Go Viral

Best Practices for Online Public Engagement for MPO’s

@mistroquest #AMPO2015
Look familiar?
Look familiar?
The Future is Here!

Destination Time: October 28, 2009, 09:29 PM

Last Time Departed: October 28, 1989, 01:20 PM
Research Question

What do successful online engagement projects have in common?
What does “successful” mean?

**Quantity**
Engage more people from a broader demographic

**Quality**
Collect informed & actionable input
Which projects fit best?

- Long Range Transportation Plans (LRTP)
- Transportation Improvement Program (TIP)
- Corridor Plans, Context Sensitive Solutions (CSS)
- NEPA/EIS Studies
- Bike/Ped, Transit, Freight, Multimodal Plans...
1 Choose your tools carefully

<table>
<thead>
<tr>
<th>Participants</th>
<th>2,000</th>
<th>1,500</th>
<th>1,000</th>
<th>500</th>
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<tbody>
<tr>
<td>Public Meetings</td>
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<td>Online Crowdsourcing</td>
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<td>Online Surveys</td>
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MetroQuest
Aim for a 5-minute experience
Do not require registration

3 vs. = 10x
Offer many ways to engage
Even paper!
5 Educate before asking

...if you want informed input.
Make each step delightful vs. = 7.5x
Make each step delightful
Map Markers - SW Ohio Regional Transit Authority
These images show how the Town Centre might look, regardless of which option is chosen. Please work through the 5 categories of images to share your preferences.

What do you think the Town Centre should look and feel like in 2030?

Rate each of the images below by choosing "like" or "dislike".
In this hypothetical budget, you can allocate $30 into the categories that you would like to spend more on by dragging coins. The silver coins represent planned spending and cannot be moved. When you are done, click Finish to move on to the next task. Click Help for further instructions.

Help us understand where you would spend more by dragging coins into the categories.

- **Enhance Safety**: $10
- **Expand Transit**: $13
- **Serve Elderly/Disabled**: $3
- **Invest in Ports**: $20
- **Traffic Flow**: $5

**Budget**: $30
**Remaining**: $18
**Spent**: $12

**Planned**: $100
**Total**: $130

- **Widen Roads**: $46
- **Serve Bikes and Pedestrians**: $1
- **Maintain Roads/Bridges**: $4
- **Serve Trucking**: $9
- **Alternative Fuel Infrastructure**: $1
Corridors Choose high priority corridors

This map shows the Arizona Commerce Corridors where transportation improvements may open the state to Global markets.

Select the three corridors you feel should be a priority for improvements (any mode).

Black circles indicate ports.

You've made 1 / 3 'Yes' Votes

When you are done:

Continue
Livability and Environmental Sustainability

Preserve the social and environmental character of the region through an integrated approach that incorporates both transportation strategies and land use considerations.
Special Lanes

This strategy focuses on adding new "managed" lanes and/or redefining how current ones are used.

Your priorities:

- Emphasize Jobs
- Improve Commerce
- Minimize Cost
- Increase Connections
- Add Travel Choices

Worse Than Doing Nothing  Better Than Doing Nothing
What are your preferences for travel?

Transit

Choose the option that best shows which tradeoff you prefer

Focus on improving existing transit service

Neutral

Focus on expanding transit service

Optional Comment

Previous

Next
Thank you! Your input makes our region stronger.

Thank you for your time and input!

We hope we'll hear from you again. Please stay connected and help us craft a plan worthy of our great region.

Email us at: regionalplan@atlantaregional.com

About you: (required) Zip code

Please tell us more about yourself (optional):

- Age...
- Gender...
- Race/Ethnicity...

Enter email to receive information on follow-up surveys/events: Email Address...

If you work, please tell us where: Zip Code...

Additional Comments:

Type...

Submit
6 Make each step delightful

Welcome
Priority Ranking
Map Marker
Tradeoffs
Project Selection
Visual Preference
Scenario Rating
Vision Statement
Strategy Rating
Funding Balance
Budget Allocation
Wrap-up
Make each step delightful

Even the reports!
Land-Use Inputs → → Transportation Plans
Land Use Scenarios Project

Don Scott, Lee MPO Executive Director
Jacobs Engineering Group, Tampa FL
Spikowski Planning Associates, Fort Myers FL
Criterion Planners, Portland OR
Spreading Out – 57% of participants gave this scenario 1 star and another 17% gave it 2 stars; 5% of respondents gave it 5 stars. The county-wide average of the scores was 1.85. The scores for each community are shown with a blue bar.

Filling In – This scenario received a better response. More than 56% of respondents gave this scenario a 4- or 5-star rating, while only 13% gave it a 1- or 2-star rating. The county-wide average of the scores was 3.63.

Transit-Focused – This scenario received the best response from every community. More than half of the respondents gave this scenario 5 stars, with only 10% of respondents giving 1- or 2-star ratings. The county-wide average of the scores was 4.12.
C
(strategic infill with transit)
2040 Long Range Transportation Plan
Online Engagement Demographics

**Age**
- 18 – 24: 2%
- 25 – 34: 13%
- 35 – 44: 14%
- 45 – 54: 26%
- 55 – 64: 22%
- 65 – 74: 20%
- 75 or over: 4%

**Employment**
- Retired: 28%
- Work at or from my home: 10%
- Work outside of my home: 59%
Top 5 Projects

**Roadway Needs**
- Three Oaks Extension
- Interchange at I-75 & Corkscrew
- Widen Corkscrew
- Major Intersection at Colonial & Summerline
- Interchange at I-75 & Colonial

*As of 10/11/2015*
Top 5 Projects

**Transit**
- Airport Service
- Improved Frequencies
- BRT on US 41
- Express Bus to Cape Coral
- Extended Hours

*As of 10/11/2015*
Top 5 Projects

**Bike & Ped**
- Bike Lanes
- Sidewalks
- Shared Use Paths
- Off Road Trails
- Facilities Near Schools

*As of 10/11/2015*
New Roadway Comments

• Extend Alico to the East
• Three Oaks Ext from N. Alico to Daniels
• Via Coconut south to Old US 41
• Alico to Alabama
• Sandy Lane north to Estero Parkway
• Mid-Island Bridge
• Interstate from Jacksonville diagonal across state
• Estero Pkwy east to Corkscrew Road
• Gladiolus east to Treeline
• Major north-south road eastern Lee
• Extend Harry Ave S. to SR 82
• Build 275 and 175 business loops
Create hyper-relevant content

• **Who** do you need to engage?
• **What** are their immediate priorities?
• **How** do they express them?
• **Why** should they engage?

It’s about them!
Promote like a pro

• You’ve got 5 seconds...
• then you get 5 minutes...
• then they tell 50 friends.
All right, Nashville. It’s time to pick.
All right, Nashville.
It’s time to pick.

Maurice, age 3
All right, Nashville.
It’s time to pick.
Monitor & adjust as needed

- Monitor demographics
- Target gaps
Tampa’s Challenge

• Urban sprawl
• Gridlock traffic
• Car dependent
Solution

- Web campaign
- Kiosks
- Community Events
How should we grow?

Imagine 2040

Imagine Hillsborough 2040

By 2040, Hillsborough County will have up to 600,000 new residents and about 400,000 new jobs.

Let's work together to turn the challenges that come with growth into opportunities for a thriving future.

Imagine 2040
The vision you help develop now will guide the plans that are the roadmap to the future...

The 2040 Transportation Plan and the Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.
Results

• Record-breaking participation
• 85% for “Bustling Metro”
• Unanimous approval
• Rapid changes
IMAGINE 2040 – Survey Results Report

A JOINTLY CONDUCTED PUBLIC VISIONING SURVEY BY THE HILLSBOROUGH COUNTY CITY-COUNTY PLANNING COMMISSION AND THE HILLSBOROUGH METROPOLITAN PLANNING ORGANIZATION FOR TRANSPORTATION

Published January 2014

You Designed Hillsborough’s Future

By 2040, there will be about a half million more people living in Hillsborough County.

RESULTS

We asked you to tell us your priorities and to make choices. You responded!

Through a survey conducted August - November 2013, Hillsborough County residents, businesspeople, and students reviewed the three different growth strategies shown here and were able to tell us what they like and don’t like about each. The hybrid growth strategy shown inside is based on the most important elements of each of the three growth strategies.

We gathered 91,500 opinions, priorities, and preferences.

INSIDE...
Check out the recommended growth strategy!
If you’d like online tools to be considered... mention them in your RFP’s
Thank You

Questions & Discussion

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