <p><i>Unquantifiable adjectives like "vibrant" & "world class" are used to describe outcomes that some want to see but not pay for. HYPE "</i></p> <p>👍 34 🗨️ 1</p>	<p>28 October, 2018 Anonymous says:</p> <p><i>"Olympics are a business. Let business people finance and operate sports & entertainment ventures. Let the tax mules rest!"</i></p> <p>👍 32 🗨️ 0</p>
<p>28 October, 2018 Anonymous says:</p> <p><i>"Advantages accrue to select and politically well connected groups while everyone bears the expense. Concentrated benefits and diffused costs"</i></p> <p>👍 36 🗨️ 1</p>	<p>28 October, 2018 Anonymous says:</p> <p><i>"Olympics create no new economic benefit. Redistributes existing resources unfairly and inefficiently. Taxpayers should get to vote twice!"</i></p> <p>👍 32 🗨️ 0</p>

Drag to comment >  This Works  This Doesn't Work  Idea



1. I could support distance-based charging if it made my travel times shorter and more predictable. ^

TOTALLY DISAGREE DISAGREE DONT KNOW AGREE TOTALLY AGREE

Select a Button to vote

2. I could support distance-based charging if the fee was affordable and I had alternative options to get around. ^

TOTALLY DISAGREE DISAGREE DONT KNOW AGREE TOTALLY AGREE

Select a Button to vote

3. I could support distance-based charging if funds were used transparently to improve our regional transit and transportation system. ^

Selecting your online tool or platform

Who are you trying to engage?

- **Multilingual communities?** Platforms that can be translated (Social Pinpoint, Ethelo, The Hive)
- **For those hearing impaired and others?** Platforms offering closed captions (Zoom, Google Hangouts)
- **Any user, particularly those with lower digital literacy?** Platforms with simple navigability, is user-friendly and has a visual layout (Civil Space, Survey Gizmo) and platforms that your participants are already comfortable with and use (Facebook)
- **Those requiring design for various disabilities?** Platforms aligned with WCAG 2.0 standards (Zoom, Survey Gizmo, Placespeak, Ethelo)
- **Canadians?** Platforms with data hosted in Canada (Survey Gizmo, The Hive, Civil Space, Ethelo, Engagement HQ, Social Pinpoint, Placespeak)

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WCAG 2.0 – Web Content Accessibility Guidelines

“Following these guidelines **will make content accessible to a wider range of people with disabilities**, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity and combinations of these.

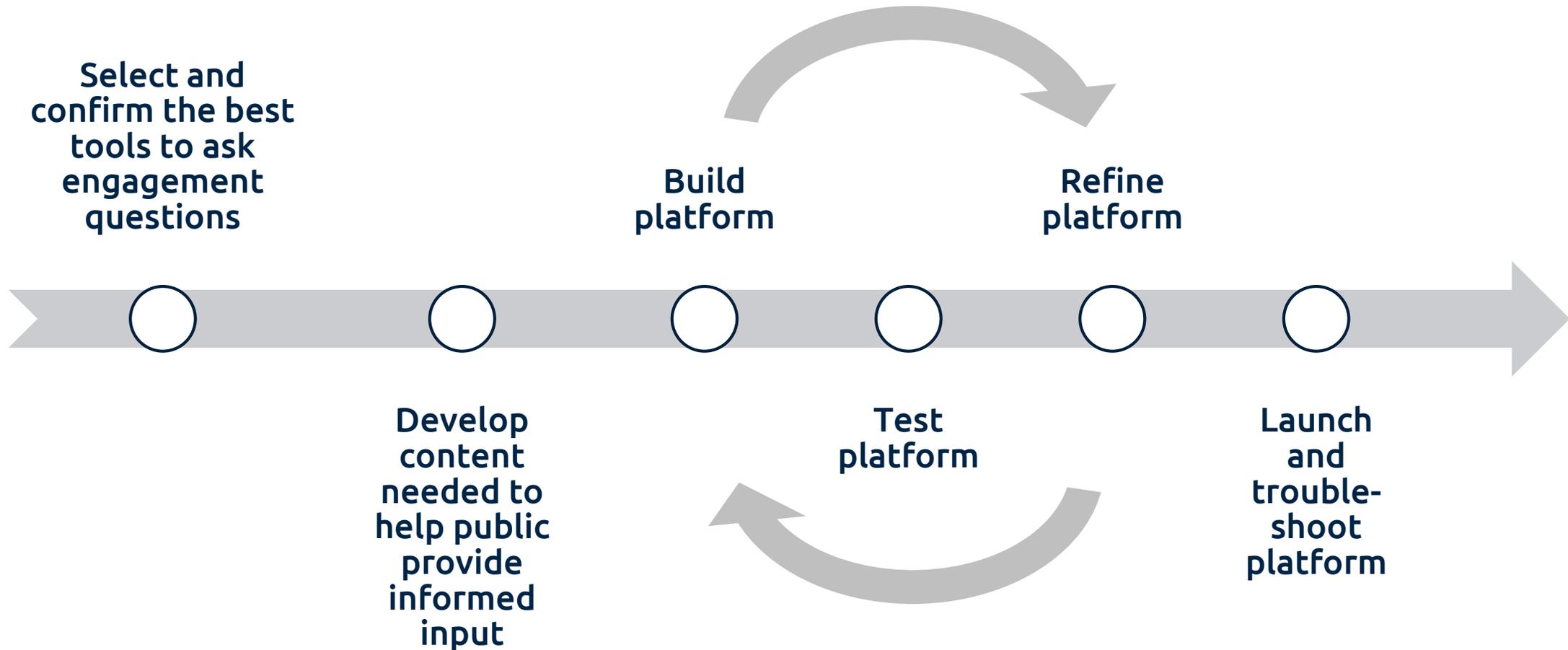
Following these guidelines will also often make your Web content more usable to users in general.”



DESIGN

How your online
platform and
content can be
inclusive

Test your online platform or tool



Take a user-centered approach

Navigation process

Tell them where to go next

Don't send them away in new windows

Layout

Inform, don't overload

Break up info with headers, drop-downs, line spaces

Content

Use humanizing, simple language

Use visuals and videos

Engagement tools

Put your priority questions first

Ask clear and short questions

User experience

Don't ask for too much time

Give people space to be heard

Draft content using the translation triple crown

- 1 Translate technical content into regular-people speak
- 2 Translate this into elementary school vocabulary
- 3 Translate that into as many languages based on your targeted groups' needs, as required, and/or as budget allows

The infographic on the left is titled "ਭੀੜ ਭੜਕਾ" (Traffic Congestion) and discusses the "It's Time" mobility commission's study on congestion pricing. It features illustrations of traffic jams, a person at a computer, a family at a campsite, and a car. The text is in Punjabi, explaining the need for such measures to improve traffic flow and reduce environmental impact.

The Facebook post on the right is from "It's Time, Metro Vancouver" and is a sponsored demo. The text is in Chinese, stating: "「按点收费」主要根据通过某些拥堵热点的车辆采取收费。我们正在探索这种类型的收费方式是否适用于温哥华都会区，以及这种方式能否减少拥堵，提高公平性，并对于我们正在发展中的交通投资项目给予支持。" (Congestion pricing is mainly based on charging vehicles passing through certain congestion hotspots. We are exploring whether this type of charging method is suitable for the Vancouver metropolitan area, and whether this method can reduce congestion, improve fairness, and provide support for transportation investment projects we are developing.) The post includes a "Learn More" button and the website ITSTIMEMV.CA.

Design for your target groups' needs

Designing for users on the autistic spectrum

Do...	Don't...
use simple colours	use bright contrasting colours
write in plain English Do this.	use figures of speech and idioms
use simple sentences and bullets	create a wall of text
make buttons descriptive Attach files	make buttons vague and unpredictable Click here!
build simple and consistent layouts	build complex and cluttered layouts

Designing for users of screen readers

Do...	Don't...
describe images and provide transcripts for video <code><alt></code>	only show information in an image or video
follow a linear, logical layout	spread content all over a page
structure content using HTML5 <code><h1></code> <code><nav></code> <code><label></code>	rely on text size and placement for structure 36pt, bold Header
build for keyboard use only	force mouse or screen use
write descriptive links and headings Contact us	write uninformative links and headings Click here

Designing for users with low vision

Do...	Don't...
use good colour contrasts and a readable font size Aa	use low colour contrasts and small font size Aa
publish all information on web pages HTML	bury information in downloads
use a combination of colour, shapes and text Start >	only use colour to convey meaning
follow a linear, logical layout 200% magnification	spread content all over a page 200% magnification
put buttons and notifications in context Submit	separate actions from their context Submit

Do's and Don'ts of designing for accessibility

Posters for:

1. low vision
2. D/deaf and hard of hearing, dyslexia
3. motor disabilities
4. users on the autistic spectrum
5. users of screen readers

[Accessibility.blog.gov.uk](https://www.accessibility.blog.gov.uk)



ACCESS

How to engage
those with limited
digital literacy or
infrastructure

Some other options ...

Digital approaches



- Low-bandwidth, centralized platforms (reducing loading new windows)
- More text-based information (rather than videos and high-res images)
- Online platforms that are mobile-responsive and easy to use via smartphones
- Leveraging existing community channels and digital behaviours (like Facebook)
- Provide paid network wifi hubs/hotspots

Non-digital approaches



- Community liaisons, caretakers or champions to help others participate (translate, walk through the info, record input, etc)
- Partnerships with community organizations
- Telephone interviews or townhalls
- Radio phone-in shows
- Facilitation toolkits (Dialogue Toolkit, DinnerTalk Kits, board games)
- Community scrawl wall or display



Thank you for your time.

Questions? Don't hesitate to reach out.

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Learn about us on [our website here](#).

Visit our blog to [find advice on engaging and communicating in the era of COVID-19](#).