

A photograph of a wooden desk with a laptop, a glass of water, and a notebook with a smartphone on it. The laptop screen displays the text 'Go Viral' in green. The notebook has some handwritten notes and a smartphone resting on it.

Go Viral

Best Practices for Online Public Engagement for DOT's



MetroQuest

Dave Biggs
Chief Engagement Officer

Which projects fit best?

- Long Range Transportation Plan (LRTP)
- Transportation Improvement Program (TIP/STIP)
- Corridor Plans, Context Sensitive Solutions (CSS)
- NEPA/EIS Studies
- Bike/Ped, Transit, Freight, Multimodal Plans...



Look familiar?



Look familiar?

Research Question

What do successful online engagement projects have in common?



MetroQuest



U.S. Department of Transportation
**Federal Highway
Administration**



TRANSPORTATION RESEARCH BOARD
OF THE NATIONAL ACADEMIES

APA

What does “successful” mean?

Quantity

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

Quality

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



MetroQuest

Key DOT Engagement Challenges

- Spatial scale
- Environmental Justice community
- Special interest groups
- Long time horizons
- Multiphase projects
- Complex subject matter



MetroQuest

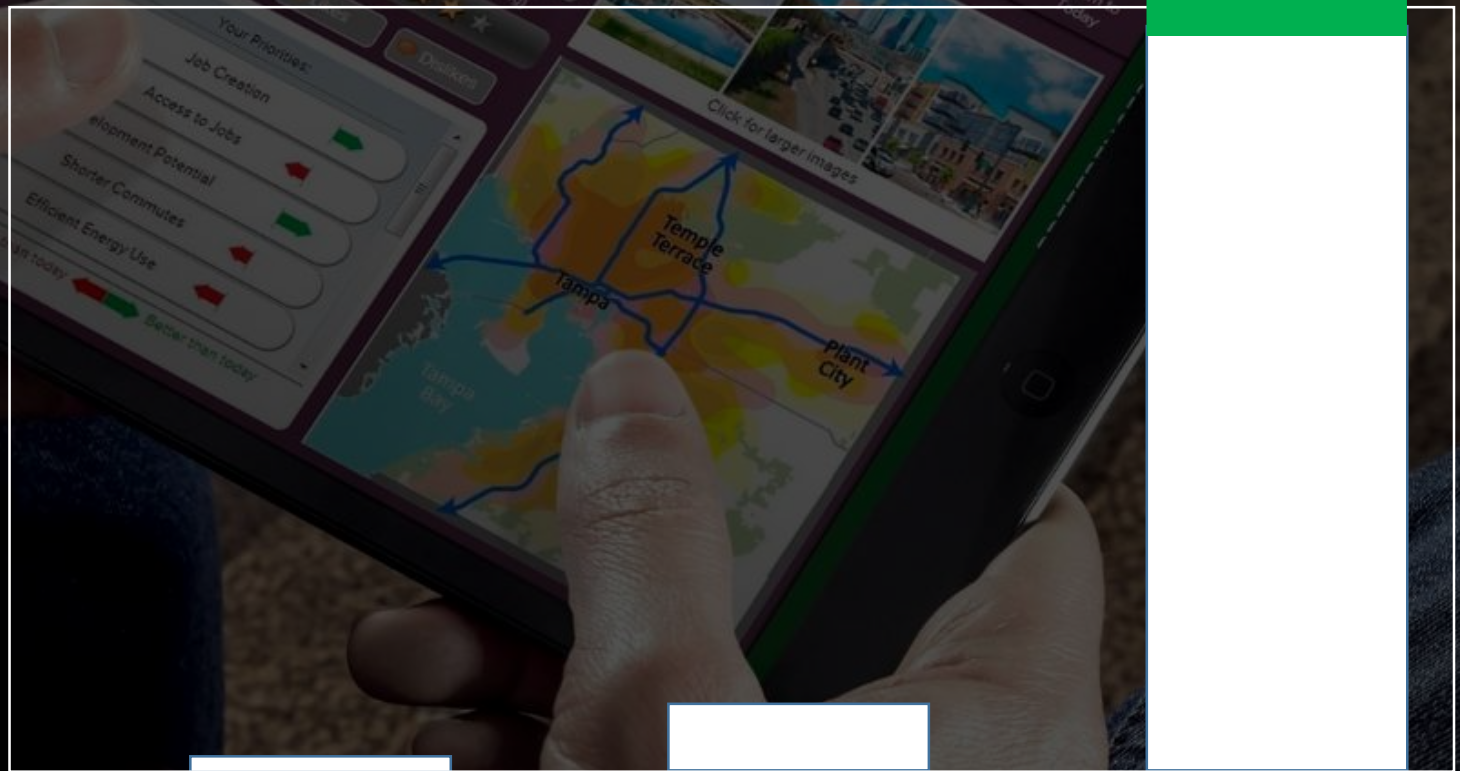
1

Choose your tools carefully



Participants

2,000
1,500
1,000
500
0



MetroQuest

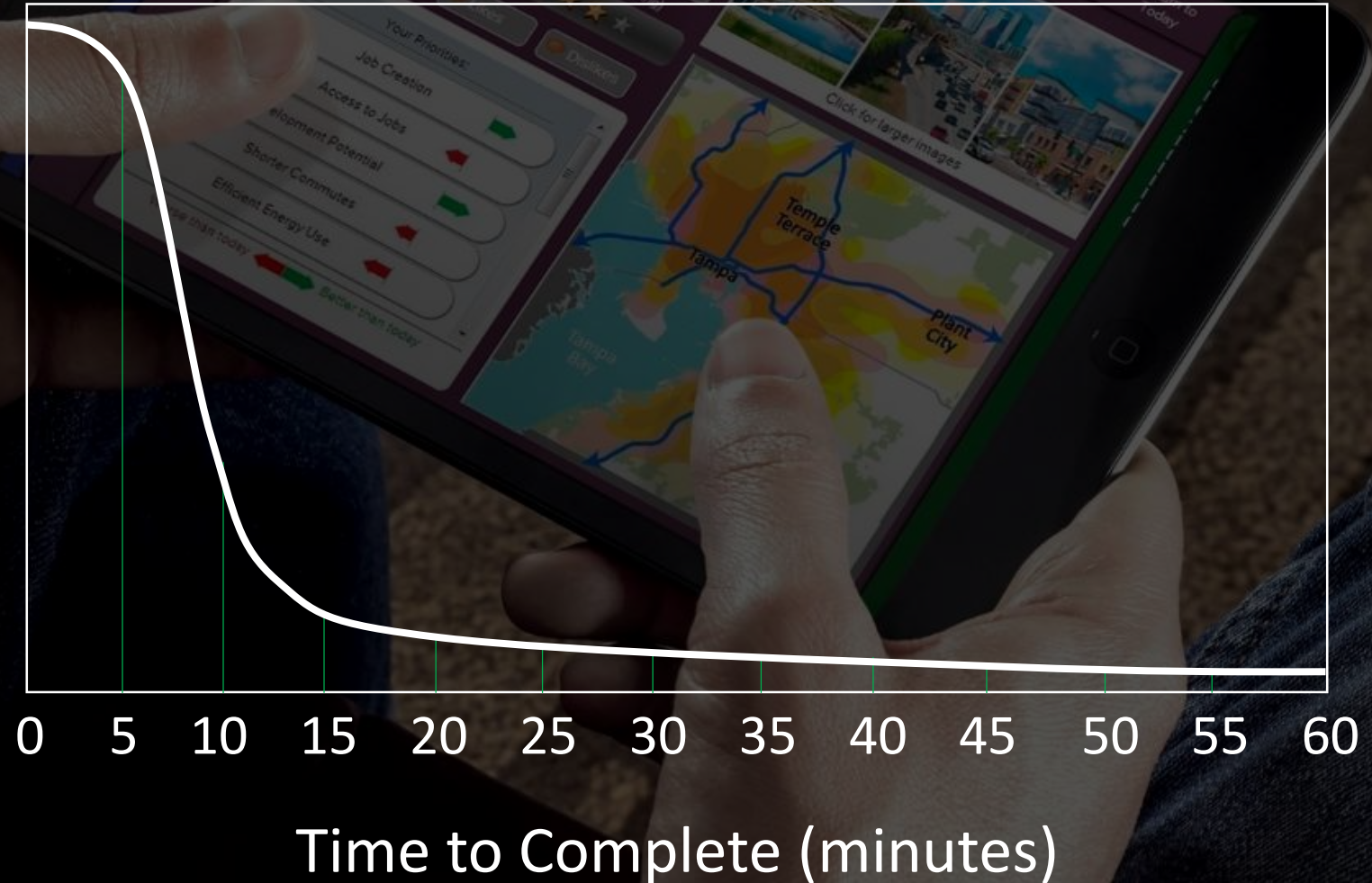
Public Meetings

Online Crowdsourcing

Online Surveys

2 Aim for a 5-minute experience

Participants



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.



= 10x

4

Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



MetroQuest

5

Educate before asking

...if you
want
informed
input.

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

6

Make each step delightful

vs.

= 7.5x

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"/>	<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	1	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"/>

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"/>	<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	1	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"/>

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"/>	<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	1	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"/>

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"/>	<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"/>

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

6 Make each step delightful



Welcome



Priority Ranking



Map Marker



Tradeoffs



Project Selection



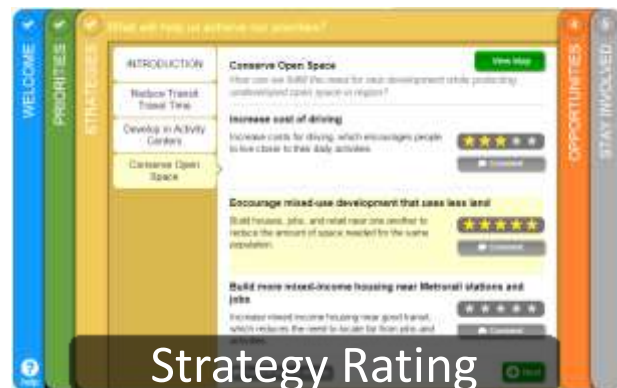
Visual Preference



Scenario Rating



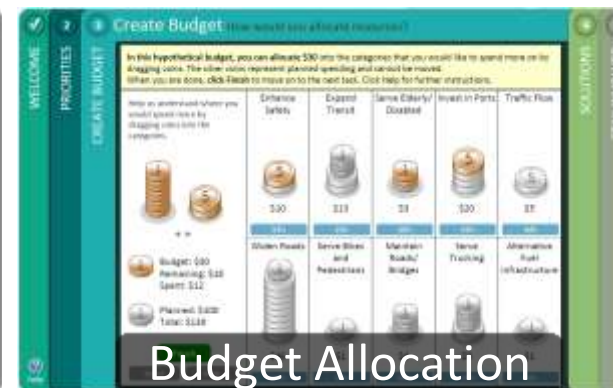
Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up

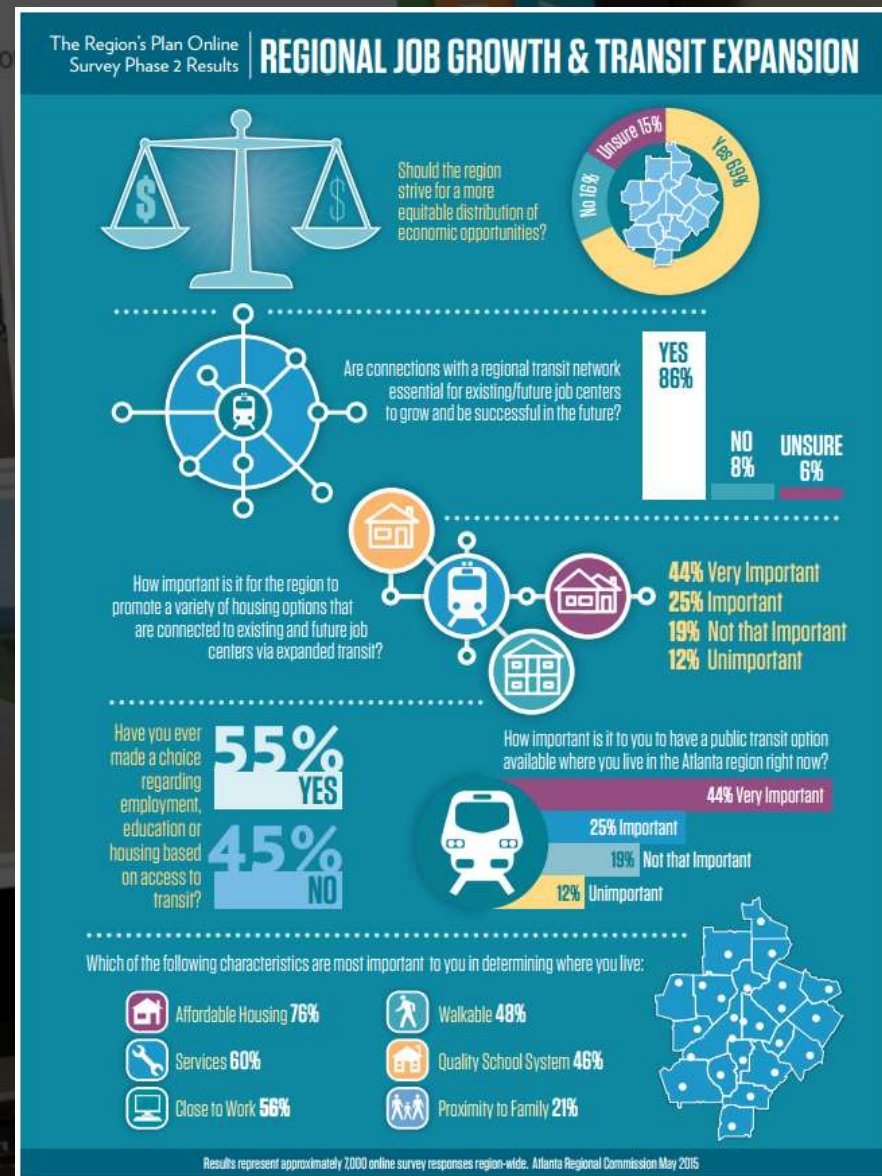
6

Make each step delightful

Even the reports!



MetroQuest





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!



MetroQuest



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 dark hair, wearing a red and white 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 park bench.

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

Key DOT Engagement Challenges

- Spatial scale
- Environmental Justice community
- Special interest groups
- Long time horizons
- Multiphase projects
- Complex subject matter



MetroQuest

Thank You & Next Steps

- Webinar follow-up
 - Who's in the room? michael.horner@metroquest.com
- Questions/projects
- Monthly best practices & case studies



MetroQuest

Dave Biggs, Chief Engagement Officer

+1 (604) 317-6200

dave.biggs@metroquest.com