

# A Recipe for Award-Winning Online Community Engagement With Indianapolis MPO

Your host

Dave Biggs

Chief Engagement Officer

@metroquest



Featuring



# Webinar Agenda

1. Introducing Indianapolis MPO - two contrasting case studies
2. Best practices for online engagement
3. Q&A



**MetroQuest**  
*Engagement...optimized*



# Introducing Indianapolis MPO



**Jen Higginbotham, AICP ~ Senior Planner**  
**Taylor Firestine ~ Planner – Special Projects**

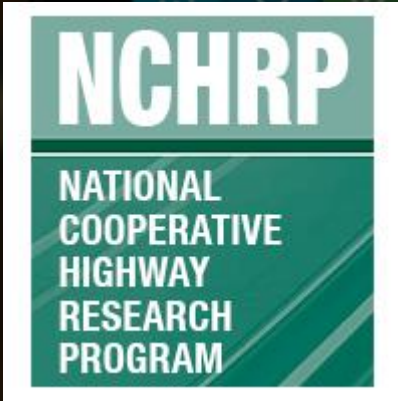


# Thank You Indianapolis MPO



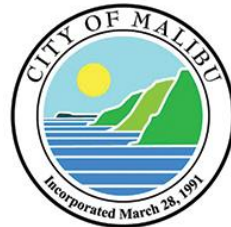
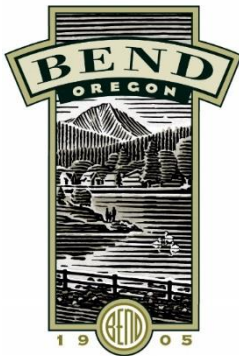
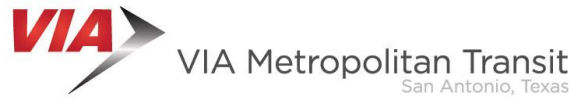
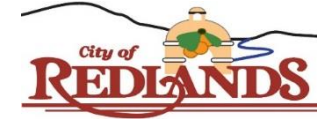
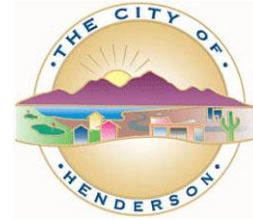
**Jen Higginbotham, AICP ~ Senior Planner**  
**Taylor Firestine ~ Planner – Special Projects**

# Years of Research into Best Practices





# MetroQuest is Used Across the US







Moment of truth:  
Making the case to decision makers







# Criteria 1: Critical Mass




# Criteria 2: Diversity





# Criteria 3: Informed Input

Anchorage Talks Transit

Progress 

1 WELCOME 2 PRIORITIES 3 Choices And Trade-Offs 4 SPENDING PRIORITIES 5 FINISH

What to do Next Task

More Ridership More Coverage Complex Network Connected Network

**More Ridership**

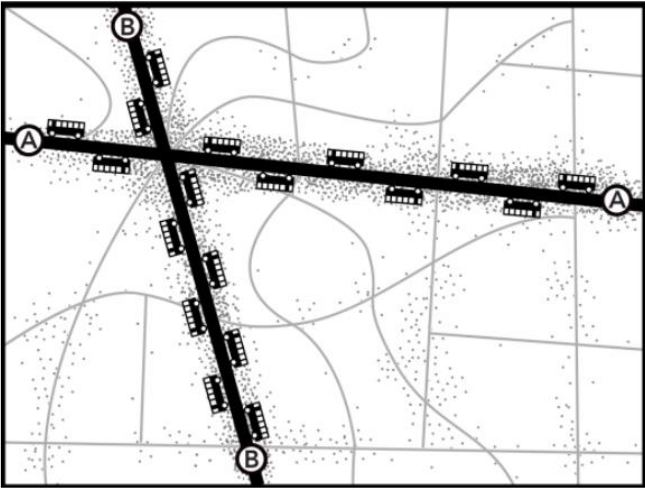
You run frequent routes only in the busiest areas. People have to transfer, but waits are short and trips are faster. But some less-populated areas may have no service at all!


More about this


Please rate this scenario:


★★★★★


Optional Comment






Less pollution 

Some service for everyone 

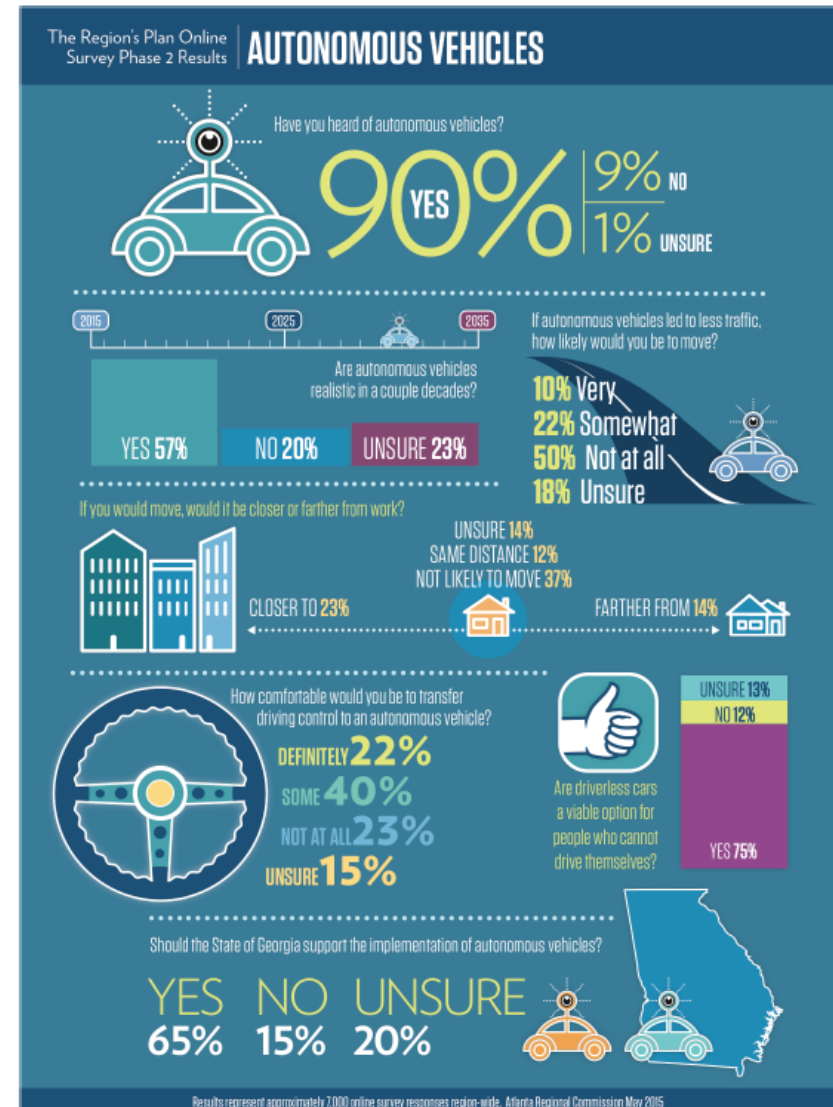
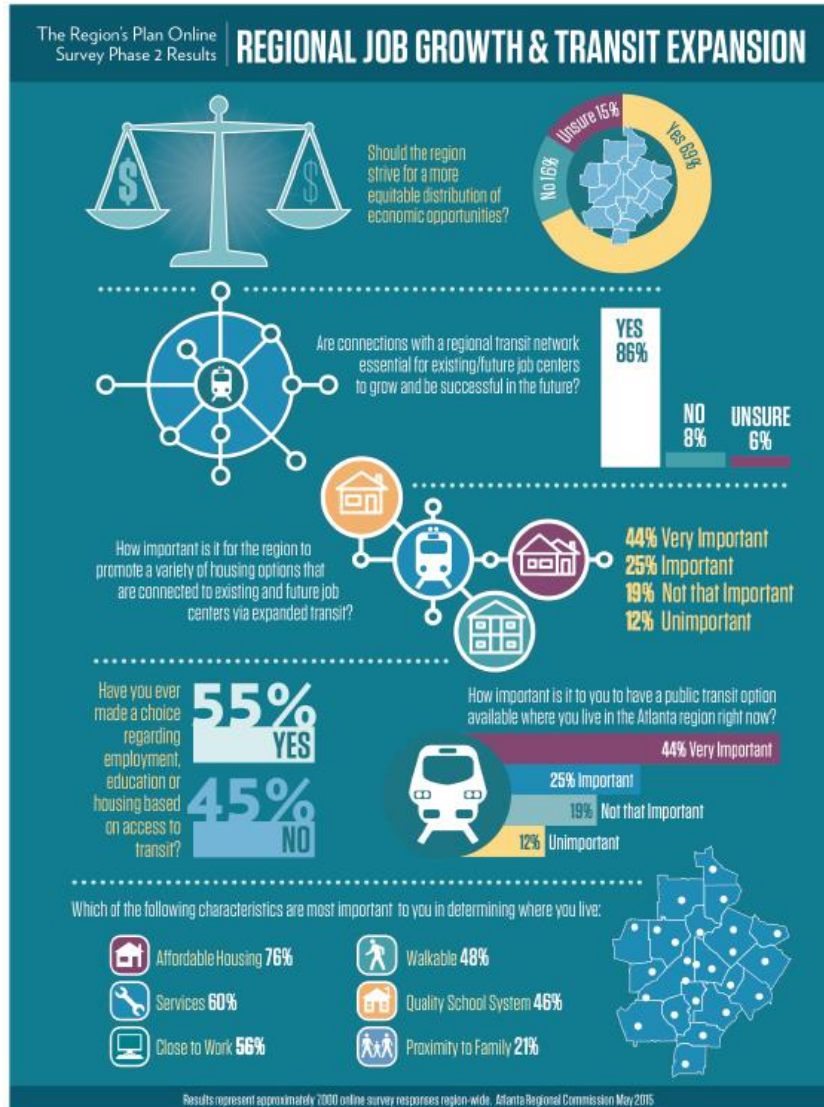
Shorter travel times 

Shorter waits 

Simpler network 

Worse  Better 

# Criteria 4: Quantifiable Results







Same Set. People



A group of people are seated in a room with blue chairs and yellow frames. Some individuals are looking at papers or writing. The scene appears to be a meeting or a workshop. Overlaid on the image is a list of four criteria, each crossed out with a red line. The third criterion, 'Criteria 3: Informed Input', has the word 'maybe' written in red next to it.

~~Criteria 1: Critical Mass~~  
~~Criteria 2: Diversity~~  
Criteria 3: Informed Input maybe  
~~Criteria 4: Quantifiable Results~~



Poll: What are your top engagement priorities?



**MetroQuest**  
*Engagement...optimized*



# Seven Key Lessons

1

2

3

4

5

6

7



**MetroQuest**  
*Engagement...optimized*

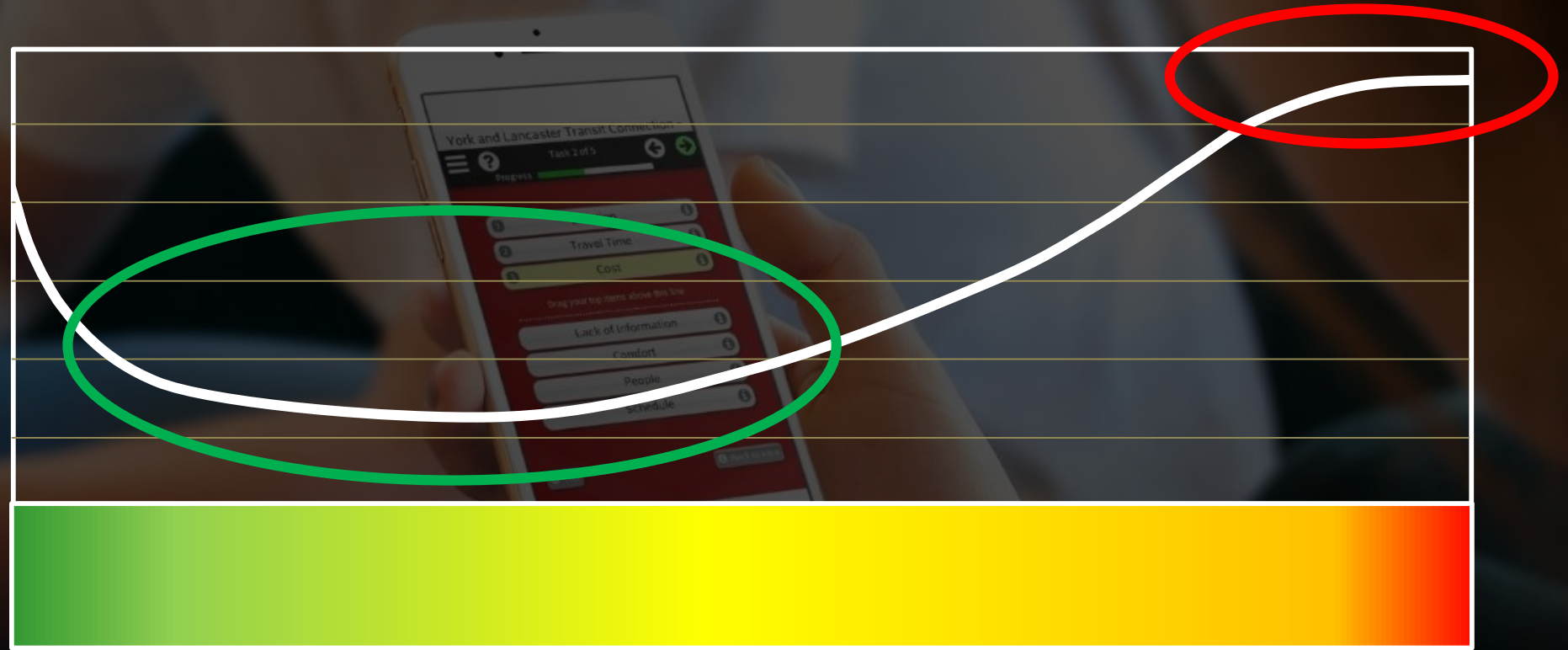


The background image shows a wooden desk with a silver laptop on the left, a smartphone lying on a small notebook in the center-right, and a pen resting on the notebook. The text is overlaid on this scene.

# **The Beginner's Guide to Effective Online Engagement**

# 1 Design for the unmotivated

Level of  
Motivation



Positive

Moderate  
Attitude

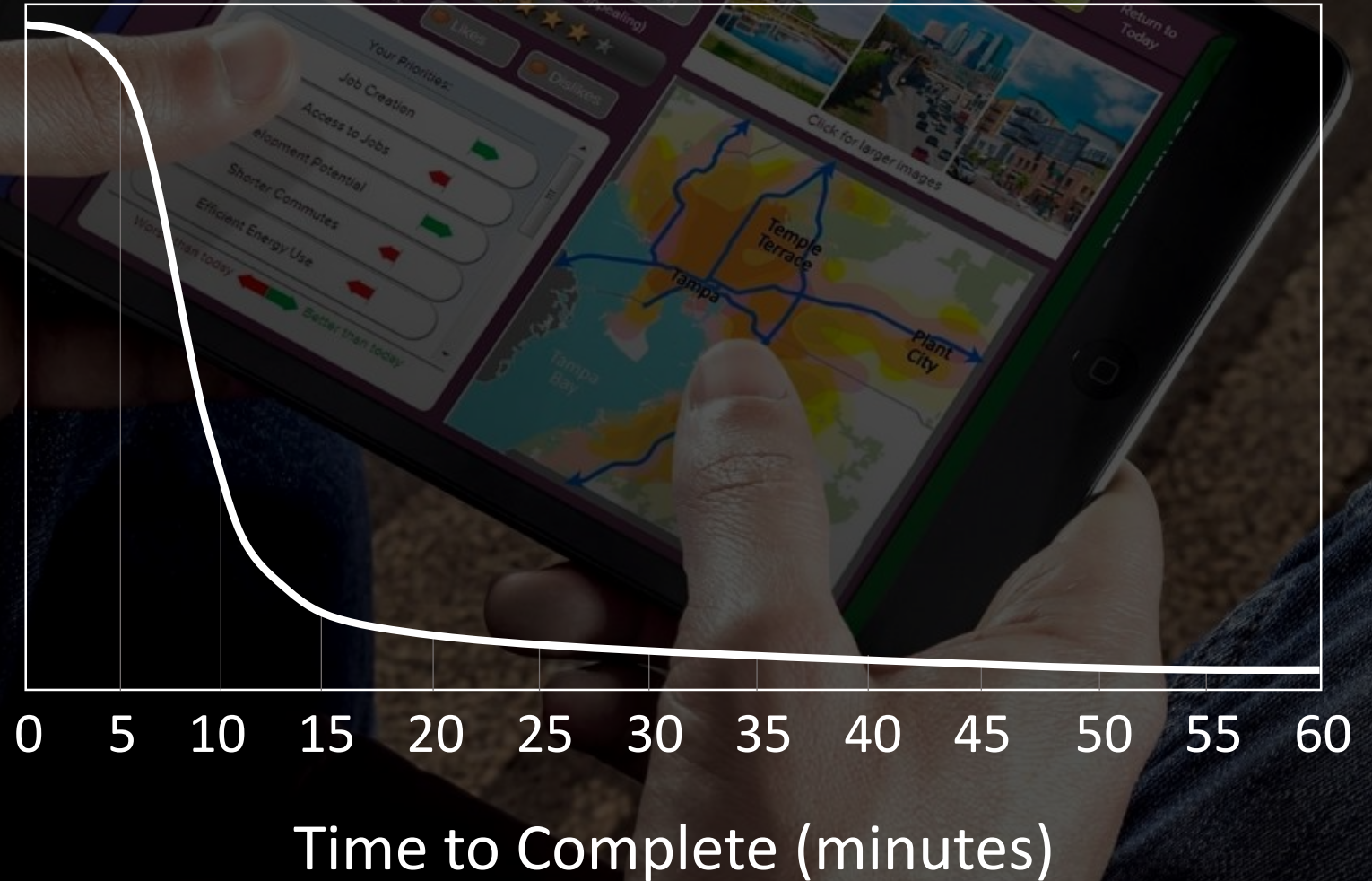
Negative



2

## Aim for a 5-minute experience

Participants





3

# Offer many ways to engage





4

Make it 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"/>

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







6

## Promote like a pro

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




**MetroQuest**  
*Engagement...optimized*

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





A young boy with short dark hair, wearing a red and white 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.**





7

# Monitor & adjust as needed



**MetroQuest**  
*Engagement...optimized*



# Key Success Factors

1. Design for the unmotivated
2. Aim for a 5-minute experience
3. Offer many ways to engage
4. Make it delightful
5. Make it insightful
6. Promote like a pro
7. Monitor & adjust as needed



**MetroQuest**  
*Engagement...optimized*

The background image shows a wooden desk with a silver laptop on the left, a smartphone lying on a small notebook in the center-right, and a pen resting on the notebook. The text is overlaid on this scene.

# **The Beginner's Guide to Effective Online Engagement**



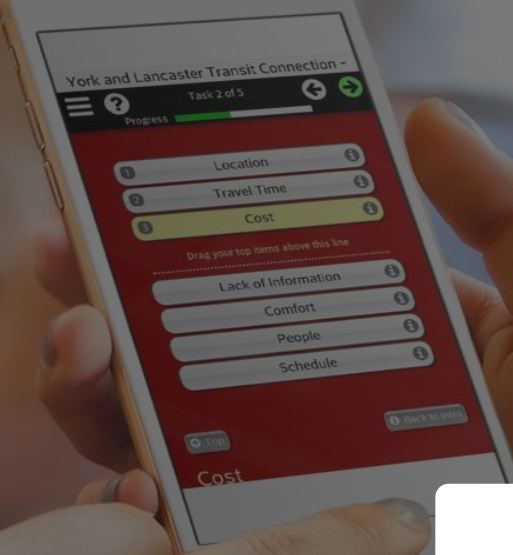
Poll: What additional information  
would be helpful?



**MetroQuest**  
*Engagement...optimized*



# Questions & Discussion



**MetroQuest**  
*Engagement...optimized*





# Thank you for participating

AICP CM: <https://planning.org/events/eventsingle/9136614/>



**MetroQuest**  
*Engagement...optimized*

