What does "successful" mean?

Quantity

Engage more people from a broader demographic

Quality

Collect informed & actionable input

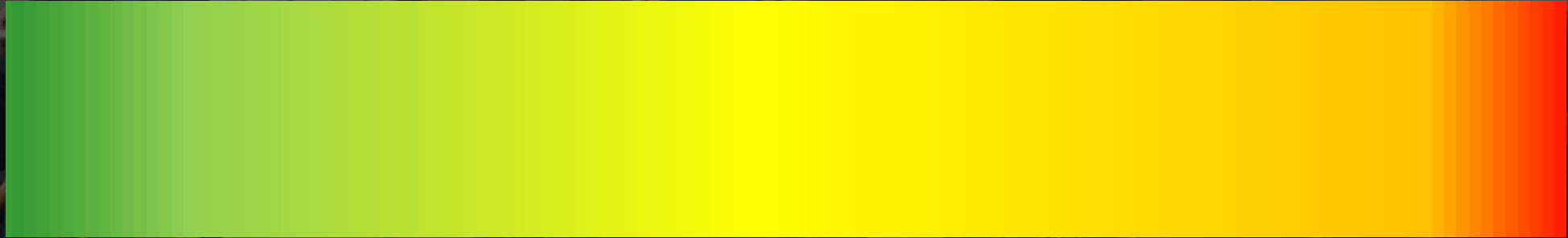MetroQuest
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Look familiar?

Look familiar?

Who shows up?

Positive   Moderate   Negative

Level of motivation

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How high are your hurdles?

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Public Involvement Software User Guide

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The MetroQuest Process

1. Create

1. Choose screens
2. Provide content
3. Plan engagement

2. Engage

1. Launch
2. Promote
3. Adjust

3. Report
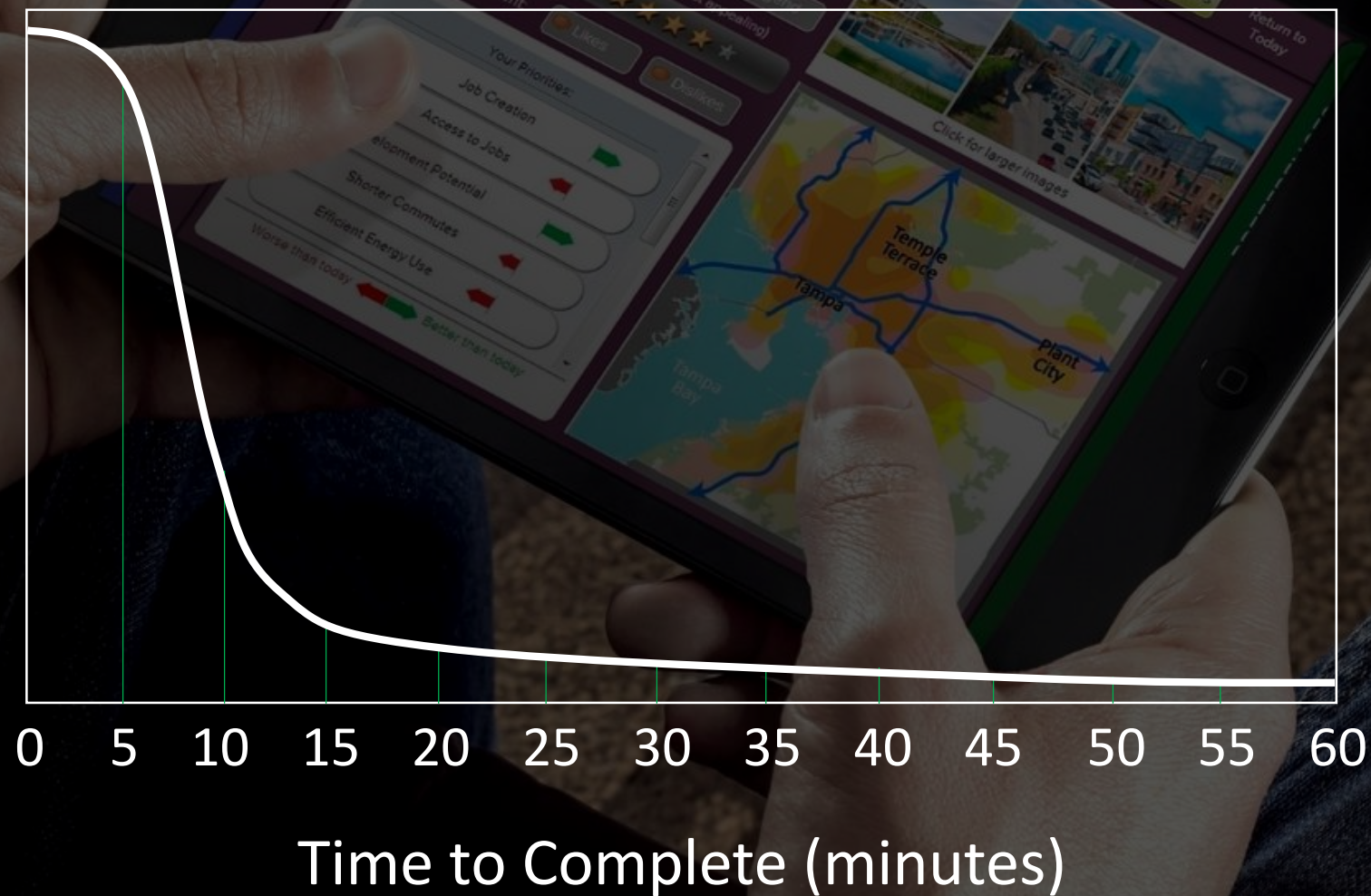
1. Analyze
2. Document
3. Disseminate

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Aim for a 5-minute experience

Participants

Time to Complete (minutes)

0 5 10 15 20 25 30 35 40 45 50 55 60

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Alexandria Pineville MPO LRTP 2040 — Progress

WELCOME | PRIORITIES | STRATEGIES | MAP MARKERS | STAY INVOLVED

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.

View Metro Area (Map) · Begin

Brossard Multi-Purpose Centre Project — Progress

HOME | PRIORITIES | PREFERENCES | SURVEY | STAY INVOLVED

Visual preferences How many stars do you give this image?

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

What style of architecture do you prefer?

Cornwall Aquatic Centre, Cornwall
Image credit: Shoalts & Zaback Ltd

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

Previous · Optional comment · Next

Vancouver Street Funding — Progress

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

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
Business License — +$0 Per FTE
Property Tax — +$0 per $1,000

You have chosen not to increase funding. You can do so on Screen 2.

When an increased funding scenario is selected a bar graph of the related funding level will display here.

Lee County 2040 Transportation Plan — Progress

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

Roadway Needs Where are the greatest needs?

Suggest another project

Widen SR 78
Does an improvement here make sense for Lee County?
✓ Yes   ✗ No
Add Comment

Widen SR 78
Widen SR 78 from 4 to 6 lanes west of Santa Barbara Blvd to east of Pondella Rd in Lee County. Project length is 2.9 miles. Widening includes bicycle and pedestrian improvements, curb & gutter, and resurfacing of existing lanes. Estimated cost is $32M.

Kenai Spur Highway Rehabilitation — Progress

WELCOME | PRIORITIES | PHASING OPTIONS | MAP | STAY INVOLVED

Phasing Options What phasing plan makes sense?

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

The first phase of work could either begin at the west end or the east end of the project.

Start east and work your way west

Project Area — Kenai Spur Highway · East End

Strongly Dislike | Dislike | Neutral | Like | Strongly

Northern Virginia Regional Bikeway and Trail Network Study — Progress

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

Level of Comfort

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

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

Shared Use Path

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

Previous · Optional Comment · Next

Green Line Southeast — Progress

WELCOME | LAND USE PREFERENCES

What are your preferences for your station area?

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

Community Character

More historical / traditional « ‹ neutral › » More modern / contemporary

Previous · Optional Comment · Next

York Region's Transportation Master Plan - Phase 2 — Progress

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

Introduction

How should York Region invest in transportation?

The silver coins represent the approximate existing spending in each category in $ millions. Please drag the gold coins into the categories to the right to indicate your spending priorities. You can use the arrows under the gold coins to change them between 1s and 5.

Expand/increase local transit service	Build new subways and Viva rapidways	Improve traffic flow	Widen roads
Details	Details	Details	Details
25	50	5	60

Maintain roads and bridges	Build new sidewalks/cycle paths	Build new HOV lanes
Details	Details	Details
30	5	45

50

3 Developing an Effective Engagement Plan

1 Define the Scope of Your Project

To begin it's critical to get agreement on several guiding questions. What decisions will be made at the end of the project? Who will be affected? What role will stakeholders play in the decision making process? What are the timelines? Answering and getting internal agreement on these questions will help to align your team and guide your engagement process.

2 Know Your Limitations

Establish your constraints at the outset. Common limitations include topics or decisions that are off limits, out of scope or already made, budget, time, available resources and legislative or jurisdictional barriers. You are bound to be asked these questions by the public. It's best to prepare responses in advance to ensure that your team is ready and provide consistent information.

3 Who Are Your Stakeholders?

Who will be affected by the decisions made for your project? Individuals in specific geographic areas, community groups, business associations, special interest organizations, all levels of government, schools, major employers ... the list goes on. Consider the interests of each of these groups and how your project will impact them. These insights will assist in the development of your online engagement content and the promotional material to attract participation.

4 Create Objectives

Start at the end and work backwards. What is the best possible outcome? What are your objectives for the public engagement?

Keep in mind that a successful engagement process doesn't simply mean the highest amount of feedback – quality of feedback is crucial, as is the breadth of participation that you receive.

5 Choose Metrics and Targets

Based on your objectives, create quantifiable metrics that you can track throughout the engagement process. These should be simple, easily tracked, and tied directly to your objectives.

Possible metrics include number of participants, demographic and geographic diversity of participants, or number of data points collected (votes on alternatives, comments, map markers, etc.).

6 Create Your Timeline with Milestones

It's now time to lay out a timeline with milestones and dates tied in to your project metrics. Consider project phases, time required to build up awareness and participation for key audiences, data processing time, and deliverables needed for post-project reporting. Try using a Gantt chart with all of these important milestones in order to keep your process on track.

7 Choose Your Channels

MetroQuest makes it easy for people to participate on the web and on the go with mobile devices. It's also important to accommodate people without access to devices of their own. This can be done by providing kiosks at community centers, tablets at special community events or paper-based input options.

As you develop your engagement strategy it's useful to consider how best to combine face-to-face public meetings with your online outreach using MetroQuest to leverage the strengths of each.

8 Craft a Promotional Strategy

In the online world, many people think if they launch a web tool, everyone will come flocking. Veterans in the business know that it isn't that easy. Developing a great online experience is only half the battle. Creating an effective promotional strategy is the other half and it's best to begin defining it as early as possible.

9 Flexibility within the Process

While it's important to have a well-defined plan, it's best to allow some flexibility to allow you to adjust midstream. Monitor engagement results early on, and be prepared to adjust your strategies to fill in any demographic gaps.

Don't plan all events and activities and commit all of your budget in advance. Anticipate the need for "boots on the ground" or other promotional efforts to reach specific groups in your community.

10 Have a Post-Engagement Plan

The best time to think about how you will report back on the results of your engagement process is before you begin, as it will guide your choice of questions and a host of other elements of your process.

Then, when your engagement process is over and you have collected a large amount of high-quality data to support your project, you'll be prepared to analyze the results and create insightful reports for the project team, proponents and the community.

Developing an effective engagement plan

- Define the scope & limitations
- Identify stakeholders
- Create objectives, metrics & targets
- Create a timeline
- Allow for flexibility
- Create a post-engagement plan

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5

Creating Great Content

Follow these best practices and advice on creating effective content for your online engagement process:

Less Is More

Keep it simple. We all know intuitively that long blocks of text, especially if there's complex language, is a big turn off. Don't fall into the trap of writing very long introductions that cover half the screen. Very few people will read it and many will see it and will quit before they start.

Avoid using abbreviations and industry terms. Keep sentences short and to the point. Simply tell people how to give their input and how their feedback will be used.

Be Careful What You Wish For

Adding a comment button to every question seems like a great idea until you have 10,000 comments to deal with.

Similarly, ask yourself why you are asking something. This is especially true for demographic questions – if you're not actually interested in segmenting the data based on gender, don't ask it. This can be a deterrent for engagement, or worse.

A Picture Is Worth a 1000 Words

Cliché, sure – but it's very applicable to online engagement. Images communicate 60,000 times faster than text and stir emotions incredibly effectively.

MetroQuest's strength is the visual aspect of it – take advantage of this and use images to convey your message.

Have an Appealing Design

We help with this aspect as the major parts of MetroQuest are designed to look appealing and promote participation and sharing. Choose a color pallet that is appealing to participants – not too light, not too dark. Easy on the eyes and not distracting.

Use Great Images

The purpose of images are to enhance the text you've written, not distract from it.

Don't use images that are overly complex or confusing. Avoid using random stock images – try to go out and take photos in your community. If you do use other's images, make sure that you get the proper license to use them.

Keep It Short

Attention spans are short – make sure that your visitors don't lose focus or get bored. Aim for a 5-minute experience.

With only 5 minutes of someone's attention and 5 MetroQuest screens, you have about 1 minute per screen. Keep in mind that more complex screen types will require more time.

Craft Powerful Calls-to-Action

To drive participants to take action use concise calls-to-action. This includes the titles you choose for each screen type. Be clear with actionable instructions – don't ramble on. For example, a Ranking screen title should be something like "Rank Your Top 5 Priorities", not "Please Let Us Know Which Potential Community Directions You Would Prefer".

Support Multiple Languages

In many regions two or more languages need to be supported to ensure that your project is accessible to all community members. We'll be happy to use your translated content to create MetroQuest configurations in other languages. That way participants can simply toggle to the language of their choice.

Creating Great Content

- Less is more
- Open-ended comments can be tricky
- A picture is worth a 1000 words
- Design matters
- Support multiple languages

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Choosing Engagement Channels

WEB | PHONE | KIOSK | TABLET | WORKSHOP

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Even paper!

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6

Promoting Like a Pro

In order to compete with the clutter of information that bombards people every day, there are many strategies to keep in mind to kick start your participation and keep the momentum going throughout the engagement period.

We've compiled a list of 15 best practices and tips for promoting participation online.

1. Craft a Compelling Brand

Good branding makes people excited to get involved and will garner more interest and sharing on social media. Good brands get recognized and spread – bad brands don't.

Consider a catchy URL for your project's website. Whether it's an entirely separate website, or just a vanity URL that will redirect visitors to your existing site, a memorable site name will stick with people and lead to more word-of-mouth marketing and engagement.

Include the URL in all of your promotional materials – cards, signage, newsletters. Put it everywhere.

2. Create Urgency

People are far more likely to participate if they feel a sense of urgency. The easiest way to do this is to let people know that there is a limited time for public input. Create urgency in your calls-to-action and marketing content. Count down to the last day and then consider extending the participation period due to "unprecedented demand."

3. Be Hyper-Relevant

It can be tough to get people to feel urgency about a long range planning process. It's critical to connect your project with issues that are top of mind today. For example, if your project relates to transportation, you might create urgency by connecting to frustration about congestion. You might try something like, "Tired of traffic? Have your say here."

4. Solicit Earned Media

Media outlets are always searching for relevant content. Reach out to them and ask them to profile your project. Connect with more informal sources like local bloggers. Without spending money on advertising you could get game-changing results.

Promoting Like a Pro

- Craft a compelling brand
- Leverage community groups
- Make it easy to find & share
- Solicit earned media
- Offer incentives
- Create urgency

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Here's how it works

- You've got 5 seconds...
- then you get 5 minutes...
- then they tell 50 friends.

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Create powerful calls-to-action

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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All right, Nashville.
It's time to pick.

All right, Nashville.
It's time to pick.

Maurice, age 3

All right, Nashville.
It's time to pick.

Monitor & adjust as needed

- **Monitor demographics**
- **Target gaps**

3. Report

MetroQuest Insights

MetroQuest Insights – Atlanta Regional Plan Phase 3 (374) * Switch... Feedback: insights@metroquest.com - You are logged in as: DaveB

Start: 2015-12-07 End: 2016-01-11 Go! Demographic Filter (Off) +

1: VISITS | **2: REGIONAL VI...** | **3: REGIONAL P...** | **4: STAY INVOLV...** | Completions | Legacy Data

Screen #4 | Title: STAY INVOLVED | Type: Wrap Up

Age | RaceEthnicity | Gender | Zip Code | Checkboxes

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Accumulated Visits

Visitor charts (Pdf)

[Traffic Charts]

Visitor data table (Excel)

[Traffic Data]

IP addresses and approx. locations (Pdf)

[Location Data]

The following reports can take several mintues to generate:

All user data, crosstabulated, by variable name (Excel)

[Complete Data (Variables)]

All user data, crosstabulated, by label (Excel)

[Complete Data (Labels)]

All user data, simplified and organized by visit (Pdf)

[Data by Visit (Simplified)]

All user data, with full detail and organized by visit (Excel)

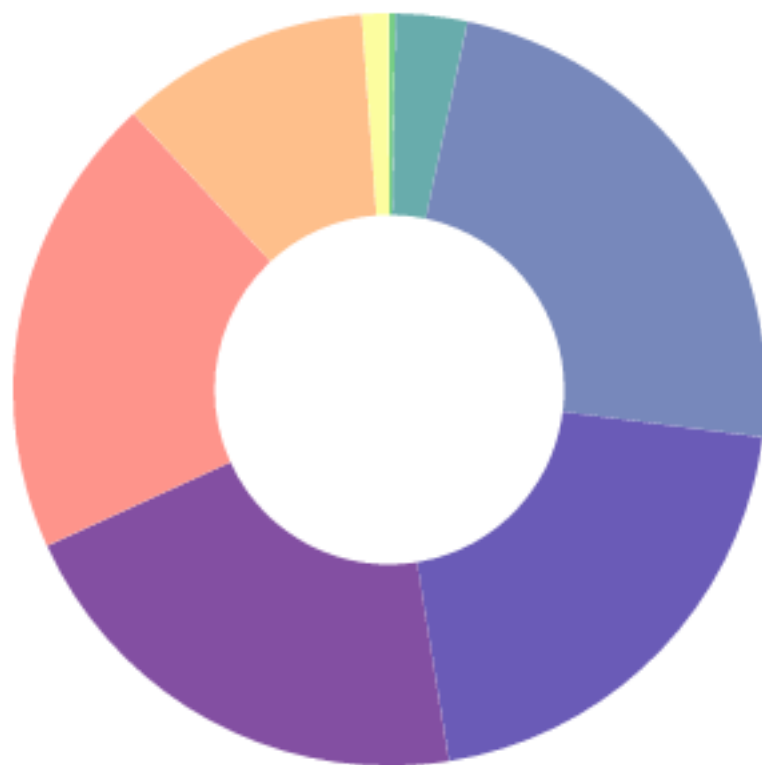[Data by Visit (Full)]

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Age

Value	Respondents	Percent
0-18	3	0.27%
19-24	34	3.06%
25-34	263	23.69%
35-44	227	20.45%
45-54	230	20.72%
55-64	221	19.91%
65-74	119	10.72%
75+	13	1.17%
Totals	1110	

Legend: 0-18 | 19-24 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+

All data for this screen (Excel)

Screen comments:

PDF | Excel

Notes that free-form comments and private data (such as name or email address) is not displayed here. If any exists, use the Excel/Pdf buttons above.

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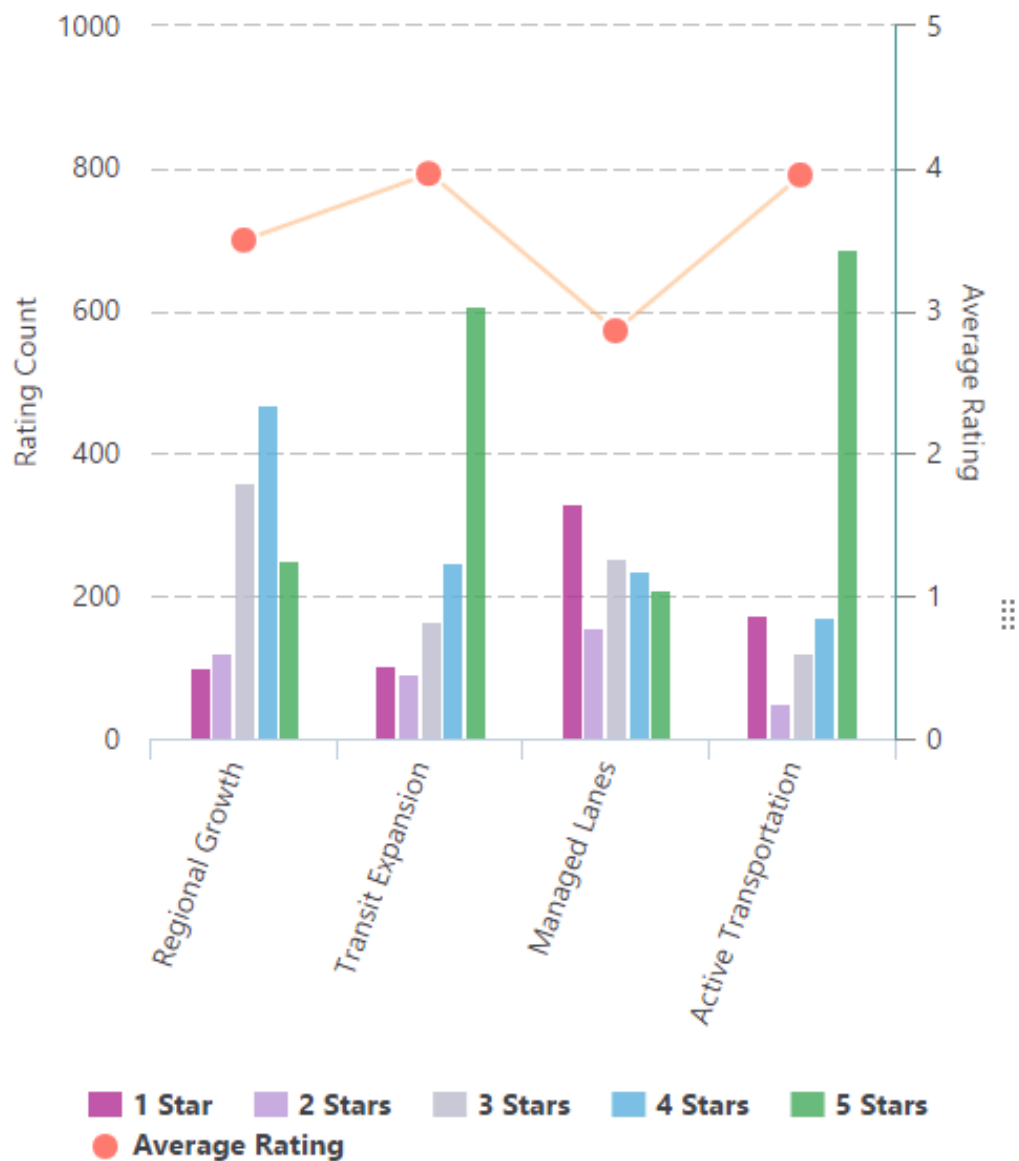
Item	1 Star (1)	2 Stars (2)	3 Stars (3)	4 Stars (4)	5 Stars (5)	Average *	Total
Managed Lanes	331	157	253	236	209	2.86	1186
Active Transportation	174	49	121	170	686	3.95	1200
Transit Expansion	102	90	166	249	608	3.96	1215
Regional Growth	100	122	361	469	250	3.50	1301
Total	707	418	901	1124	1753	3.57	4902

* Average - Each input is stored as a number (in parentheses). so the average can help understand trends

All data for this screen (Excel)

Screen comments:

PDF   Excel

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Map markers for this project:

☑ Check all

☑ TruckingGoodsMap (69)   ☑ VehicleTrafficMap (222)

☑ TransitMap (269)   ☑ ParkingMap (116)   ☑ WalkingCyclingMap (592)

☑ LandUseMap (215)

Marker Type
WalkingCyclingMap

Comment
no sidewalks or bikelanes

Map | Satellite

Google   Map data ©2016 Google   1 km   Terms of Use   Report a map error
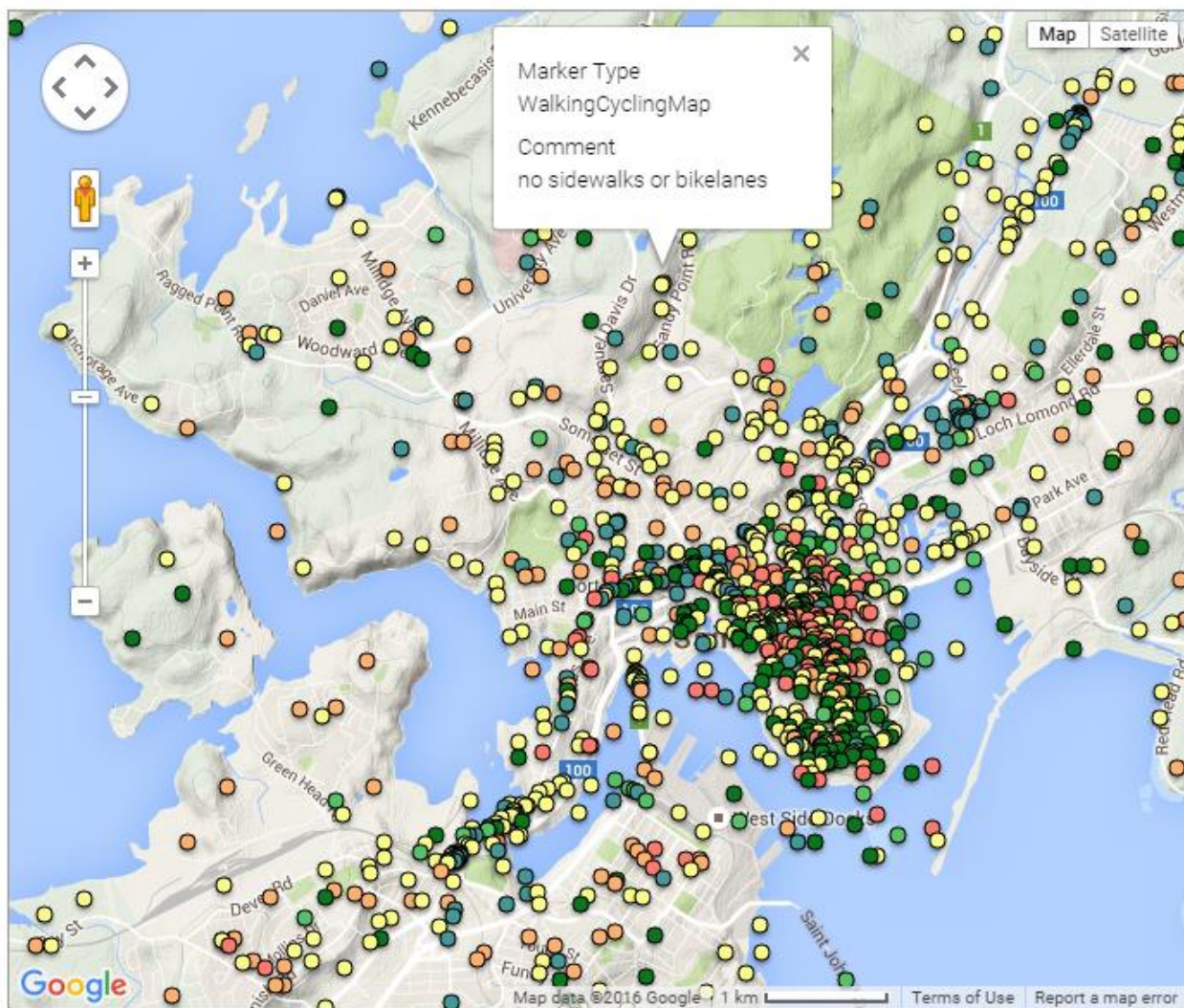
Legend:
■ TruckingGoodsMap
■ VehicleTrafficMap   ■ TransitMap
■ ParkingMap   ■ WalkingCyclingMap
■ LandUseMap

Marker Type	Times dropped	Percent
TruckingGoodsMap	69	4.65%
VehicleTrafficMap	222	14.97%
TransitMap	269	18.14%
ParkingMap	116	7.82%
WalkingCyclingMap	592	39.92%
LandUseMap	215	14.50%
Total	1483	

All data for this screen (Excel)

Comments for this screen (Pdf)

Comments for this screen (Excel)

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Case Study: MetroQuest in Action

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

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.

PLAN 2040

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.

help

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:

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
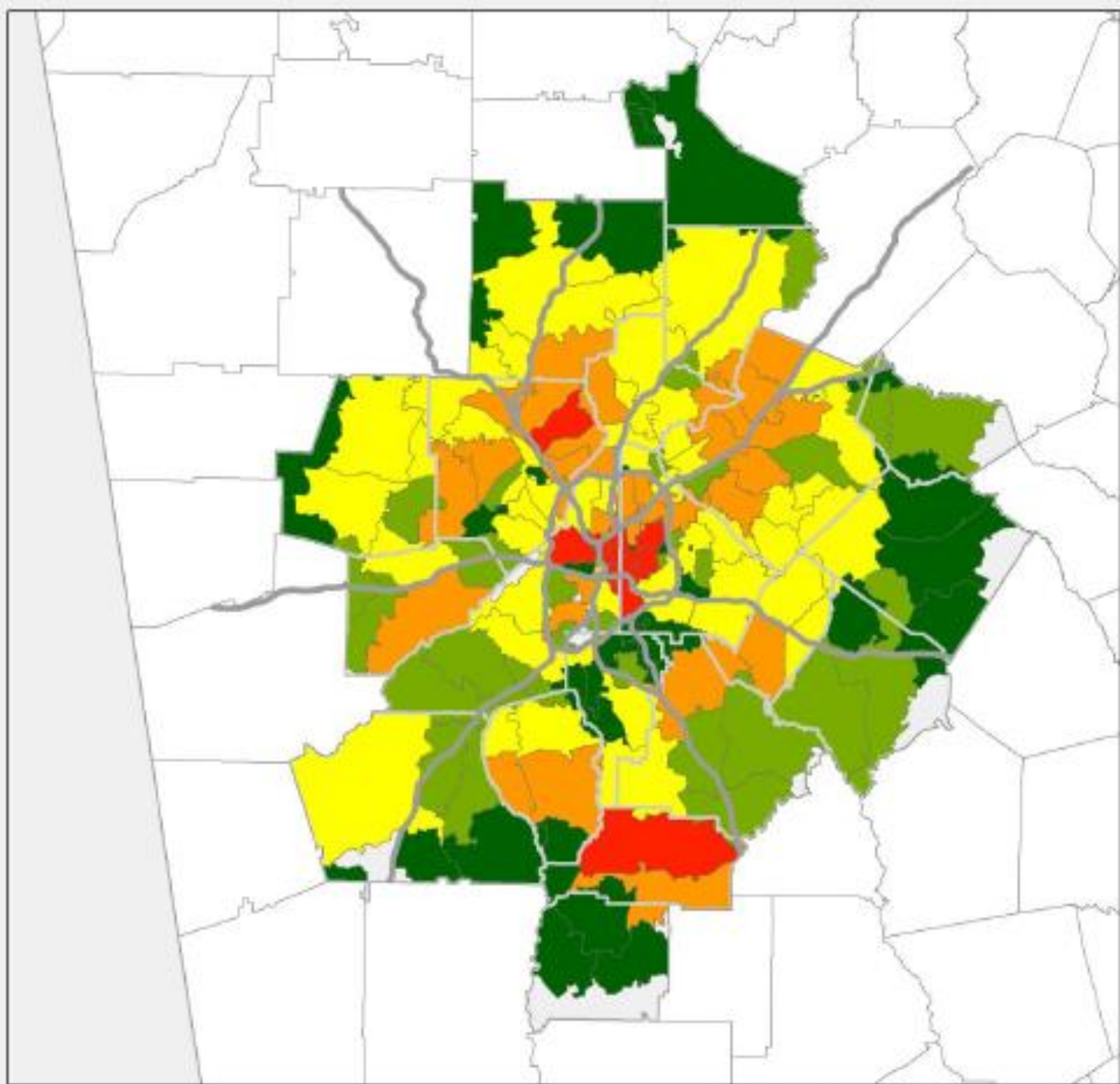
Survey respondents at Atlanta Creative Economy Panel Discussion, hosted by ONE Music Fest

Survey respondent at Center for Civic Innovation Kick Off

Survey station at Paulding County Comprehensive Transporation Plan Public Meeting

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The Region's Plan

PHASE II SURVEY REPORT

May 2015

Table 12: Autonomous Vehicle Responses by Age

|		0-18	19-24	25-34	35-44	45-54	55-64	65-74	75+
Have you heard of autonomous vehicles?	Yes	62%	94%	94%	89%	88%	90%	94%	94%
	No	29%	6%	6%	10%	11%	8%	5%	6%
	Unsure	10%	0%	0%	1%	1%	2%	0%	0%
Are autonomous vehicles realistic in a couple decades?	Yes	68%	63%	65%	60%	57%	57%	53%	46%
	No	14%	22%	16%	21%	21%	19%	21%	30%
	Unsure	18%	15%	19%	20%	22%	25%	26%	24%
If autonomous vehicles led to less traffic, how likely would you be to move?	Very	18%	12%	12%	13%	10%	10%	6%	8%
	Somewhat	18%	30%	26%	24%	25%	19%	16%	19%
	Not at all	41%	37%	43%	46%	48%	55%	62%	56%
	Unsure	23%	21%	19%	18%	17%	16%	17%	17%
If you would move, would it be closer or further from work?	Closer to	28%	28%	24%	23%	24%	22%	11%	15%
	Further from	17%	16%	13%	14%	16%	14%	12%	8%
	Same Distance	22%	10%	15%	16%	13%	11%	8%	6%
	Not Likely to Move	17%	31%	35%	33%	36%	39%	53%	48%
	Unsure	17%	14%	14%	13%	11%	13%	16%	23%
How comfortable would you be to transfer driving control to an autonomous vehicle?	Definitely	5%	33%	28%	23%	20%	19%	22%	22%
	Some	64%	37%	44%	42%	40%	41%	36%	30%
	Not at all	23%	23%	18%	20%	23%	22%	25%	34%
	Unsure	9%	8%	11%	15%	17%	19%	17%	14%

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REGIONAL JOB GROWTH & TRANSIT EXPANSION

Should the region strive for a more equitable distribution of economic opportunities?

Unsure 15%
No 16%
Yes 69%

Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?

YES 86%
NO 8%
UNSURE 6%
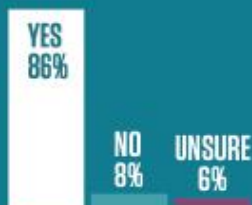
How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?

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?

55% YES
45% NO

How important is it to you to have a public transit option available where you live in the Atlanta region right now?

44% Very Important
25% Important
19% Not that Important
12% Unimportant

Which of the following characteristics are most important to you in determining where you live:

Affordable Housing 76%
Services 60%
Close to Work 56%
Walkable 48%
Quality School System 46%
Proximity to Family 21%

AUTONOMOUS VEHICLES

Have you heard of autonomous vehicles?

90% YES
9% NO
1% UNSURE

2015   2025   2035

Are autonomous vehicles realistic in a couple decades?

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?

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

CLOSER TO 23%   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?

UNSURE 13%
NO 12%
YES 75%

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

YES 65%   NO 15%   UNSURE 20%

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Thank You

Questions & Discussion

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dave.biggs@metroquest.com

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