Optimizing Online Public Involvement for Broad & Diverse Outreach

https://bbri2_demo.metroquest.com/
https://saskatoonatpdemo2.metroquest.ca/
https://spinedemo1.metroquest.com/

Dave Biggs
Chief Engagement Officer
Optimizing Online Public Involvement for Broad & Diverse Outreach
Years of Research into Best Practices
MetroQuest is Used Across the US
Best Practices for MPO’s

MetroQuest
Engagement...optimized
Making the case to decision makers
Confidence
Criteria 1: Critical Mass
Criteria 2: Diversity
Criteria 3: Informed Input

Anchorage Talks Transit

Choices And Trade-Offs

More Ridership
You run frequent routes only in the busiest areas. People have to transfer, but waits are short and trips are faster. But some less-populated areas may have no service at all!
Criteria 4: Quantifiable Results
It comes down to these goals...

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

**Quality**
Collect *informed & quantifiable input*
Same Ten People
Are you filtering out your supporters?

Level of Motivation

Positive  Moderate  Negative

Attitude
maximum participation • informed input • actionable results
How to Maximize Participation

maximum participation • informed input • actionable results
1. Aim for a 5-minute experience
2 Go multi-channel
Make it delightful
Monitor & adjust as needed
How to Collect Informed Input

- maximum participation
- informed input
- actionable results
maximum participation • informed input • actionable results
“It gave courage to the elected officials”
Thank you

Wishing you great engagement...

Now over to....
Audra Koester Thomas
Transportation Planning Program Manager
Maricopa Association of Governments (MAG)