

# Go Viral

## Best Practices for Online Public Engagement for MPO's @metroquest #AMPO2015



MetroQuest

Dave Biggs  
Chief Engagement Officer



Look familiar?



Look familiar?

# The Future is Here!

MONTH DAY YEAR AM PM HOUR MIN

OCT 28 2009 PM 04 29

DESTINATION TIME

MONTH DAY YEAR AM PM HOUR MIN

OCT 28 2009 PM 00 00

LAST TIME DEPARTED

# Research Question

What do successful online engagement projects have in common?



MetroQuest



# 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...



MetroQuest

1

# Choose your tools carefully

Participants

2,000

1,500

1,000

500

0

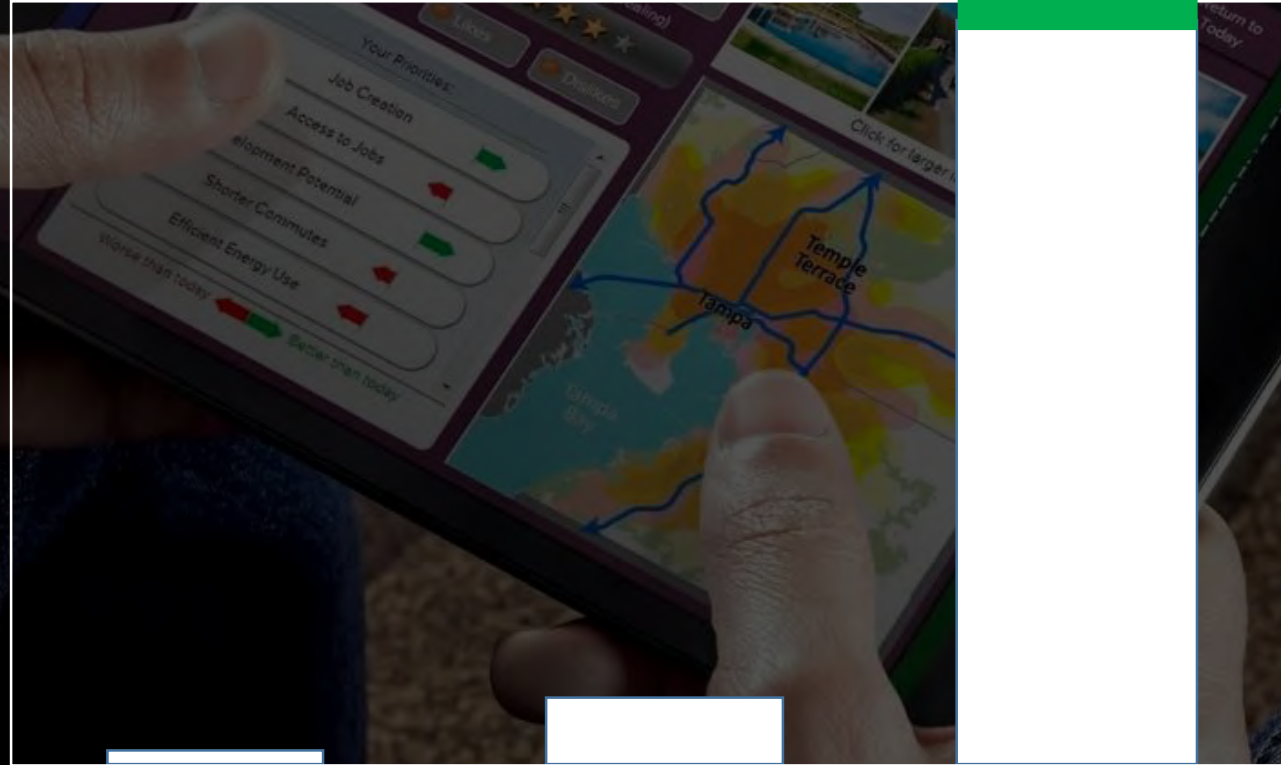
Public  
Meetings

Online  
Crowdsourcing

Online  
Surveys



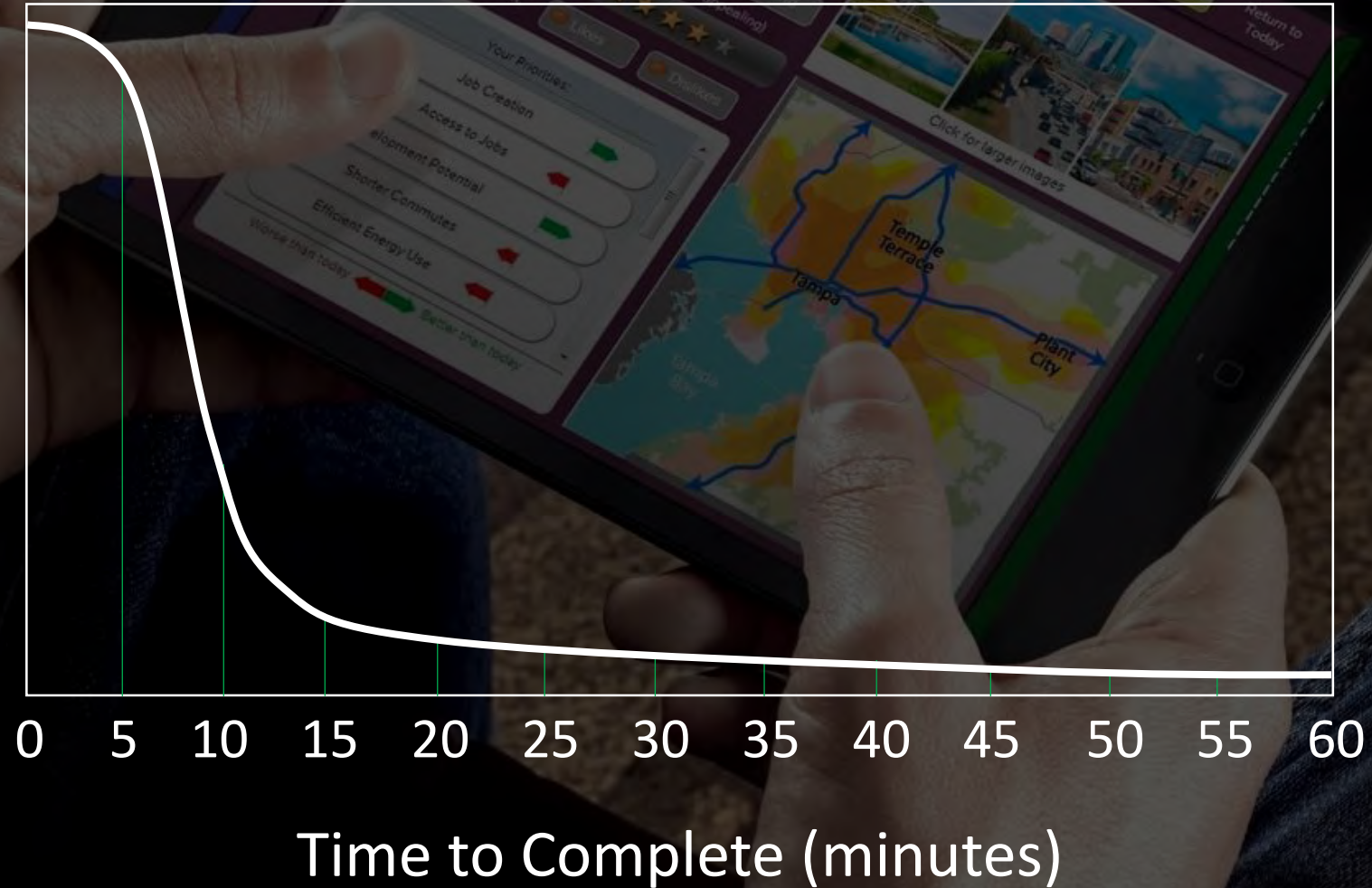
MetroQuest



2

## Aim for a 5-minute experience

Participants



MetroQuest

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




MetroQuest

# 4 Offer many ways to engage



MetroQuest

# Even paper!



## Tell us what you think!

Imagine  
hillsborough  
2040

**What is important to you?** (See page 8-9)

Choose your 5 most important priorities. Only 5.

☐ Job Creation

☐ Shorter Commute

☐ Efficient Energy Use

☐ Agriculture/Farming Impact

☐ Traffic Congestion

☐ Access to Jobs

☐ Efficient Water Use

☐ Natural Resources

☐ Bus or Rail Service

☐ Infrastructure Cost

☐ Water Quality

☐ 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

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

You

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 Comments Next

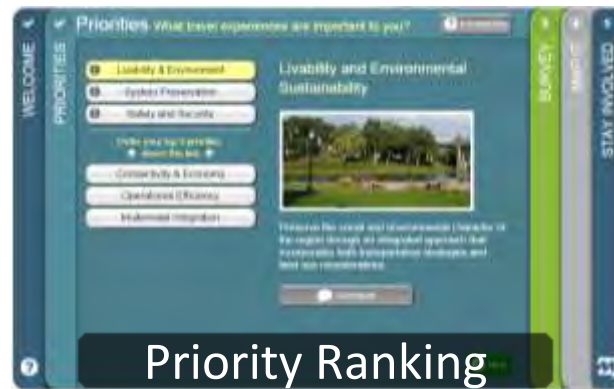


MetroQuest

# 6 Make each step delightful



Welcome



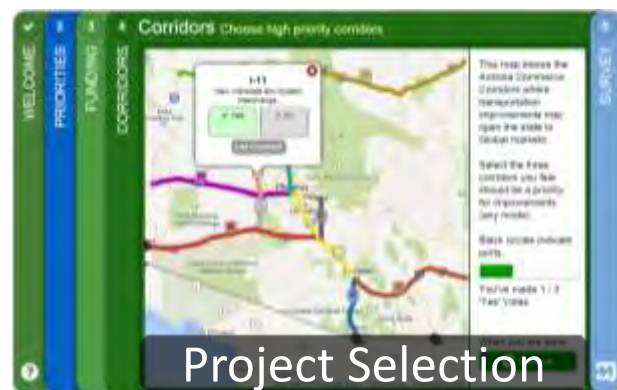
Priority Ranking



Map Marker



Tradeoffs



Project Selection



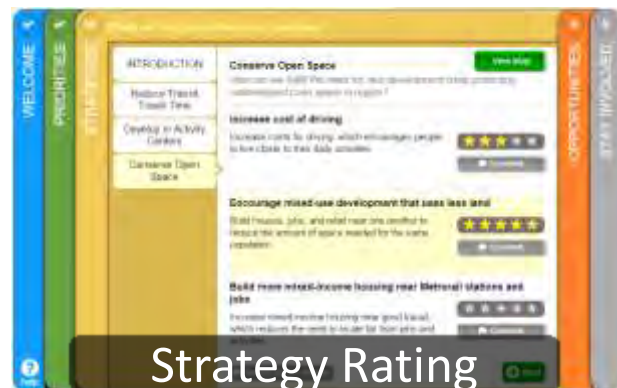
Visual Preference



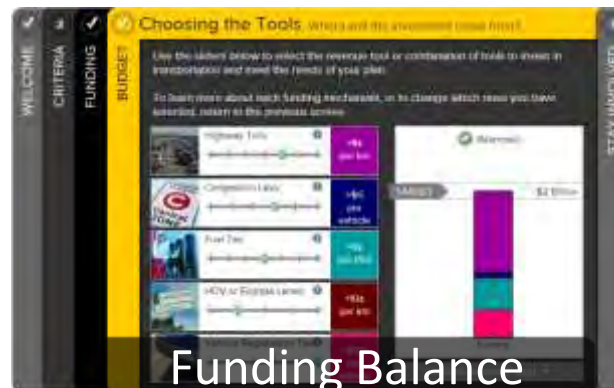
Scenario Rating



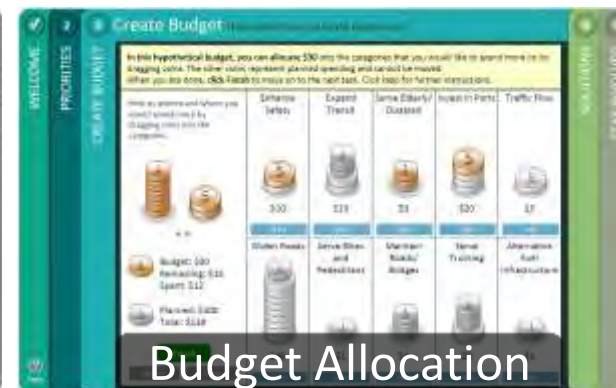
Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up

WELCOME

MOVING INTO THE FUTURE

2

ENHANCING OUR CONNECTIONS

4

5

STAY INFORMED

✓ 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

New Pedestrian Enhancement

Streetscape Improvement

Neighborhood Enhancement

+

-

Celestial

Oregon St

Baum St

Kilgour St

Monastery St

Columbia Pkwy

Adams Crossing

Parsons St

SOTO Salon On The Ohio

ATM Cinco Ffcca

Montgomery Inn-Boat House

Google

Map data ©2015 Google

Terms of Use

Report a map error

New Pedestrian Enhancement





Crosswalk

Delete

Submit

Comment

Share



1

WELCOME

2

PRIORITIES

3

OPTIONS

4

CHARACTER

Buildings

Parks, Greenways

Public Spaces

Streetscapes

Landscapes

5

STAY INVOLVED



help

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".



Like



Dislike

Comment

(Optional)

Next

1

WELCOME

2

PRIORITIES

3

CREATE BUDGET

4

SOLUTIONS

5


STAY INVOLVED


## Create Budget

How would you allocate resources?


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.

  
\$10

  
\$5

◀ ▶


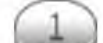








  
Budget: \$30  
Remaining: \$18  
Spent: \$12

  
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>



WELCOME

PRIORITIES

?

Priorities

What travel experiences are important to you?

Introduction

3

4

5

SURVEY

MAP IT

STAY INVOLVED

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

Next

Progress

?

WELCOME

PRIORITIES

POTENTIAL STRATEGIES

3

Compare Strategies

?

Introduction

SHOW US

ABOUT YOU

5

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

2 FUTURE TRAVEL

3 What are your preferences for travel?

4 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

« < Neutral > »

Focus on expanding transit service

Courtesy of: Pace

Courtesy of: Pace

Previous

Optional Comment

Next

1

2

3

4

WELCOME

RANK PRIORITIES

CHOOSE SOLUTIONS

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)

2014  
EXPLORE  
Goals &  
Strategies

2015  
CREATE  
Final  
Vision

2016  
UPDATE  
Regional  
Plan

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

About you: (required)

Zip code

Please tell us more about yourself (optional):

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

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

Email Address...

If you work, please tell us where:

Zip Code...

Additional Comments:

Type...

Submit

Fill the progress bar to activate this:

Compare Yourself

ARC

ATLANTA REGIONAL COMMISSION

regional impact + local relevance

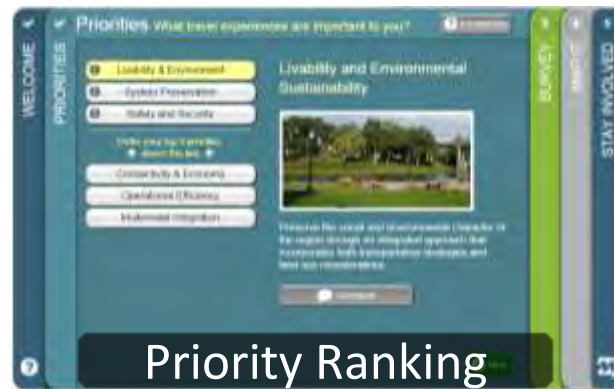
Powered by  
MetroQuest

help

# 6 Make each step delightful



Welcome



Priority Ranking



Map Marker



Tradeoffs



Project Selection



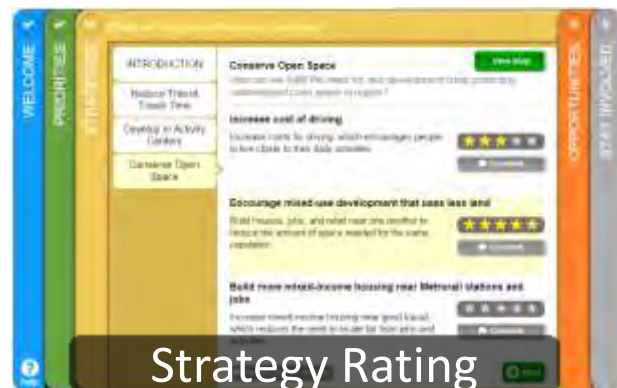
Visual Preference



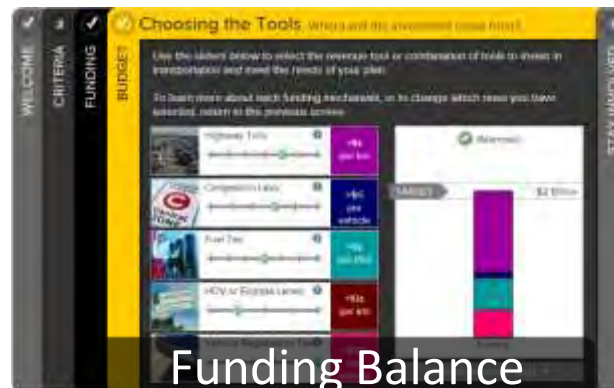
Scenario Rating



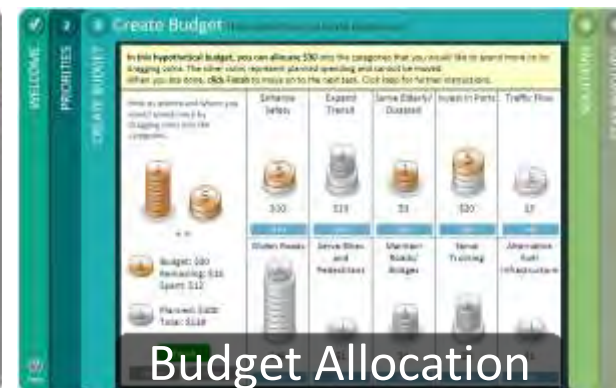
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Strategy Rating



Funding Balance



Budget Allocation



Wrap-up

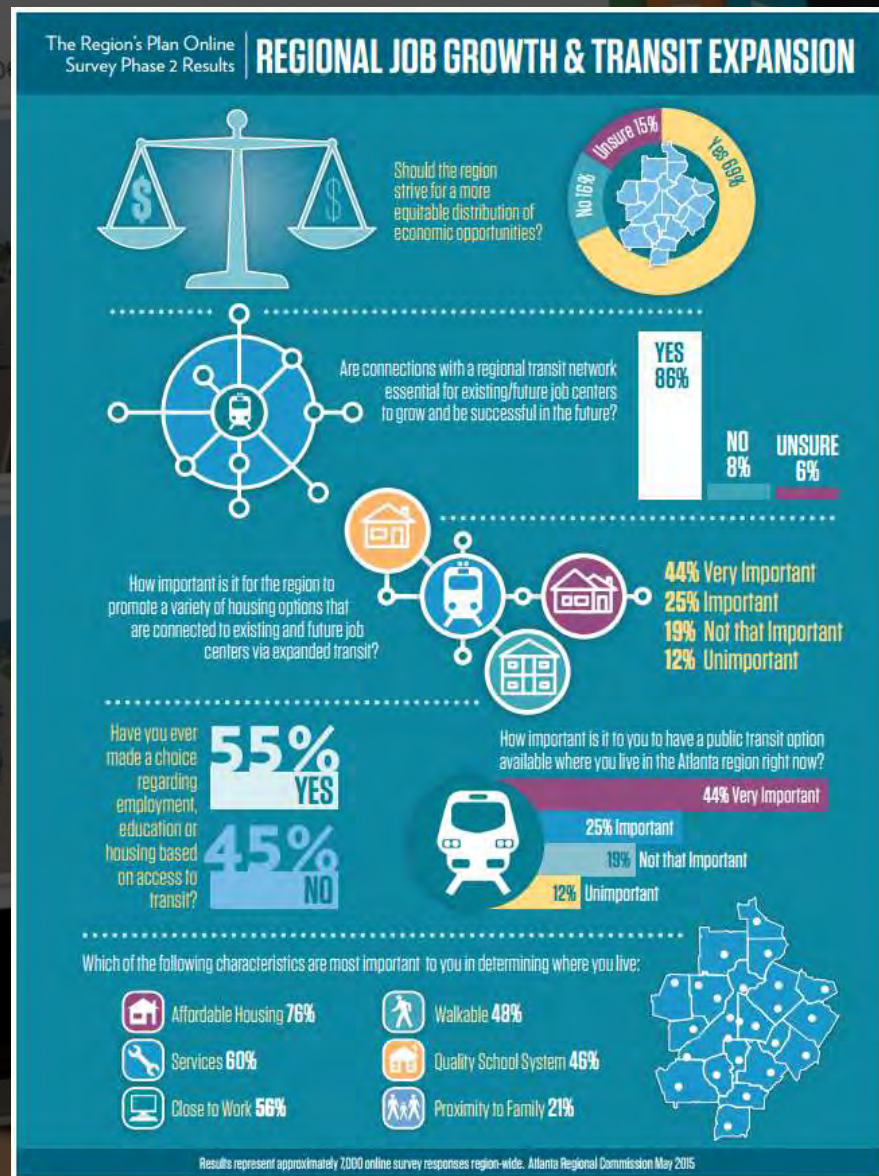
6

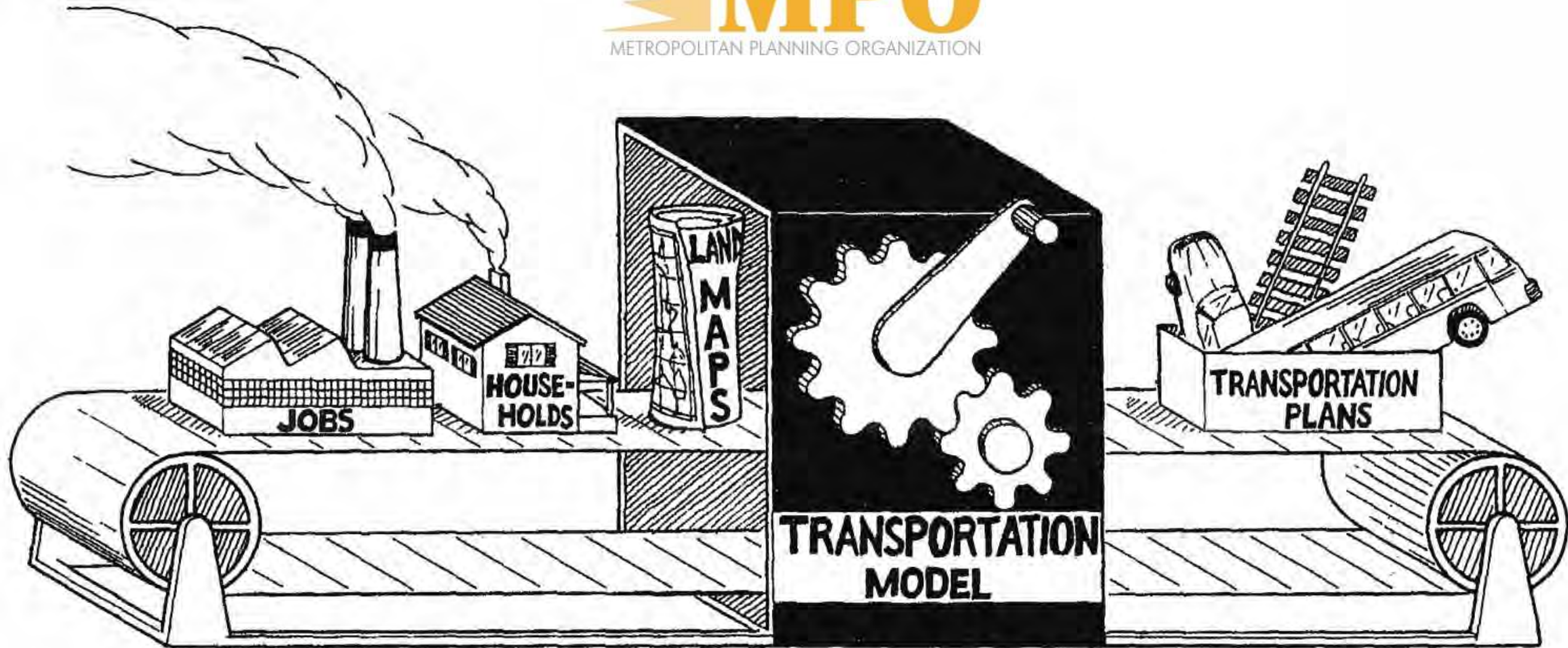
# Make each step delightful

Even the reports!



MetroQuest





**Land-Use Inputs → → Transportation Plans**



# Land Use Scenarios Project

**Don Scott, Lee MPO Executive Director**

**Jacobs Engineering Group, Tampa FL**

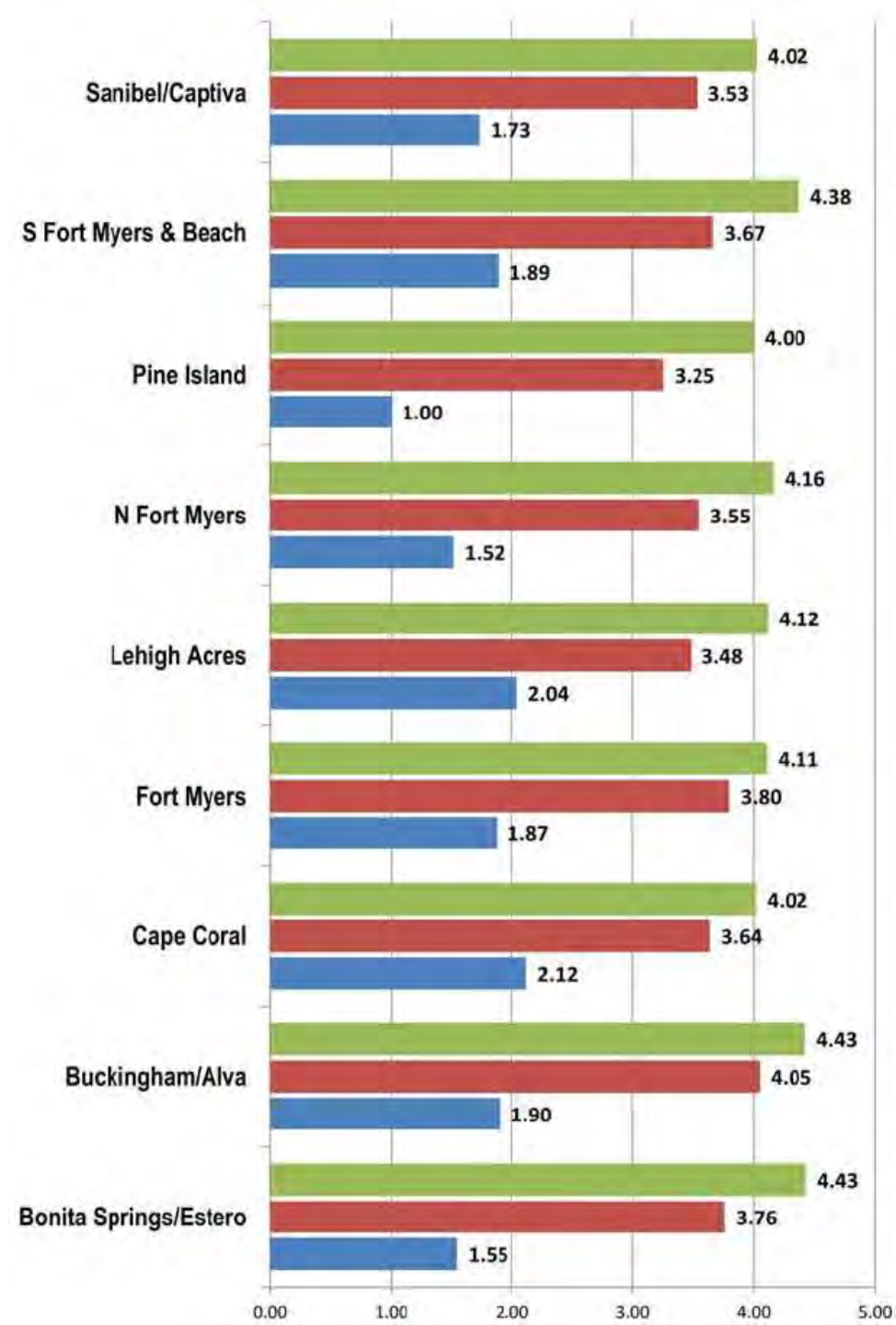
**Spikowski Planning Associates, Fort Myers FL**

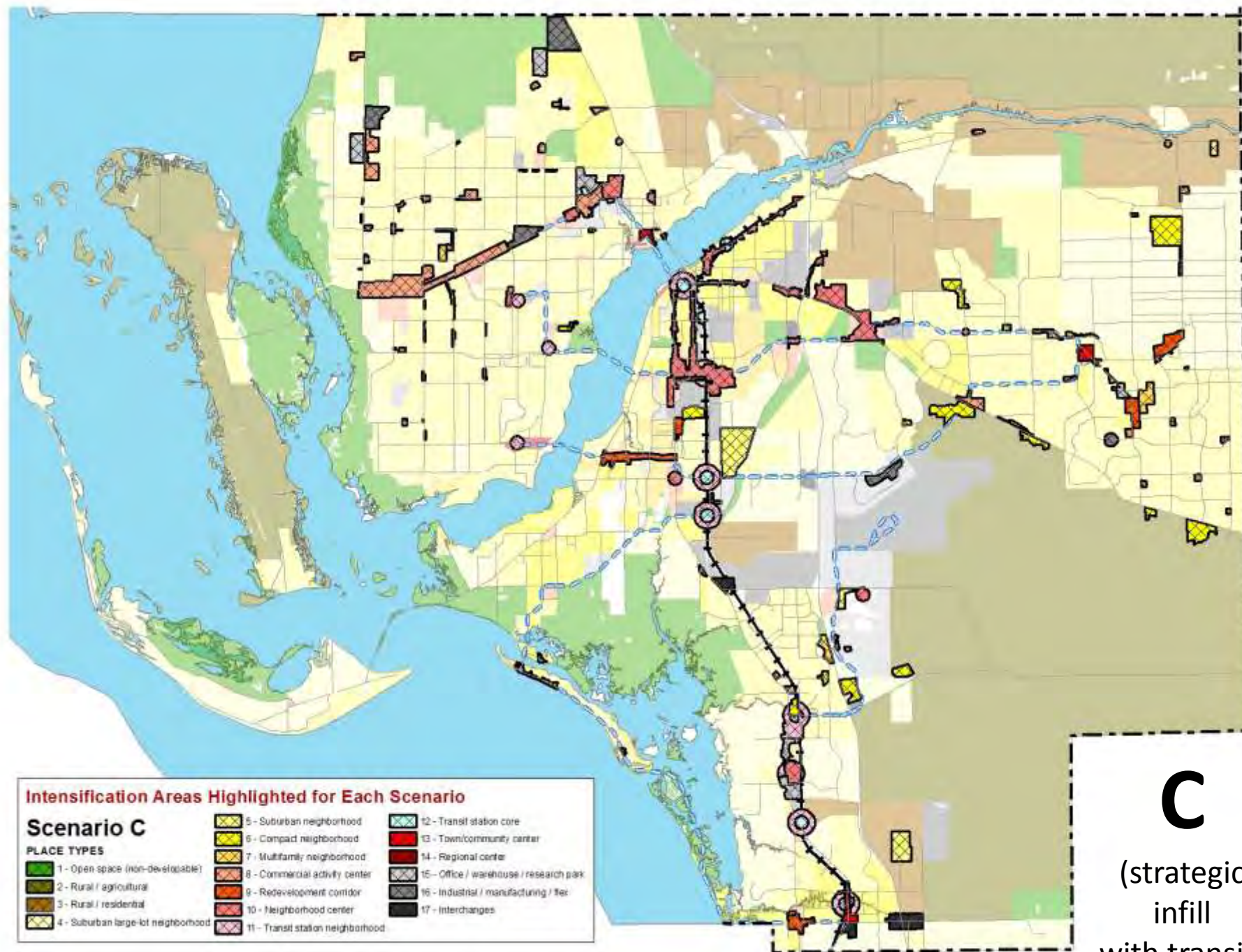
**Criterion Planners, Portland OR**

**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.

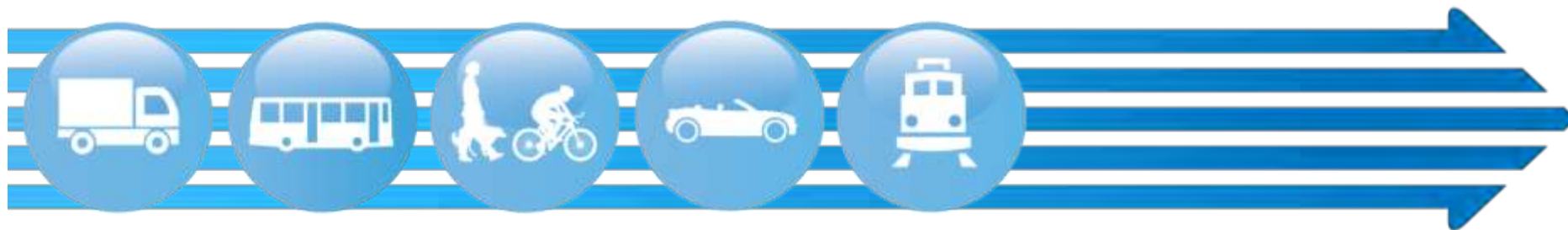
**Transit-Focused** – This scenario received the best response from every community. More than half of the respondents gave this scenario 5 stars, with only 10% of respondents giving 1- or 2-star ratings. The county-wide average of the scores was 4.12.





**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!



MetroQuest

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.



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, light-colored acoustic guitar with a red headstock. The background is a blurred park scene with trees and a 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



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# 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

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



# You Designed Hillsborough's Future

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

imagine

hillsborough

2040

**RESULTS**

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.

You gave each growth strategy a one- to five-star rating.



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"

Less Intense

INSIDE... Check out the recommended growth strategy!

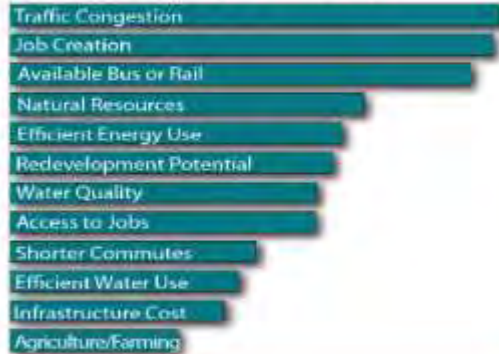
# What's important to you



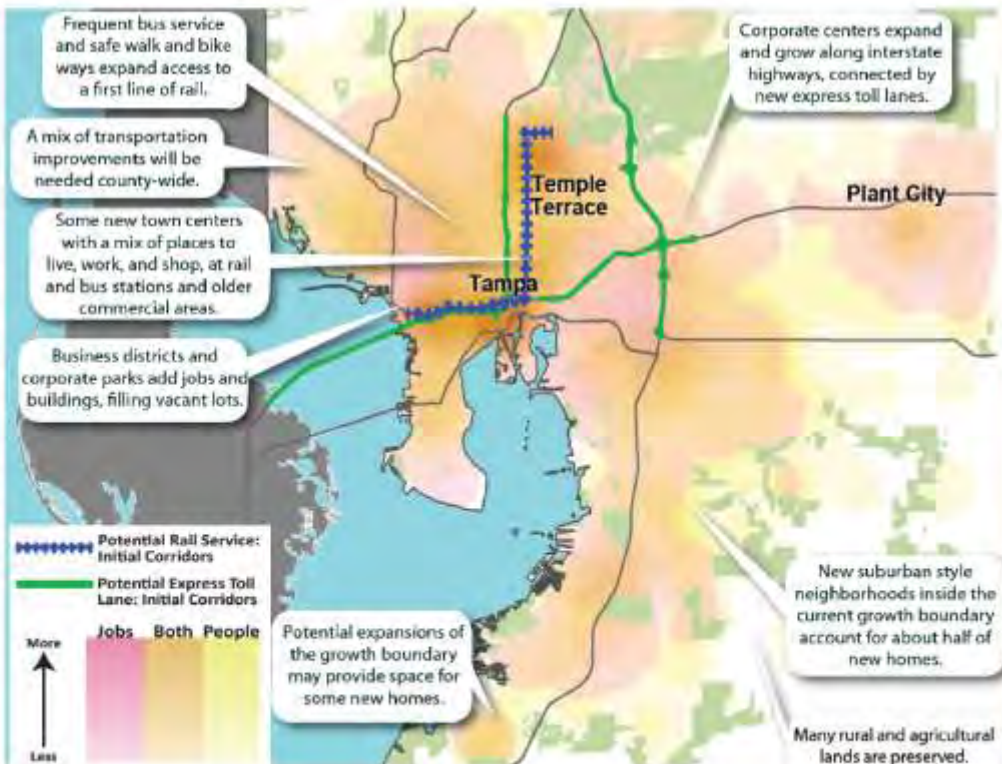
Hillsborough County Today



## 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

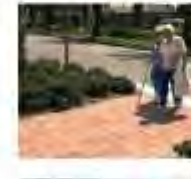


Redevelopment and filling in existing corporate parks and industrial areas



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



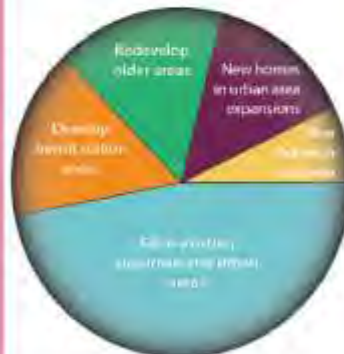
Express or bus rapid transit



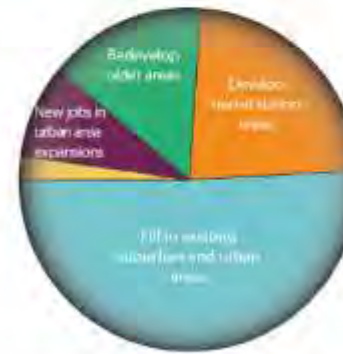
Circulator and shuttle buses



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



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