









Dave Biggs
Chief Engagement Officer
MetroQuest





#### 20 years of best practices research













Association of Metropolitan Planning Organizations





#### Select MetroQuest customers

#### State Agencies

























#### Local Agencies

























#### Consulting Firms

BARTON PARTNERS

















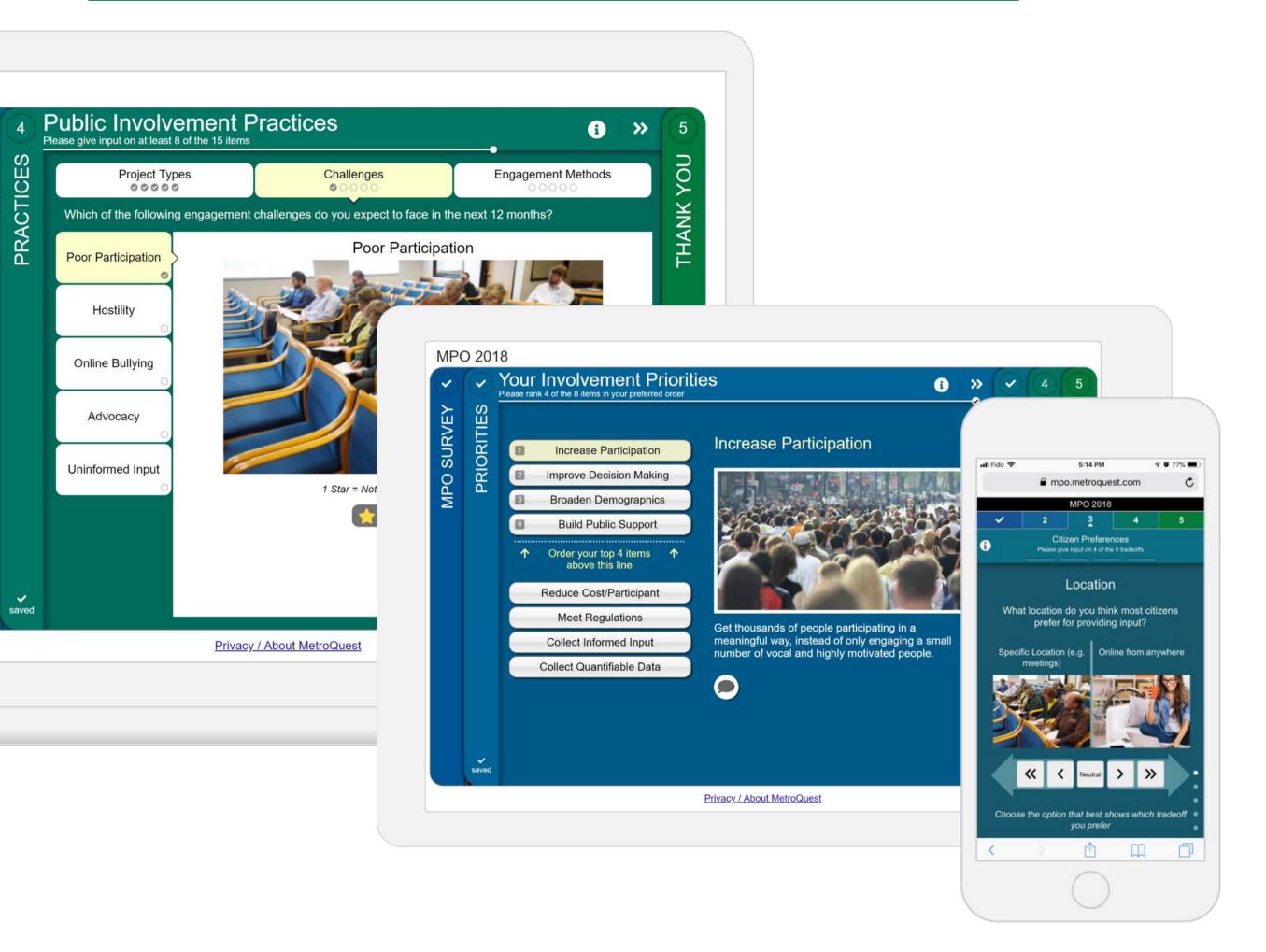


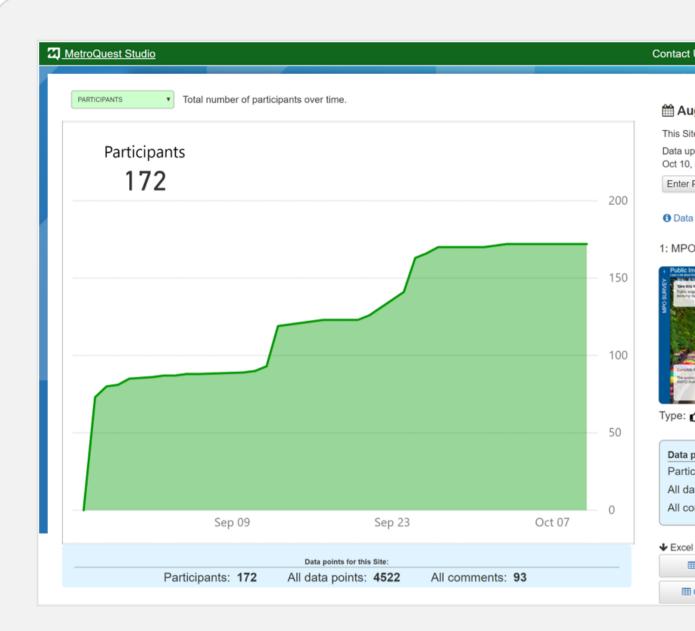






#### Public Involvement Matters Survey



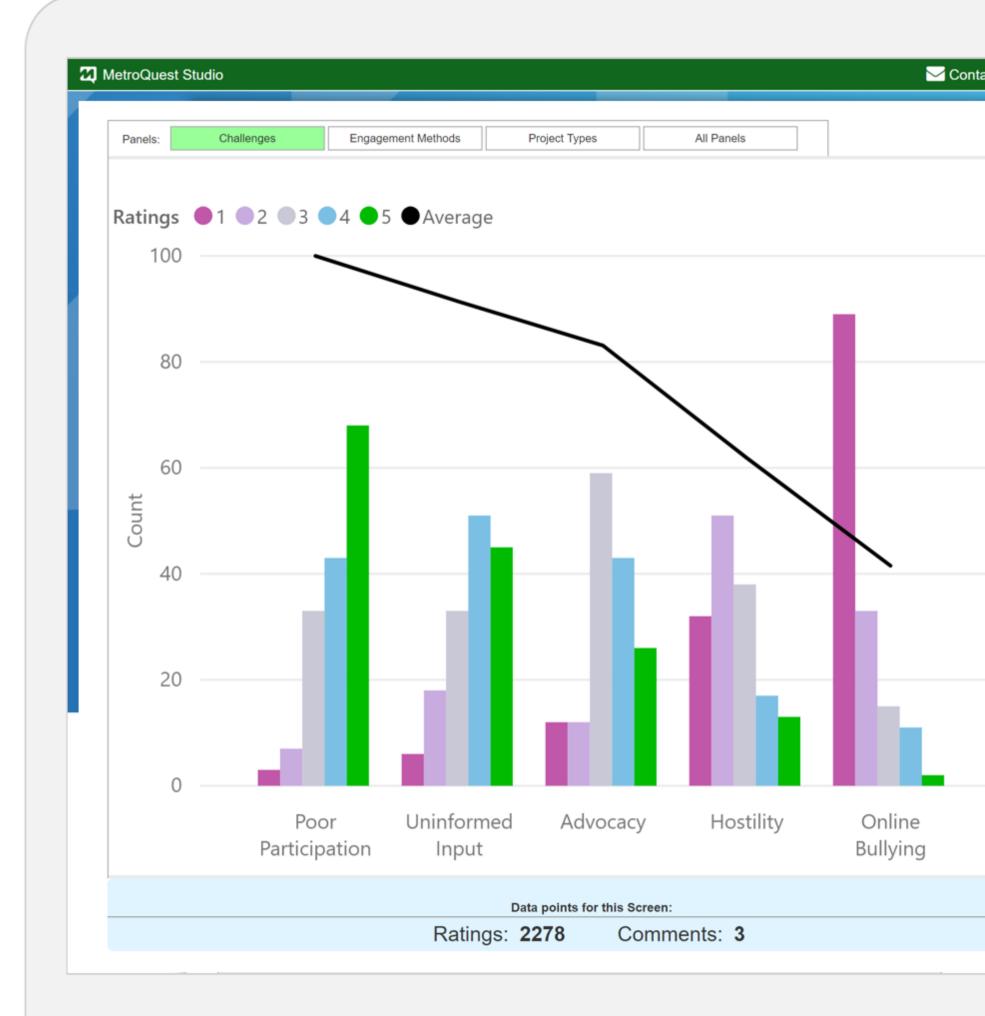




#### Top 3 Challenges

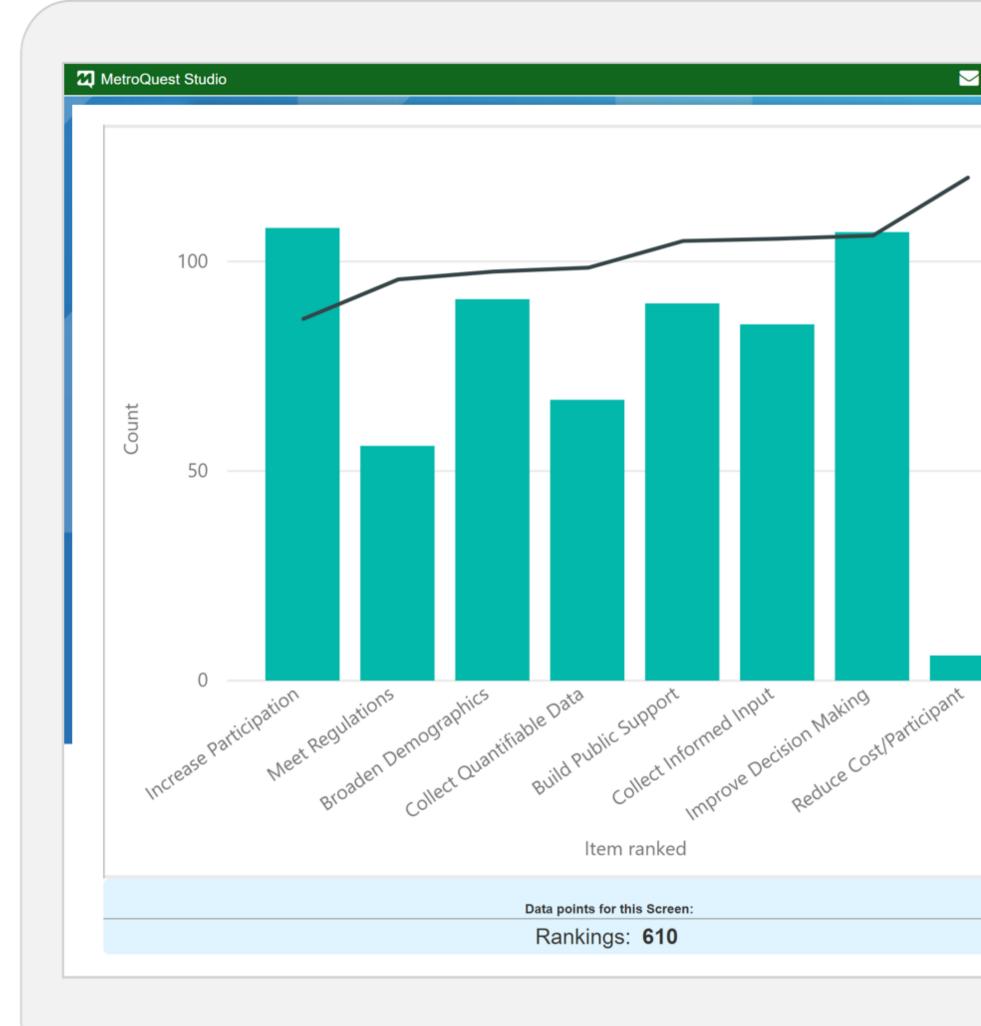
- #1 Poor participation
- #2 Uninformed input
- #3 Advocacy

"Currently we have very little public visibility, awareness, and involvement."

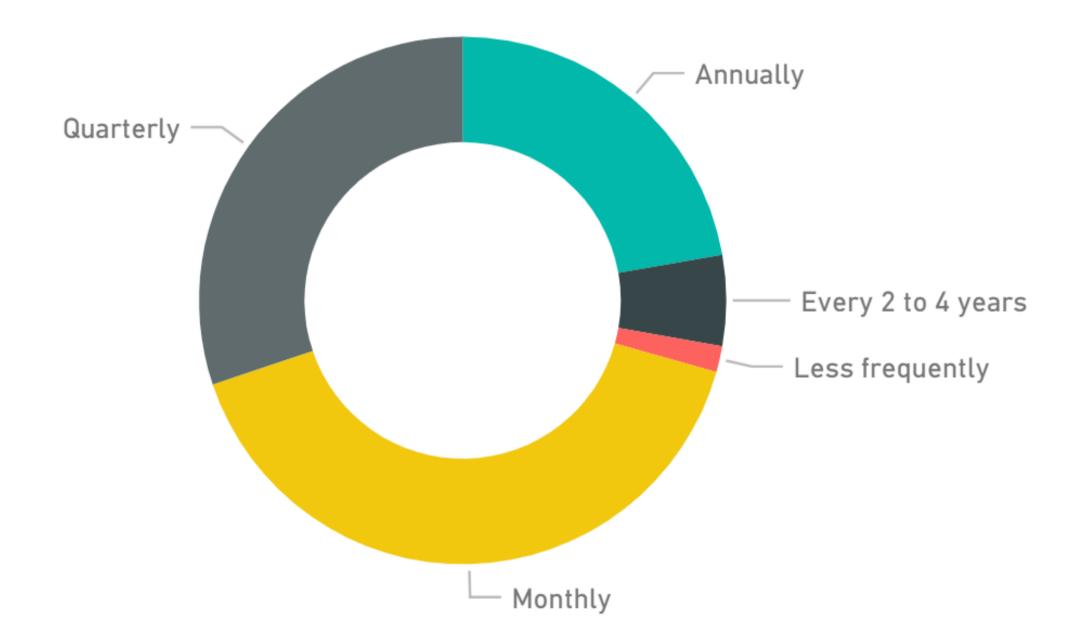


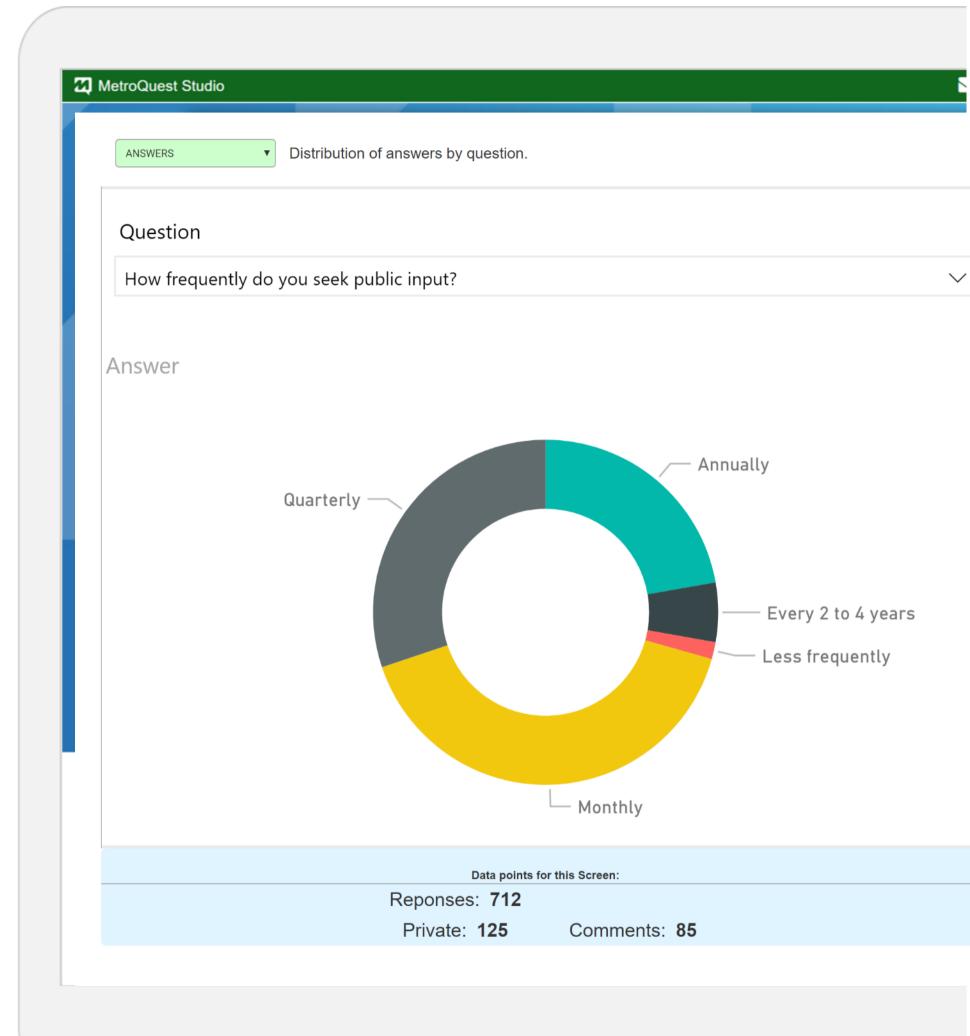
#### Top 5 Priorities

- #1 Increase participation
- #2 Improve decision making
- #3 Broaden demographics
- #4 Build public support
- #5 Collect informed input



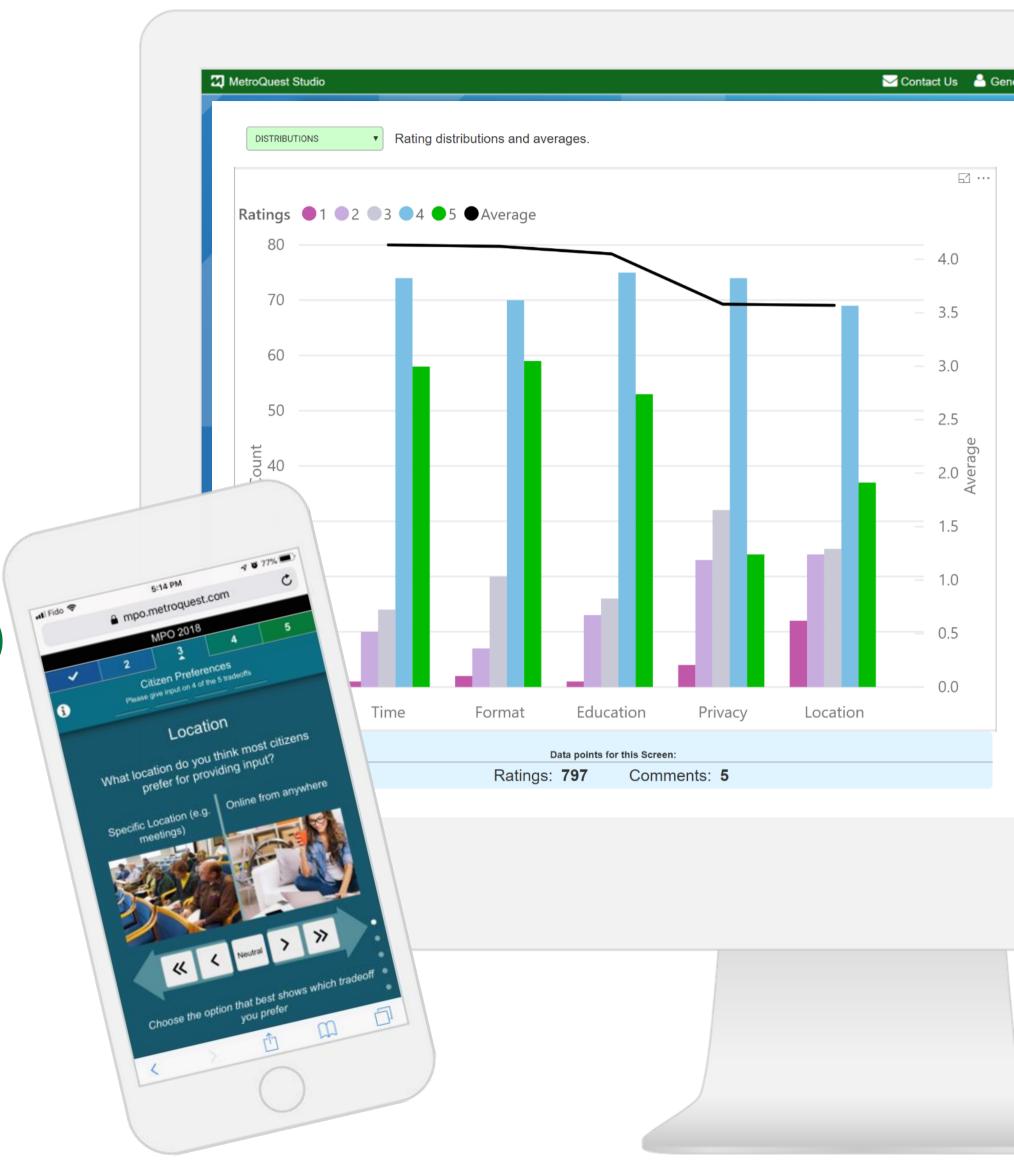
#### Frequency of Public Engagement





#### Public Preferences

5 minutes or less (vs. 1 hour or more)
Visually interactive (vs. multiple-choice Qs)
Education weaved in (vs. reading docs)
Private input (vs. public input in forums)
Online from anywhere (vs. specific location)













Amy Elmore, M.S.
Communications Coordinator





Johnny Wong, PhD Senior Planner



## Public Outreach Challenges

- ☐ Maximizing community participation
- □ Reaching a diverse audience
- ☐ Creating convenient engagement platforms
- ☐ Obtaining quantifiable, meaningful input

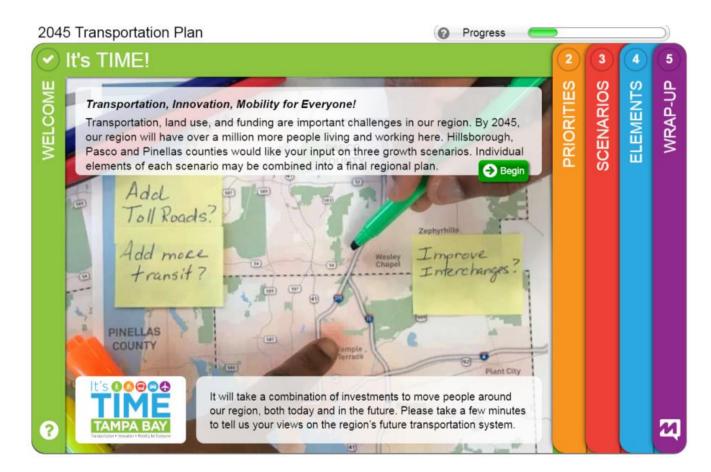




## Success Stories

## Tampa Bay Area Tri-County Transportation Plan

2,800,000 population



- Coordinated andSpecialized Outreach
- ☐ Monitoring and Retargeting

#### Pasco County, FL MPO 2045 Countywide LRTP

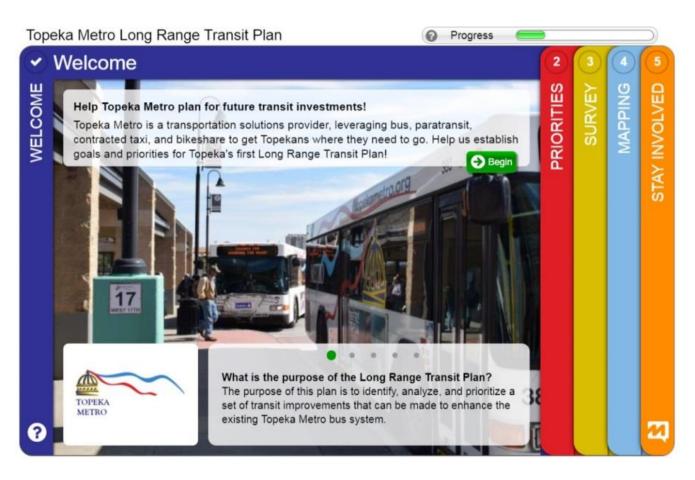
500,000 population



□ Social Media Outreach

#### Topeka, KS Metro Long Range Transit Plan

130,000 population



- 2 Coordinated Surveys
- ☐ Mining the Results



## Over 12,000 Engaged!

## Tampa Bay Area Tri-County Transportation Plan

2,800,000 population



- Coordinated andSpecialized Outreach
- ☐ Monitoring and Retargeting

#### Pasco County, FL MPO 2045 Countywide LRTP

500,000 population



Social Media Outreach

#### Topeka, KS Metro Long Range Transit Plan

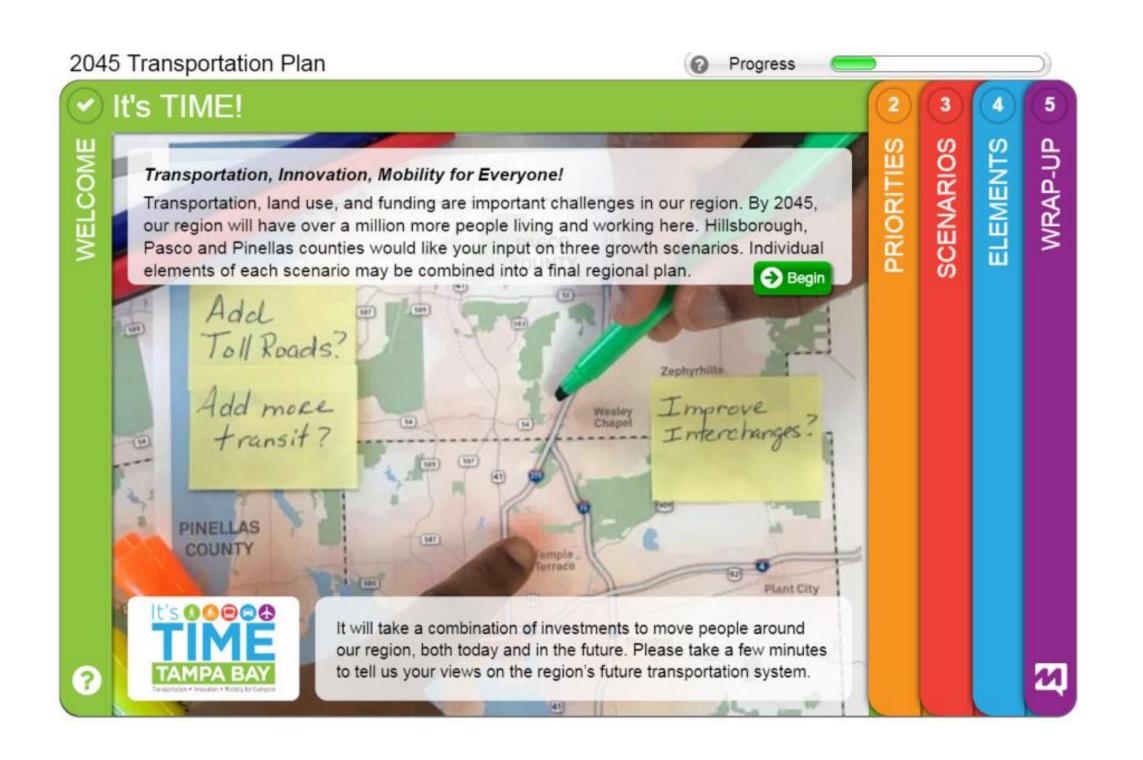
130,000 population



- 2 Coordinated Surveys
- ☐ Mining the Results



# Tampa Bay Area Tri-County Transportation Plan





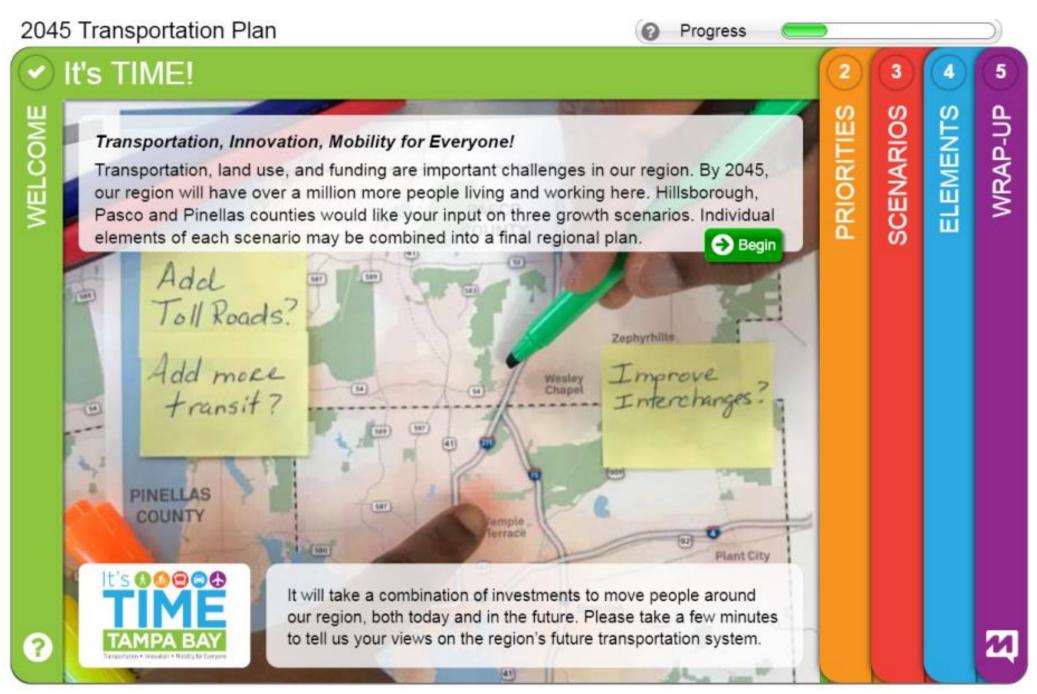








# Tampa Bay Area Tri-County Transportation Plan





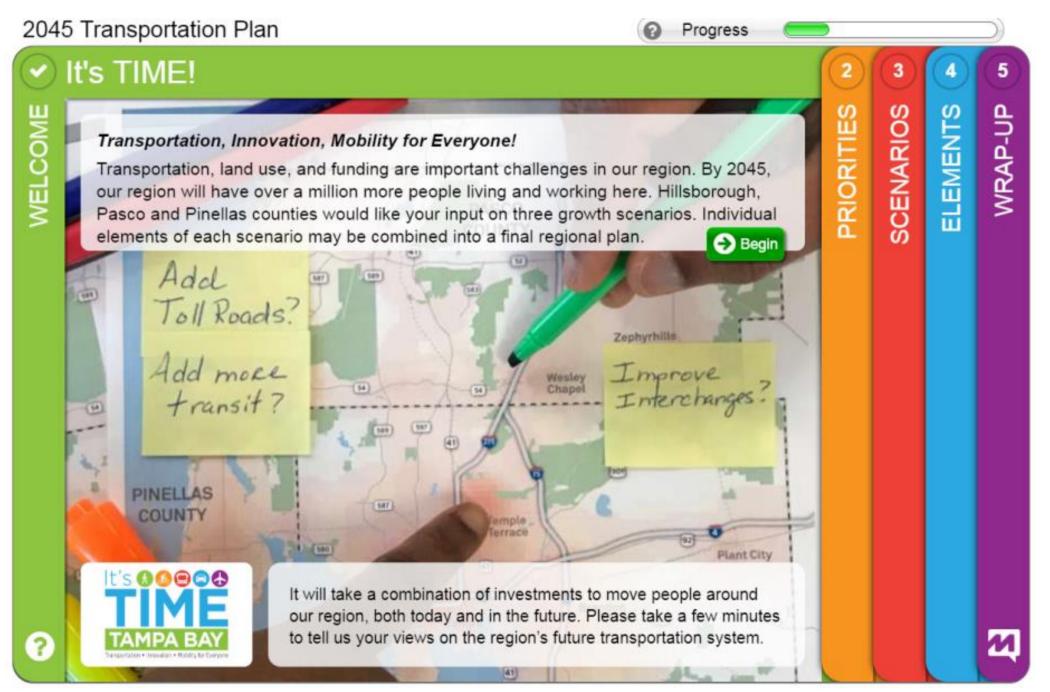




- ☐ 2 month survey
- □ 9,600 participants
  - United States
     MetroQuest Record!
- □ 234,000 data points
- □ 10,400 comments
- ☐ 5,600 emails



# Tampa Bay Area Tri-County Transportation Plan



#### **Keys to Success**

- ☐ Survey Development,Testing, Refinement
- □ Coordinated andSpecialized Outreach
- ☐ Monitoring and Retargeting



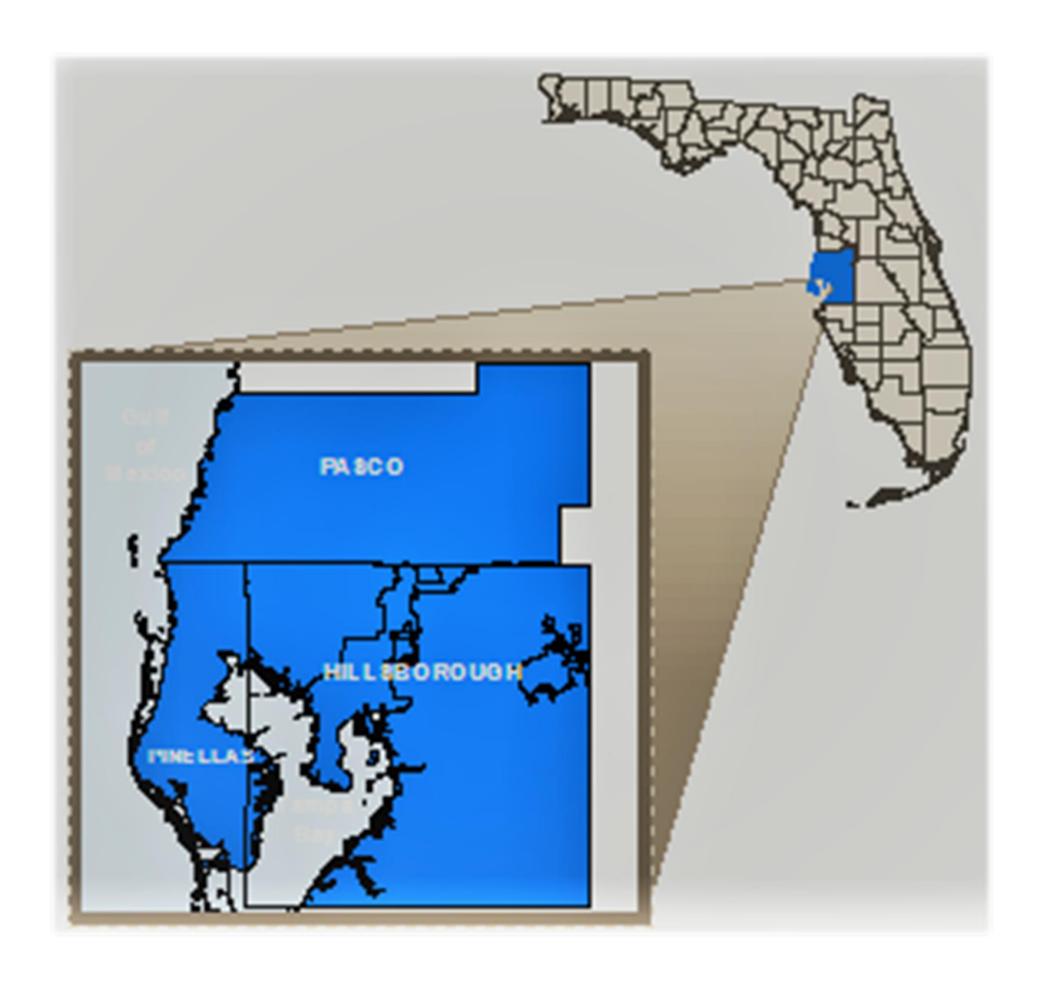






## Pre-Planning Coordination and Task Division

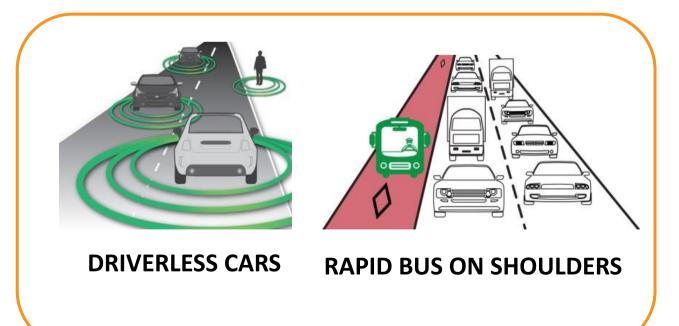
- ☐ First tri-county Long Range
  Transportation Plan for the
  Tampa Bay Region
- Hillsborough, Pasco and Pinellas MPOs volunteered staff to complete assignments
  - Socioeconomic analysis
  - Transportation and Land Use modeling
  - Outreach program
- ☐ Six consultants to manage!



## Scenario Planning Process

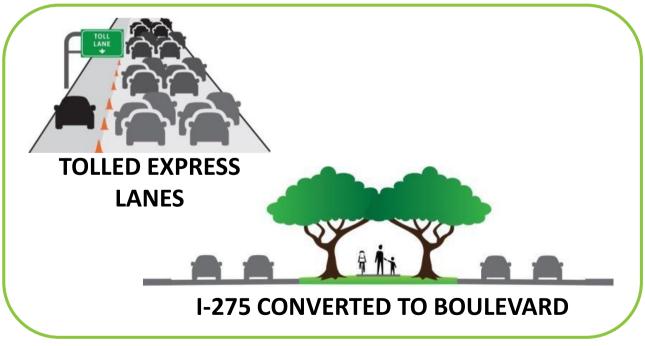
- Once the preliminary SE projections and transportation/land use models were completed, we initiated a scenario planning process
- ☐ Explore 'what-ifs' what things can be controlled and which cannot?
- Use quantitative feedback to identify long-range outcomes supported by the community

#### Scenario A



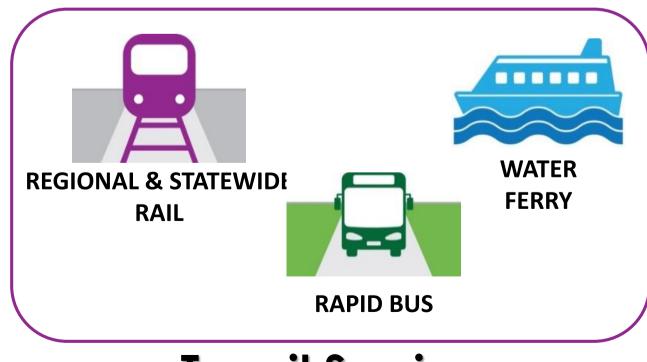
**New Technologies** 

#### Scenario B



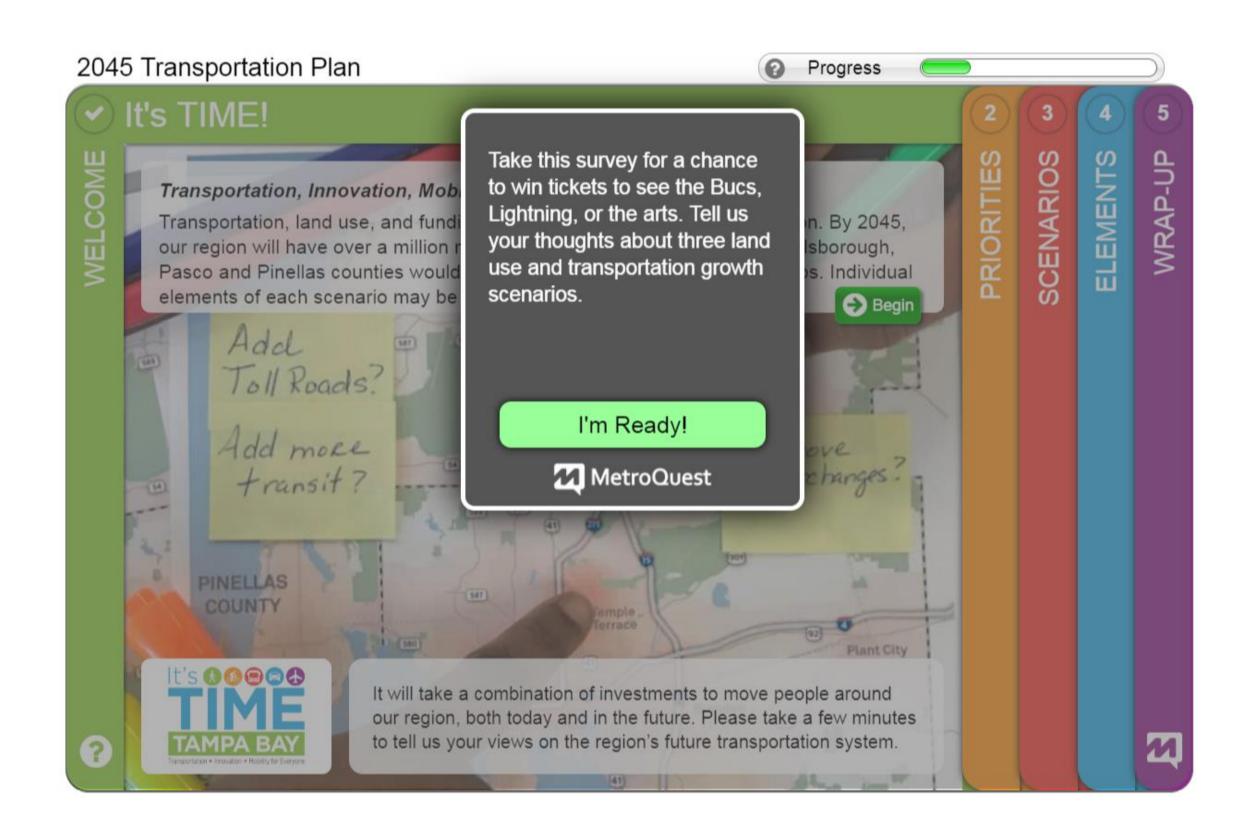
**Expressway Lanes** 

#### Scenario C



**Transit Service** 

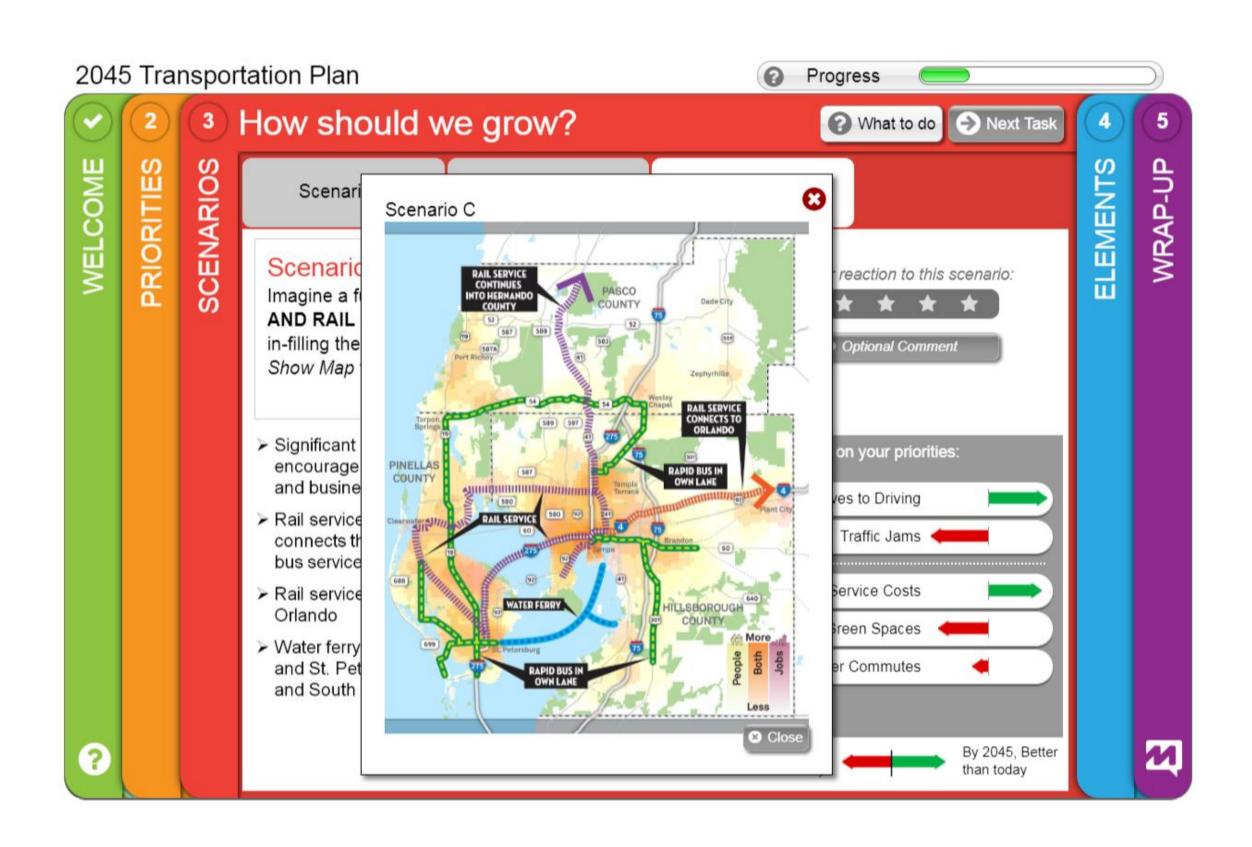
- ☐ Introduction
  - On-Boarding
  - Incentives



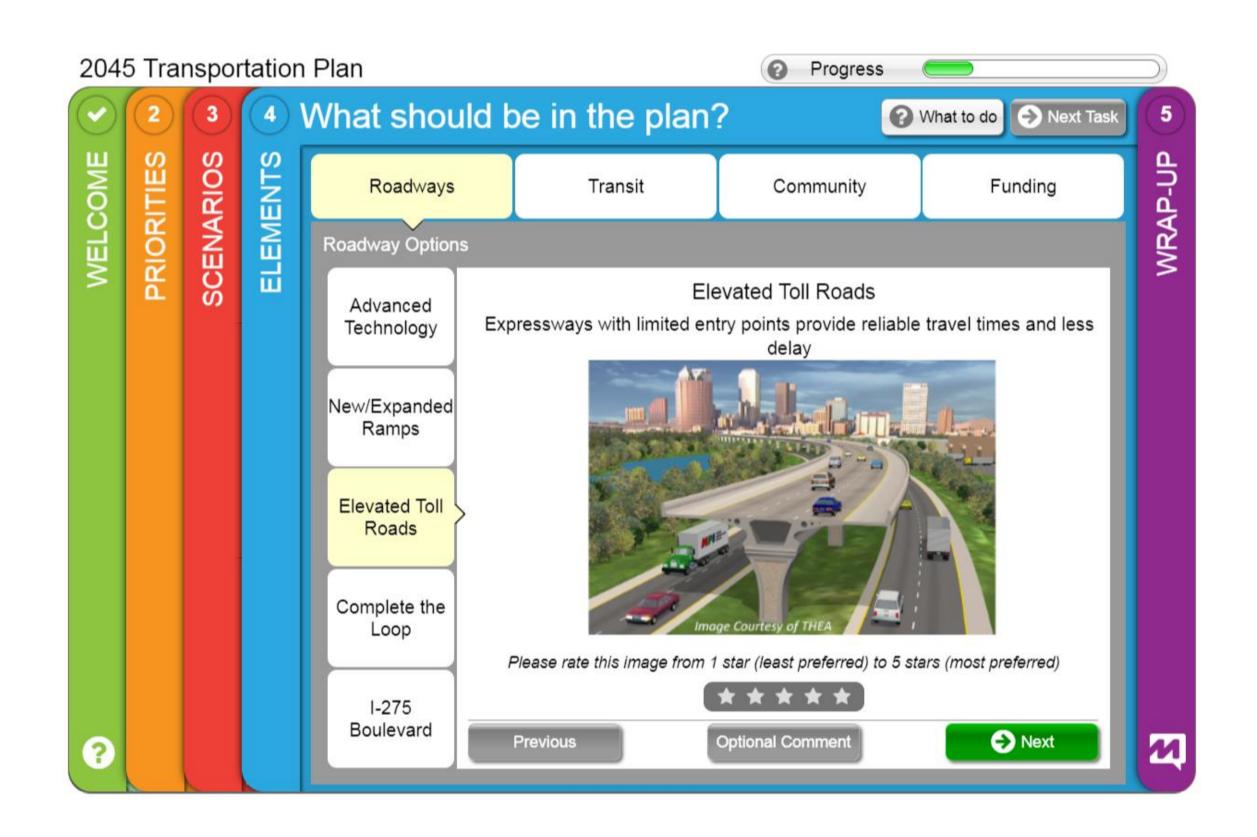
- ☐ Introduction
- □ Priorities
  - Value declaration
  - Establish metrics for scenario performance



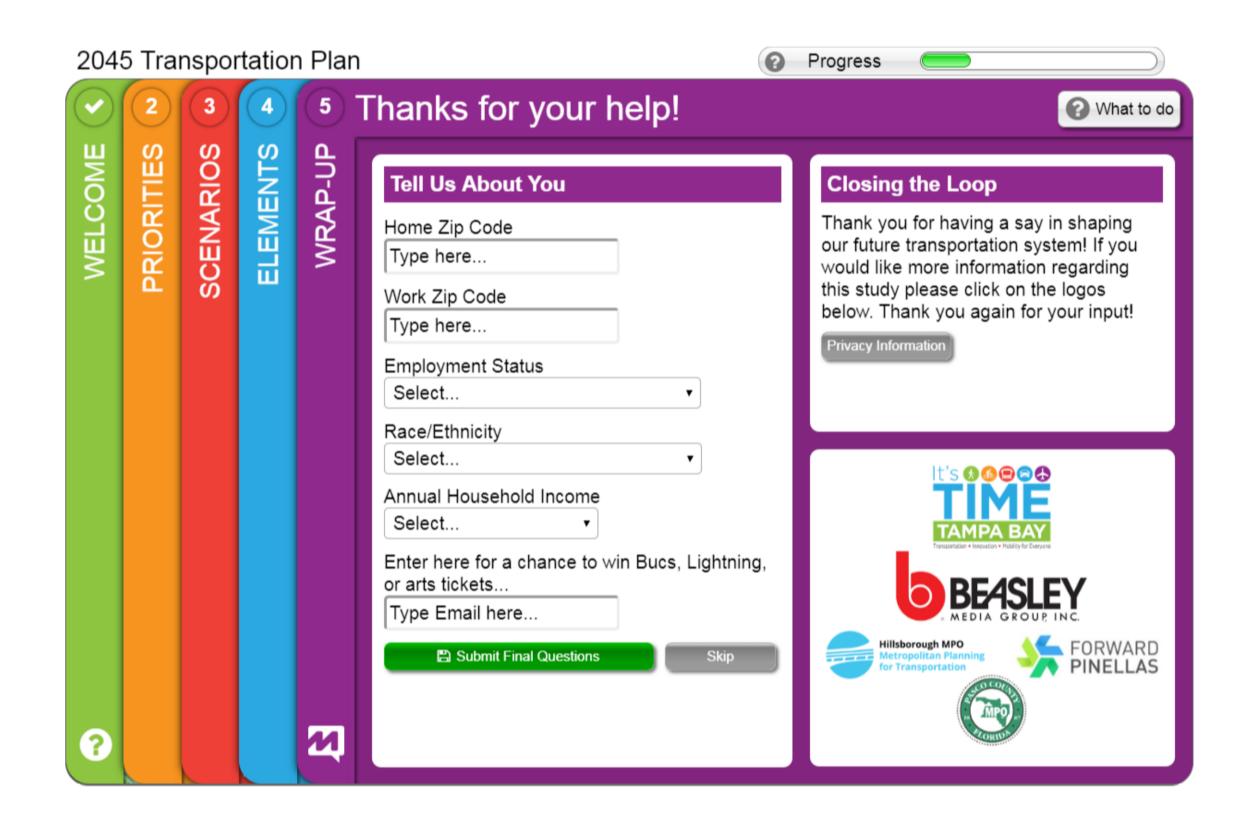
- ☐ Introduction
- Priorities
- □ Scenarios
  - Rate 1 to 5 stars
  - Funding implications and policy decisions



- ☐ Introduction
- Priorities
- Scenarios
- **□** Elements
  - Detailed feedback on specific projects
  - Identify elements to move forward



- ☐ Introduction
- Priorities
- Scenarios
- ☐ Elements
- □ Wrap-up
  - Demographic data
  - Raffle entry

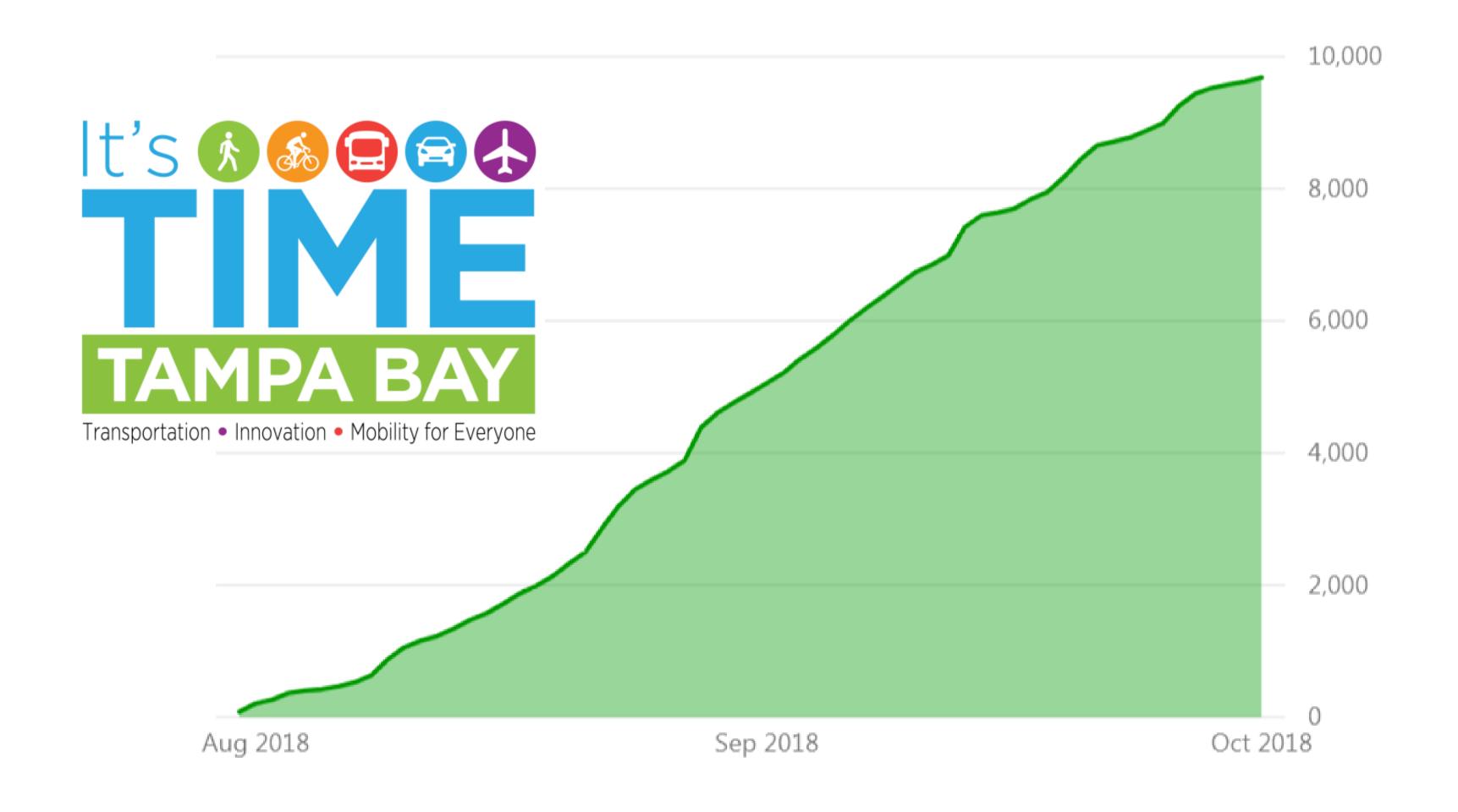


### Getting the Word Out

- Engaging website with video, embedded MQ survey
- Presentations to advisory committees, councils, boards
- □ Large events like FL Home Show and Back to School Bash
- Earned media like radio & tv interviews and newspaper articles
- Paid social media and newspaper ads
- ☐ Mailout



### Strong Participation – Start to Finish!





# TIME 2045 Transportation Plan



## We Want to Hear from You!







# Let's get Started! Two ways to participate



You can take the survey online at:

ItsTimeTampaBay.org

When you see this on a slide

 Or, follow this guided presentation and fill out your responses on your questionnaire

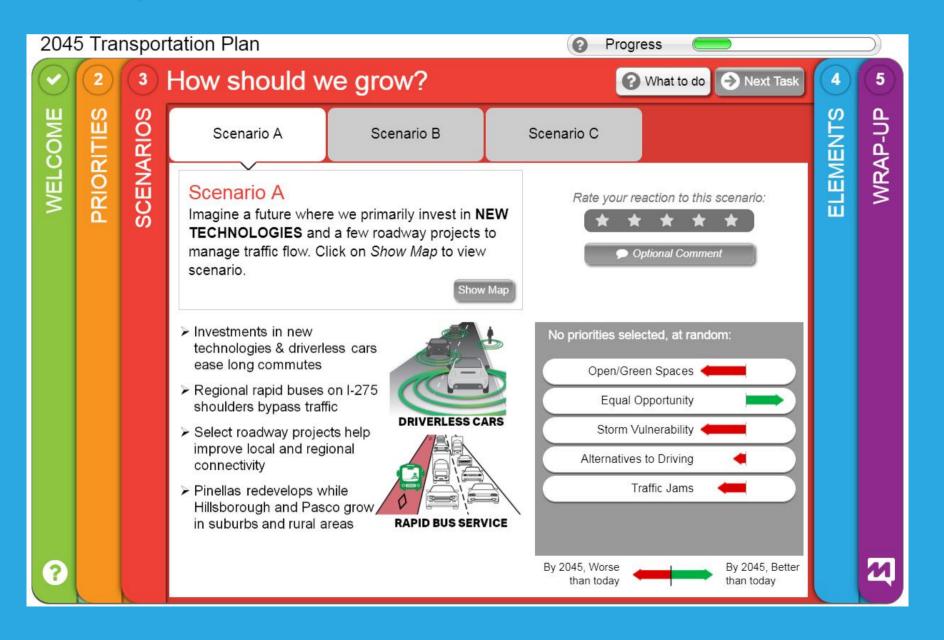


It's Time to Vote!

## 3. SCENARIOS



# If you are completing the **online survey**, you should be on screen 3



# If you are completing the **paper survey**, you should be at section 3

3. SCENARIOS					
SCENARIO A	Rate this Scenario	· <b>1</b> 2 3 4	5		
Imagi ne a future where we primarily i nvest in NEW TECHNOLOGIES	A What do you like?	Least ppealing	Most Appealing		
and a few roadway projects to manage traffic flow.					
DRIVERLESS CARS	What do you dislike?				
RAPID BUS OH SHOULDERS					
SCENARIO B	Rate this Scenario	· 0234	5		
Imagine a future where we primarily invest in	А	Least ppealing	Most Appealing		
EXPRESSWAY LANES	What do you like?				
forming an outer loop so traffic does not have					
to go through the con- gested center of the					
region. TOLLED EXPRESS	What do you dislike?				
1-275 CONVERTED TO BOULEVARD					
SCENARIO C	Rate this Scenario	· 1 2 3 4	5		
I magine a future where we primarily invest in	А	Least ppealing	Most Appealing		
BUS AND RAIL SER-	What do you like?				
VICES connecting, revitilizing and in-filling					
the communities that					
exist today.	What do you dislike?				
PECIONAL S WATER FERRY	mut do you distine!				
EAPD BUS					

## Rate Scenario C Transit Focus



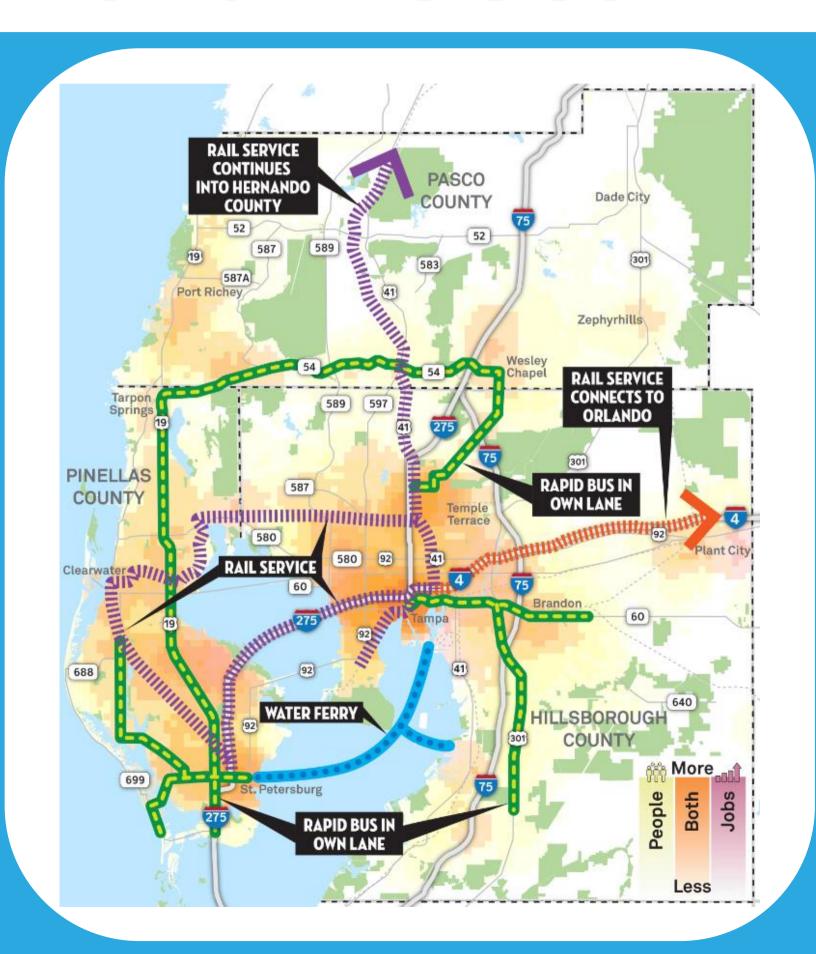












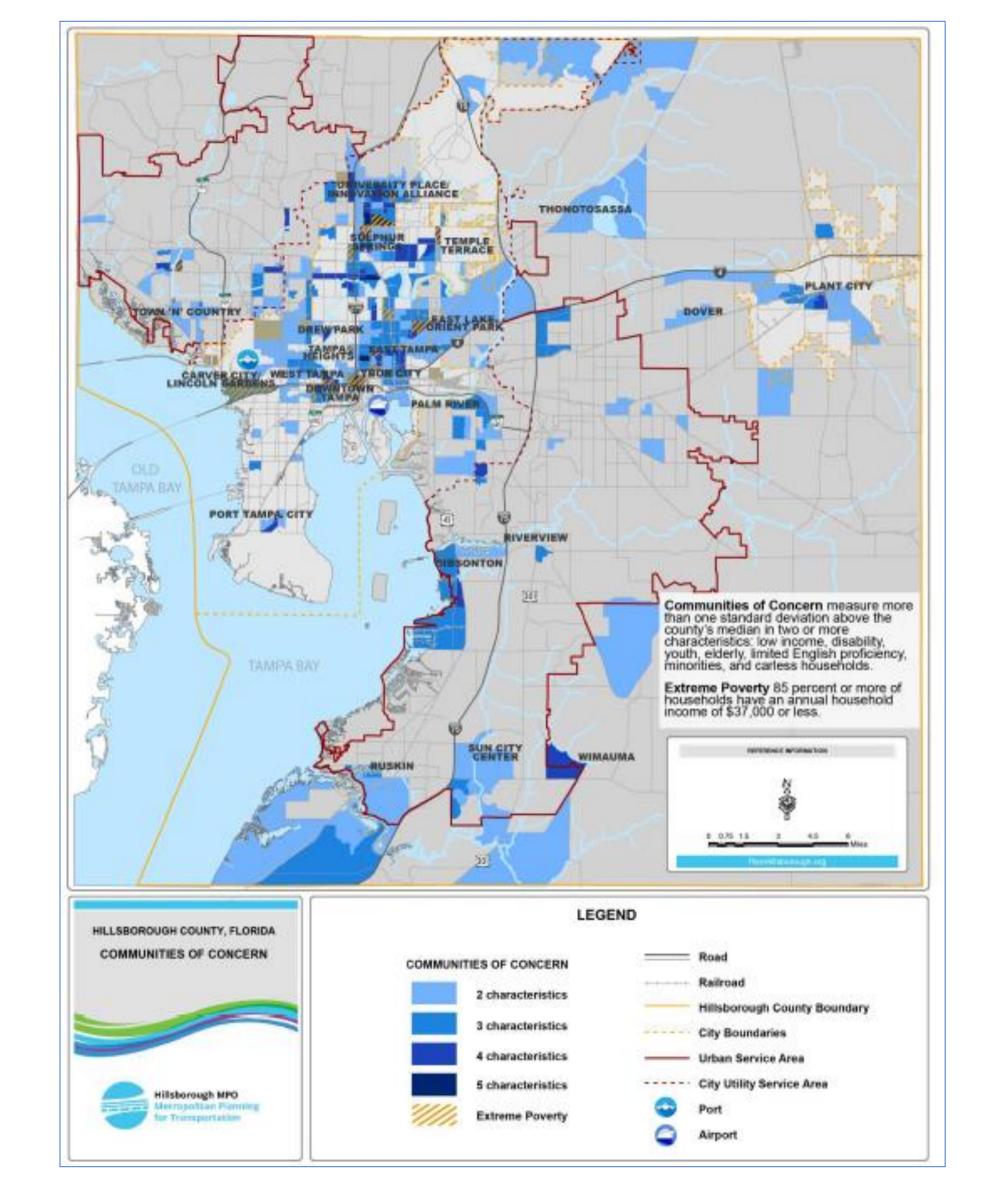
Rate this Scenario: 1 2 3 4 5

Least Appealing Appealing

By 2045, Worse By 2045, Better Results on priorities: than Today than Today **Storm Vulnerability Traffic Jams** Open/Green Space **Alternatives to Driving Equal Opportunity Shorter Commutes Public Service Costs** 

## Specialized Outreach

- Pop-up events at malls, schools, transit stations, markets & bodegas, libraries
- □ Community outreach, ≥ 60 groups in Hillsborough County alone many in Communities of Concern
- □ Spanish language translation via PowerPoint and hardcopy survey
- □ Spanish-speakers hotline



## Specialized Outreach



#### t's **POPP POP** PLAN DE TRANSPORTE 2045

región. Para 2045, la población en nuestra región aumentara por más de un millón depersonas. Esto significa un gran impacto en las viviendas y trabajos. Los condados de Hillsborough, Pasco y Pinellas desearían su opinión sobre tres opciones de crecimiento. Los conceptos individuales de cada opción pueden ser combinadas en un plan regional final.

Instrucciones: Complete cada sección de su encuesta cuando se lo indiquen. Consulte la presentación para obtener información adicional..

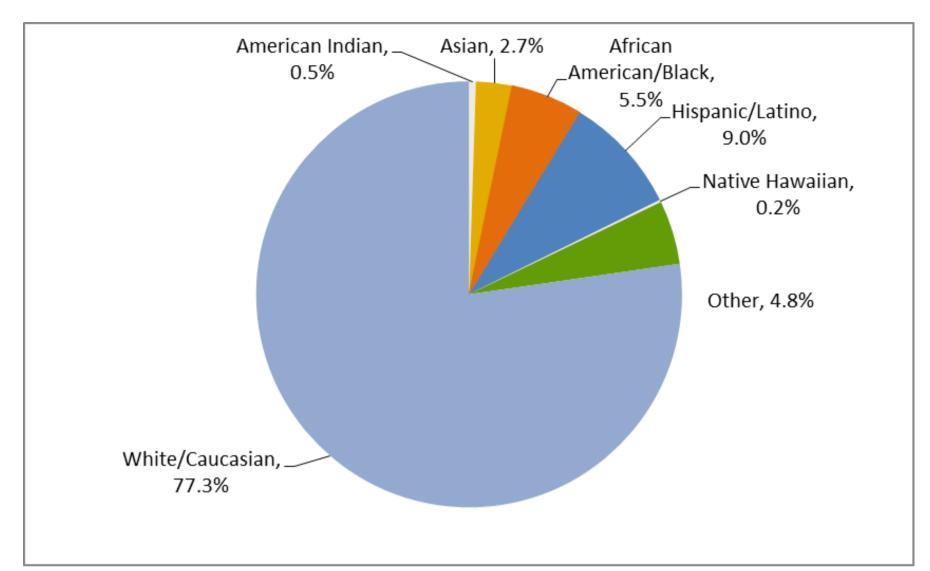
#### 2. PRIORIDADES

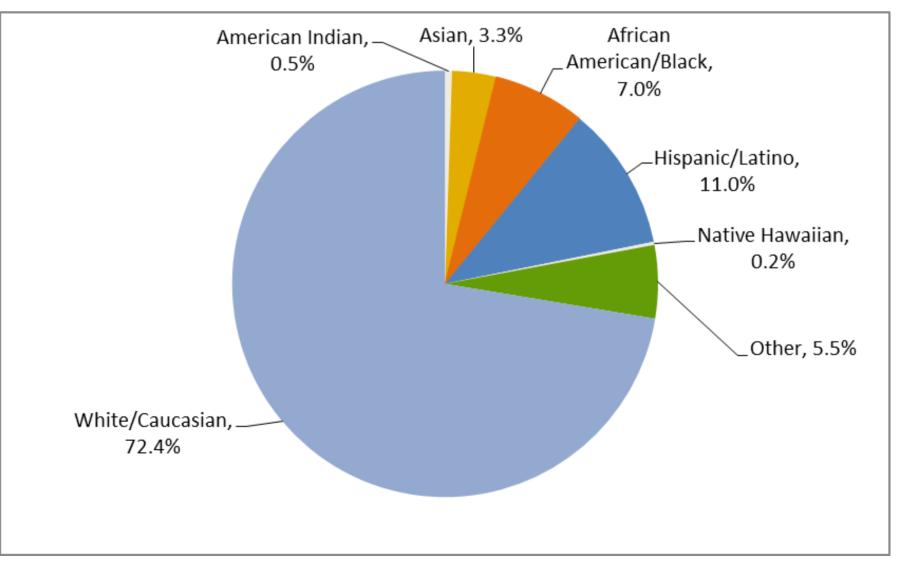
formando un lazo exterior para que el tráfico no tenga que atravesar

SELECCIONE SUS 5 PI	RIORIDADES MAS IMPORT	ANTES	?
☐ Vulnerabilidad de tormentas	☐ Igualdad de oportunidades	Uiajes más cortos	Costos del servicio publico
Trafico	Espacios abiertos	🗌 Formas de viajar qu	e no sean carros
Comentarios (opcional)	:		
3. OPCION	ES		
	Como te gusta este escena	ui.2 1 2 3 /	B
Imagine un futuro en	:		Mushiaima
que invertimos en	i IV	uy poco	Muchísimo
nuevas tecnologías y	¿Qué te gusta?		
algunos proyectos de			
carreteras para mejorar	*		
el flujo de tráfico y	* + + + + + + + + + + + + + + + + + + +		
reducir la co			
	¿Qué no te gusta?		
Autos sin conductor			
	* * * * * * * * * * * * * * * * * * *		
	*		
Autobús rápido en carriles del hombrillo			
OPCIÓN B & C	Como te gusta este escena	rio? 1 2 3 4	<b>5</b>
lmagine un futuro en	M	uy poco	Muchísimo
que invertimos en car-			
riles de autopistas	¿Qué te gusta?		

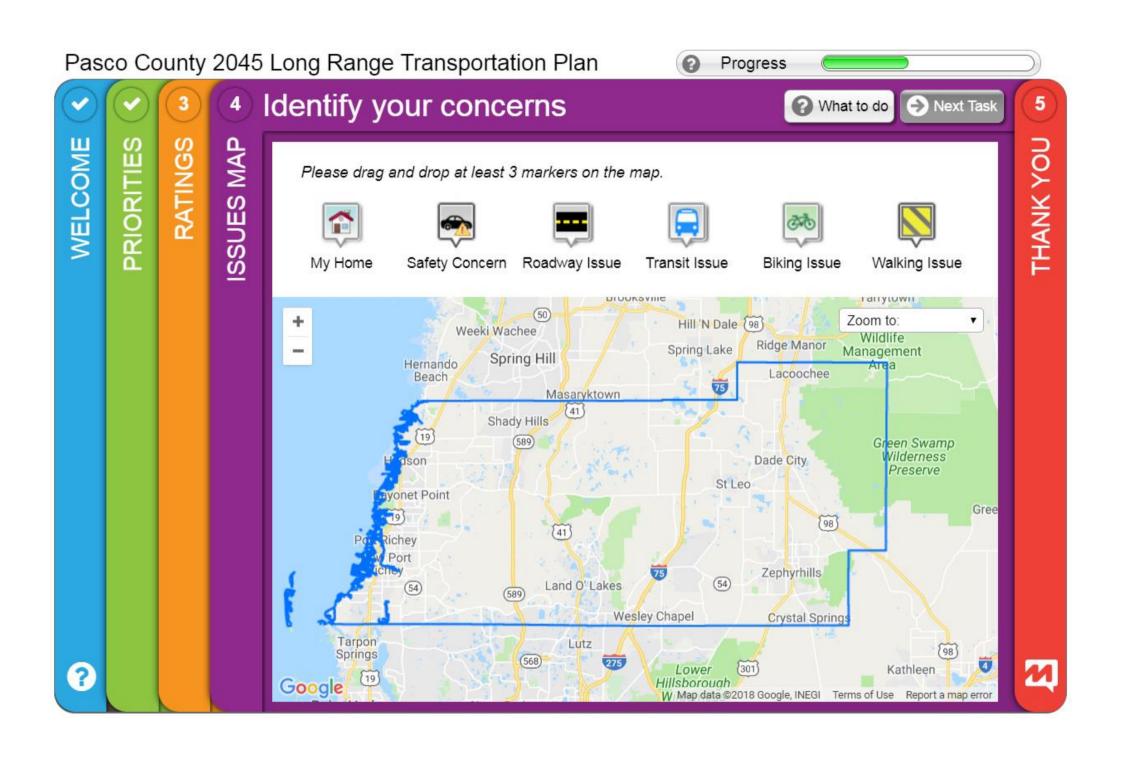
# Monitoring and Targeting

- ☐ Responses by Zip Code / County
- □ Responses by Race / Ethnicity
- ☐ Modified outreach
  - Increased Facebook ads for under performing zip codes
  - Modified online platforms
  - "Go to them" meetings





# Pasco County, FL MPO 2045 Long Range Transportation Plan



- □ 50 days
- □ 1,600 participants
  - Anticipated 500
- ☐ 4,500 map markers





# Pasco County, FL MPO 2045 Long Range Transportation Plan

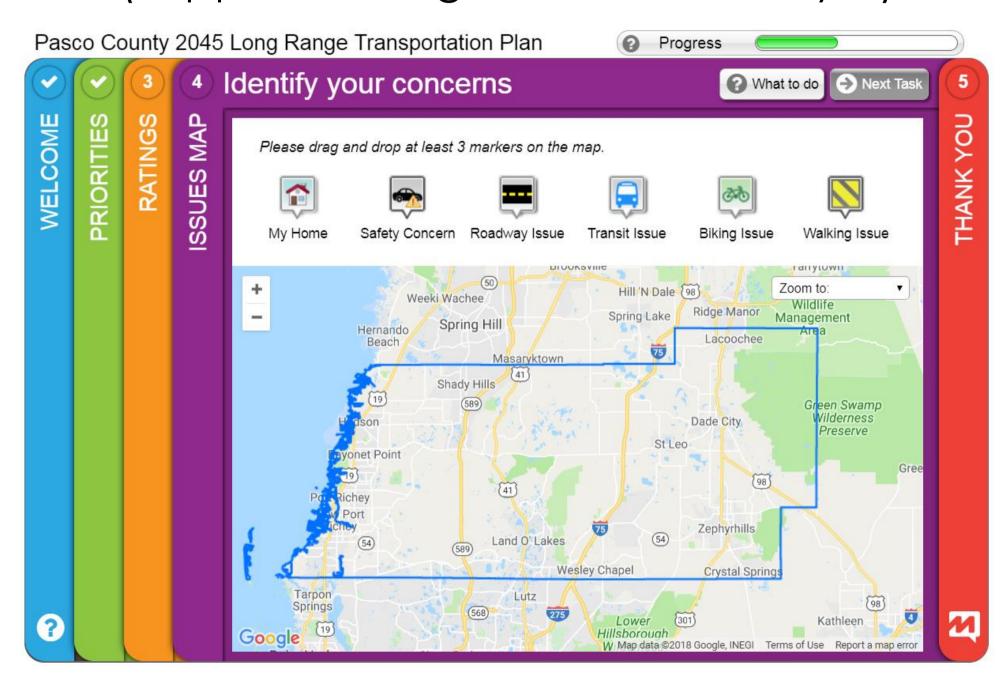
#### **Priorities**

(Confirm/Refine Goals)



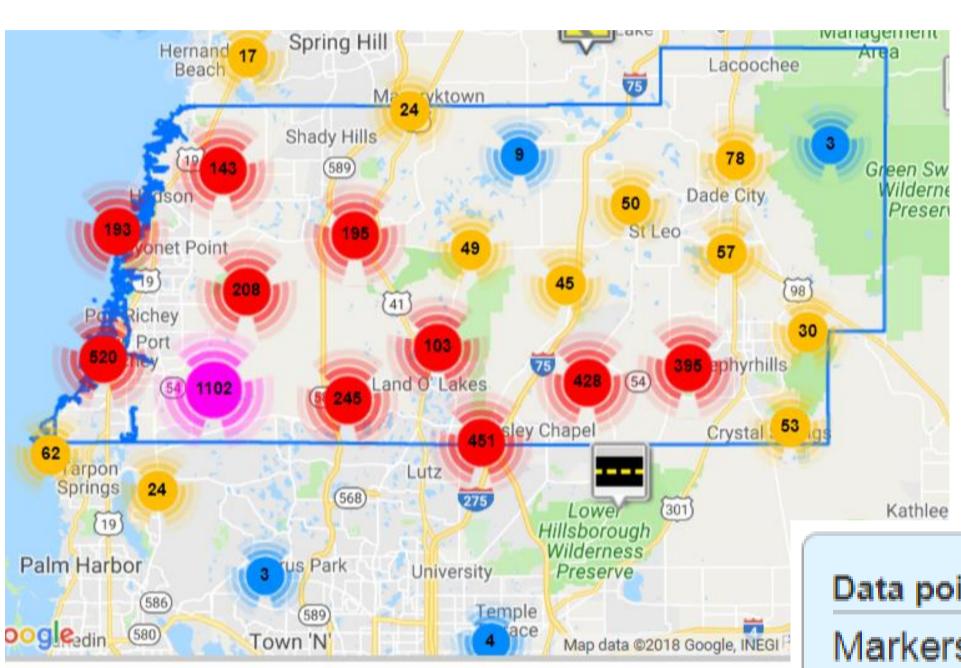
### Issues Mapping

(Support Existing Conditions Analysis)





# Pasco County, FL MPO 2045 Long Range Transportation Plan



## **Keys to Success**

- ☐ Social Media Outreach
- ☐ Small Group Meetings they add up!

Data points for this Screen:

Markers: **4525** 

Marker attributes: 15656

Marker comments: 2202











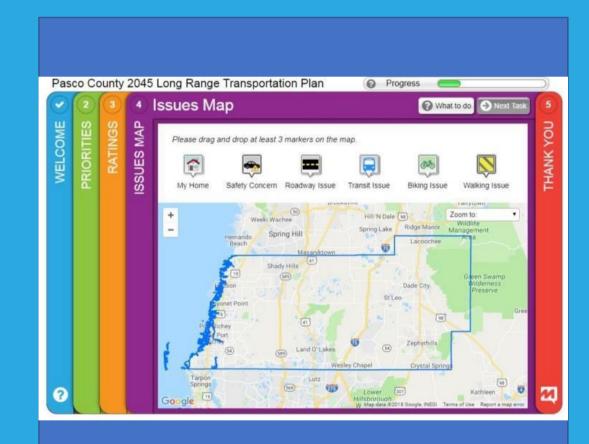






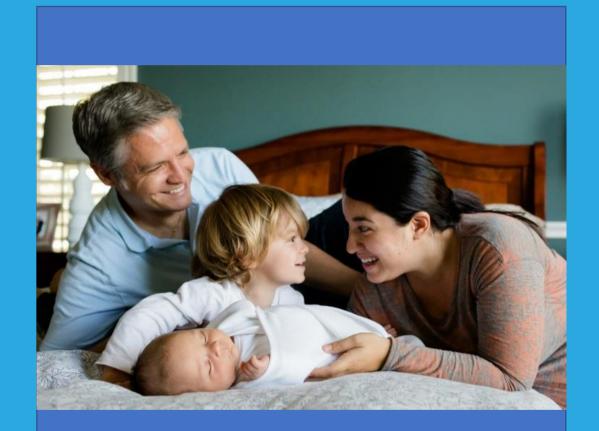
# #ItsTIMEPasco MetroQuest Survey Creating a Communications Plan

#### What is my goal?



Goal500 Completed
Surveys

#### Who is my audience?



Pasco County
Citizens over 18
years of age

#### Why should they care?



Make a
Difference in
your community

# #ItsTIMEPasco- MetroQuest Survey

## Determining our Campaign Approach

- Customized Logo
- □ Promotional Video
- ☐ Social Media Campaign
- ☐ Facebook Live videos
- ☐ News Release
- ☐ Outreach Event Coordination
- ☐ Email Blasts



# #ItsTIMEPasco MetroQuest Survey Reach Your Audience Through Social Media

## Work Smarter, Not Harder

- ☐ Choose the Right Social Platform
- □ Who's Your Audience



#### Meet Mary...



- 33-54 years old
- Married with 2 kids
- College grad
- Professional for midsize company
- Smart shopper
- Most likely to use Facebook and Pinterest



#### Meet Jeremy...



- 30-45 years old
- Small business owner
- Industry expert
- Dialogue driven
- Fiscally conservative
- Most likely to use Twitter, YouTube and LinkedIn



#### Meet Rose...



- 18-29 years old
- College student
- Concerned with trends
- Heavily interactive
- Fiscally conservative
- Most likely to use YouTube and Twitter



#### Meet April...



- 13-25 years old
- Student
- Brand/trend loyal
- Technologically savvy
- Responds well to contests, sneak peeks and videos
- Most likely to use Instagram, Twitter and Snapchat

# #ItsTIMEPasco MetroQuest Survey Maximizing Your Audience Reach



Best Days

Su M T W Th F S

Best Times 12pm, 3pm, 5-6pm

#### Quick Tips:

B2B performs 16%
better during business
hours.
B2C performs 17%
better on weekends.



Best Days

Su M T W Th F S

**Best Times** 

9am, 1pm, 3pm

#### Quick Tips:

Using multimedia and setting a consistent posting schedule significantly increases posting reach.

#### HASHTAG



Easily search discussion topics and organize content based on your chosen hashtag.

-#PascoProud



#### **HANDLE**



Use the @ sign to "tag" someone, & engage someone by their handle, or online name.

-@PlanningPasco



# SHARE & RETWEET

Show someone else's content on your page.
Make sure to still
THINK before you post.

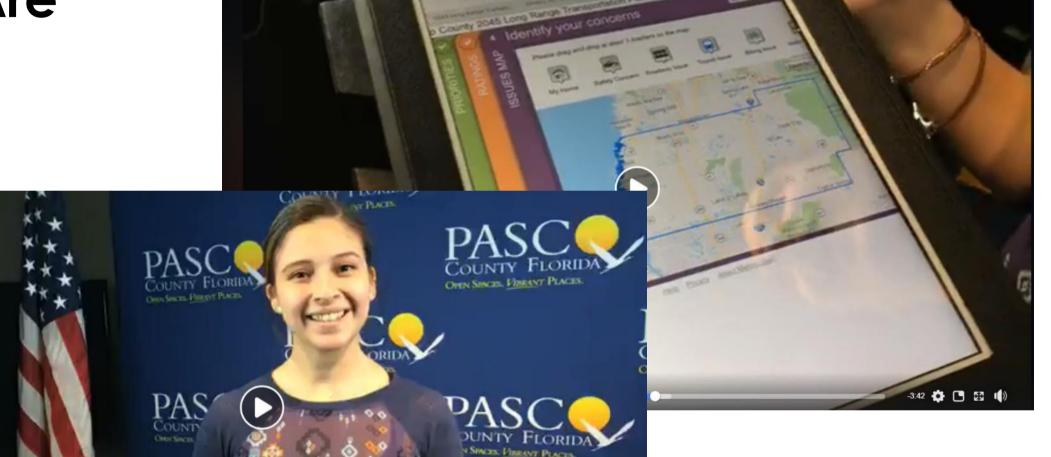
# #ItsTIMEPasco MetroQuest Survey Live Video Feeds

Reach Your Audience Where They Are

☐ Facebook Live

☐ Twitter Periscope

☐ Instagram Live Video



# #ItsTIMEPasco Return On Investment

- 4,642 Facebook reach
- □ 8,012 Twitter impressions
- Nearly 350,000 audience (online news and TV)
- ☐ \$9,000 publicity value
- Additional Exposure
  - YouTube video
  - Facebook live

CAMPAIGN ANALYTICS REPORT



#### **APRIL 15-JUNE 1, 2018**

#### 1,609 PARTICIPANTS

1,609 Participants completed the MetroQuest survey

#### 2.855 VISITORS

2.855 Visitors opened or click on the MetroQuest survey



Publicity: \$6,861 (75.9%) 345,633 Audience **Publicity Value** 4642 REACH 8012 Online News Online News **IMPRESSIONS** 

The It'sTIMEPasco Campaign Package included the following elements in partnership with MPO, AECOM, and Pasco County Media Relations & Communications

- Customized MetroQuest Survey
- Customized Logo
- Promotional Video
- Social Media Campaign
- News Release
- Outreach Event Coordination
- Email Blasts





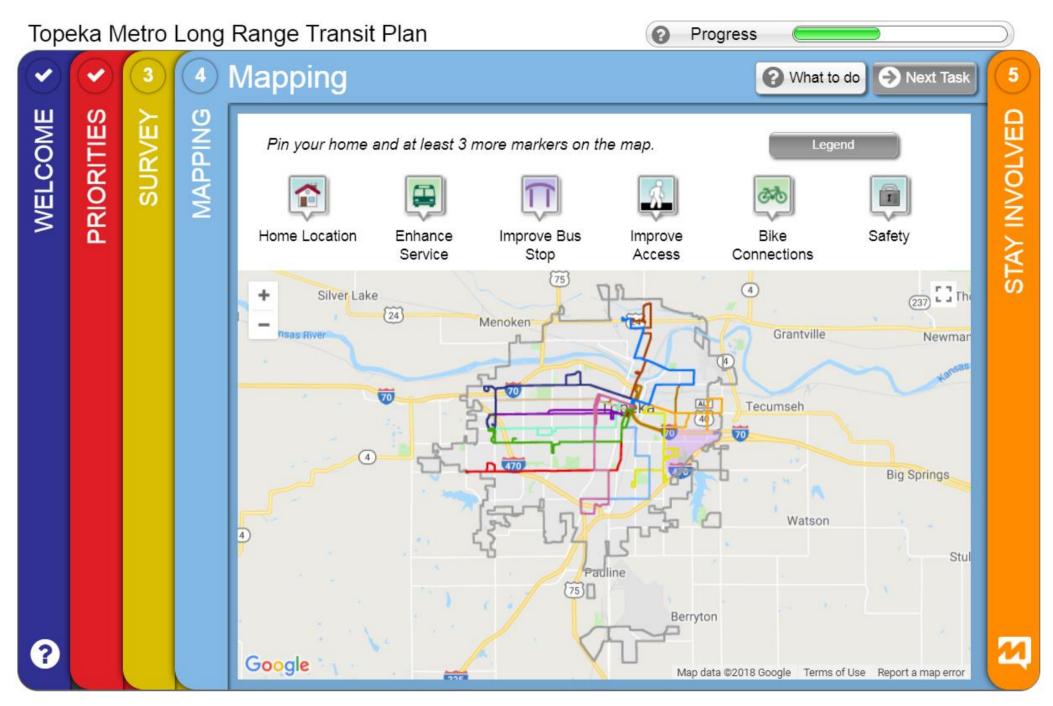
60 YOUTUBE VIEWS







# Topeka, KS Long Range Transit Plan

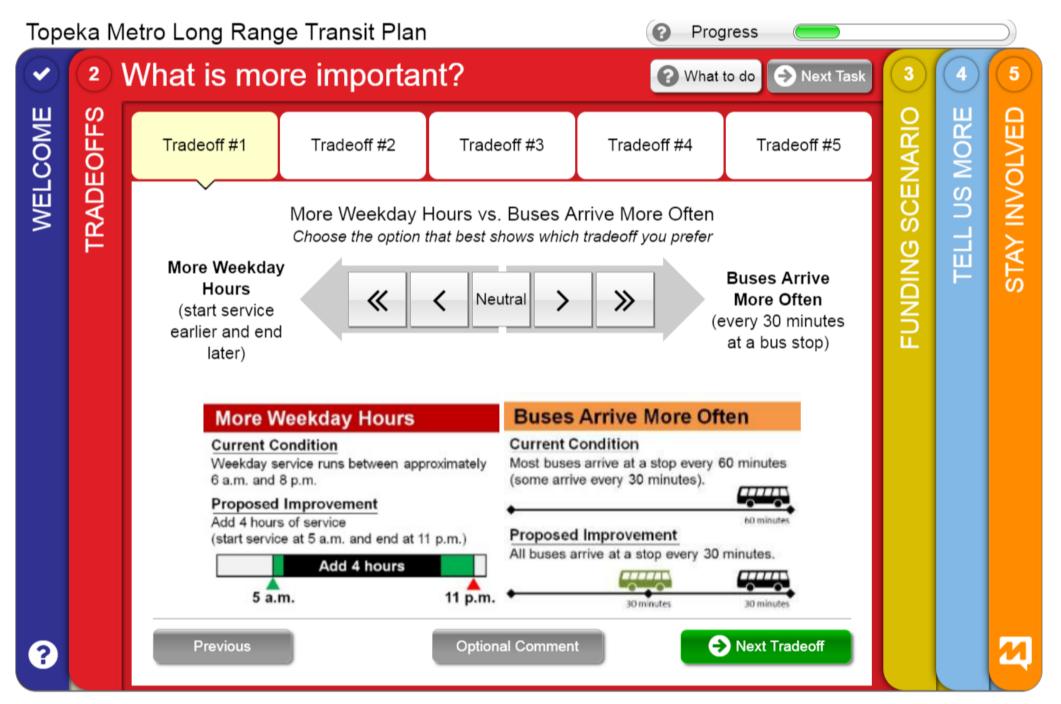


Phase 1 Survey – Issues Mapping

- □ 2 Coordinated Surveys
  - Each 2 months long
- □ 1,240 participants
  - 620 surveys per phase
- ☐ Reached frequent and occasional/non-riders



# Topeka, KS Long Range Transit Plan



Phase 2 Survey – Tradeoffs

## **Keys to Success**

- ☐ Coordinated phases drill down in the results!
  - Identify early in the process
- ☐ Monitor and Target
- ☐ "Go to Them"

# We've received input...

...but is it meaningful?



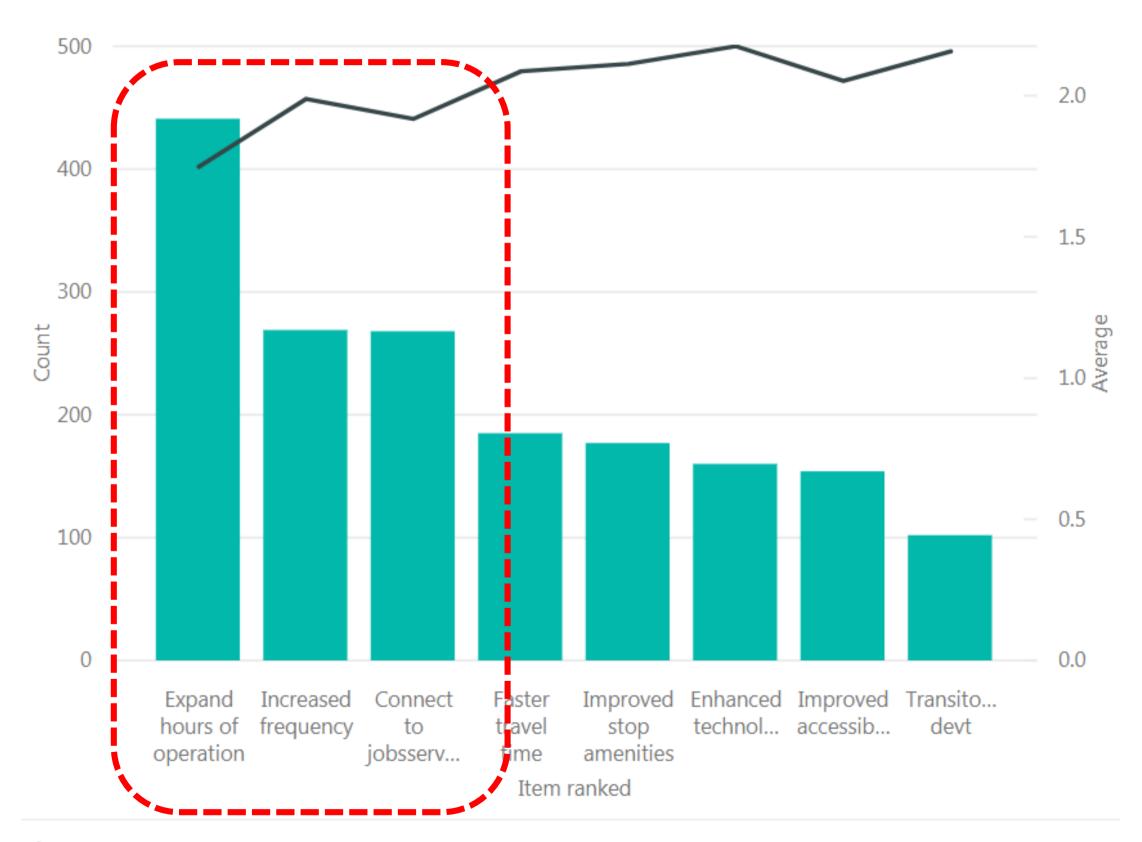
- "We need more service."
- "I wish the buses would come more often."
- "The bus doesn't go where I need it to go."
- "You need to improve the sidewalk near the library."

A E COM

# Identifying Priorities



# Identifying Priorities

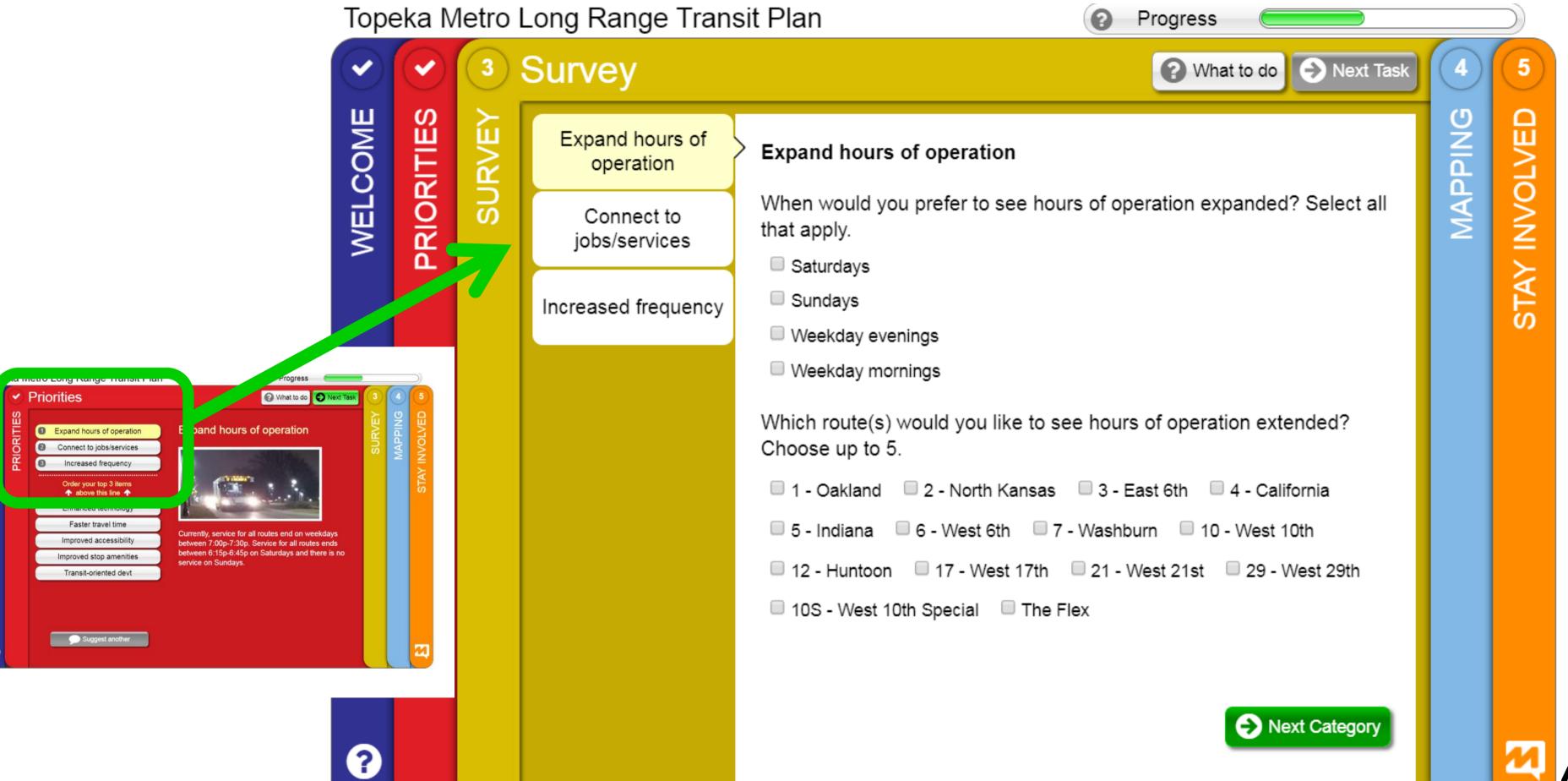


- Expand hours of operation
- Increased frequency
- Connect to jobs and services



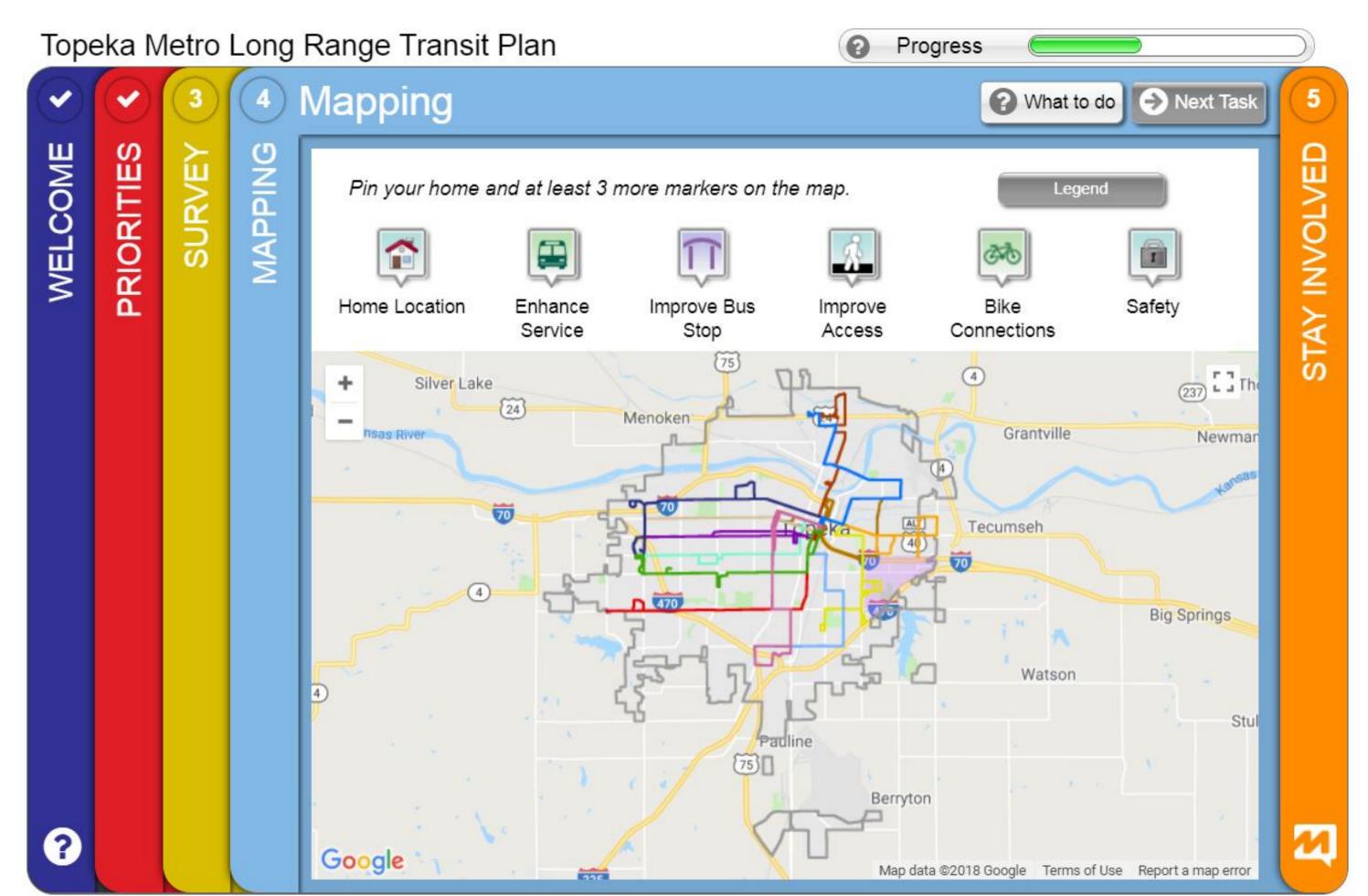
<sup>\*</sup> Note that the highest rank is 1, so small rankings and averages are better than high ones.

# Dig a Little Deeper



AECOM

# Show Us Your Concerns



# Mapping Issues



Add or improve pedestrian signal

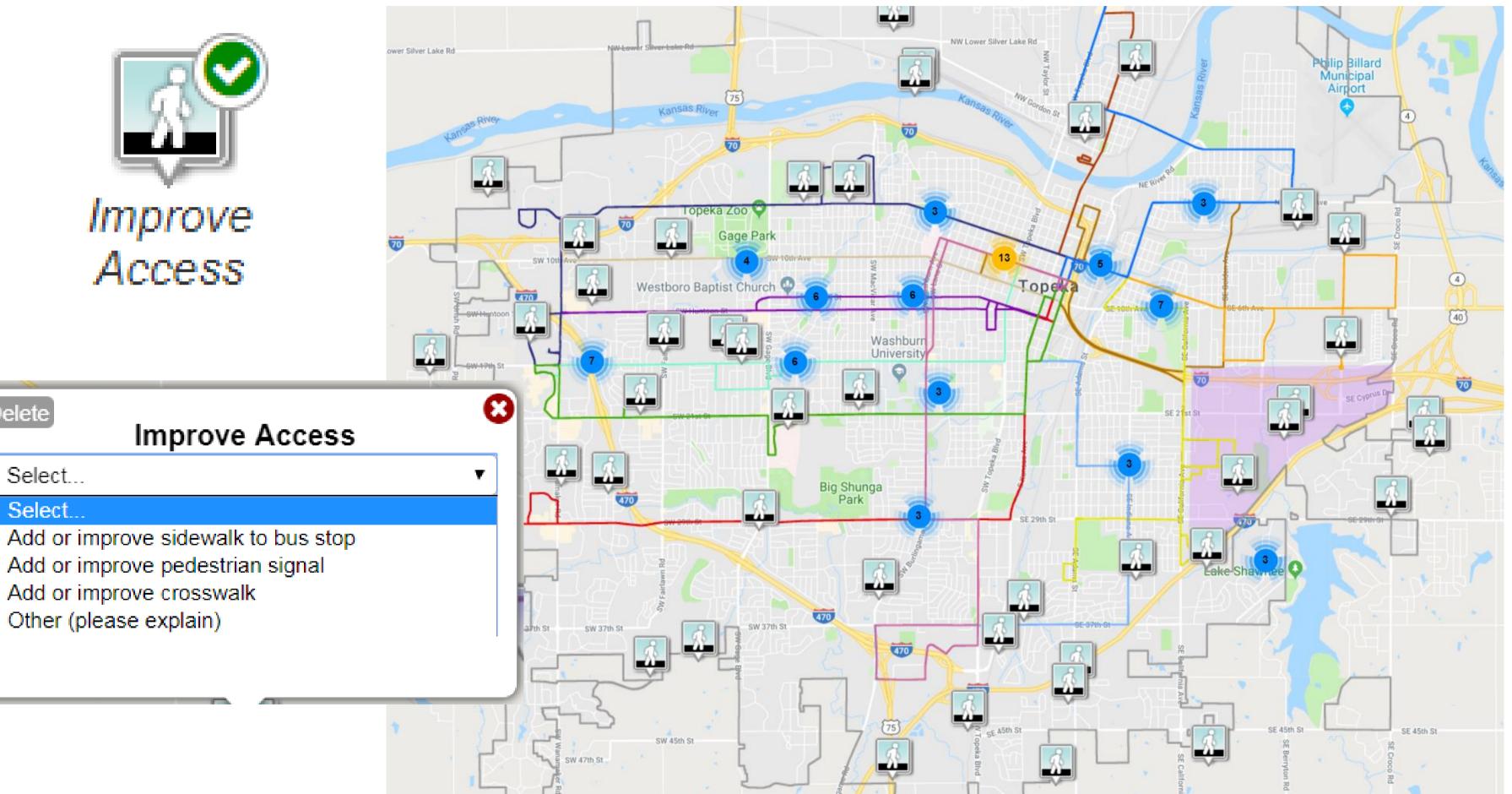
Add or improve crosswalk

Other (please explain)

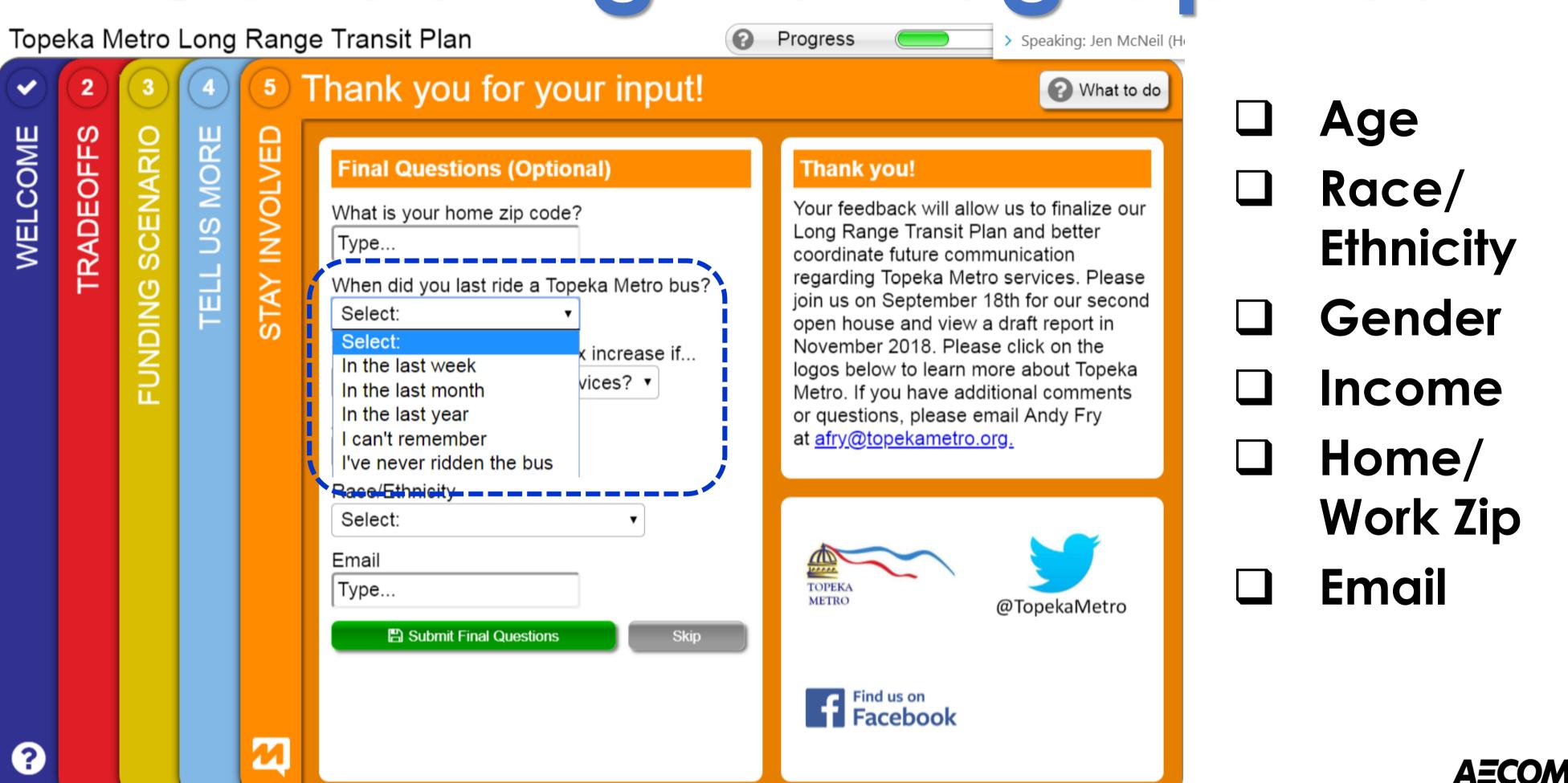
Delete

Select...

Select

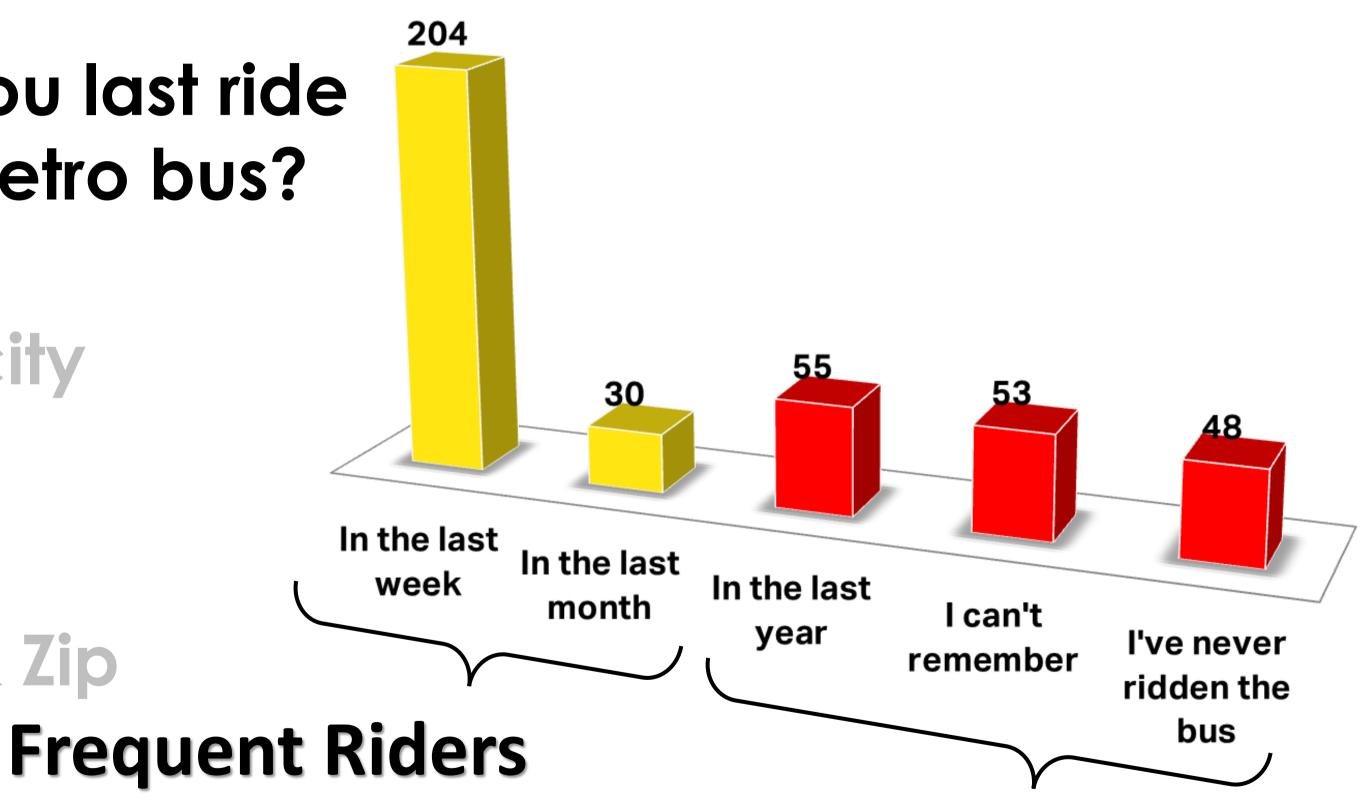


# Collecting Demographics



# Targeted Responses

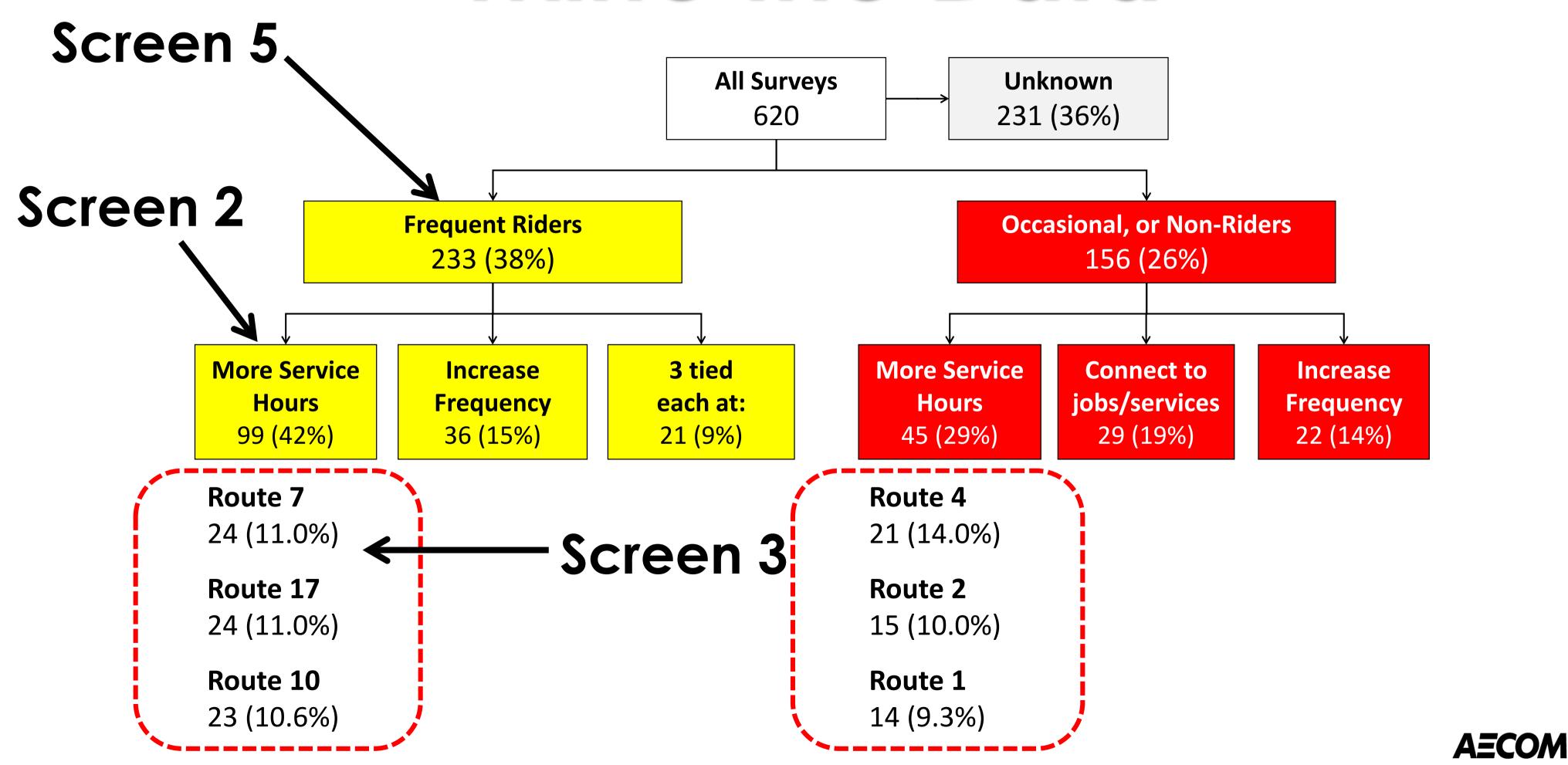
- □ When did you last ride a Topeka Metro bus?
- Age
- ☐ Race/Ethnicity
- Gender
- Income
- ☐ Home/Work Zip
- Email



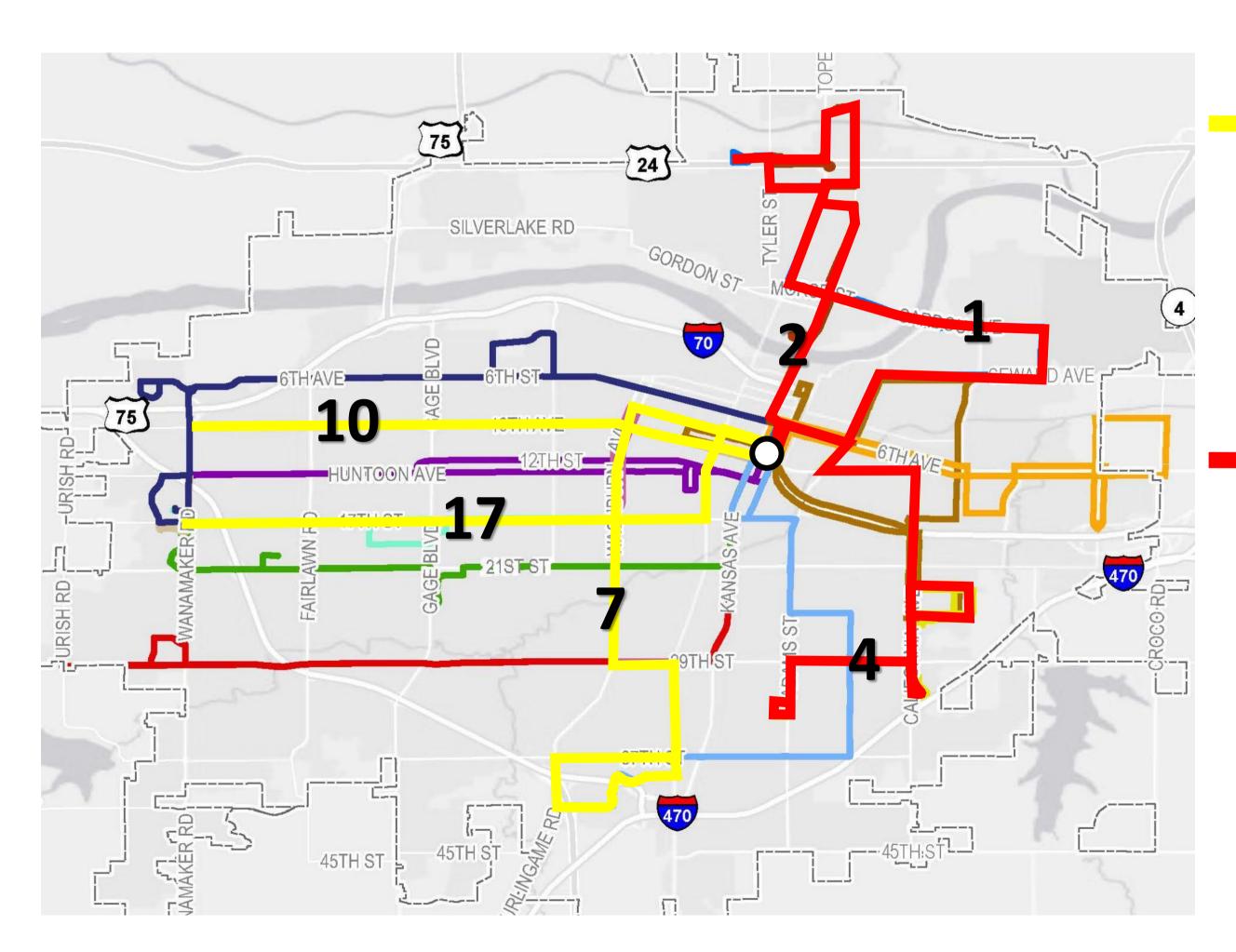
Occasional, or Non-Riders

**AECOM** 

# Mine the Data



# Mine the Data



# Frequent Riders

VS.

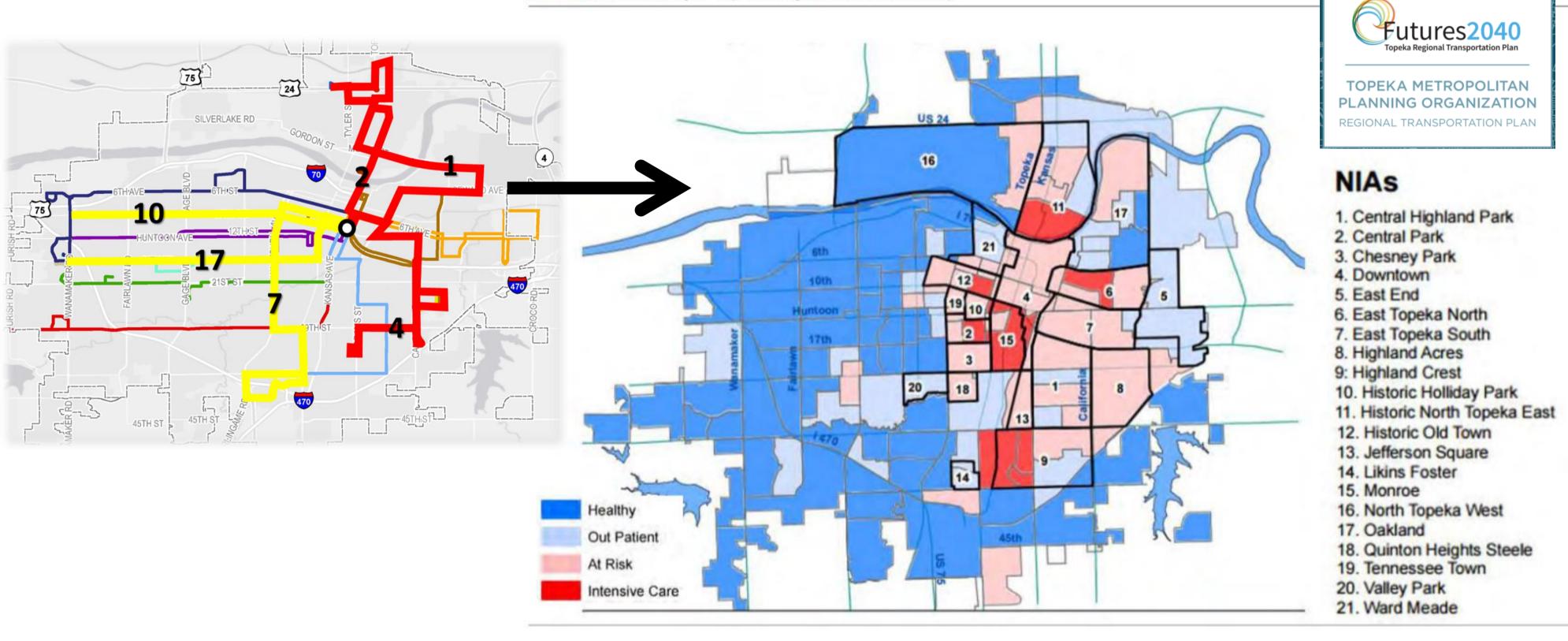
# Occasional, or Non-Riders

Top 3 routes identified for more service hours



# Combine with Technical Analysis

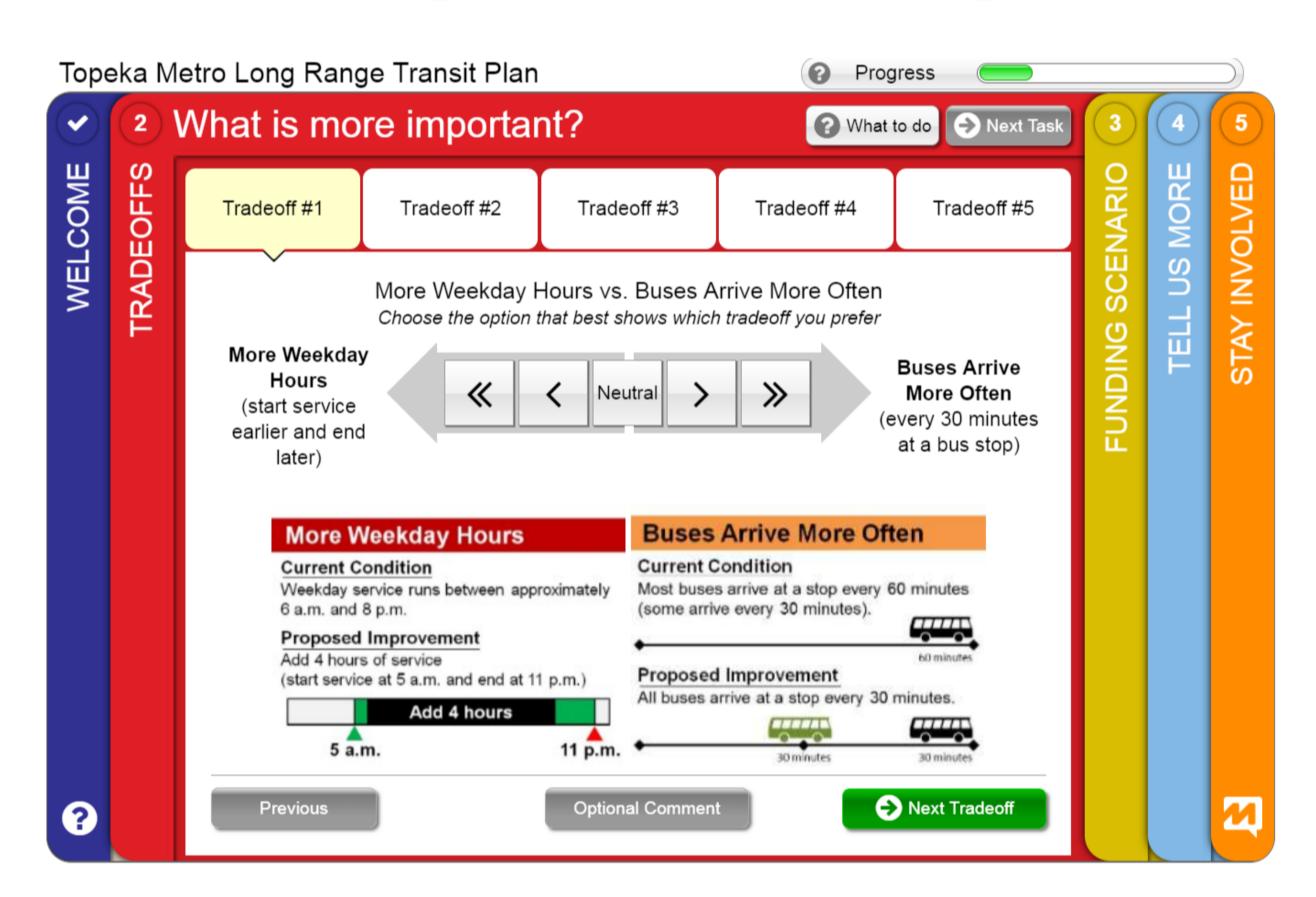






# Phase 2 Survey (Tradeoffs)

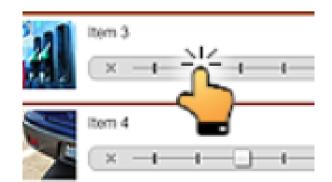
- More Weekday Hours vs.
  Buses Arrive More Often
- ☐ Add New Routes vs. More Weekday Hours
- Buses Arrive More Often vs.
   Add New Routes
- More Weekday Hours vs.
  More Weekend Service
- Increase Saturday Hours vs.Add Sunday Service



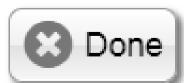
# Phase 2 Survey (Budget Slider)

## How would you spend the money? What to do

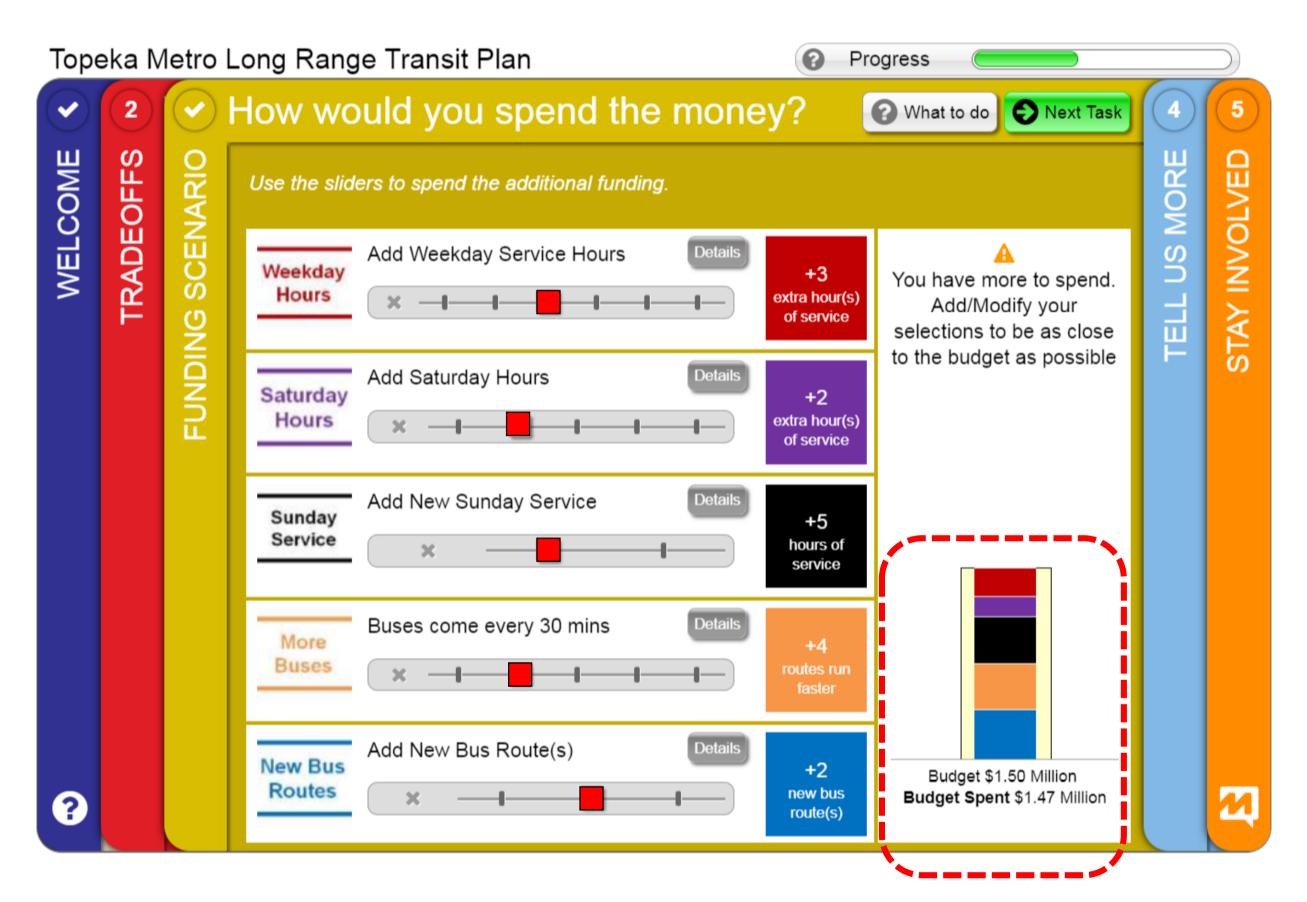
Imagine Topeka Metro has an extra \$1.5 million next year to spend on service improvements. Use the sliders to select improvements most important to you. View the bar chart to track your spending & adjust your improvements to stay close to the budget.



Use the sliders to spend the additional funding.







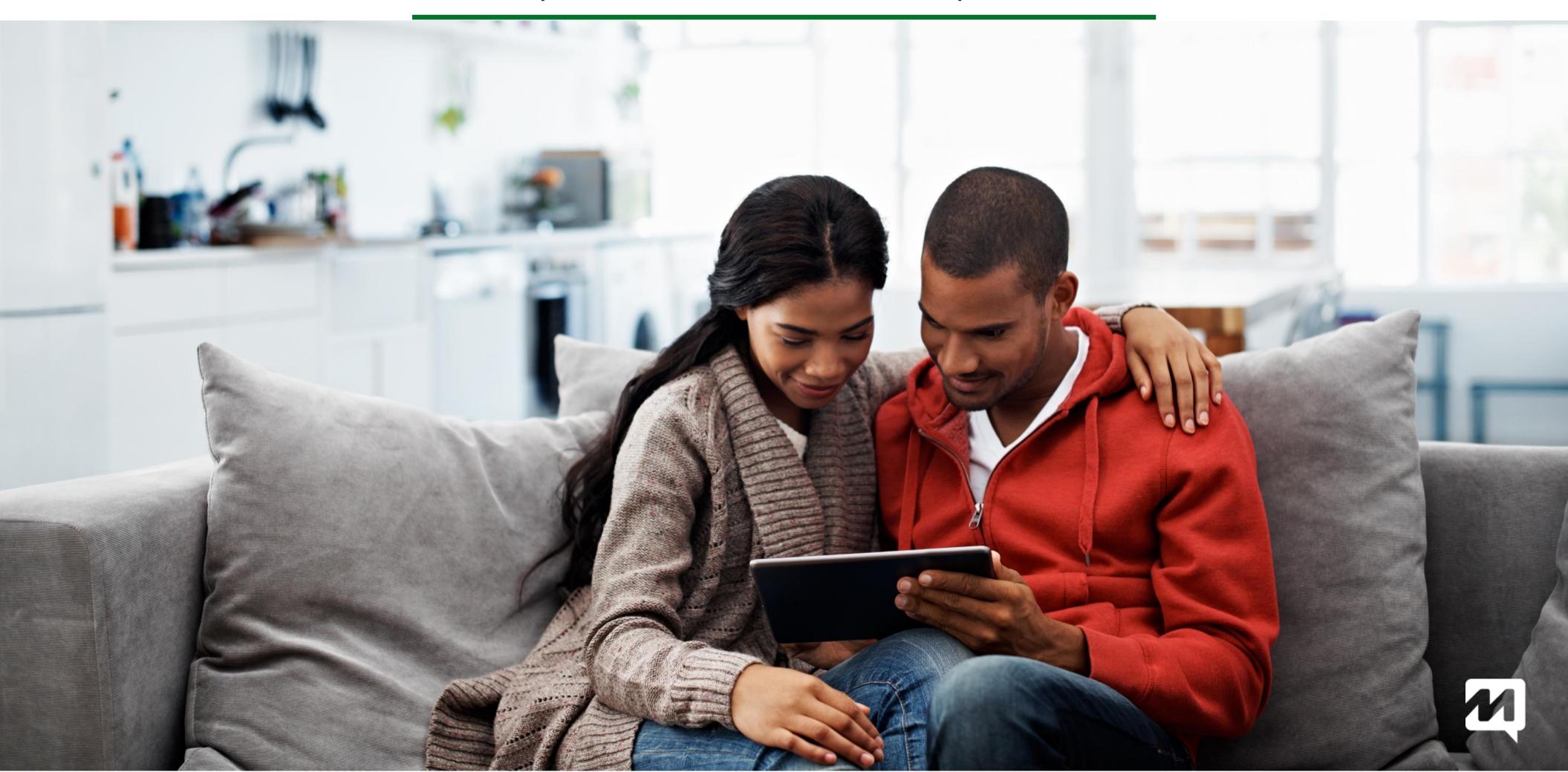
# 10 Tips for Successful Online Engagement Every Time

- 1. Engage early (allow time to develop / test / refine)
- 2. Engage in phases (coordinated planning)
- 3. Ask the right questions, focus on community priorities (compelling / influential / quantitative
- 4. Promote well via multiple channels / engage partners)
- 5. Include a 'go to them' strategy
- 6. Monitor and retarget (modify outreach as needed)
- 7. Mine the results

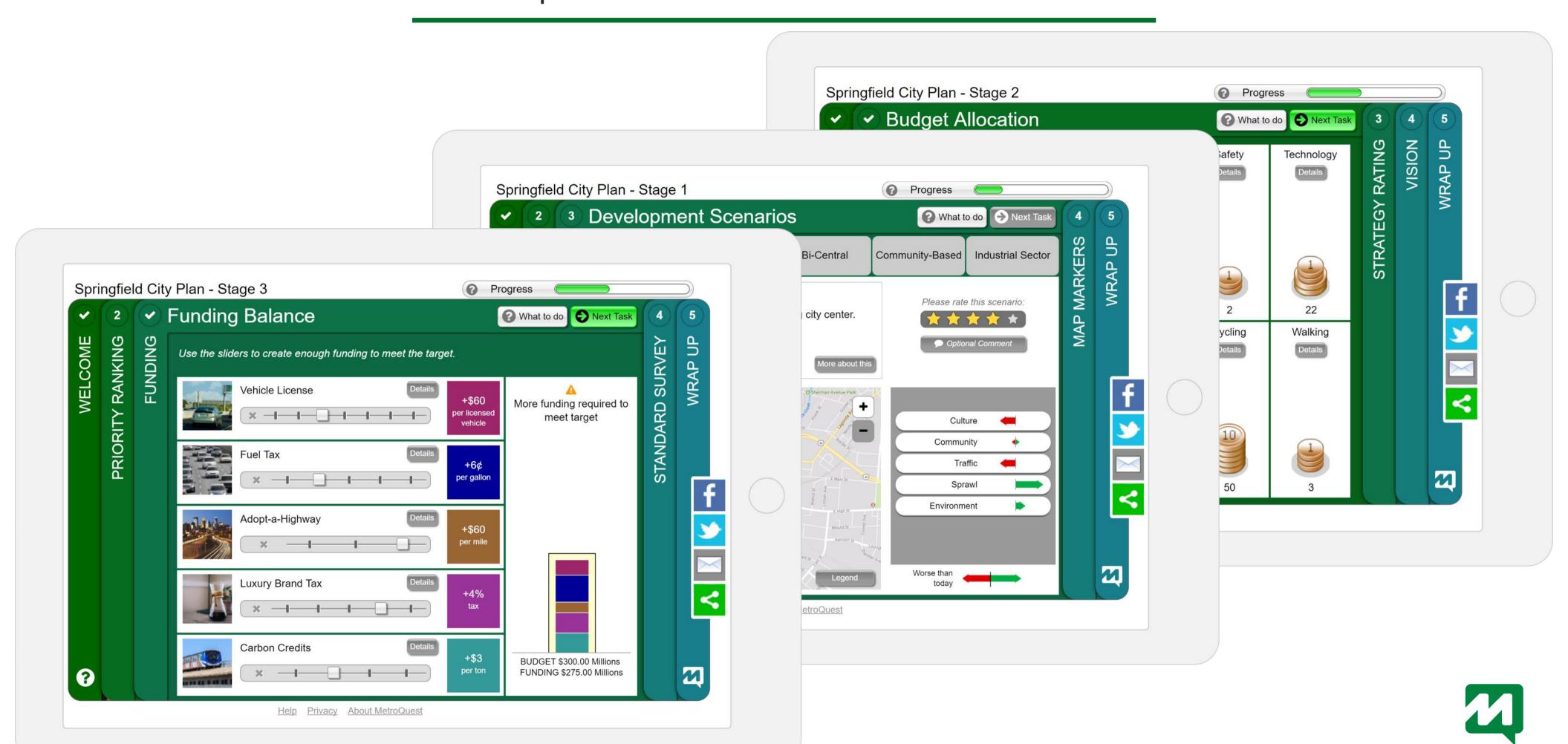




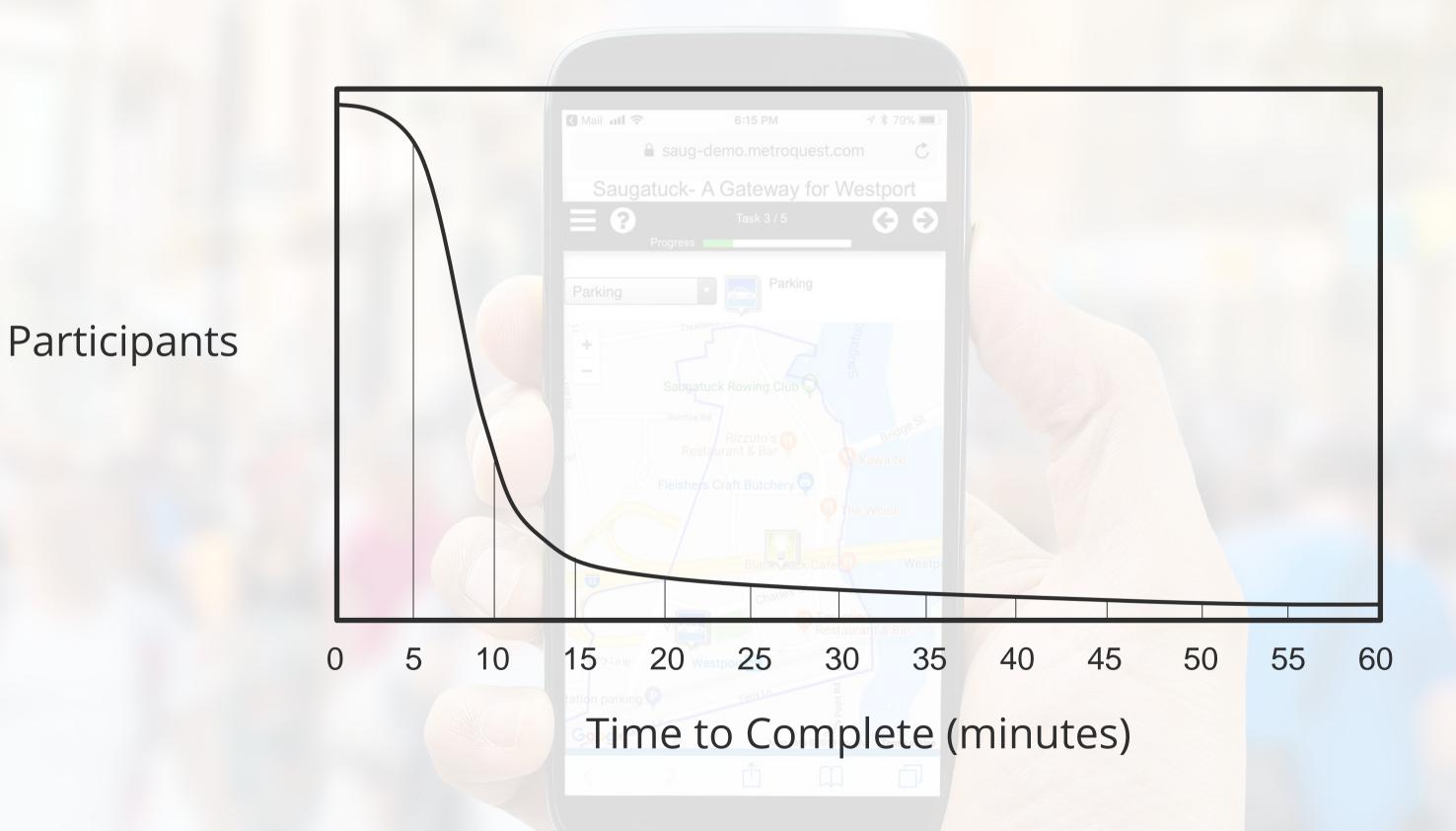
Tip #8: Create a safe place



## Tip #9: weave in education



# Tip #10: keep it short (5 minutes)





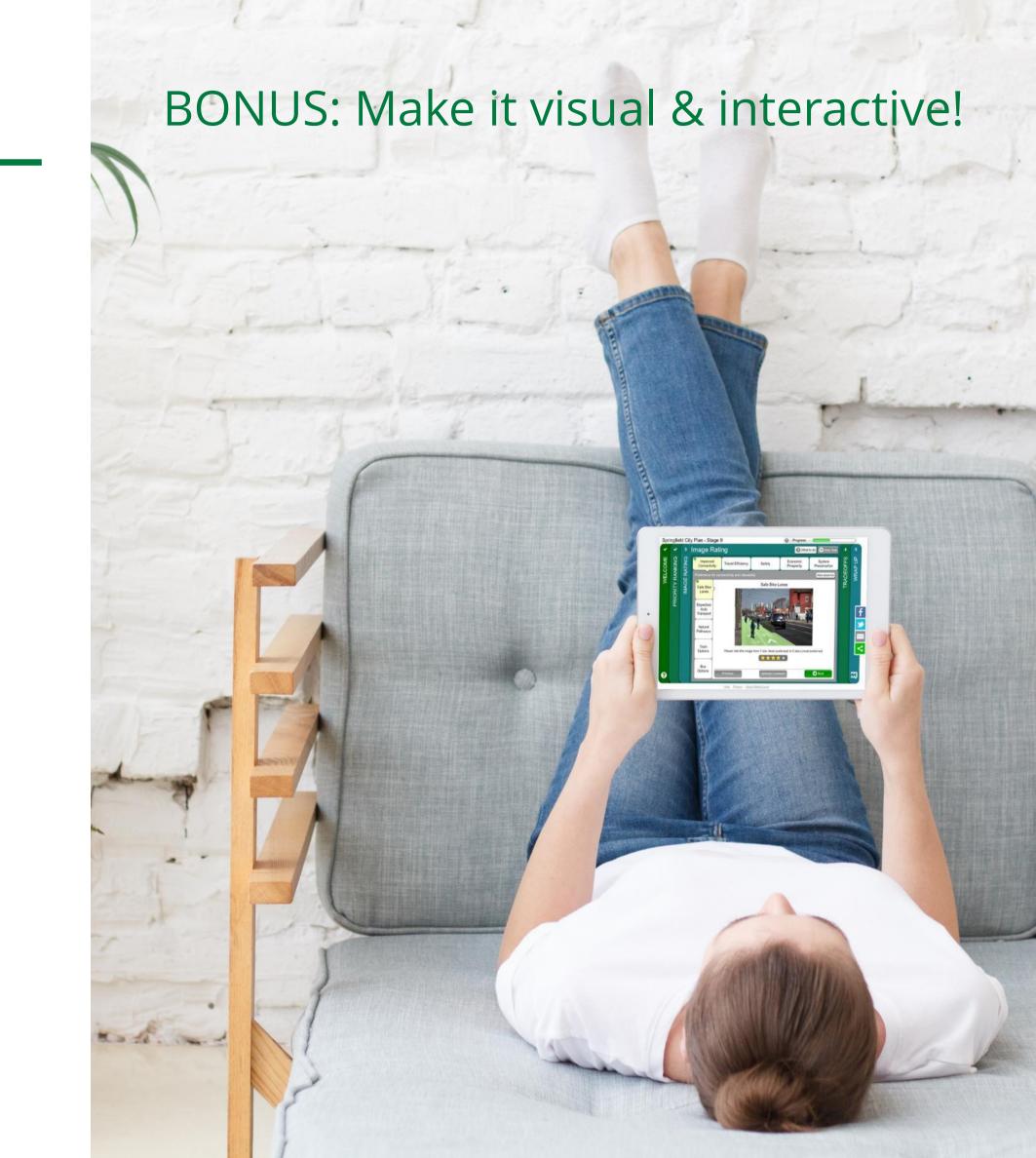
### BONUS: make it visual & interactive





## 10 Tips for Success

- #1 Engage early
- #2 Engage in phases
- #3 Ask questions about priorities
- #4 Promote via multi-channels
- #5 Monitor and retarget
- #6 Go to them
- #7 Mine the results
- #8 Create a safe place
- #9 Weave in education
- #10 Keep it short





## NEW 2018 MPO Report

#### Public Involvement Trends that Matter

- Top 3 MPO Challenges
- Top 5 Public Participation Priorities
- Citizen Preference Insights
- Popular Involvement Methods
- Public Involvement Frequency
- Top 4 Transportation Project Types

Thank you to 172 survey participants!



Despite their efforts, many MPOs are suffering from poor public participation.

Public involvement is valuable for many reasons. Informed public input can help shape transportation plans to meet the true needs of residents. Better decisions can be made prior to investing millions of dollars in new developments, while increased public support can streamline project approvals. But effective public involvement is not always easy.



ement challenges, using both a rating and oper ation' as the most common challenge, followed t don't make time to give their input," noted on formed citizens are trying to sway projects."



#### 2018 MPO Report:

Public Involvement Trends that Matter







### Questions?



Jim Meyer, AICP
Senior Transportation Planner
AECOM



Amy Elmore, M.S.

Communications Coordinator

Pasco County



Johnny Wong, PhD
Senior Planner
Hillsborough MPO

