

# A Recipe for Award-Winning Online Community Engagement

Featuring our  
special guest



Your host



MetroQuest

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Chief Engagement Officer

[@metroquest](https://twitter.com/metroquest)





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?





# Nine Key Lessons Emerged

1

2

3

4

5

6

7

8

9



MetroQuest





# **Public Involvement Software User Guide**



**MetroQuest**  
Public Involvement Software



1

# Define “success” upfront

## Quantity

Engage **more** people from a **broader** demographic

## Quality

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



MetroQuest

## 2 Design for a wide spectrum

Level of  
Motivation







MetroQuest



# 3 Aim high but set realistic targets

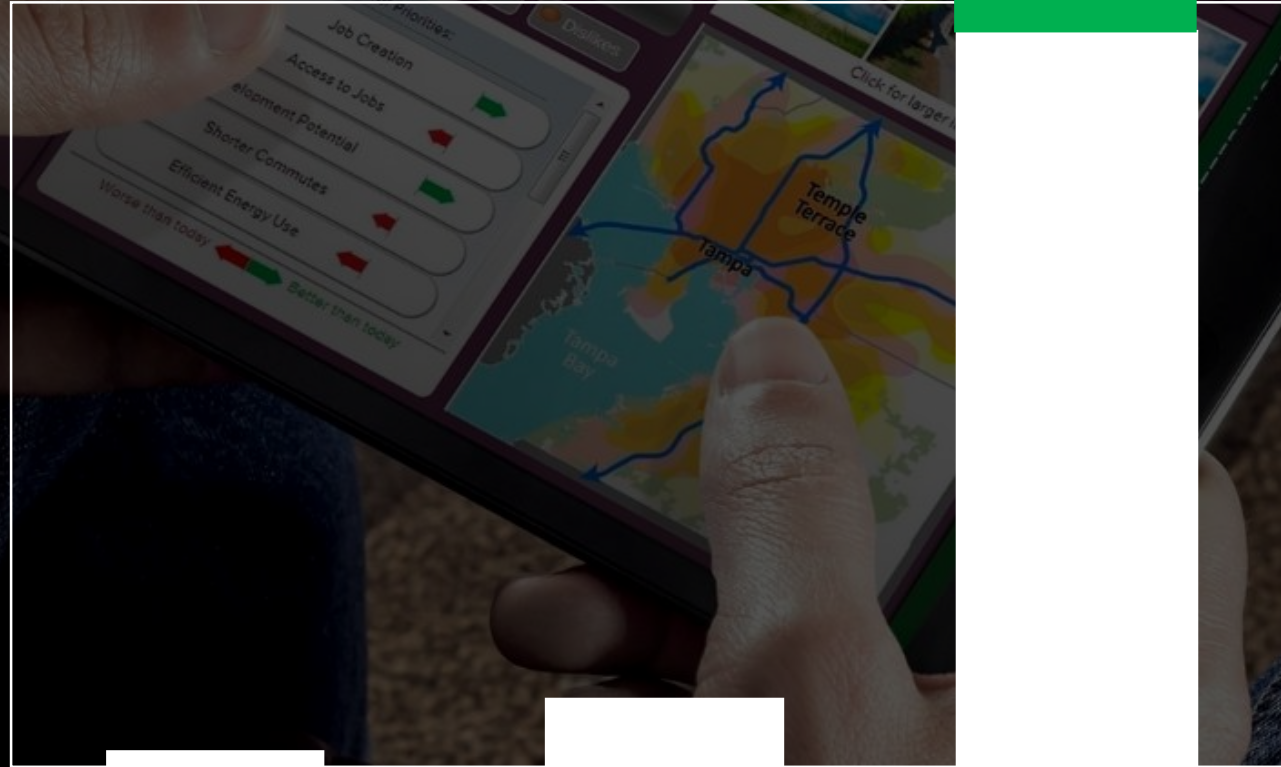
Participants

2,000  
1,500  
1,000  
500  
0

Public  
Meetings

Online  
Crowdsourcing

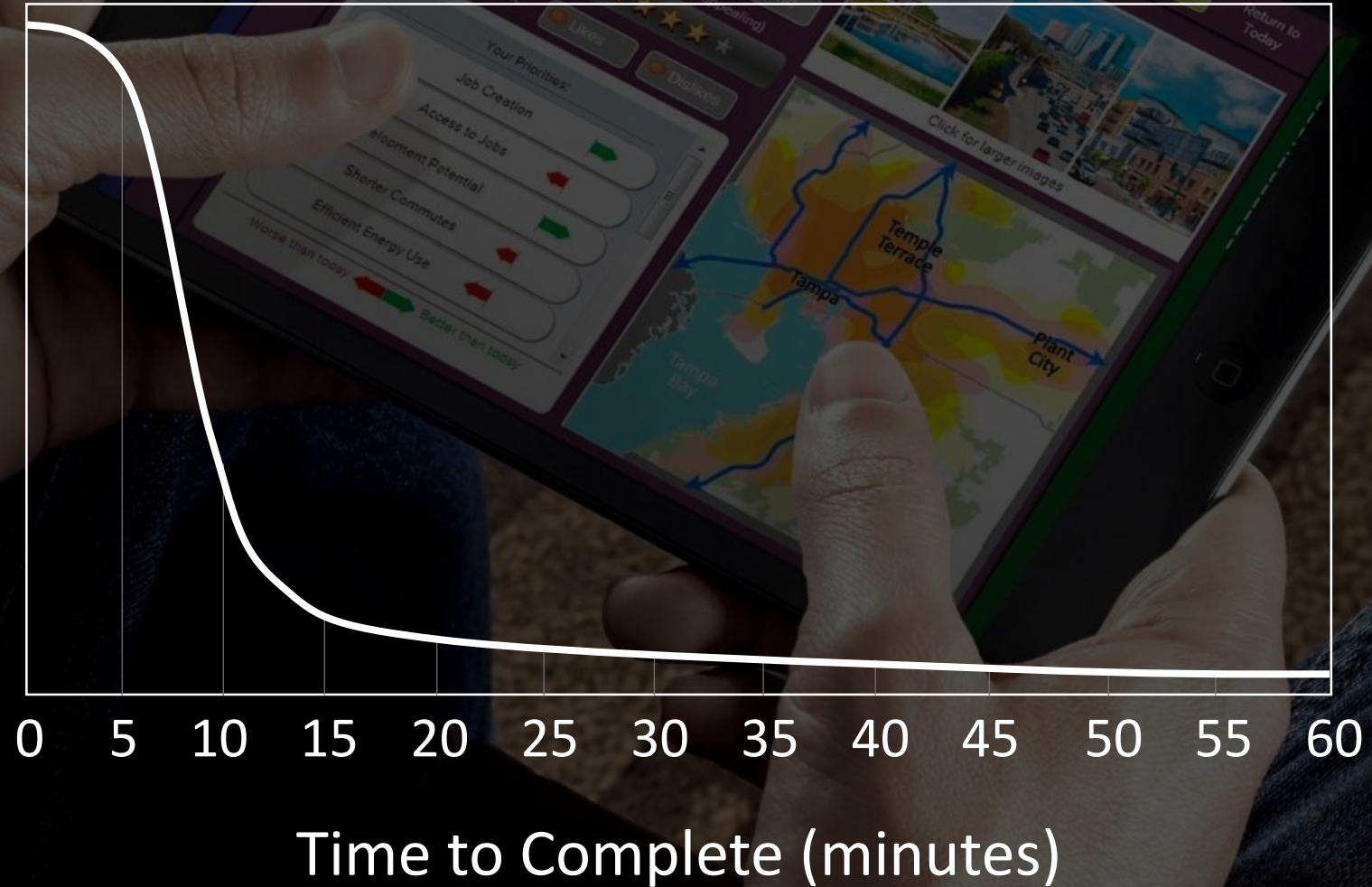
Online  
Surveys





# 4 Aim for a 5-minute experience

Participants





5

# Do not require registration

## Create an Account

Have an account? [Sign in.](#)

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

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



6

# Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



MetroQuest



7

# 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"/>

WELCOME

2 REGIONAL NETWORK

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

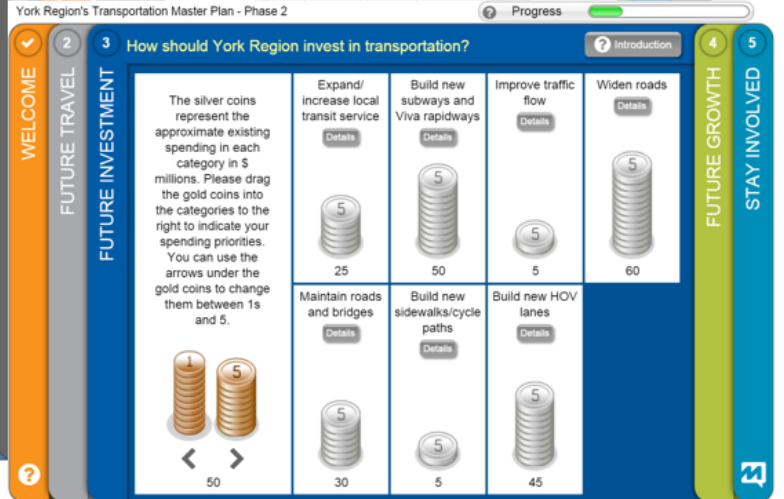
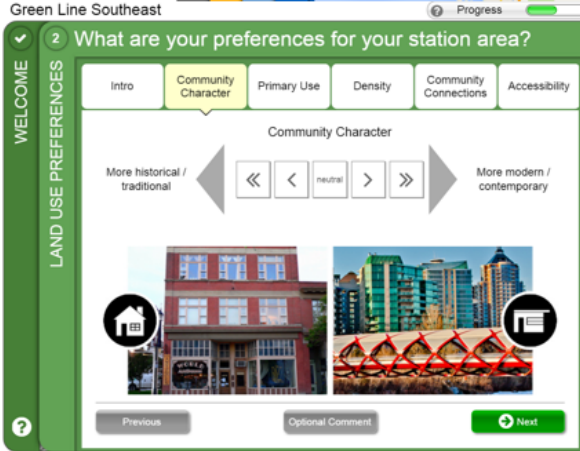
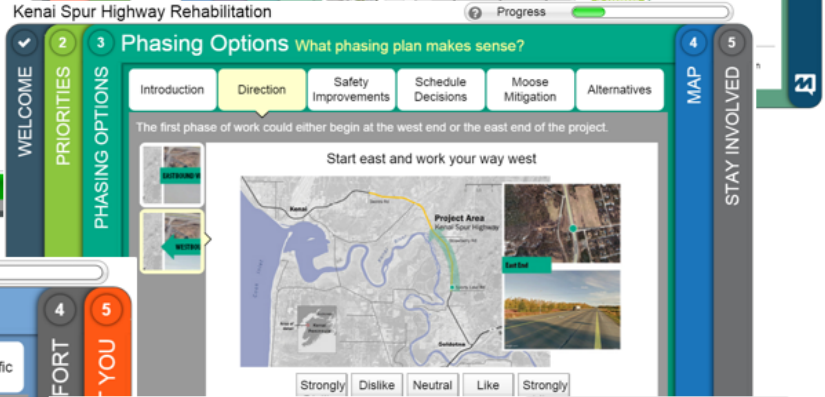
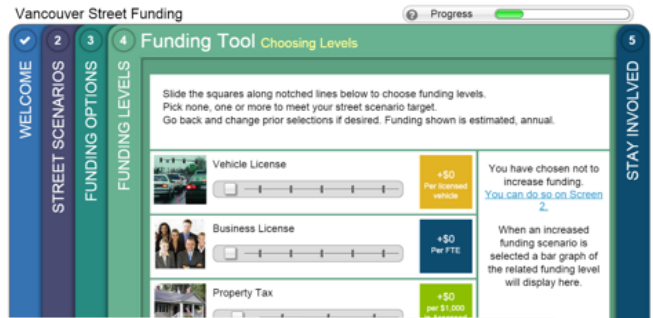
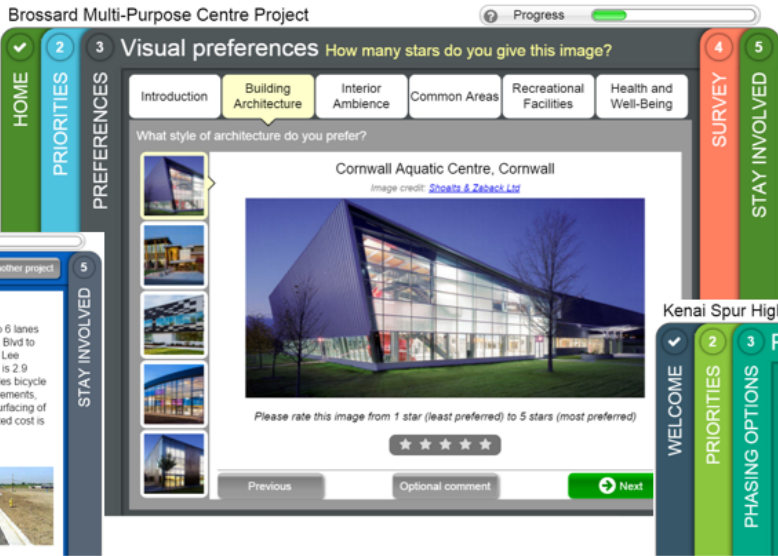
4 MAP YOUR COMFORT

5 ABOUT YOU



7

# Make it insightful & delightful



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Public Involvement Software





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## 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 dark hair, wearing a red, white, and blue plaid shirt, stands in a grassy park. He is holding a small, light-colored acoustic guitar with a red headstock. In the background, there are trees and a playground structure. 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.**





9

# Monitor & adjust as needed

- Monitor demographics
- Target gaps





# Key Success Factors

1. Define success upfront
2. Design for a wide spectrum
3. Aim high but set realistic targets
4. Aim for a 5-minute experience
5. Do not require registration
6. Offer many ways to engage
7. Make it insightful & delightful
8. Promote like a pro
9. Monitor & adjust as needed





# **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](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>

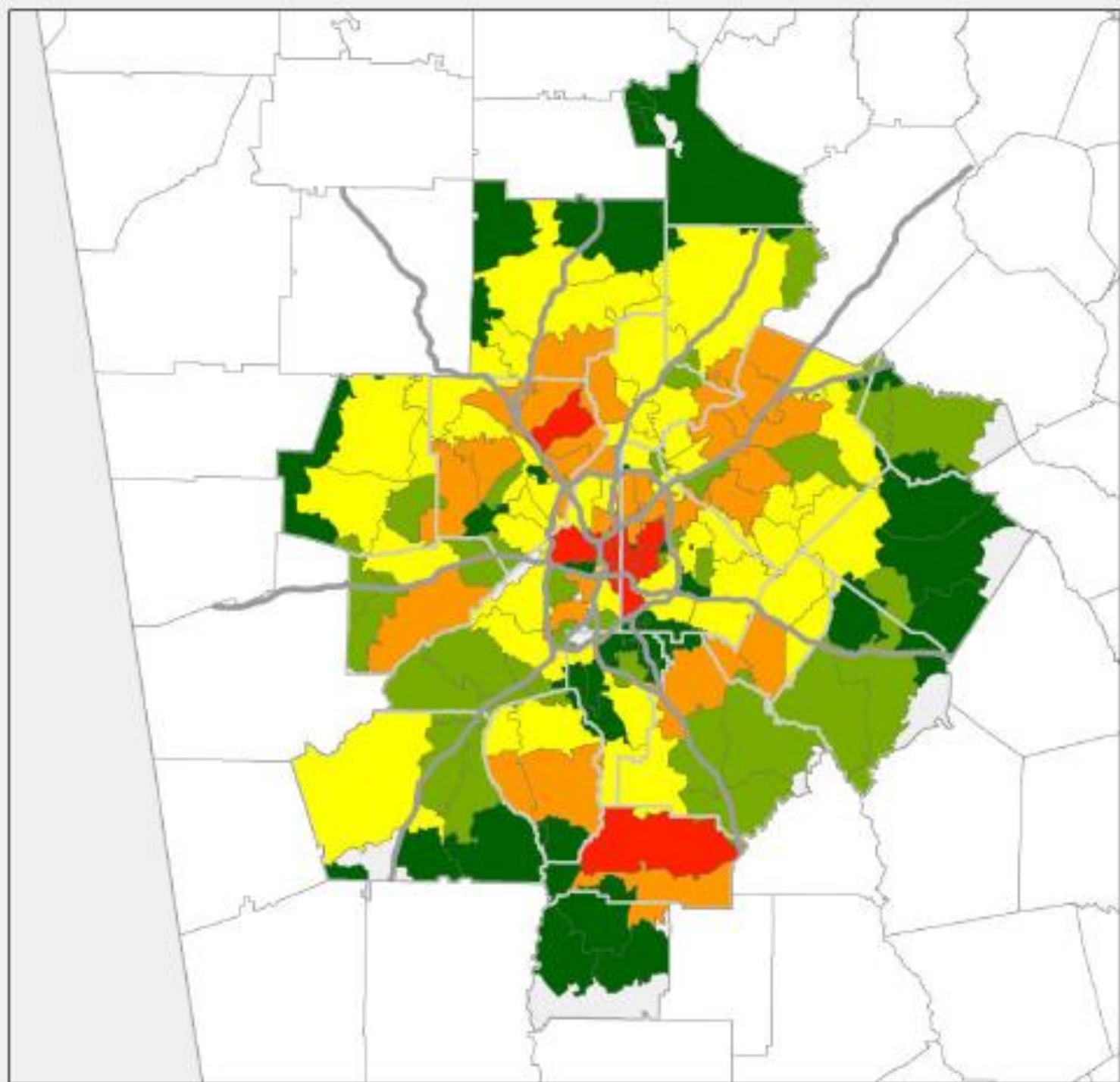
We're planning for metro [#Atlanta](#)'s future and we need your help. Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

## Graphic:





# Monitor & Adjust





# Pop-up Engagement







TRAFFIC LIGHT  
GREEN WAVE  
ON MAJOR STREET

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

Learn from feedback  
that is shared. This  
community as you can  
provide that if you have  
other ways to do this

Learn from feedback  
that is shared. This  
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provide that if you have  
other ways to do this

Learn from feedback  
that is shared. This  
community as you can  
provide that if you have  
other ways to do this

Move street lighting  
and checking of burnt  
out bulbs. ✓

Shut Down Castro  
Street at the (village)  
✓ rail crossing  
• Better Access to traffic  
• Central traffic better

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

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

BIKE ROUTE



etroit  
to great places,  
made right away!

pps  
2014



What amenities to make downtown public  
spaces more comfortable?



What amenit  
spaces more



Unique Play Equipment



Green & Family Art



MetroQuest

via Project for Public Spaces



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



## 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?



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 eating or looking around. The background is slightly blurred, showing more squirrels and some foliage.

They engaged **over 18,000** people from a **broad demographic** & collected **informed** & **actionable** input



# A Recipe for Award-Winning Online Community Engagement

Featuring our  
special guest



Lynn Merenda

Public Engagement & Communications Specialist, people person, sincere listener, multimedia storyteller, creativity engineer, and all-around proponent of meaningful participation



# Thank You & Next Steps

- Webinar follow-up
- Other questions

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