

A Winning Public Involvement Approach for LRTPs





Dave Biggs

Chief Engagement Officer
MetroQuest





Agenda

4 Challenges with Public Involvement for LRTPs

Introducing the SEMCOG 2045 Regional Transportation Plan Team

Best Practices for Public Involvement on LRTPs

Q&A



4 Challenges with Public Involvement for LRTPs





1

Long time frame





2

Large scale





3

Policy-oriented





Complex issues



SEMCOG 2045 Regional Transportation Plan

SEMCOG
Southeast Michigan Council of Governments



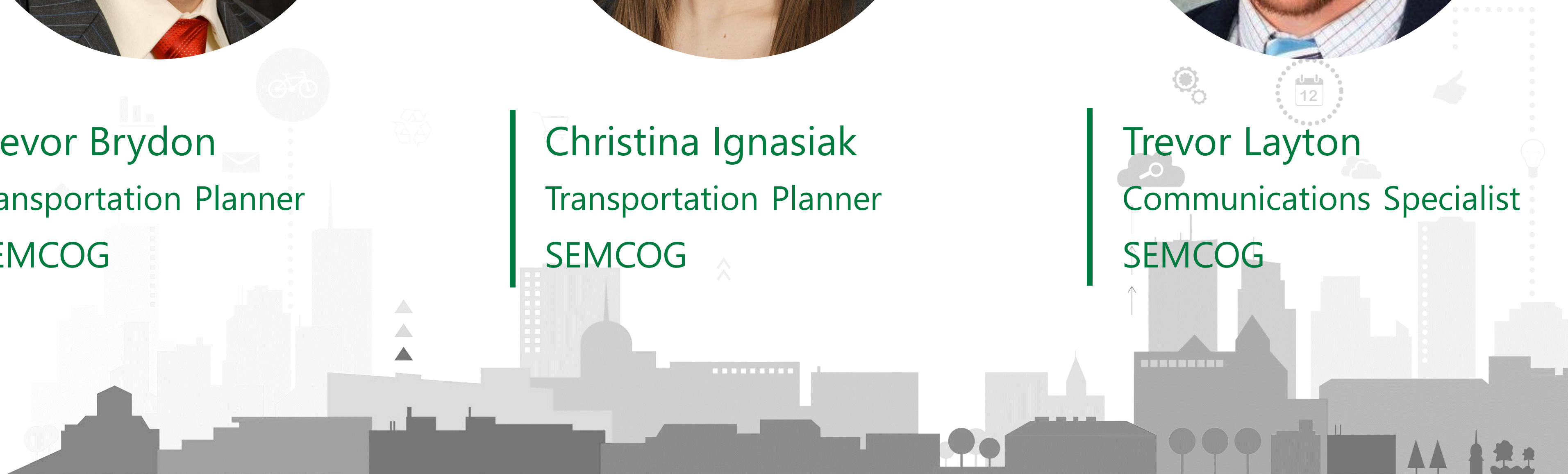
Trevor Brydon
Transportation Planner
SEMCOG



Christina Ignasiak
Transportation Planner
SEMCOG

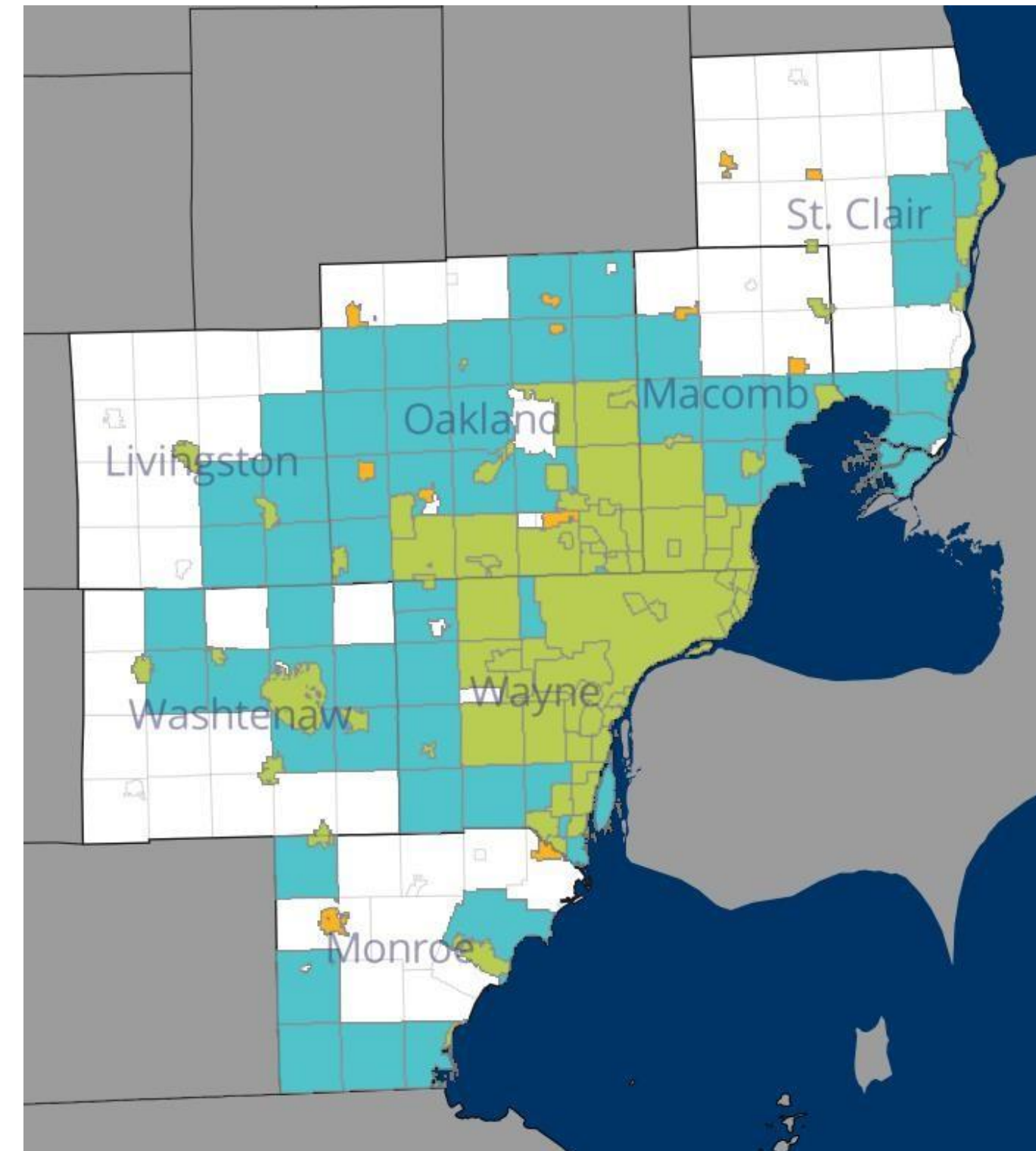


Trevor Layton
Communications Specialist
SEMCOG



What is SEMCOG?

- Council of Governments
 - Seven Counties
- Local Government Run
 - Elected officials
 - 171 members
- Regional Transportation Plan



Southeast Michigan Region

- 4.7 million people
- 2.5 million jobs
 - Automotive
- Multiple centers
- 25,000 miles of roads
- Great Lakes
- Canada



Regional Transportation Challenges

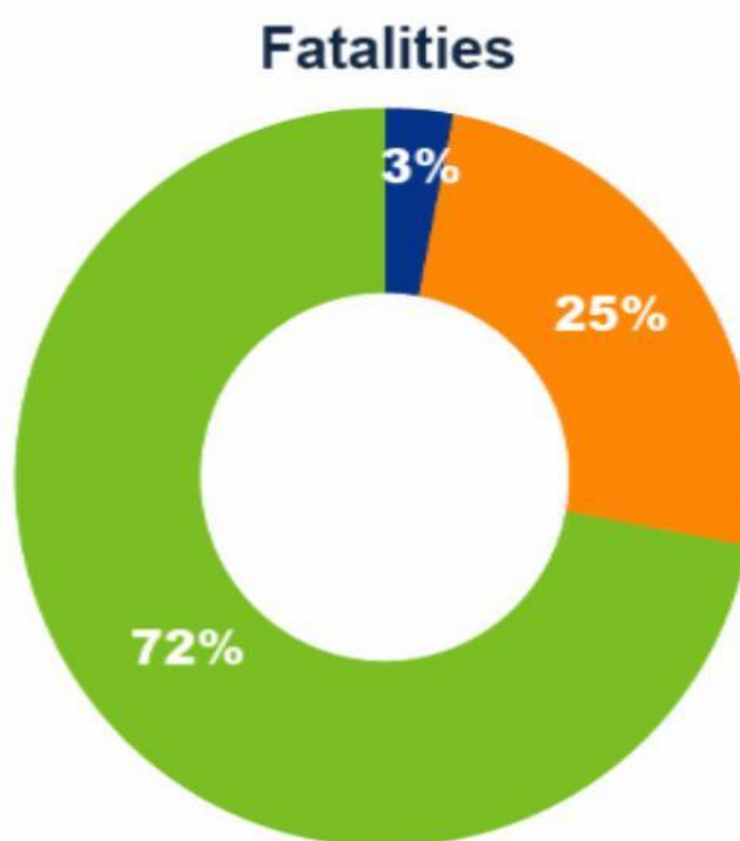
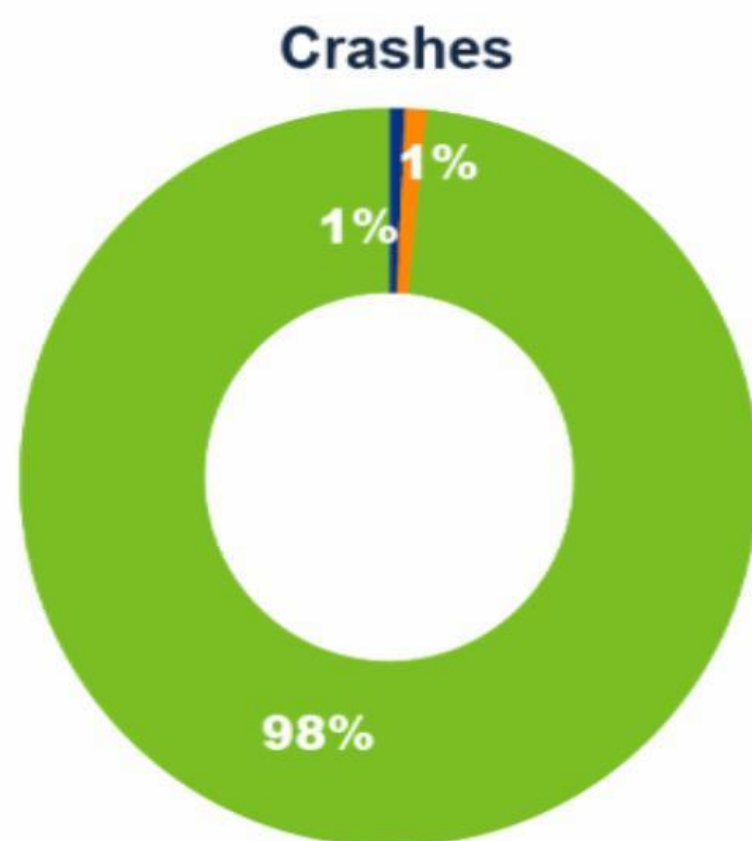
- Pavement conditions
- Transit
- Bicycle and Pedestrian Travel
- Safety
- Technology



Educate

2045 Regional Transportation Plan for Southeast Michigan

SEMCOG



Bicycle/pedestrian = 2% of total crashes, but 28% of total fatalities

- Bicycle
- Pedestrian
- Vehicle



What are your transportation priorities for Southeast Michigan?

semcog.org/RTP | [#SEMobility](https://twitter.com/SEMobility)

2045 Regional Transportation Plan for Southeast Michigan

SEMCOG

Roads account for more than
35% of all impervious cover in the region
and generate more stormwater runoff than any other type of land use



What are your transportation priorities for Southeast Michigan?

semcog.org/RTP | [#SEMobility](https://twitter.com/SEMobility)

Publicize

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1001 Woodward Ave., Suite 1400 • Detroit, MI 48226



SEMCOG Public notice

A message from SEMCOG, the Southeast Michigan Council of Governments

For immediate release: July 5, 2017

Contact: [Sue Stetler](#) (313-324-3428)

Español: [العربية](#)

SEMCOG seeks input for 2045 Regional Transportation Plan for Southeast Michigan

SEMCOG, the Southeast Michigan Council of Governments, is seeking input from Southeast Michigan residents to aid development of the region's long-range transportation plan. An [online tool](#) launched today provides opportunities to identify travel issues, rate approaches to improving the system, and rank overall priorities.

"To aid our region's leaders in making decisions to improve Southeast Michigan's transportation system, it is essential to receive input and perspectives as diverse as our region," said Kathleen Lomako, Executive Director, SEMCOG.

Results of this survey will be used to help shape priorities for the [2045 Regional Transportation Plan](#). This plan to be adopted in 2019, will describe how billions of dollars will be invested in the region's transportation infrastructure and operations. As the transportation needs of the region evolve with changes in population and

SEMCOG | Regional Update

A Biweekly Publication of SEMCOG, the Southeast Michigan Council of Governments

July 10, 2017

Volume 23, No. 14

WELCOME

Welcome

2045 Regional Transportation Plan

SEMCOG, the Southeast Michigan Council of Governments, is developing the region's long-range transportation plan to meet Southeast Michigan's evolving needs. Your input will provide vital feedback for improving the region's transportation system.

Begin

2

LOCATING CHALLENGES

3

EVALUATING SOLUTIONS

4

RANKING PRIORITIES

5

STAYING INVOLVED

A yellow school bus is driving on a road. There are several cars and pedestrians in the scene. The background shows trees and a clear sky.

SEMCOG seek input in developing region's long-range transportation plan

SEMCOG members: Please make this survey available to your residents

Publicize



SEMCOG, Southeast Michigan Council of Governments

July 6, 2017 · 🌐

Development of Southeast Michigan's long-range transportation plan is underway. Take a moment to share your transportation priorities.

Provide input on transportation priorities for 2045 Regional Transportation Plan through an interactive survey

SEMCOG is seeking input from Southeast Michigan residents to help shape the region's long-range transportation plan. Identify travel issues, transportation system, and rank overall priorities. Results of this survey will be used for the 2045 Regional Transportation Plan, which will describe billions of dollars in the region's transportation infrastructure and operations.



Take the survey
CLICK HERE TO BEGIN

Regional Transportation Plan (RTP)

Results of this survey will be used to help shape priorities for the 2045 Regional Transportation Plan, which will describe billions of dollars in the region's transportation infrastructure and operations.

SEMCOG.ORG

20 Likes · 1 Comment · 27 Shares

➦ Share



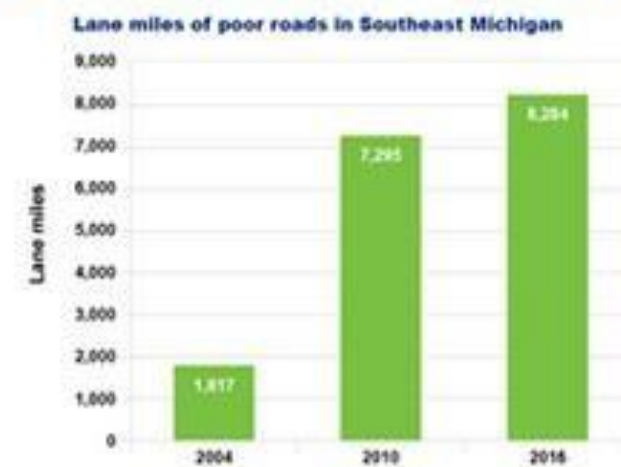
SEMCOG, Southeast Michigan Council of Governments

August 24, 2017 · 🌐

Using a range of data resources and analysis, SEMCOG is crafting its long-range transportation plan. Learn more about the 2045 Regional Transportation Plan for Southeast Michigan and the region's transportation system. <http://semcog.org>

2045 Regional Transportation Plan for Southeast Michigan

Southeast Michigan transportation agencies use an asset management process to assess the condition of our roads is



What are your transportation priorities?

2 Likes · 1 Share



SEMCOG, Southeast Michigan Council of Governments

shared their video.

October 27, 2017 · 🌐

If you haven't already, there's still time to take the transportation survey (<https://semcog2045.org>) delay! It closes on Oct. 31.



SEMCOG

@SEMCOG

Following

TODAY and TOMORROW: Last days to weigh in on your transportation priorities for Southeast Michigan. Take survey now bit.ly/2zk1783



1:03 PM - 30 Oct 2017

SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

Detroit Free Press HOME NEWS SPORTS BUSINESS AUTOS ARCHIVES USA TODAY MORE


f

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in


If you walk, bike, ride or drive in the Detroit area, you should take this survey


Eric D. Lawrence, Detroit Free Press Published 9:58 p.m. ET July 7, 2017 | Updated 5:34 p.m. ET July 9, 2017





SEMCOG WANTS TO KNOW YOUR PRIORITIES


The Southeast Michigan Council of Governments has issued an online survey to find out what southeast Michigan residents want to happen with transportation in the coming decades. Eric D. Lawrence, Detroit Free Press


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 COMMENT


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 MORE

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Microsoft

Get **Office 365** and access emails from anywhere with Outlook.



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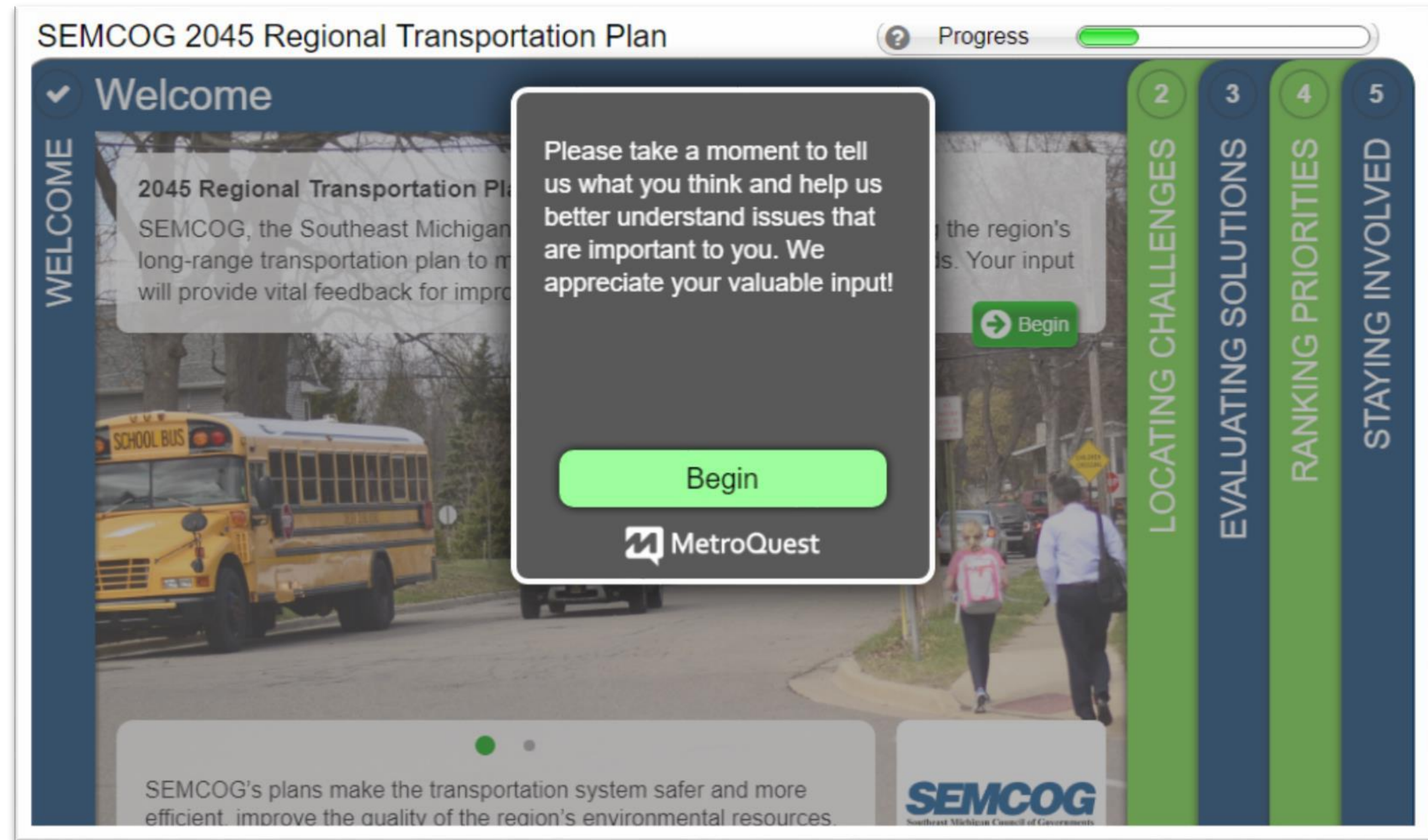
Receive



- Public Comments
- Forum/meetings/workshops
- #Social
- Surveys

Receive

- Reach more people
- Continue to educate
- Solution preferences
- Detailed geographical data



Developing Regional Solutions



SEMCOG

Southeast Michigan Council of Governments

SEMCOG's MetroQuest Survey

SEMCOG 2045 Regional Transportation Plan

Progress

WELCOME

2045 Regional Transportation Plan

SEMCOG, the Southeast Michigan Council of Governments, is developing the region's long-range transportation plan to meet Southeast Michigan's evolving needs. Your input will provide vital feedback for improving the region's transportation system.

Begin

SEMCOG's plans make the transportation system safer and more efficient, improve the quality of the region's environmental resources, revitalize communities, and encourage economic development.



1

2

3

4

5

LOCATING CHALLENGES

EVALUATING SOLUTIONS

RANKING PRIORITIES

STAYING INVOLVED



Locating Challenges

2 Locating Challenges

LOCATING CHALLENGES

Please drag and drop at least 3 markers on the map.



Pavement Condition



Safety



Transit



Traffic Congestion



Biking and Walking



Other (ex. flooding)

Zoom to:



Map data ©2017 Google Terms of Use Report a map error

SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

Locating Challenges



*Traffic
Congestion.*

2,458



*Biking and
Walking*

1,509



*Pavement
Condition*

1,497



Safety

1,014



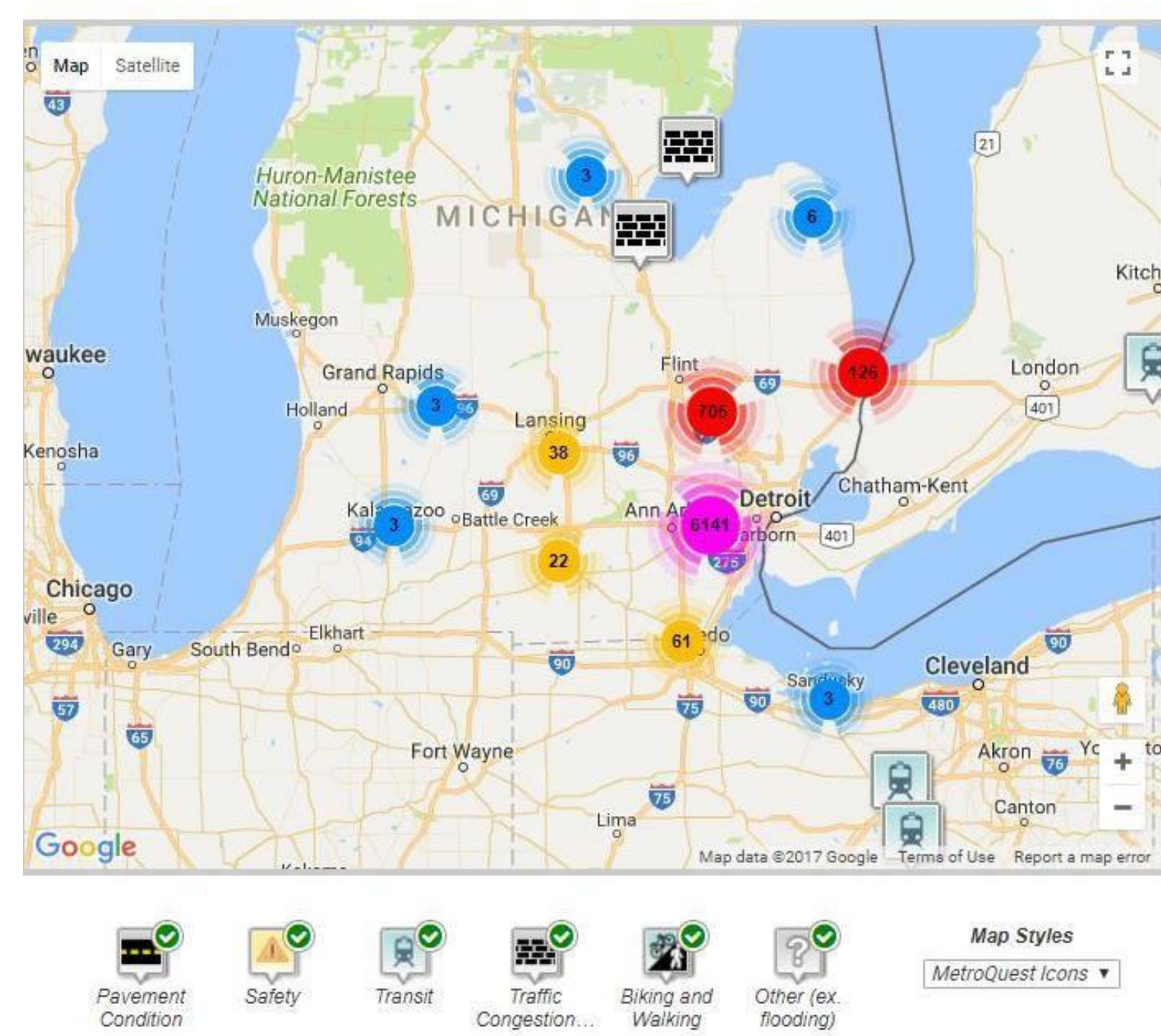
Transit

905



*Other (ex.
flooding)*

269



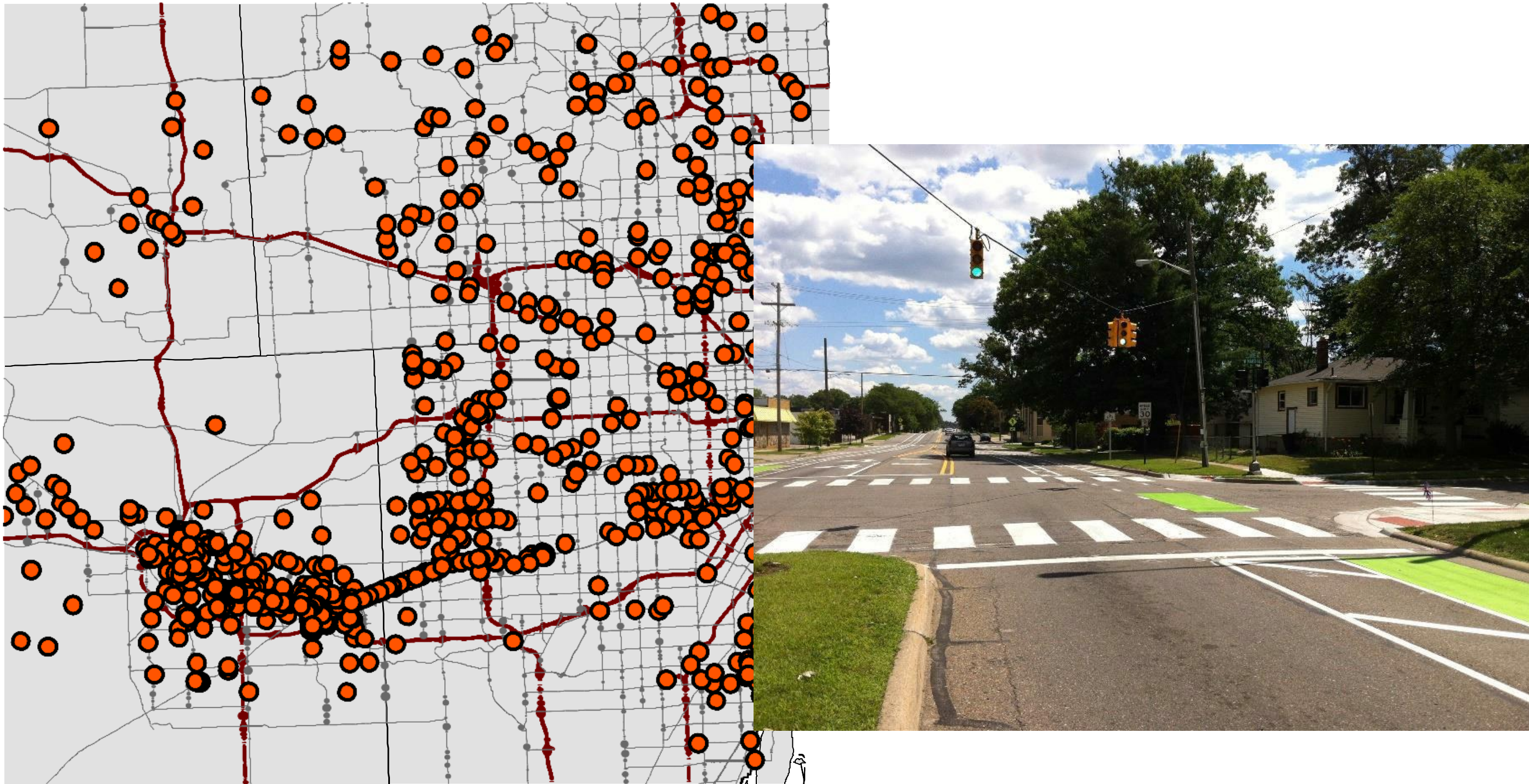
Congestion



Issues related to:

- General commuting A.M./P.M. congestion
- Design- ex: on/off ramp issues, left turn lane backups
- Operations- ex: lights not timed correctly

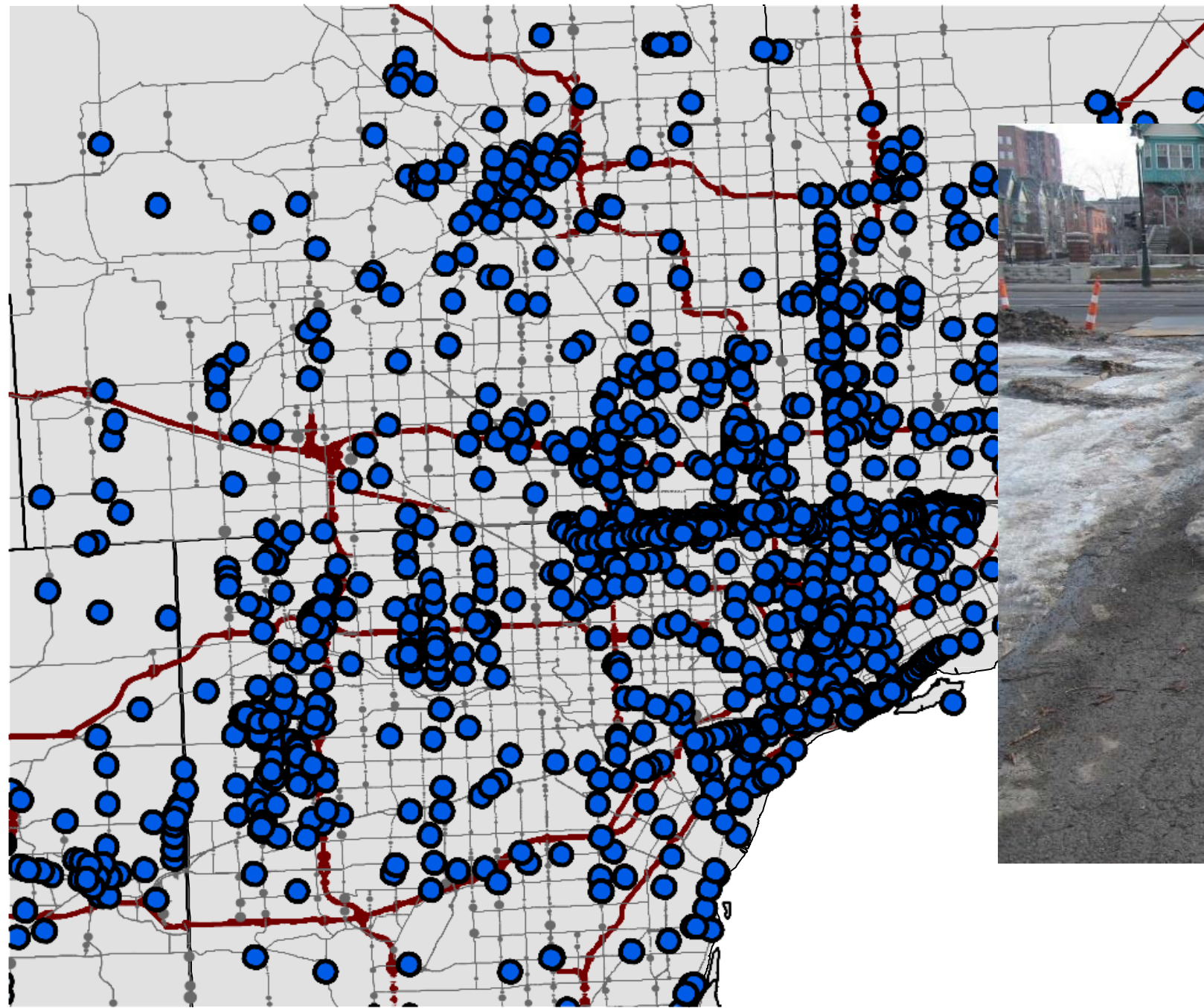
Biking and Walking



Issues related to:

- Inadequate facilities and designs: lack of sidewalks, bike lanes, trails, and auto-oriented streets
- Access

Pavement Condition



Evaluating Solutions

3 Evaluating Solutions [? What to do](#) [Next Task](#)

EVALUATING SOLUTIONS

Environment Biking and Walking Transit Safety Traffic Congestion

Rate the importance of managing our water and natural resources: [More about this](#)

Stormwater Management
Managing road runoff with green infrastructure to minimize pollution to local waterways and the Great Lakes.



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

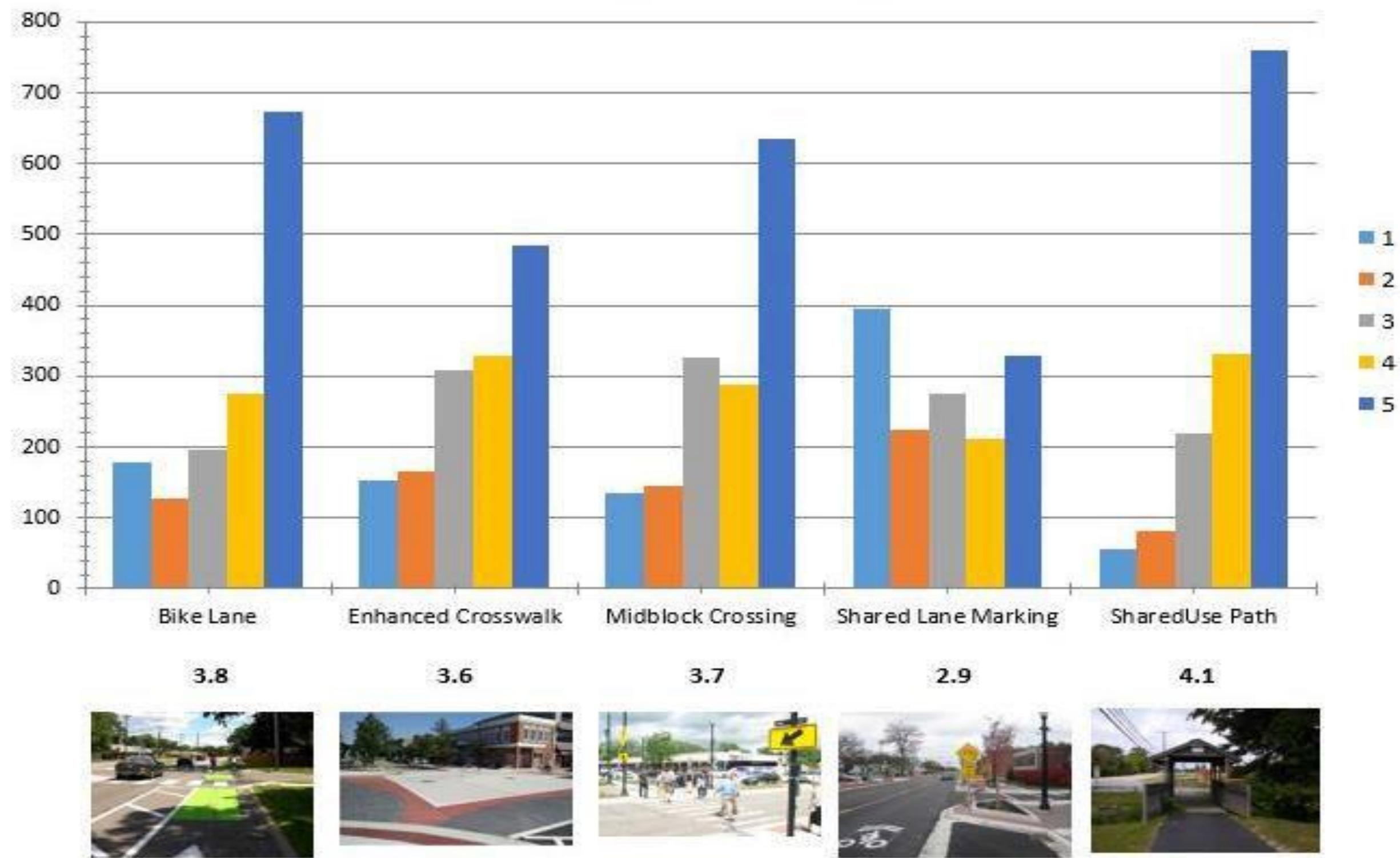
★ ★ ★ ★ ★

[Previous](#) [Optional Comment](#) [Next](#)

- Environment
- Walking and Biking
- Transit
- Safety
- Traffic Congestion

Biking and Walking

Evaluating Solutions



Ranking Priorities

RANKING PRIORITIES

Please show us which aspects of the transportation system are most important to you.

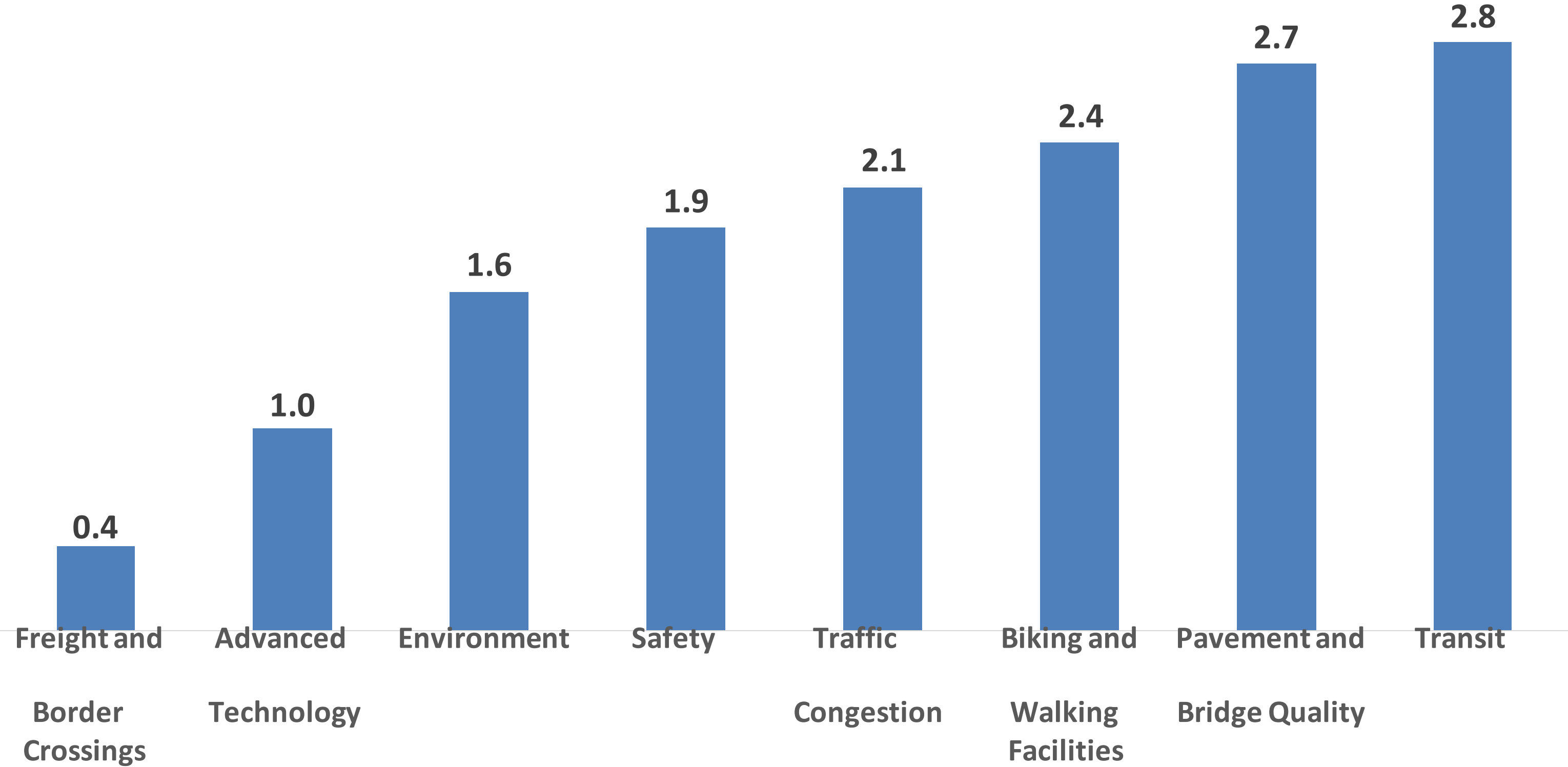
Drag stars to invest in the categories you prefer.

1

16

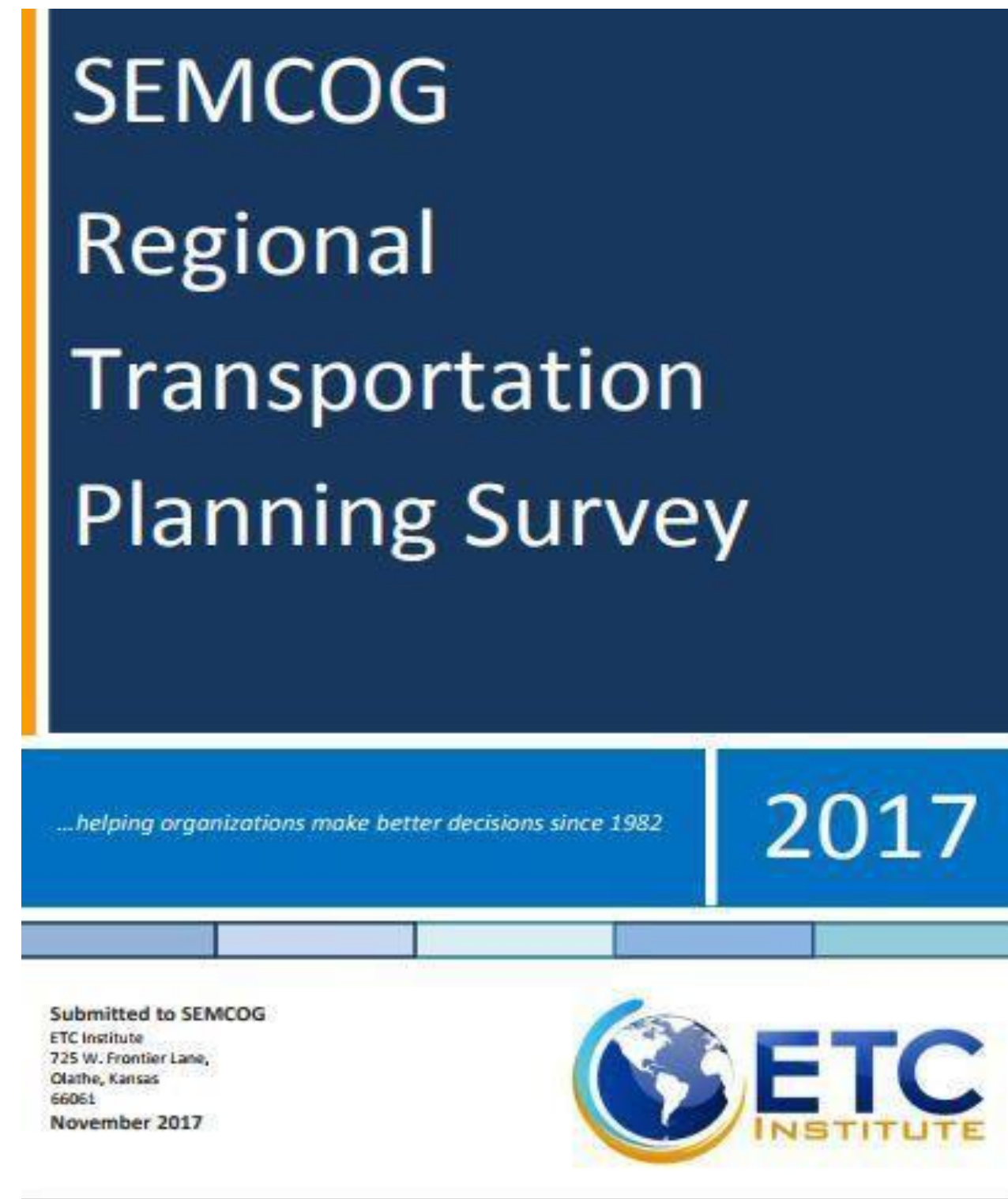
<div>Pavement and Bridge Quality</div> <div>Details</div> <div><div></div><div>0</div></div>	<div>Biking and Walking Facilities</div> <div>Details</div> <div><div></div><div>0</div></div>	<div>Transit</div> <div>Details</div> <div><div></div><div>0</div></div>	<div>Traffic Congestion</div> <div>Details</div> <div><div></div><div>0</div></div>
<div>Safety</div> <div>Details</div> <div><div></div><div>0</div></div>	<div>Environment</div> <div>Details</div> <div><div></div><div>0</div></div>	<div>Freight/Border Crossings</div> <div>Details</div> <div><div></div><div>0</div></div>	<div>Advanced Technology</div> <div>Details</div> <div><div></div><div>0</div></div>

Ranking Priorities



Other Outreach Tools

- MetroQuest
- Statistical Survey
- Outreach Meetings
- Other Input Sources



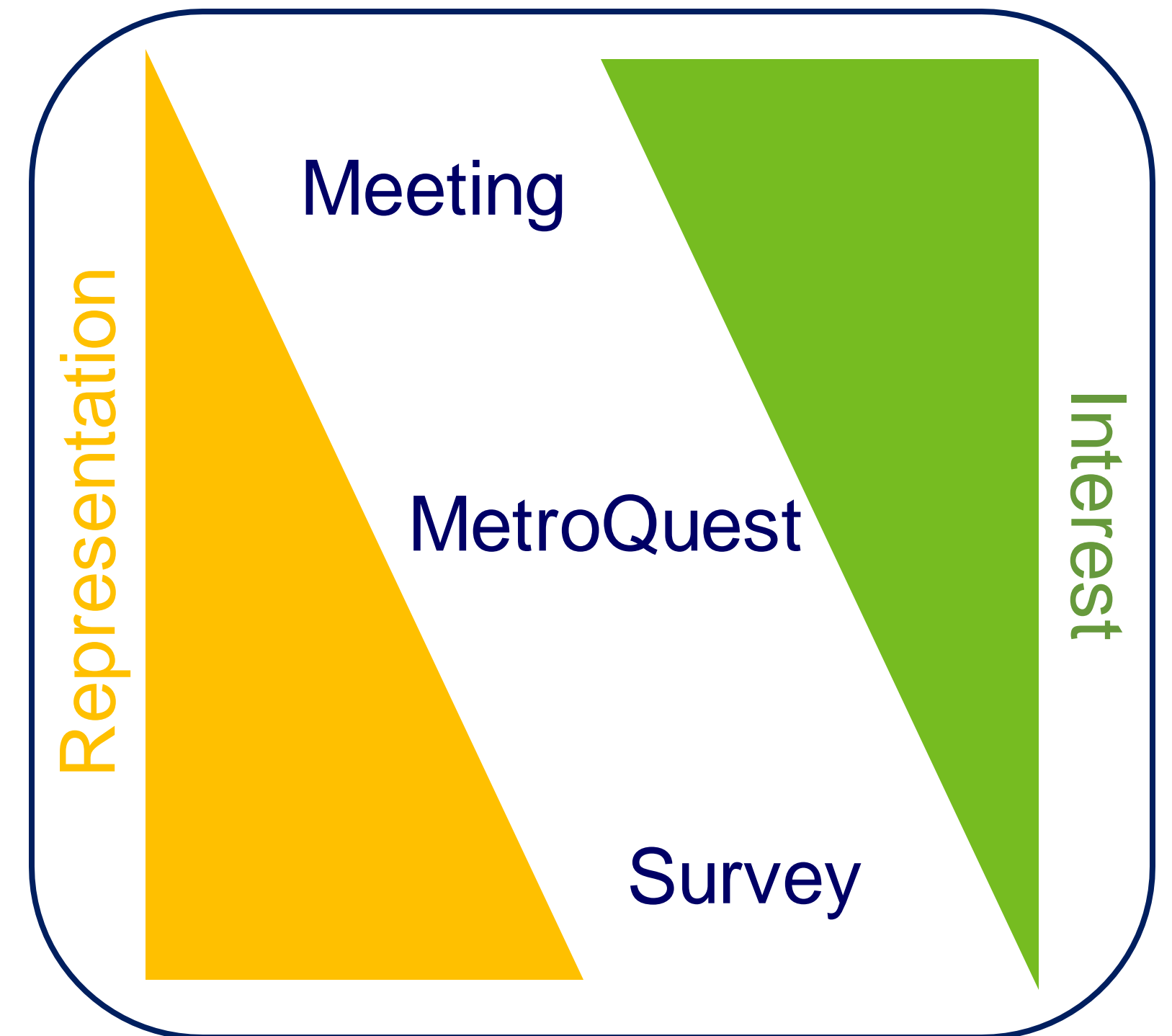
Regional Top Priorities

- Pavement Conditions
- Congestion
- Transit
- Bike and Pedestrian
- Environment
- Autonomous Vehicles



Lessons Learned

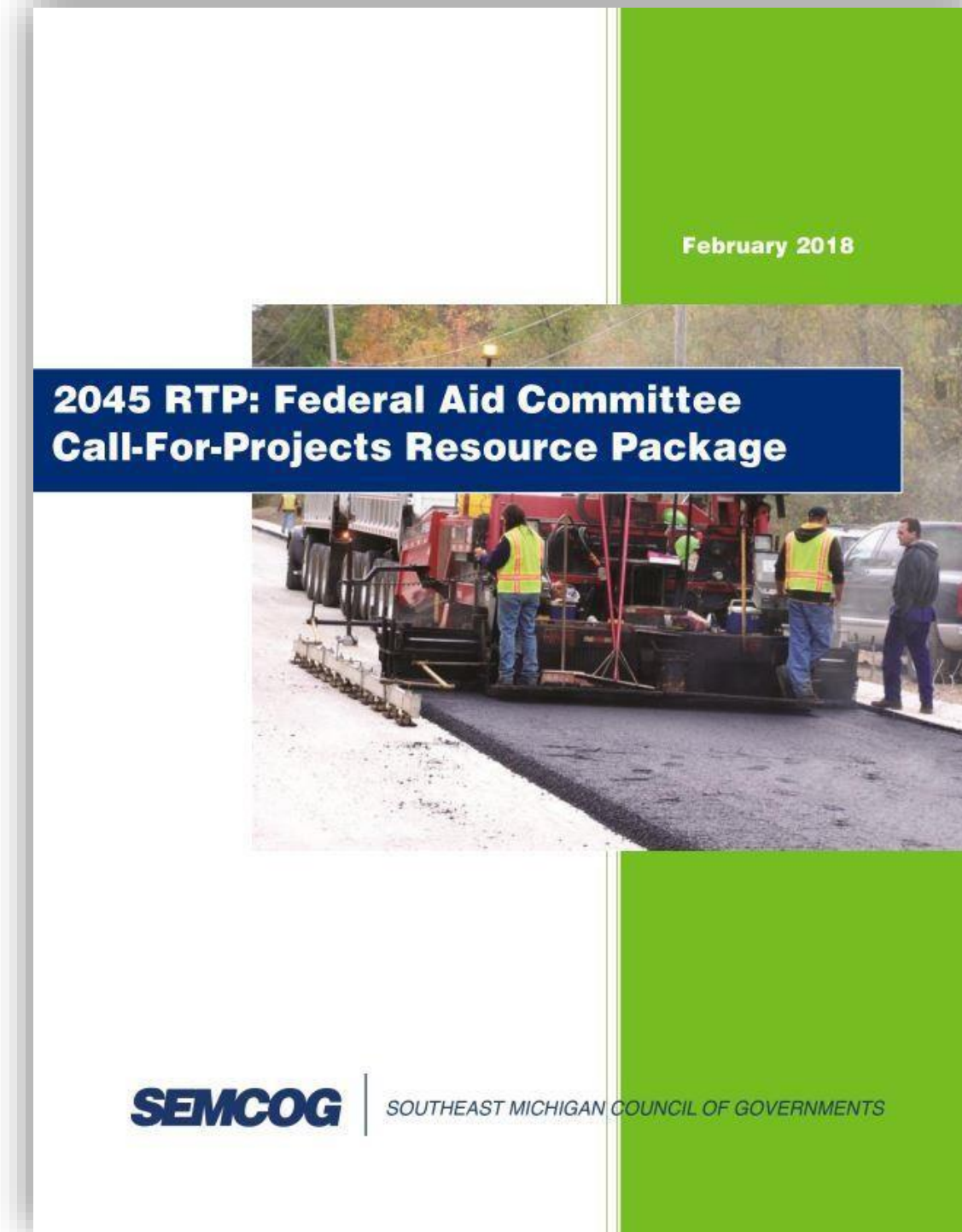
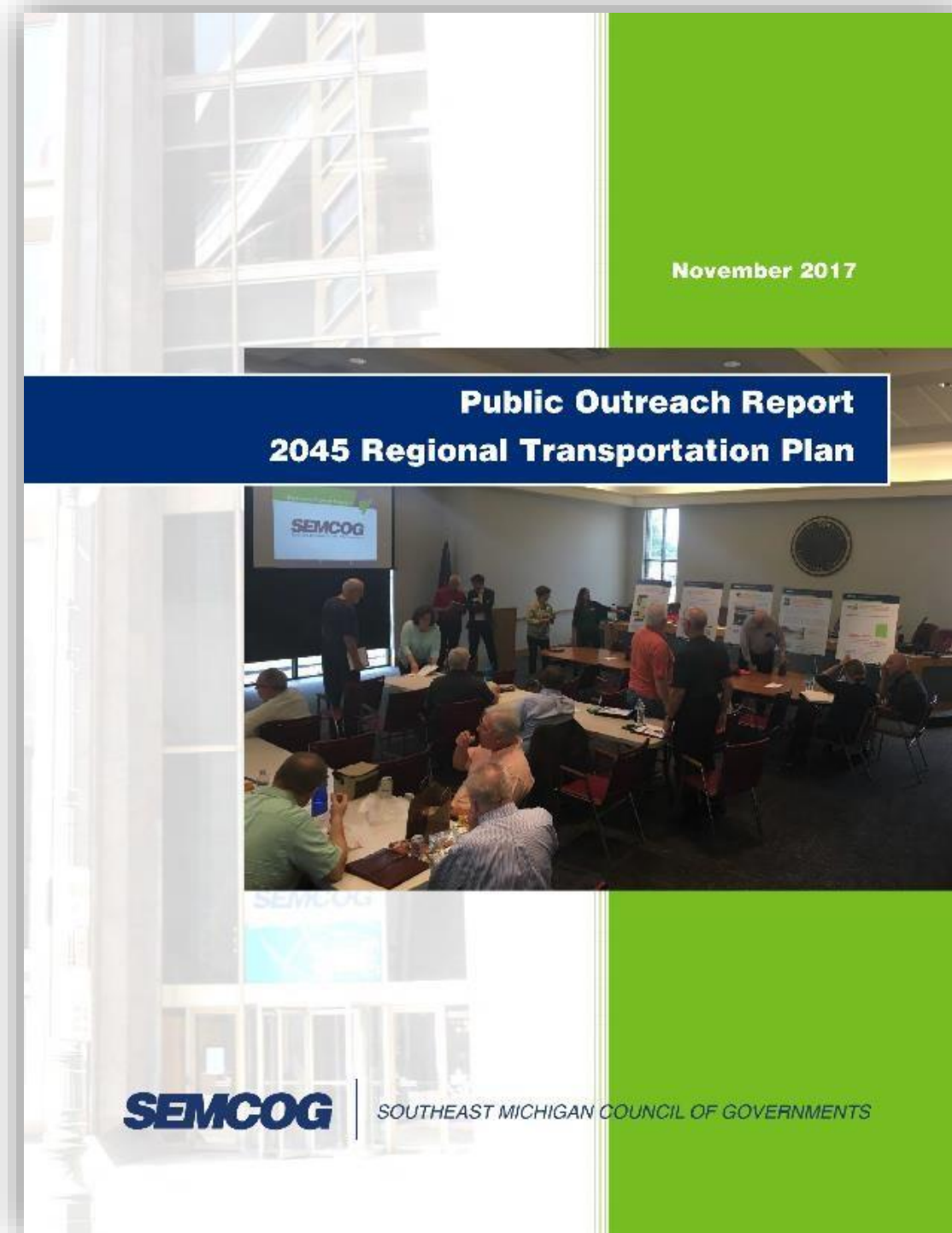
- Different tools helped surface different perspectives
- Outreach based on specific topics and challenges



Outreach Results In 2045 RTP

- Adds insight to data analysis
 - Current conditions
- Validates support for investment
- Shows variation across region
- Marks level of engagement with future challenges
- Informs planning partners

2045 RTP Outreach Resources



Poll: What are your top
engagement priorities?



20 Years! Best Practices Research



Federal Transit
Administration

NCHRP

NATIONAL
COOPERATIVE
HIGHWAY
RESEARCH
PROGRAM



Select MetroQuest Customers

State Agencies



Local Agencies



Consulting Firms





Public Involvement for LRTPs

6 Tips for Success



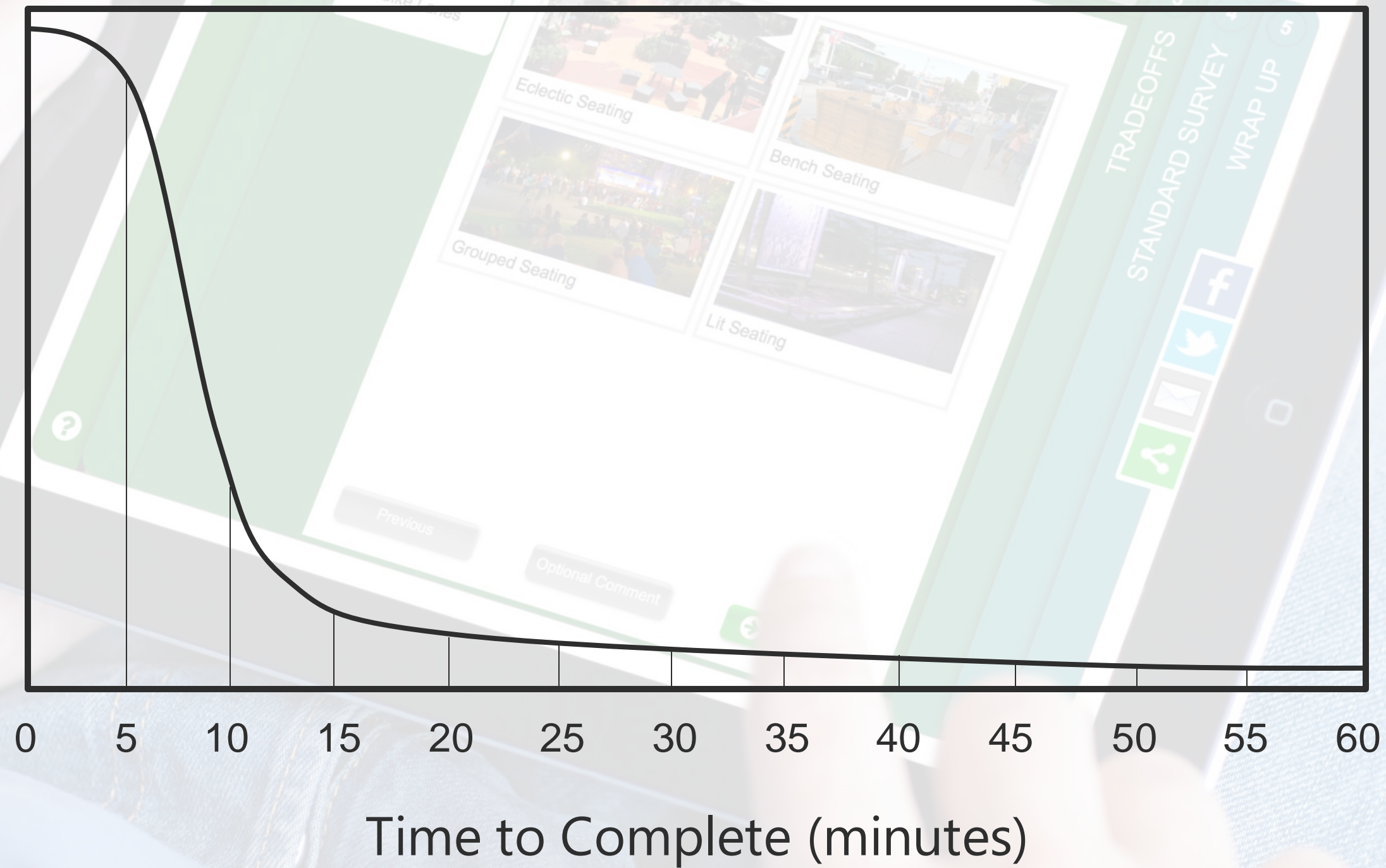


Keep it short
and fun



Aim for a fun 5 minutes

Participants





2

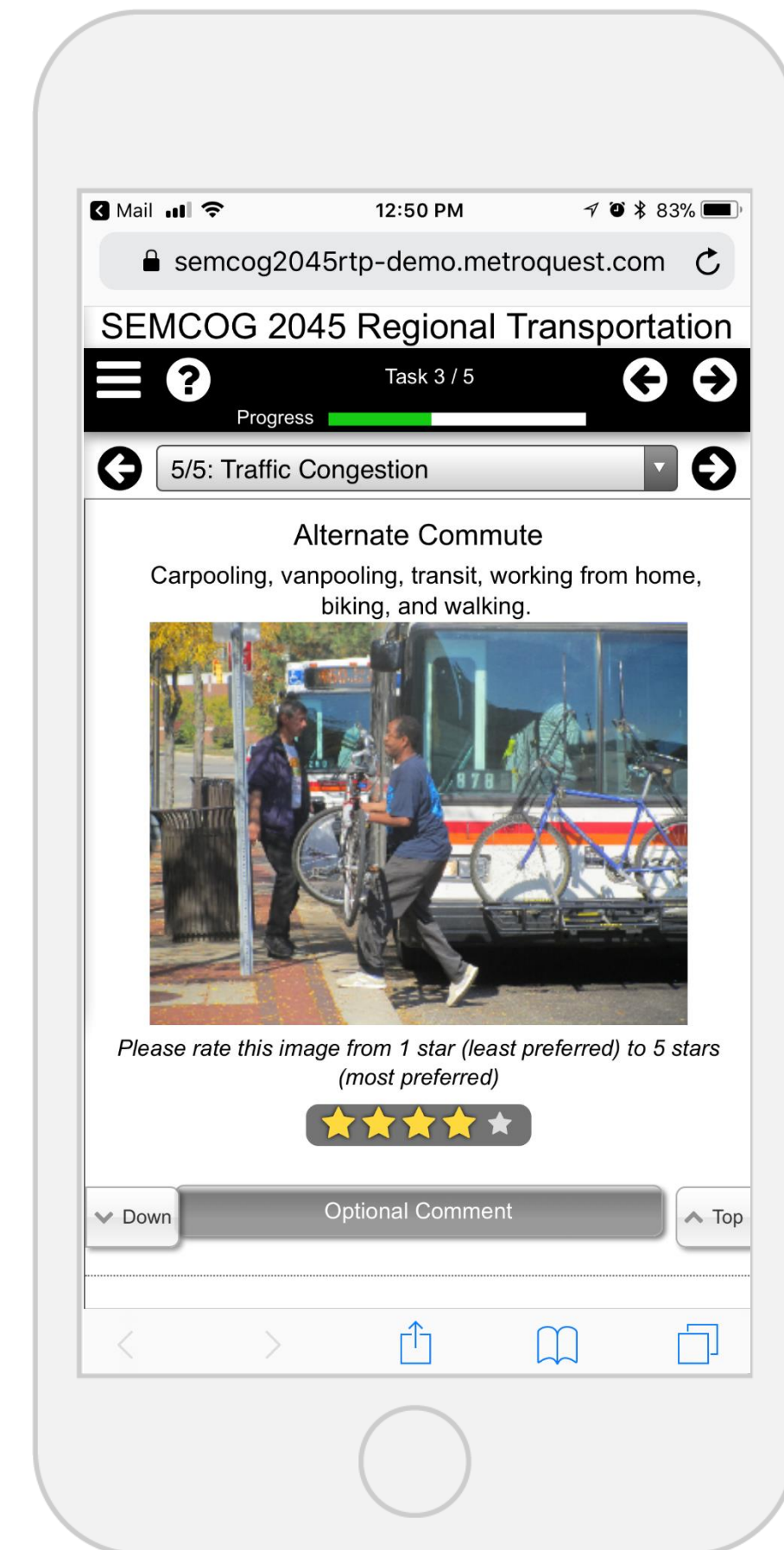
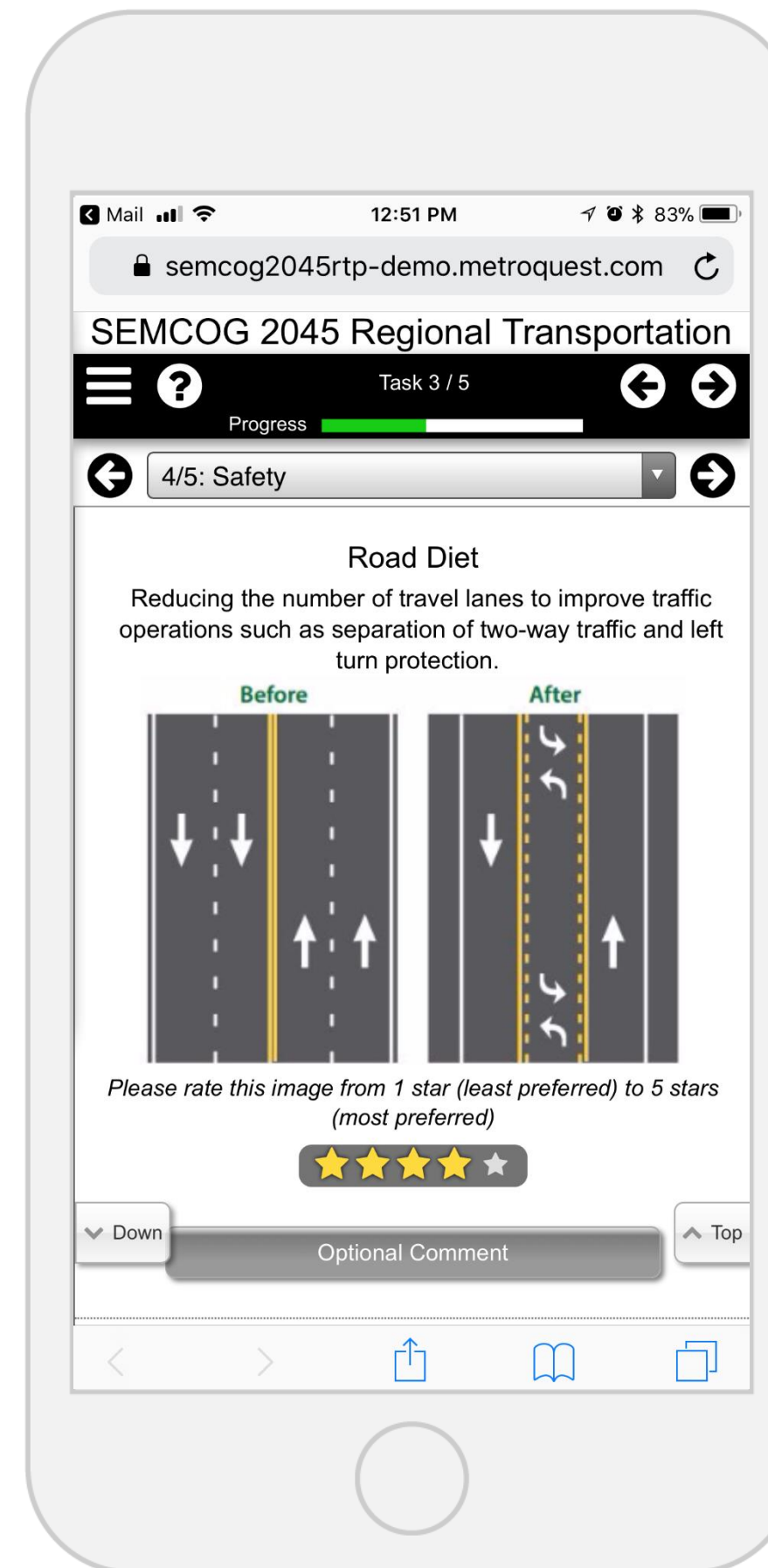
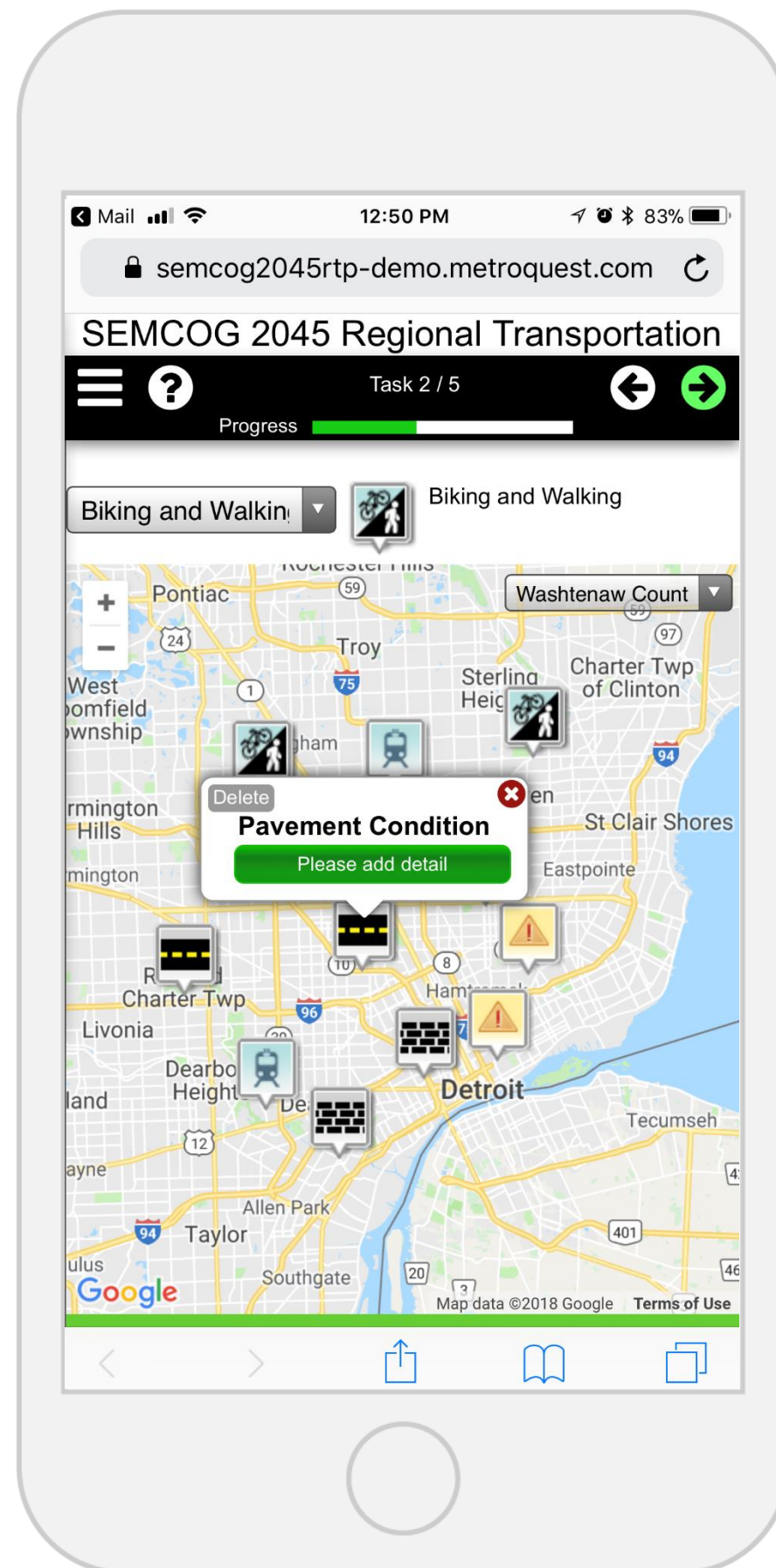
Provide many
ways to engage



Multi-channel



Mobile is key





3

Create compelling
content



Compelling content

San Joaquin County 2018 RTP/SCS

Progress

What to do

Next Task

WELCOME

Pick Your Priorities

1 Improve public transit

2 Repair & maintain roads

3 Reduce congestion

4 Resource conservation

5 Improve air quality

Order your top 5 items

↑ above this line ↑

Reduce miles driven

Bike lanes & sidewalks

Reduce greenhouse gas

Suggest another

Improve public transit




Image credit: San Joaquin Regional Transit District

Public transit assures mobility for all. Investing in public transit can improve mobility for people who cannot drive, and increase access to jobs, services, and recreation. It can be improved by increasing frequency, expanding to new areas, etc.

Comment

DRAFT SCENARIOS

STRATEGIES

ABOUT YOU





4



Allow people
to zoom in



Zooming in

SEMCOG 2045 Regional Transportation Plan

Progress

What to do

Next Task

WELCOME

LOCATING CHALLENGES

3

EVALUATING SOLUTIONS

4

RANKING PRIORITIES

5

STAYING INVOLVED

?

Please drag and drop at least 3 markers on the map.

Pavement Condition

Safety

Transit

Traffic Congestion

Biking and Walking

Other (ex. flooding)

+

-

Delete

Traffic Congestion

Traffic from 7:30 to 9 am and 3:00 to 6:00 is problematic here.

Submit

Macomb County

Creek

Marysville

St Clair

East China

Marine City

Wilkesport

Algonac

Anchor Bay

New Baltimore

New Haven

Ray Township

Washington Township

Oakland Charter Township

Rochester Hills

Rochester

Leonard

Almont

Dryden

GoogleTroy

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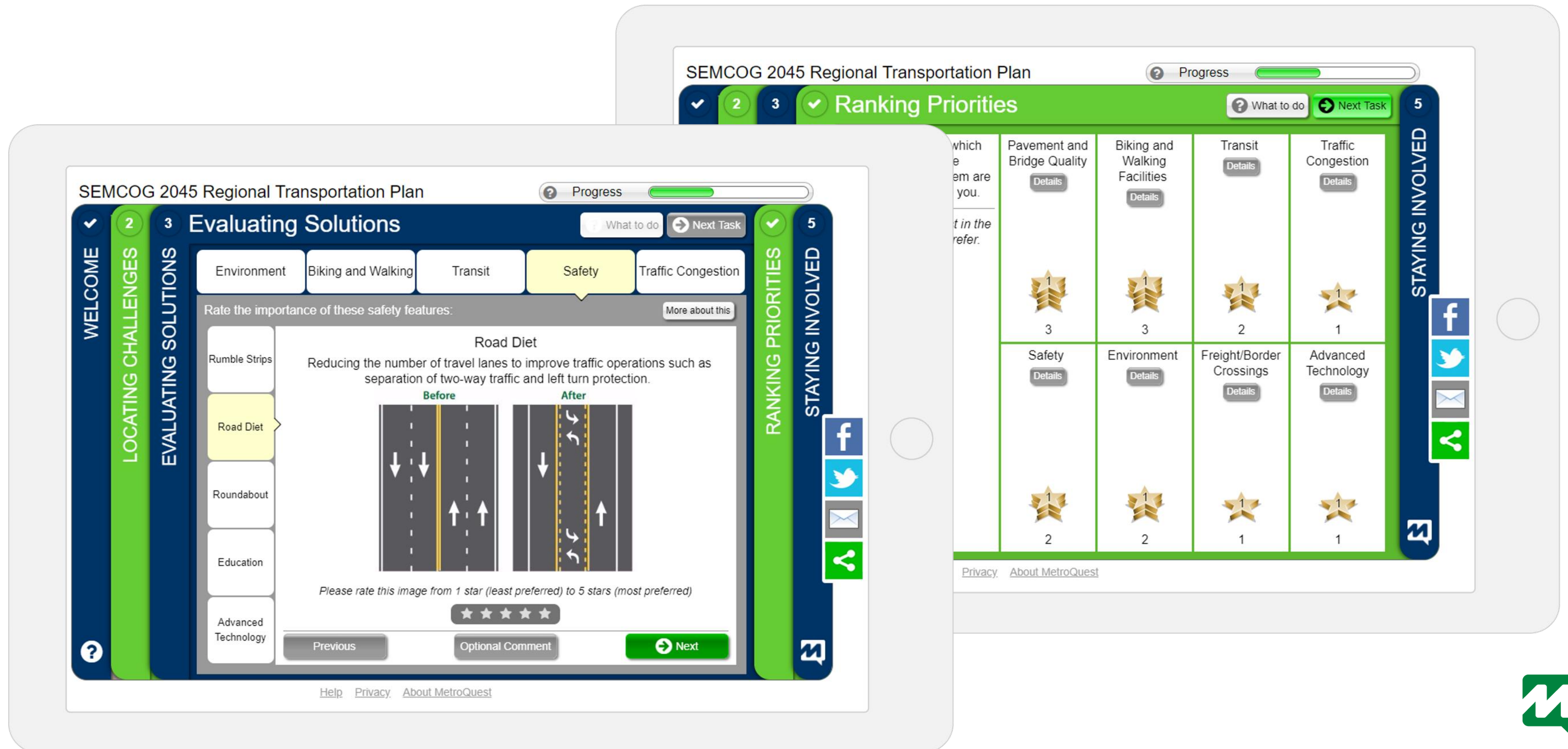
A young woman with dark braids is smiling and looking at a tablet device. She is wearing a maroon long-sleeved shirt. In the background, a young man is also looking at a tablet. The scene is set in a classroom or study area with other students blurred in the background.

5

Educate while
engaging



Gamified planning education





6

Include a 'go to them' strategy



Go to them!



Kiosks



Pop-up





Public Involvement for LRTPs

6 Tips for Success



FREE eBook

The Beginner's Guide to Effective Online Engagement

- 7 Benefits of Online Engagement
- 11 Best Practices
- 10 Tips for promoting participation
- We will email you a PDF copy!



Poll: What additional information
would be helpful?



WEBINAR – April 17th

Public Involvement at Any Scale – How TxDOT Engages Beyond Meetings

Learn how to:

- Educate the public about the planning process
- Collect informed input for decision making
- Gather input beyond public meetings
- Engage diverse populations



Jefferson Grimes
Director of Public Involvement
Texas Department of Transportation



Questions?



Trevor Brydon



Christina Ignasiak



Trevor Layton



Dave Biggs



Thank you for participating!

AICP CM: <https://planning.org/events/course/9145179>

