

A Recipe for Award-Winning Online Community Engagement

Featuring



Your host



MetroQuest



Dave Biggs

Chief Engagement Officer

@metroquest



Meet the S.T.Ple



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 from a **broader** demographic

Quality

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

Seven Key Lessons

1

2

3

4

5

6

7



MetroQuest



Public Involvement Software User Guide



MetroQuest
Public Involvement Software

1

Design for the unmotivated

Level of
Motivation



Positive

Moderate

Negative

Attitude

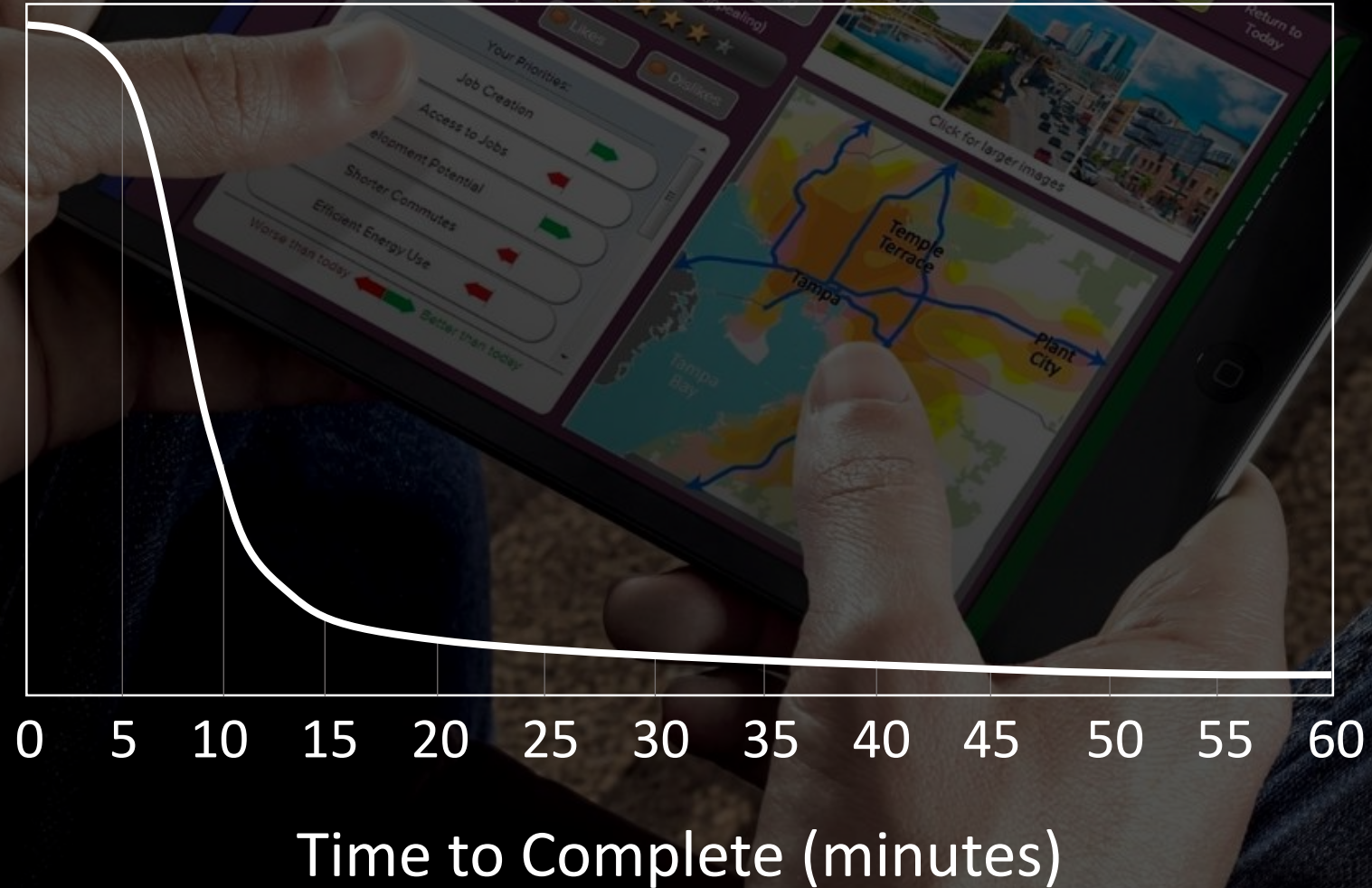


MetroQuest

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.

Join the Conversation [moveDC](#)

WELCOME

move dc
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



WEB



PHONE



KIOSK



TABLET



WORKSHOP



MetroQuest

5

Make it insightful & 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
<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 Level of Comfort

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

Please rate your level of comfort cycling on a bicycle lane

Designated Bicycle Lane



★ ★ ★ ★ ★

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

Previous Optional Comment Next

5

Make it insightful & delightful

The collage displays seven different MetroQuest software interfaces, each with a unique color scheme and layout, demonstrating the software's versatility in public involvement projects.

- Alexandria Pineville MPO LRTP 2040:** Features a 'Your Community, Your Vision, Your Voice...' survey with a 'Begin' button and a sidebar with 'PRIORITIES', 'STRATEGIES', 'MAP MARKERS', and 'STAY INVOLVED'.
- Lee County 2040 Transportation Plan:** Includes a 'Roadway Needs' map with a 'Widen SR 78' project description and a 'Suggest another project' button.
- Brossard Multi-Purpose Centre Project:** Shows a 'Visual preferences' survey with a 'Cornwall Aquatic Centre' image and a 'How many stars do you give this image?' rating system.
- Vancouver Street Funding:** Features a 'Funding Tool' with sliders for 'Vehicle License', 'Business License', and 'Property Tax' to choose funding levels.
- Kenai Spur Highway Rehabilitation:** Includes a 'Phasing Options' survey with a 'Direction' dropdown and a 'Start east and work your way west' map.
- Green Line Southeast:** Shows a 'What are your preferences for your station area?' survey with a 'Community Character' slider and a 'Station Area' map.
- Northern Virginia Regional Bikeway and Trail Network Study:** Features a 'Level of Comfort' survey with a 'Shared Use Path' image and a 'Please rate your level of comfort cycling on a shared use path' rating system.
- York Region's Transportation Master Plan - Phase 2:** Includes a 'How should York Region invest in transportation?' survey with a 'Future Investment' section and a 'Future Growth' section.



6

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, white, and blue 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 playground structure with colorful slides.

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



MetroQuest
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



help





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

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

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

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>

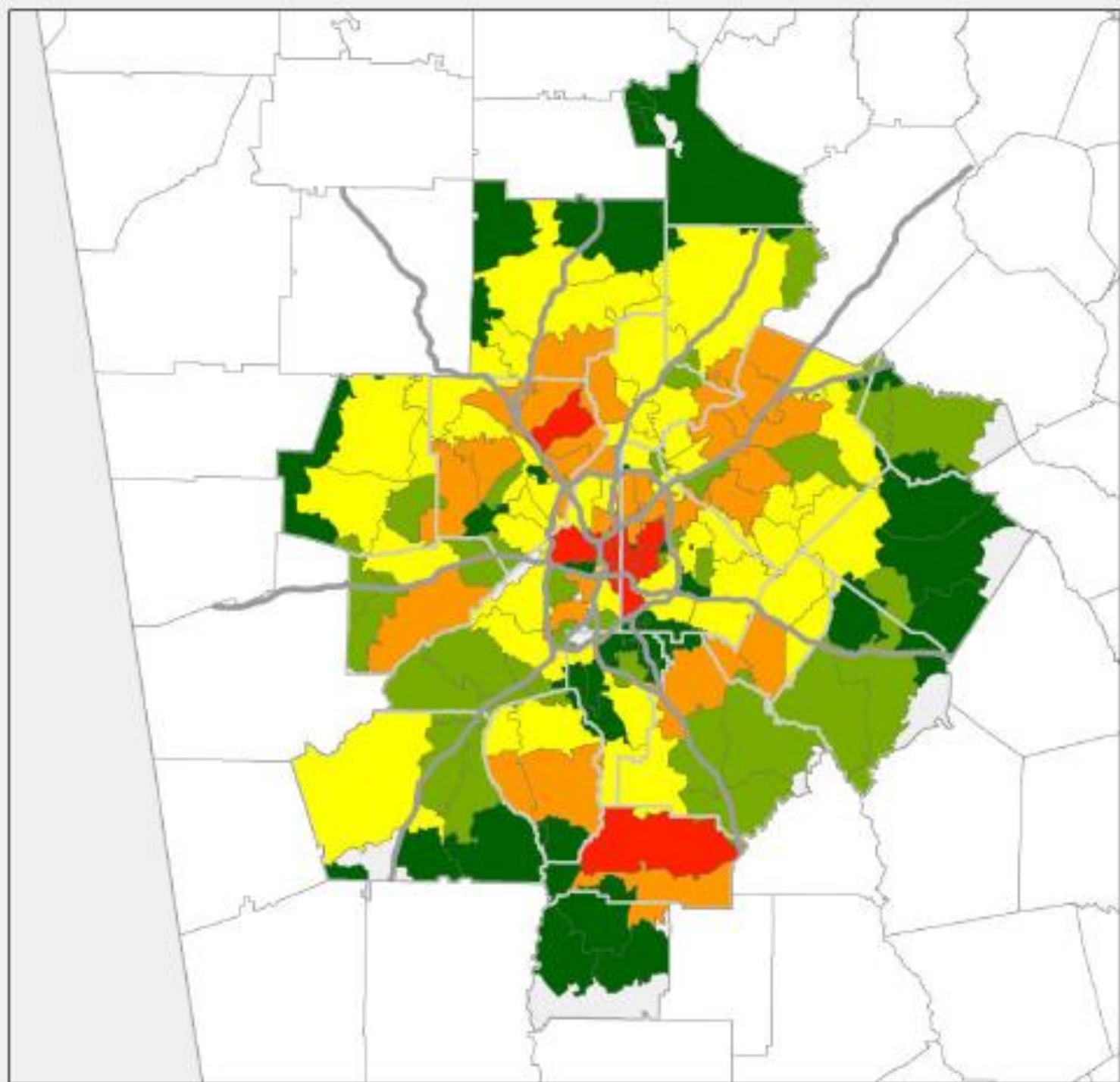
Driverless cars? Uber? How will they impact [#Atlanta](#)'s traffic challenges? Tell us!
Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

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





MetroQuest

via Neighborland

etroit
great places,
made right away!
pps
DO



What amenities to make downtown public
spaces more comfortable?
pps
DO



What amenities to make downtown public
spaces more comfortable?
pps
DO



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?



YES 57% NO 20% UNSURE 23%

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?



CLOSER TO 23%

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%



FARTHER FROM 14%



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%



A large group of squirrels, mostly brown and grey, are gathered together in a dense crowd. Some are sitting on the ground, while others are perched on a tree trunk on the right. They appear to be in a natural setting, possibly a park or forest. The squirrels are of various species, with some having bushy tails and others having more compact tails. They are all looking in different directions, some towards the camera and others away. The ground is covered with dry leaves and twigs.

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



MetroQuest

COST EFFECTIVENESS (\$ PER INPUT)

Source	Cost per input
Events	\$47
Focus group	\$43
Lounges	\$19
Community Conversation	\$10
Textizen	\$9
Book-a-Planner	\$9
MindMixer	\$8
MetroQuest	\$3

A Recipe for Award-Winning Online Community Engagement

Featuring



Sam Gordon

Director, Planning and Zoning

Town of DeWitt

Owen Kerney

Assistant Director, City Planning Division

Syracuse – Onondaga County Planning Agency

Thank You & Next Steps

- Webinar follow-up
- AICP CM: planning.org/events/course/9102565/
- Other questions



Dave Biggs, Chief Engagement Officer
+1 (604) 317-6200
dave.biggs@metroquest.com