

Cost-Effective Digital Engagement

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INTERNATIONAL

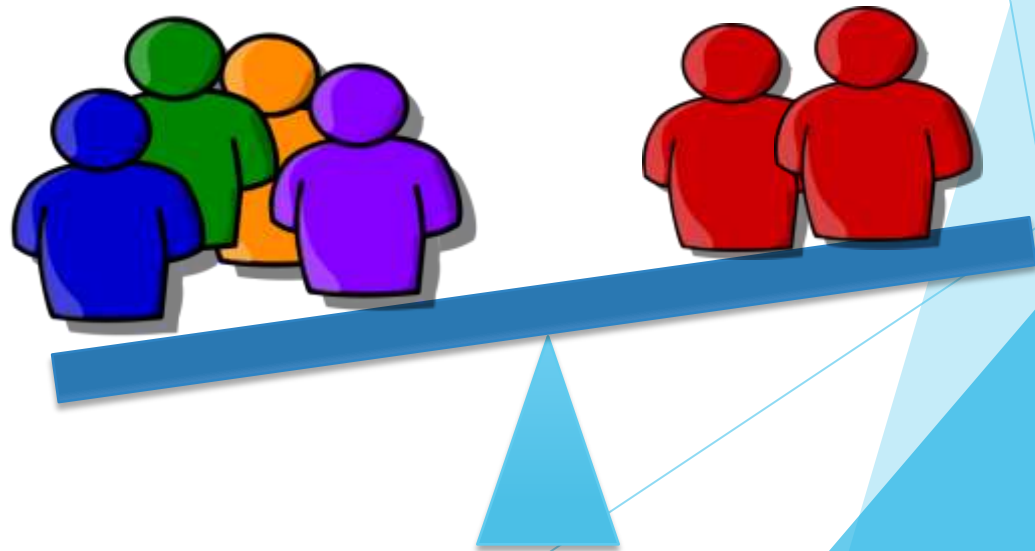
What Are We Doing?

- ▶ Sharing Information
- ▶ Gathering Ideas
- ▶ Gathering Reactions/Responses
- ▶ Processing Input



What are we REALLY Doing?

- ▶ Educating stakeholders
- ▶ Developing and weighing choices
- ▶ Substantiating decisions
- ▶ Cultivating constituencies



Digital Tools Combine Purposes

Kanawha-Putnam Regional Transportation Plan

Progress:



Compare Yourself

✓ Our Challenge

CHALLENGE



2

PROJECT MAP

3

PROJECT LIST



STAY INVOLVED

Share



With a hypothetical budget of **\$200 Million**, choose your preferred transportation improvement projects in the region.

You can select projects using a **MAP** or a **LIST**. Your remaining budget is shown at the bottom of each screen.
[graphic]

Keep in mind that some projects are more expensive than others!

[begin button]



help

Keys to Success

Fast

- Target a 5-10 minute experience
- Avoid sign up

Fun

- Create interface
- Include elements for ranking and mapping

Easy

- Easy to use that no instructions needed
- Use images as much as possible

Meaningful

- Tell them how input can be used
- Illustrate how choices impact daily lives

Accessible

- Support non-English participants
- Provide means if no computer available

Sharable

- Ask people to share with friends and contacts
- Make it easy to share on social media

What is the true Return on Investment?

Cost/Value	Traditional	Digital
Set Up	\$\$	\$\$\$
Deploy	\$\$\$	\$\$
Process	\$\$	\$\$
Achieve Balance	\$\$\$	\$

With wider reach, cost per participant for digital outreach can be dramatically lower

Typical Event Cost	\$25,000	\$12,000
Mid-Range Participation	50	500
Cost/Participant	\$500	\$24