

# A Recipe for Award-Winning Online Community Engagement

Featuring



Your host



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Same Ten People



Look familiar?



...or this happens



MetroQuest

# Research Questions

1. How can online tools help?
2. What do successful projects have in common?



# What does “successful” mean?

## Quantity

Engage **more** people & a **broader** demographic

## Quality

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

# Seven Key Lessons

1

2

3

4

5

6

7



# Public Involvement Software User Guide



**MetroQuest**  
Public Involvement Software

# 1

# Design for the unmotivated

Level of  
Motivation



Positive

Moderate

Negative

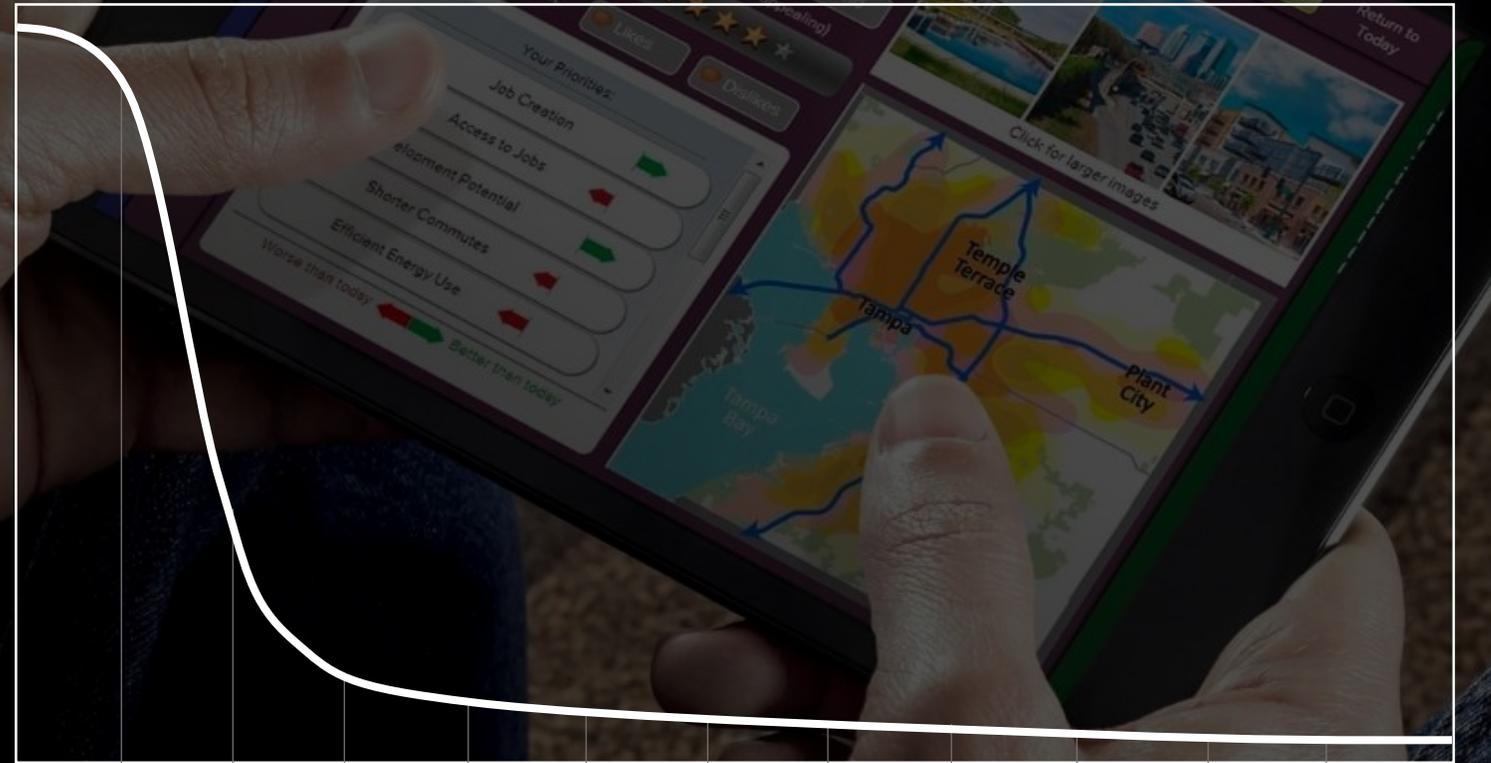
Attitude



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.

Join the Conversation **moveDC**

WELCOME

**moveDC**  
Our Transportation Future

slide 3 of 3  
This survey is one way that you can influence the plan.

Begin

APPROACHES 3  
PRIORITIES 4  
STAY INVOLVED 5

Share  
f  
t  
e  
+

Begin

= 10x

4

# Offer many ways to engage





# 5

# Make it insightful & delightful

### Alexandria Pineville MPO LRTP 2040

Your Community, Your Vision, Your Voice...

Shaping the Future of our Alexandria/Pineville metro area

The Long Range Transportation Plan is the blueprint for addressing transportation needs of those living and working in the metro area. This is your opportunity to let us know about your vision, top transportation needs, and ideas.

Progress: [Progress bar]

WELCOME | PRIORITIES | STRATEGIES | MAP MARKERS | STAY INVOLVED

### Lee County 2040 Transportation Plan

Roadway Needs Where are the greatest needs?

Widen SR 78 Does an improvement here make sense for Lee County?

Yes No

Map showing project locations in Lee County.

WELCOME | BIKE AND PED | TRANSIT | ROADWAY | STAY INVOLVED

### Brossard Multi-Purpose Centre Project

Visual preferences How many stars do you give this image?

Introduction | Building Architecture | Interior Ambiance | Common Areas | Recreational Facilities | Health and Well-Being

Cornwall Aquatic Centre, Cornwall

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

Progress: [Progress bar]

WELCOME | PRIORITIES | PREFERENCES | SURVEY | STAY INVOLVED

### Vancouver Street Funding

Funding Tool Choosing Levels

Slide the squares along notched lines below to choose funding levels. Pick none, one or more to meet your street scenario target. Go back and change prior selections if desired. Funding shown is estimated, annual.

Vehicle License	+\$0 Per licensed vehicle	You have chosen not to increase funding. You can do so on Screen 2.
Business License	+\$0 Per FTE	When an increased funding scenario is selected a bar graph of the related funding level will display here.
Property Tax	+\$0 per \$1,000	

WELCOME | STREET SCENARIOS | FUNDING OPTIONS | FUNDING LEVELS | STAY INVOLVED

### Kenai Spur Highway Rehabilitation

Phasing Options What phasing plan makes sense?

Introduction | Direction | Safety Improvements | Schedule Decisions | Moose Mitigation | Alternatives

Start east and work your way west

Map showing project area and phasing options.

WELCOME | PRIORITIES | PHASING OPTIONS | MAP | STAY INVOLVED

### Green Line Southeast

What are your preferences for your station area?

Intro | Community Character | Primary Use | Density | Community Connections | Accessibility

Community Character: More historical/traditional vs More modern/contemporary

WELCOME | LAND USE PREFERENCES | STAY INVOLVED

### Northern Virginia Regional Bikeway and Trail Network Study

Level of Comfort

Introduction | Path | Bike Lane | Shoulder | Shared Lane Marking | Mixed Traffic

Shared Use Path

Please rate your level of comfort cycling on a shared use path

Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

WELCOME | REGIONAL NETWORK | LEVEL OF COMFORT | YOU | STAY INVOLVED

### York Region's Transportation Master Plan - Phase 2

How should York Region invest in transportation?

Expand/increase local transit service	Build new subways and Viva rapidways	Improve traffic flow	Widen roads
25	50	5	60
Maintain roads and bridges	Build new sidewalks/cycle paths	Build new HOV lanes	
50	30	5	45

WELCOME | FUTURE TRAVEL | FUTURE INVESTMENT | FUTURE GROWTH | STAY INVOLVED

A man in a grey suit and tie is sitting at a desk in a dimly lit office. He is holding a glass of amber liquid in his right hand. On the desk, there is a desk lamp with a black shade, a rotary telephone, and some papers. The background shows wood-paneled walls.

6

## 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, white, and blue plaid shirt, stands in a grassy park. He is holding a white acoustic guitar with a red headstock. The background is a blurred park setting with trees and a bench. 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.**



7

# Monitor & adjust as needed

- Monitor demographics
- Target gaps



# Key Success Factors

1. Design for the unmotivated
2. Aim for a 5-minute experience
3. Do not require registration
4. Offer many ways to engage
5. Make it insightful & delightful
6. Promote like a pro
7. Monitor & adjust as needed



MetroQuest



# Public Involvement Software User Guide



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Public Involvement Software

# ← The Challenge **How would you plan for our region's future?**

WELCOME

The metro Atlanta Region is a dynamic metropolitan area that has experienced explosive growth over the past three decades. We expect our growth to continue and add nearly 3 million new residents over the next 25 years. How can we continue to grow and protect the quality of life we enjoy here?

We need your input to help us create a vision for our future. Tell us how we can sustain the things we love about our communities and...

- Be more economically competitive.
- Improve our health and protect the environment.
- Enhance our housing and transportation choices.



[Click here to begin](#)

[En Español](#)

## PLAN 2040

PLAN 2040 is the region's current plan to ensure growth, prosperity and a high quality of life for the next 25 years. The vision you help develop now will guide the plans for our region's future.

2

RANK PRIORITIES

3

CHOOSE SOLUTIONS

4

STAY INVOLVED





LIFE

# CITY LEADERS WANT IDEAS TO BETTER ATLANTA



11:14

81°

GOATS ON GREENWAY

VIRAL WEDDING VIDEO

GSU FOOTBALL



00:01 | 02:00

City leaders want ideas



# Share Kits

## Sample Newsletter blurb (200 words):

Is Metro Atlanta Ready for a High-Tech Future?

How often do you think about the impact of faster, better technology on our future? Have you heard of driverless cars? How could advanced teleworking technology impact the way you live and work? Or, what if you had an app on your phone that would match your transportation need with the most appropriate, efficient mode available (think bus, Uber, taxi, etc)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you?

An online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies that may impact where and how we travel and

## Sample Facebook posts:

What does the future of Metro Atlanta look like? Take this survey, open through the end of March, to let your regional elected officials know what you think should be in The Region's Plan!

[www.atlantaregional.com/theregionsplansurvey](http://www.atlantaregional.com/theregionsplansurvey)

How could faster, better technology impact greater Atlanta over the next 25 years? Take this survey to influence the policies adopted by The Region's Plan!

[www.atlantaregional.com/theregionsplansurvey](http://www.atlantaregional.com/theregionsplansurvey)

What technology innovations would you like to see in Metro Atlanta? Take this survey to ensure that The Region's Plan represents your thoughts on the future!

[www.atlantaregional.com/theregionsplansurvey](http://www.atlantaregional.com/theregionsplansurvey)

## Sample Twitter posts:

You told us your priorities for metro #Atlanta. Now we want you to tell us more.

Take #TheRegionsPlan Survey 2: <http://bit.ly/1Bj0Jsu>

Help us plan for the future of metro #Atlanta. Take #TheRegionsPlan survey 2 and tell us

MORE: <http://bit.ly/1Bj0Jsu>

Driverless cars? Uber? How will they impact #Atlanta's traffic challenges? Tell us!

Take #TheRegionsPlan Survey 2: <http://bit.ly/1Bj0Jsu>

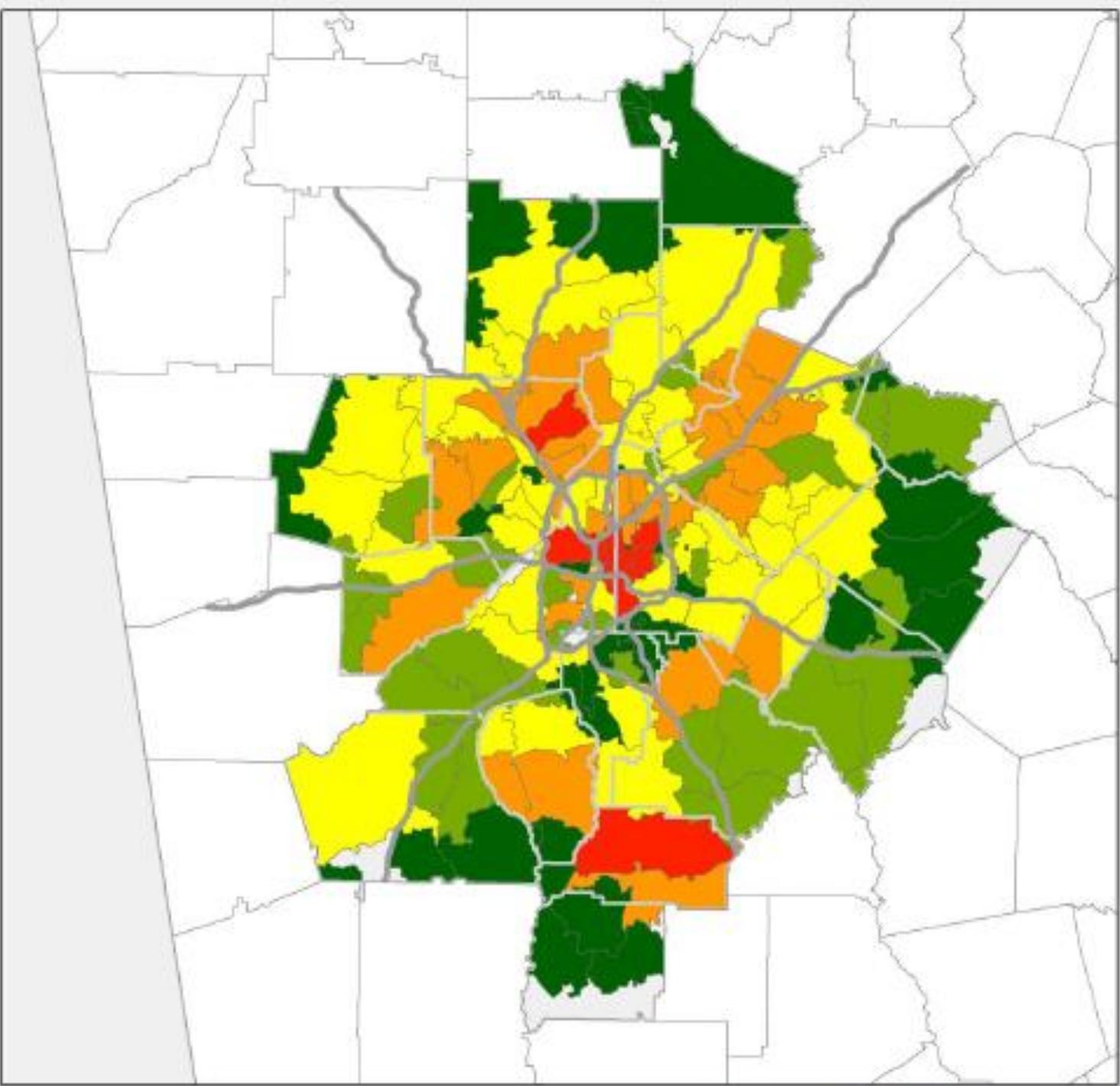
We're planning for metro #Atlanta's future and we need your help. Take #TheRegionsPlan Survey

2: <http://bit.ly/1Bj0Jsu>

## Graphic:



# Monitor & Adjust



# Pop-up Engagement





TRAFFIC LIGHT GREEN WAVE ON MAJOR STREETS

SHUT DOWN Castro Street at the (ville) rail crossing  
• Better Access to traffic  
• Central traffic better

Reduce lights - energy efficiency still needs improvement - SMART LIGHTS!!

Council who listens to neighborhood input report - class apartments - only yes but smoother!

Move street lighting and checking of burnt out bulbs. ✓

Between 5pm - 9pm shut down Castro St. from Central to Church for a quieter pedestrian experience & destigmat experience!

Down Blvd. Residents asking whether they can stand as you can stand that if you have other business the

Lesbital Park parking ✓

Make Castro pedestrian only

Public space improvements

etroit  
to great places,  
made right away!



What amenities to make downtown public spaces more comfortable?



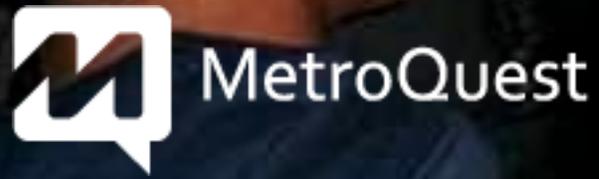
What amenities make public spaces more comfortable?



Outdoor Play Equipment



Green & Family Art



via Project for Public Spaces

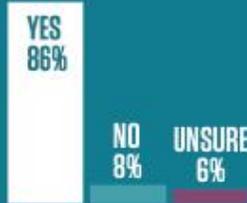
# REGIONAL JOB GROWTH & TRANSIT EXPANSION



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?



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%**



# AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?



If autonomous vehicles led to less traffic, how likely would you be to move?

10% Very  
22% Somewhat  
50% Not at all  
18% Unsure



If you would move, would it be closer or farther from work?

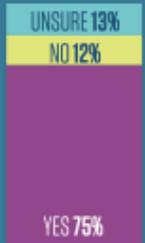


How comfortable would you be to transfer driving control to an autonomous vehicle?

DEFINITELY **22%**  
SOME **40%**  
NOT AT ALL **23%**  
UNSURE **15%**



Are driverless cars a viable option for people who cannot drive themselves?



Should the State of Georgia support the implementation of autonomous vehicles?

YES **65%** NO **15%** UNSURE **20%**





They engaged **over 25,000** squirrels people

# A Recipe for Award-Winning Online Community Engagement

Featuring



Michelle Poyourow  
Senior Associate  
Jarrett Walker + Associates

Collin Hodges  
Transit Planner  
Municipality of Anchorage

# Thank You & Next Steps

- Webinar follow-up
- AICP CM: [planning.org/events/course/9102565/](https://planning.org/events/course/9102565/)
- Other questions



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