



Go Viral

**Best Practices for
Online Public Engagement for MPO's**

@metroquest #AMP02015



MetroQuest

Dave Biggs

Chief Engagement Officer



Look familiar?



Look familiar?

The Future is Here!

MONTH DAY YEAR AM PM HOUR MIN

OCT 28 2009 . 04 29

DESTINATION TIME

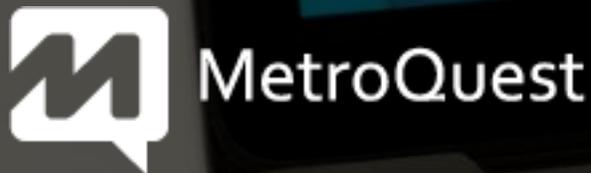
MONTH DAY YEAR AM PM HOUR MIN

OCT 28 2009 . 00 00

LAST TIME DEPARTED

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



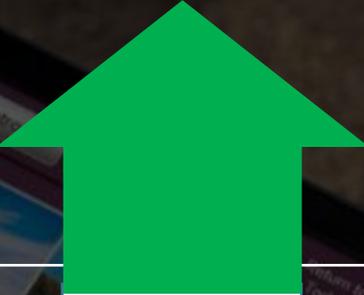
MetroQuest

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...

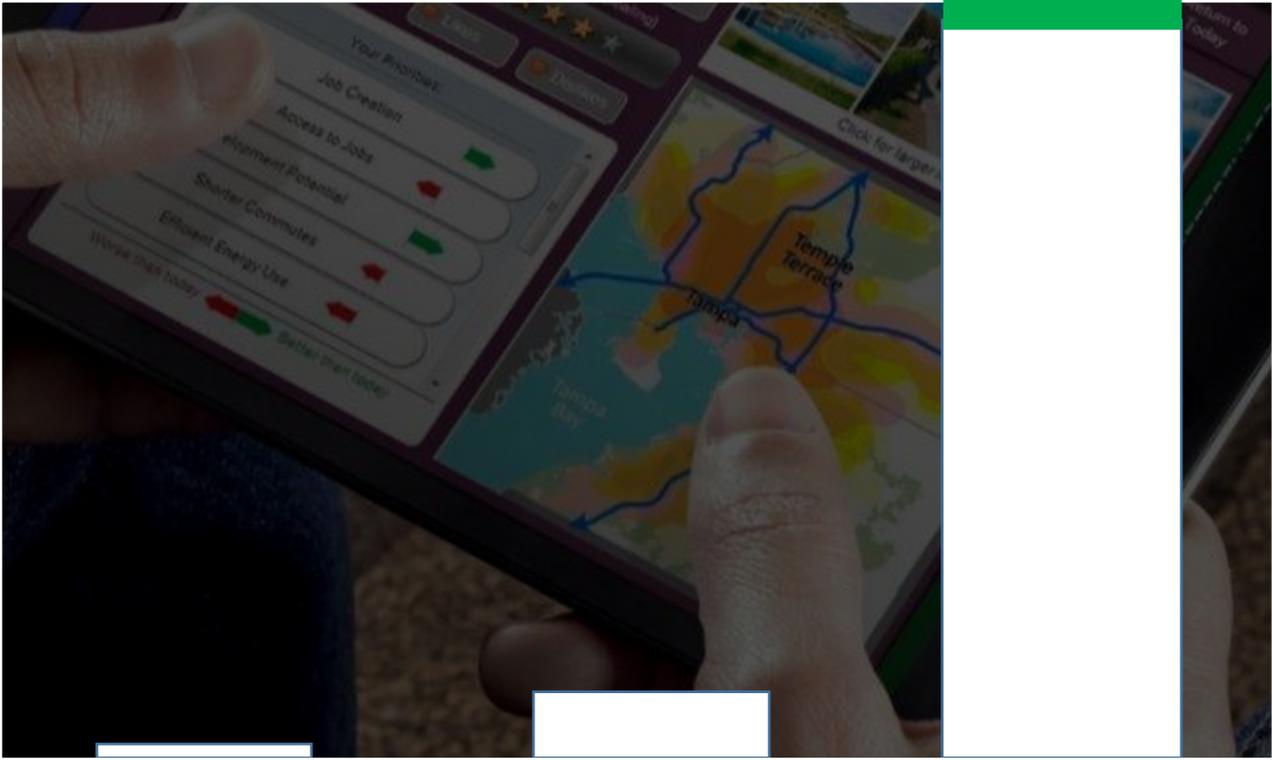
1

Choose your tools carefully



Participants

2,000
1,500
1,000
500
0



Public Meetings

Online Crowdsourcing

Online Surveys



MetroQuest

2

Aim for a 5-minute experience

Participants



MetroQuest

Time to Complete (minutes)

3

Do not require registration

Create an Account
 Have an account? [Sign in.](#)

First Name Last Name

Email Address

Retype Email Address

Password

Minimum length 5 characters.

I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#)

[Register](#)

vs.

Join the Conversation moveDC

WELCOME

move dc
 Our Transportation Future

slide 3 of 3
 This survey is one way that you can influence the plan.

[Begin](#)

APPROACHES
 PRIORITIES
 STAY INVOLVED

Share
 f
 t
 e
 +

[Begin](#)

= 10x

4

Offer many ways to engage



Even
paper!



What is important to you? (See page 8-9) Choose your 5 most important priorities. Only 5.

<input type="checkbox"/> Job Creation	<input type="checkbox"/> Shorter Commute	<input type="checkbox"/> Efficient Energy Use	<input type="checkbox"/> Agriculture/Farming Impact
<input type="checkbox"/> Traffic Congestion	<input type="checkbox"/> Access to Jobs	<input type="checkbox"/> Efficient Water Use	<input type="checkbox"/> Natural Resources
<input type="checkbox"/> Bus or Rail Service	<input type="checkbox"/> Infrastructure Cost	<input type="checkbox"/> Water Quality	<input type="checkbox"/> Redevelopment Potential

Suggest another priority

Rate Strategies and Preferences: 1 star = least appealing, 5 stars = most appealing

Strategy A: Suburban Dream (See page 5) Rate this Concept: ★ ★ ★ ★ ★
New homes & businesses spread out around the county

What do you like?

What do you dislike?

Strategy B: Bustling Metro (See page 6) Rate this Concept: ★ ★ ★ ★ ★
Fill vacant lots & revitalize older areas around rapid transit stations

What do you like?

What do you dislike?

Strategy C: New Corporate Centers (See page 7) Rate this Concept: ★ ★ ★ ★ ★
Business campuses & housing grow along interstate highways

What do you like?

What do you dislike?

5

Educate before asking

Welcome

Ranking Priorities

Map Input

Trade-offs

...if you want informed input.

Project Selection

Visual

Strategies

Compare Strategies

Freeway Lanes | Street Lanes | **Special Lanes** | Travel Modes | Access

Special Lanes

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

Please click on the stars below to rate this strategy:

★★★★★

Optional comment

Your priorities:

- Emphasize Jobs: [Green arrow pointing right]
- Improve Commerce: [Green arrow pointing right]
- Minimize Cost: [Red arrow pointing left]
- Increase Connections: [Green arrow pointing right]
- Add Travel Choices: [Green arrow pointing right]

Worse Than Doing Nothing [Red arrow] | [Green arrow] Better Than Doing Nothing

SHOW US

ABOUT YOU

6

Make each step delightful

1) *Please rate the timeliness of order delivery.

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

2) *Please rate the convenience of delivery.

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

3) *Please rate the availability of desired delivery times.

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

4) *Please rate the tools for tracking your order.

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

5) *Please rate the condition of the product(s) when received.

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

6) *Please rate how well the packaging protected your items.

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

7) *Please rate the accuracy of your order (did you receive the correct products, color, etc.).

1=Poor	1	2	3	4	5	6	7	8	9	10	Excellent=10	Don't know
	<input type="radio"/>											

vs.

3 Photo Rating What do you like?

Introduction Environmentally Sustainable Landscaping Pedestrian and Bicycle Access Streetscape Enhancements Use of Public Art

These images show different types of pedestrian/bicycle mobility enhancements. Please review these 5 images to share your preference.

Landscaped Access



Strongly Dislike Dislike Neutral Like Strongly Like

Previous Optional Comment Next

= 7.5x

6

Make each step delightful



Welcome



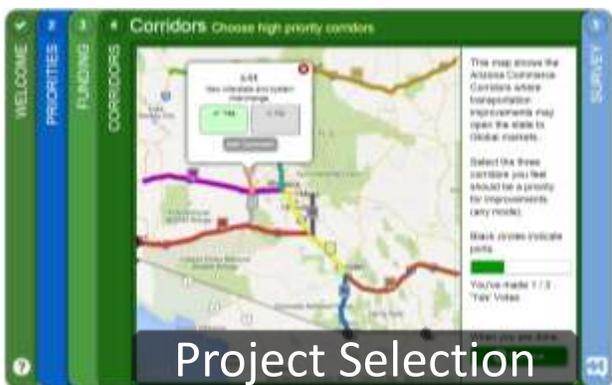
Priority Ranking



Map Marker



Tradeoffs



Project Selection



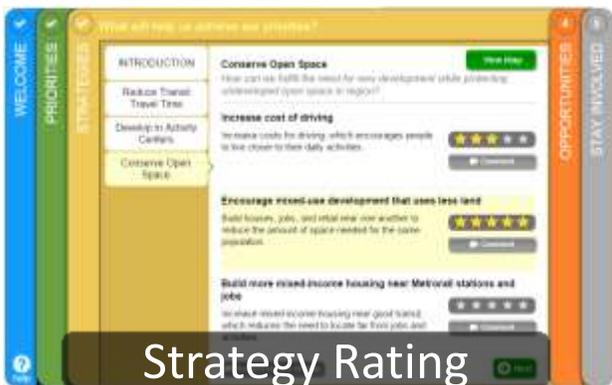
Visual Preference



Scenario Rating



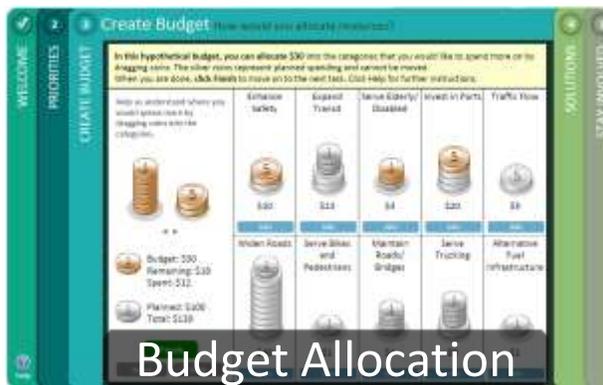
Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up



2



Opportunities

Identifying travel needs and improvements within the Oasis Rail Corridor

4

5

WELCOME

MOVING INTO THE FUTURE

ENHANCING OUR CONNECTIONS

TRAIN STATION OPTIONS

STAY INFORMED

Drag and drop places you frequent in your daily routine on the first map. Add suggestions for improvements on the second map. Zoom in if you like, using the "+/-" for more accuracy.

My Destinations

- Desired Bus Stop
- New Bike Connection
- Roadway Improvement

My Suggested Improvements

- New Pedestrian Enhancement
- Streetscape Improvement
- Neighborhood Enhancement

New Pedestrian Enhancement Comment

Crosswalk

Delete Submit

Map data ©2015 Google Terms of Use Report a map error



Share



1

2

3

4

5

WELCOME

PRIORITIES

OPTIONS

CHARACTER

STAY INVOLVED

Buildings

Parks, Greenways

Public Spaces

Streetscapes

Landscapes

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".



Comment (Optional)

Next

help

WELCOME

PRIORITIES

CREATE BUDGET

3 Create Budget How would you allocate resources?

SOLUTIONS

STAY INVOLVED

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.

<p>Help us understand where you would spend more by dragging coins into the categories.</p> <div style="text-align: center;"> <p>◀ ▶</p> </div> <p> Budget: \$30 Remaining: \$18 Spent: \$12</p> <p> Planned: \$100 Total: \$130</p> <p style="text-align: center; background-color: #4CAF50; color: white; padding: 5px; display: inline-block;">Finish</p> <p style="text-align: center; margin-top: 5px;"> Reset Help </p>	<p style="text-align: center;">Enhance Safety</p> <div style="text-align: center;"> <p>\$10</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Expand Transit</p> <div style="text-align: center;"> <p>\$13</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Serve Elderly/ Disabled</p> <div style="text-align: center;"> <p>\$3</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Invest in Ports</p> <div style="text-align: center;"> <p>\$20</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Traffic Flow</p> <div style="text-align: center;"> <p>\$5</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>
	<p style="text-align: center;">Widen Roads</p> <div style="text-align: center;"> <p>\$46</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Serve Bikes and Pedestrians</p> <div style="text-align: center;"> <p>\$1</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Maintain Roads/ Bridges</p> <div style="text-align: center;"> <p>\$4</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Serve Trucking</p> <div style="text-align: center;"> <p>\$9</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>	<p style="text-align: center;">Alternative Fuel Infrastructure</p> <div style="text-align: center;"> <p>\$1</p> <p style="background-color: #4CAF50; color: white; padding: 2px; display: inline-block;">info</p> </div>

WELCOME

2
PRIORITIES

3
FUNDING

4
CORRIDORS

5
SURVEY

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

WELCOME

PRIORITIES

Introduction

Priorities What travel experiences are important to you?

- 1 Livability & Environment
- 2 System Preservation
- 3 Safety and Security

Order your top 3 priorities
↑ above this line ↑

- Connectivity & Economy
- Operational Efficiency
- Multimodal Integration



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.

Comment

3 SURVEY

4 MAP IT

5 STAY INVOLVED

Next

3 Compare Strategies

- Freeway Lanes
- Street Lanes
- Special Lanes**
- Travel Modes
- Access

Special Lanes

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

[More about this](#)



Please click on the stars below to rate this strategy:



[Optional comment](#)

Your priorities:

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

Worse Than Doing Nothing Better Than Doing Nothing



2

3

What are your preferences for travel?

4

WELCOME

FUTURE TRAVEL

TRAVEL PREFERENCES

STAY INVOLVED

- Intro
- Drive
- Transit**
- Walk / Bike
- Freight - Truck
- Freight - Rail

Transit

Choose the option that best shows which tradeoff you prefer

Focus on improving existing transit service

Navigation controls: A large grey arrow pointing left contains a green double-left arrow button. To its right are three smaller grey arrow buttons: a left arrow, a 'Neutral' button, and a right arrow. A large grey arrow pointing right is on the far right.

Focus on expanding transit service



Previous

Optional Comment

Next



4 **Thank you!** Your input makes our region stronger. [Privacy Policy](#)

WELCOME **2 RANK PRIORITIES** **3 CHOOSE SOLUTIONS** **4 STAY INVOLVED**

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

2014 EXPLORE Goals & Strategies

2015 CREATE Final Vision

2016 UPDATE Regional Plan

Explore @ atlantaregional.com/TheRegionalPlan
July 2014 - March 2016

About you: (required)

Please tell us more about yourself (optional):

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

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

If you work, please tell us where:

Additional Comments:

Fill the progress bar to activate this:

ARC
ATLANTA REGIONAL COMMISSION
regional impact + local relevance

Powered by MetroQuest

help

6

Make each step delightful



Welcome



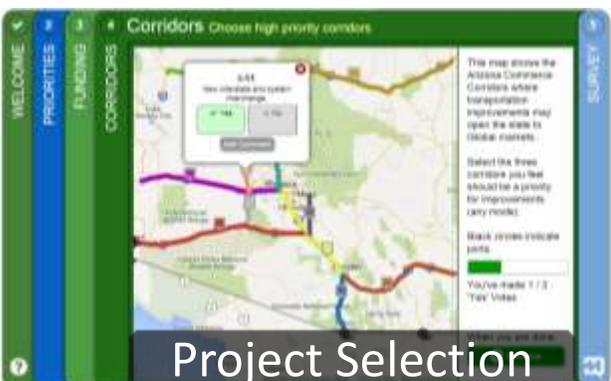
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Map Marker



Tradeoffs



Project Selection



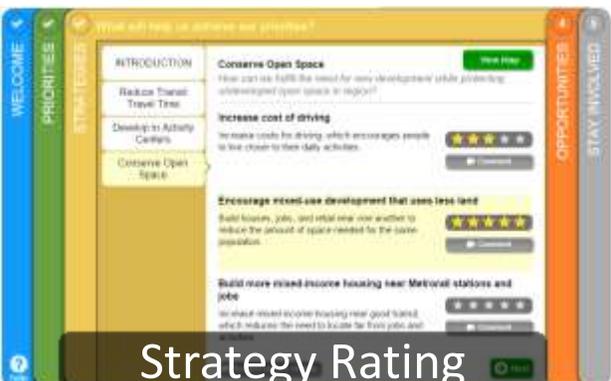
Visual Preference



Scenario Rating



Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up

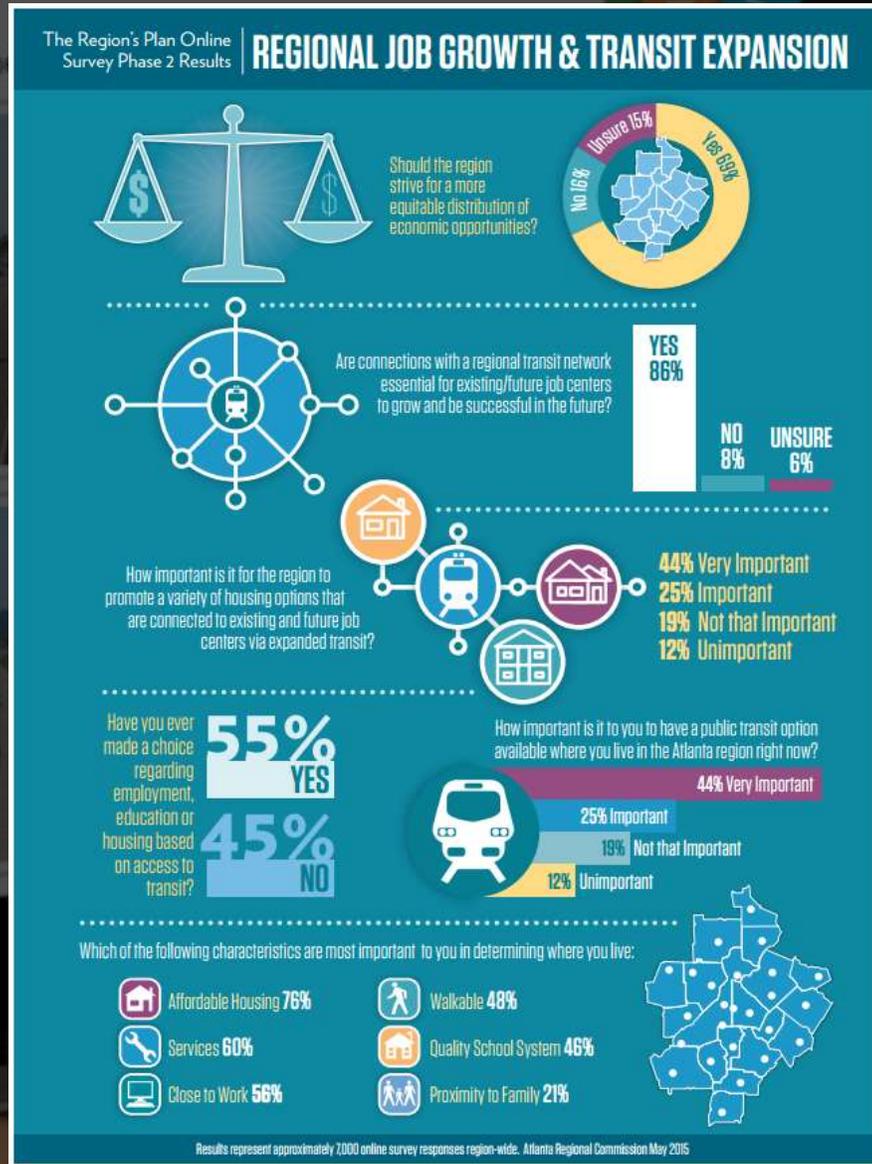
6

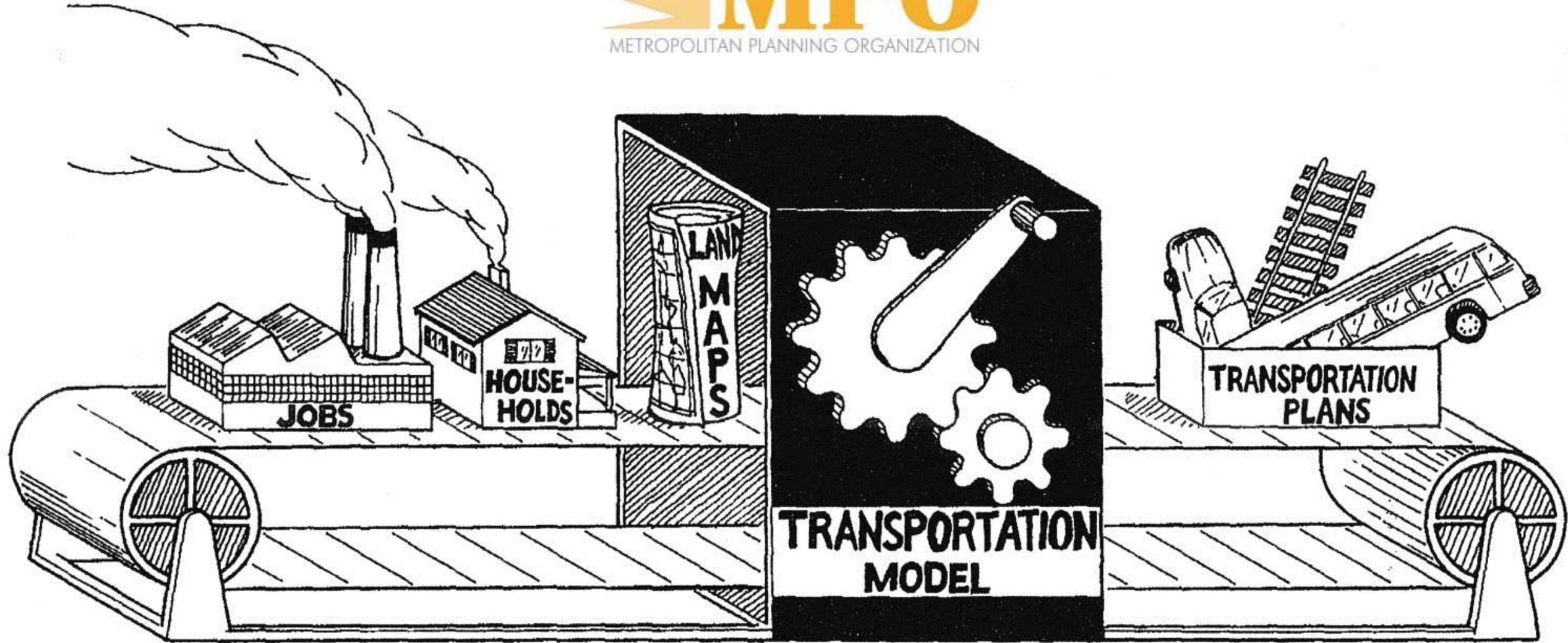
Make each step delightful

Even the reports!



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Land-Use Inputs → → Transportation Plans



Land Use Scenarios Project

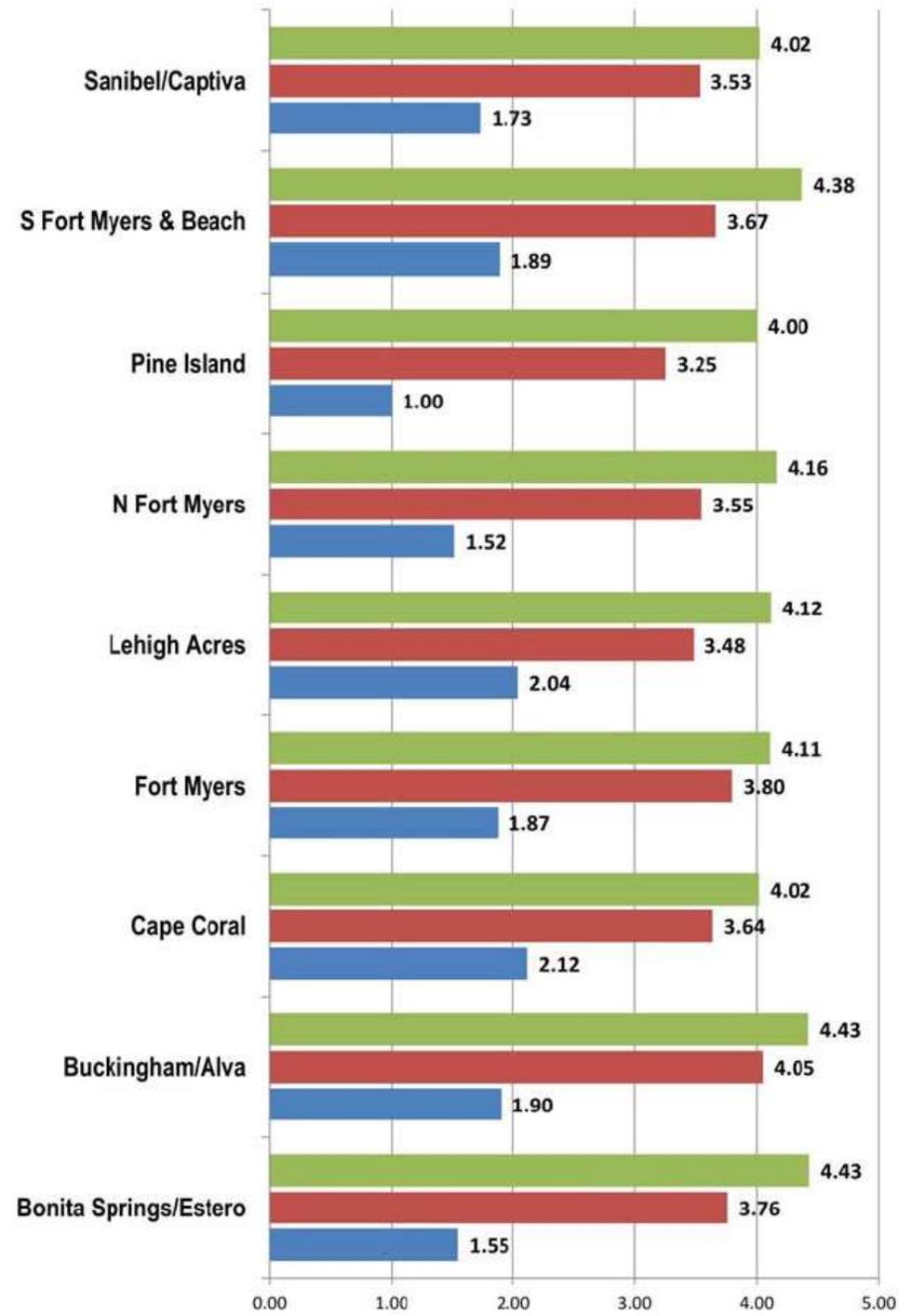
Don Scott, Lee MPO Executive Director
Jacobs Engineering Group, Tampa FL
Spikowski Planning Associates, Fort Myers FL
Criterion Planners, Portland OR

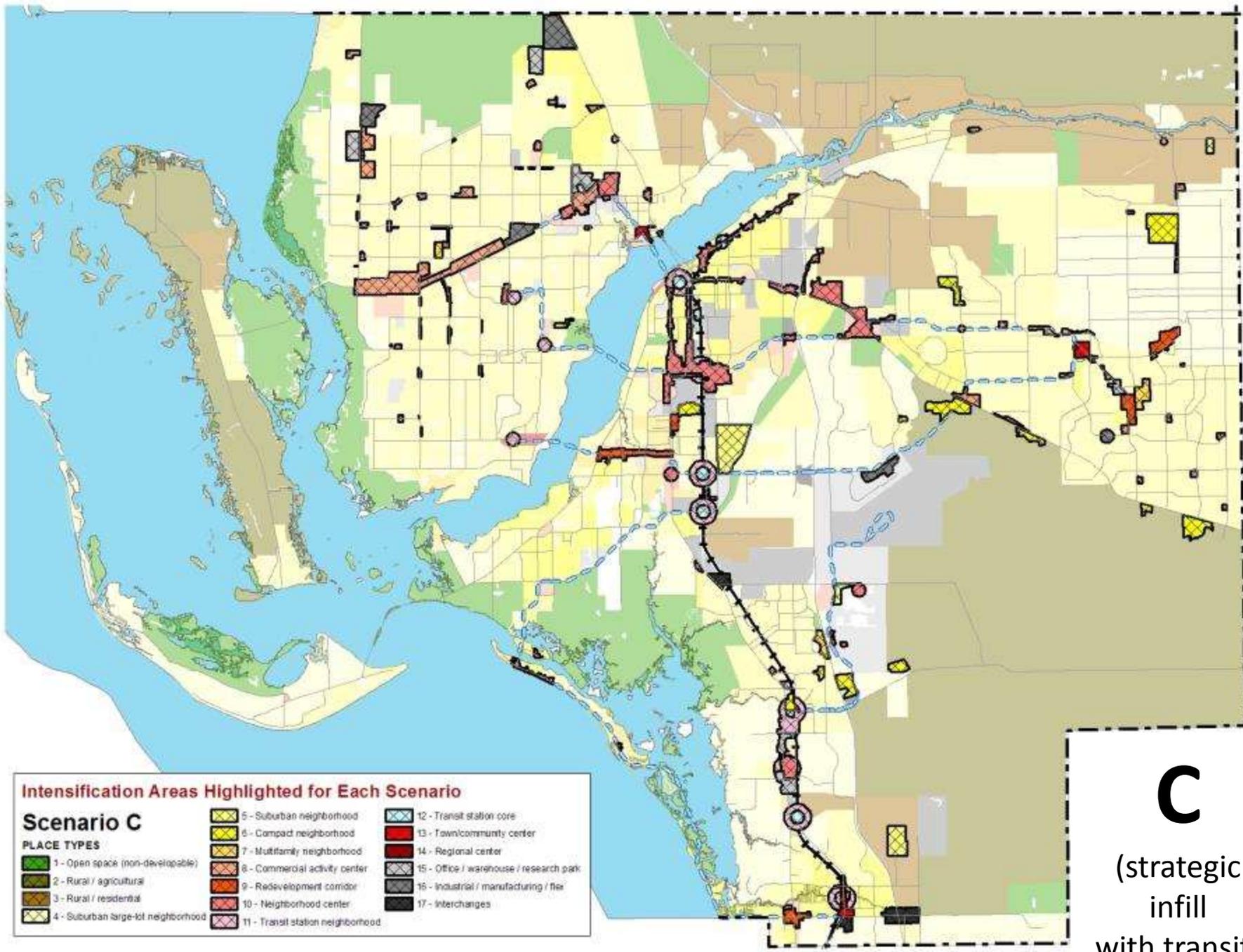


Spreading Out – 57% of participants gave this scenario 1 star and another 17% gave it 2 stars; 5% of respondents gave it 5 stars. The county-wide average of the scores was 1.85. The scores for each community are shown with a blue bar.

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.





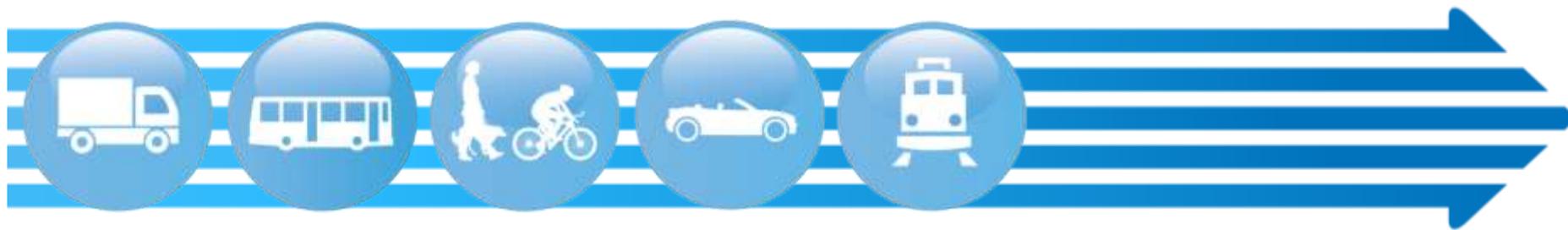
Intensification Areas Highlighted for Each Scenario

Scenario C

PLACE TYPES	5 - Suburban neighborhood	12 - Transit station core
1 - Open space (non-developable)	6 - Compact neighborhood	13 - Town/community center
2 - Rural / agricultural	7 - Multifamily neighborhood	14 - Regional center
3 - Rural / residential	8 - Commercial activity center	15 - Office / warehouse / research park
4 - Suburban large-lot neighborhood	9 - Redevelopment corridor	16 - Industrial / manufacturing / flex
	10 - Neighborhood center	17 - Interchanges
	11 - Transit station neighborhood	

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

7

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!



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A man in a grey suit and tie is sitting at a desk in a dimly lit office. He is holding a glass of whiskey in his right hand. The desk has a lamp and some papers. The background is dark and out of focus.

8

Promote like a pro

- You've got 5 seconds...
- then you get 5 minutes...
- then they tell 50 friends.



MetroQuest

All right, Nashville.
It's time to pick.



A young boy with short hair, wearing a red, white, and blue plaid shirt, stands in a grassy park. He is holding a small, light-colored acoustic guitar with a red headstock. The background shows a park with trees and a playground structure. The text "All right, Nashville. It's time to pick." is overlaid on the right side of the image.

All right, Nashville.
It's time to pick.

Maurice, age 3

All right, Nashville.
It's time to pick.



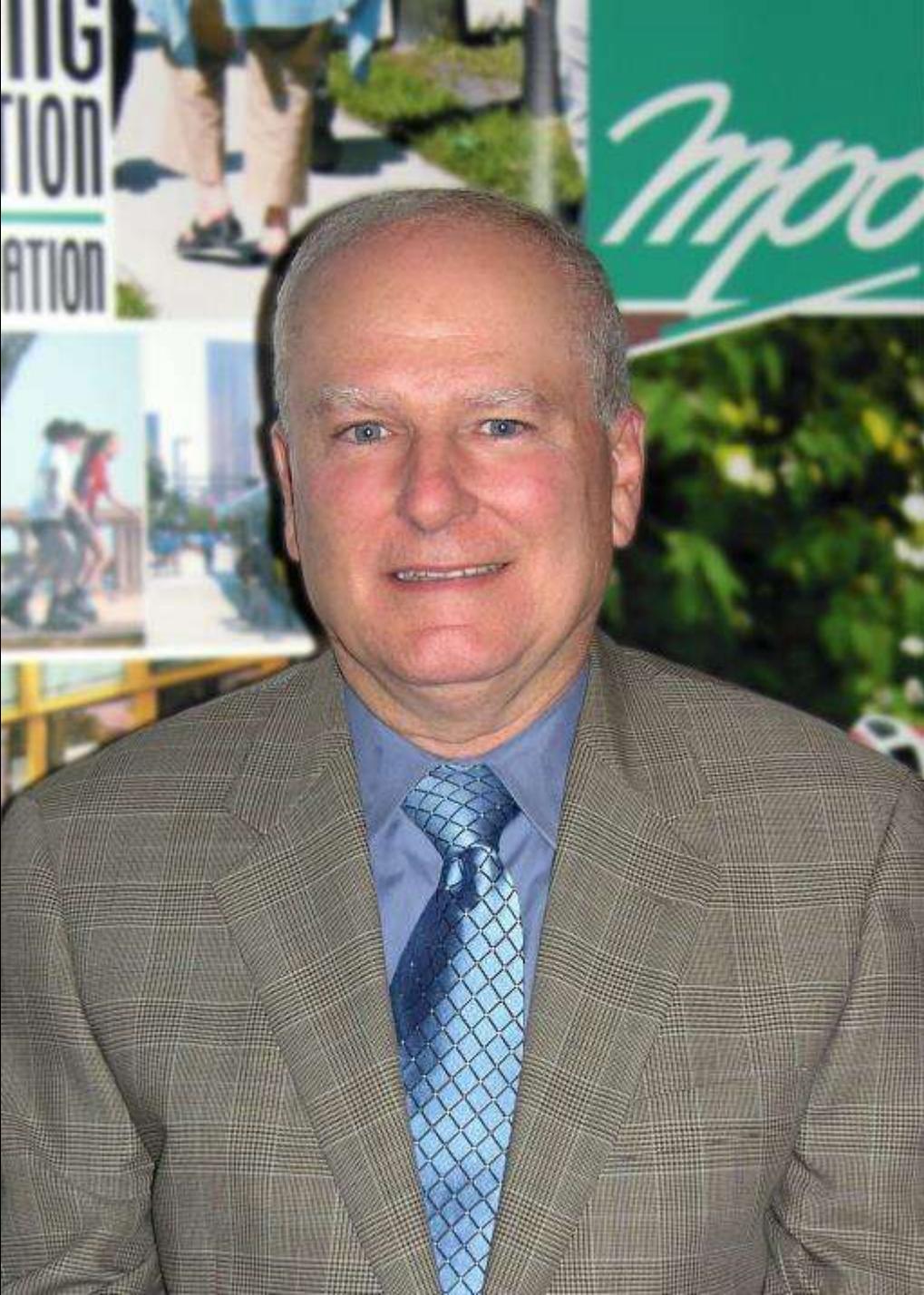
9

Monitor & adjust as needed

- Monitor demographics
- Target gaps



MetroQuest



Tampa's Challenge

- Urban sprawl
- Gridlock traffic
- Car dependent



Solution

- Web campaign
- Kiosks
- Community Events

✓ How should we grow?

WELCOME



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.

➔ Begin



PRIORITIES

3

STRATEGIES

4

PREFERENCES

5

STAY INVOLVED



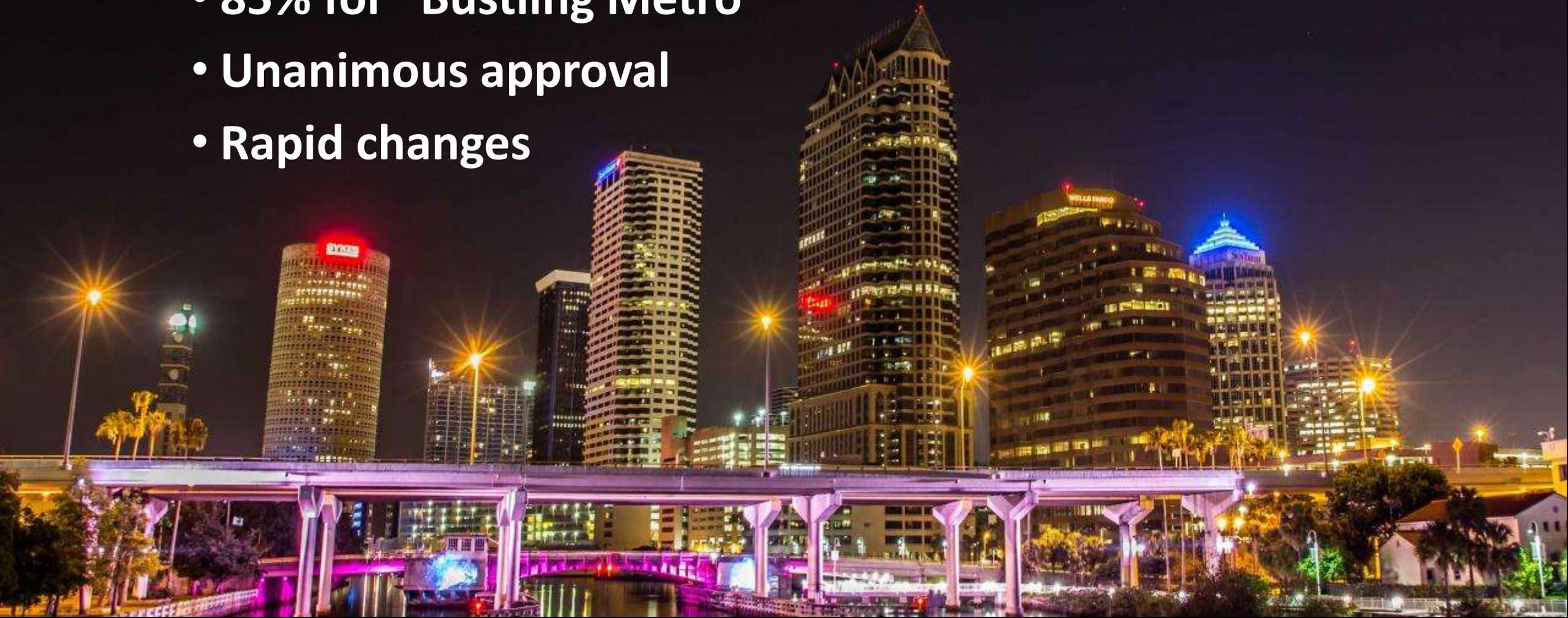
help

Share



Results

- Record-breaking participation
- 85% for “Bustling Metro”
- Unanimous approval
- Rapid changes



imagine

hillsborough

2040

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



RESULTS

You Designed Hillsborough's Future

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

imagine
 hillsborough
 2040

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



"Bustling Metro"

Preferred by citizens of every part of Hillsborough County.



3,500+ participants from across the greater Tampa area...

...gave 91,500 opinions, priorities, and preferences.

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.



"New Corporate Centers"



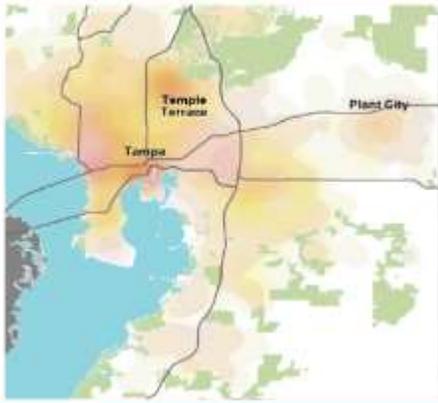
"Suburban Dream"

INSIDE... Check out the recommended growth strategy!

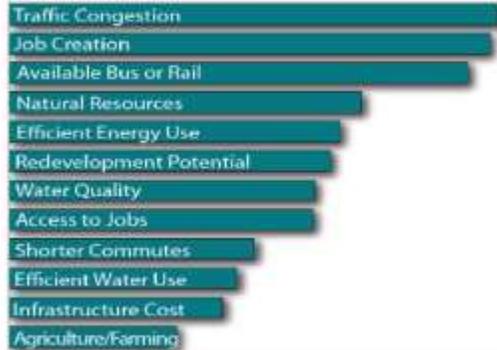
What's important to you



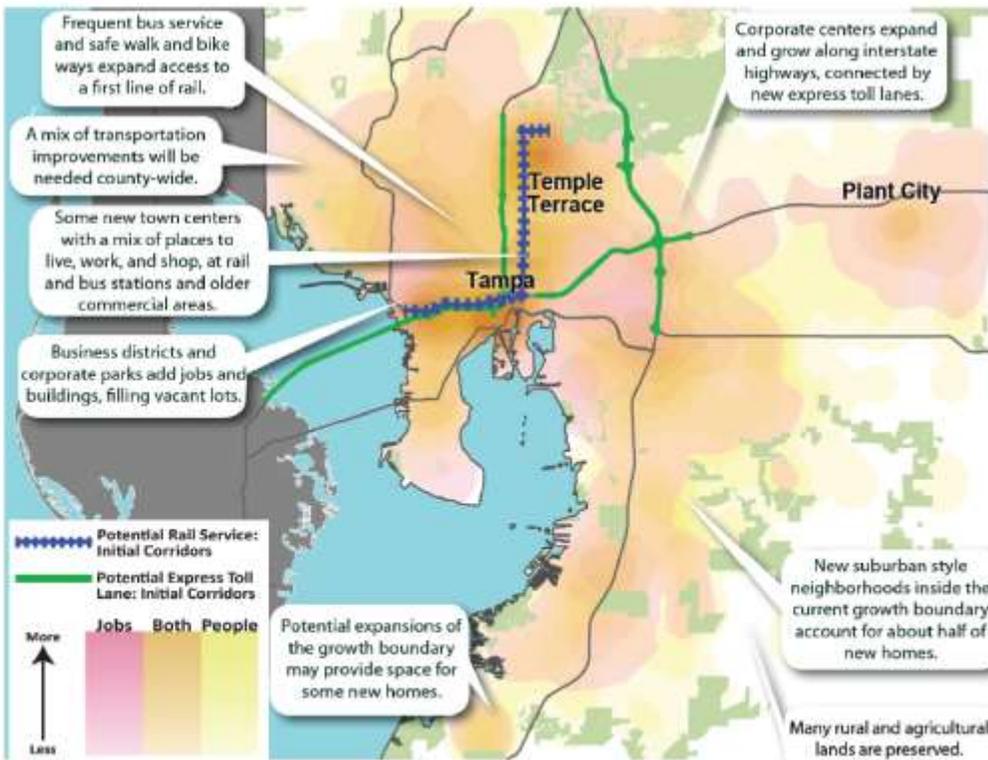
Hillsborough County Today



Your Top 5 Concerns



Growth Strategy for 2040



What you liked



You shared your ideas, priorities, and preferences. After analysis, some themes became apparent: people want choices. For example, all transportation options were rated positively, and all should have a role in the 2040 growth strategy.

You said we need a mix of housing options.
Your top-rated choices:



Rebuild commercial corridors with apartments and townhomes



Condos and apartments near business districts



Town centers with a mix of places to live: single family homes, townhomes, apartments

You said we need a mix of job centers.
Your top-rated choices:



In existing job centers like Westshore, Downtown Tampa, and the USF area



Redevelopment and filling in existing corporate parks and industrial areas



In town centers with a mix of places to work like retail and office space

You said we need more of all transportation options.
Your top-rated choices:



Sidewalks, bike lanes, and trails



Smart traffic signals and better intersections



Commuter or light rail



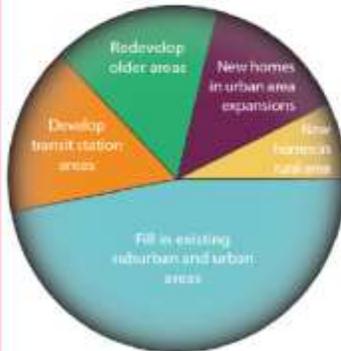
Express or bus rapid transit



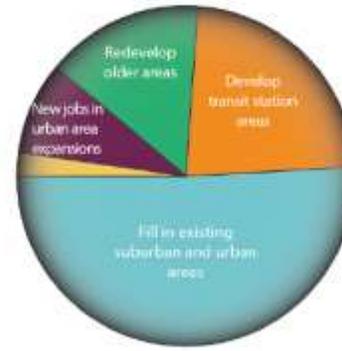
Circulator and shuttle buses



New express toll lanes



Your Desired Housing Growth Mix



Your Desired Job Centers Growth Mix



APA

AECOM

Kimley»»Horn

URS

ATKINS

HDR

DIALOG

If you'd like online tools to be considered...
mention them in your RFP's

**PARSONS
BRINCKERHOFF**

WSP

HNTB



JACOBS



DESIGNWORKSHOP



DOVER, KOHL & PARTNERS
town planning

CALTHORPEASSOCIATES
URBAN DESIGNERS, PLANNERS, ARCHITECTS



McBride DALE
CLARION



Thank You

Questions & Discussion

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MetroQuest

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Twitter -> @metroquest