

# A Recipe for Award-Winning Online Community Engagement

Featuring our  
special guest



Your host



MetroQuest



Dave Biggs

Chief Engagement Officer

@metroquest



A group of approximately ten people are seated in a room with rows of blue upholstered chairs with wooden frames. They are arranged in several rows, facing towards the left side of the frame. Many of the individuals are looking down at papers or notebooks they are holding, and some are using pens or pencils to write. The people are of various ages and are dressed in casual to business-casual attire. The room has large windows in the background, and the overall atmosphere appears to be one of a formal meeting or a workshop session.

Same Ten People





...or this happens



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# Research Questions

1. How can online tools help?
2. What do successful projects have in common?





# What does “successful” mean?

## Quantity

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

## Quality

Collect **informed** & **actionable** input



# Seven Key Lessons

1

2

3

4

5

6

7



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# **Public Involvement Software User Guide**



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Public Involvement Software

# 1 Design for the unmotivated

Level of  
Motivation



Positive

Moderate

Negative

Attitude





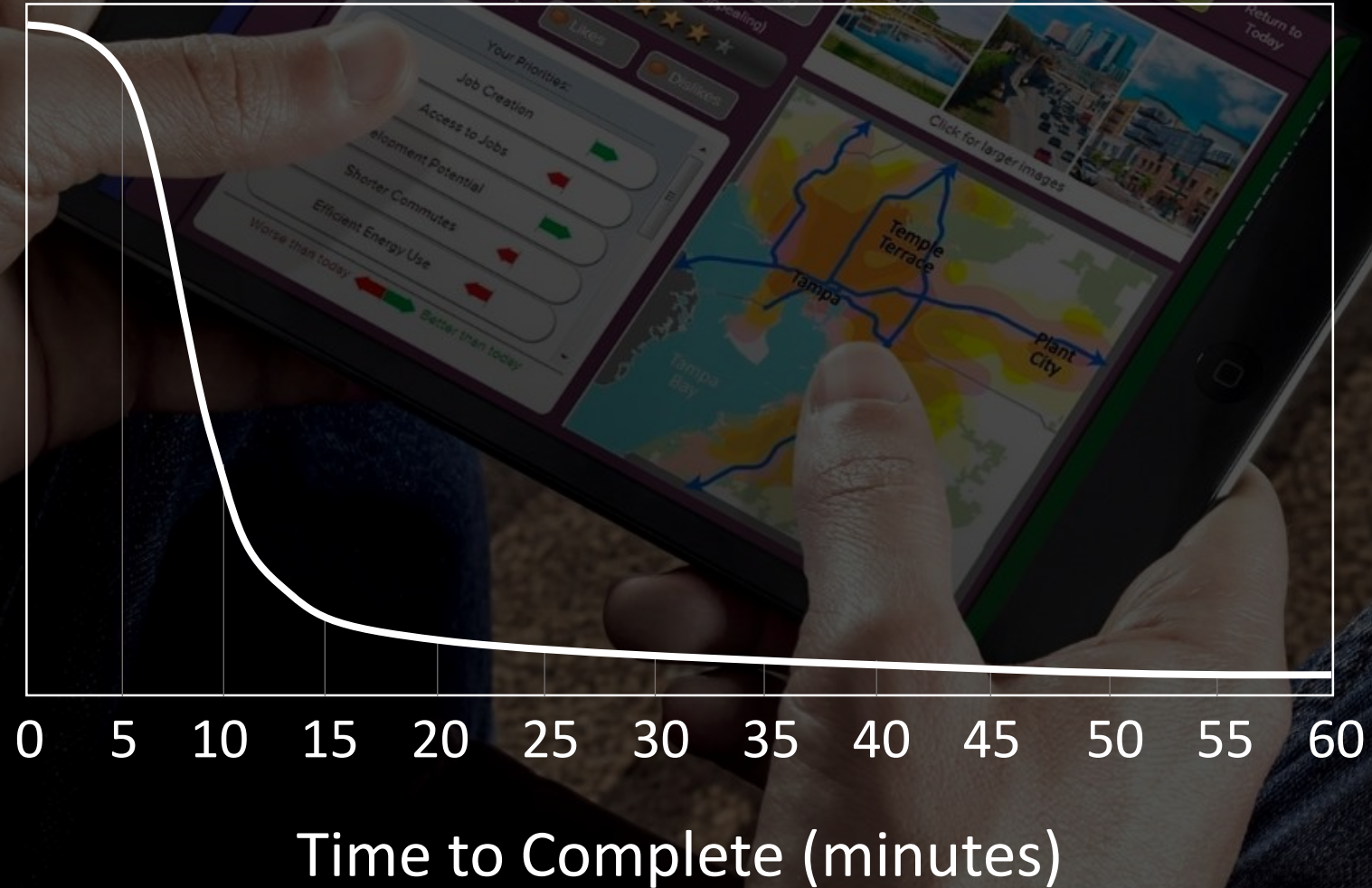
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2

## Aim for a 5-minute experience

Participants



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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

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

Begin

APPROACHES 3  
PRIORITIES 4  
STAY INVOLVED 5

Share  
f  
t  
e  
+

Begin

= 10x



4

# Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



MetroQuest



5

# Make it insightful & delightful

vs.

= 7.5x

1: \*Please rate the **timeliness of order delivery**.

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

2: \*Please rate the **convenience of delivery**.

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

3: \*Please rate the **availability of desired delivery times**.

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

4: \*Please rate the **tools for tracking** your order.

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

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

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

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

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

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

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

WELCOME

2 REGIONAL NETWORK

3 Level of Comfort

4 MAP YOUR COMFORT

5 ABOUT YOU

Introduction Path **Bike Lane** Shoulder Shared Lane Marking Mixed Traffic

Please rate your level of comfort cycling on a bicycle lane

Designated Bicycle Lane



★ ★ ★ ★ ★

Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

Previous Optional Comment Next

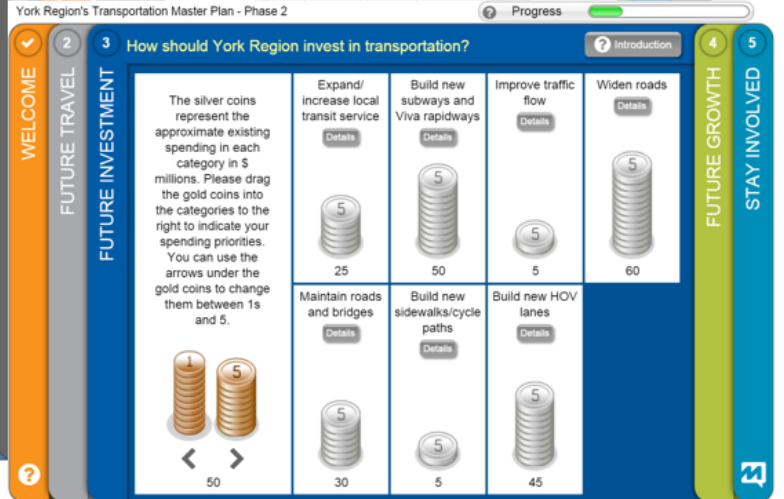
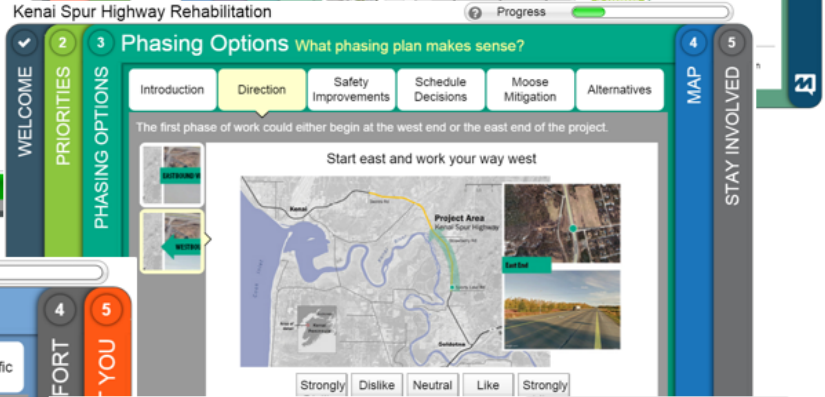
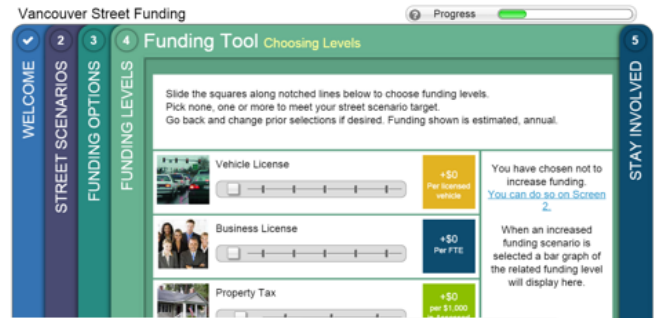
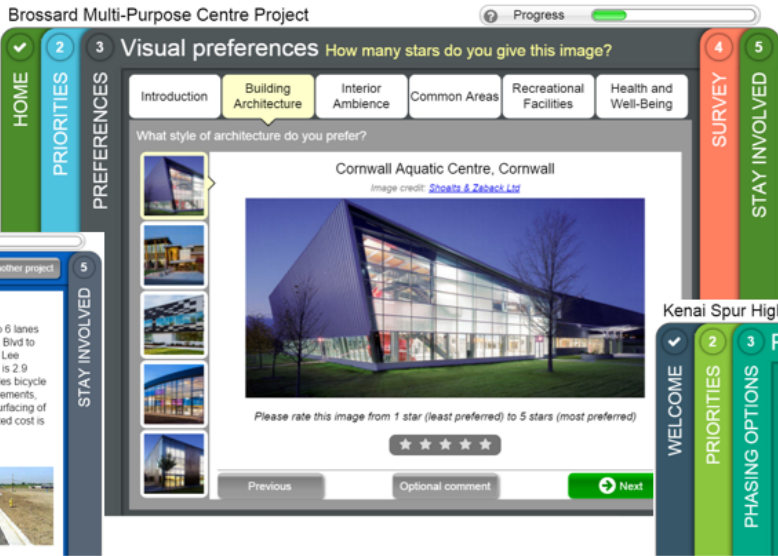


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5

# Make it insightful & delightful



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A man in a dark suit and tie is sitting at a desk in a dimly lit office. He is holding a glass of amber liquid in his right hand. On the desk, there is a desk lamp with a conical shade, a rotary telephone, and some papers. The background is dark and out of focus.

6

## Promote like a pro

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




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





A young boy with short dark hair, wearing a red, white, and blue plaid shirt, stands in a grassy park. He is holding a small acoustic guitar with a white body and a red headstock. He is looking directly at the camera with a slight smile. In the background, there are green trees and a playground structure with colorful slides.

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

Maurice, age 3



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





7

# Monitor & adjust as needed

- Monitor demographics
- Target gaps





# Key Success Factors

1. Design for the unmotivated
2. Aim for a 5-minute experience
3. Do not require registration
4. Offer many ways to engage
5. Make it insightful & delightful
6. Promote like a pro
7. Monitor & adjust as needed



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# **Public Involvement Software User Guide**



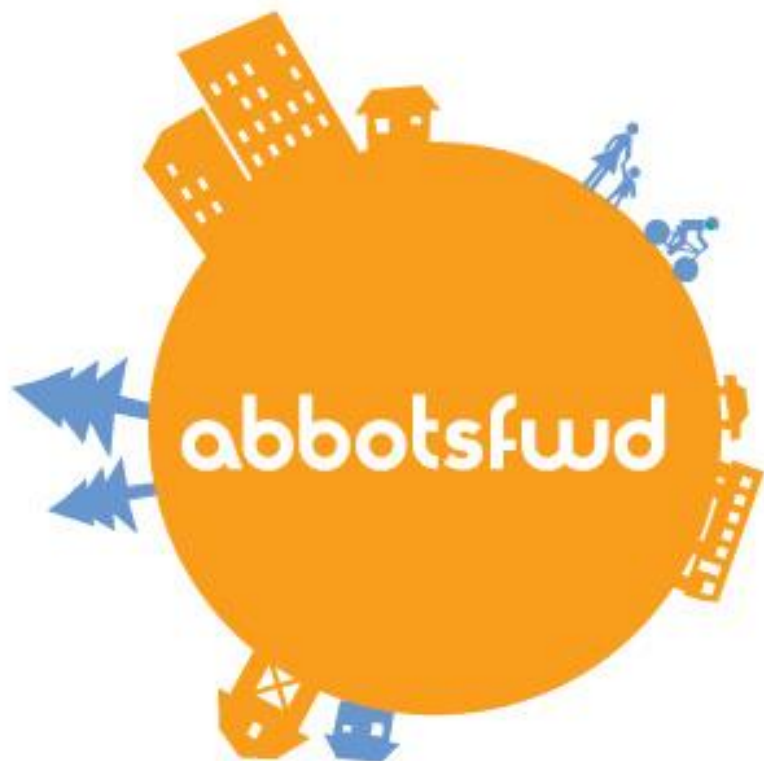
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Shape your city



Join in...  
[abbotsforward.ca](http://abbotsforward.ca)





# How would you shape the future of Abbotsford?

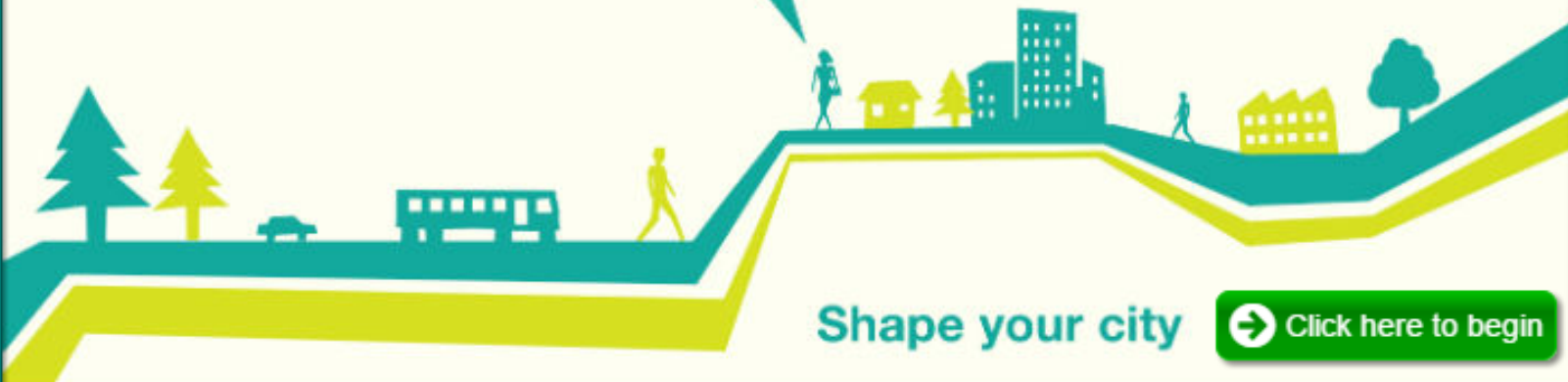
WELCOME TO ABBOTSFORD



Abbotsforward is the City of Abbotsford's initiative to update our Official Community Plan (OCP). This opportunity to guide decision-making about growth and development in Abbotsford comes along once a generation. The OCP influences everything from where you live and how you get around, to where you work, play, shop, learn, connect with people, and more.



Have your say and help  
shape your city!



Shape your city

[Click here to begin](#)

2

PRIORITIES

3

APPROACHES

4

SPECIAL PLACES

5

THANK YOU





1

WELCOME TO ABBOTSFORD

?

2

PRIORITIES

3

APPROACHES

4

SPECIAL PLACES

5

THANK YOU



**Thank you for helping shape your city!**

Your input will be used to develop new ideas for the future of Abbotsford. Visit [www.abbotsforward.ca](http://www.abbotsforward.ca) to learn more and stay involved.



**abbotsfwd**

 **@abbotsforward**  
 **www.abbotsforward.ca**

 ABBOTSFORD





**build a better city**

**DOORS OPEN 6:30PM**  
**EVENT STARTS 7:00PM**

**THE REACH**  
GALLERY MUSEUM  
32388 VETERANS WAY

7:00PM  
Mayor's welcome

7:10PM  
Jeffrey Tumlin

**7:45PM**  
**Brent Toderian**

**8:15PM**  
**Q & A Period**

**8:45PM**  
**Mix & Mingle**

**Join two renowned guest speakers as they talk about how cities can plan better to help their communities thrive.**

**Space is limited.**



Jeff has developed transformative plans throughout the world that accommodate millions of square feet of growth with no net increase in motor vehicle traffic. He has led multiple award-winning projects and has planned in cities such as **Seattle, Moscow and Santa Monica.**



**Brent Toderian is a nationally and internationally respected practitioner and leader with 23 years of experience in advanced urbanism, city planning and urban design. He has worked with cities as diverse as Sydney, Auckland, Oslo, London (Ontario), Regina, & now Abbotsford!**

 **604-864-5510**

 [info@abbotsforward.ca](mailto:info@abbotsforward.ca)

 @abbotsforward

 [www.abbotsforward.ca](http://www.abbotsforward.ca)

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via Neighborland

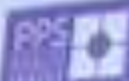


etroit  
great places,  
made right away!

pps  
2014



What amenities to make downtown public  
spaces more comfortable?



What amenities  
spaces more



Outdoor Play Equipment



Green & Family Art



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via Project for Public Spaces



A large group of squirrels, mostly brown and grey, are gathered together in a dense crowd. Some are sitting on the ground, while others are perched on a tree trunk on the right. They appear to be in a natural setting, possibly a park or forest. The squirrels are of various sizes and are engaged in different activities, such as eating or looking around.

They engaged **over 7,700** squirrels people



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# A Recipe for Award-Winning Online Community Engagement

Featuring our  
special guest



ATLANTA REGIONAL COMMISSION

Melissa Roberts  
Community Engagement  
Coordinator

Atlanta Regional Commission



# Thank You & Next Steps

- Webinar follow-up
- AICP CM: [planning.org/events/course/9102565/](https://planning.org/events/course/9102565/)
- Other questions



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