

Beyond Facebook How DOT's Go Online for Real Input





Dave Biggs

Chief Engagement Officer
MetroQuest





Agenda

Top 6 challenges with public involvement
Inside the Alaska DOT & PF success story
Best practices for online public involvement
Live Q&A Session



20 years of best practices research



Federal Transit
Administration



Association of
Metropolitan
Planning
Organizations



Select MetroQuest customers

State Agencies



Local Agencies

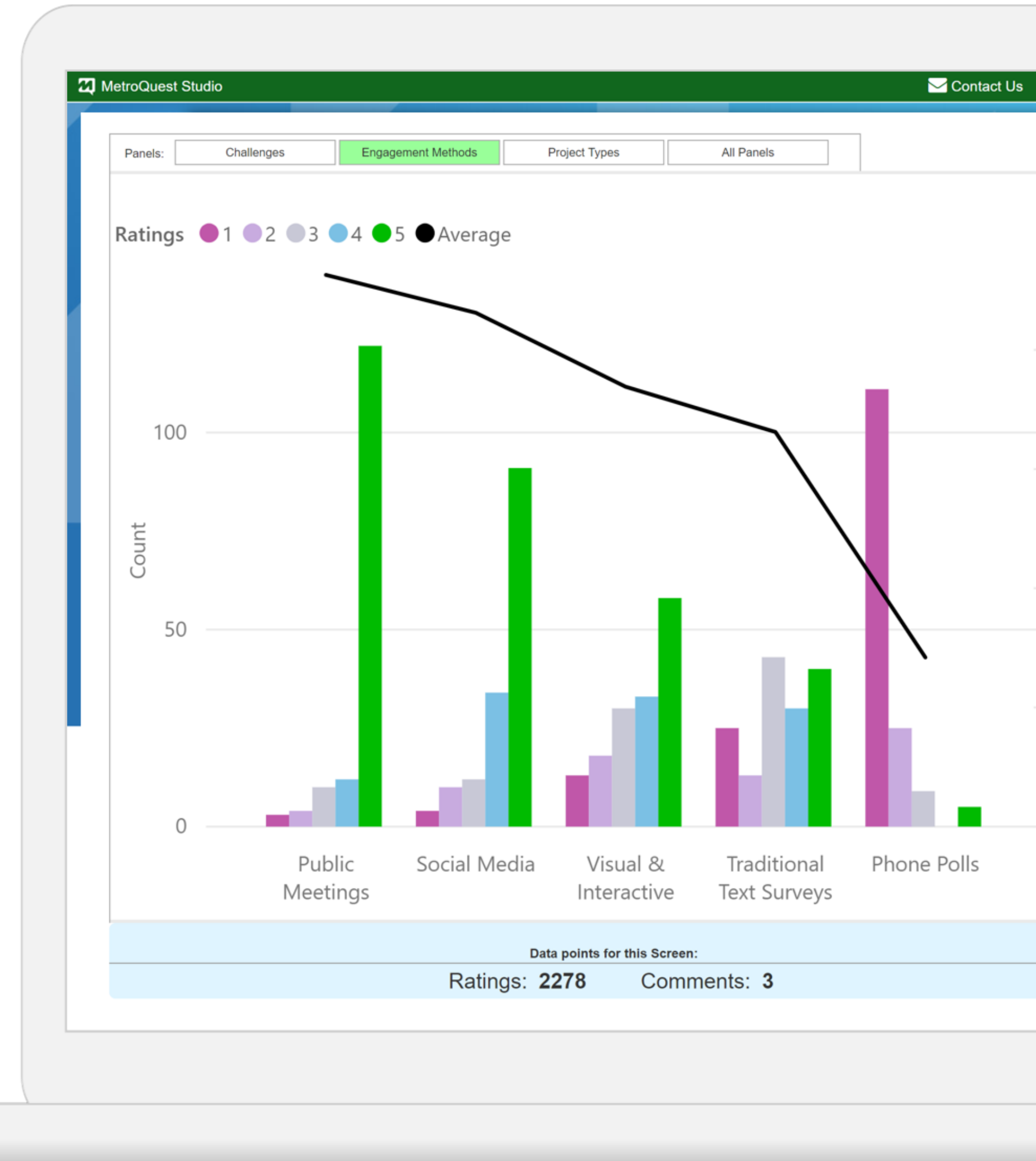


Consulting Firms



Top Engagement Methods

#1 Public meetings





3 issues with public meetings



Low turnouts
at public
meetings



Only the
motivated
provide input

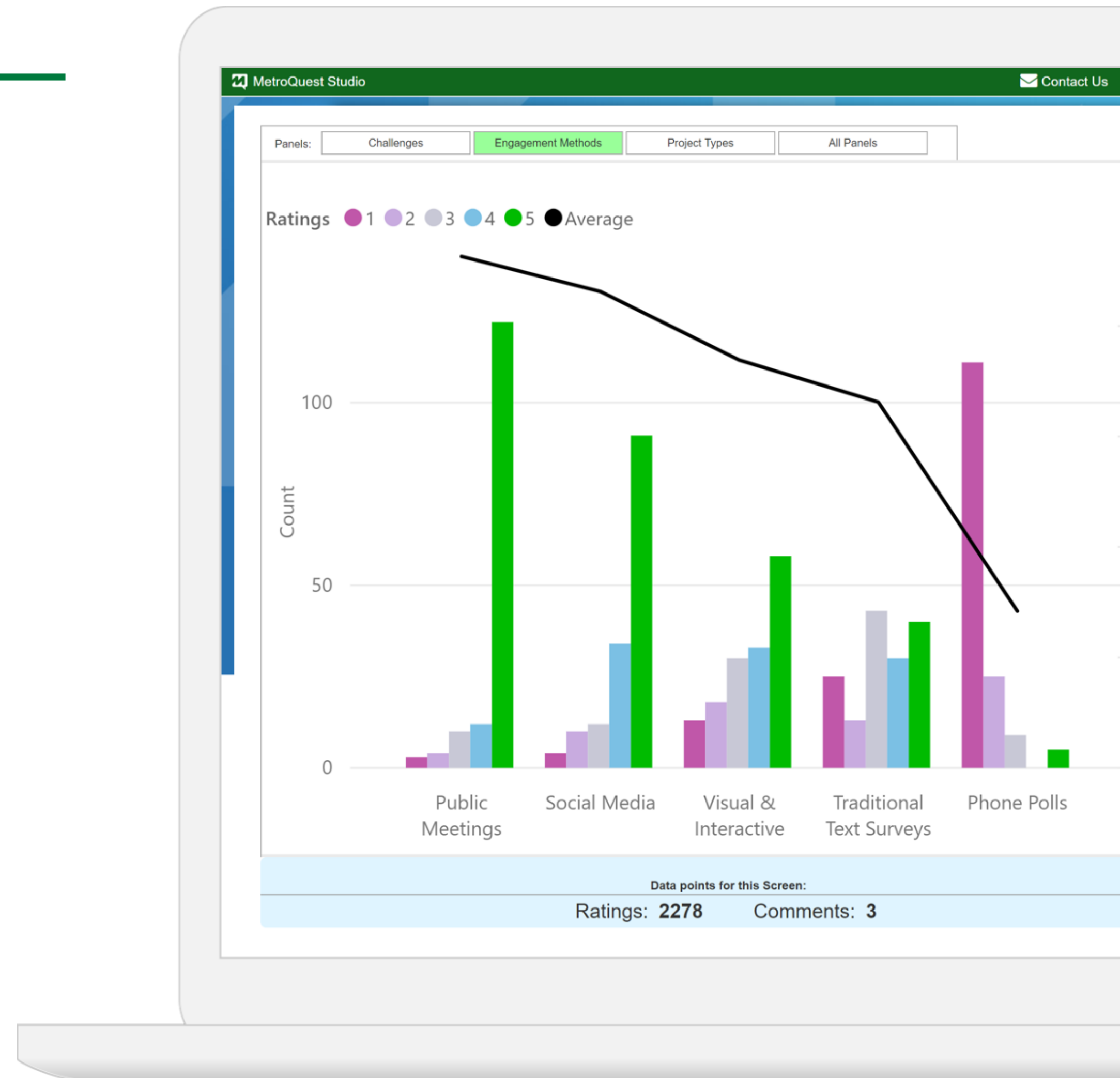


Highest cost-
per-participant

Top Engagement Methods

#1 Public meetings

#2 Social media



The image features two men in profile, facing left, working on laptops. They are positioned in front of a red brick wall. The man on the left has dark hair and a beard, wearing a grey hoodie and white earbuds. The man on the right has light brown hair and a beard, wearing glasses and a dark blue long-sleeved shirt. A semi-transparent blue rectangular box is overlaid on the left side of the image, containing the text '3 issues with social media' in white. The overall scene suggests a focus on digital work or social media usage.

3 issues with social media

Social networks
are chaotic
& polarizing

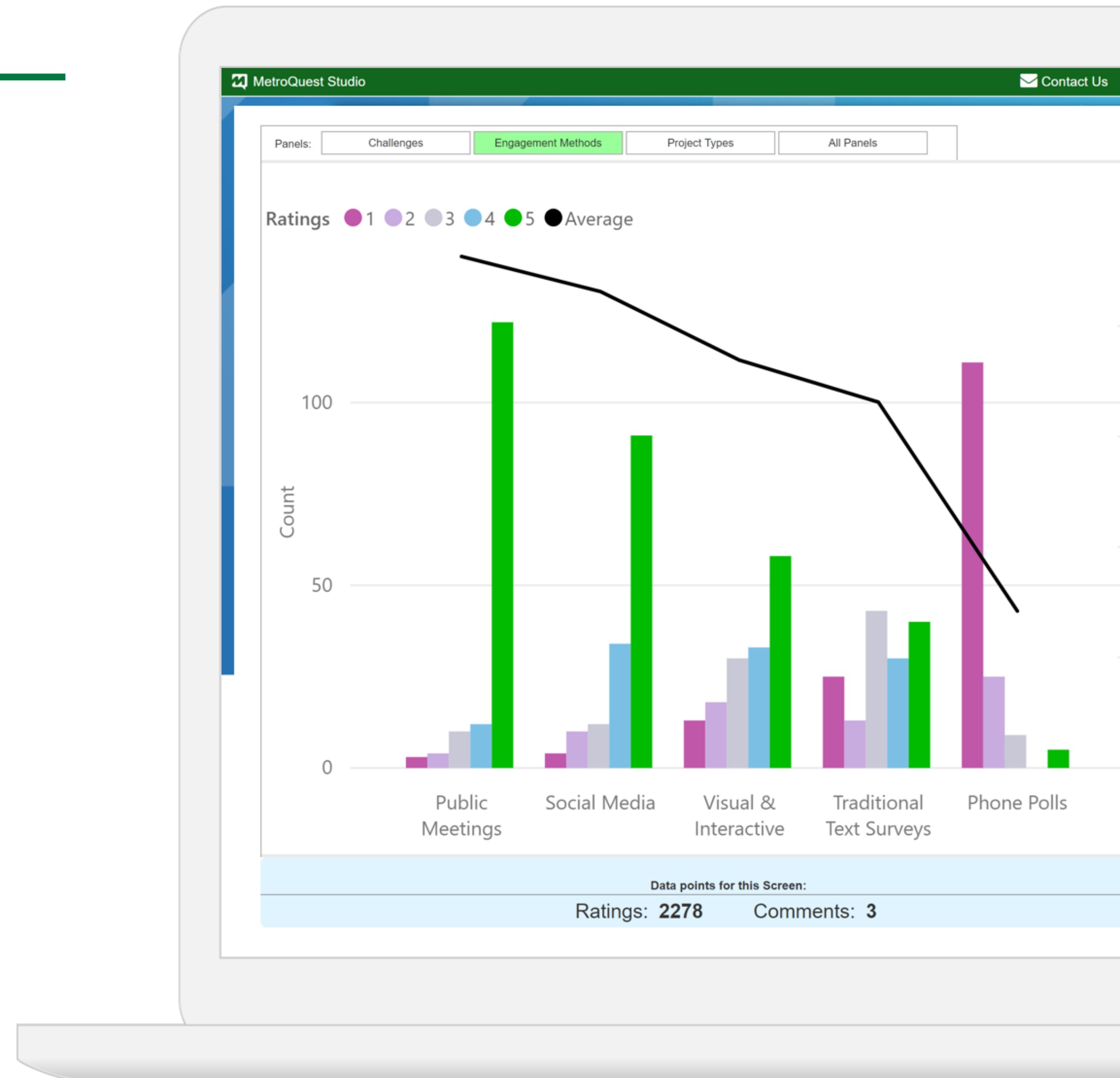
Community
messages
are public &
permanent

Social input
is hardly
quantifiable



Top Engagement Methods

- #1 Public meetings
- #2 Social media
- #3 Visual & interactive tools



A photograph of a multi-level highway interchange in a winter setting. The ground and surrounding hills are covered in snow. Bare trees are visible on the hillsides. A green text overlay is positioned on the right side of the image. In the background, a highway sign for 'Anchorage 13' is visible above the road.

Success! Kinney &
Alaska Engage 5,000
in Corridor Study



Joann Mitchell
Principal Engineer
Kinney Engineering



Heather Edic
Civil Engineer
Kinney Engineering



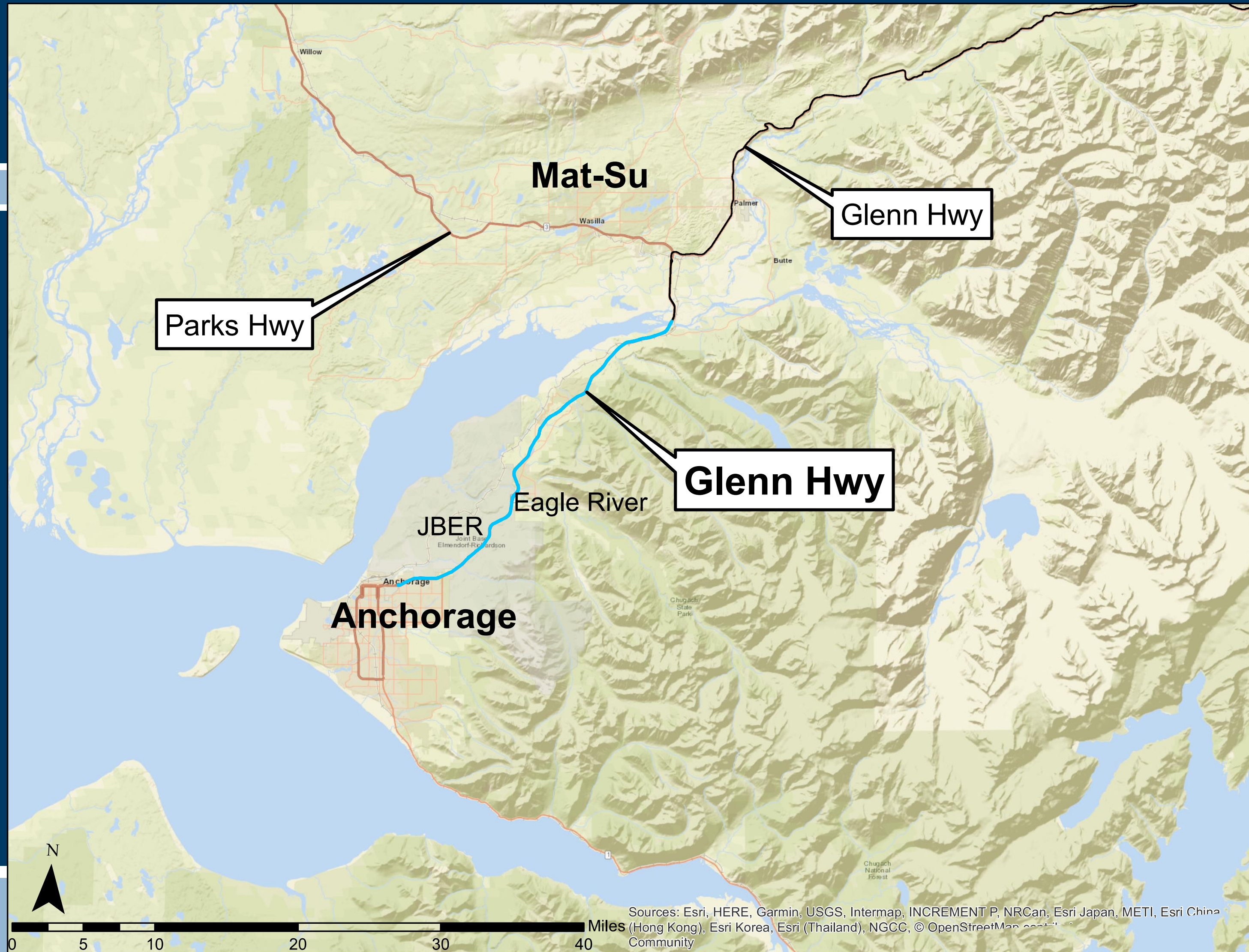
GLENN HIGHWAY INTEGRATED CORRIDOR MANAGEMENT (ICM) STUDY PUBLIC OUTREACH

Project Purpose

- To identify strategies to improve the efficiency of the movement of people and goods along the Glenn Highway, specifically as it relates to non-recurring congestion.

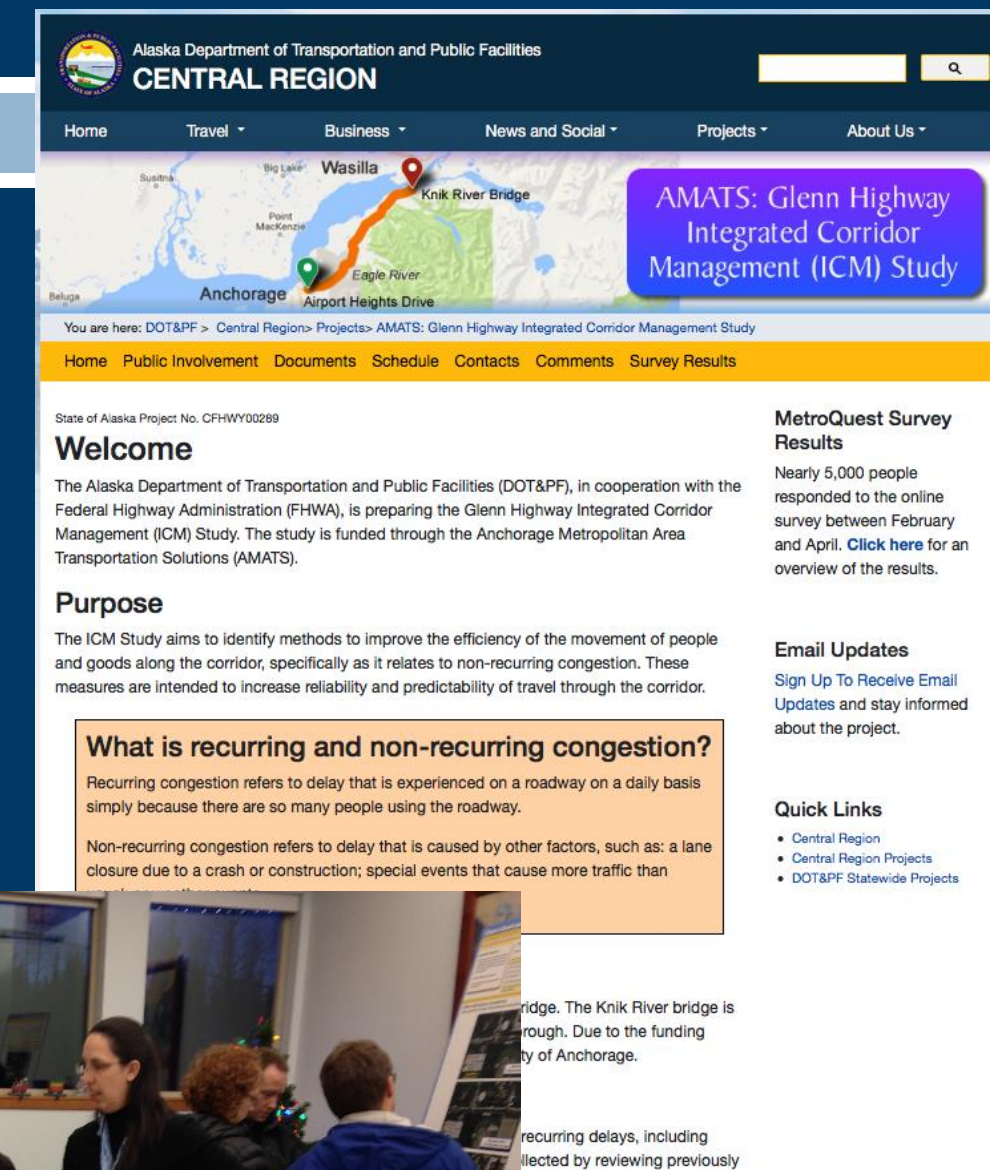


Glenn Hwy



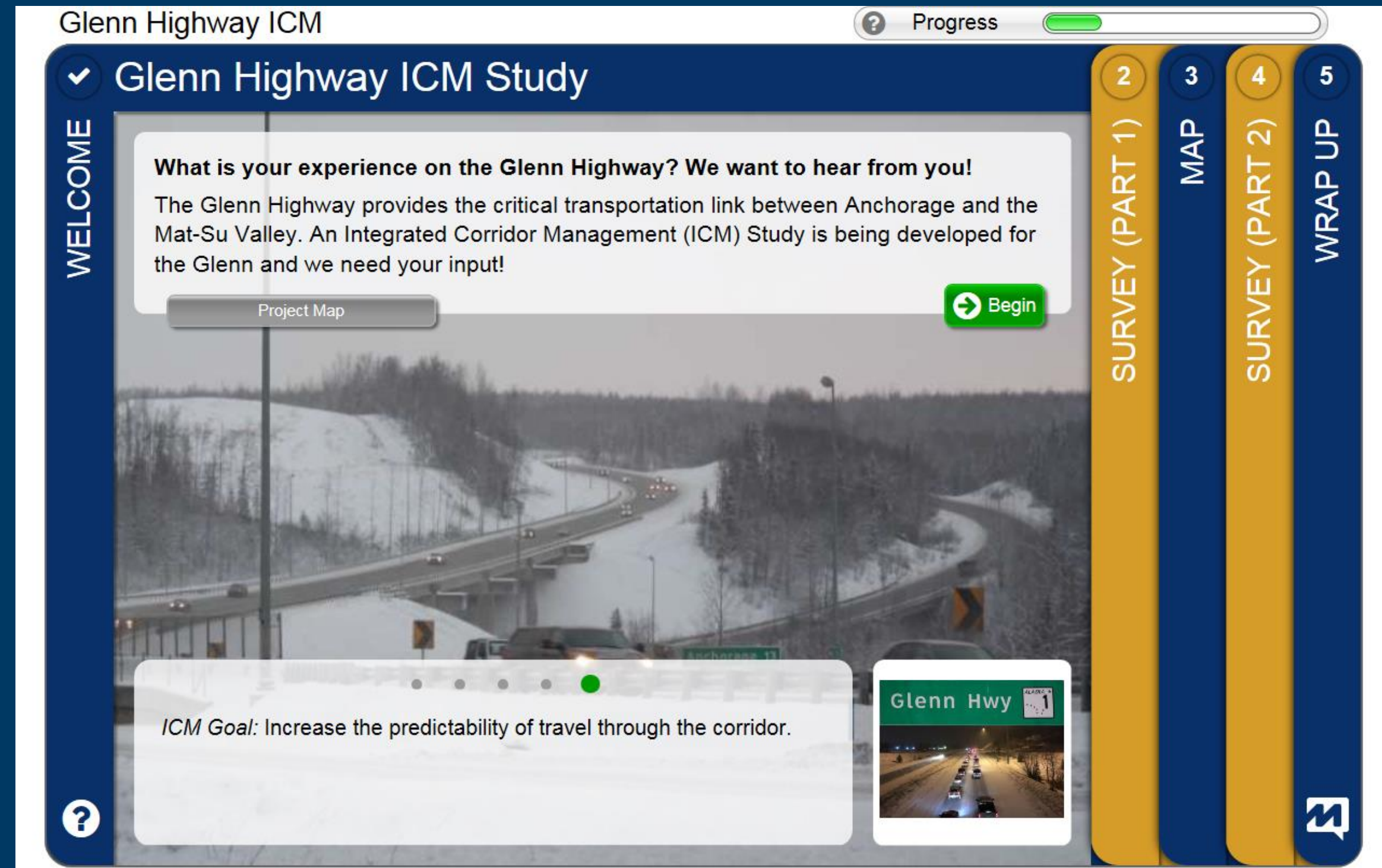
Traditional Public Outreach Methods

- ❑ Project Website
- ❑ Open House
- ❑ Community Council Presentations
- ❑ Transportation Fairs
- ❑ Listening Posts



MetroQuest

- Reaches more people, especially the commuters
- Fast, easy way to gather input from the public
- Able to ask the same questions of every user for consistent data



Information Gathered

- How often and when they use the Glenn
- Where they get on and off
- Where they get information about the traffic conditions
- Travel Modes
- How flexible are travel times
- Issues/Concerns/Suggestions



Glenn Highway ICM Study

WELCOME

What is your experience on the Glenn Highway? We want to hear from you!

The Glenn Highway provides the critical transportation link between Anchorage and the Mat-Su Valley. An Integrated Corridor Management (ICM) Study is being developed for the Glenn and we need your input!

Project Map



Begin

ICM Goal: Identify methods to improve the efficiency of the movement of people and goods along the corridor.

Glenn Hwy

1

2

SURVEY (PART 1)

3

MAP

4

SURVEY (PART 2)

5

WRAP UP





WELCOME



2

SURVEY (PART 1)

How do you use the Glenn?

Frequency

Direction

Time of Travel

Access Points -
SouthboundAccess Points -
Northbound

Time of Day You Travel

What times of day are you typically on the Glenn Highway between Airport Heights Drive and the Knik River bridge? (choose all that apply)

- ☐ Midnight to 2 am ☐ 2 am – 6 am ☐ 6 am – 7 am ☐ 7 am – 8 am
☐ 8 am – 9am ☐ 9 am – 10 am ☐ 10 am – 2 pm ☐ 2 pm -3 pm
☐ 3 pm – 4 pm ☐ 4 pm – 5 pm ☐ 5 pm – 6 pm ☐ 6 pm – 7 pm
☐ 7 pm – 8 pm ☐ 8 pm – 10 pm ☐ 10 pm – Midnight

Next

3

MAP

4

SURVEY (PART 2)

5

WRAP UP



1

WELCOME

?

2

SURVEY (PART 1)

3

MAP

Show us your concerns/ideas!

? What to do

Next Task

4

SURVEY (PART 2)

5

WRAP UP

?

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



Safety/Crashes



Road
Conditions



Congestion



Wildlife



Other Issues



Suggestions





WELCOME

2

SURVEY (PART 1)

3

MAP

4

SURVEY (PART 2)

More about your highway use!



What to do



Next Task

5

WRAP UP



Traffic Reports

Flexibility

Modes

Ideas!

Expand your Options

Traffic Reports You Use

Where do get information about traffic conditions on the Glenn Highway? (select as many as apply)

- ☐ Glenn Highway Traffic Report Facebook Page
- ☐ Radio
- ☐ 511
- ☐ Nixle
- ☐ Twitter
- ☐ Other

Please expand on your answer above. For example, what radio stations, what Twitter feeds, or what other information sources do you use?

Type...



Next





1

WELCOME



2

SURVEY (PART 1)

3

MAP

4

SURVEY (PART 2)

5

WRAP UP



Thank you for participating!

What to do

Final Questions (Optional)

Zip Code (Home)

Type...

Zip Code (Destination)

Type...

Why do you most commonly travel on the Glenn?

Select...



Additional Comments:

Type...

Submit Final Questions

Skip

Project Information

Edith McKee, PE

DOT&PF Project Manager

edith.mckee@alaska.gov

Joann Mitchell, PE**Kinney Engineering**

Public Involvement Coordinator

JoannMitchell@KinneyEng.com

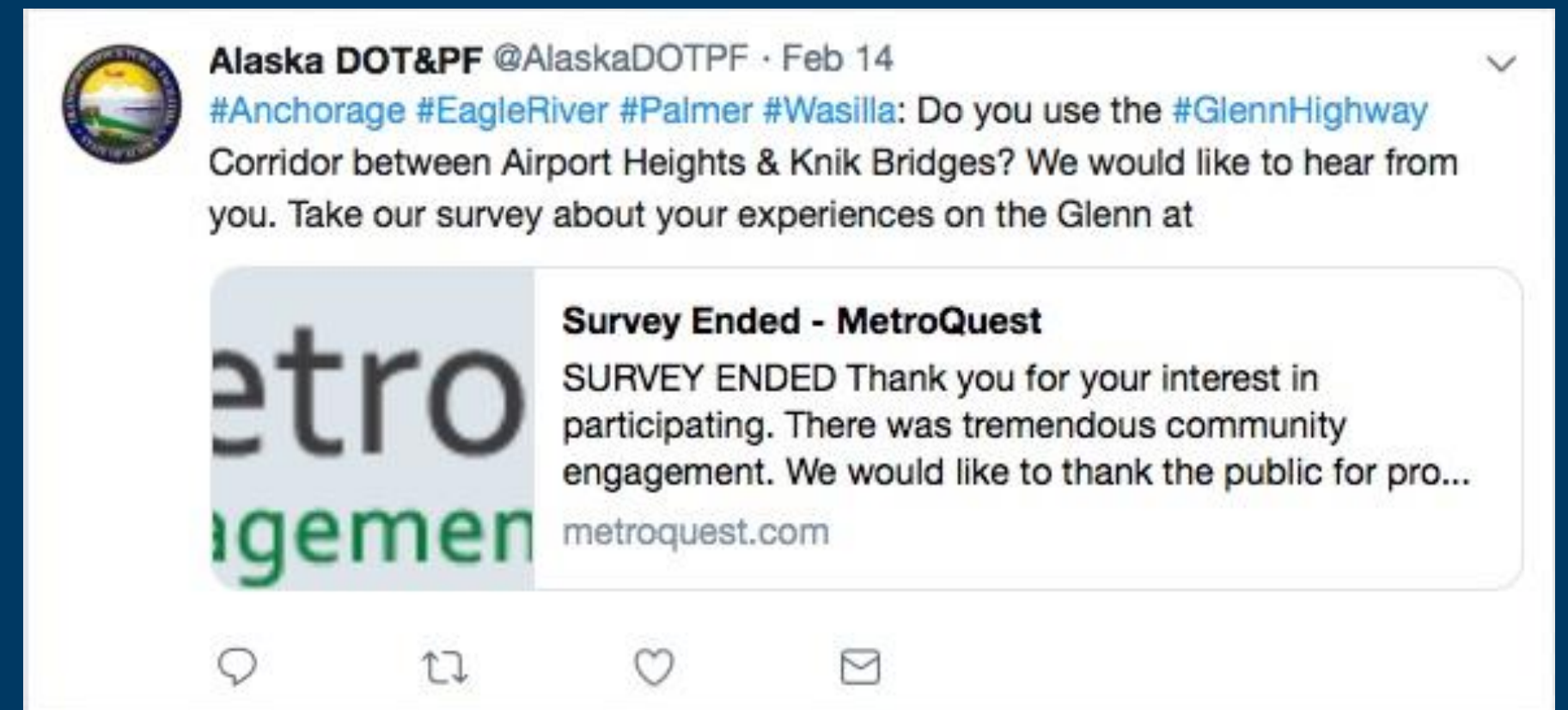
Project Website:dot.alaska.gov/glennstudy

Survey Outreach

How did people find out about the survey?

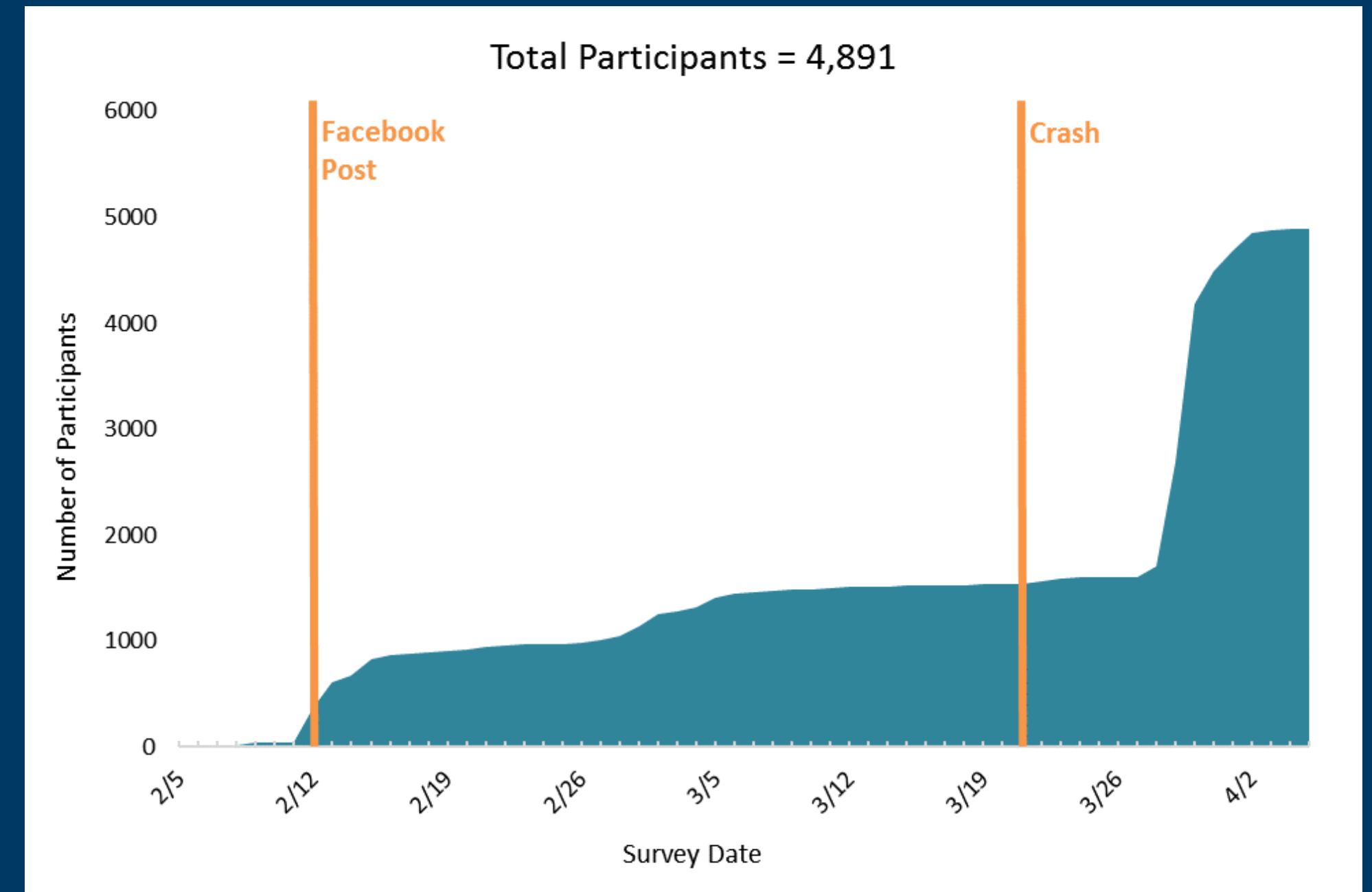
- Transportation Fair
 - ▣ iPad tablets, business cards with survey URL
- Community Council Meetings
 - ▣ Business cards
- Project Website with a link
- Email with link to key stakeholders
- NextDoor social media site
- DOT&PF social media outlets
- GLENN HIGHWAY FACEBOOK PAGE

Examples



Survey Participation

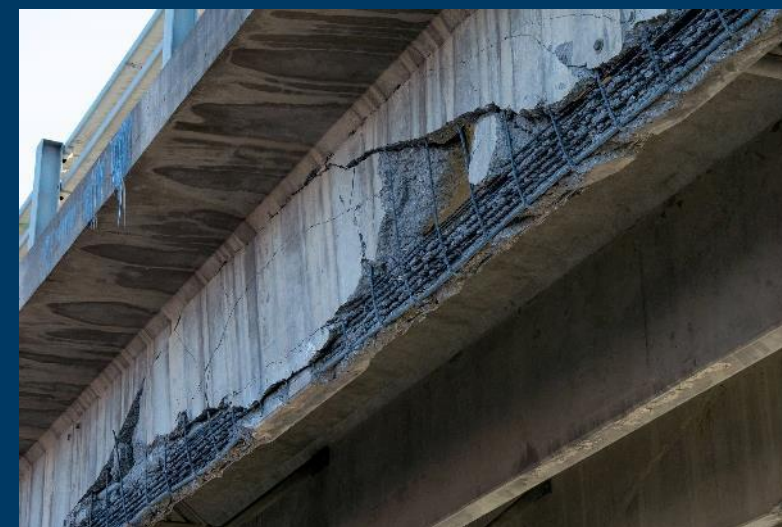
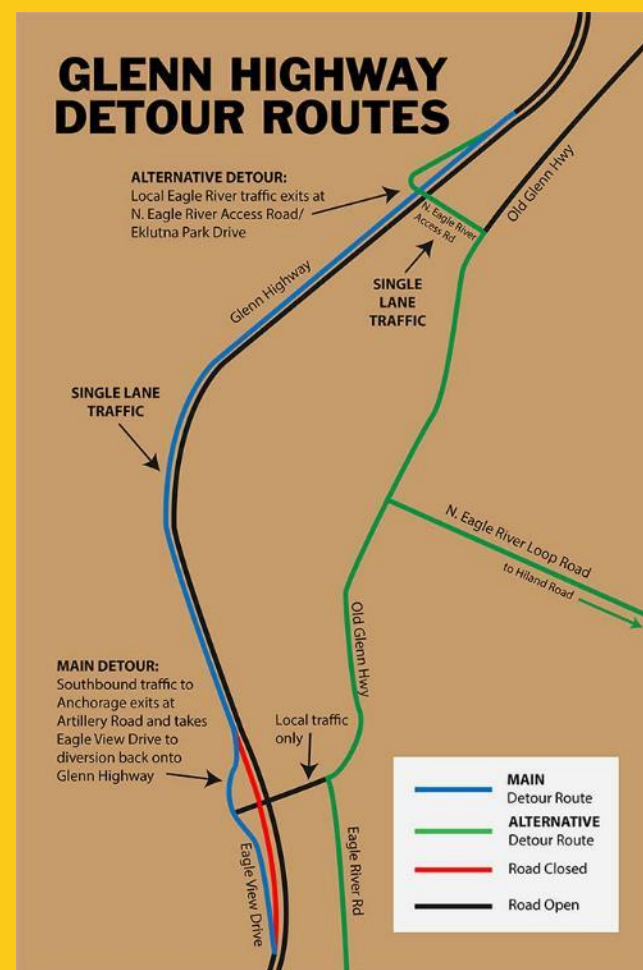
- MetroQuest Survey live from February 5th until April 4th 2018
- Total Participants: 4,891
- Survey posted on FB, February 12th
- 65% of responses were between March 28th and April 2nd
- Crash on Glenn Highway, March 21st
- We had anticipated less than 1,000 comments!



March 21st – Crash on Glenn Highway

Damaged overpass

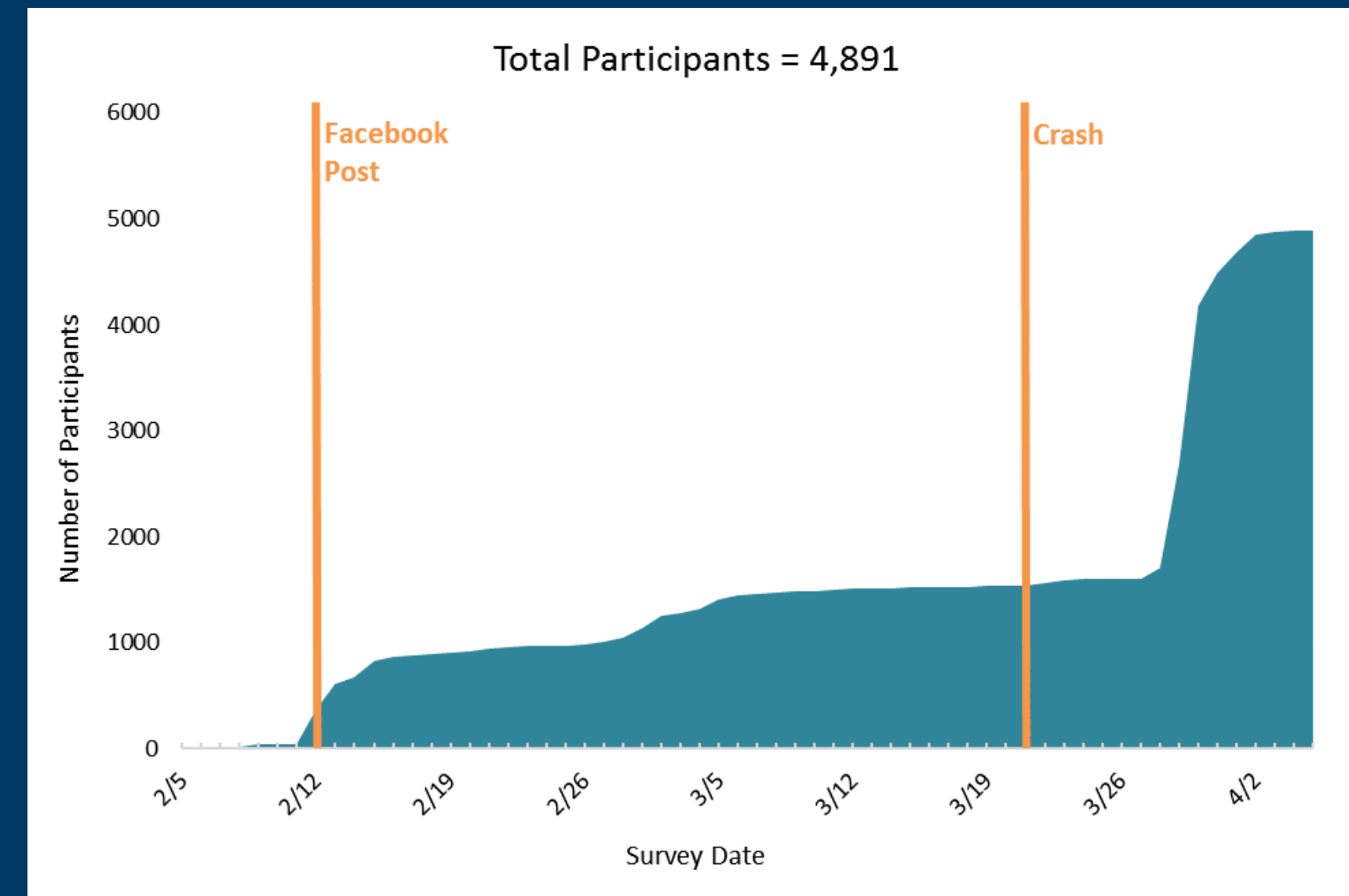
Resulted in
southbound traffic
being diverted off
the Glenn Highway



SOURCEs: Anchorage Daily News and Alaska DOT&PF Facebook

Survey Responses after the Crash

- We were just about to post another reminder about the survey on the Glenn Highway Facebook page when the incident happened
- We made the decision to not post the reminder right away as we were concerned people would focus on the crash only
- One week after the incident, we did post a reminder and responses sky rocketed



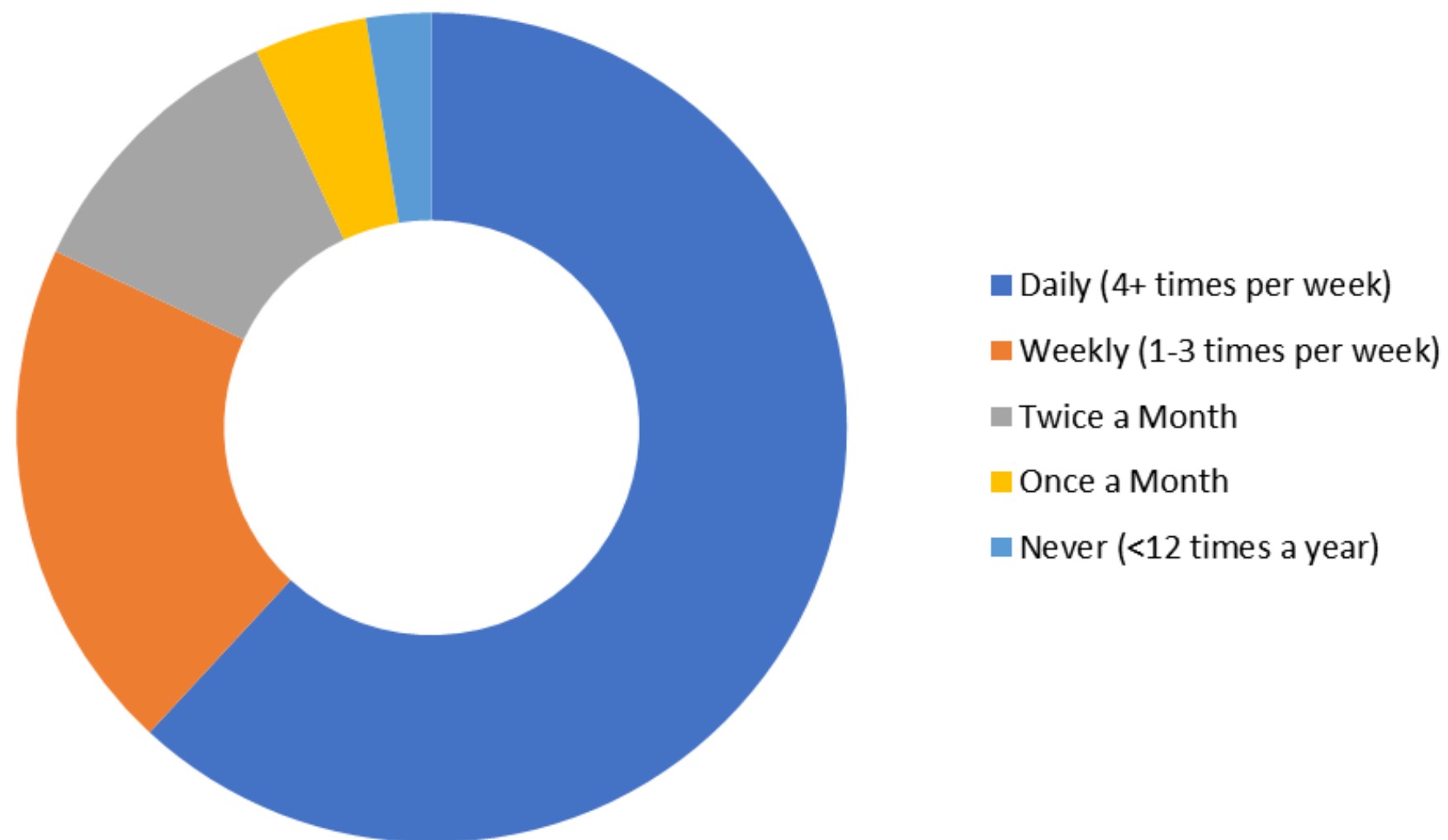
Survey Results

- 81,000 data points
- 15,000 comments

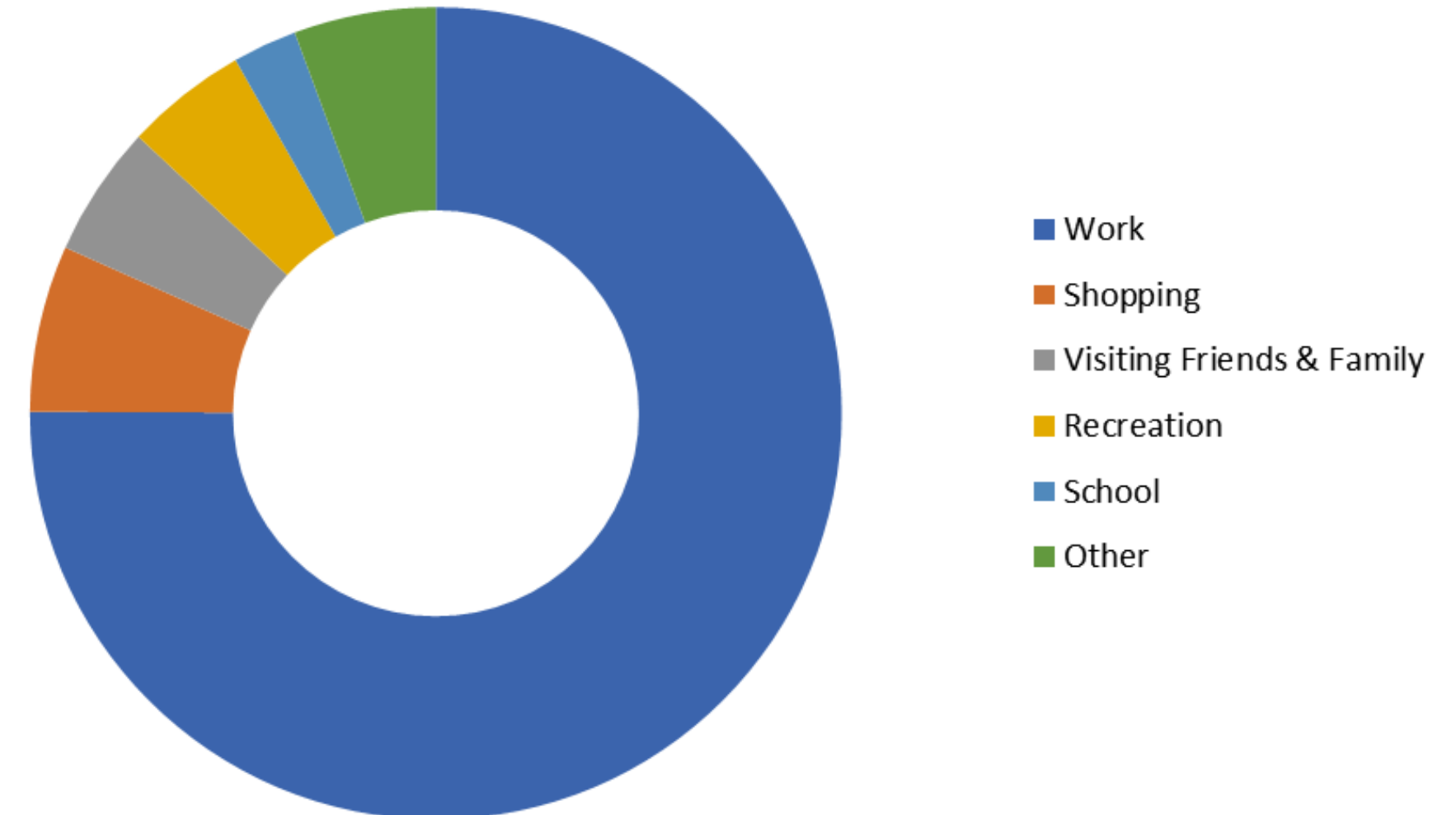


Survey Results – “Frequency and Purpose of Travel”

Frequency of Travel

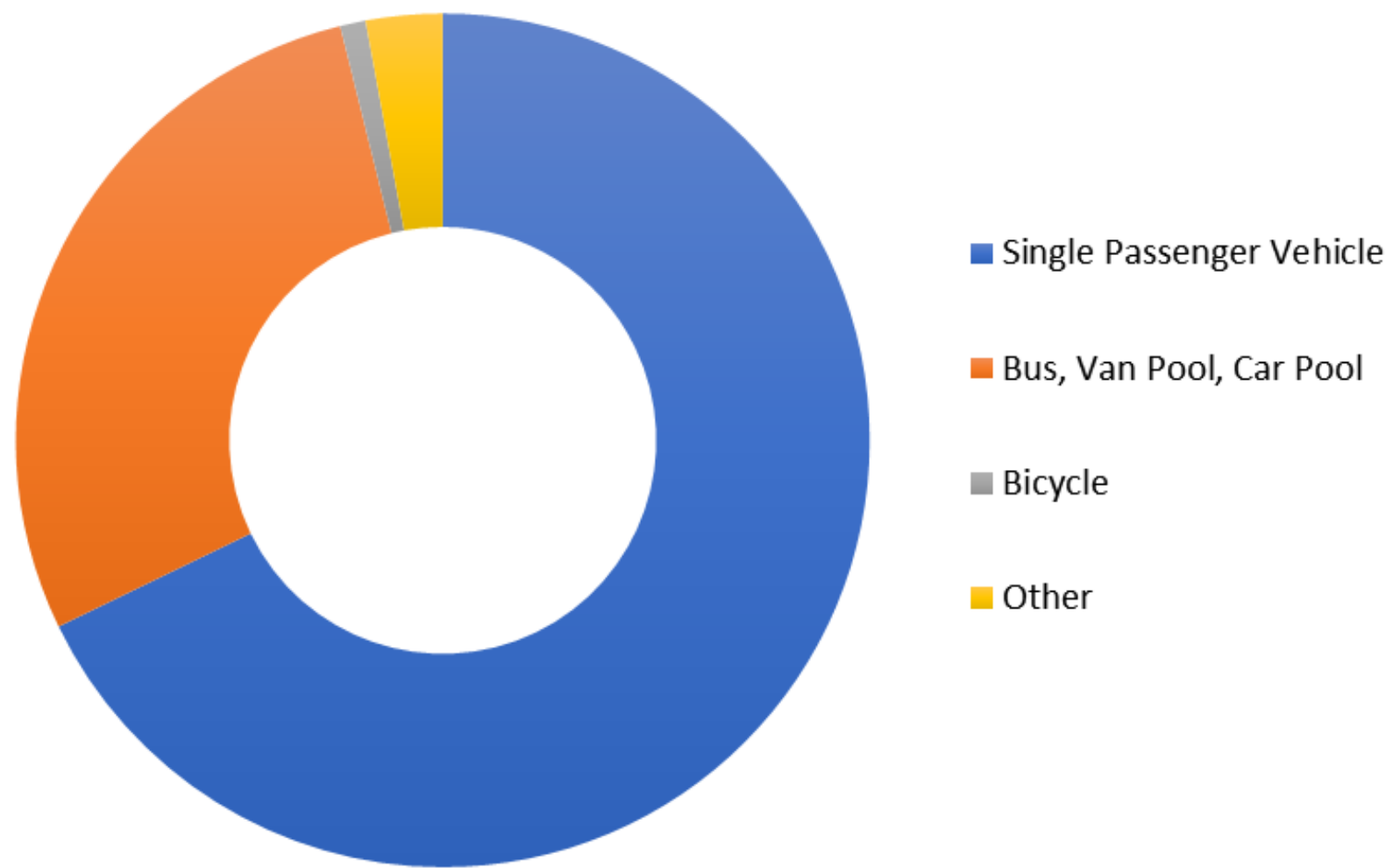


Purpose of Travel

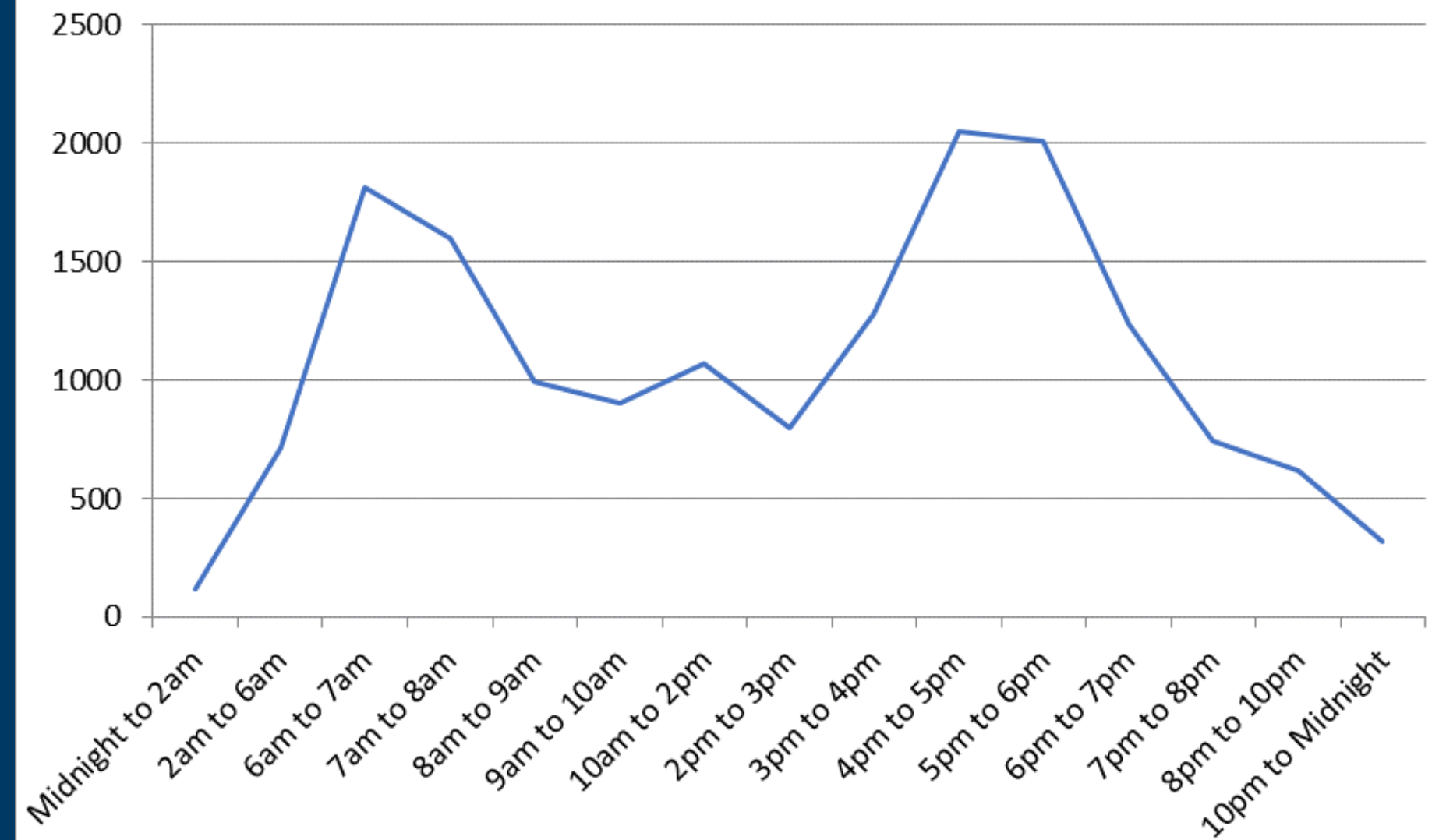


Survey Results – “Mode and Time of Travel”

Mode of Travel

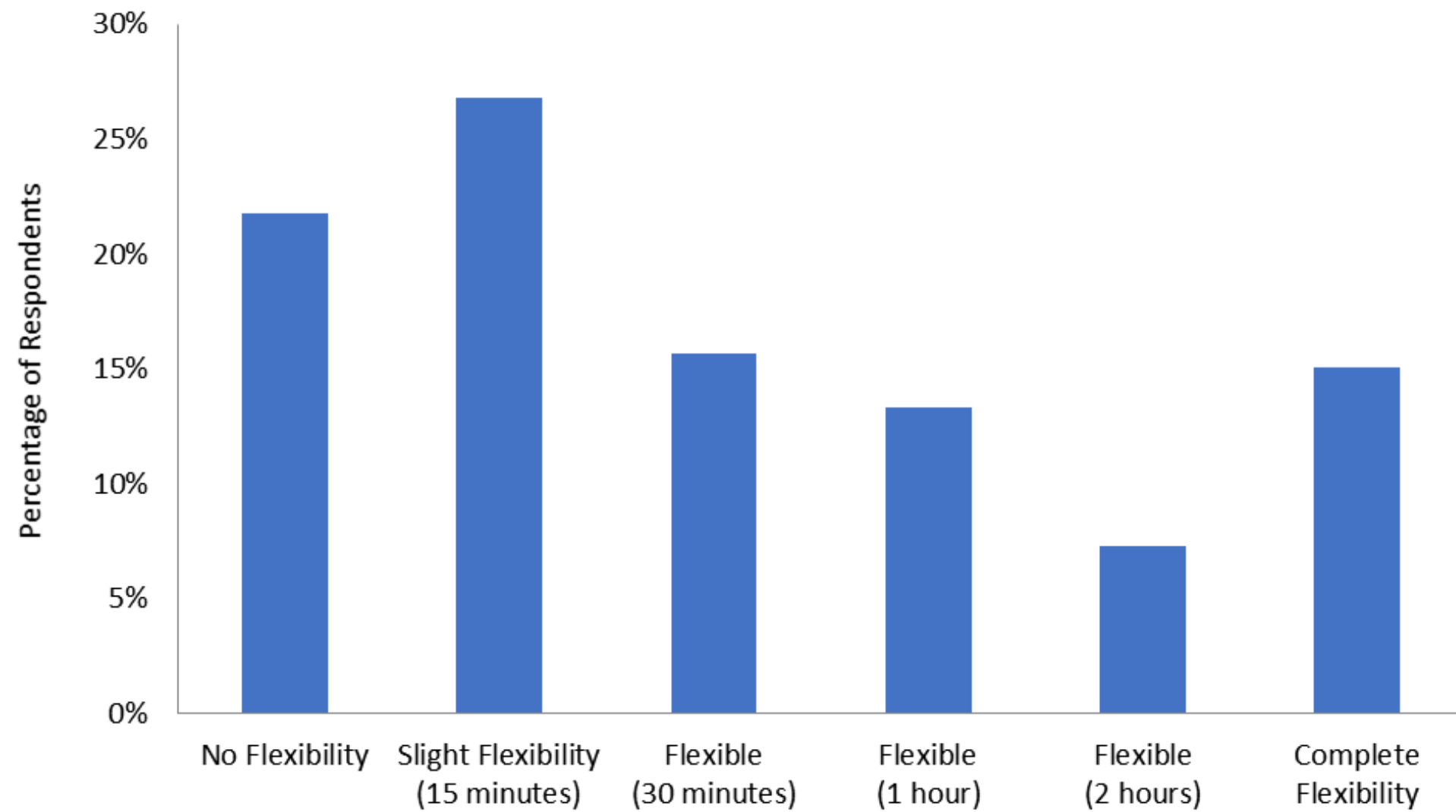


Time of Travel

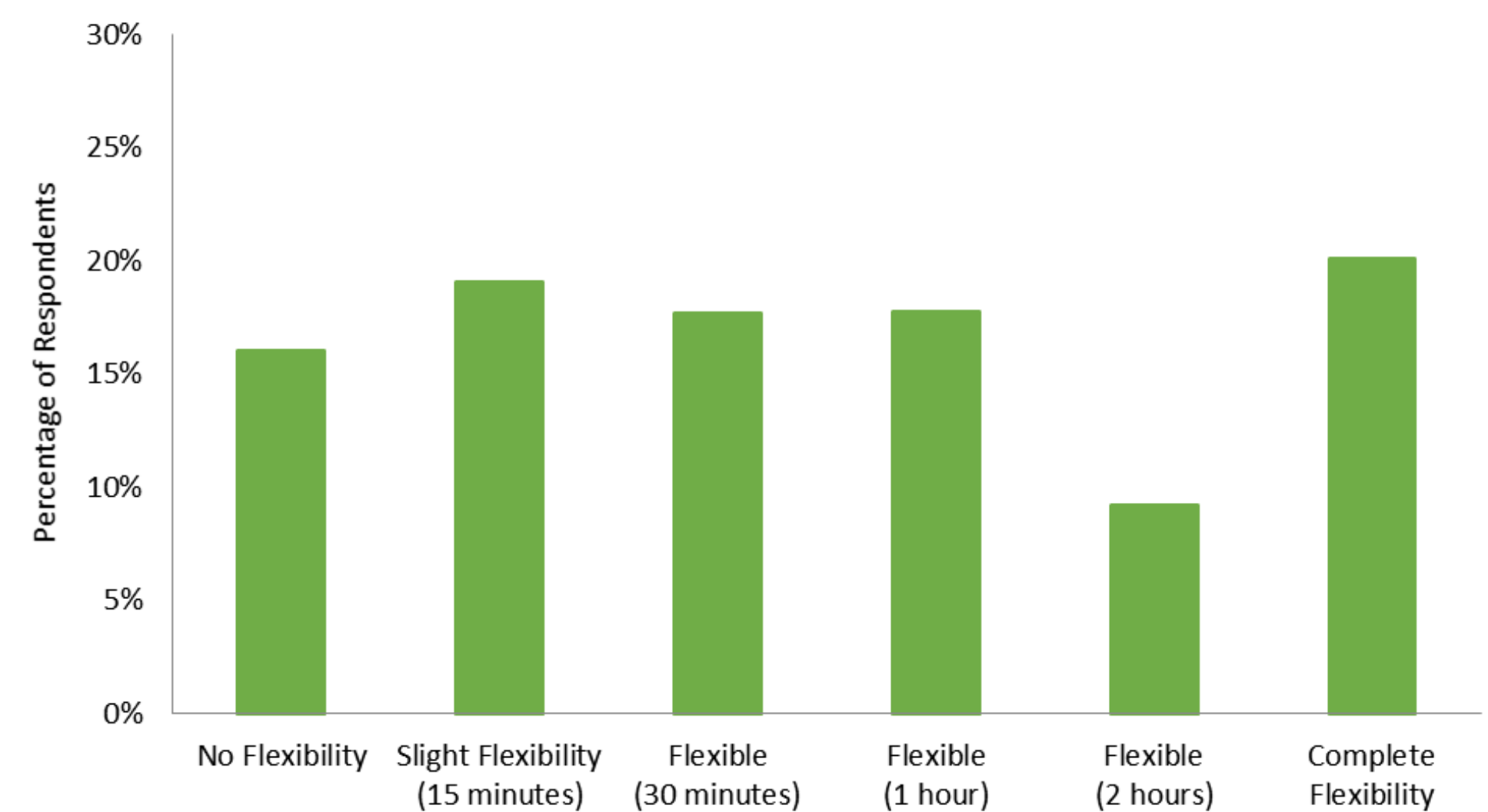


Survey Results – “Flexibility”

Flexibility in the Morning



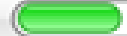
Flexibility in the Evening



Survey Responses and Comments

- 15,000 comments

Glenn Highway ICM

Progress 

1 WELCOME 2 SURVEY (PART 1) 3 MAP 4 More about your highway use! 5 WRAP UP

What to do Next Task

Traffic Reports

Flexibility

Modes

Ideas!

Expand your Options

Try something new!

What would encourage you to try a different mode of travel (such as bus, train, car pool)?

Type...

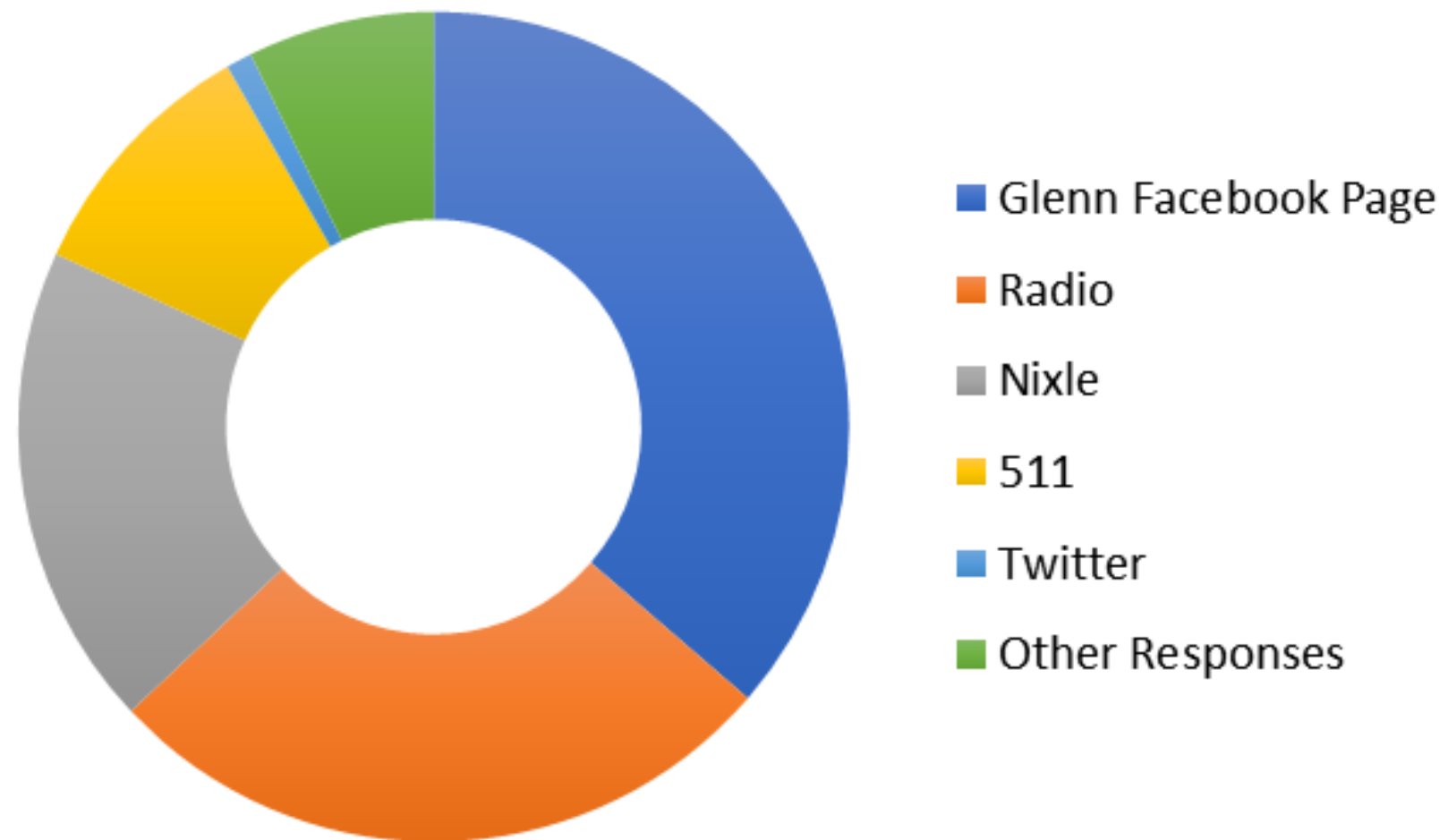
Next

Analysis Methods

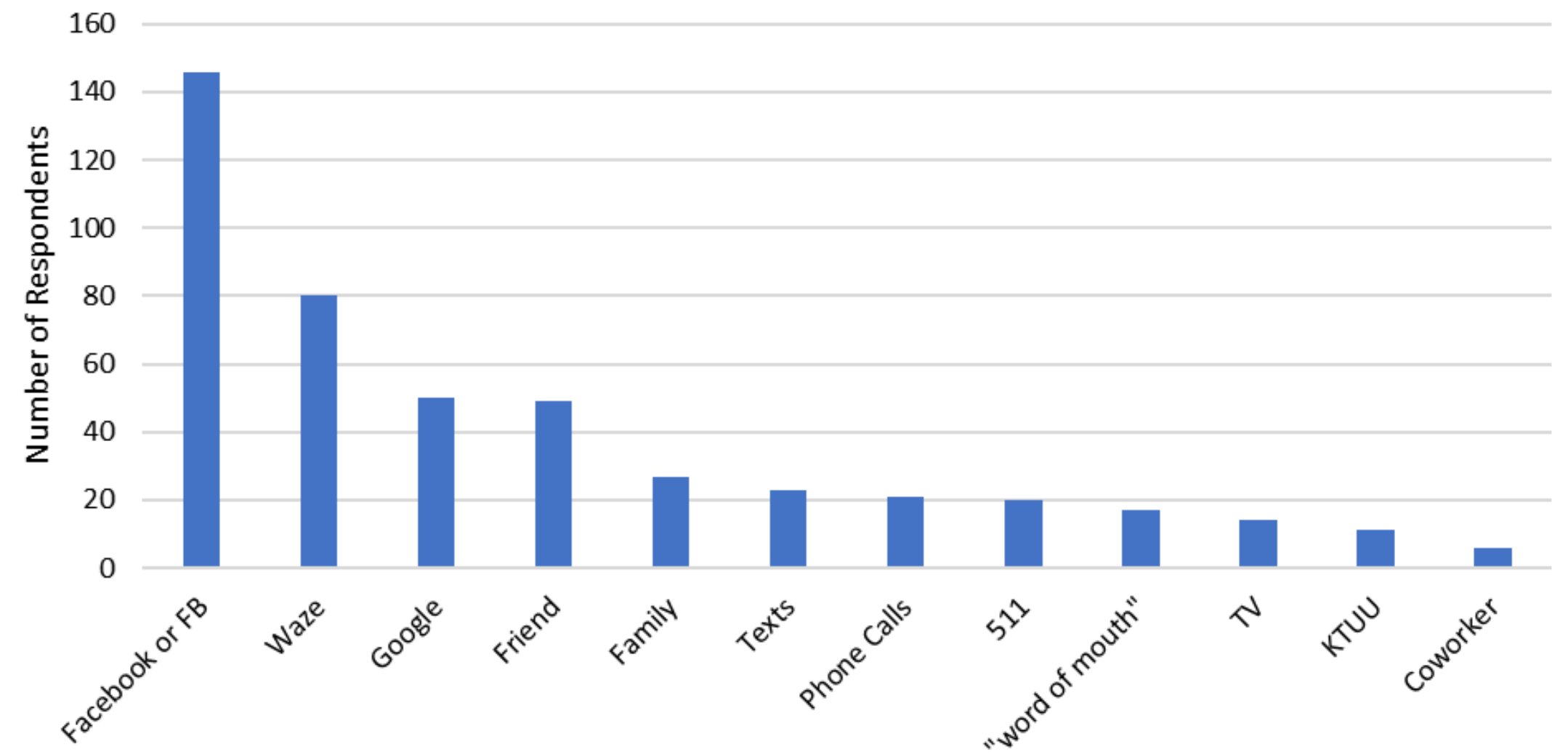
- Text Filters
- Categorization
 - ▣ KMZ
- GIS Mapping

Text Filters

Information Source



Other Information Sources Mentioned



Map Survey Results

Glenn Highway ICM

Progress

2 Show us your concerns/ideas!

3 What to do Next Task

4 5

WELCOME SURVEY (PART 1) MAP SURVEY (PART 2) WRAP UP

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

Safety/Crashes Road Conditions Congestion Wildlife Other Issues Suggestions

Zoom to:

Delete

Congestion

The applicable direction of travel:

Type...

Submit

Susitna Big Lake Po Mack Anchorage Chugach State Park Knik River Glacier View

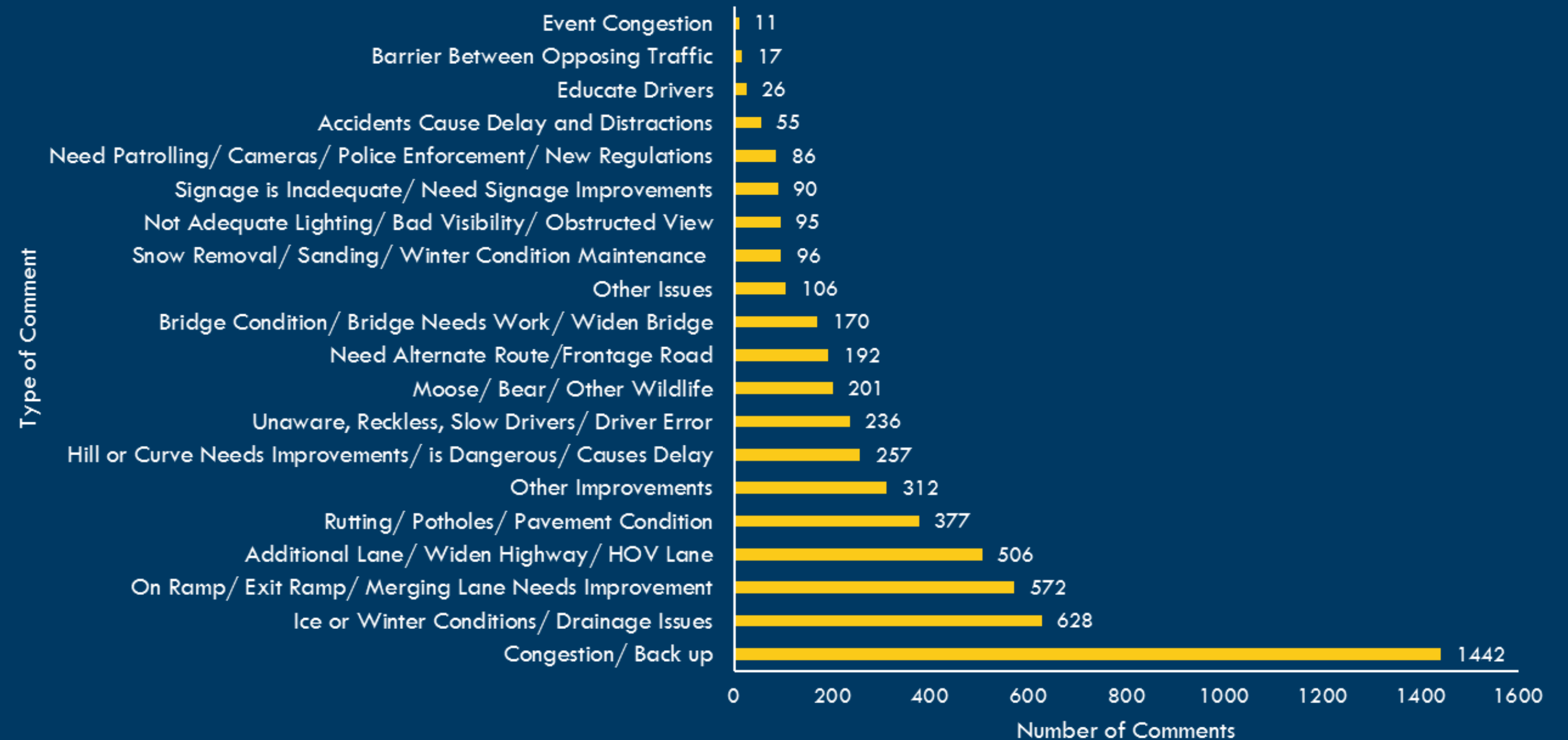
Google Map data ©2018 Google Terms of Use Report a map error

- Place a Marker on the Map and provide a comment about your concern or suggestion
 - Safety/Crashes
 - Road Conditions
 - Congestion
 - Wildlife
 - Other Issues
 - Suggestions
- Approximately 10,500 markers and 6,000 comments

Categorization

- Approximately 6,000 comments
- Sorted from six categories into twenty subcategories

Comments from Interactive Map Survey



Map Survey – KMZ

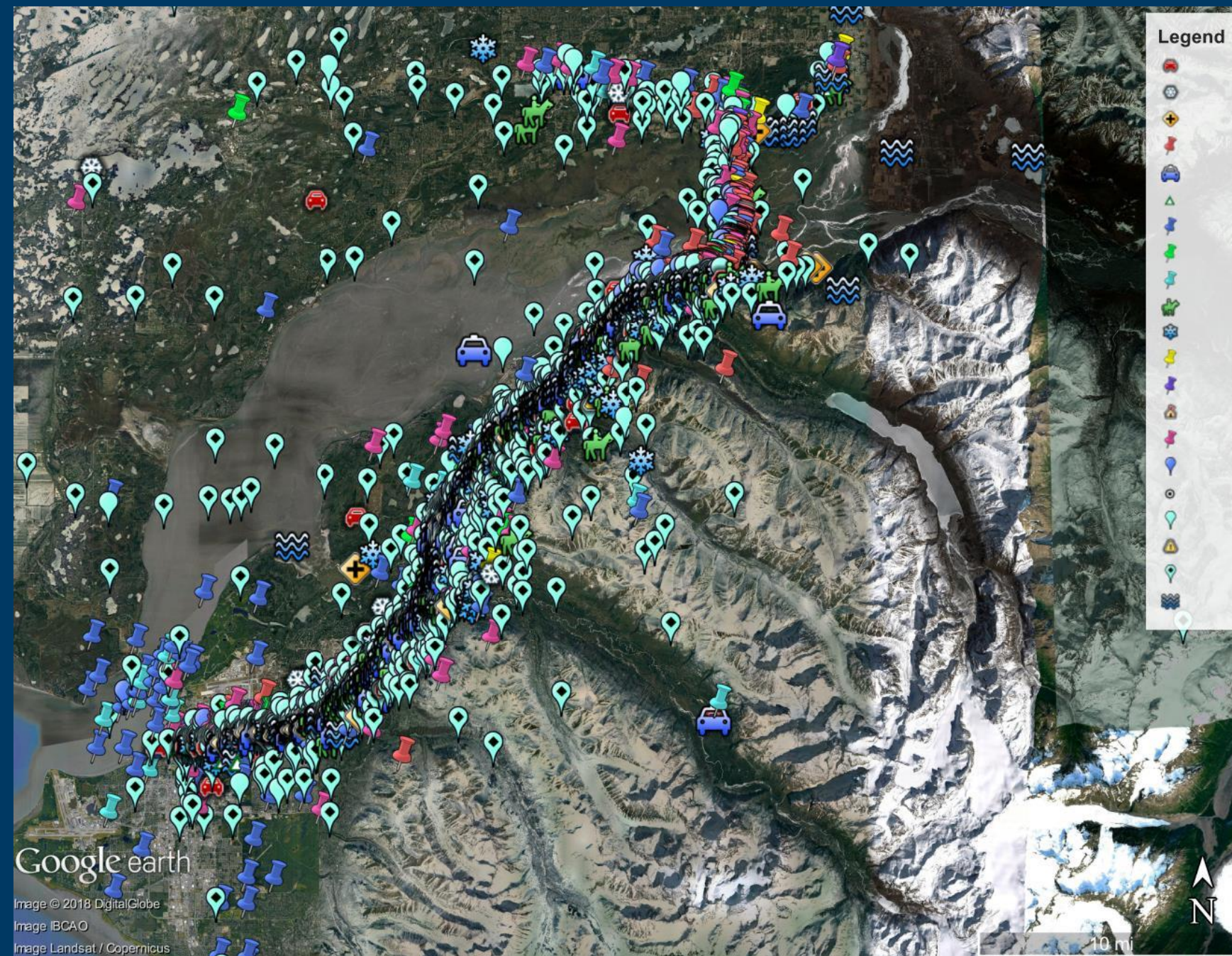
□ KMZ for Google Earth

Latitude	Longitude	Folder	Description	Icon
61.4550133	-149.3664265	Ice- Winter Conditions/Weather- Road Conditions	Weather and temperature changes are common at Eklutna Hill; frequent icing conditions and rollovers result.	232
61.32176174	-149.5779133	Congestion- Back up/Congestion	merging traffic from Eagle River causes a brake-light slowdown that backs up to the North Eagle River exit during peak times and bad weather.	115
61.21969358	-149.8148918	Congestion- Back up/Congestion	backup occurs during peak times due to traffic light stoppage, and results in frequent rear-end type crashes.	115
61.21680081	-149.8236465	Congestion- Back up/Congestion	Very difficult to get onto the Glenn Hwy from Airport Hts thru the stop sign entrance during peak traffic hours.	115
61.2210159	-149.8058796	On Ramp- Exit Ramp- Merging Lane Needs Work/Suggestion	the Bragaw entrance to the Glenn needs more space to accelerate and merge with traffic during rush hour; many near misses trying to get into traffic flow.	113

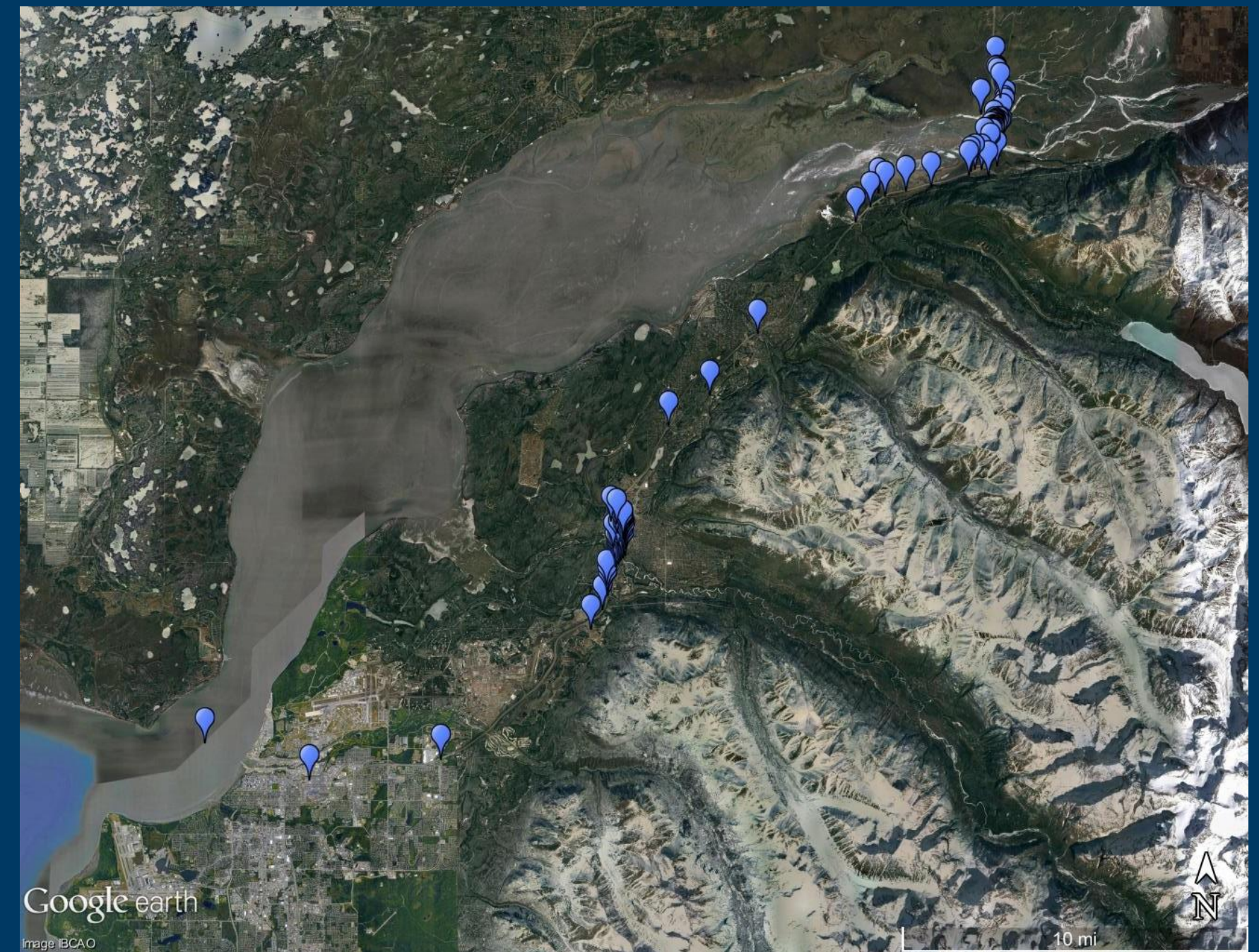
www.earthpoint.us/
(transfer Lat/Long in Excel to KMZ file)

Google Earth

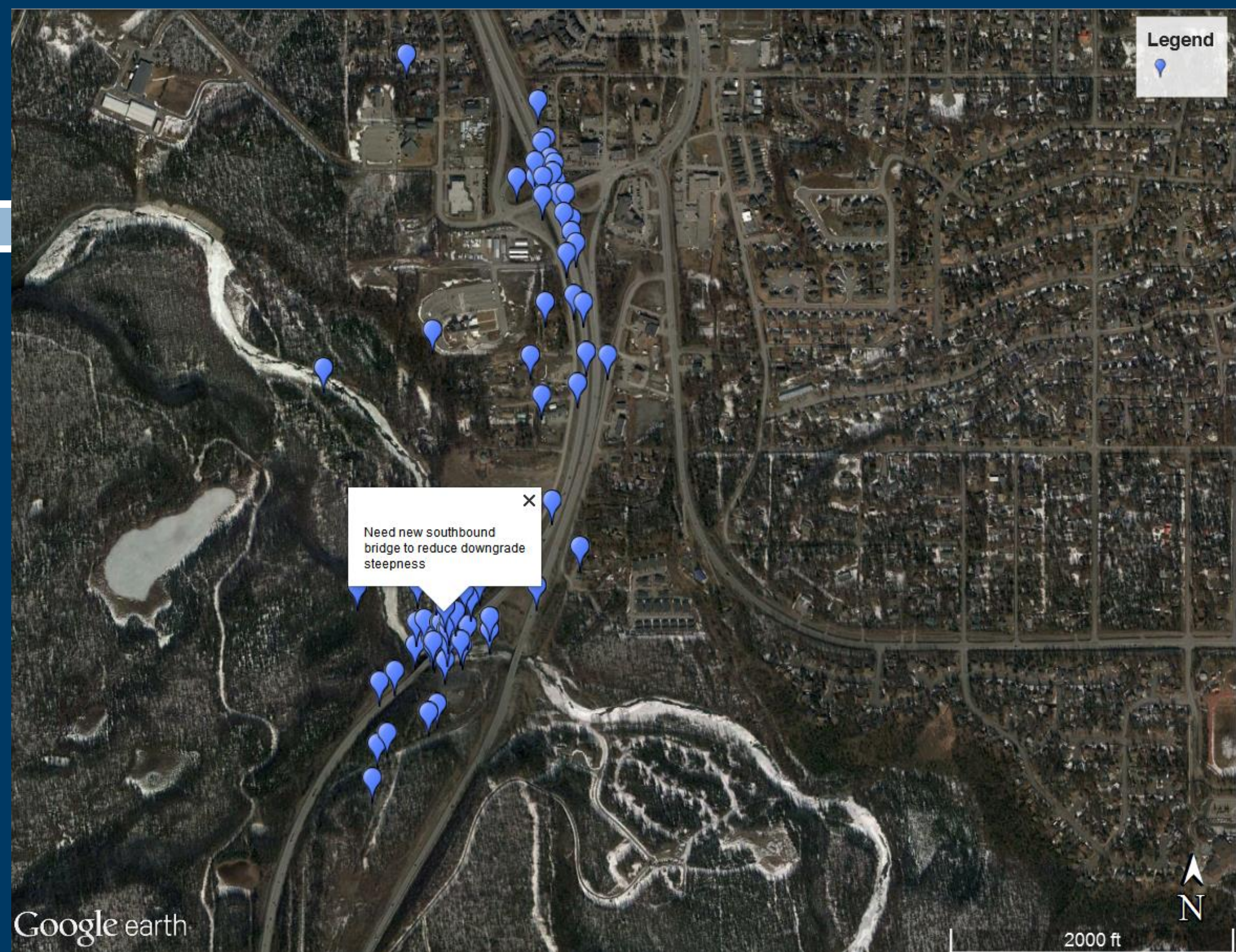
ALL COMMENTS AND MARKERS



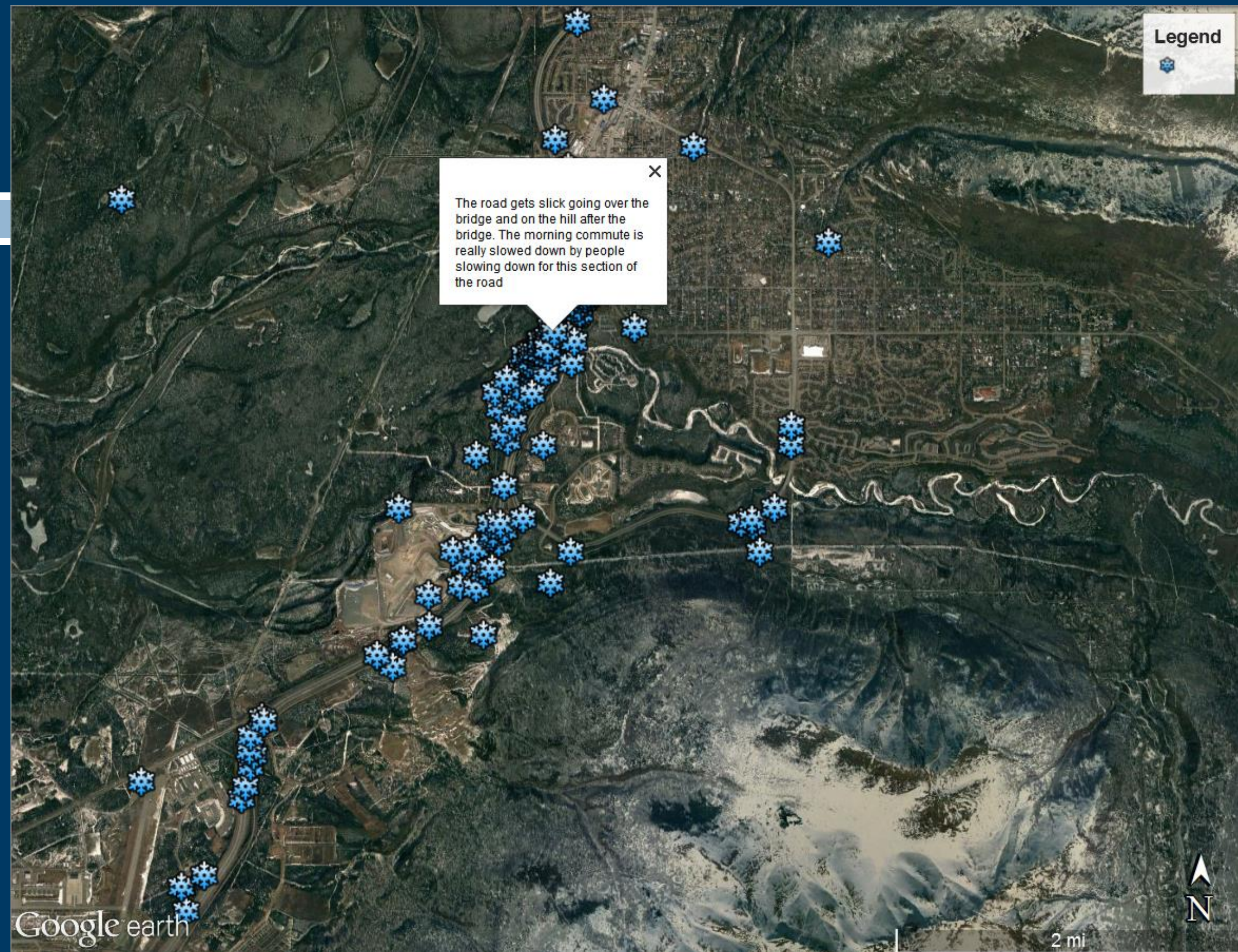
“BRIDGE CONDITION/ BRIDGE NEEDS WORK/ WIDEN BRIDGE” CATEGORY



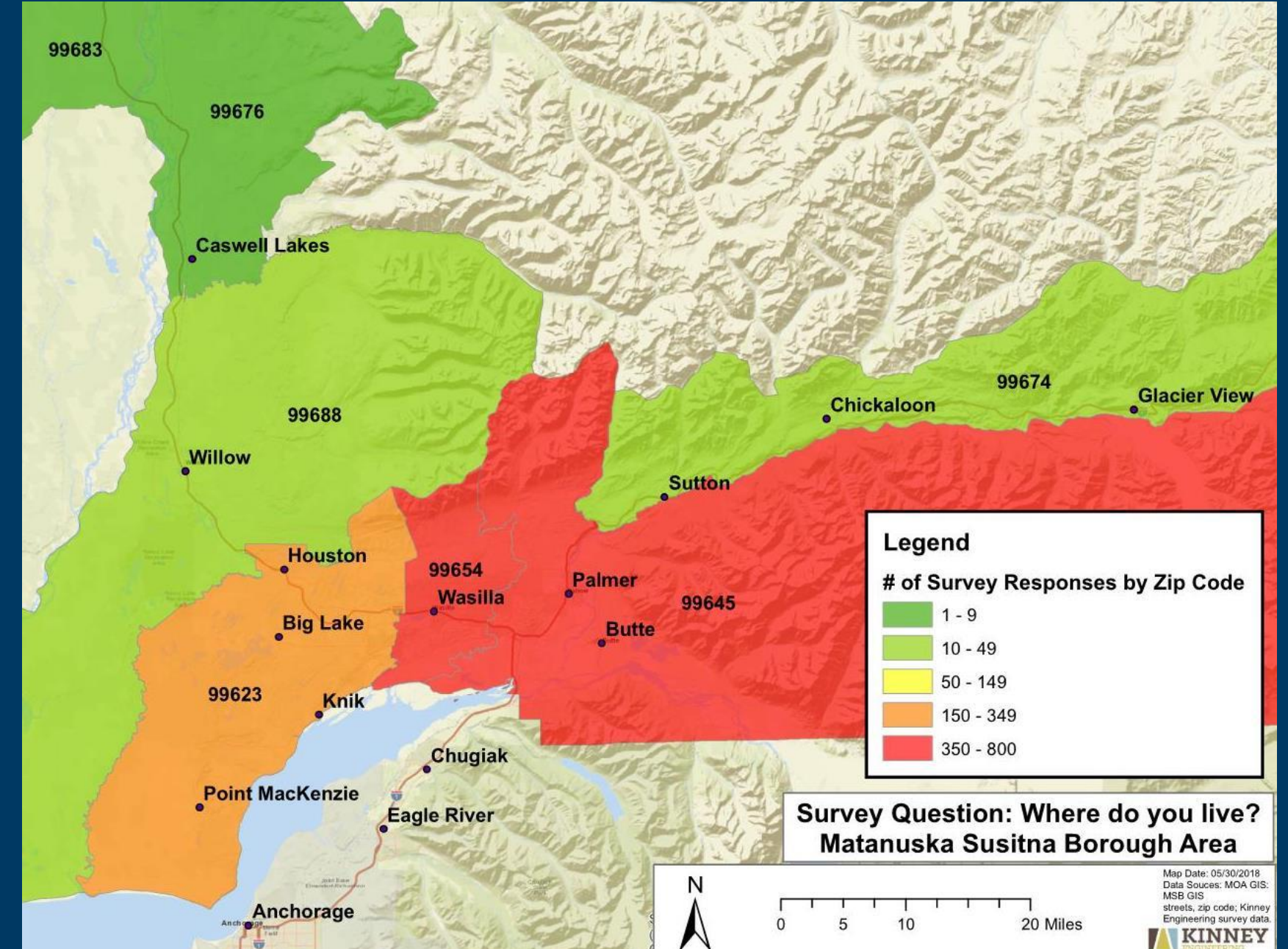
Google Earth



Google Earth

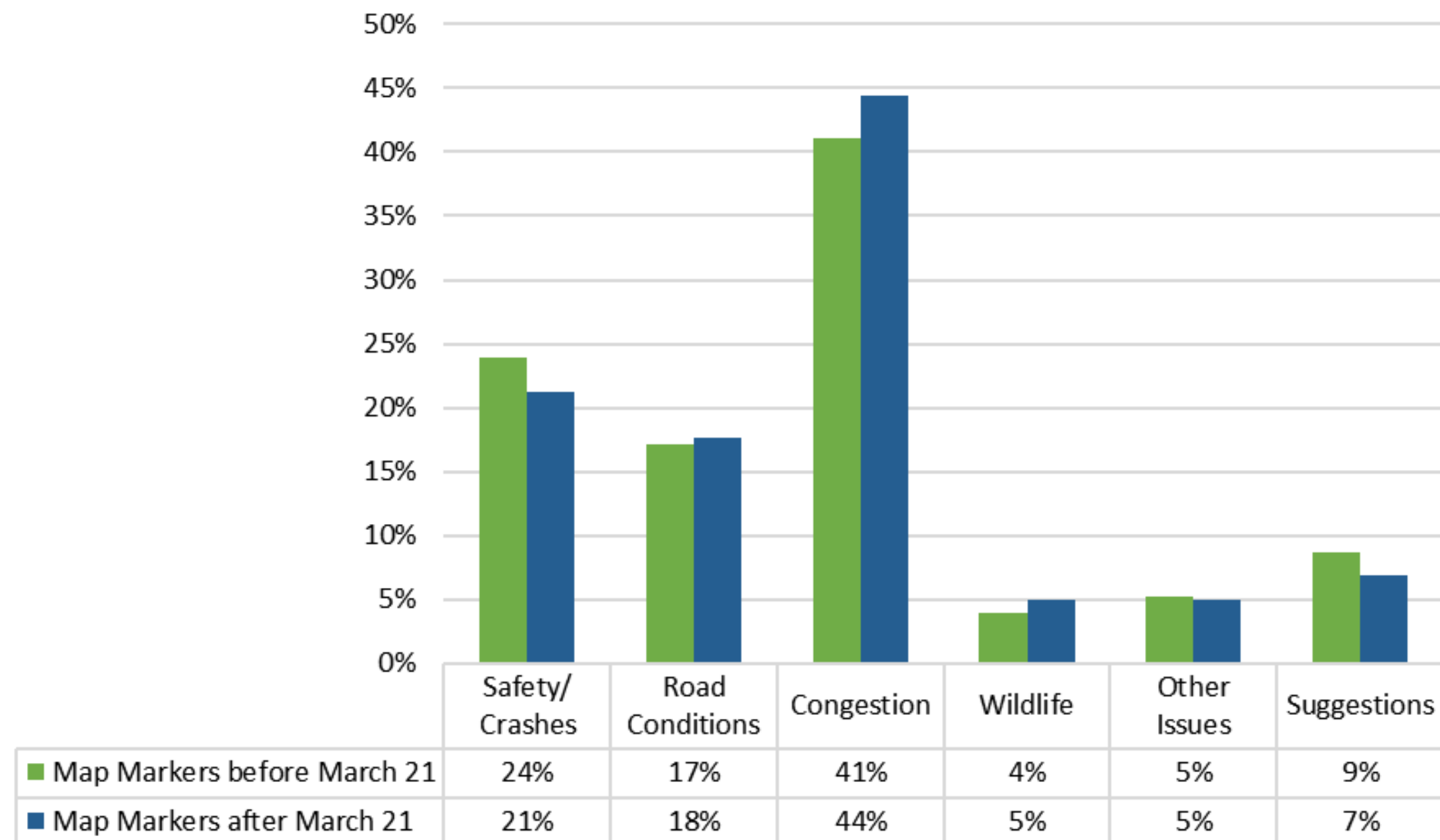


□ Zip Code (Home and Destination)



Compare Results Before and After Event

Map Markers Before and After Incident



Some of what we learned

- The Glenn Highway Facebook page is where most people get their information about traffic conditions
 - ▣ Twitter, Waze, and Google Maps are not well used
- Drivers have more flexibility in the evening than in the morning
 - ▣ In the morning, 50% have 15 minutes or less flexibility
- Only 28% of respondents use bus, van pool or car pool
 - ▣ When asked what would encourage people to use a different mode of travel, 30% said “nothing”

If you were the traffic engineer for a day...

What is the ONE thing you would change?

- Additional lanes
- Alternate route
- Improve the on/off ramps
- Commuter rail
- Higher speed limits / lower speed limits
- Better road maintenance

What to do with all this data?

- Data was used to verify that the future projects recommended in our study reflect the needs and concerns of the traveling public
- Data being used for the next phase of the project includes:
 - ▣ Where people get traffic information will be used as we develop a communications plan for incident management
 - ▣ Responses to how flexible users are will be used to help us model traffic volumes after an incident

What to do with all this data?

Questions were designed for optimal benefit—even if our project would not directly use the data, we knew others would find the information beneficial. For example:

- KMZ files of map markers can be used by DOT&PF to plan future projects and by design teams when projects start
- Question about what would encourage you to use other modes can be used by transit planners

Being able to sort responses by zip codes, highway access points, time of travel, etc. makes the data more useful.

Let's Get Real About Online Engagement

social media

+

visual survey



Let's Get Real About Online Engagement

visual survey



6 advantages of visual, interactive online surveys



Public input
stays within
project scope



Input focused on real choices

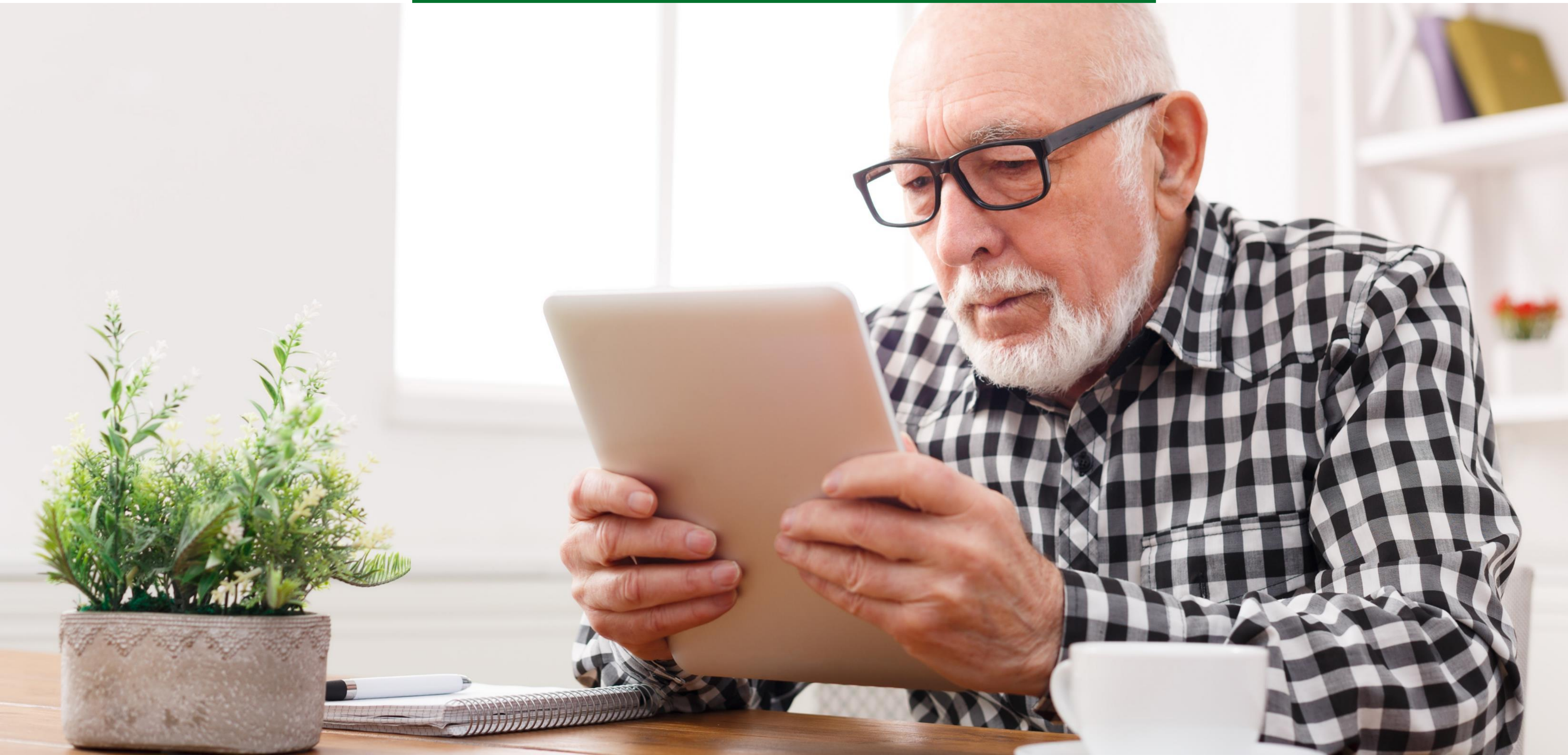


Public input
stays within
project scope

Private online
feedback
is safe



Eliminate bias and intimidation



Public input
stays within
project scope

Private online
feedback
is safe

Quantifiable
survey input is
actionable



Quantitative data drives action

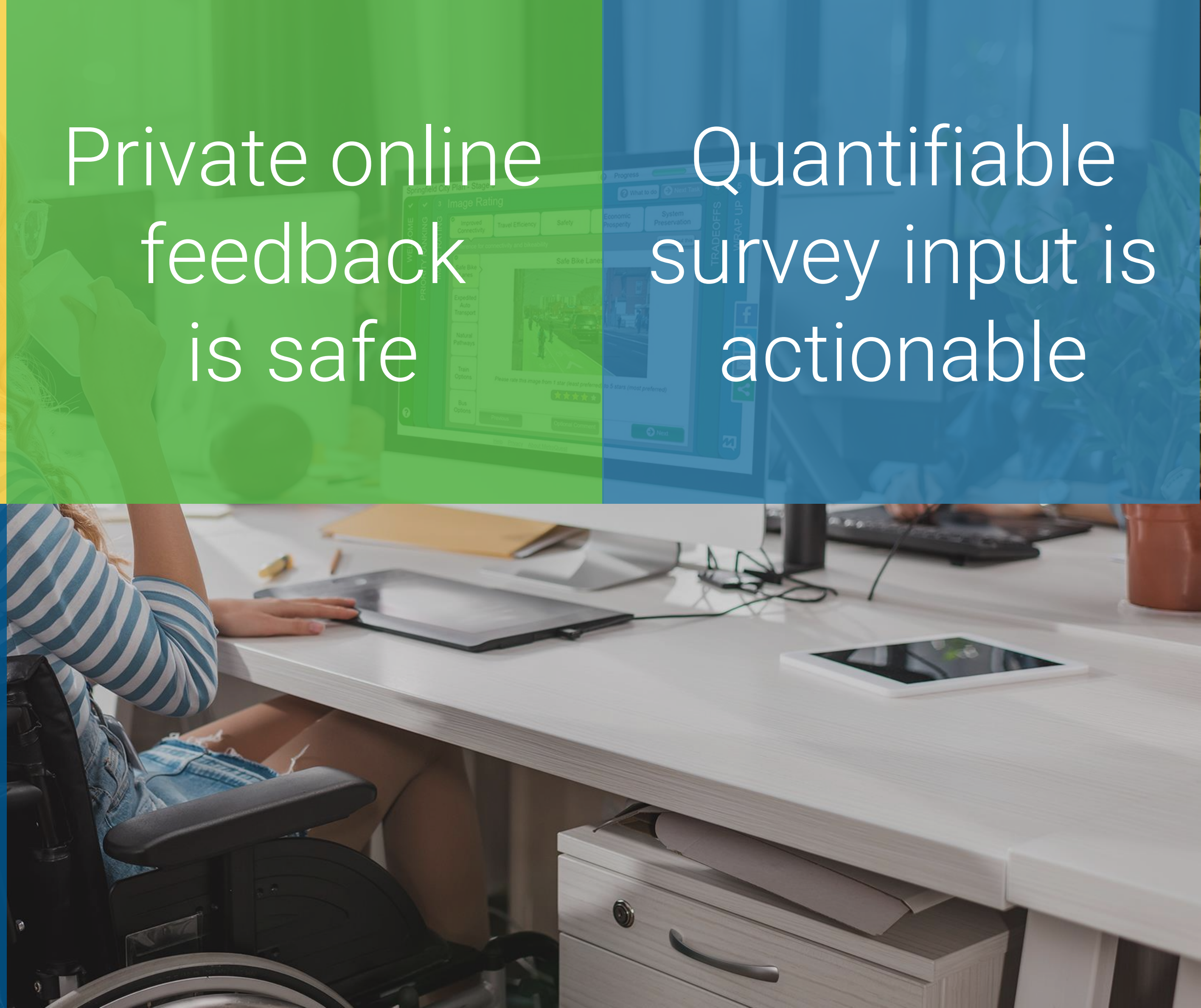


Public input
stays within
project scope

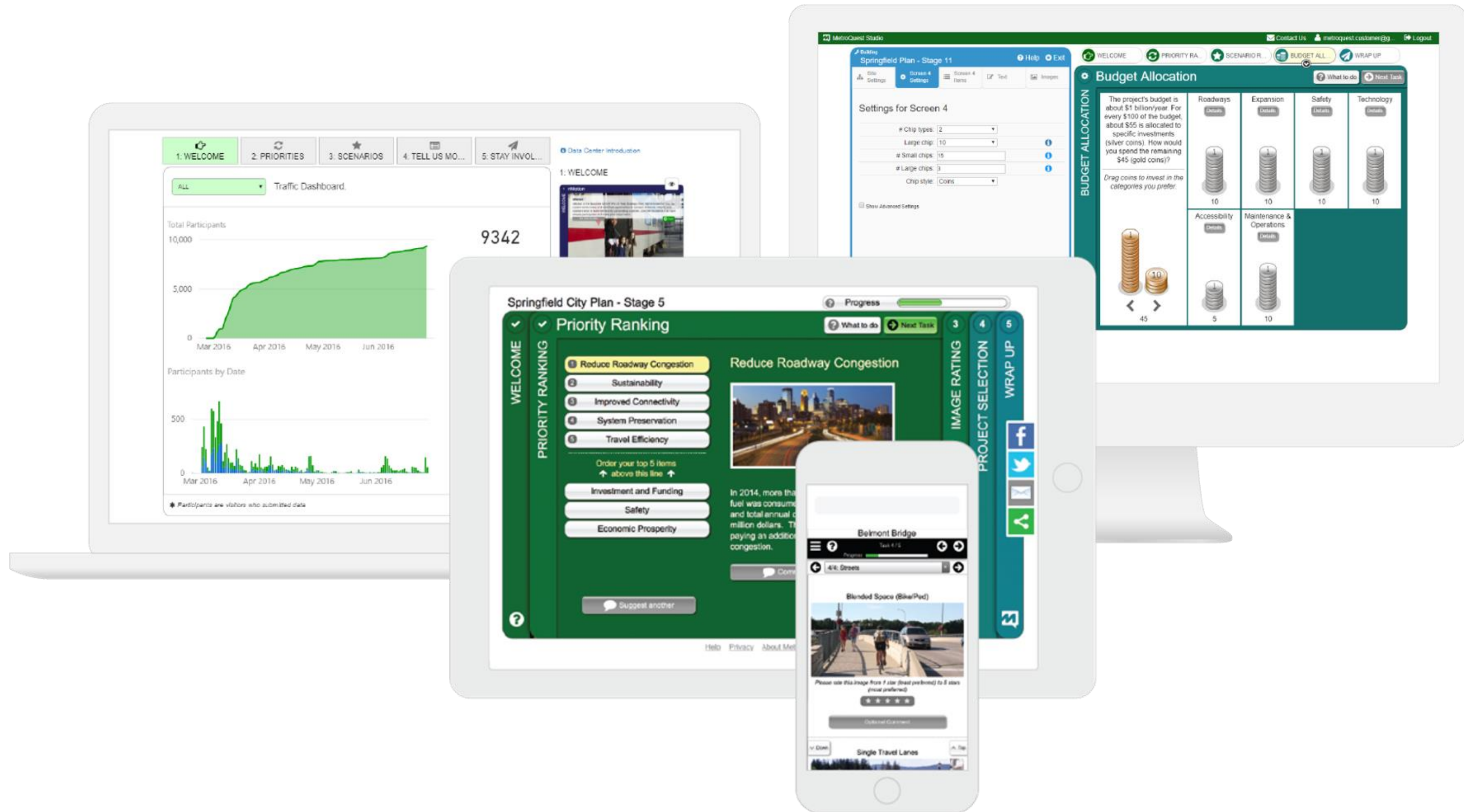
Private online
feedback
is safe

Quantifiable
survey input is
actionable

Online access
boosts public
participation




Access on any device, anywhere

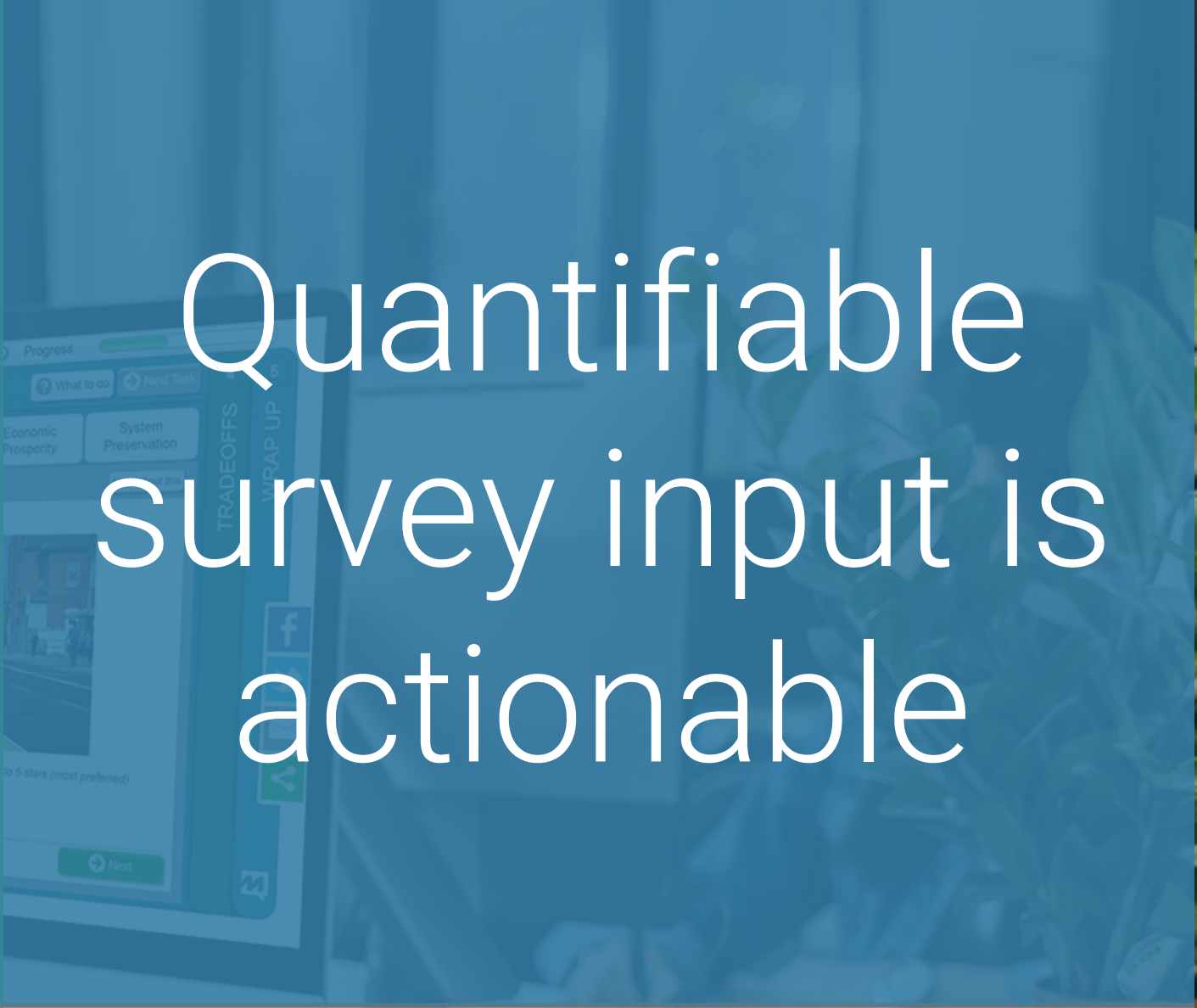




Public input
stays within
project scope



Private online
feedback
is safe



Quantifiable
survey input is
actionable



Online access
boosts public
participation

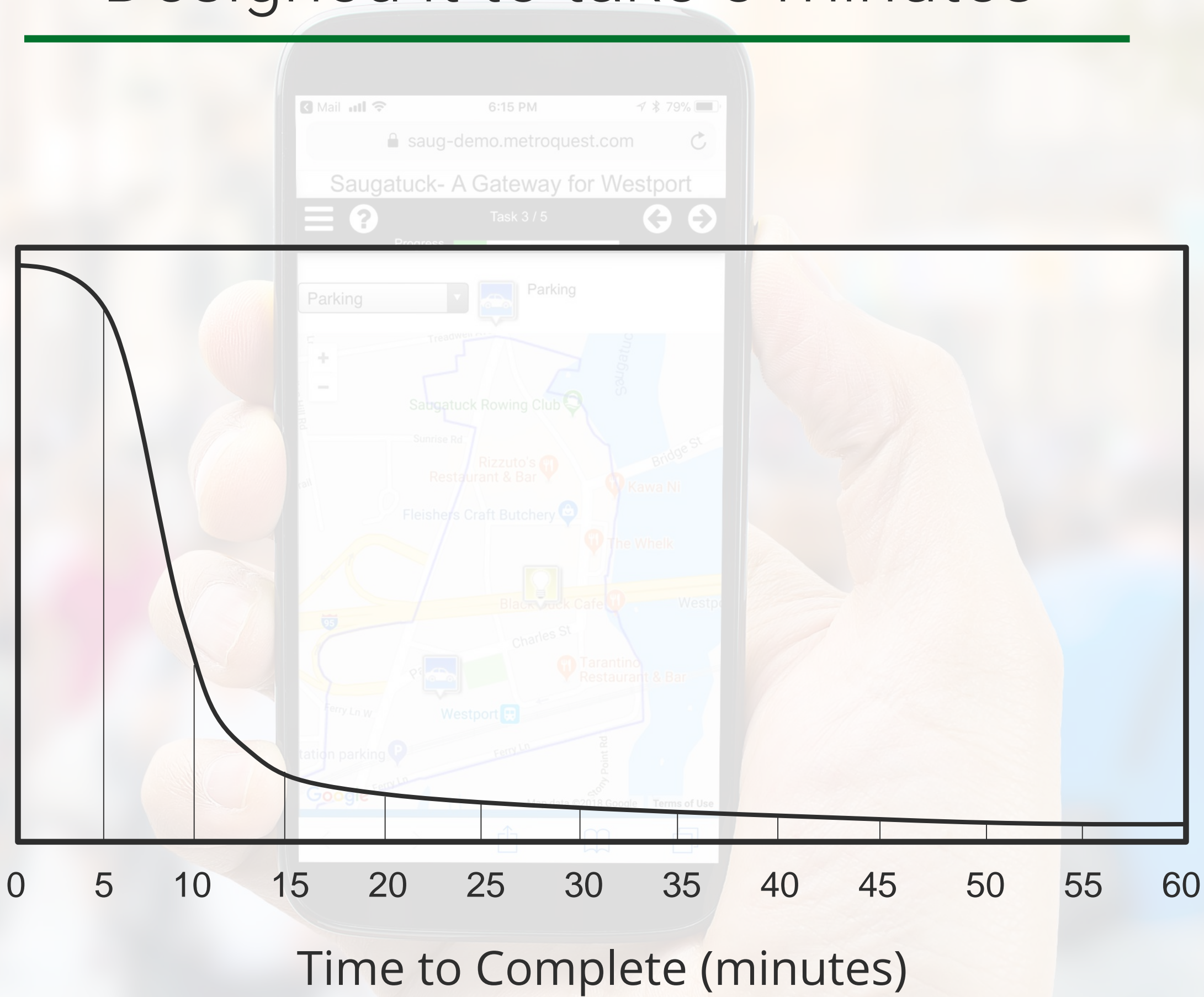


Informed input
in 5 minutes
expands reach



Designed it to take 5 minutes

Participants



Gamify planning education

Springfield City Plan - Stage 3

Progress

What to doNext Task

WELCOME

2

FUNDING

Funding Balance

Use the sliders to create enough funding to meet the target.

Vehicle License

Details

+\$60

per licensed vehicle

Fuel Tax

Details

+6¢

per gallon

Adopt-a-Highway

Details

+\$60

per mile

Luxury Brand Tax

Details

+4%

tax

Carbon Credits

Details

+\$3

per ton

More funding required to meet target

BUDGET \$300.00 Millions

FUNDING \$275.00 Millions

STANDARD SURVEY

WRAP UP

?

?

?

?

?

Help

Privacy

About MetroQuest

Springfield City Plan - Stage 2

Progress

What to doNext Task

Bi-Central

Community-Based

Industrial Sector

city center.

More about this

Please rate this scenario:

Optional Comment

Culture

Community

Traffic

Sprawl

Environment

Worse than today

MAP MARKERS

WRAP UP

?

?

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Springfield City Plan - Stage 1

Progress

What to doNext Task

Development Scenarios

Safety

Technology

2

22

50

3

STRATEGY RATING

VISION

WRAP UP

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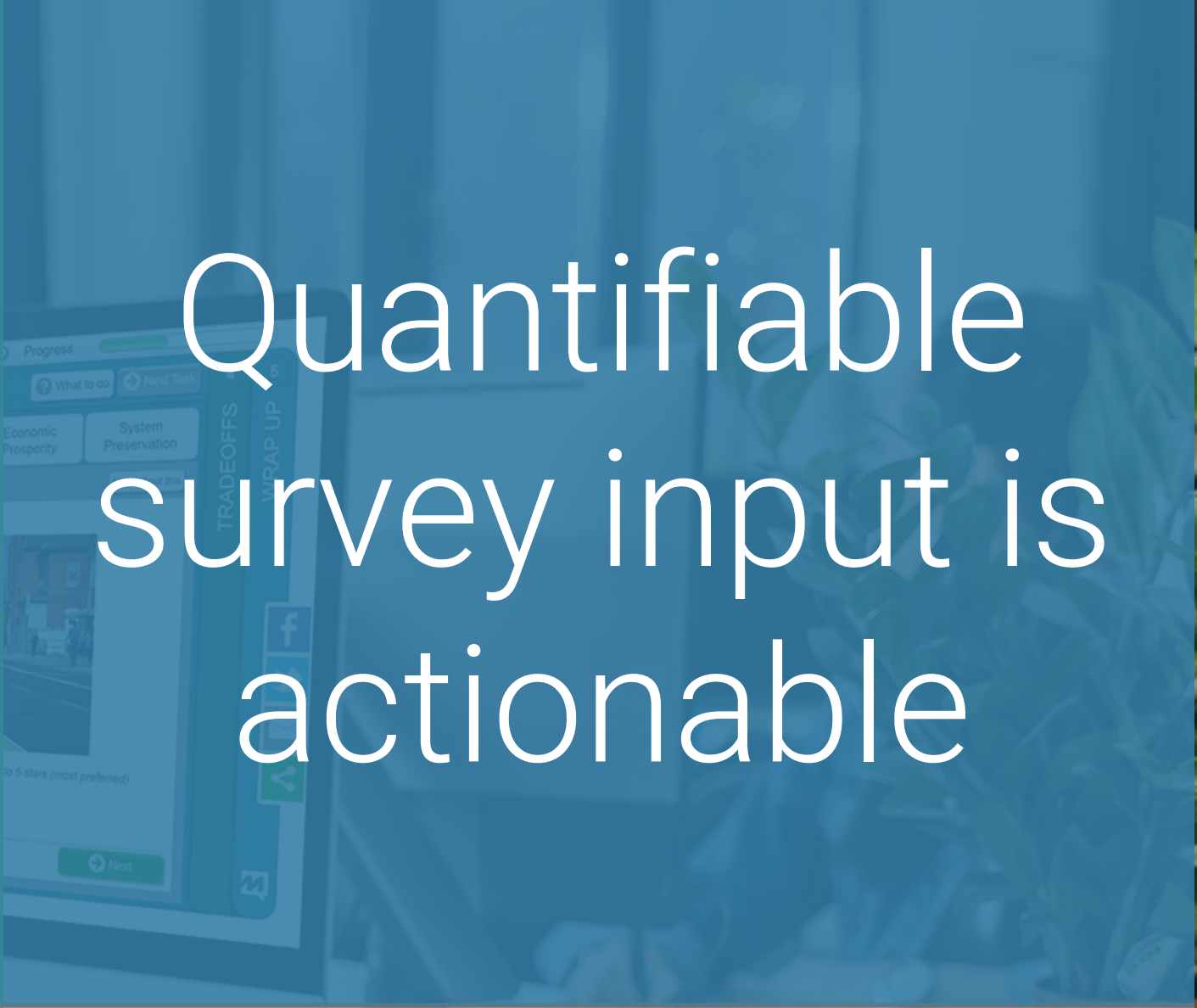




Public input
stays within
project scope



Private online
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Quantifiable
survey input is
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Online access
boosts public
participation



Informed input
in 5 minutes
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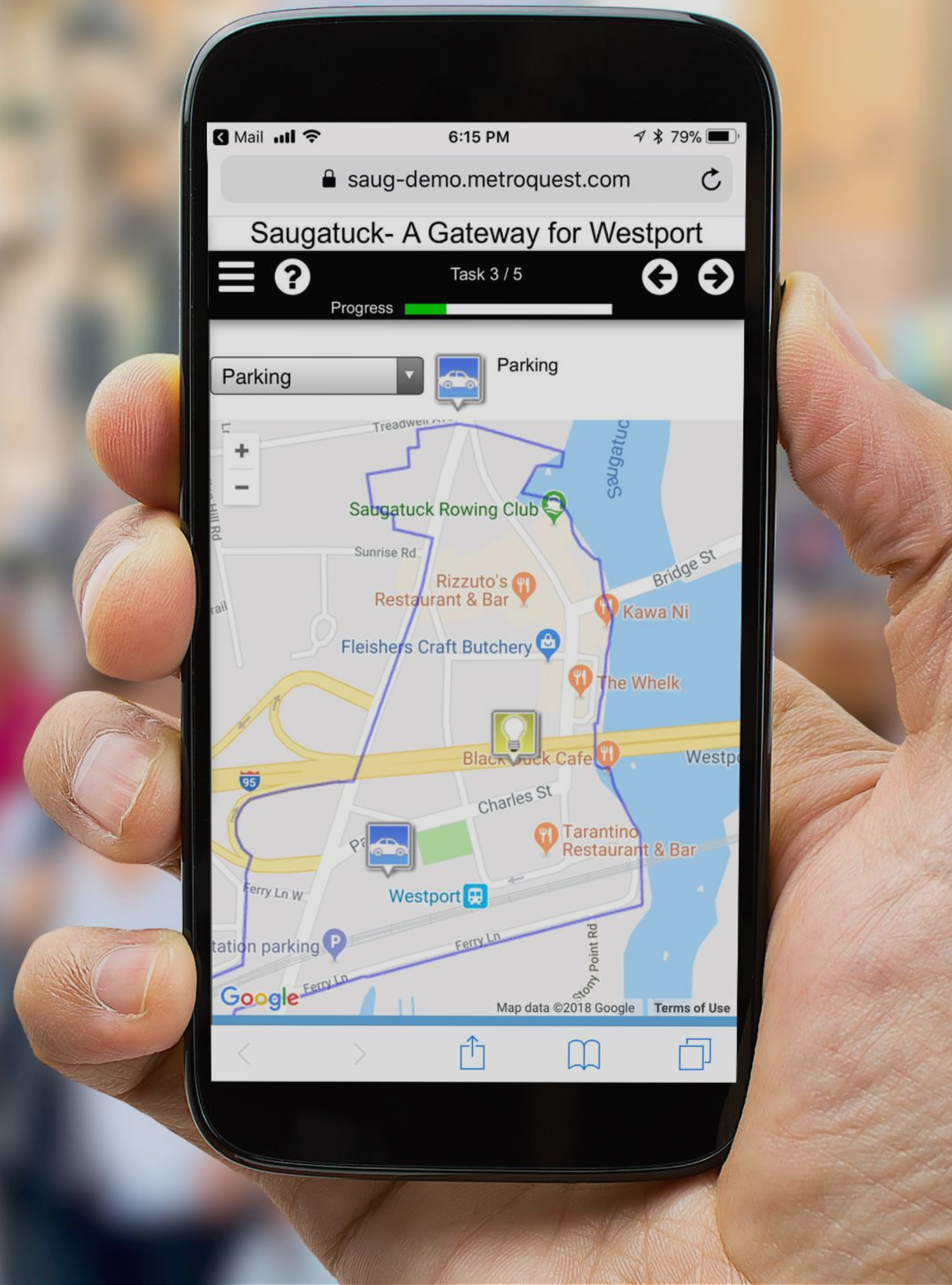


Cost-per-
participant is
minimized

Cost effectiveness (per participant)

Source	Cost per participant
Events	\$47
Focus group	\$43
Lounges	\$19
Community Conversation	\$10
Textizen	\$9
Book-a-Planner	\$9
MySidewalk	\$8
MetroQuest	\$3





SAVE with
an annual
subscription!



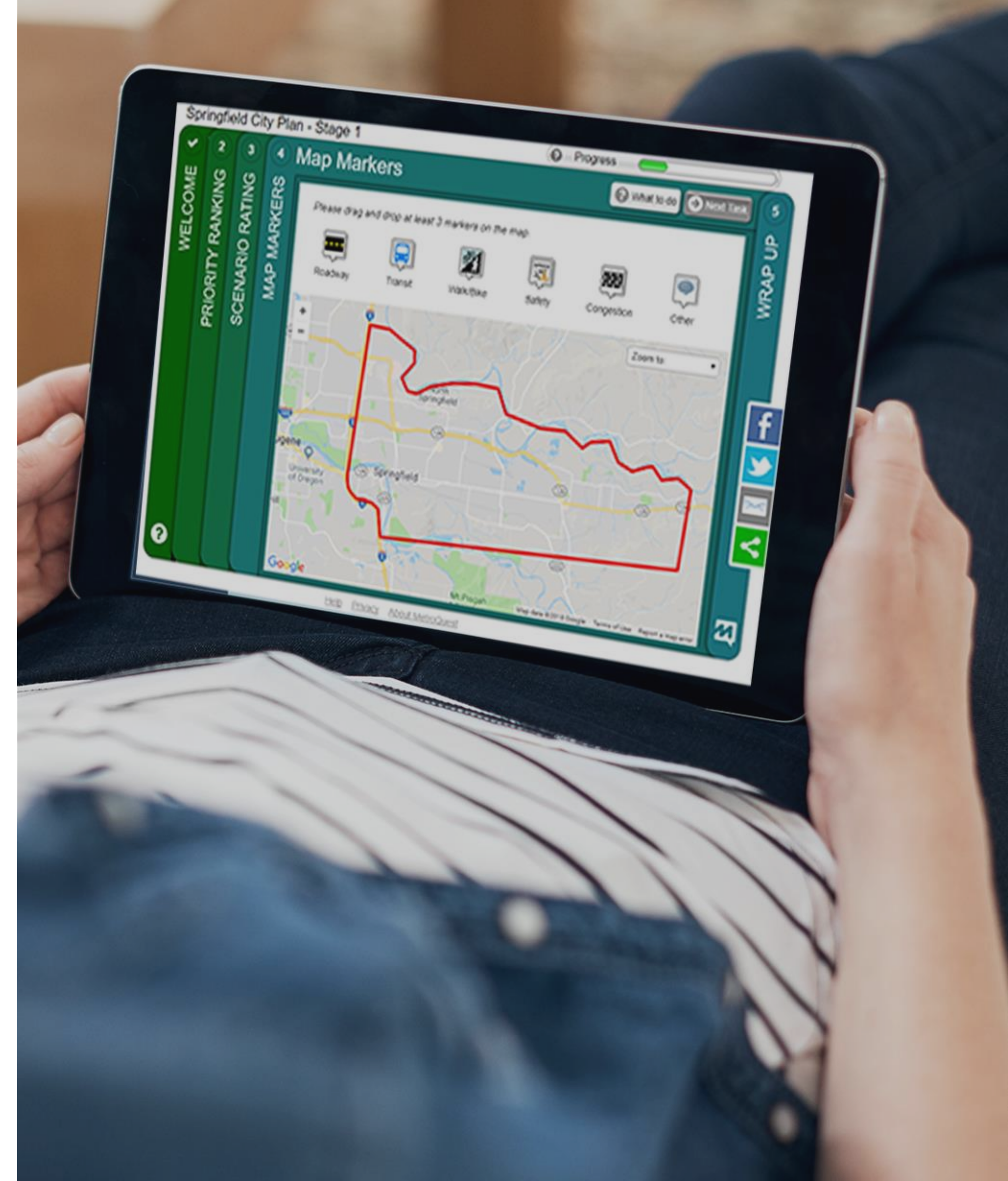
WEBINAR – November 28!

“Optimizing Online Engagement with MetroQuest”

Wednesday, November 28
11 am Pacific | 2 pm Eastern
(30 minutes + Q&A)

Learn to use MetroQuest to:

- Maximize participation
- Collect informed input
- Deliver actionable results



POLL What
additional info
would you like?



NEW Playbook

12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- We will email you a PDF copy!

Thank you: MetroQuest subscribers!



Questions?



Dave Biggs

Chief Engagement Officer
MetroQuest



Joann Mitchell

Principal Engineer
Kinney Engineering



Heather Edic

Civil Engineer
Kinney Engineering



A photograph of three people in a professional setting. A man with short brown hair, wearing a brown cardigan over a striped shirt, is looking towards the left. Behind him, a woman with dark hair and glasses is also looking left. In the foreground, a woman with long red hair is looking down at a laptop. The background is a blurred office environment.

Thank you for participating!

AICP CM: <https://planning.org/events/course/9162665/>

