



## CASE STUDY

Kimberly S. Johnson, *The Denver Post*

# Denver Keys Into Citizen Responses



The city of Denver is connecting with residents - in terms of technology, at least - during a series of six neighborhood meetings beginning in March.

Attendees can respond to topics and questions posed during the meetings using a hand-held keypad that wirelessly transmits responses to a central computer, offering instant feedback.

Civic Results, a Denver-based nonprofit group, is helping the city organize the interactive meetings. The organization's mission is to help people solve problems through collaborative work with government and business.

The OptionFinder® SR Audience Response wireless keypad uses radio signals to send information back to a central computer. It contains 11 numbered keys allowing meeting facilitators to solicit a wide range of responses.

"Many times in a meeting, participants don't get to directly

participate, as they have to go to a microphone to speak ... or there isn't enough time," said Peter Kenney, principal for Civic Results. "This technology allows everyone in the room to participate and respond to questions, and is anonymous."

Option Technologies Interactive LLC, a Florida company, makes the OptionFinder® and corresponding technology being used by Civic Results. Kenney said he has used the system at town meetings in other Colorado cities and throughout the United States.

The public meetings are an opportunity for participants to find solutions to neighborhood concerns by building partnerships with the city, neighborhoods, non-profits and business. "Denver owes much of its success and vitality to the active engagement of its citizens and neighborhoods in shaping its future," said Mayor Hickenlooper, who hosted the Denver Listens public feedback series in 2004. "The public input that is gathered at these

sessions will help to direct ongoing priorities for city services and build the collaborative partnerships necessary to support results that neighborhoods want and deserve."

The mission of the initiative is to build partnerships between the city and community to create lasting solutions to neighborhood issues while increasing the coordination of intra-city resources, informing neighbors of current city initiatives, and stimulating citizen participation.

Participants will use interactive keypad technology to facilitate discussions and provide real-time data gathering and feedback. Mayor Hickenlooper, City Council members, and members of the Mayor's Cabinet will be in attendance.

One hundred fifty keypads will be available for use at each meeting. Residents can RSVP for the upcoming meetings, "Partnership Denver: Neighbors Building Solutions," by calling 720-865-9074.



**Option  
Technologies  
Interactive**

4399 36th Street S.W. • Orlando, FL 32811  
407.872.3333 • [www.OptionTechnologies.com](http://www.OptionTechnologies.com)