



# How Online Public Engagement Takes Off: Lessons from a Bikeway Study in NC





Dave Biggs

Chief Engagement Officer

MetroQuest



# Agenda

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Why engagement on small projects is tricky

Triangle Bikeway in North Carolina

1. Creating a PPP for a smaller scale project
2. Best practices for setting up your online engagement
3. Powerful strategies for promoting participation
4. ROI for great engagement

Q&A



# 20 years of best practices research

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Federal Transit Administration



U.S. Department of Transportation  
**Federal Highway Administration**



Association of  
Metropolitan  
Planning  
Organizations

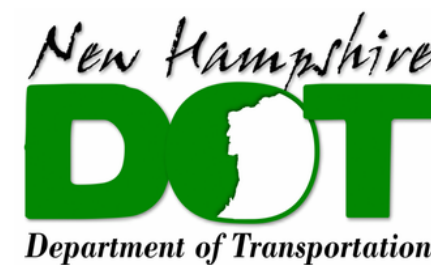


# Select MetroQuest subscribers

## Local Agencies



## State Agencies



## Consulting Firms



- Less budget = less resources
- Less time = less organic growth
- Smaller scale = less people
- Niche topics = narrow interest



Why smaller projects are tough





**Kenneth Withrow**

Senior Transportation Planner  
NC CAMPO



**Erich Melville**

Bicycle and Pedestrian Planner  
McAdams



**Jasmine Thompson**

Communications & Public  
Involvement Specialist, WSP



**Sarah Parkins**

Communications & Public  
Involvement Specialist, WSP





*let's talk about*

# The Triangle Bikeway Study





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# TRIANGLE BIKEWAY STUDY

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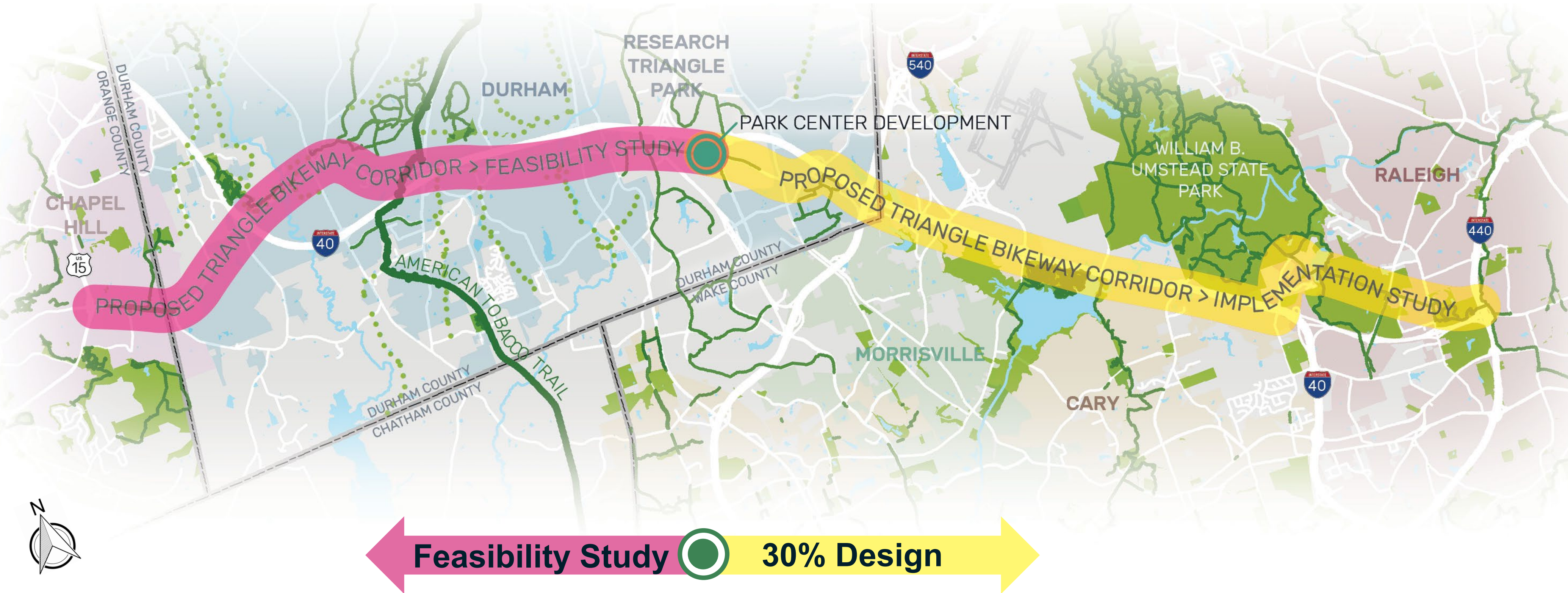
## Public Engagement Strategies

January 21, 2021



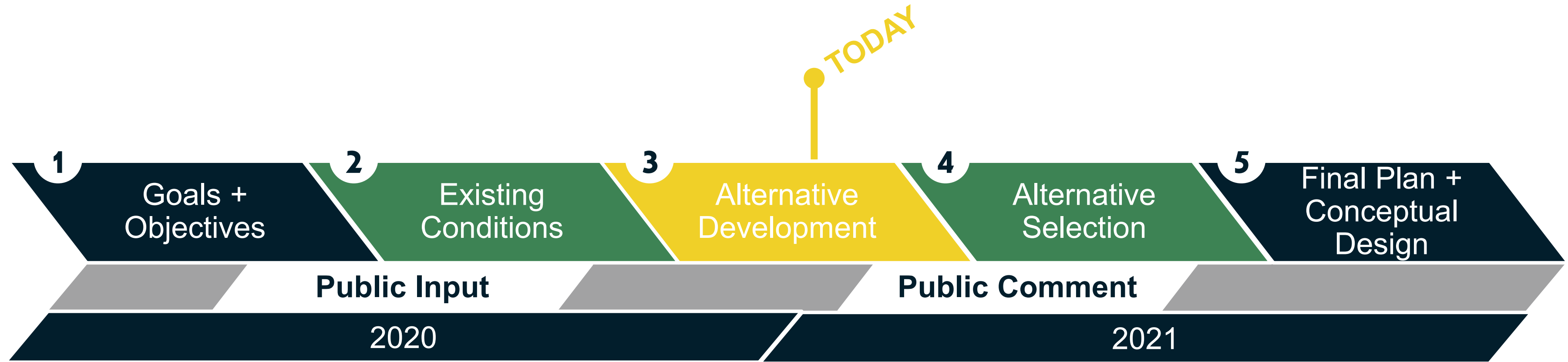


# Study Area





# Schedule



**TODAY**



# Community Engagement Approach

1

## Effective Multijurisdictional Coordination

Include  
decisionmakers early.

2

## Broad Stakeholder Involvement

Ensure all necessary  
parties are involved.

3

## Meaningful Engagement with Underengaged Groups

Strategize for  
engaging groups  
historically excluded  
from planning.

4

## Adaptive Engagement During COVID-19

Combine virtual and  
socially distanced in-  
person engagement.





**TRIANGLE  
BIKEWAY  
STUDY**

[www.trianglebikeway.com](http://www.trianglebikeway.com)



[NC CAMPO](#)



[DCHC MPO](#)



# TRIANGLE BIKEWAY STUDY

The Triangle Bikeway project will study the idea of a 17-mile bicycle path. The bikeway will link Raleigh, Research Triangle Park (RTP), Durham and Chapel Hill along I-40 and NC 54. The current planning effort includes design and construction recommendations between Raleigh and RTP, and a corridor assessment for the connection west to Durham and Chapel Hill. The bikeway will connect Triangle communities making both short and long bike trips for work, play and daily errands possible. Ideas from residents will shape the plan. Agencies across the region are working together in the planning process, which will take approximately 18 months.



## EVENTS & RESOURCES

[VIRTUAL PUBLIC WORKSHOPS & FOCUS GROUPS](#)



## HELP SHAPE THE PLAN

[TAKE THE METROQUEST SURVEY!](#)

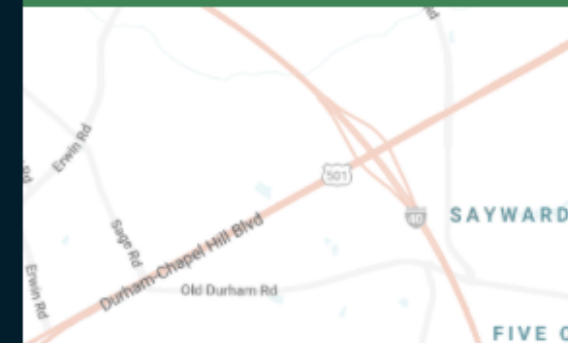


For accessibility needs to complete the survey, please call 919-996-4403



## SHARE YOUR KNOWLEDGE OF THE CORRIDOR

[PUBLIC COMMENT MAP](#)

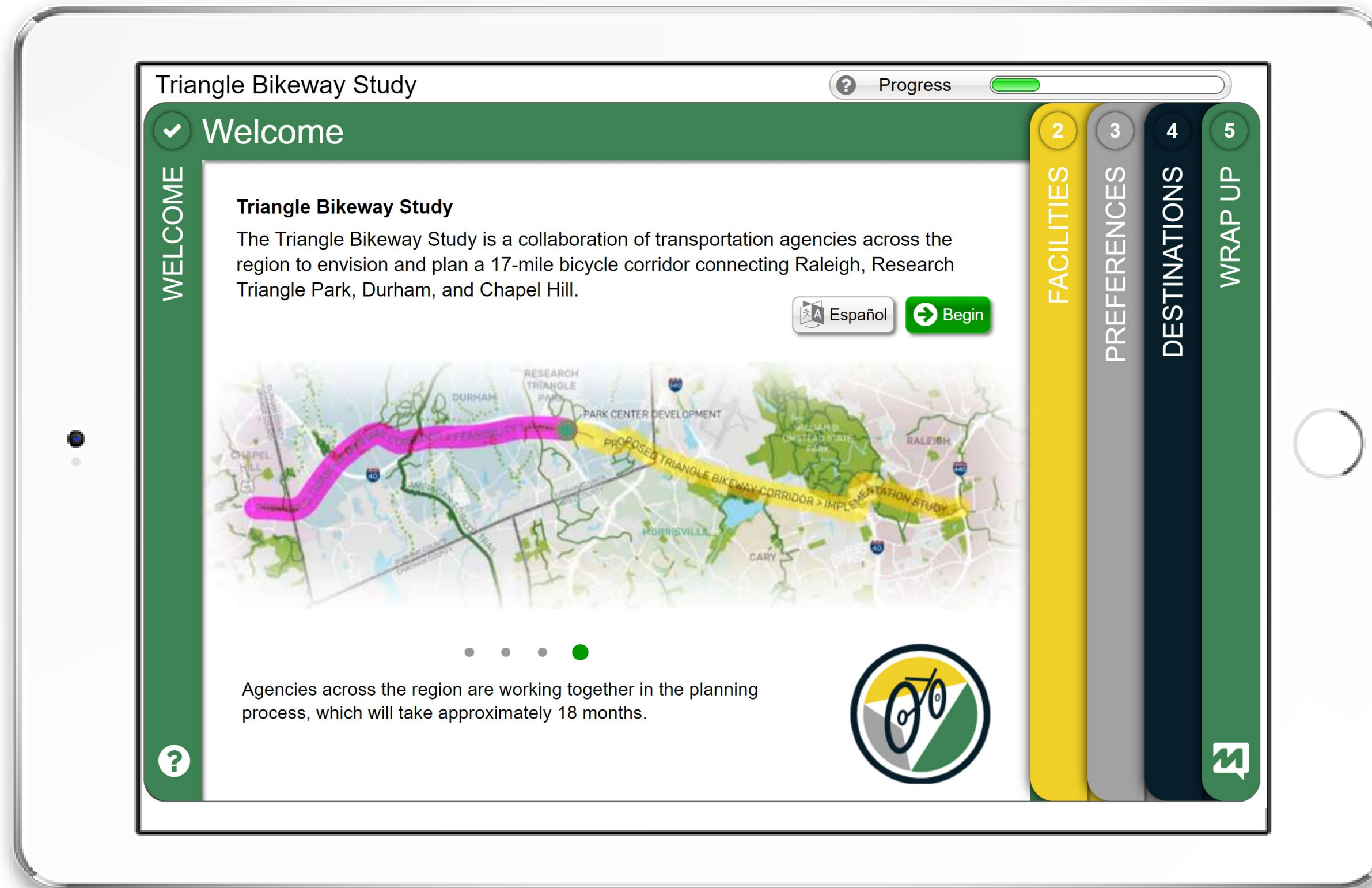


## EXPLORE OTHER BIKEWAYS IN THE U.S.

[CASE STUDIES](#)

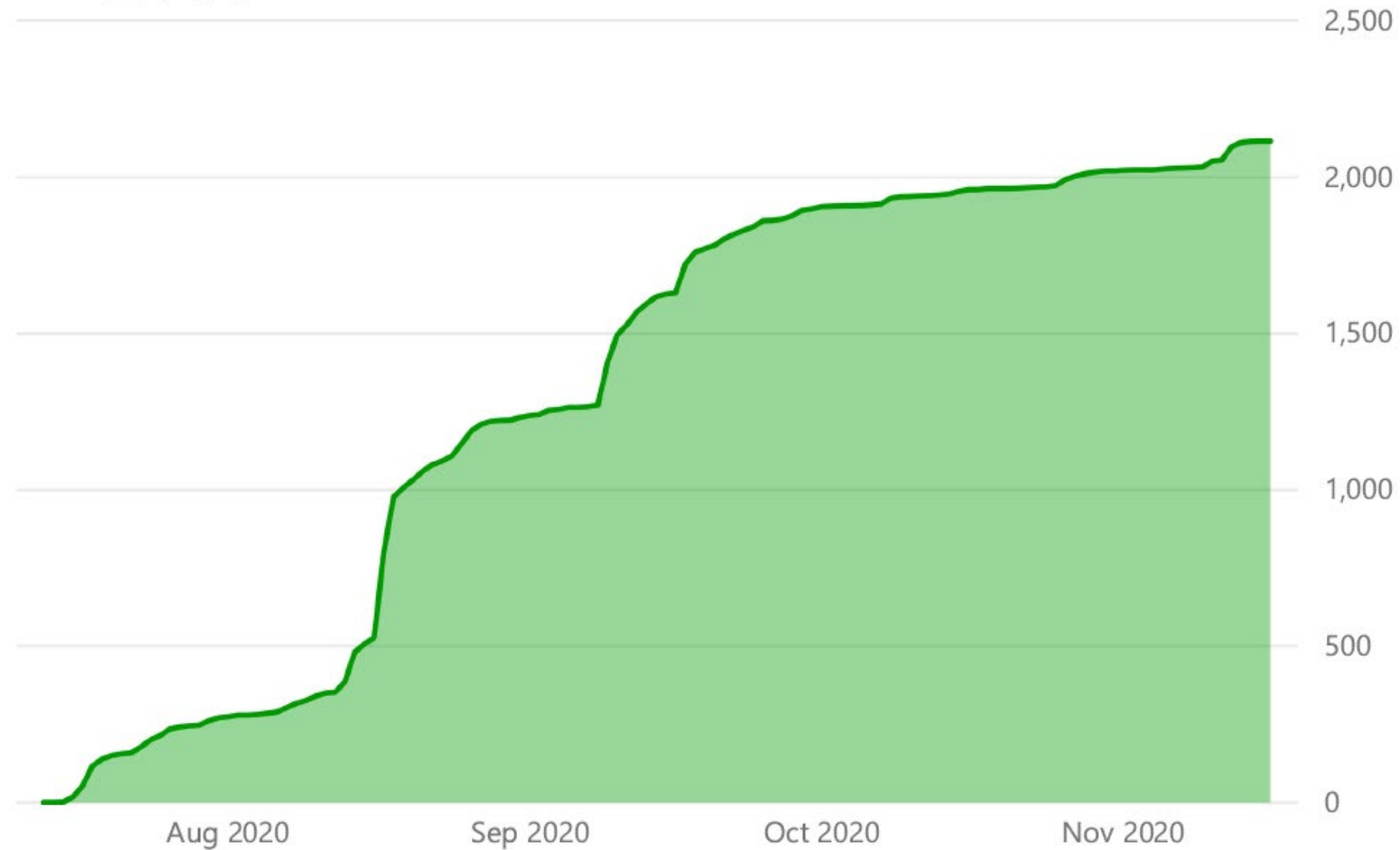


# Triangle Bikeway Online Survey



# Survey Report

Participants  
**2116**



## Key Takeaways

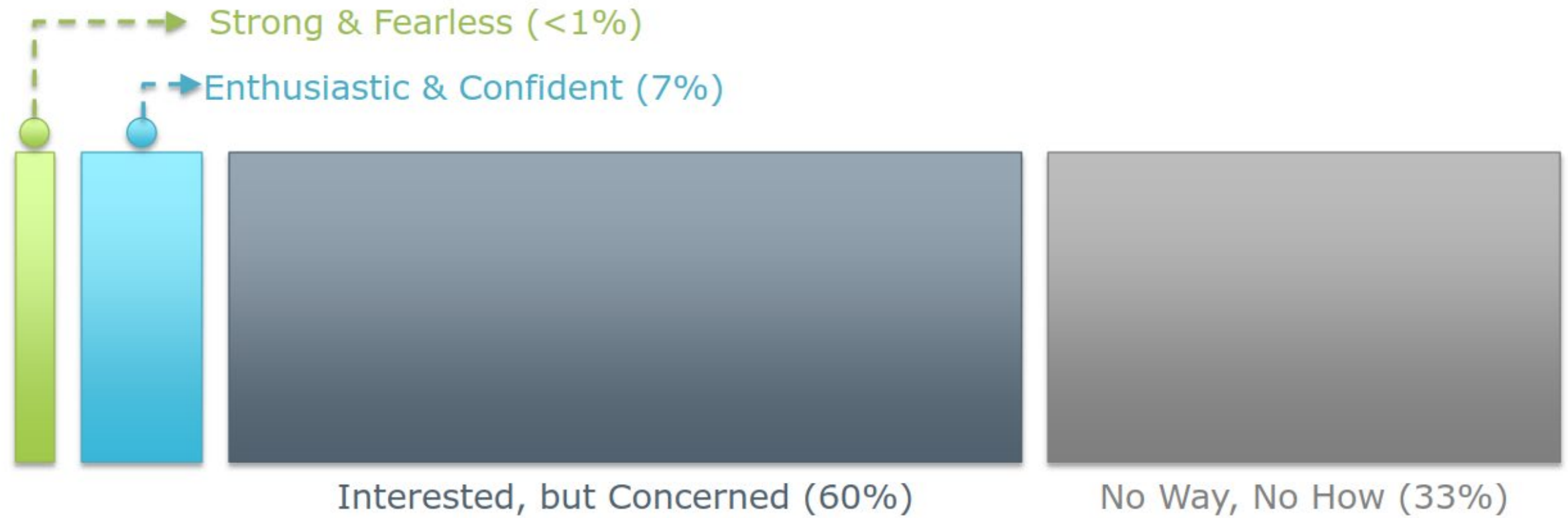
- > **All corridor zip codes well represented**
- > **Good mix of live / work**
- > **Clear preference for separated facilities – greenways / protected bike lanes**
- > **Need further input on proximity to I-40**



# Types of Cyclists

*Riding a bicycle should not require bravery. Yet, all too often, that is the perception among cyclists and non-cyclists alike.*

~Roger Geller



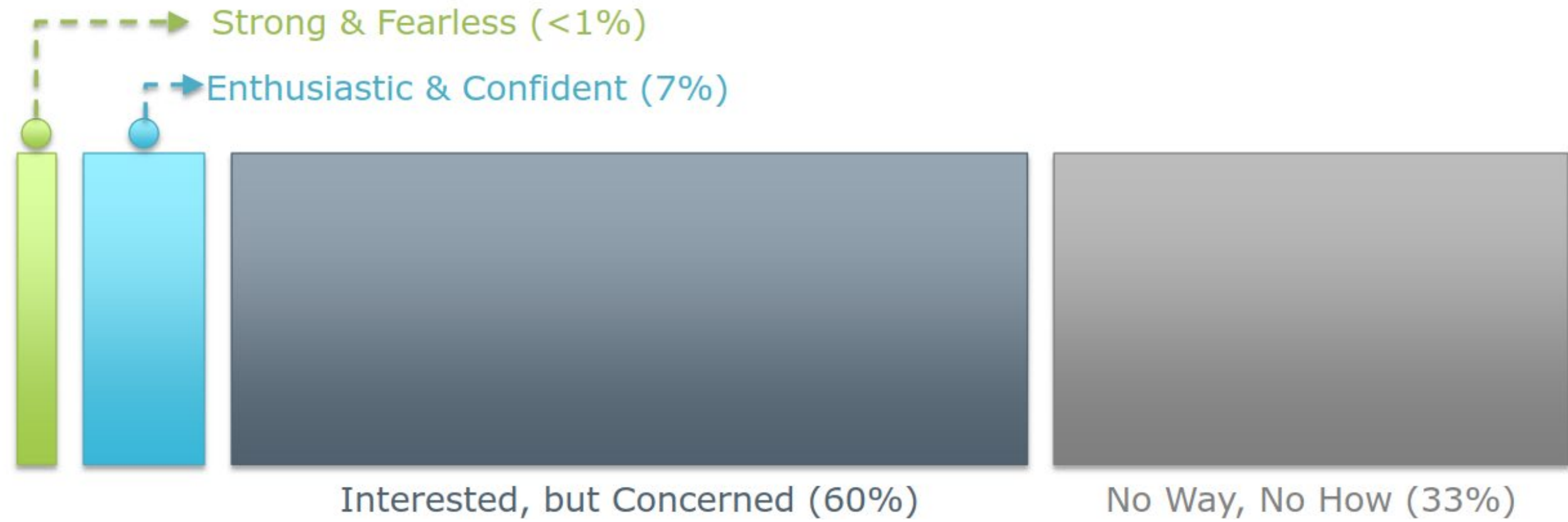
Roger Geller, Portland Department of Transportation



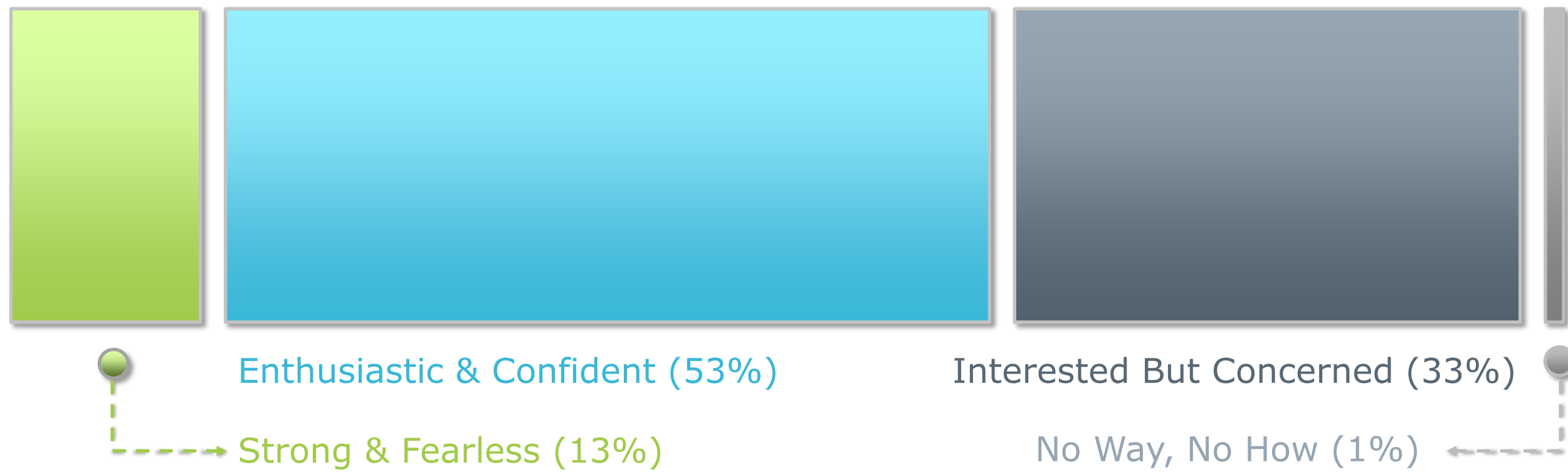


# Survey Distribution

## Portland Study

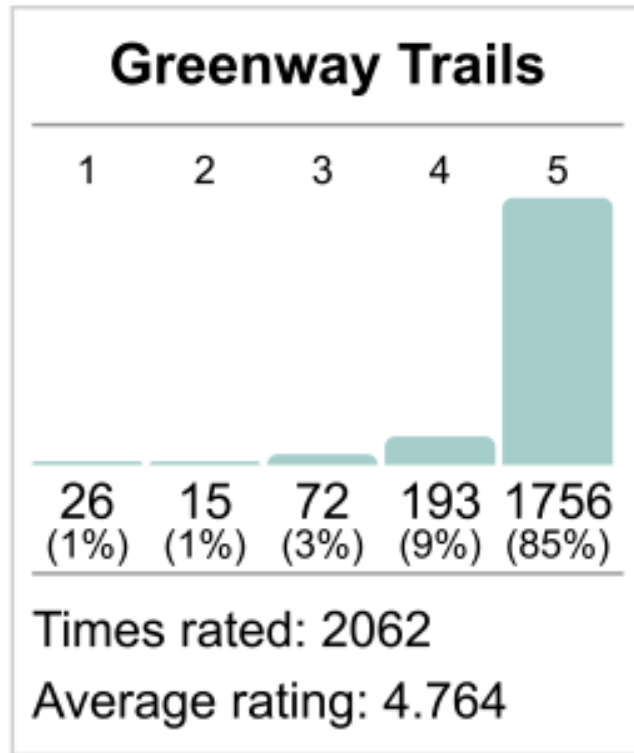
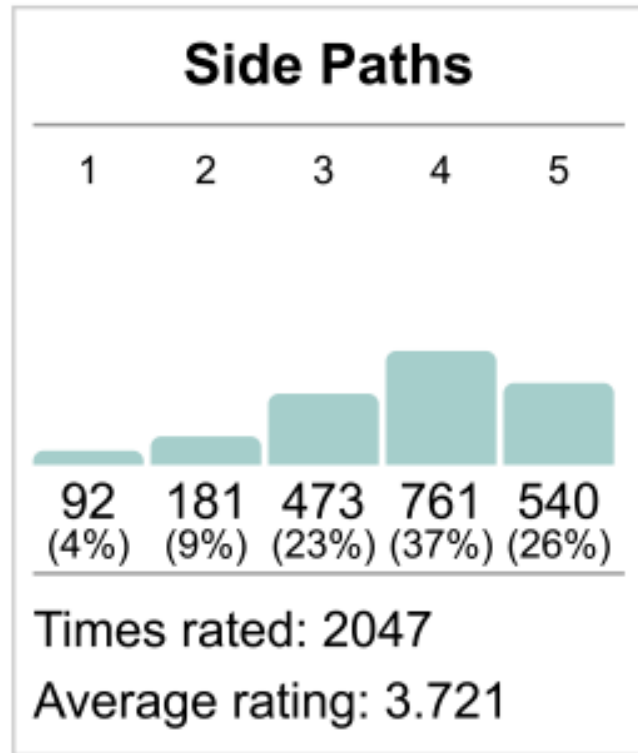


## Triangle Bikeway Survey

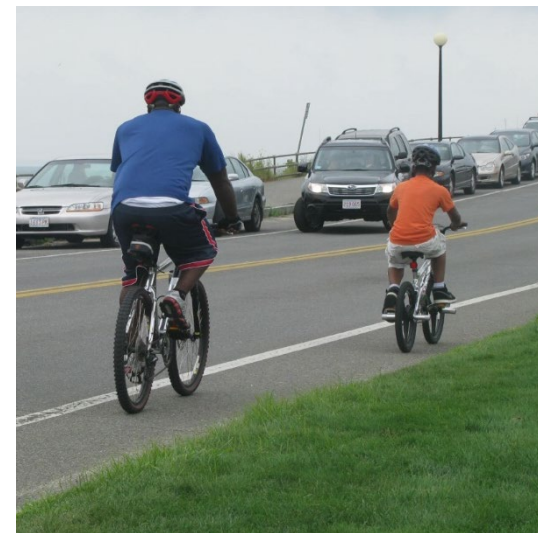
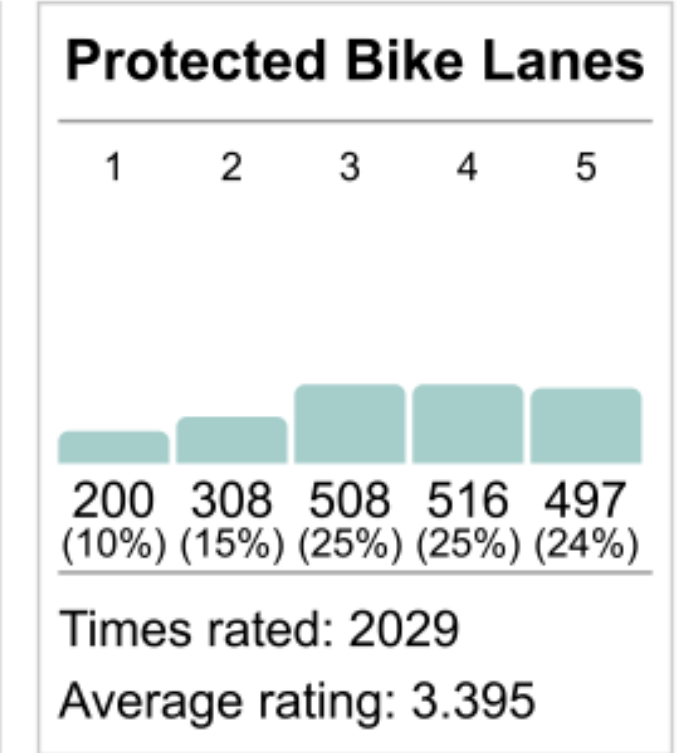
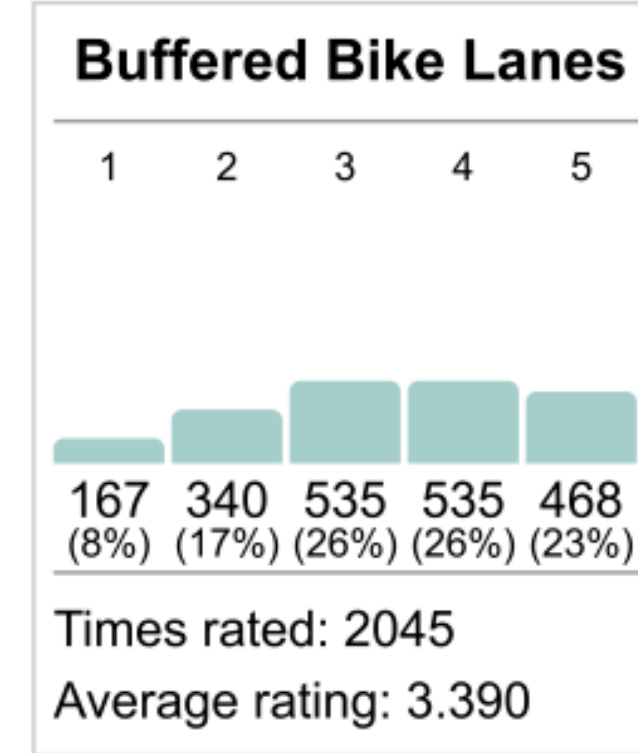
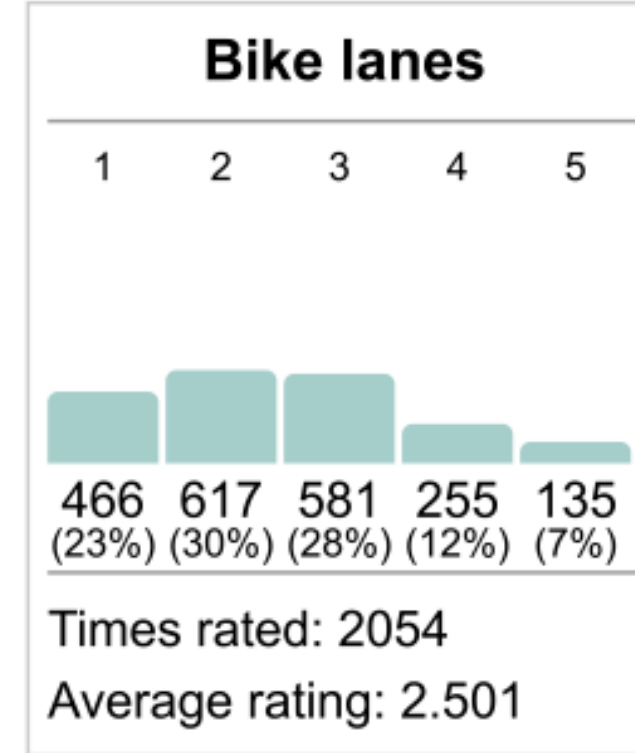
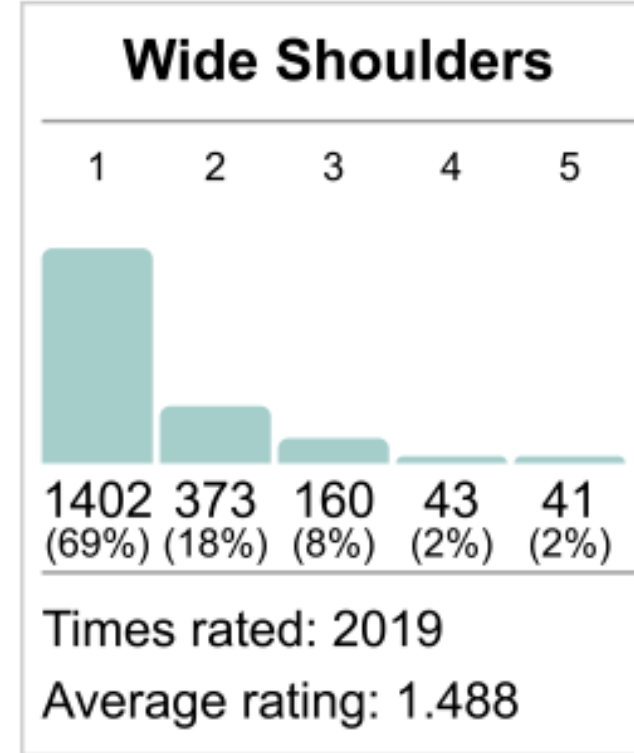


# Facility Preference

## OffRoad Facilities



## OnRoad Facilities



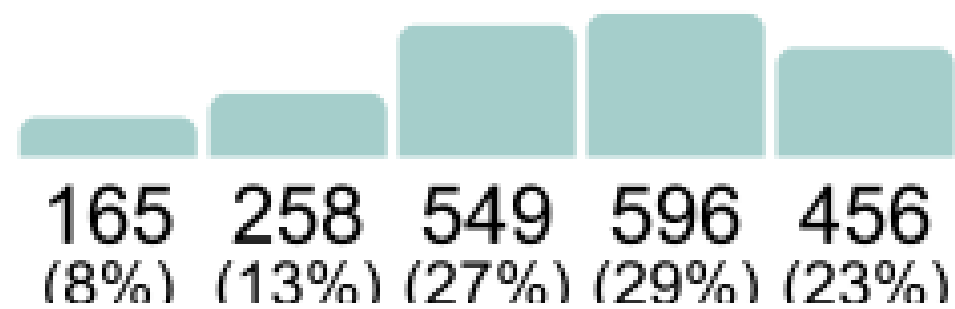
# Proximity to I-40

## Within I40 Corridor



1    2    3    4    5

Times rated: 2024  
Average rating: 3.455

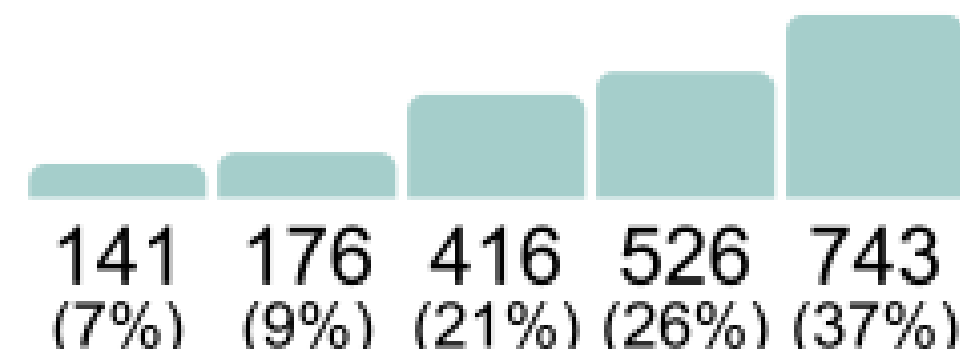


## Along Parallel Streets



1    2    3    4    5

Times rated: 2002  
Average rating: 3.776





*let's talk about*

# Designing a Public Participation Plan for a smaller project



*let's talk about*

Best practices for configuring  
online surveys

# Online surveys – collect input

Accessibility needs: (719) 302-6752

Progress

## ▼ PACOG Moves the Region

**WELCOME**

**Your input will help prioritize investments**  
PACOG Moves the Region 2045 is a transportation plan that will guide Pueblo area investments for the next 25 years. Once complete, this plan will provide a list of priority transportation projects that meet current and future needs of the region.

[Begin](#)

Investments in our community for safe, efficient, reliable transportation are the foundation of a thriving community and economy.

**PACOG MOVES THE REGION 2045 LRTTP**

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

ING ← 4 5

For Special Assistance, call 212-383-7203

Progress

## ▼ Safety and Security

**WELCOME**

**Moving Forward**  
The region's next transportation plan proposes a vision of a transportation system that ensures the safety and security of people and goods across all transportation users and transportation modes.

[View Study Area \(Map\)](#) [Español](#) [Begin](#)

5) Improve the safety and security of system operations.

**Moving Forward**  
Your Region, Connected  
The Next Regional Transportation Plan for NYC, Long Island, and the Lower Hudson Valley


**BUDGET ALLOCATION** 2 **SAFETY PRIORITIES** 3 **TRADEOFFS** 4 **THANK YOU** 5

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**POLL** How many outreach projects does your organization conduct annually?

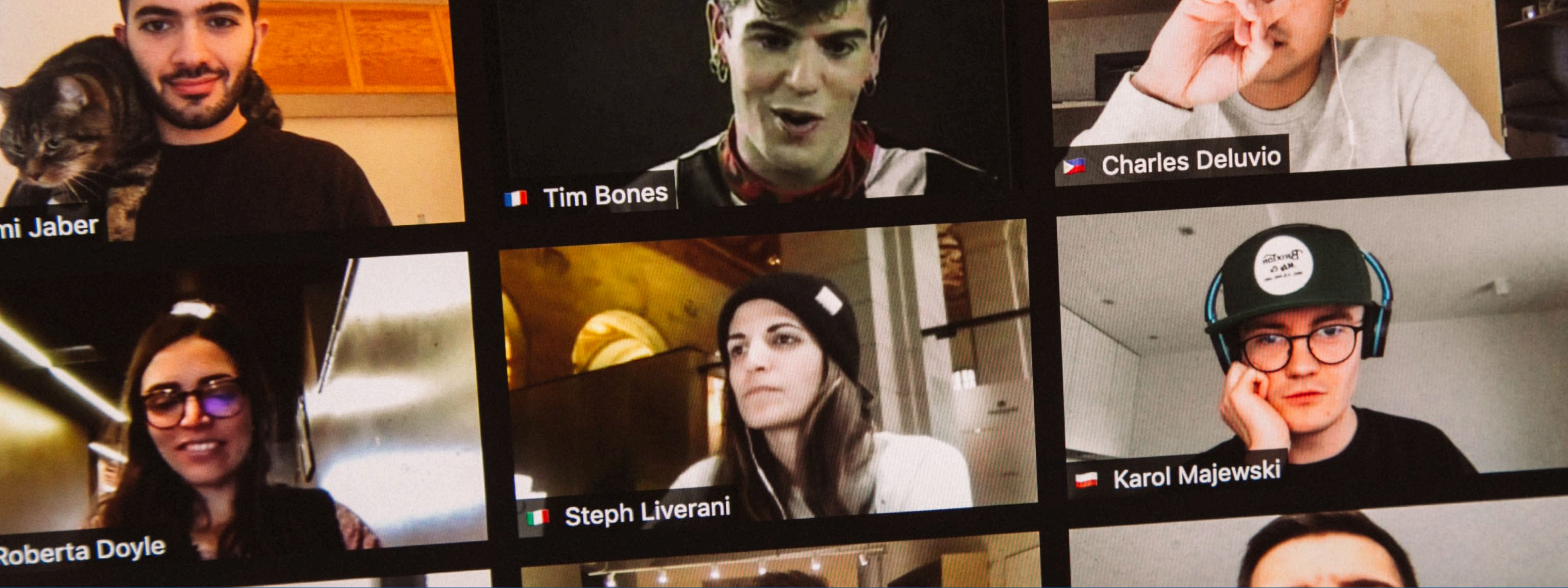




**POLL** What types of projects are coming up for you?







🇫🇷 Tim Bones

🇨🇪 Charles Deluvio

ni Jaber

Roberta Doyle

🇮🇹 Steph Liverani

🇵🇱 Karol Majewski

*let's talk about*

Powerful promotional strategies  
for online participation



*let's talk about*

The ROI of great public  
engagement and quality input

# Use these 12 promotional tools

## 12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- Real-world examples

We will email you a PDF copy!





**POLL** What additional information would be helpful from MetroQuest?



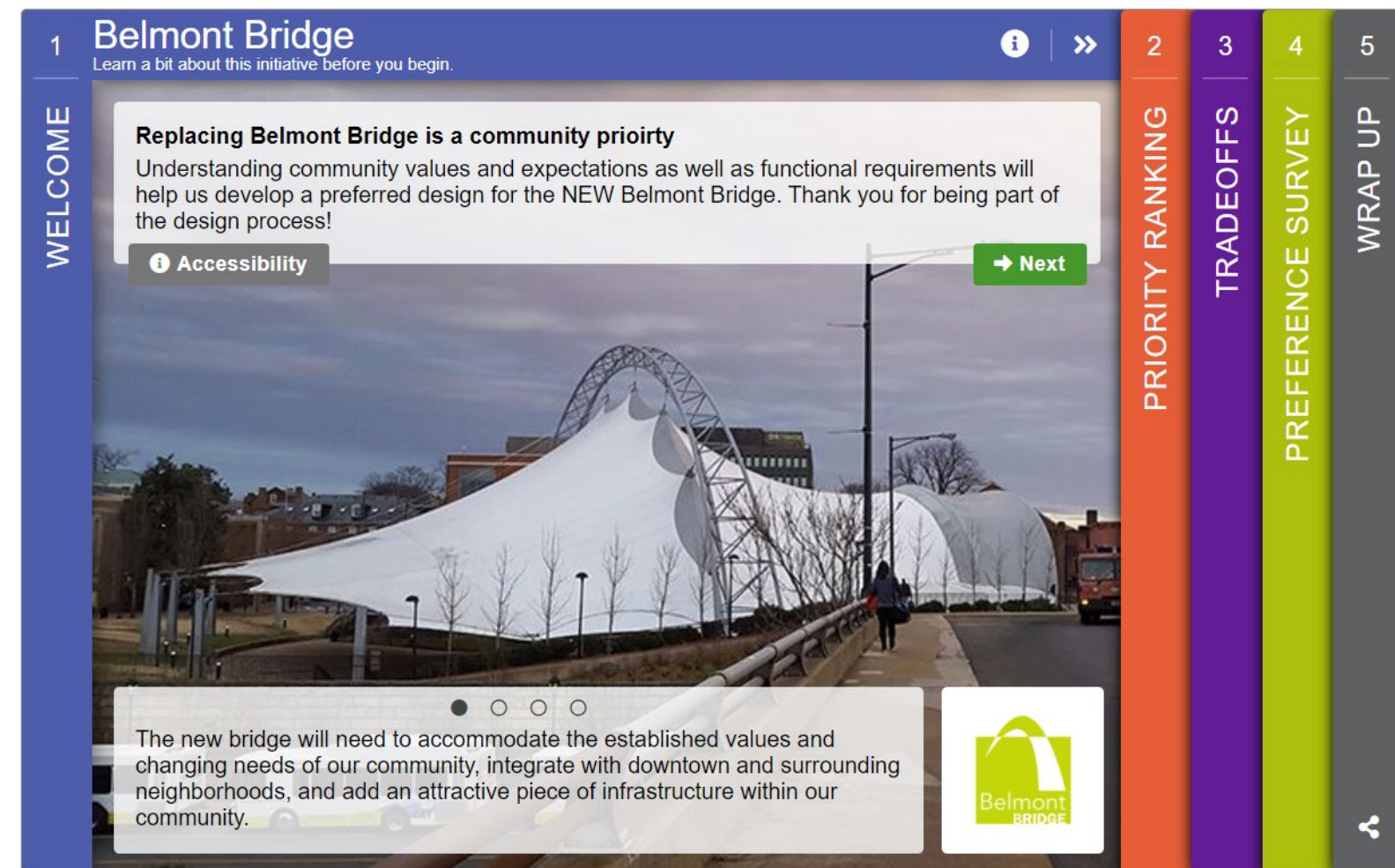
# Next Webinar

## Optimizing Online Engagement for Small Projects

Wednesday, February 24<sup>th</sup> at 2 pm Eastern  
(AICP CM 1.0)



**Dave Biggs**  
MetroQuest



**POLL** Save your seat!



# Questions?

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**Kenneth Withrow**

Senior Transportation Planner  
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**Erich Melville**

Bicycle and Pedestrian Planner  
McAdams



**Jasmine Thompson**

Communications & Public  
Involvement Specialist, WSP



**Sarah Parkins**

Communications & Public  
Involvement Specialist, WSP

Thank you for participating!

AICP CM: <https://planning.org/events/course/9211195/>

