

# Mastering Online Public Engagement For LRTPs

Your host

Dave Biggs

Chief Engagement Officer

@metroquest



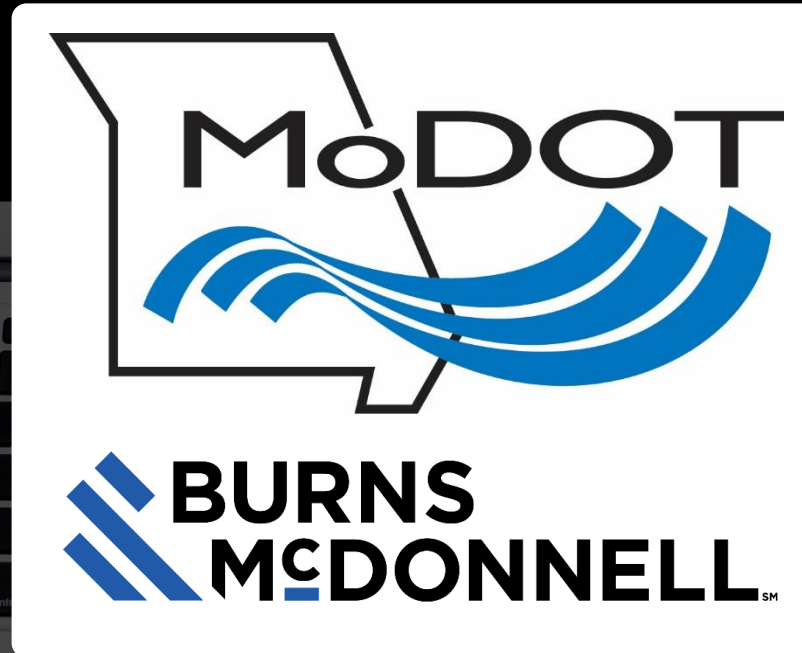
# Webinar Agenda

1. Introducing MoDOT's 2018 LRTP Update
2. Best practices for LRTP online engagement
3. Q&A





# Introducing MoDOT's 2018 LRTP Update



**Bob Brendel**, Special Assignments, Missouri DOT  
**Maggie Doll**, Strategic Consultant, Burns & McDonnell

**MISSOURI'S  
TRANSPORTATION**



LONG RANGE PLAN UPDATE

# Engagement for Long Range Transportation Plans



# Missouri's Long Range Transportation Plan

Last plan completed in 2014 – included **extensive outreach efforts**

## 2018 LRTP Update

- Update **transportation system goals**
- Assess **customer expectations** for the transportation system for the next 25 years
- Outreach almost **exclusively online**



# MoDOT's 2014 LRTP: Building the Foundation





# MoDOT's 2014 LRTP: Engaging the Community

## In-Person Listening Sessions:

- Business Interests, Community Leaders, Elected Officials, General Public, Advocates of Modal Choices, Planning Partners, Minority Groups, etc.



# MoDOT's 2014 LRTP: Engaging the Community



*Identified needs far exceeding  
what we can afford.*

## Mobile Tours

- > 8 vans from fleet custom-wrapped
- > Stocked
- > Traveled to where Missourians live, work and play



We visited every county in the state ...

# 114



AND THE CITY OF ST. LOUIS

# 232

IN 2013, WE COMPLETED OUR FIRST EVER MISSOURI  
ON THE MOVE MOBILE TOUR. THE TOUR VISITED  
232 COMMUNITIES ACROSS OUR STATE IN AN EFFORT  
TO REACH AS MANY MISSOURIANS AS POSSIBLE TO  
LEARN WHAT NEEDS AND PRIORITIES THEY HAVE FOR  
OUR TRANSPORTATION SYSTEM. THE INFORMATION  
WE GATHERED DURING THE MOBILE TOUR IS  
DIRECTLY REFLECTED IN THIS PLAN.

# 25,225

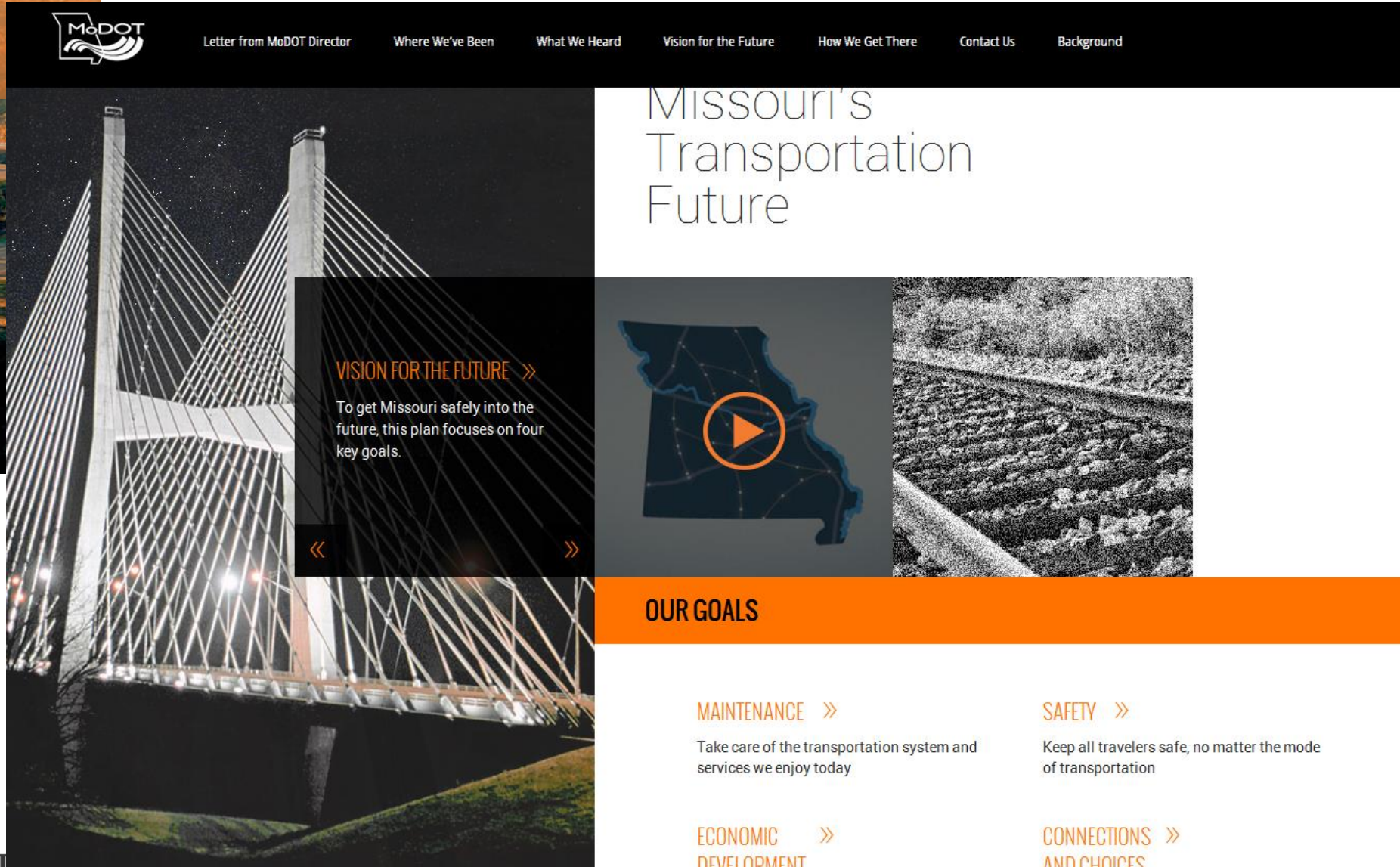
OUR VANS TRAVELED 25,225 MILES  
ON MISSOURI'S ROADS DURING THE  
MOBILE TOUR AND THE FEEDBACK FROM  
MISSOURIANS WAS OUTSTANDING.

# 12,000+

PROJECT SUGGESTIONS AND  
PERSONAL PREFERENCES ABOUT  
HOW WE DO BUSINESS.



# www.missourionthemove.org



MoDOT

Letter from MoDOT Director   Where We've Been   What We Heard   Vision for the Future   How We Get There   Contact Us   Background

## Missouri's Transportation Future

**VISION FOR THE FUTURE »**  
To get Missouri safely into the future, this plan focuses on four key goals.

« »

**OUR GOALS**

**MAINTENANCE »**  
Take care of the transportation system and services we enjoy today

**SAFETY »**  
Keep all travelers safe, no matter the mode of transportation

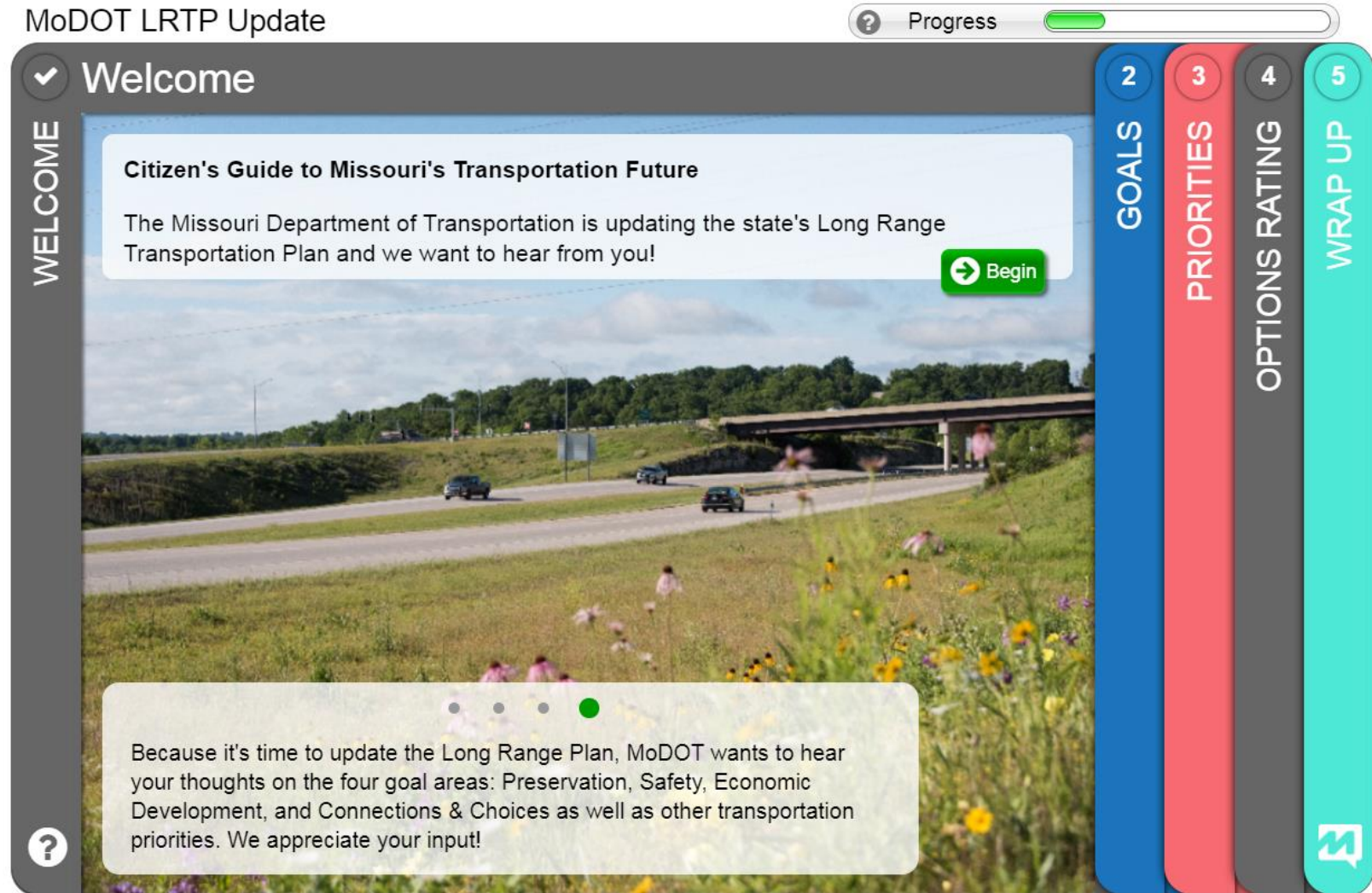
**ECONOMIC DEVELOPMENT »**

**CONNECTIONS AND CHOICES »**





# MoDOT's 2018 LRTP Update: Online Outreach



# MoDOT's 2018 LRTP Update Online Outreach

Promoted through:  
Email blast to  
stakeholders  
News release  
Fact sheet  
MoDOT website  
Employee briefing

Missouri's transportation system safely and reliably connects people with jobs and services, connects businesses with suppliers and customers, moves students to and from school and allows visitors to explore the state's many destinations. To help make strategic decisions, meet Missouri's future transportation needs and be good stewards of taxpayer dollars, the Missouri Department of Transportation (MoDOT) is updating the state's Long Range Transportation Plan (LRTP).

## What is a Long Range Transportation Plan?

An LRTP sets a 25-year vision for the state's transportation system. Developing the LRTP is a multi-modal planning effort that looks at the state's highways and bridges, as well as rail, ports, aviation, transit and bicycle/pedestrian accommodations.

The LRTP allows MoDOT to assess and address the needs of its

The state's current LRTP, A Vision Completed in 2014 and the 2018 plan will set the vision through 2045.

## Transportation Goals

The current LRTP includes four goal areas, developed with extensive stakeholder and public input:

- 1 **Preservation:** Take care of the transportation system and services we enjoy today.
- 2 **Safety:** Keep all travelers safe, no matter what mode of travel.
- 3 **Economic Development:** Make investments in the transportation system that spur economic growth and create jobs.
- 4 **Connections and Choices:** Give Missourians better transportation choices.

## We Want to Hear from You!

We want to be sure we're focusing on the needs that are most important to you. Please visit our online survey and let us know if the existing goals should be the focus going forward. We also need your input on transportation priorities.

[MoDOTLRTP.metroquest.com](https://modotlrtp.metroquest.com)

The online survey should take less than 10 minutes and can be completed from a smartphone or a computer with internet access. If you don't have a computer at home, visit your local library or MoDOT district office to take the survey.

For more information on MoDOT's LRTP update, contact Ben.Reeser@modot.mo.gov or 573-526-0123



**MoDOT** Missouri Department of Transportation  
888-ASK MoDOT (275-6636)

HOME >> NEWS&INFO >> MoDOT NEWS RELEASE

### MoDOT News Release

September 11, 2017 11:22 AM  
**MoDOT Launches Statewide Survey for Long Range Transportation Plan**

JEFFERSON CITY - The Missouri Department of Transportation today launched a statewide survey to solicit public input about the vision for the state's transportation priorities. The Long Range Transportation Plan (LRTP) is a federally required process that sets the state's 25-year vision for transportation.

"Our long range planning process is a critical time for our department to assess the needs of our system and hear directly from our customers - the citizens of Missouri - to ensure our priorities match the needs of our people," said MoDOT Director Patrick McKenna. "As we work to be good stewards of taxpayer dollars, the LRTP gives us the ability to review public and stakeholder input and address those customer needs."

Missouri's current plan was approved in February 2014, but new federal laws and regulations require additional content, including system performance metrics and targets. As MoDOT updates its LRTP, the department will review the goals established in 2014, including preservation, safety, economic development, and connections and choices. In addition, this year's plan will be the first time Missouri examines how to prepare for autonomous and connected vehicles.

MoDOT is gathering public input for the plan through an online survey tool. The survey - which takes approximately 10 minutes to complete - was developed as a simple way for all Missourians to weigh in. The survey is available starting today and will remain open through Wednesday, Oct. 11. Interested citizens can take the survey by visiting <https://modotlrtp.metroquest.com/> on a computer, smartphone or tablet. MoDOT encourages those who need access to a computer to visit their local public library or MoDOT District Office. MoDOT District Offices will also have paper copies of the survey available.

Missouri has the nation's seventh largest state highway system, with 33,856 miles of roadways and 10,403 bridges. Balancing the preservation and maintenance of the current system with new demands and infrastructure priorities requires strategic decision-making that can only be accomplished with insights from the public and stakeholders. The public-input process is critical to MoDOT's planning process.

The final plan will be available for public comment in the spring and will be presented to the Missouri Highways and Transportation Commission for review and consideration for approval at its May 2018 meeting.

Additional questions about the survey and the long range planning process can be addressed by calling customer service centers at 1-888-ASK-MoDOT (275-6636), or by mail to Transportation Planning, P.O. Box 270, Jefferson City, MO 65102.

###




# MoDOT's 2018 LRTP Update Online Outreach

Promoted through:  
Social media –  
free and paid

 **Missouri Department of Transportation**  
September 19 at 12:00pm · 🌐


Do you care about Missouri's roads? If so, we want to hear from you. Take the survey now. <http://bit.ly/2eHkGKV>




👍 Like    💬 Comment    ➦ Share

👍 😂 55    [Top Comments](#)

36 Shares

 **Missouri Department of Transportation**  
September 28 at 12:00pm · 🌐

Which direction should we take our transportation future? Let MoDOT know by taking this survey. <http://bit.ly/2eHkGKV>



👍 Like    💬 Comment    ➦ Share

👍 😂 🤔 38    [Top Comments](#)

27 Shares

# MoDOT's 2018 LRTP Update: Social Media Reach (Paid and Organic)

## Paid Social Media Reach (Facebook)

- 363,122 total impressions
- 4,122 reactions
- 995 shares
- 511 comments

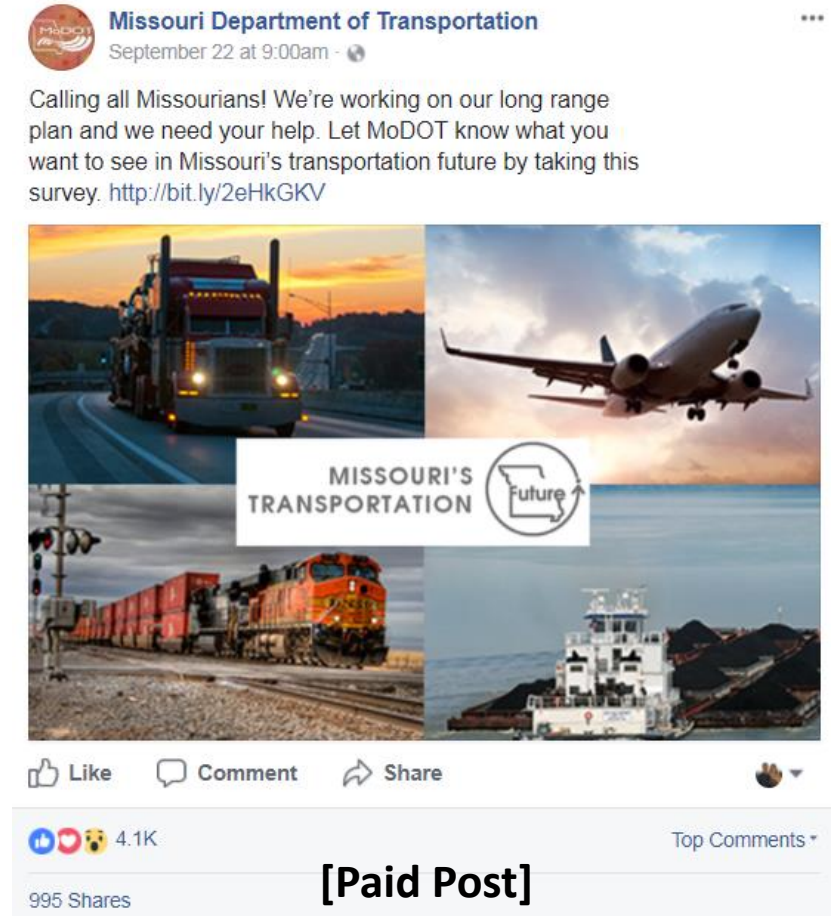
## Organic Social Media Reach

### Facebook

- 167 reactions
- 117 shares
- 83 comments

### Twitter

- 77 re-tweets
- 83 comments
- 58 likes





# MoDOT's 2018 LRTP Update Online Outreach

Asked planning partners to help spread the word

Paper and Spanish language versions made available

People without computers encouraged to visit libraries or MoDOT district offices for access

## What Can You Do?

- Take the online survey: [modotlrtp.metroquest.com](http://modotlrtp.metroquest.com)
- Share the online survey with your contacts
- Share the website and factsheet: [www.modot.org/LRTP](http://www.modot.org/LRTP)
- Invite MoDOT staff to present at an upcoming meeting
- Email MoDOT and let them know how you're helping share information, promote participation and what you're hearing



MISSOURI'S TRANSPORTATION  LONG RANGE PLAN UPDATE

*The Missouri Department of Transportation (MoDOT) is updating the state's Long Range Transportation Plan (LRTP) and we want to hear from you!*

Missouri's current LRTP was completed in 2014. It included an extensive outreach process. MoDOT talked with thousands of people to find out what Missourians expect from the state's transportation system. Input from that outreach helped MoDOT develop four goal areas to guide the future of transportation:

- 1.) **Preservation:** Take care of the transportation system and services we enjoy today;
- 2.) **Safety:** Keep all travelers safe, no matter the mode of transportation;
- 3.) **Economic Development:** Invest in projects that spur economic growth and create jobs;
- 4.) **Connections & Choices:** Give Missourians better transportation choices (urban/rural transit, bike/pedestrian, rail, ports and airports)

Because it's time to update the Long Range Plan, MoDOT wants to hear your thoughts on the four goal areas as well as other transportation priorities.

1.) MoDOT needs feedback on the four goals from the current LRTP. Do you agree or disagree with each of these goal areas as a focus for the next 25 years of transportation? (Please circle Agree or Disagree for each goal.)

Preservation: Take care of the transportation system and services we enjoy today.

Agree Disagree

Safety: Keep all travelers safe, no matter the mode of transportation.

on priorities. Please new priority.

ility of the freight system.

ions.

tion services.

ration for

art car

uggest something else?

lowest revenue per ay an average of \$30

n how important it is

e system declines over

very important to me





# Who Did We Hear From?

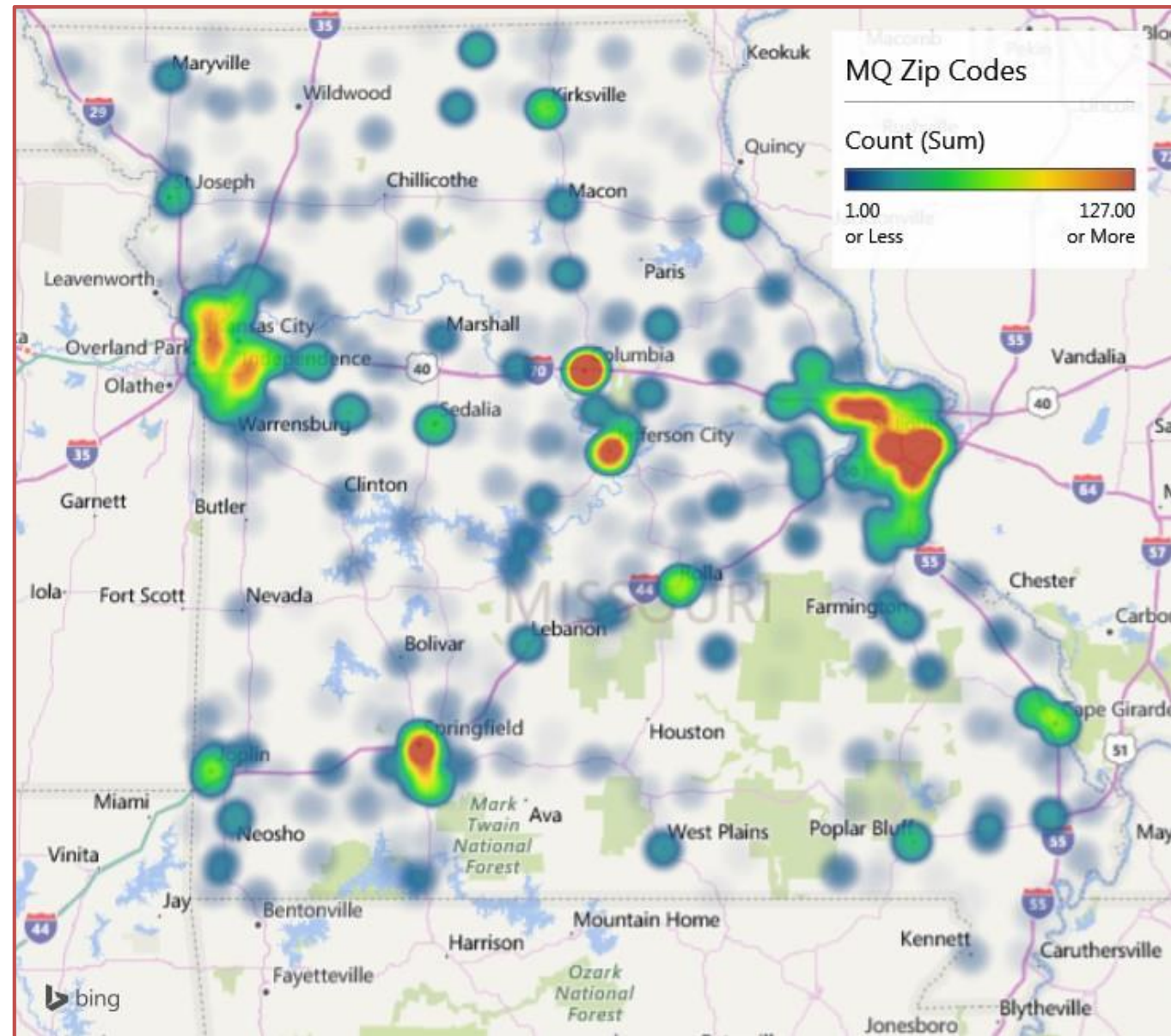
Survey open 1 month

7,716 participants

5,000+ comments

74% of people provided a zip code

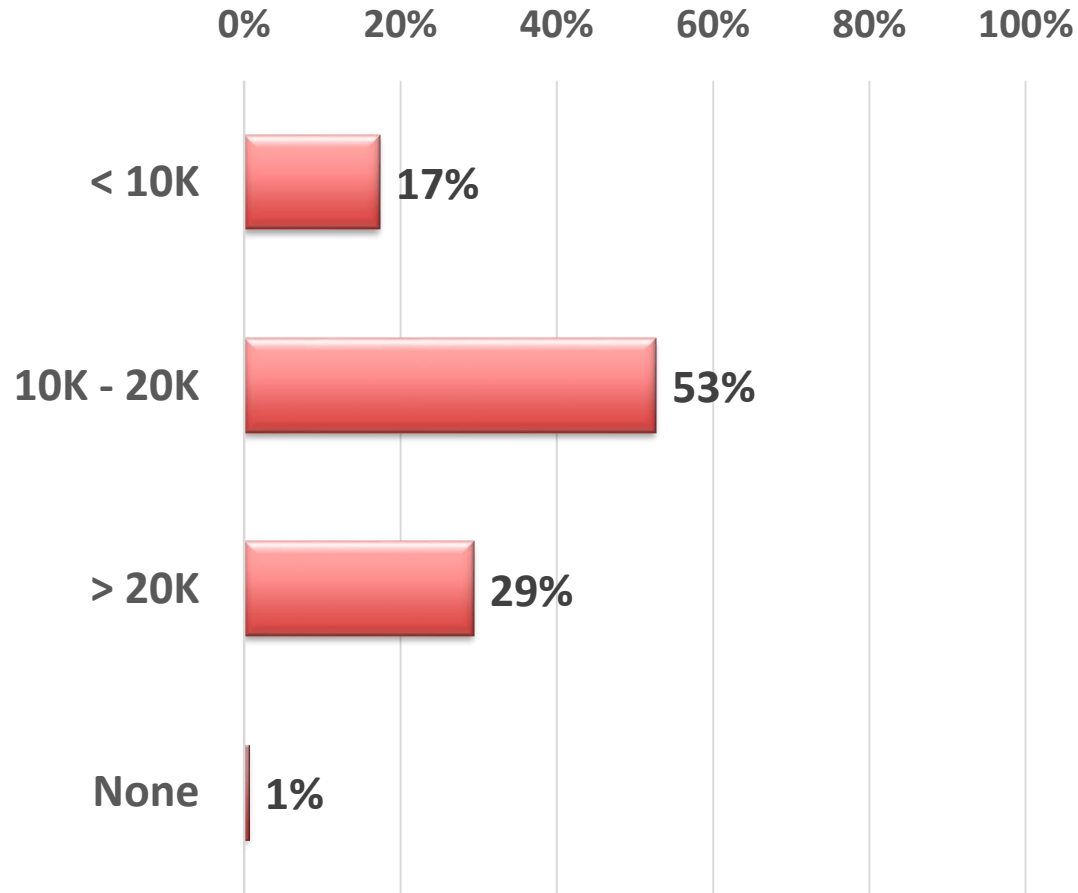
Created heat maps to see location of participants



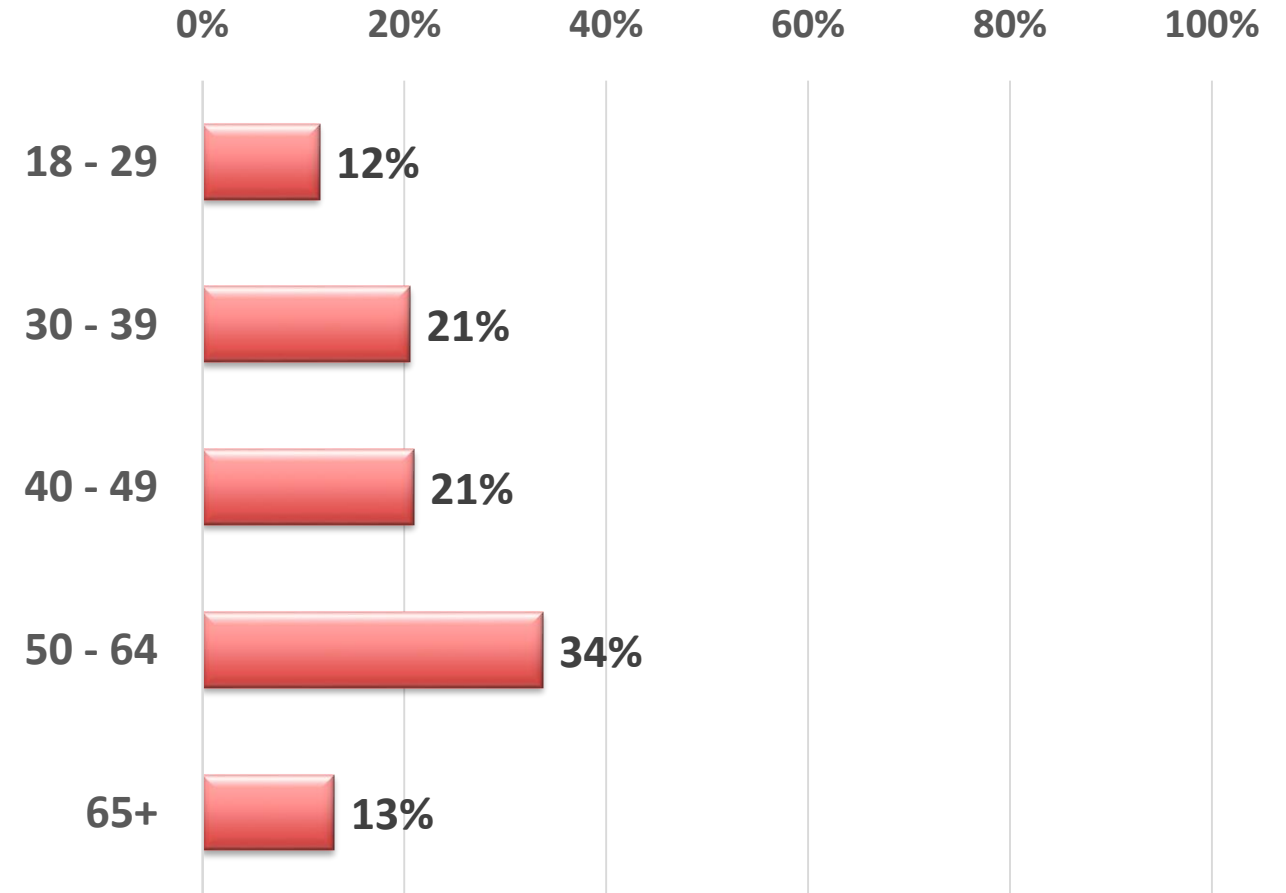


# Who Did We Hear From?

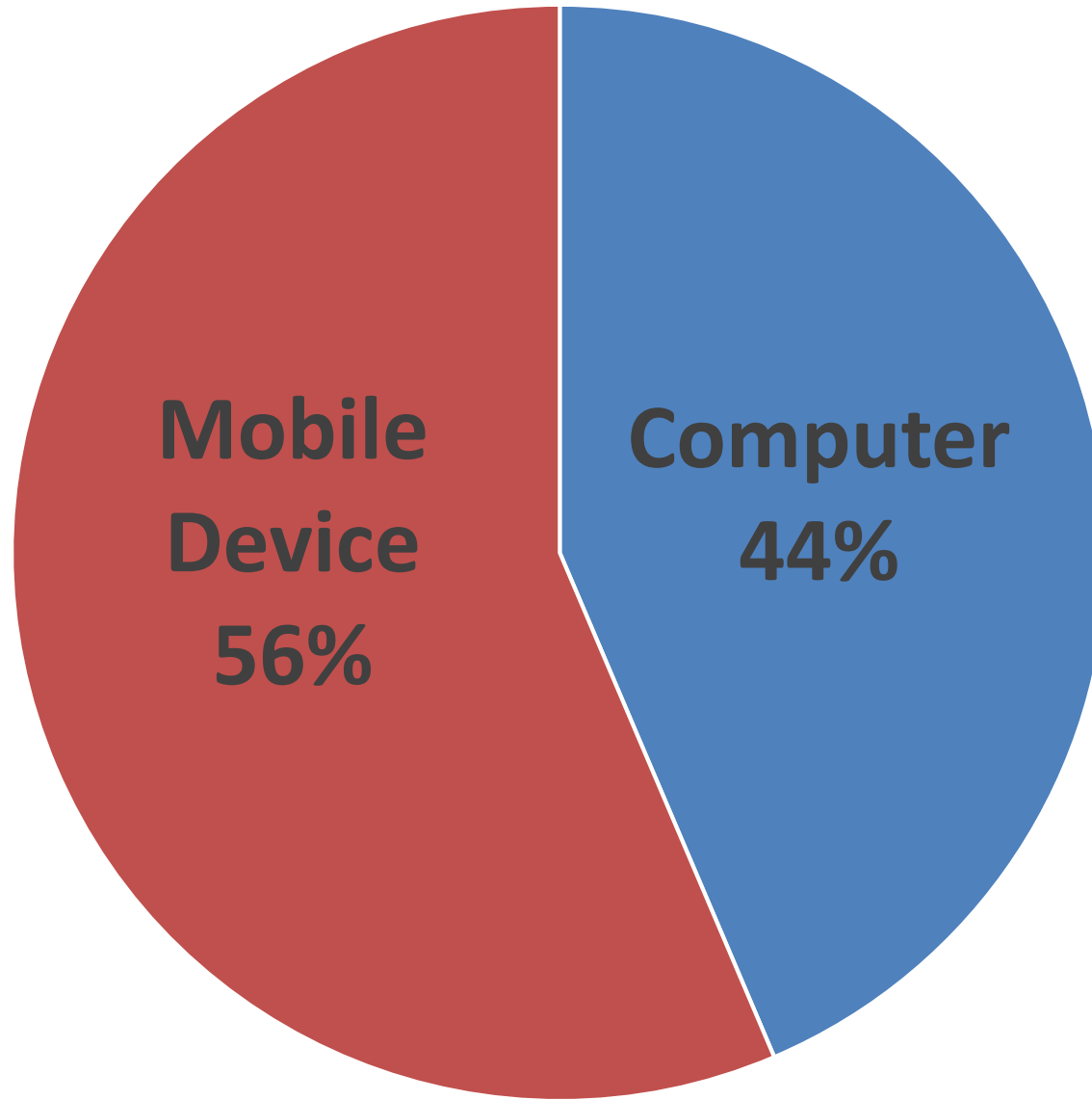
About How Many Miles Do you Drive Per Year?



What Is Your Age?



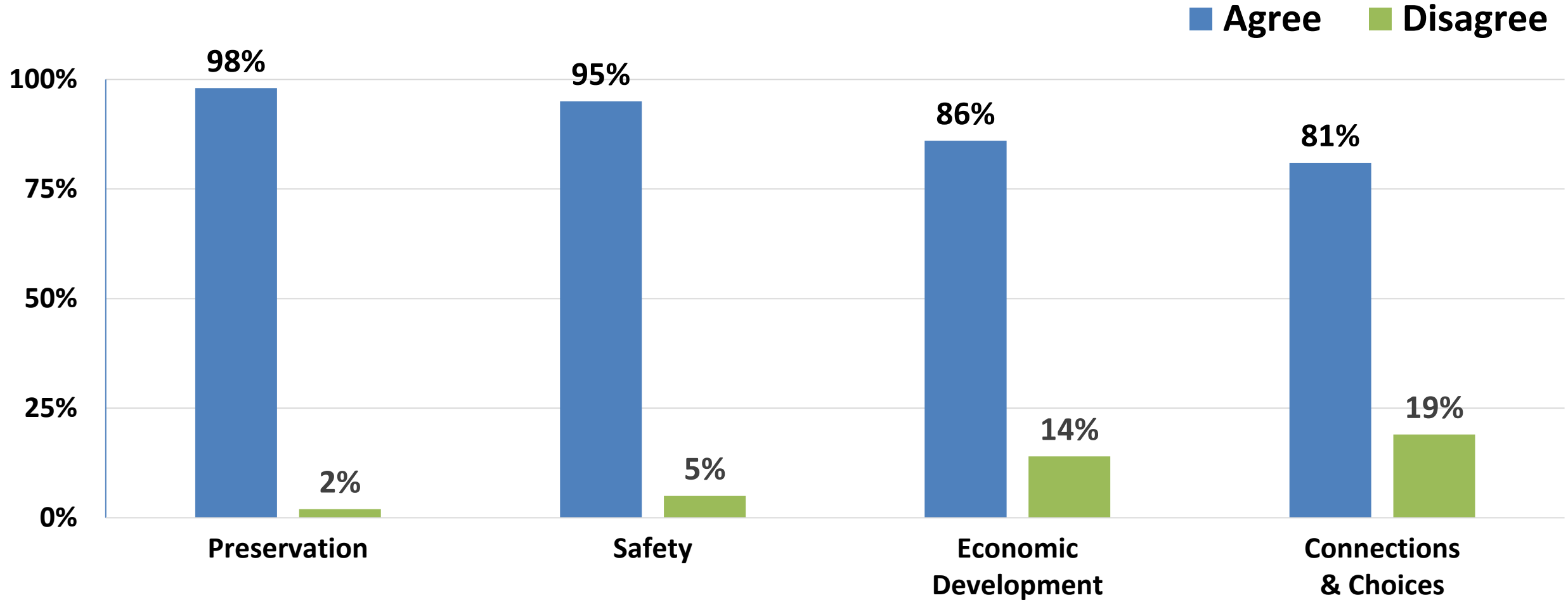
# How Did People Participate?





# What Did We Hear: Goal Areas

*Do you agree or disagree with each of these as a focus for the next 25 years*



# What's Most Important to You?

*Rate each scenario between 1 – 5 stars*

## Average Ratings



**Improving road and bridge conditions,** which means paying a little more and limiting the construction of new roadways.



**Seeking new revenue for other transportation options,** such as increased public transit and rail, or bicycle and pedestrian facilities.



**Expanding the transportation system (adding lanes, building new roads and interchanges),** which could mean paying more or seeing the condition of the system and services decline.



**Keeping my transportation costs the same,** even if that means the condition of the system declines over time and no new facilities are built.



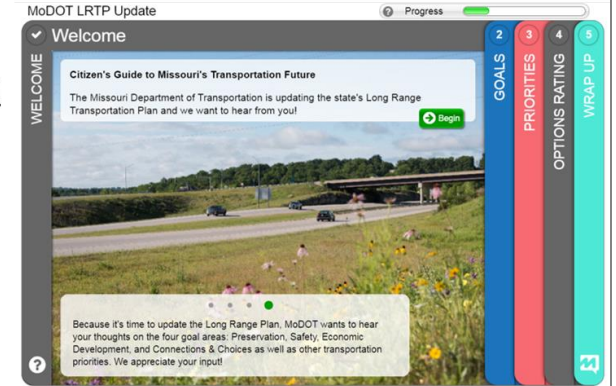
# Additional Outreach Efforts

L RTP presentations at  
existing meetings  
Statewide webinars  
that include live  
polling

## Updating L RTP goals

Seeking input online at:  
[modotlrtp.metroquest.com](http://modotlrtp.metroquest.com)

Input will help confirm  
goals and rank  
transportation priorities



**Which of these do you think  
have the biggest impact on  
transportation system?**

- A. The shifting of population from rural to urban
- B. Missouri's increasing aging population
- C. Young people being less interested in driving and wanting more transportation options
- D. Technological shifts: (Self-driving cars, electric vehicles reducing motor fuel revenues)



Please respond in the Polling box. Share any comments in the Chat box



# Lessons Learned

High-touch and high-tech outreach efforts each have their place

The time invested in developing contact lists pays off

Engaging your partners is important – ask for their help

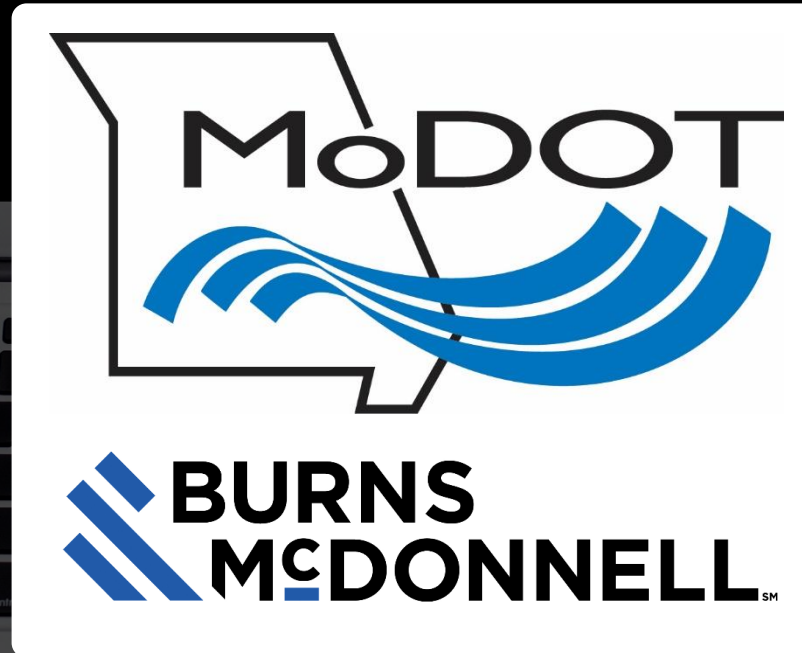
Preview content with other people in your agency – ask for feedback

Keep people in your agency in the loop – they can help promote

Reduce the number of open-ended questions where possible

Simpler is better, but not always easier

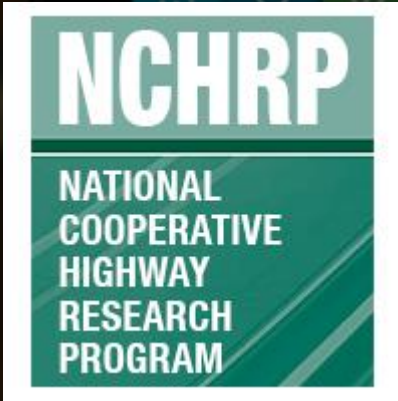
# Thank you



**Bob Brendel, Special Assignments, Missouri DOT**  
**Maggie Doll, Strategic Consultant, Burns & McDonnell**



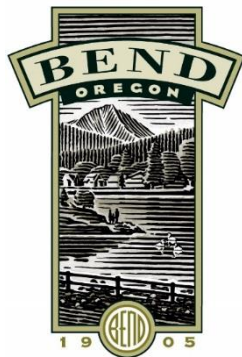
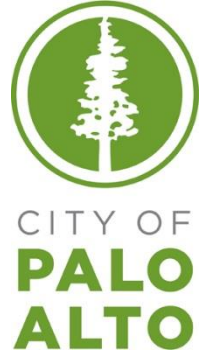
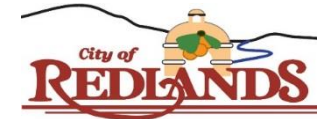
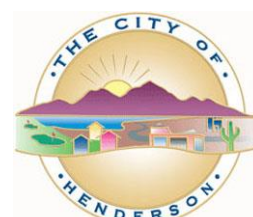
# Years of Research into Best Practices



Federal Transit  
Administration



# MetroQuest is Used Coast to Coast







Same Ten People



ILLINOIS DEPARTMENT  
OF TRANSPORTATION



LONG RANGE  
TRANSPORTATION PLAN



Sustainable Choices 2040



Long Range Transportation Plan Report Card

LRTP 2035



move people • create jobs • strengthen communities



MAY 2016





additional

# Three challenges...lead to:

1. Long time frame.....low motivation levels
2. Large scale.....need broad demographic
3. Complex issues.....must include education



**MetroQuest**  
Engagement optimized



# Poll: What are your top engagement priorities?





Moment of truth:  
Making the case to decision makers





# Criteria 1: Critical Mass






# Criteria 2: Diversity



# Criteria 3: Informed Input

Anchorage Talks Transit

Progress 

3 Choices And Trade-Offs

What to do Next Task

WELCOME PRIORITIES CHOICES SPENDING PRIORITIES FINISH

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

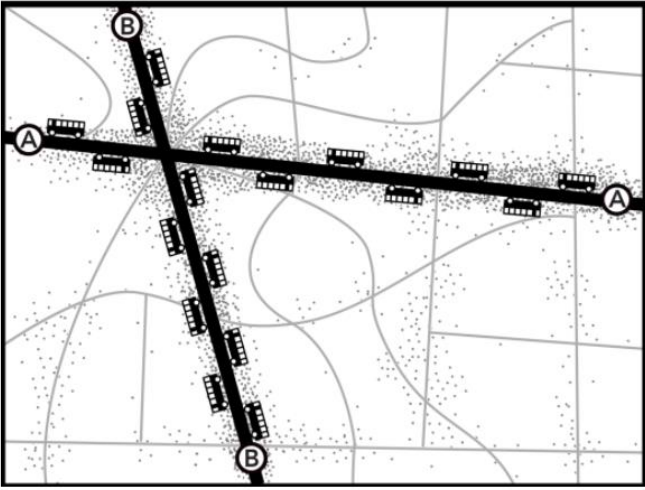
Some service for everyone

Shorter travel times

Shorter waits

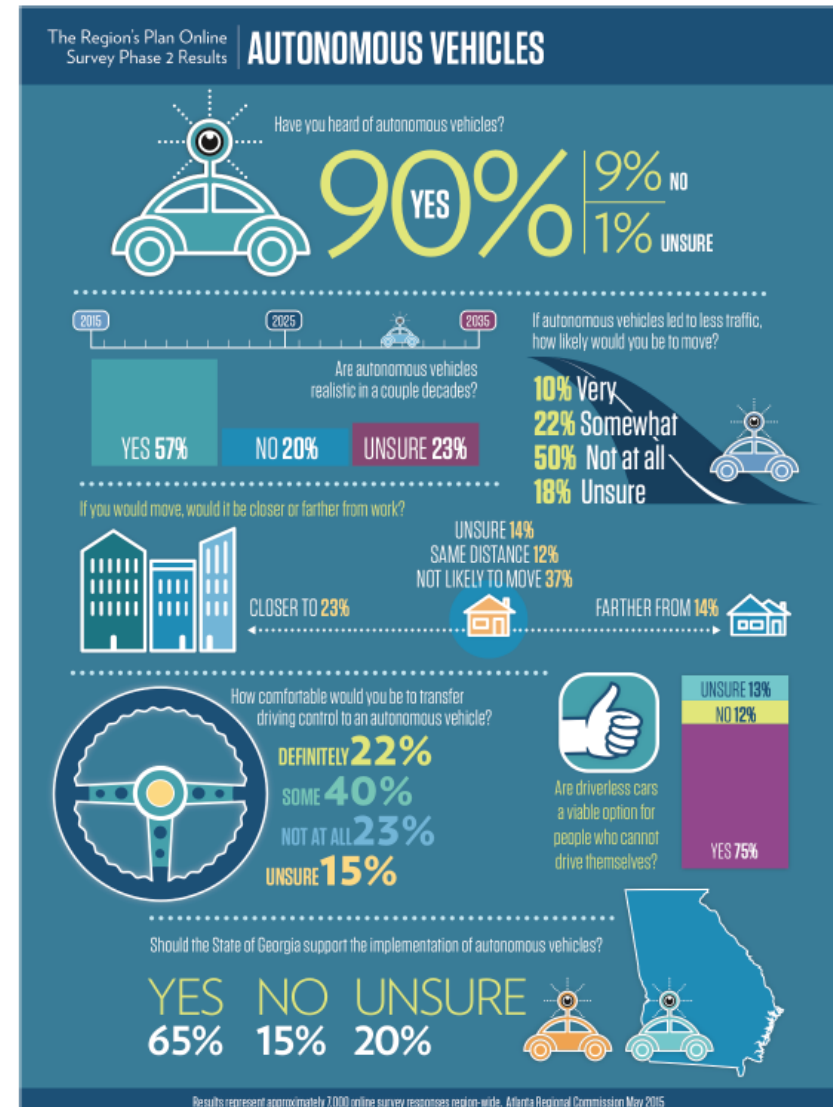
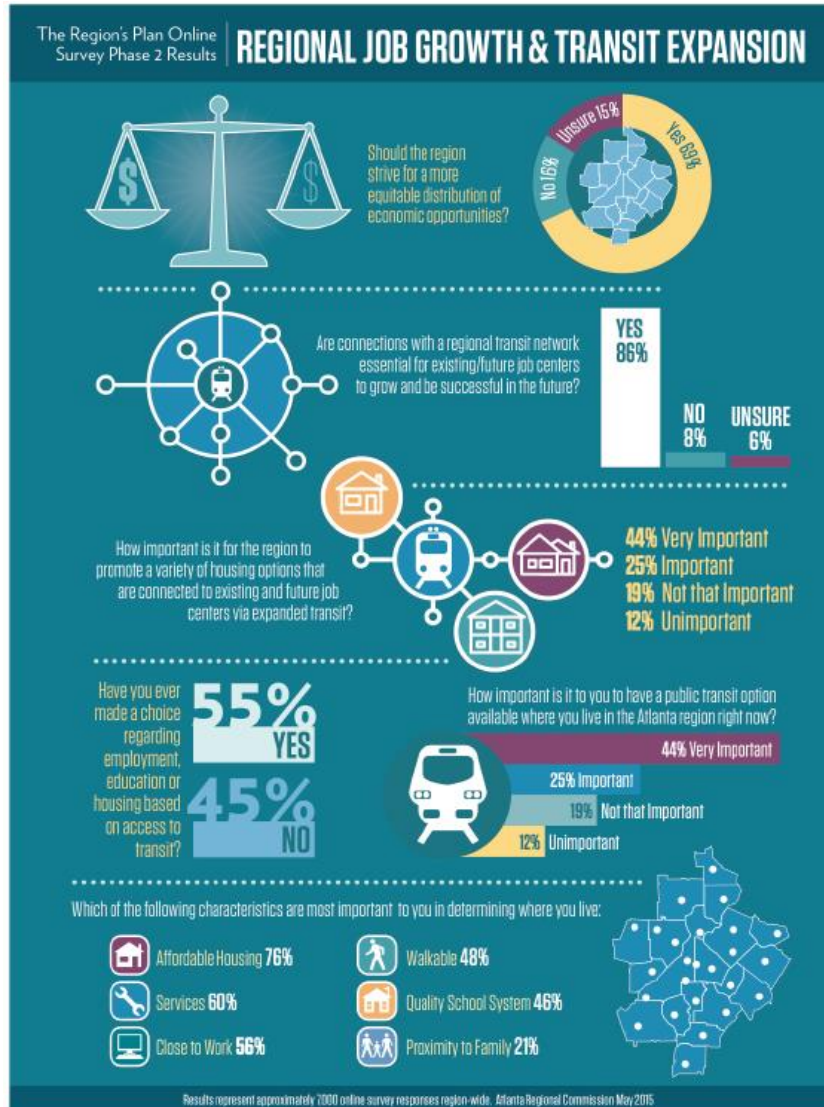
Simpler network

Worse Better





# Criteria 4: Quantifiable Results





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**

# Five Key Lessons

1

2

3

4

5

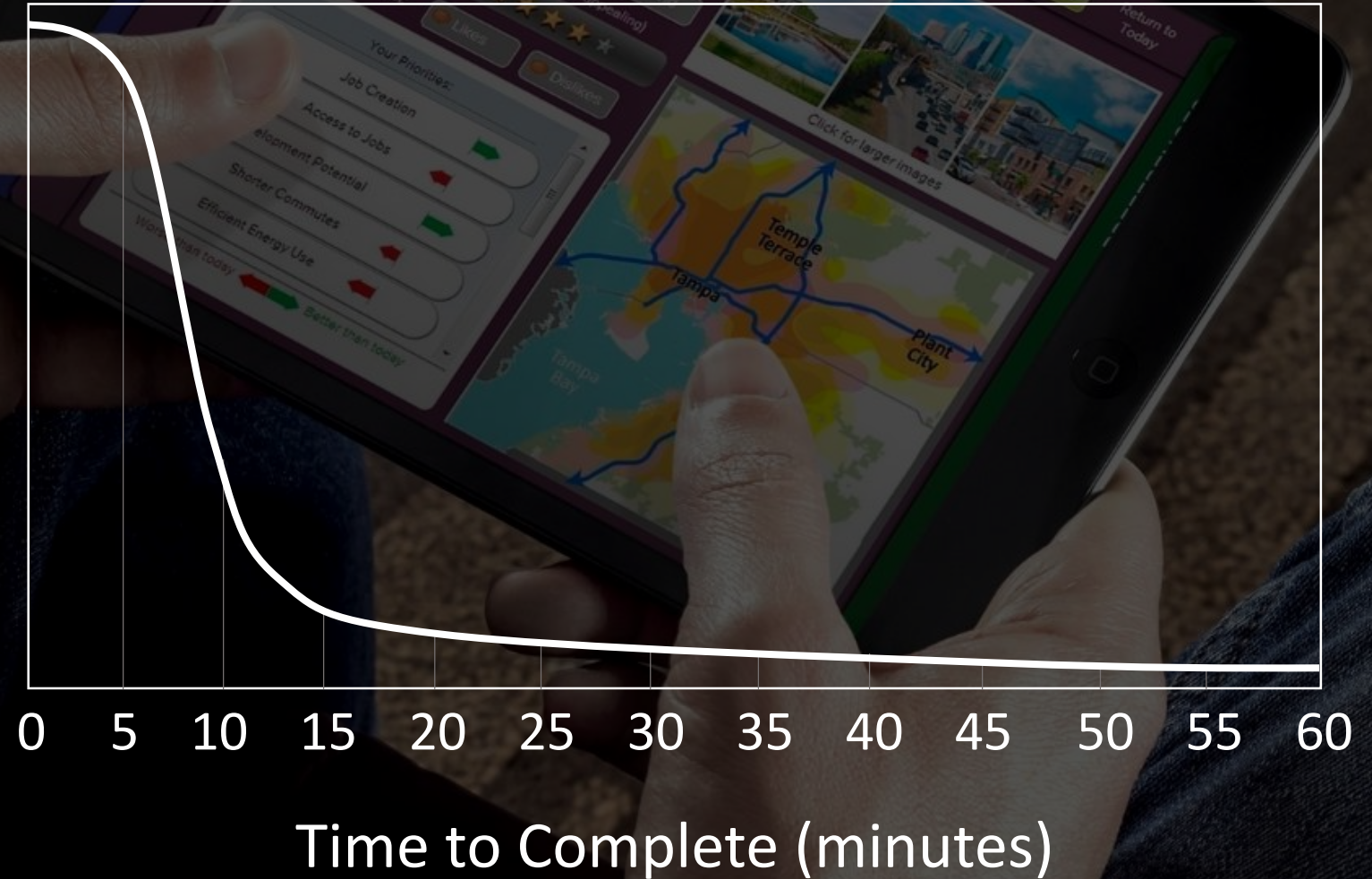


**MetroQuest**  
Engagement optimized



# 1 Aim for a 5-minute experience

Participants





2

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"/>

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

Northern Virginia Regional Bikeway and Trail Network Study


Task 3 of 5

Progress

1/5.Path

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)

Optional Comment

Next



3

# Make it insightful...in 5 minutes



4

## Promote like a pro

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

---

**10 Tips for Promoting  
Participation**

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**MetroQuest**  
Engagement optimized

A small image of a book cover. The title 'The Beginner's Guide to Effective Online Engagement' is written in white and green text. The background of the cover shows a laptop and some papers.

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



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





5

# Monitor & adjust as needed



**MetroQuest**  
Engagement optimized



additional

# Three challenges...lead to:

1. Long time frame.....low motivation levels
2. Large scale.....need broad demographic
3. Complex issues.....must include education



Poll: What additional information  
would be helpful?





# Questions?



# Thank you for participating

AICP CM: <https://planning.org/events/eventsingle/9138817/>



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