

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 MPO's



MetroQuest

Dave Biggs  
Chief Engagement Officer

# 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...





Look familiar?





Look familiar?

# Research Question

What do successful online engagement projects have in common?



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# What does “successful” mean?

## Quantity

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

## Quality

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



MetroQuest



# Key MPO Engagement Challenges

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



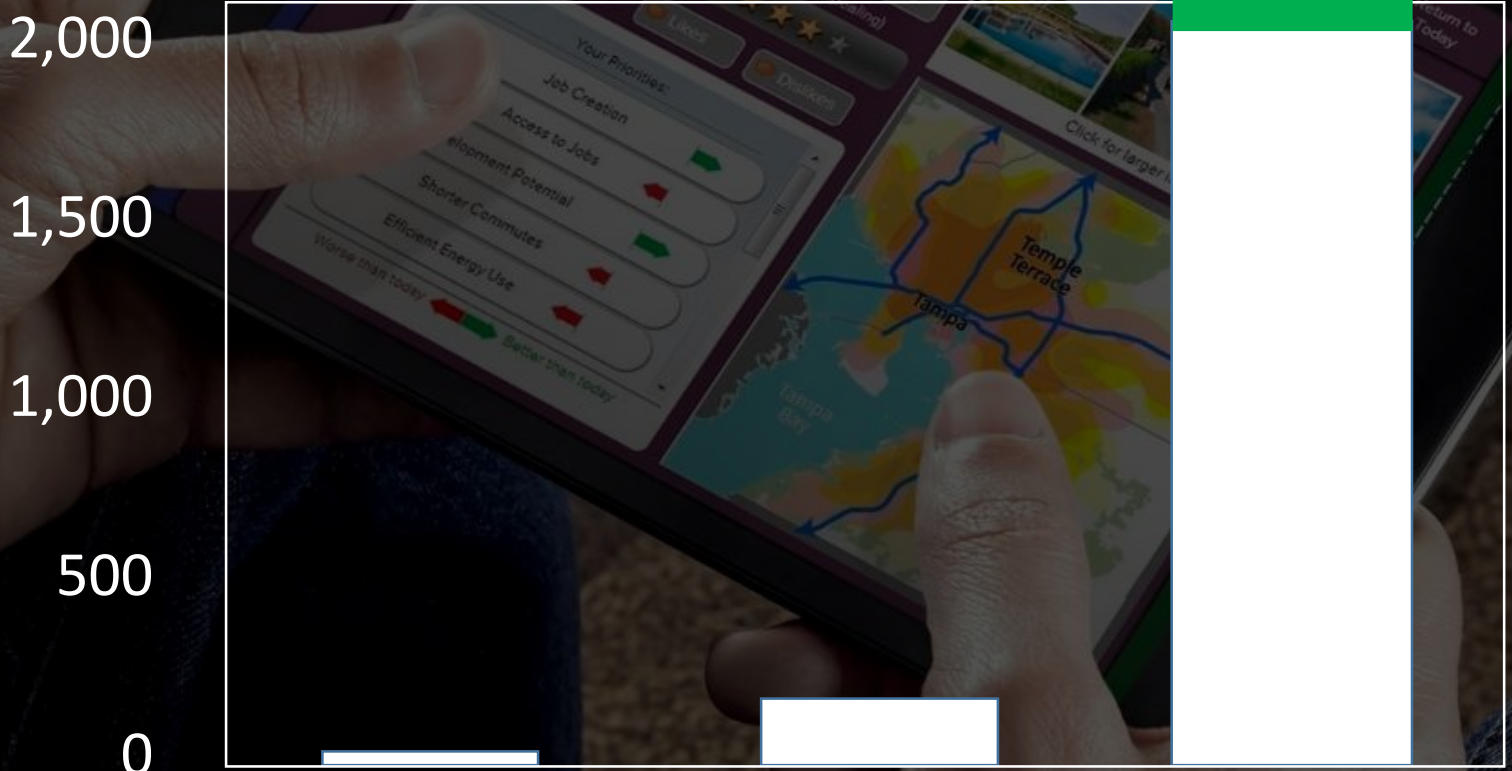
MetroQuest



1

# Choose your tools carefully

Participants



Public Meetings

Online Crowdsourcing

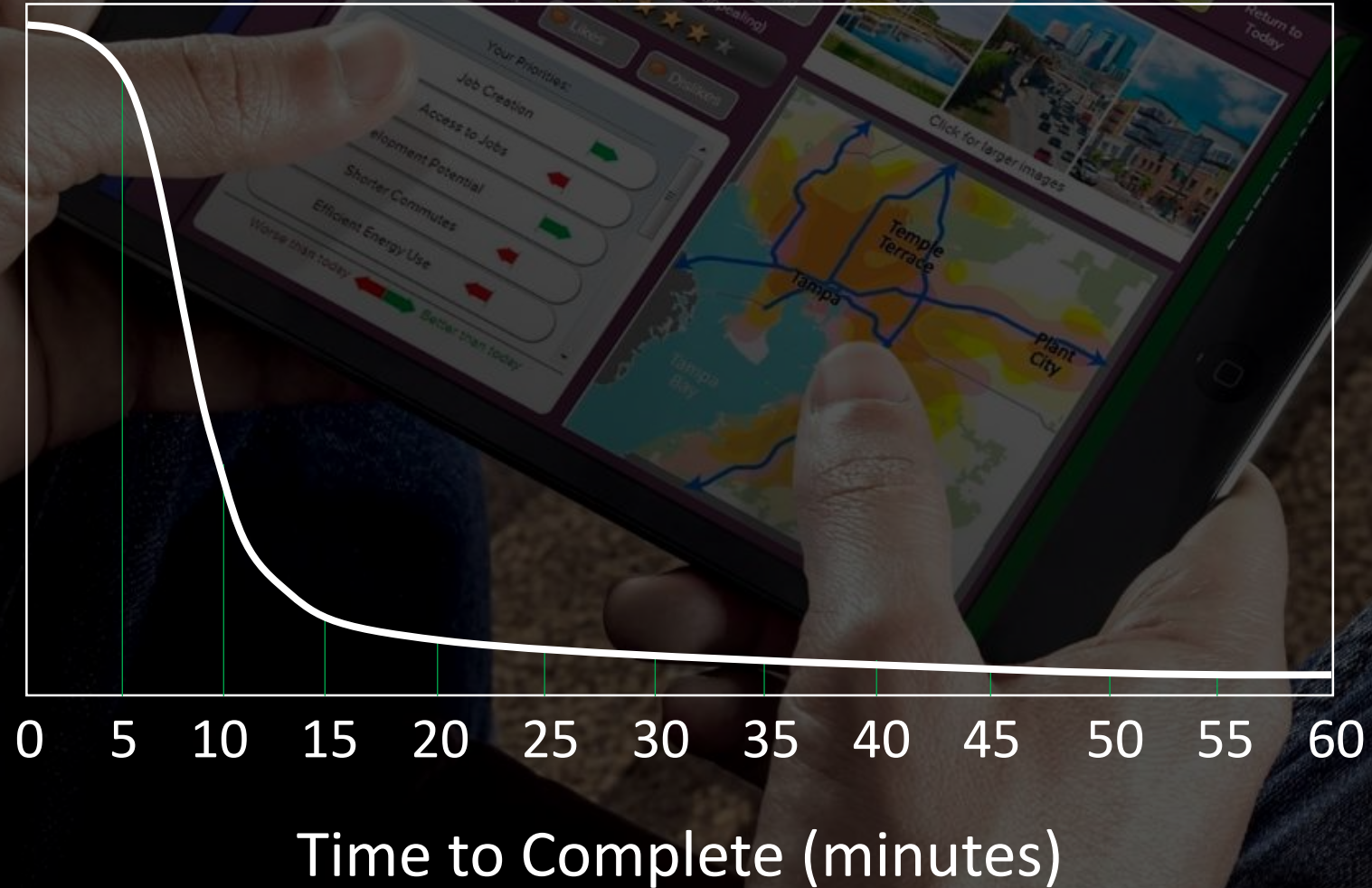
Online Surveys



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.



= 10x



4

# Offer many ways to engage



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5

Educate before asking

Welcome

Ranking Priorities

Map Input

Trade-offs

...if you  
want  
informed  
input.

Project Selection

Visual

Strategies

### 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

WELCOME

POTENTIAL STRATEGIES

INTRODUCTION

SHOW US

ABOUT YOU



6

# Make each step 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            |
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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



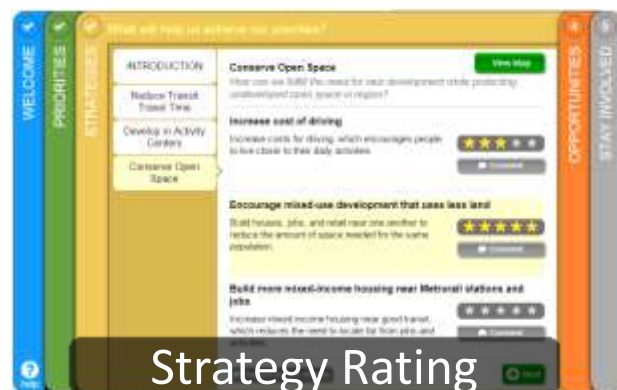
Visual Preference



Scenario Rating



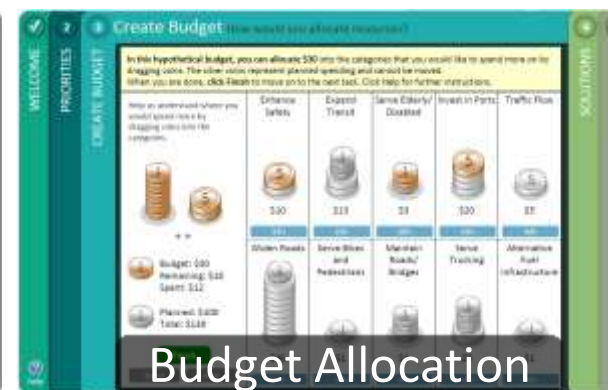
Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up



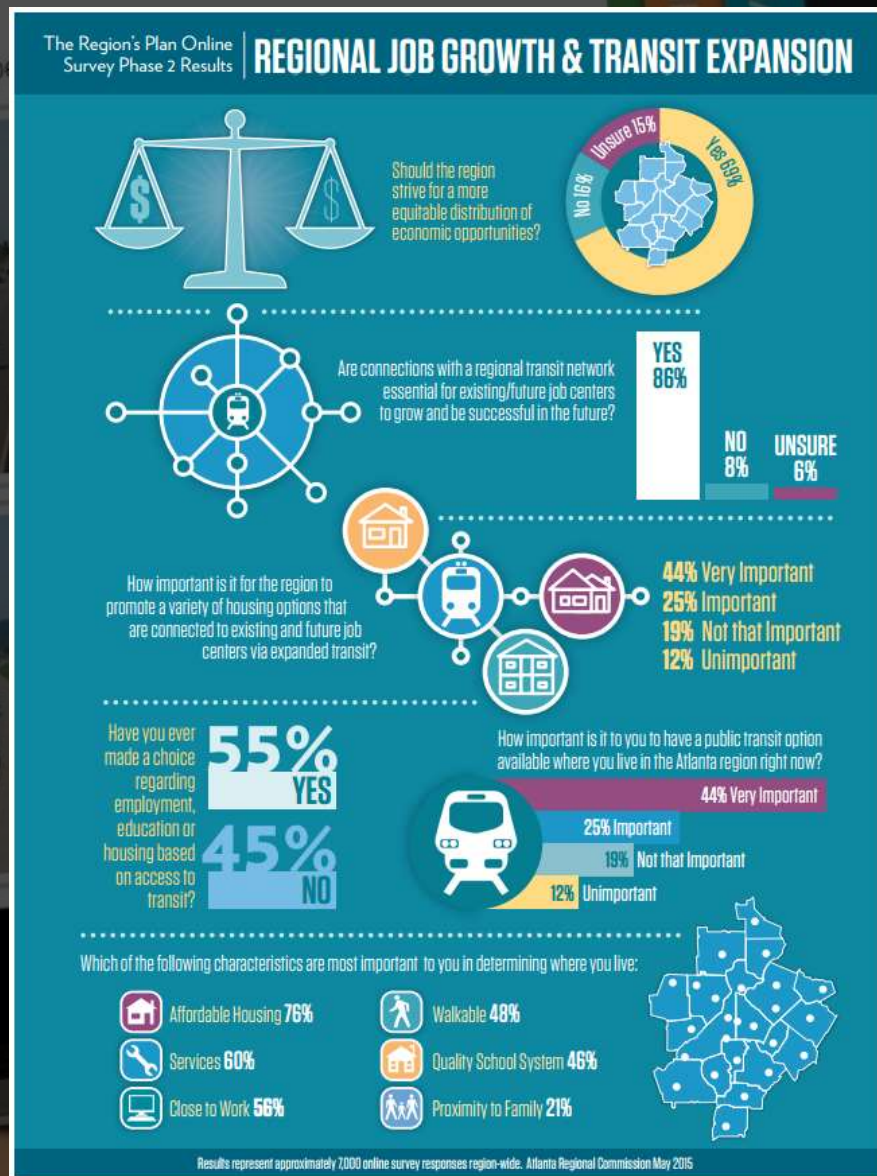
6

# Make each step delightful

Even the reports!



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## 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 dark suit and tie is sitting in a leather chair at a desk. He is holding a glass of amber liquid in his right hand. On the desk, there is a desk lamp with a black shade and a rotary telephone. The background is a wood-paneled wall.

8

## 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 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. 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.**





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# Monitor & adjust as needed

- Monitor demographics
- Target gaps



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AECOM

Kimley»Horn

URS

ATKINS

HDR

DIALOG™



PARSONS  
BRINCKERHOFF



HNTB

If you'd like MetroQuest to be considered...

“...an online engagement tool (e.g. MetroQuest)....”

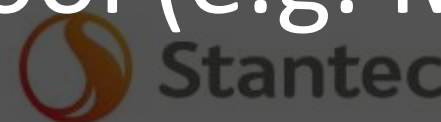
Michael Baker

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ASSOCIATES



DESIGNWORKSHOP



DOVER, KOHL & PARTNERS  
town planning

CALTHORPEASSOCIATES  
URBAN DESIGNERS, PLANNERS, ARCHITECTS



McBride DALE  
CLARION





