

Rebooting Community Engagement to Build Public Support





Dave Biggs

Chief Engagement Officer
MetroQuest





Questions I'll address today

Why is public engagement so bad today and what can fix it?

How can I increase constructive public input in planning?

What methods attract traditionally underrepresented people?

How can I build a shared vision and support for my plan?



20 years of best practices research



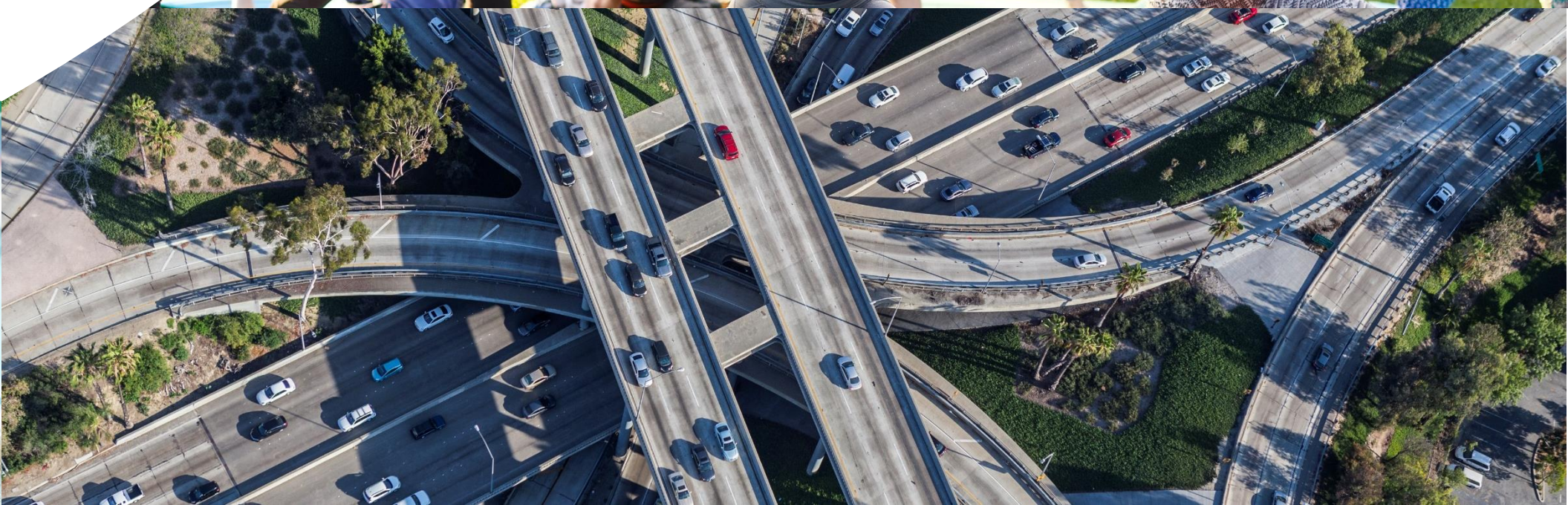
Federal Transit
Administration



Association of
Metropolitan
Planning
Organizations



Quality of life





Key public engagement criteria

- ✓ Critical mass
- ✓ Diversity

- ✓ Informed input
- ✓ Quantifiable results

Improved decision making & greater public support

Outcome 1: Apathy



STP



A group of ten people are seated in a room with blue upholstered chairs and yellow wooden frames. They are arranged in rows, and several are holding notebooks and pens, appearing to be in a meeting or workshop. The text "Same Ten People" is overlaid on the left side of the image.

Same Ten People





Outcome 2: Chaos





CAVE people





Citizens Against Virtually Everything

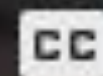
I need therapy




When I realized things were changing ...



43:17 / 2:06:35





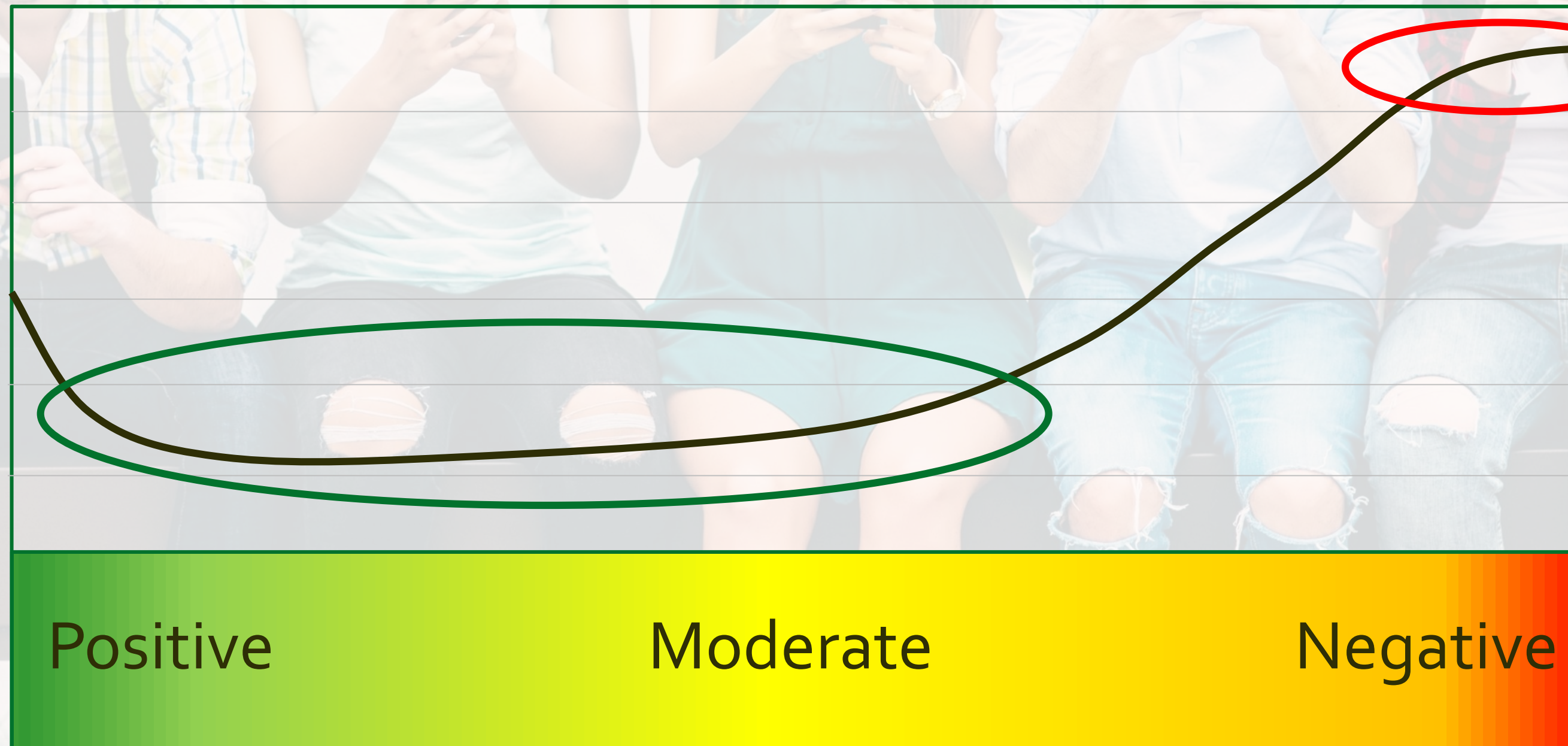
A man with grey hair, wearing a grey suit, is standing at a wooden podium. He is looking down at a tablet computer on the podium and gesturing with his right hand. A microphone is positioned in front of him. In the background, a woman with long brown hair, wearing a pink top, is seated and looking towards the speaker. The background is slightly blurred.

So what's changed?

- Free time has disappeared
- Patience has disappeared
- People are isolated
- People are polarized

Barriers are participation filters

Level of
Motivation



Attitude



Public Involvement Matters Survey

4

Public Involvement Practices

Please give input on at least 8 of the 15 items

Project Types

Challenges

Engagement Methods

Which of the following engagement challenges do you expect to face in the next 12 months?

Poor Participation

Hostility

Online Bullying

Advocacy

Uninformed Input

Poor Participation

1 Star = Not

5

THANK YOU



1 Star = Not

[Privacy / About MetroQuest](#)

MPO SURVEY

4

5

MPO 2018

Your Involvement Priorities

Please rank 4 of the 8 items in your preferred order

1

2

3

4

Increase Participation

Improve Decision Making

Broaden Demographics

Build Public Support

Order your top 4 items above this line

Reduce Cost/Participant

Meet Regulations

Collect Informed Input

Collect Quantifiable Data

Increase Participation

Get thousands of people participating in a meaningful way, instead of only engaging a small number of vocal and highly motivated people.

1 Star = Not

5

THANK YOU

[Privacy / About MetroQuest](#)

5:14 PM

77%

mpo.metroquest.com

MPO 2018

2

3

4

5

Citizen Preferences

Please give input on 4 of the 5 tradeoffs

Location

What location do you think most citizens prefer for providing input?

Specific Location (e.g. meetings)

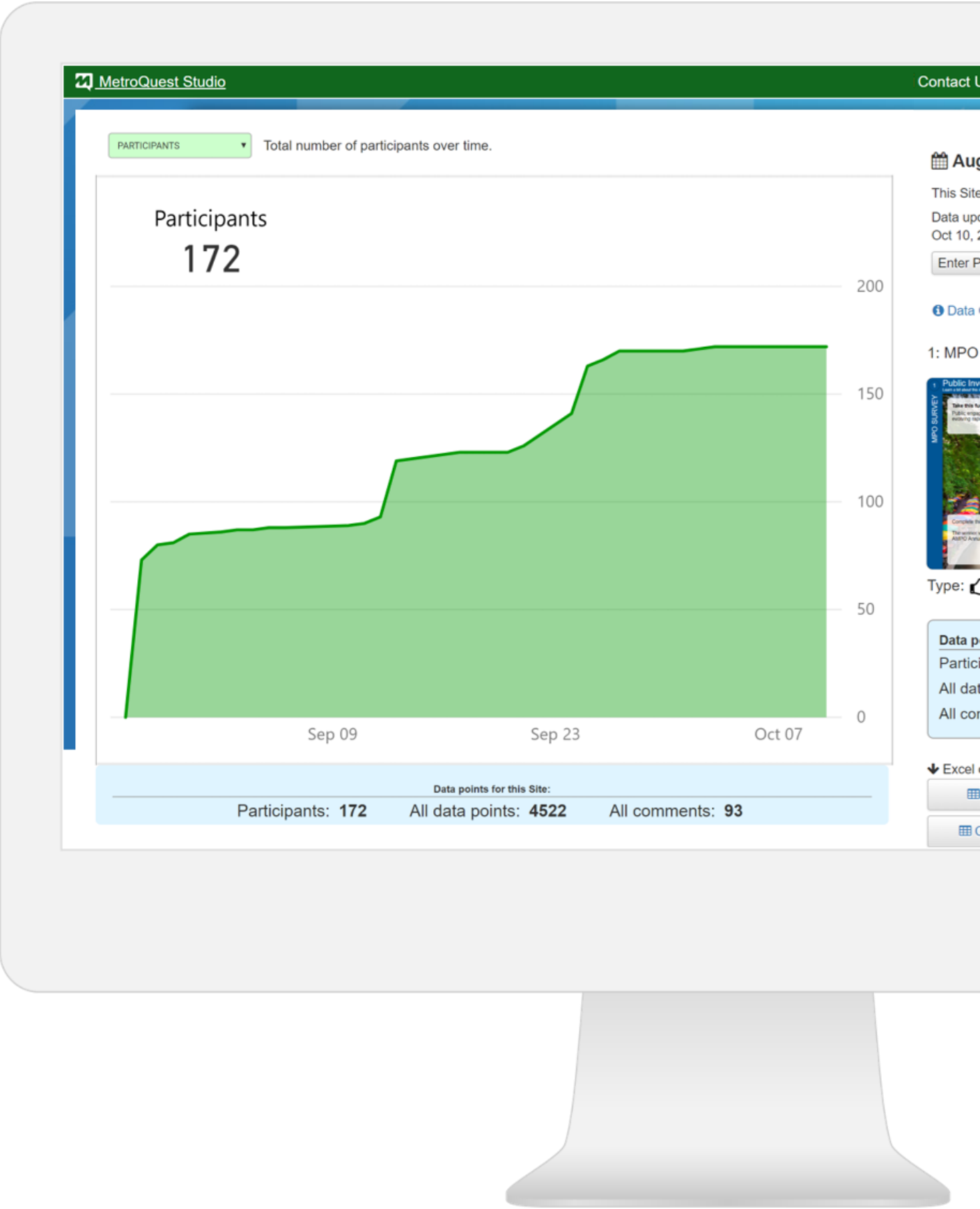
Online from anywhere

Specific Location (e.g. meetings)

Online from anywhere

Neutral

Choose the option that best shows which tradeoff you prefer



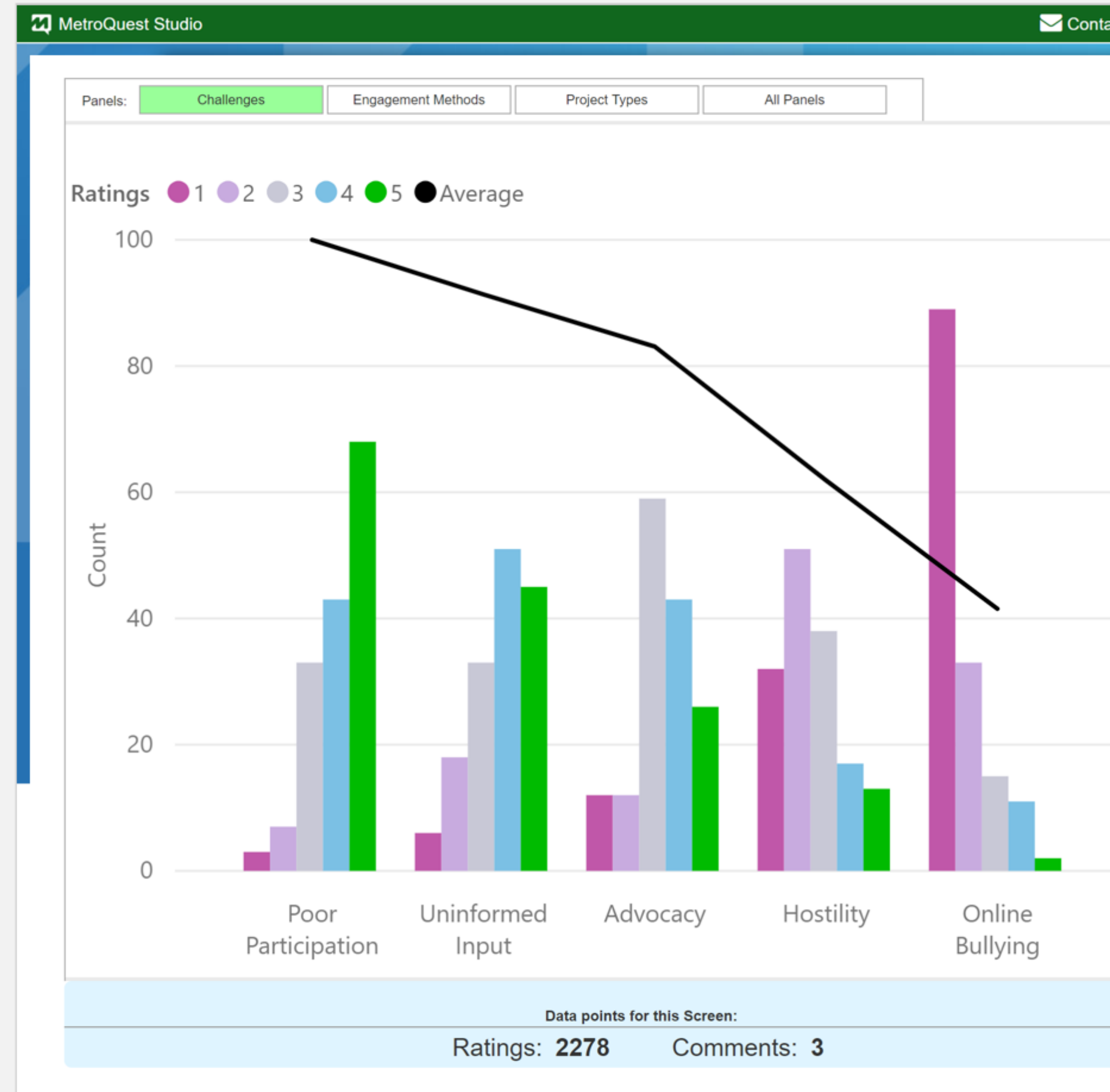
#1 Challenge: poor participation

"Apathy and time commitment by the public."

"Currently we have very little public visibility, awareness, and involvement."

"People just don't make time to give input."

"Lack of participation. Reaching the same motivated people who may not be representative."

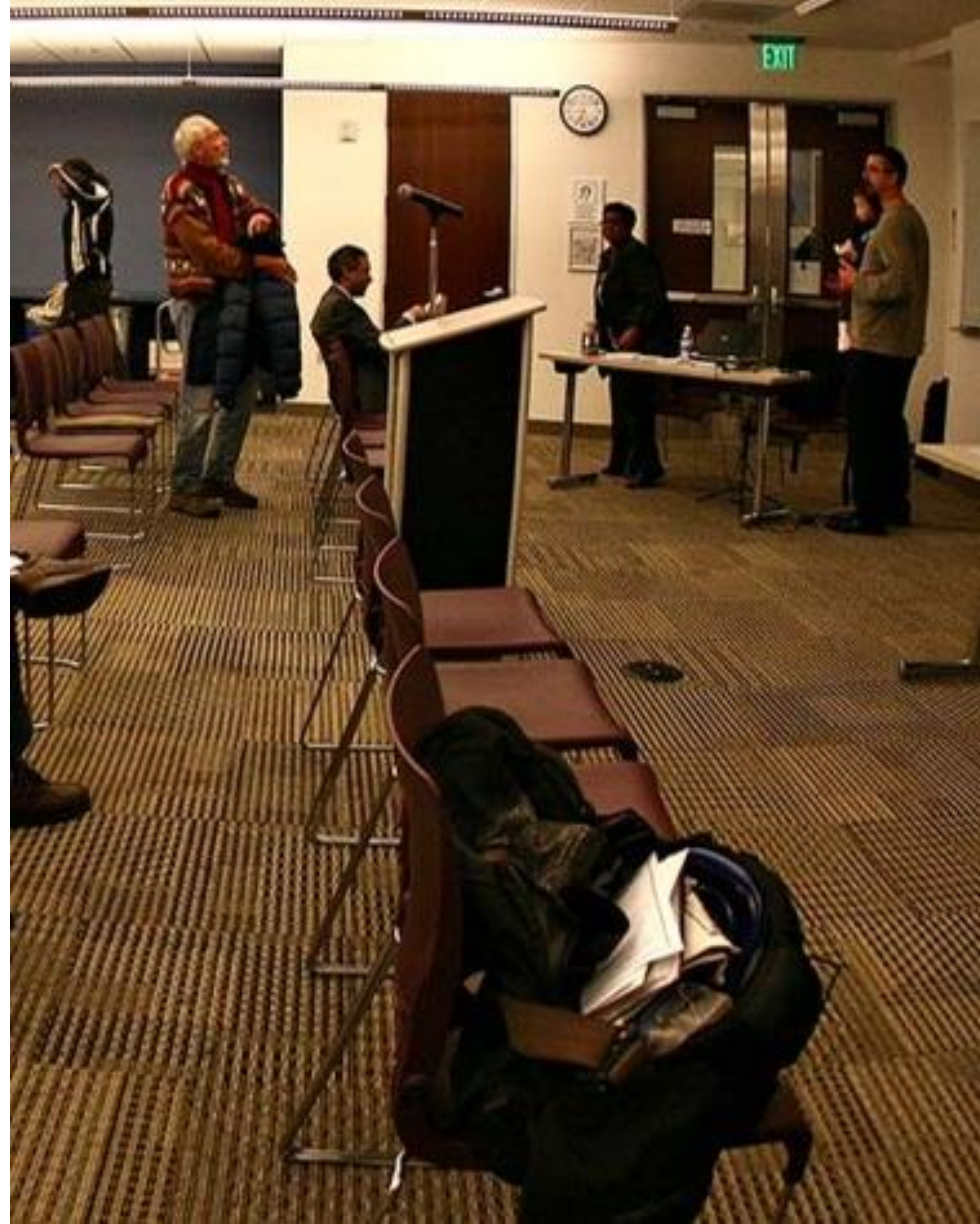


#1 Challenge: poor participation

"Engaging people who are interested but may not have time to immerse themselves in a planning effort."

"Getting a decent demographic cross-section of the population ... not just a few elderly white people."

"Regardless of what advertisement methods we try, we get the same small crowd."



Some MetroQuest subscribers

State Agencies



Local Agencies



Consulting Firms



A man with a beard and glasses, wearing a denim jacket, is sitting at a desk and high-fiving a woman with long blonde hair, also wearing a denim jacket. They are in a bright, modern office with large windows in the background. A green circular overlay is centered over the image, containing the text "Best practices for reducing barriers to participation".

Best practices for reducing barriers to participation



BARRIER #1: too busy ...



CURE: offer it anytime online!



BARRIER #2: public & intimidating ...



Paul, about 3 hours ago

Alert moderator

The tax revenues dont stay in the city. Its like opening up another gas station; the money goes directly to the Canadian government.

Reply

Do you agree? 0 3 Share

Laura Metcalf, about 2 hours ago

Alert moderator

from what i've read that's not true. the federal government is only keeping 1/4 of the tax profits and the rest goes to the provinces and municipalities. plus it will create jobs and generate tourism which is great for local businesses.

Reply

Do you agree? 1 1 Share

Paul, about 2 hours ago

Alert moderator

Sorry, but your wrong. It is exactly like cigarettes, alcohol, and gas.

Reply

Do you agree? 0 1 Share

Laura Metcalf, about 2 hours ago

Alert moderator

i'm sorry your ill informed mind thinks i'm wrong. maybe you need to do some research on how taxes work, instead of trolling every post on this forum.

Reply

Do you agree? 1 1 Share

Paul, about 1 hour ago

Alert moderator

Laura, I work for a huge corporation that deals with government licenses, and taxes every day. I write numerous cheques daily to government bodies and I know how these things work. You're arguing with the wrong person unfortunately. Your facts are from horrible sources Im afraid.

Reply

Do you agree? 0 1 Share

Laura Metcalf, about 1 hour ago

Alert moderator

if you deal with taxes everyday then you out of anyone should know that having more local business equals more tax revenue for our city. it's pretty simple. and having store front pot shops

CURE: make it safe & private!

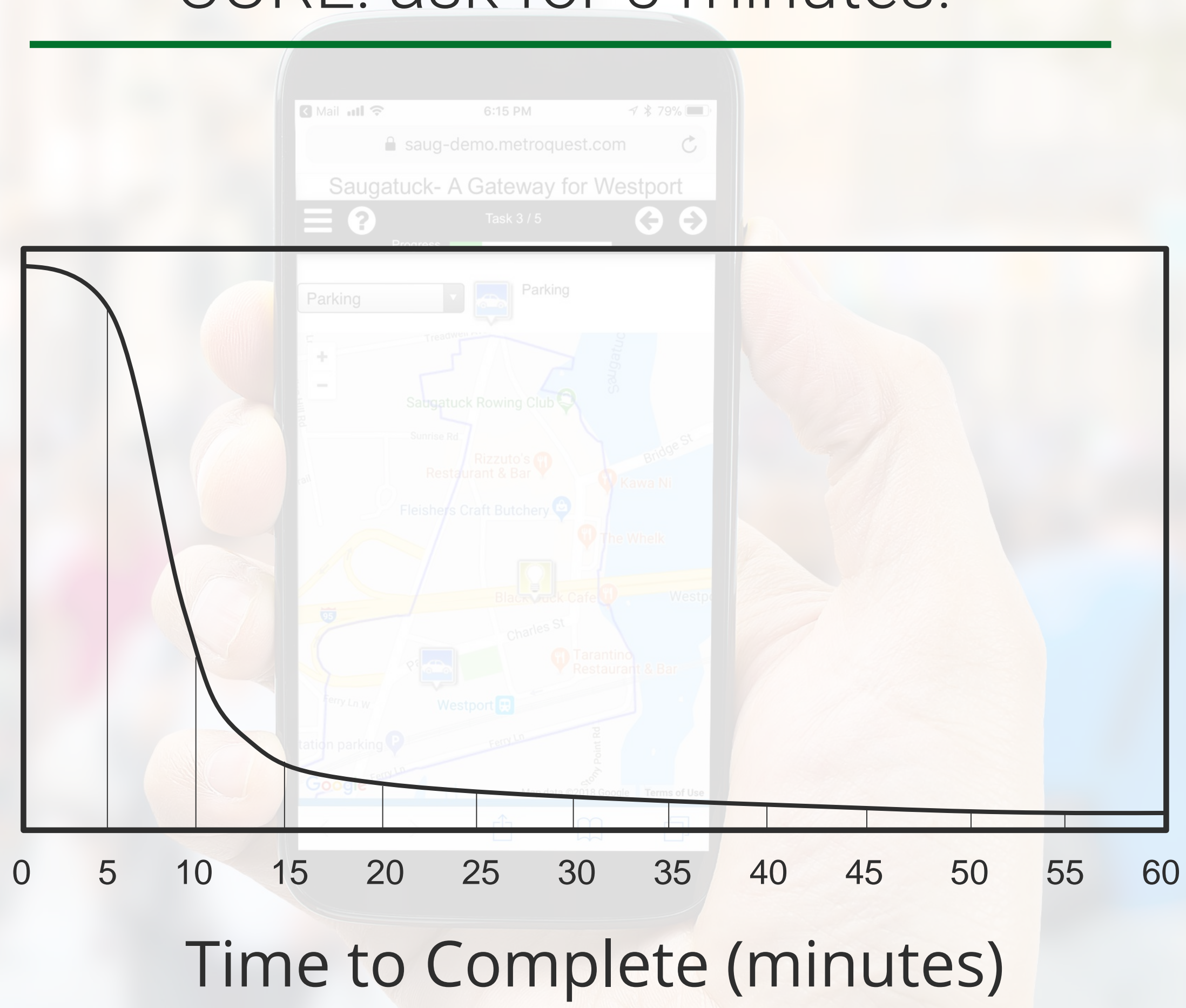


BARRIER #3: too time consuming ...



CURE: ask for 5 minutes!

Participants



CURE: make it fun and visual!



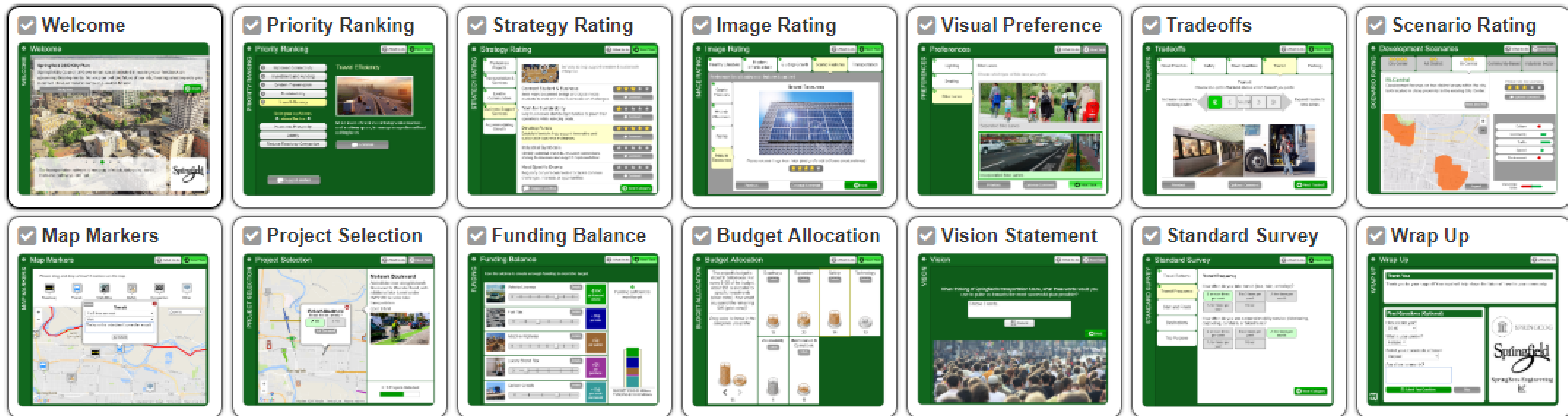
BARRIER #5: too complicated ...

* 7. Please identify which typical characteristics of TOD you believe your community would find favorable and which ones would likely be considered unfavorable (please select at least one priority):

	Favorable/ High Priority	Unfavorable/ Low Priority
Zoning to allow a mix of residential, commercial and/or office uses in the same district or building	<input type="radio"/>	<input type="radio"/>
Land uses that generate activity during both the day and evening (but not 24-hr)	<input type="radio"/>	<input type="radio"/>
Neighborhoods with a higher density of development than found in other areas of the community	<input type="radio"/>	<input type="radio"/>
Design standards to improve the quality of building and site design	<input type="radio"/>	<input type="radio"/>
Signage, pedestrian connections and other streetscape improvements	<input type="radio"/>	<input type="radio"/>



Cure: create microlearning moments



Gamify constraints & budgeting

places 2040 - a plan for lancaster co pa

Progress

12345

WELCOME

2PRIORITIES

3SCENARIOS

4Where Should Our Resources Go?

5STAY INVOLVED

In the first phase of civic engagement for places2040, we asked you to identify your priorities for Lancaster County's future. How would you allocate limited resources to address them?

Drag coins to invest in the categories you prefer.

110<>23

Compact walkable places Details 12	Housing choice Details 22	Transportation Details 10	Parks and natural areas Details 11
Reuse, rehab, and infill Details 2	Agriculture & farmland Details 20	Think beyond boundaries Details 0	Employment Details 0

[Help](#) [Privacy](#) [About MetroQuest](#)



Gain appreciation for tradeoffs

Truckee Meadows Regional Plan Update 2017

Progress

What to do

Next Task

OVERVIEW

2 RANK CONCERNS

3 ADDRESS CHALLENGES

4 Identify Tradeoffs

5 STAY ENGAGED

Growth

Housing

Transportation


Services/Facilities


What type of housing does our region need?
Choose the option that best shows which tradeoff you prefer

Housing with more land and less access to services and amenities

Neutral

Housing with less land and more access to services and amenities





[TMRPA](#)

[TMRPA](#)

Previous

Optional Comment

Next Tradeoff



Gamify to educate

Truckee Meadows Regional Plan Update 2019

Progress

OVERVIEW

SCENARIOS INTRO

PRIORITY RANKING

4 Explore The Alternatives

5 STAY ENGAGED

Classic

McCarran

Smart Greenfield

Infill

Smart Greenfield

This scenario allows for higher density development in some strategically chosen, larger, vacant areas that have good access to existing infrastructure.

Your priorities

Housing Choice

Land Conservation

Optimize Infrastructure

Roads and Transit

Live Work Play

Lower Performing

Higher Performing

Please rate this scenario:

Washoe

Stead

Cold Springs

Spanish Springs

Sun Valley

Sparks

Verdi

Reno

NEVADA

Legend

Help

Privacy

About MetroQuest



Rate pictures to clarify nuances

Plan Portland 2040 Comprehensive Plan

Progress

2

3 More About Your Priorities

What to do

Next Task

4

5

WELCOME!

PRIORITIES

ISSUES

FOCUS AREAS

WRAP UP

Housing Options

Family-Oriented

Parks and Recreation

Walkability

Which housing options are NEEDED in Portland?

Larger Homes


Smaller Homes

Duplexes

Townhomes

Apartments

Townhomes



★★★★★

Previous

Optional Comment

Next

[Help](#) [Privacy](#) [About MetroQuest](#)



BARRIER #6: bland promotions ...



Dave Meslin



Alice in Wonderland
The Neveren
The Gold

Nike

Nike inc.

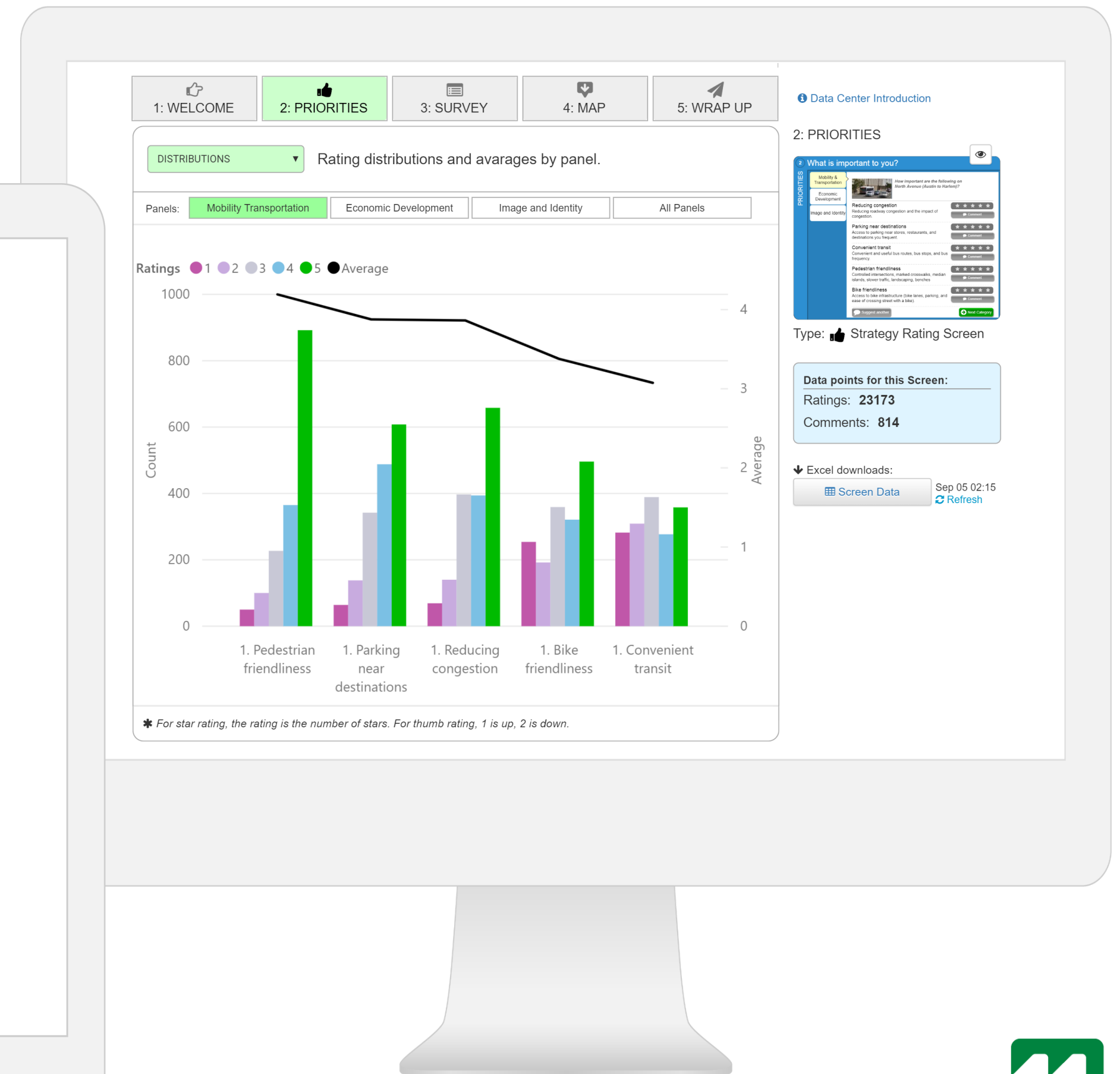
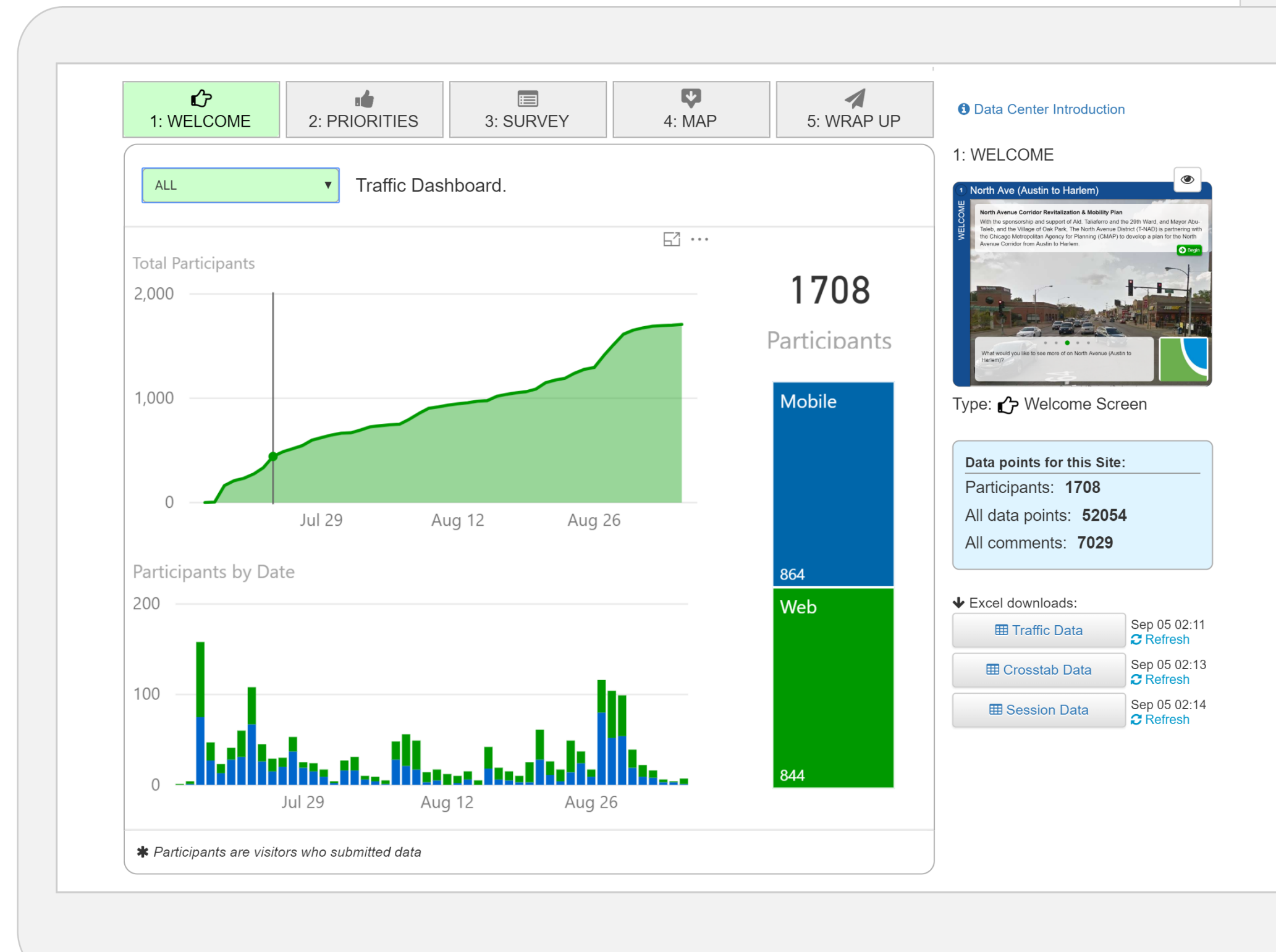
Notice of Retail Purchase Opportunity

Our regional distribution centre has received notice that product #372G (running shoe) will be available for retail purchase at certain locations, as of October 2nd. Product 372G has a mesh and synthetic nylon material shell with a carbon rubber outer sole. This sole has a circular "waffle" tread for traction. The inner sole is injected with Phylon material. This product is available in men's, women's and children's shoes.

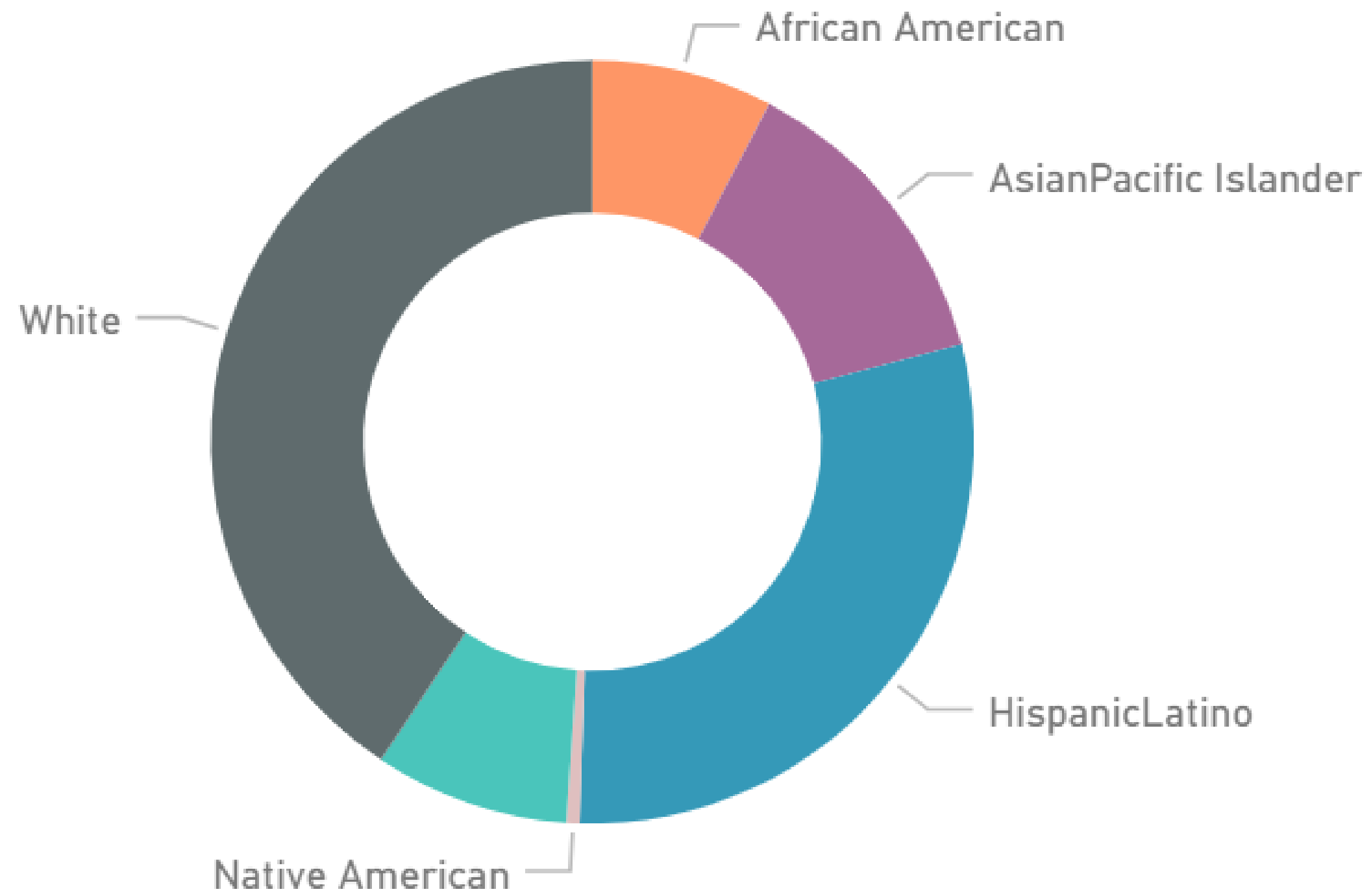
CURE: have fun with it!



Monitor dashboards for results



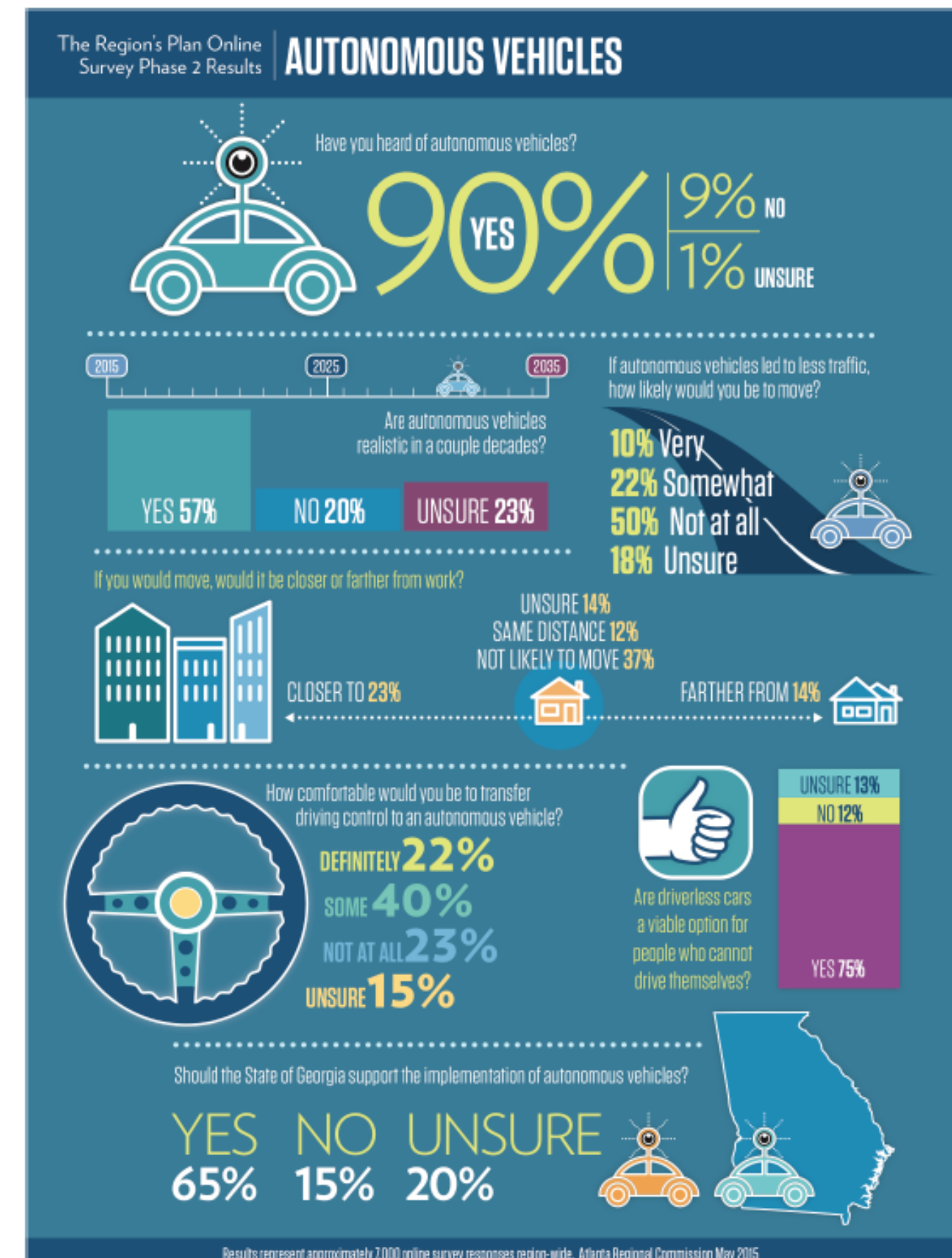
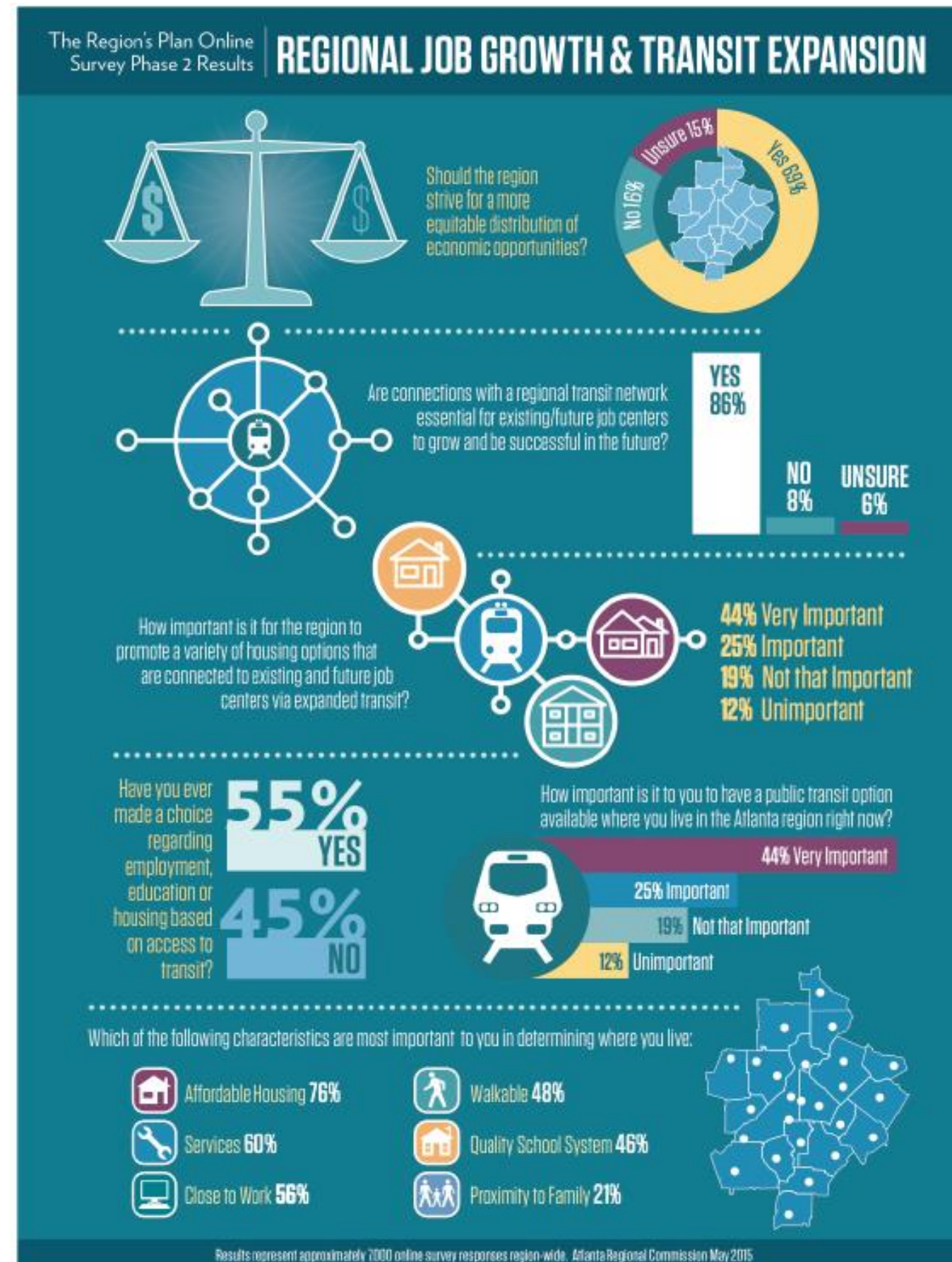
Monitor diversity



Go to them for inclusivity



BARRIER #7: Why bother?



Ask the right questions at the right time

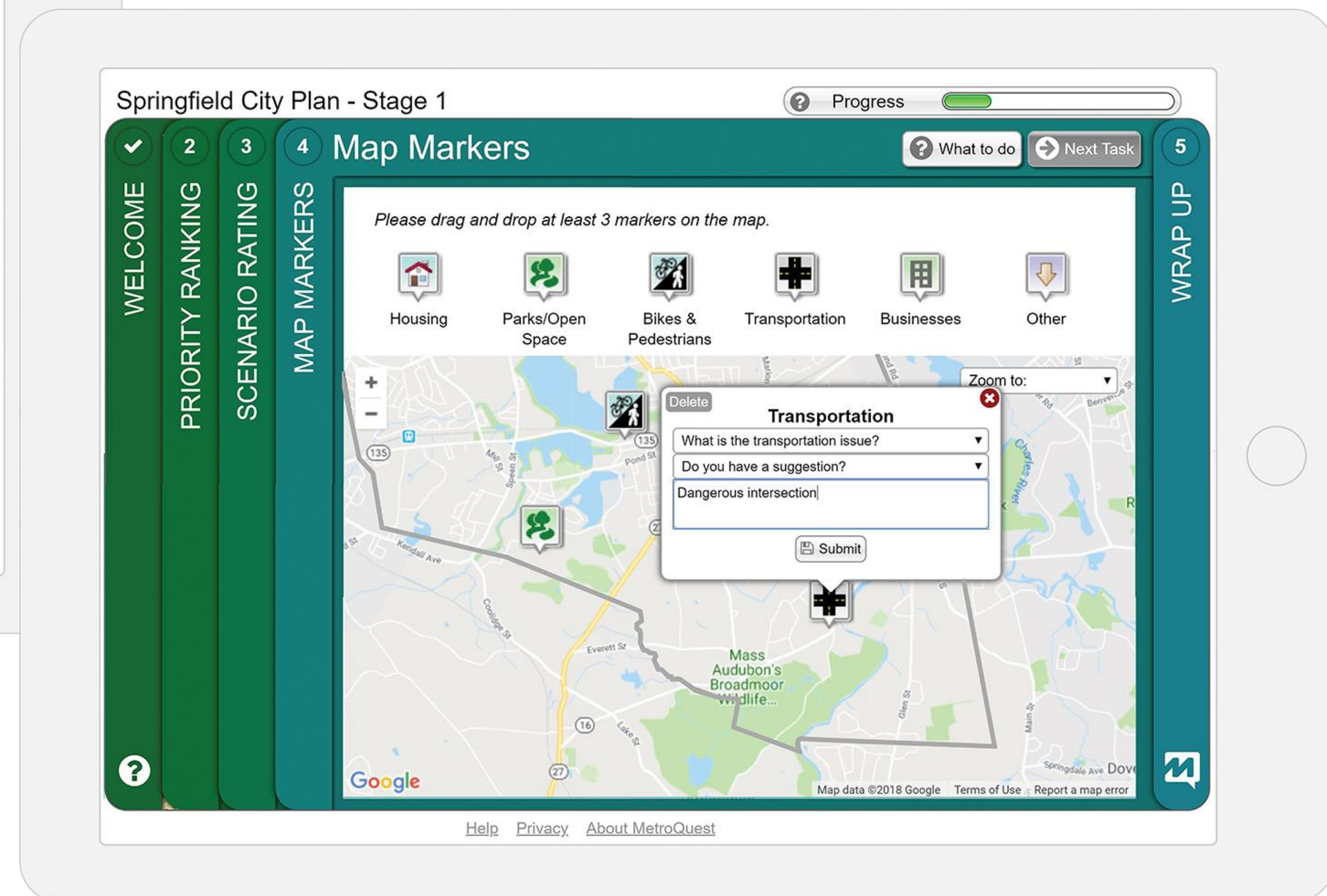


At the start!



Rank priorities

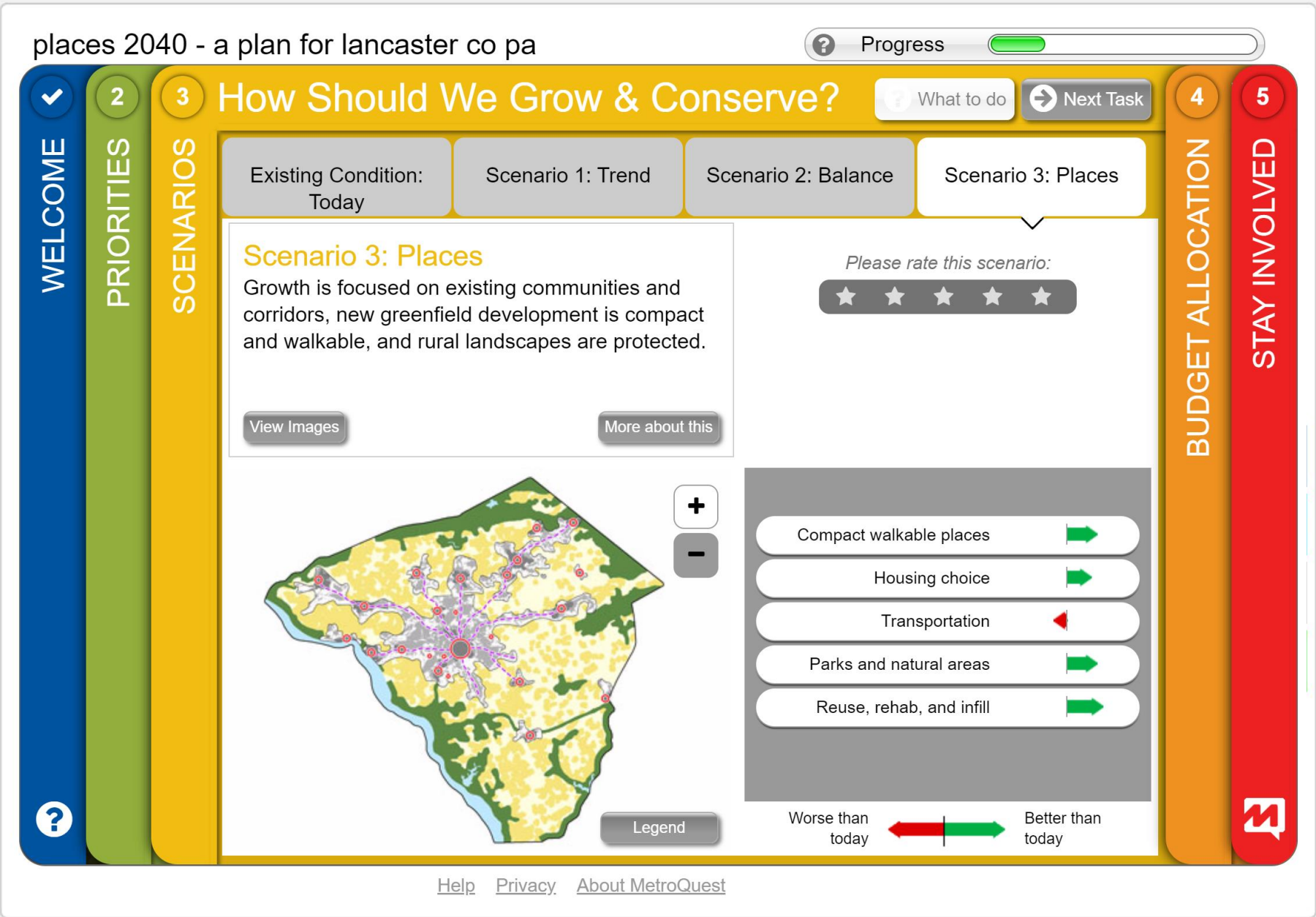
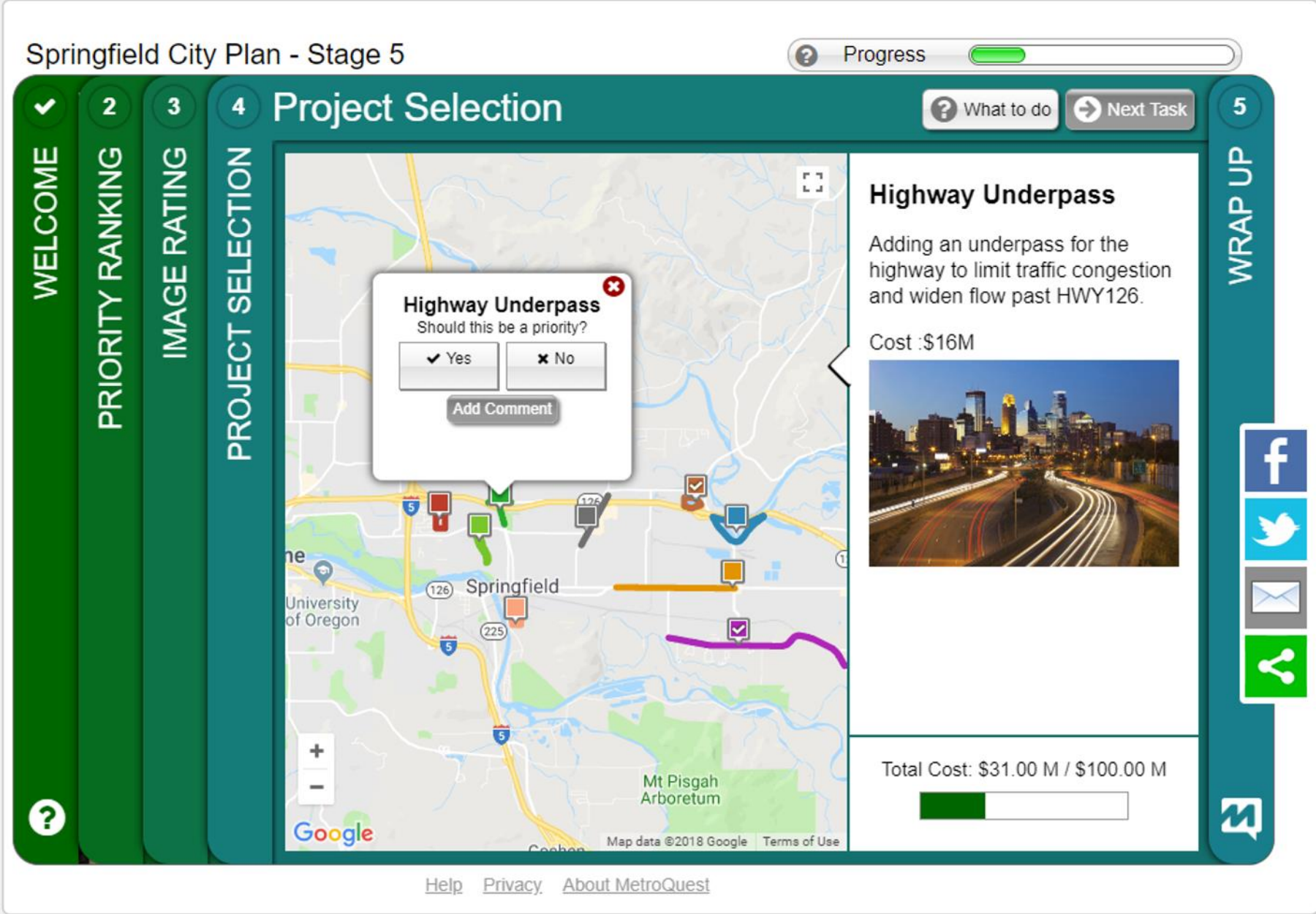
Mark issues



In the middle!

Select projects

Rate scenarios



Toward the end!

Identify preferences

Heart of Homewood: Visual Preference

Progress

2

3 Visual Preference

What to do Next Task

4 WRAP UP

Mixed-Use 1-2 stories Mixed-Use High 5+ Stories Housing Mixed-Use 3-4 Stories

Development type preference

Mixed-Use 3 Stories:A

Mixed-Use 3 Stories:B

Mixed-Use 3 Stories:C

Mixed-Use 4 Stories:A

Mixed-Use 4 Stories:B

Mixed-Use 4 Stories:B

Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

★★★★★

Previous Optional Comment Next

Help Privacy About MetroQuest

Rate images

Springfield City Plan - Stage 4

Progress

2 Preferences

What to do Next Task

3 TRADEOFFS

4 STANDARD SURVEY

5 WRAP UP

Lighting

Seating

Bike Lanes

Choose which type of bike lane you prefer.

Separated Bike Lanes

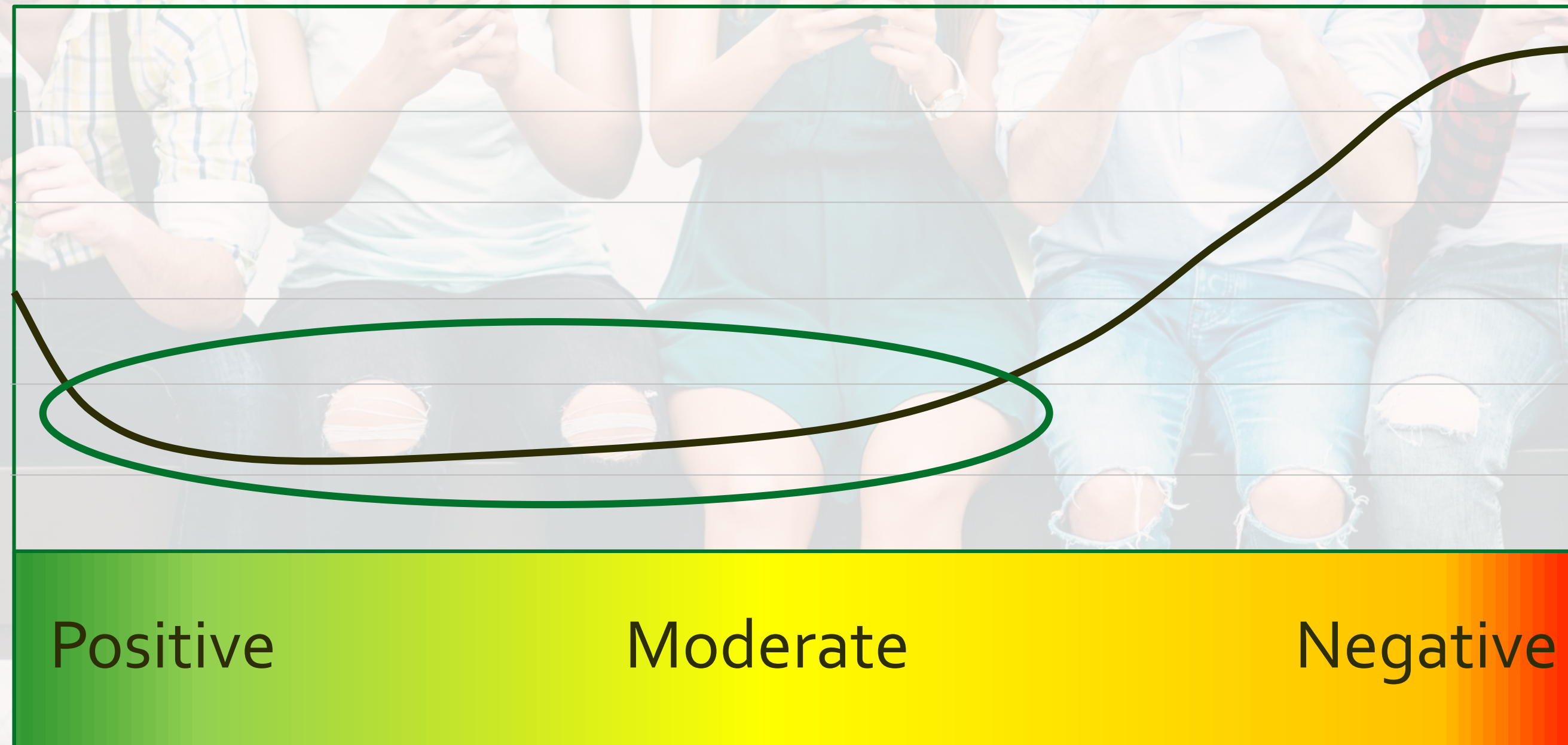
Incorporated Bike Lanes

Previous Optional Comment Next Task

Help Privacy About MetroQuest

Barriers are participation filters

Level of
Motivation



Attitude



A man with grey hair and glasses, wearing a grey suit, is speaking at a wooden podium. He is gesturing with his right hand. In the background, a woman with long brown hair, wearing a pink jacket, is seated at a desk. The scene is set in a room with stone walls and large windows.

Getting projects
approved and supported!

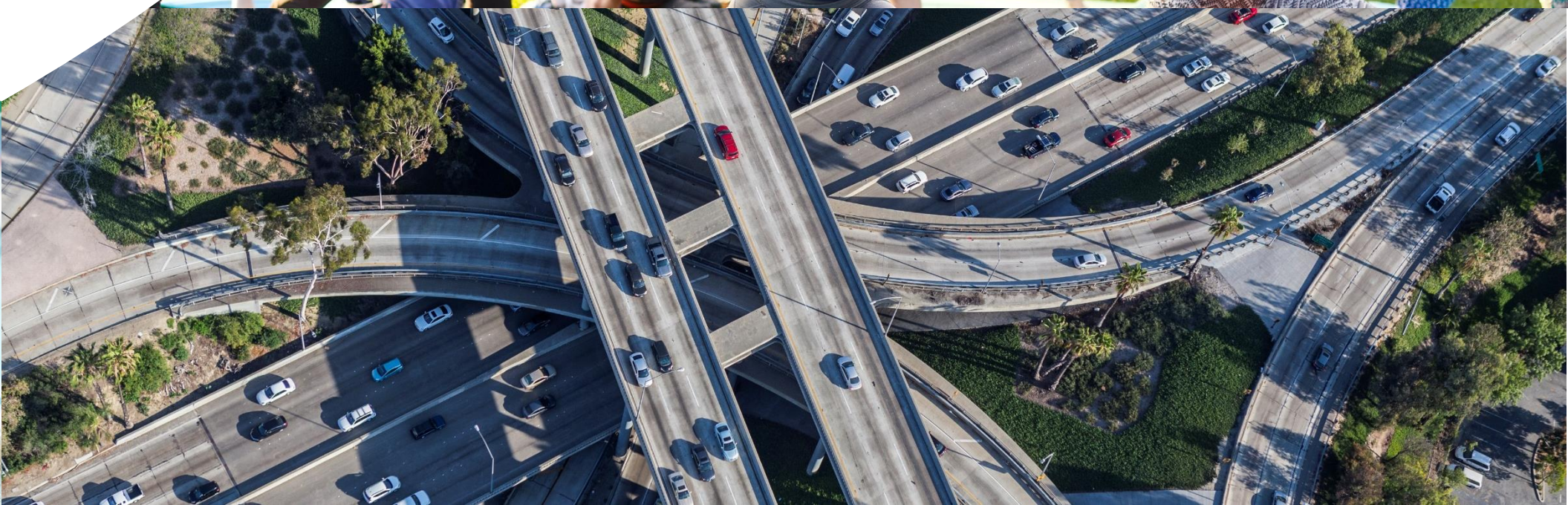




“It gave **courage** to the elected officials...
with data...finally with data!”

Michael Busha, Treasure Coast RPC

Quality of life



Promotional Playbook

12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- We will email you a PDF copy!

Thank you: MetroQuest subscribers!





Questions

Thank you!

