



**MetroQuest**  
Public Involvement Software

**Welcome to the webinar!**

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# Best Practices for Engaging Targeted Populations

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Environmental Justice, Transportation  
Planning & Digital Engagement



MetroQuest

Dave Biggs  
Chief Engagement Officer

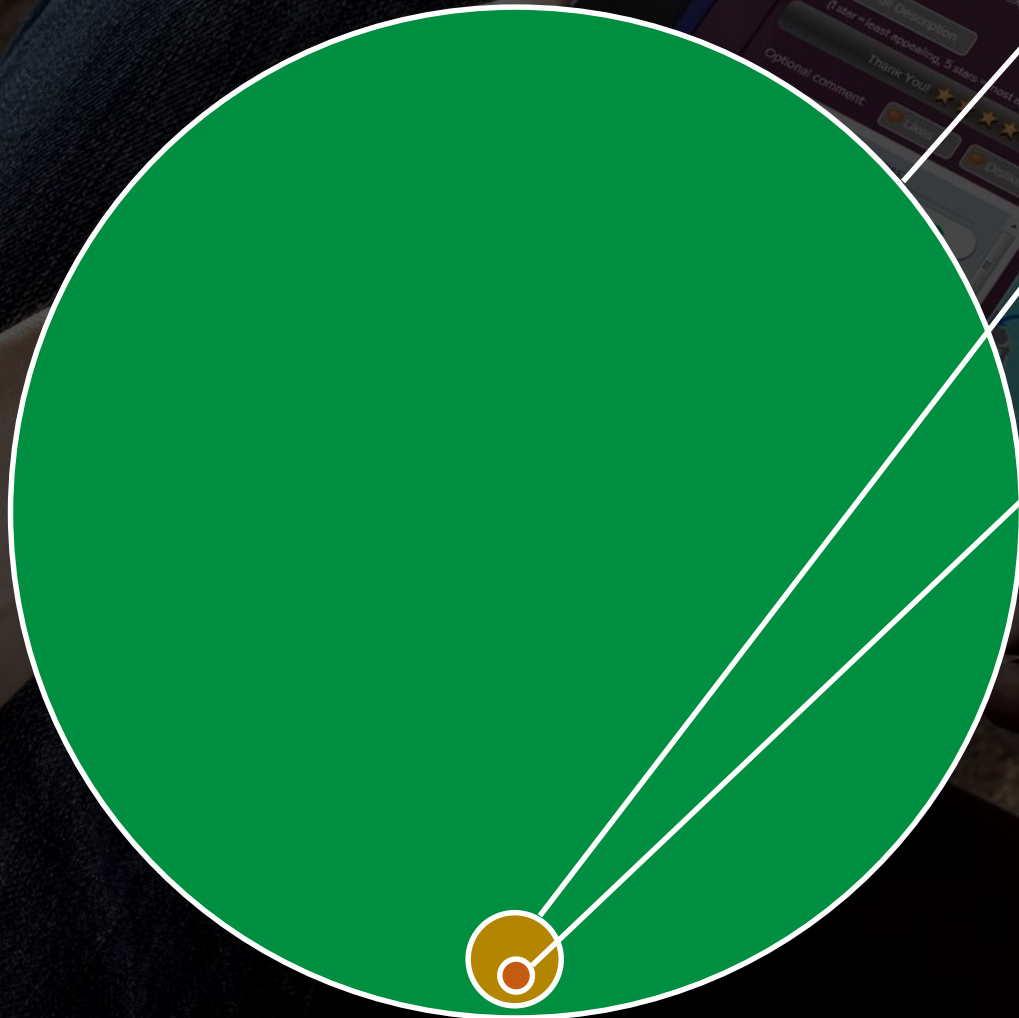


Look familiar?



Look familiar?

# Who are the “public”?



General Public

Stakeholders

Same Ten People



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# Common Engagement Goals

- ✓ Maximize number/breadth of participants
- ✓ Gain insight into public opinion
- ✓ Increase community support for plans



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# Reasons for Not Participating

- I didn't know about it
- I don't care about it
- I'm too busy
- I'm putting out a fire
- What's the point?
- I'm no expert



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A top-down view of a workspace on a wooden desk. In the center is a silver laptop with a black screen. To the left is a clear glass filled with water. To the right is a smartphone resting on an open notebook with handwritten notes and diagrams. The text 'Best Practices for Engaging Targeted Populations' is overlaid in a large, bold, green font across the center of the image.

# Best Practices for Engaging Targeted Populations



# 1 Do Your Research

- **Who** do you need to engage?
- **What** are their top priorities?
- **How** do they express them?
- **Where** are they?
- **When** do they gather?



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## 2 Communicate What's at Stake

- What are the immediate issues?
- WITFM? (What's in it for me?)



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FEELING

CONGESTED?

TORONTO TALKS TRANSPORTATION

## **3** Go to Them

- Leverage existing community events
- Provide options for people without devices



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# Go to Them



WEB



PHONE



TABLET



KIOSK



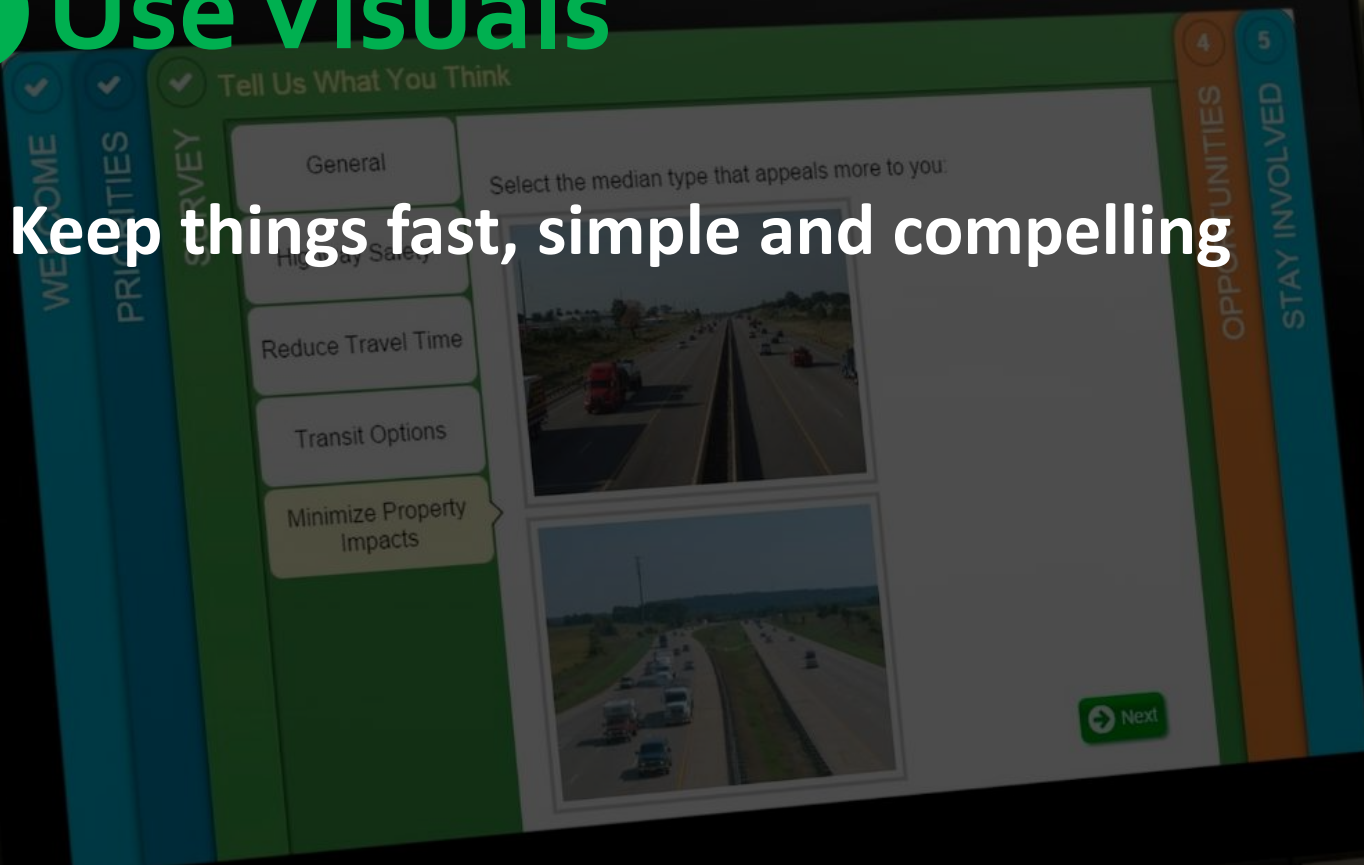
WORKSHOP



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## 4 Use Visuals

- Keep things fast, simple and compelling



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A young boy with short hair, wearing a red and white plaid shirt, stands in a grassy park. He is holding a light-colored acoustic guitar with a red headstock. In the background, there are 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.**



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





# MetroQuest Screen Library



Welcome



Ranking Priorities



Map Input



Visual Preference



Scenario Voting



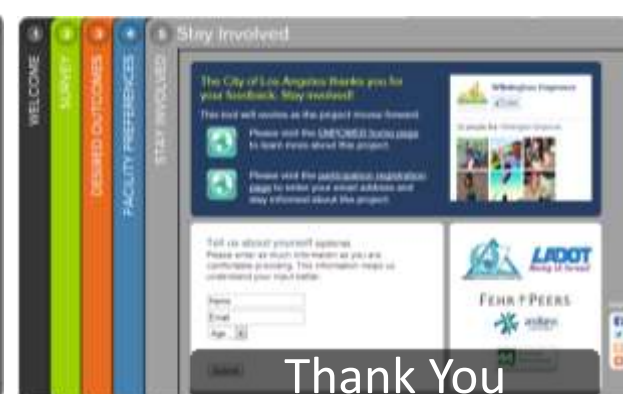
Visualization



Strategies



Funding & Budgeting



Thank You

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

# Visual Preferences

North Vancouver with Golder





WELCOME

2

MOVING INTO THE FUTURE






ENHANCING OUR CONNECTIONS

## Opportunities




Identifying travel needs and improvements within the Oasis Rail Corridor

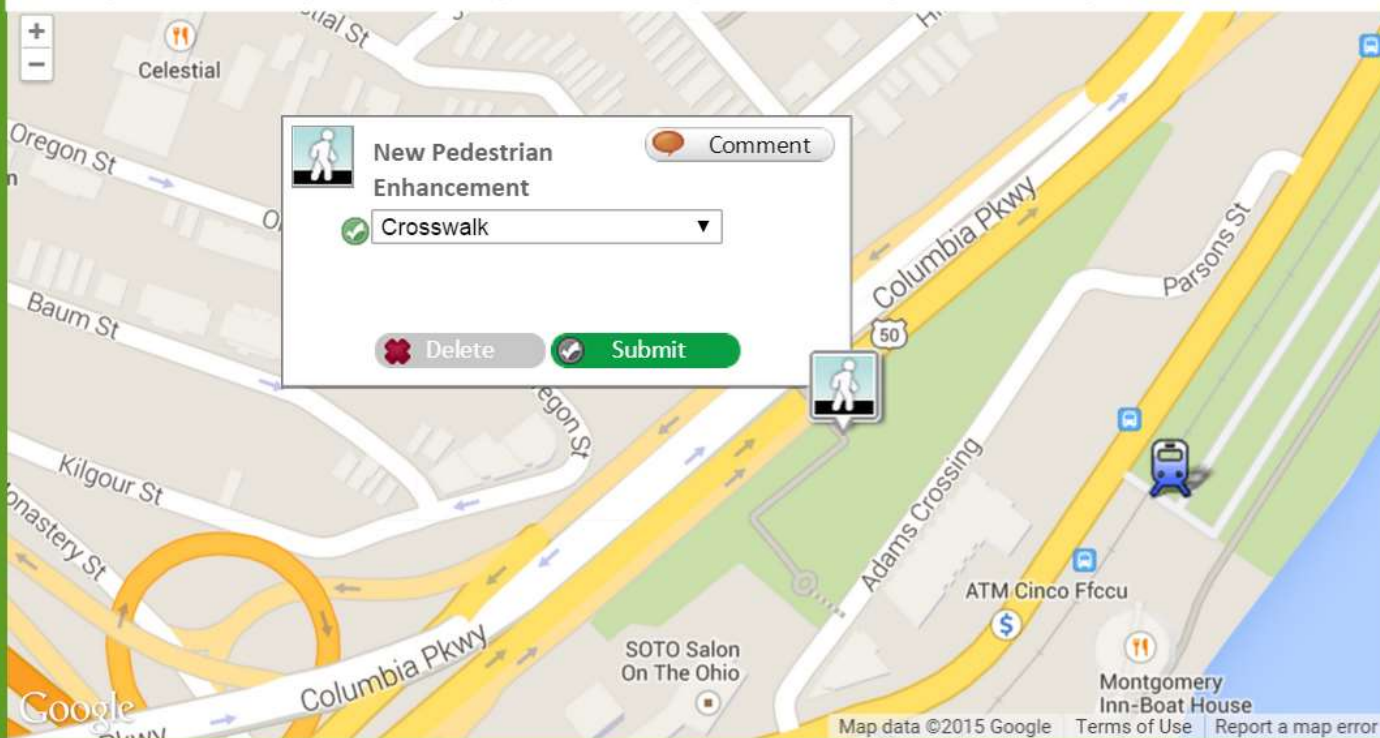
➔ Drag and drop places you frequent in your daily routine on the first map. Add suggestions for improvements on the second map. Zoom in if you like, using the "+/-" for more accuracy.

### My Destinations

- Desired Bus Stop 
- New Bike Connection 
- Roadway Improvement 

### My Suggested Improvements

- New Pedestrian Enhancement 
- Streetscape Improvement 
- Neighborhood Enhancement 



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

4

TRAIN STATION OPTIONS

5

STAY INFORMED

Share



## Input on Maps

SW Ohio Regional Transit Auth. with HDR



1

WELCOME

2

PRIORITIES

3

CREATE BUDGET

## Create Budget How would you allocate resources?

4

SOLUTIONS


5


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.

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













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

 Planned: \$100  
Total: \$130

**Finish**

Reset

Help

	Enhance Safety	Expand Transit	Serve Elderly/Disabled	Invest in Ports	Traffic Flow
					
	\$10	\$13	\$3	\$20	\$5
	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>
Widen Roads	Serve Bikes and Pedestrians	Maintain Roads/Bridges	Serve Trucking	Alternative Fuel Infrastructure	
					
\$46	\$1	\$4	\$9	\$1	
<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	

# Budgeting/Funding

North Florida TPO with HNTB



help

1

2

3

4

5

WELCOME

PRIORITIES

FUNDING

CORRIDORS

SURVEY

## Corridors Choose high priority corridors

**I-11**

New interstate and system interchange.

✓ Yes
✗ No

Add Comment

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:

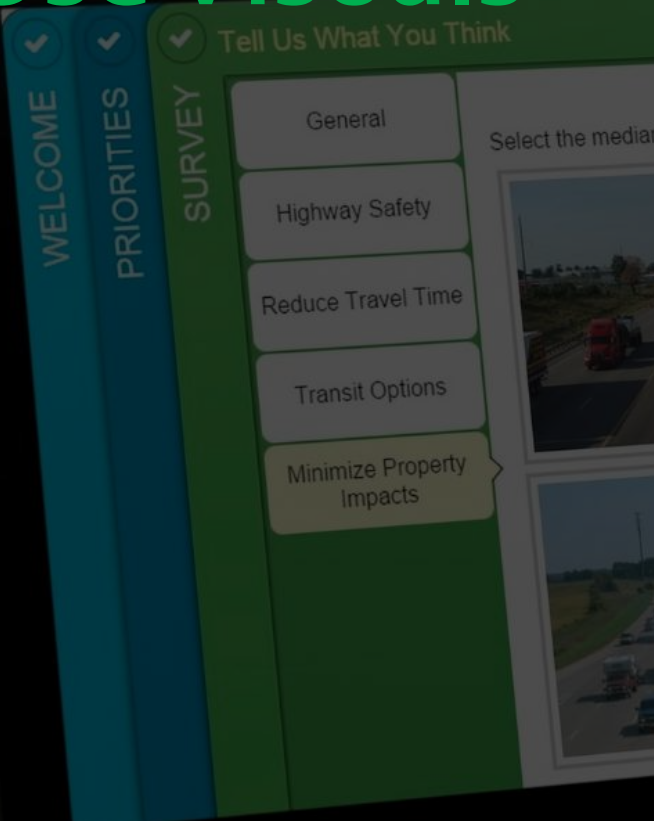
➔ Continue

# Choosing Projects

ACEC AZ with Michael Baker International



# Use Visuals



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The Region's Plan Online  
Survey Phase 2 Results

## REGIONAL JOB GROWTH & TRANSIT EXPANSION



Should the region strive for a more equitable distribution of economic opportunities?



Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?

**YES**  
86%

**NO** 8%  
**UNSURE** 6%

How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?

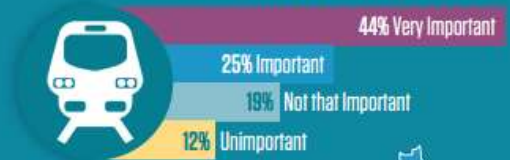


**44%** Very Important  
**25%** Important  
**19%** Not that Important  
**12%** Unimportant

Have you ever made a choice regarding employment, education or housing based on access to transit?



How important is it to you to have a public transit option available where you live in the Atlanta region right now?



Which of the following characteristics are most important to you in determining where you live:

- Affordable Housing **76%**
- Walkable **48%**
- Services **60%**
- Quality School System **46%**
- Close to Work **56%**
- Proximity to Family **21%**



## 5 Support Multiple Languages

- Offer language choice at the beginning
- Don't rely on auto-translators



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# 項目概覽: 請幫助我們規劃舊金山城市水域!

簡介



作為污水系統改善計劃的一部分，舊金山水利局 (SFPUC) 正在規劃針對舊金山八個水域中的每一個分別進行基礎建設改善。這些改善包括諸如管道和隧道的「灰色」基礎建設，也包括諸如雨水園藝和滲水性的鋪裝地面的「綠色」基礎建設。

舊金山水利局 (SFPUC) 需要您對通道水域 (Islais 溪, Sunnydale 及優勝美地分水嶺) 的綠色基礎建設改善提供建議！請花幾分鐘的時間填寫這份簡明調查表。

English | En Español

[請點擊此處開始](#)

我們希望得到您的意見！請參加此快速調查並告訴我們您在以下方面的想法和偏好：

- 綠色基礎建設的好處
- 綠色基礎建設工程項目類型
- 通道水域 (Islais 溪, Sunnydale 及優勝美地分水嶺) 內潛在工程項目位置。



? 幫助





2 社區價值

3 綠色基礎建設

4 工程項目位置

5 繼續參與

共享

## Welcome Screen

SF Water with Parsons/AECOM





# 6 Integrate Educational Content

- Educate before collecting input
- Help people understand trade-offs



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**WELCOME**


**PRIORITIES** **Priorities** What travel experiences are important to you? Introduction

- Livability & Environment**
- System Preservation
- 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](#)

[Next](#)

**3 SURVEY**

**4 MAP IT**

**5 STAY INVOLVED**

# Ranking Priorities

Sioux Falls MPO with Kimley-Horn





WELCOME



PRIORITIES



STRATEGIES

### What will help us achieve our priorities?

INTRODUCTION

Reduce Transit Travel Time

Develop in Activity Centers

Conserve Open Space

#### Conserve Open Space

[View Map](#)

*How can we fulfill the need for new development while protecting undeveloped open space in region?*

#### Increase cost of driving

Increase costs for driving, which encourages people to live closer to their daily activities.



[Comment](#)

#### Encourage mixed-use development that uses less land

Build houses, jobs, and retail near one another to reduce the amount of space needed for the same population.



[Comment](#)

#### Build more mixed-income housing near Metrorail stations and jobs

Increase mixed income housing near good transit, which reduces the need to locate far from jobs and activities.



[Comment](#)

[Suggest another strategy](#)

[Next](#)

4

OPPORTUNITIES

5

STAY INVOLVED



help

## Rating Strategies

Metro (WMATA) with AECOM



WELCOME

PRIORITIES

help

3 Explore →

Suburban Dream

**Bustling Metro**

New Corporate Centers

Return to Today

4

5

PREFERENCES

STAY INVOLVED

Share

Facebook

Twitter

Email

+

### Strategy B: Bustling Metro

Fill vacant lots & revitalize older areas around rapid transit stations

View Full Description

Legend

(1 star = least appealing, 5 stars = most appealing)

Rate this strategy: ★★★★★

Optional comment:

Likes

Dislikes

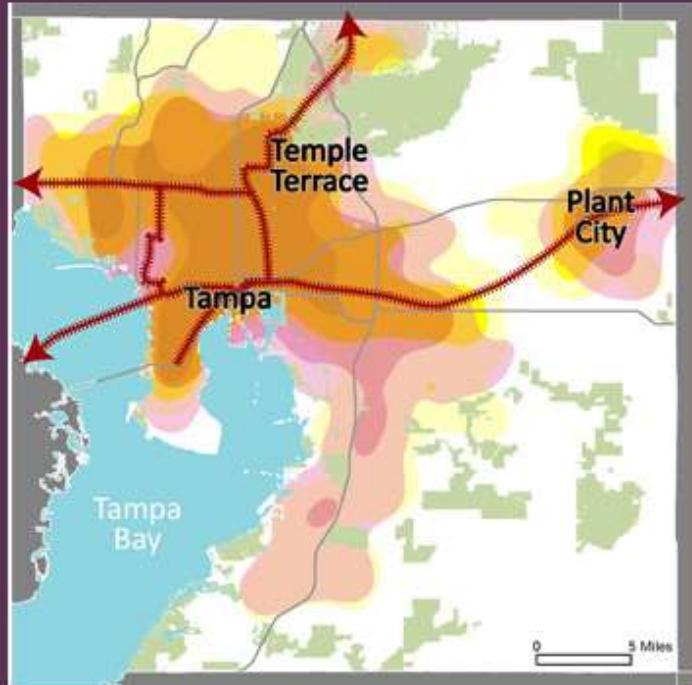
Your Priorities:

- Redevelopment Potential
- Access to Jobs
- Infrastructure Cost
- Job Creation
- Available Bus or Rail Service

Worse than today  Better than today



Click for larger images



## Voting on Scenarios

Hillsborough MPO with Jacobs



# 2 Tradeoffs Which would you choose?

TRADEOFFS  
TRADEOFF SELECTION

3  
4  
5

EXAMPLE

- Intro
- Community character**
- Primary Use
- Density
- Community Connections
- accessibility

**Historical vs. Modern**  
*Choose the option that best shows which tradeoff you prefer*

More historical / traditional More modern / contemporary



Previous

Optional Comment

Next

## Evaluating Trade-offs



# 7 Analyze Data Early & React

- Monitor participation
- Adjust your engagement process mid-stream



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- 1 WELCOME
- 2 RANK PRIORITIES
- 3 CHOOSE SOLUTIONS
- 4 STAY INVOLVED

# Thank you! Your input makes our region stronger.

[Privacy Policy](#)

## 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](mailto:regionalplan@atlantaregional.com)



Explore @ [atlantaregional.com/TheRegionalPlan](http://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

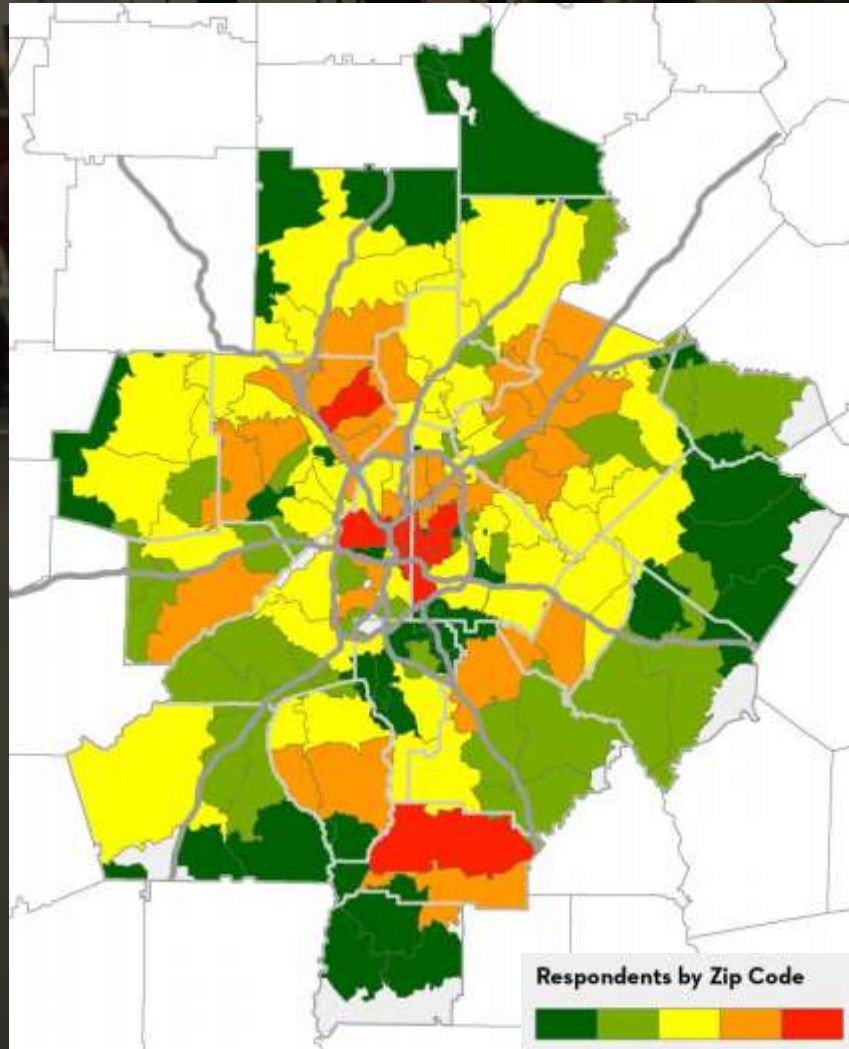
## Demographic Info

ARC with WSP/Parsons Brinckerhoff

# PARSONS BRINCKERHOFF



# Analyze Data Early & React



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# Analyze Data Early & React

Demographics	Unweighted Sample	Weighted Sample
<b>Region</b>		
Downstate Illinois	52%	49.1% ●
Chicago Metropolitan	47.9%	50.9% ●
<b>Gender</b>		
Female	58.6%	52.8% ●
Male	41.4%	47.2% ●
<b>Age</b>		
16-24	5.6%	17.0% ●
25-34	8.9%	16.8% ●
35-44	12.0%	18.2% ●
45-59	35.5%	24.7% ●
60-74	26.8%	15.3% ●
75 and older	11.1%	8.0% ●
<b>Education</b>		
Less than High School	3.7%	10.0% ●
High School diploma	21.1%	28.4% ●
Some college/ trade school	32.9%	26.3% ●
College degree +	42.3%	35.2% ●
<b>Race/Ethnicity</b>		
White/Caucasian	77.1%	64.6% ●
Black/ African-American	13.1%	14.0% ●
Hispanic	5.1%	16.1% ●
Other	4.6%	5.2% ●
<b>Annual Income</b>		
Less than \$15,000	6.8%	11.3% ●
\$15,000-\$30,000	14.5%	16.5% ●
\$30,001-\$45,000	13.6%	15.8% ●
\$45,001-\$60,000	11.4%	10.2% ●
\$60,001-\$75,000	11.0%	10.7% ●
\$75,001-\$100,000	15.7%	12.6% ●
More than \$100,000	23.9%	18.7% ●
<b>Disability status</b>		
With disability	13.1%	12.4% ●
Without disability	86.8%	87.5% ●



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# 8 Leverage Community Leaders

- Connect your content with their mission
- Create a “share kit”



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## Tampa's Challenge

- Urban sprawl
- Gridlock traffic
- Car dependent



## Solution

- Web campaign
- Kiosks
- Community Events

# How should we grow?

WELCOME

✓

PRIORITIES

3

STRATEGIES

4

PREFERENCES

5

STAY INVOLVED



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

help

Share

# Results

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





APA

# Questions & Discussion

- By phone > Press \*6 to unmute yourself
- By computer > Use the chat box



## Dial in Numbers

- +1 (213) 226-1066 California
- +1 (646) 307-1990 New York
- +1 (202) 602-1295 Washington, DC
- +1 (778) 654-8779 Vancouver
- +1 (587) 323-0280 Calgary
- +1 (647) 977-2648 Toronto



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# Thank You!

Project coming up? Let's chat.

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