MetroQuest

GETTING THERE TOGETHER ASMP

ncdd

AICP CM Certification Maintenance

Online Public Engagement Playbook

Dave Biggs

Chief Engagement Officer

MetroQuest

Agenda

Top public engagement goals for government

City of Austin’s strategic mobility plan

Gameplan for success with online public engagement

Q&A

20 years of best practices research

Select MetroQuest customers

State Agencies

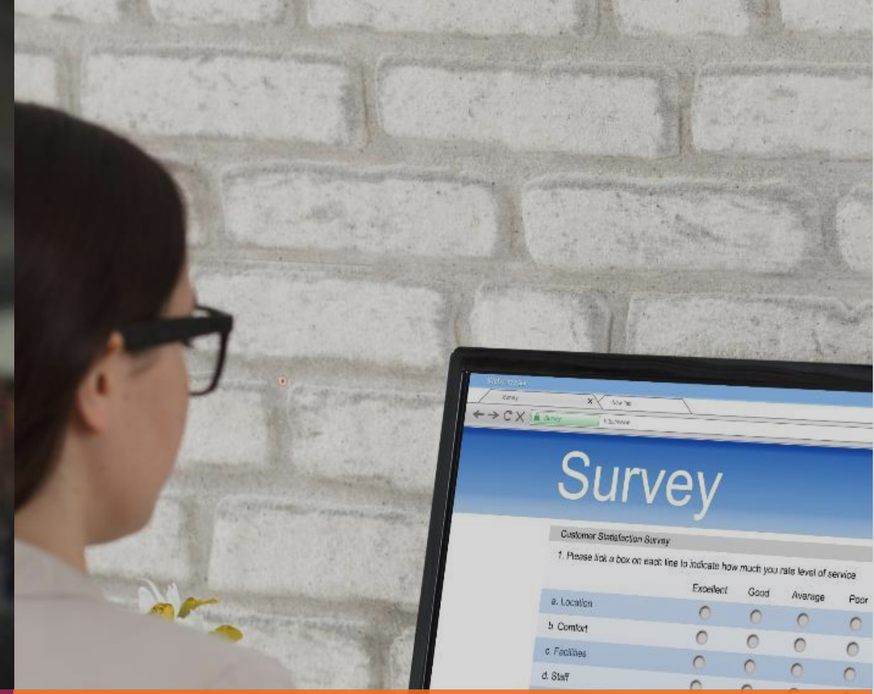
Local Agencies

Fresno Council
of Governments

City of Rochester, NY

Consulting Firms

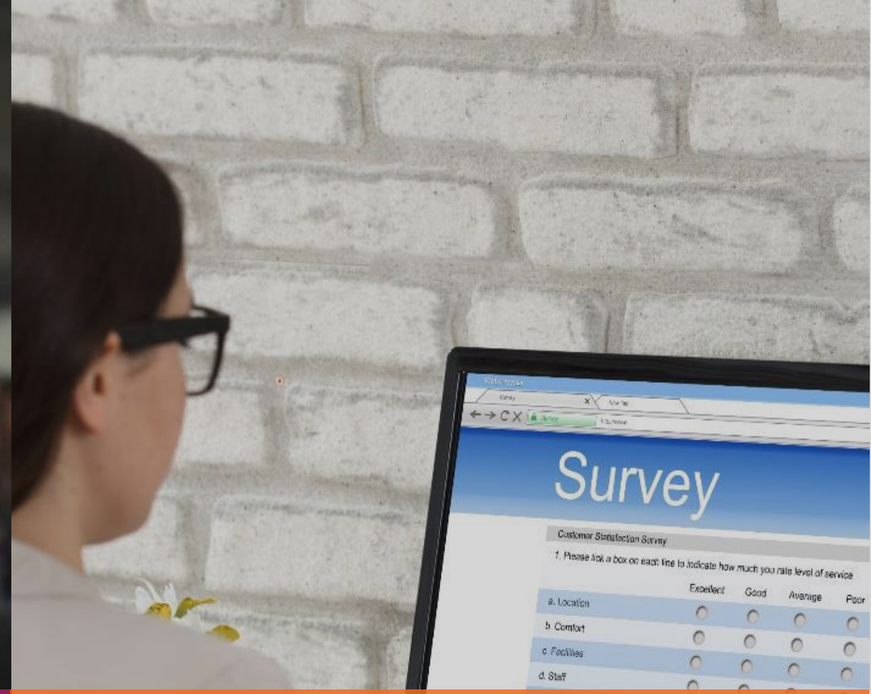
3 challenges with traditional engagement



Low turnouts at public meetings

Low turnouts at public meetings

Only the motivated provide input



Low turnouts at public meetings

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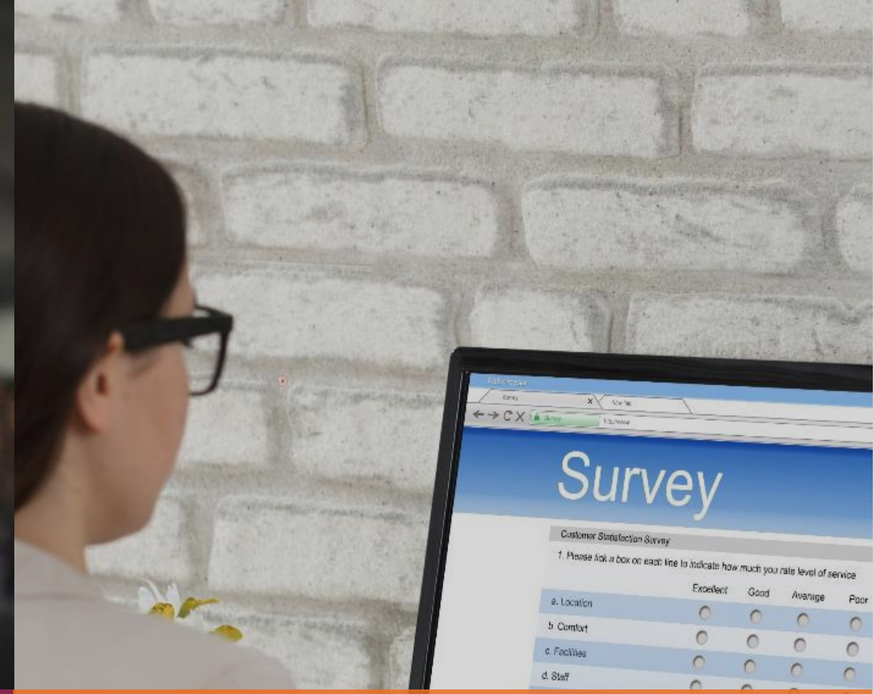


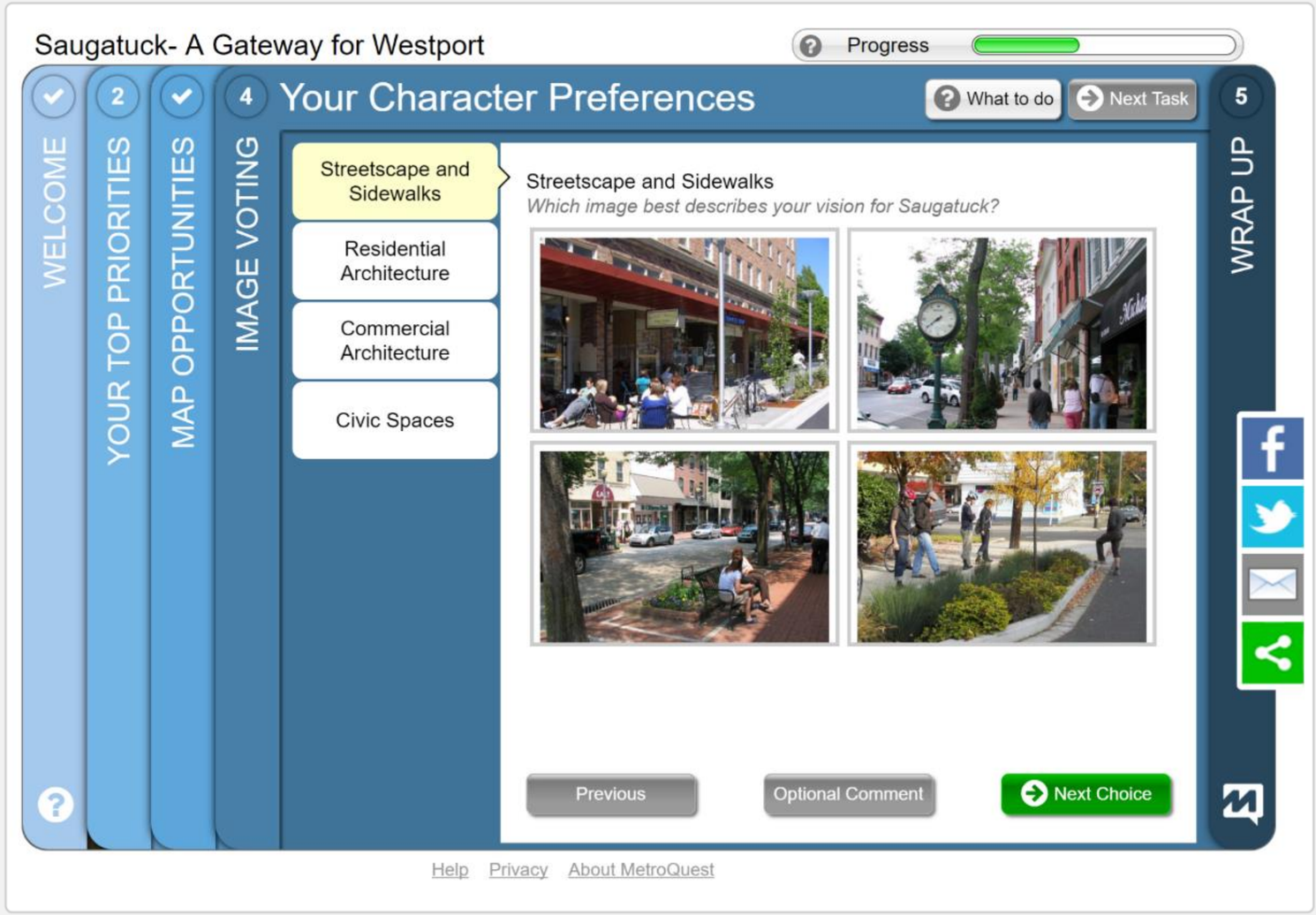
Traditional surveys too simple/boring

4 criteria for great public engagement

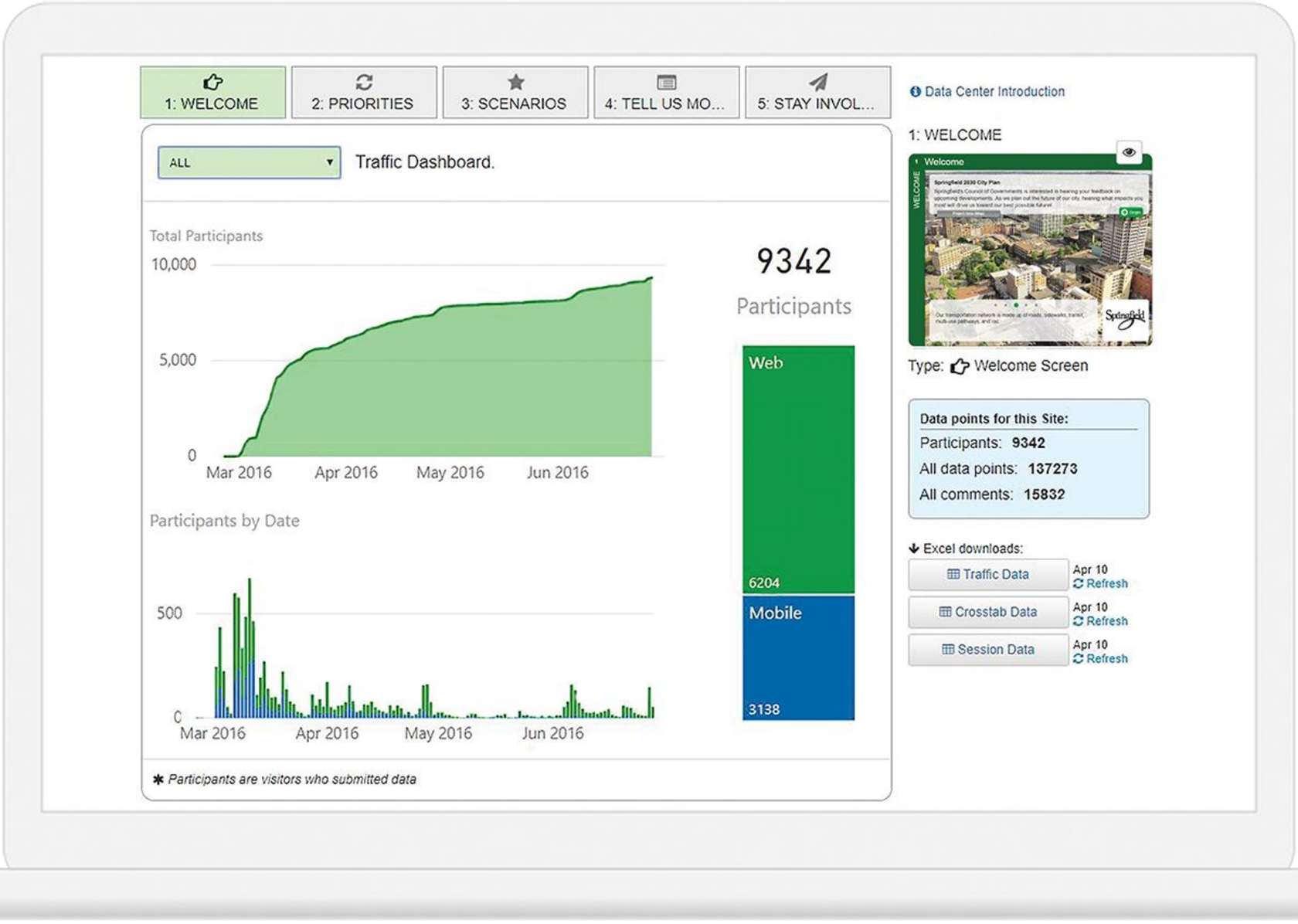
Criteria 1: critical mass

Criteria 2: diverse participation

Criteria 3: educated input



Criteria 4: quantifiable results



Confidence

Austin Strategic Mobility Plan

Liane Miller

Planning & Policy Manager, Transportation Department

City of Austin

Online Public Engagement Playbook

SEPTEMBER 19, 2018

AUSTIN TRANSPORTATION DEPARTMENT

LIANE MILLER, AICP

Topics

- Austin Strategic Mobility Plan (ASMP)
- Online Engagement Toolbox
- What We've Learned
- Pro Tips

Austin, Texas

703 sq/mi

- Full Purpose: 326 sq mi
- ETJ: 377 sq mi

Austin Population: 967,629

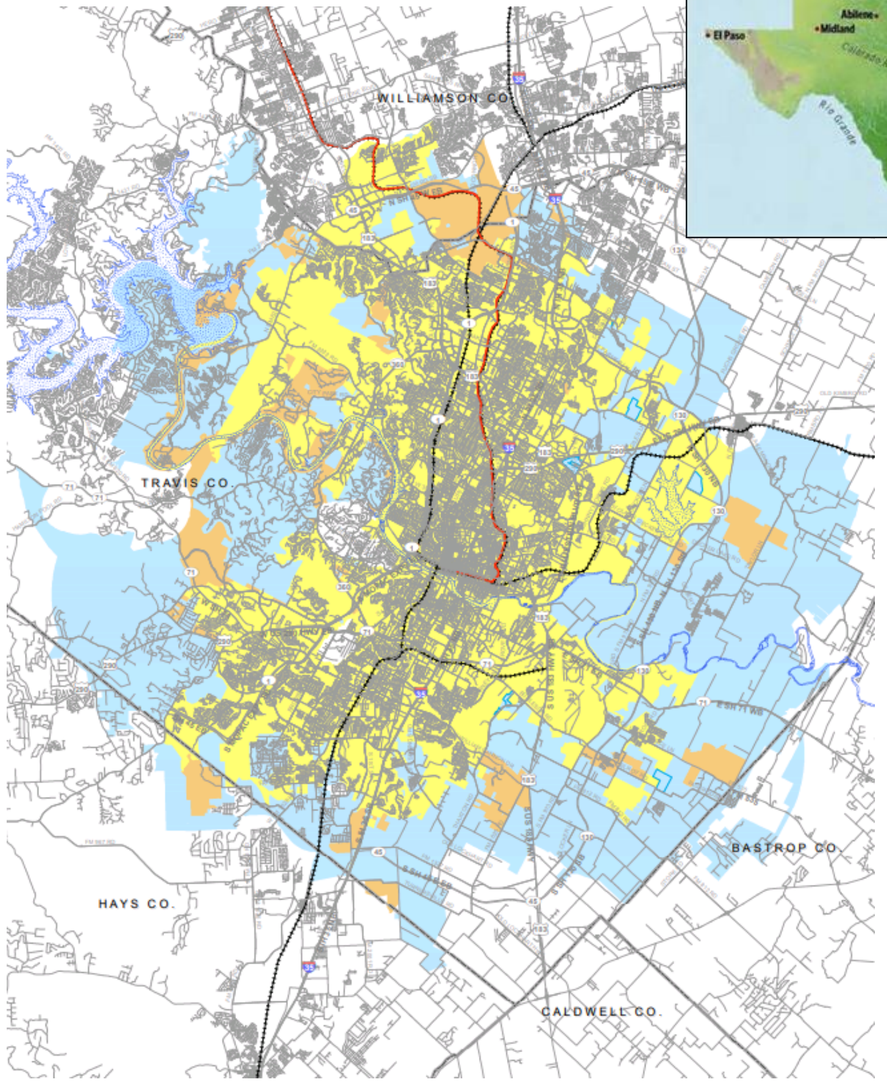
+177k (22%) since 2010

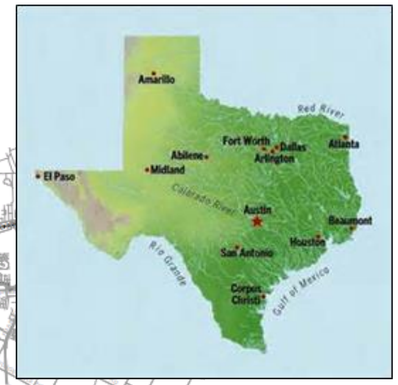
Metro Population: 2,170,951

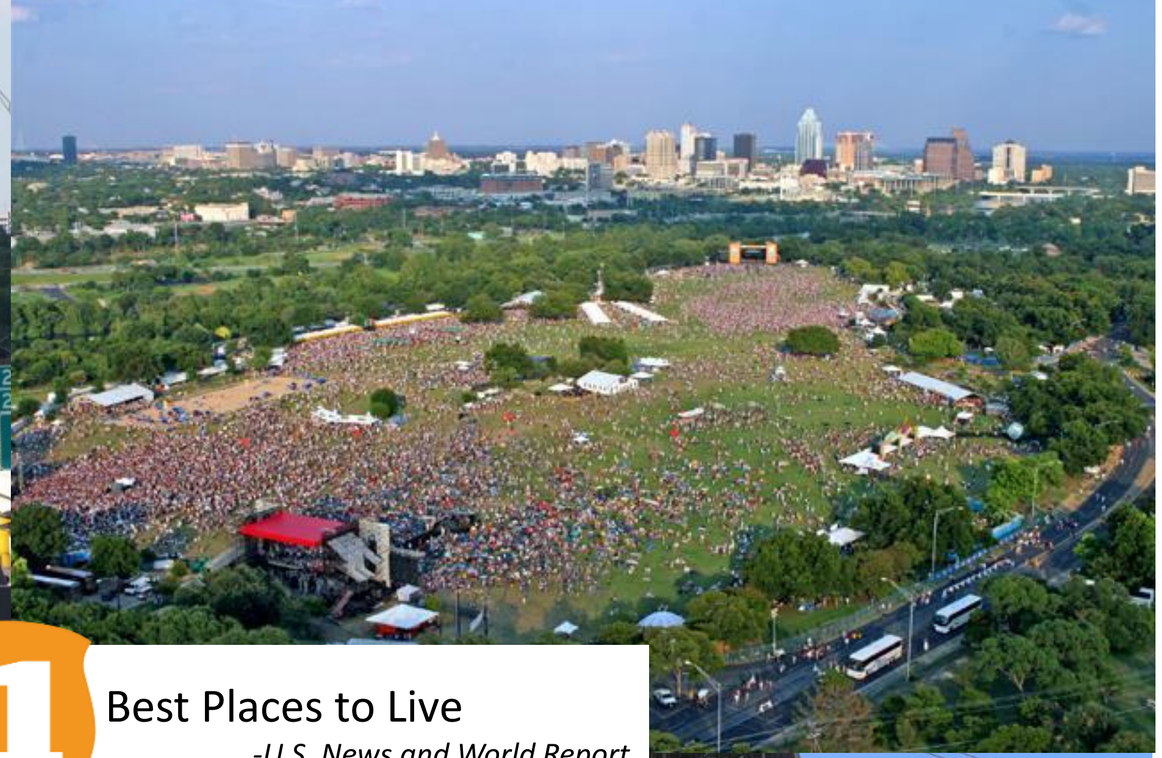
+454k (26%) since 2010

Home to:

- University of Texas (and four other 4-year universities)
- State capitol & HQs for state agencies
- Numerous tech companies: Dell, Facebook, Google, HomeAway, Silicon Labs, etc.

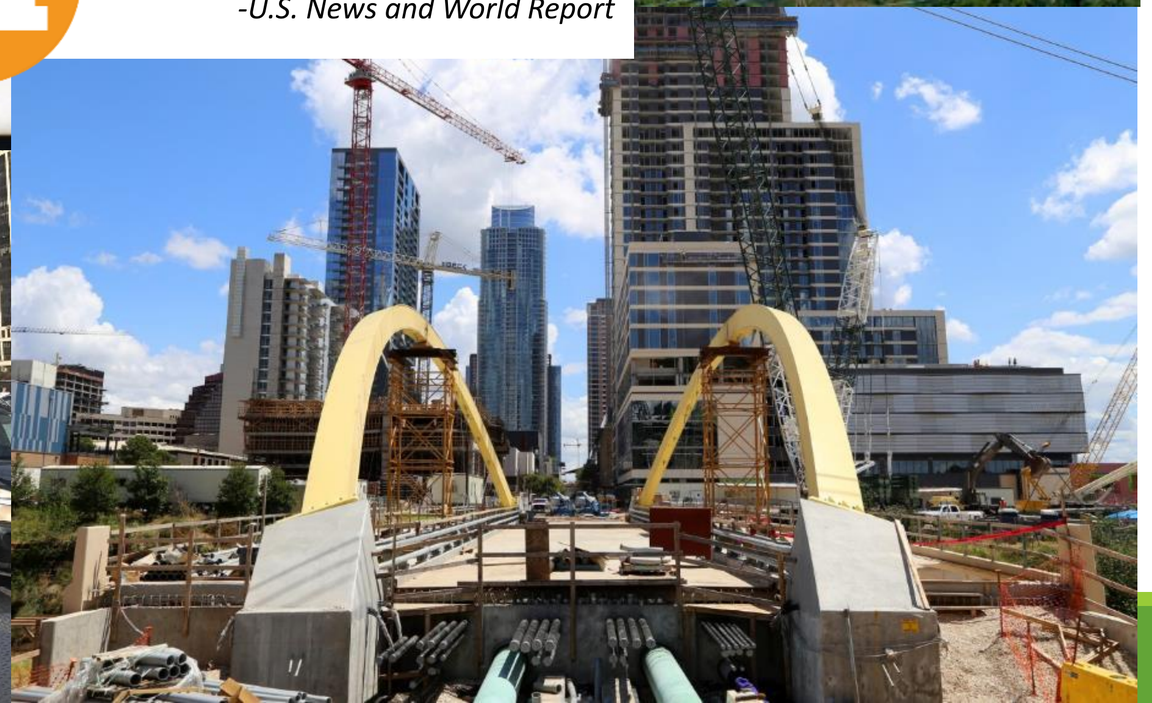






#1 Best Places to Live

-U.S. News and World Report

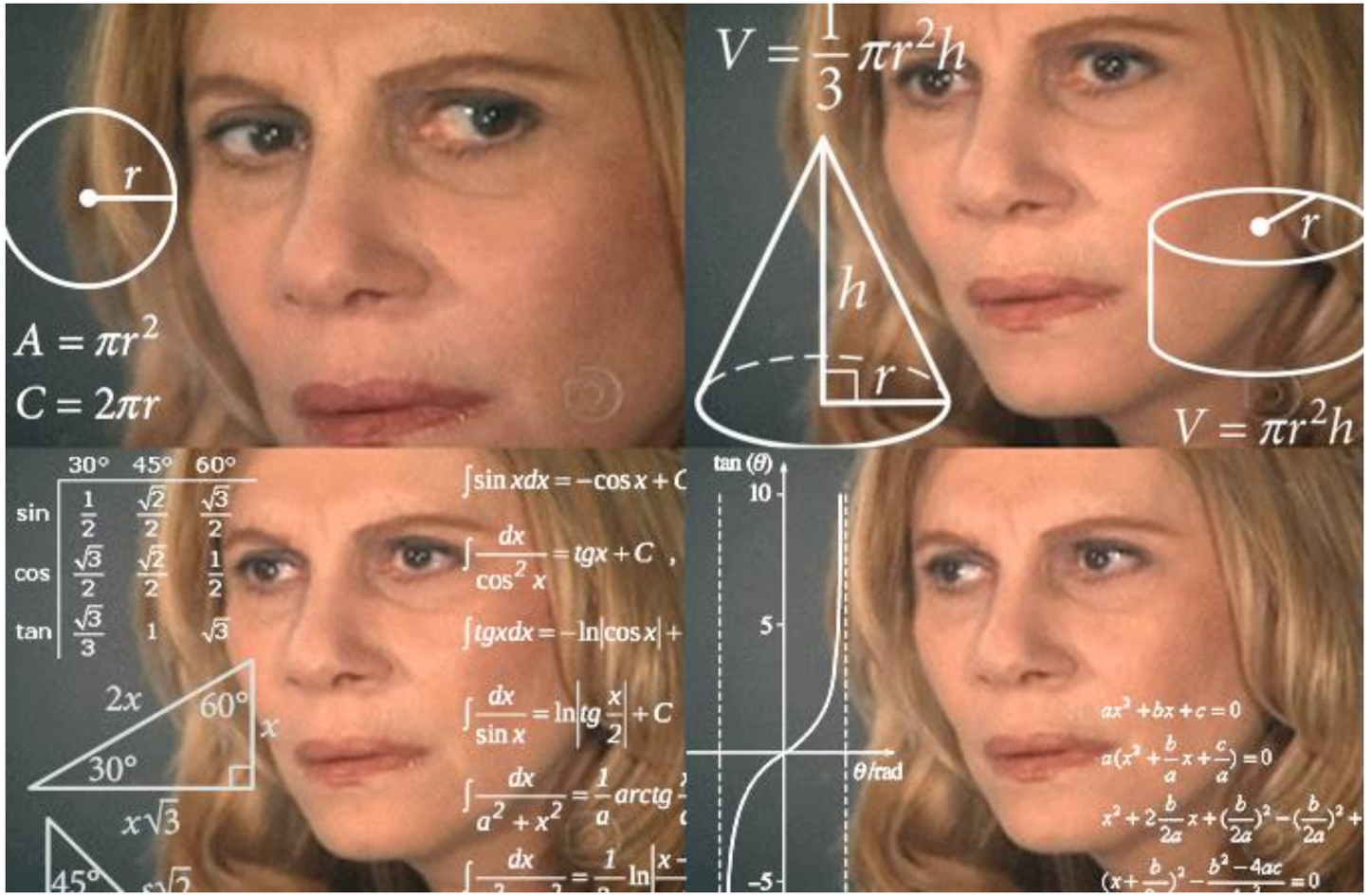


Austin's population is expected to almost DOUBLE over the next 30 years.

Given this growth, even maintaining current levels of traffic congestion will require significant shifts in how we get around, utilizing all modes of transportation such as driving, walking, bicycling, and taking public transit.

How will we get around in the future?

Community reception:



Meaningful public engagement is critical to success of ASMP and future of transportation in Austin

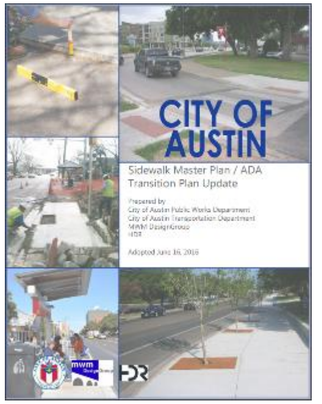
Past Transportation Planning

2012
Imagine Austin
Comprehensive Plan

2014
Bicycle Plan

2016
Vision Zero Action Plan

2016
Sidewalk & ADA
Transition Plan



1995
Austin Metropolitan
Area Transportation Plan

PLUS!

- Pseudo “plans”
- Bond development efforts
- Small area plans
- Partner-agency plans
  - Transit
  - State DOT
  - Counties
  - MPO

ASMP Planning Approach

Technical:

Scenario Planning

Public Engagement:

Targeted to Focus Populations

- Youth (24 and younger)
- Seniors (65 and older)
- People of Color
- People with Mobility Impairments

ASMP Engagement

2017: Phase I

- Hosted “Mobility Talks”

Used to determine 8 goals of ASMP

Online and in-person

- Mapping and Prioritization Exercises

- Consider different Scenarios
- Scenarios based on previous steps

Online and in-person

2018: Phase II

Austin Strategic Mobility Plan Ingredients

Scenario A emphasizes roadway projects and continues the trend of investment in public transit, bicycle, and pedestrian projects across the city.

Scenario B emphasizes a more balanced investment in roadway, public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers.

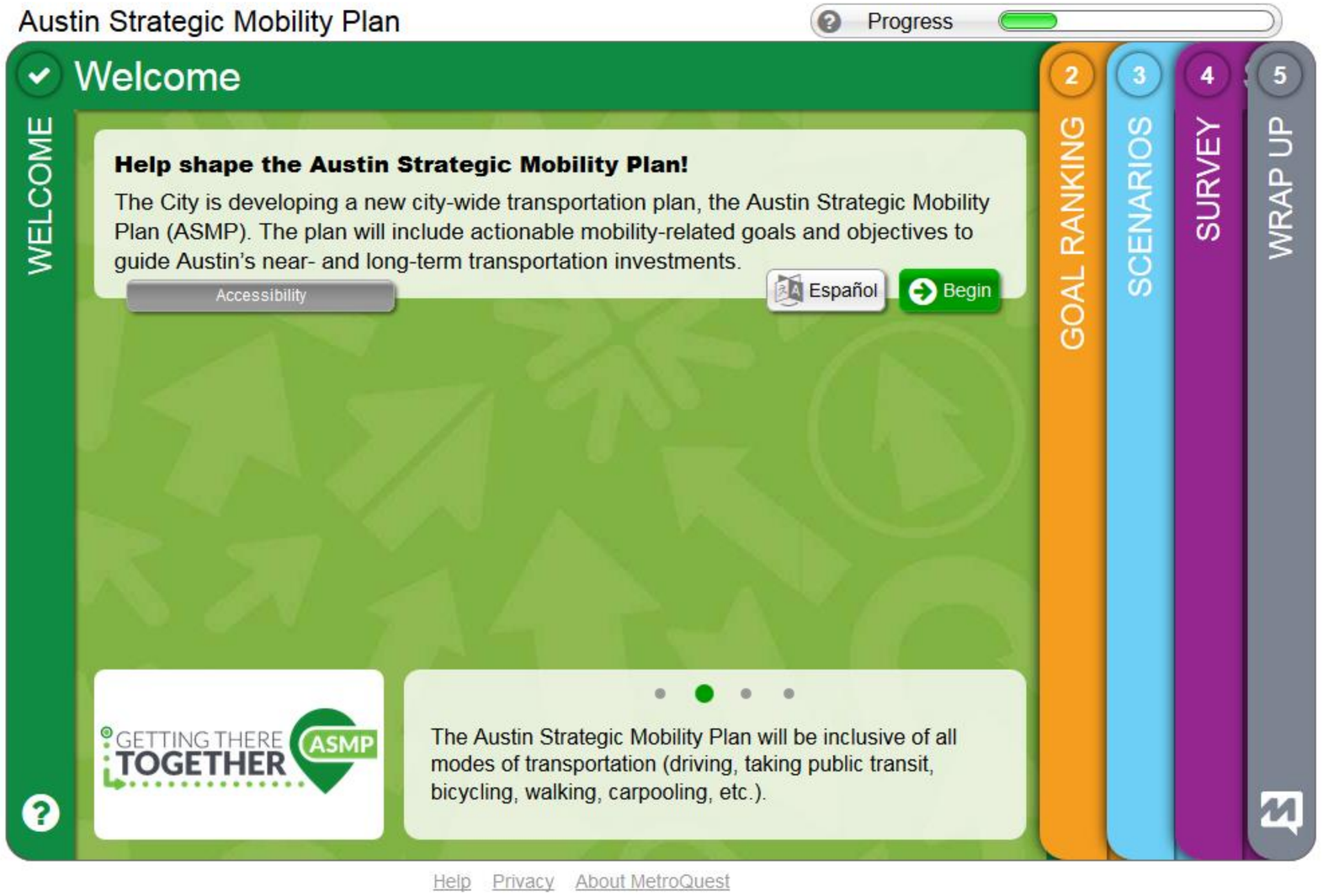
Scenario C emphasizes investing in public transit, bicycle, and pedestrian projects along Imagine Austin Activity Corridors and within Activity Centers and fewer roadway projects.

		Scenario A	Scenario B	Scenario C
Roadway	Miles of roadway projects funded by regional partners	300+	80+	50+
Transit	Transit service and dedicated space	New service with routes running in mixed traffic	New routes in partially-dedicated space; 1 corridor with dedicated space	New routes in both partially- and fully-dedicated space for the full system
Bicycle	Miles of bicycle facilities (part of the All Ages and Abilities Network)	200	300	400+
Sidewalks	Miles of sidewalks (as identified in the Sidewalk Plan)	700+	1,000+	2,000+
Urban Trails	Miles of urban trails (as identified in the Urban Trails Plan)	100+	~150	250+
Transportation Demand Management (TDM)	TDM programming investment (promoting strategies such as telecommuting and flexible schedules)	Current levels of programming	Moderate increase in programming	Significant increase in programming
Technology	Investment in Transportation Technology (e.g. signal timing or connected vehicles)	Current trends	Moderate increase in investment	Significant increase in investment

Online Engagement Toolbox

Online Survey

- MetroQuest
- Translated to Spanish
- Created accessible version



Austin Strategic Mobility Plan

Progress

WELCOME

GOAL RANKING

Goal Ranking

What to do

Next Task

1. Affordability
2. Commuter Delay
3. Travel Choice
4. Sustainability
5. Health and Safety

Order your top 5 items above this line

- Innovation
- Placemaking
- Economic Prosperity

Affordability

Lower the cost of traveling in Austin by providing affordable travel options.

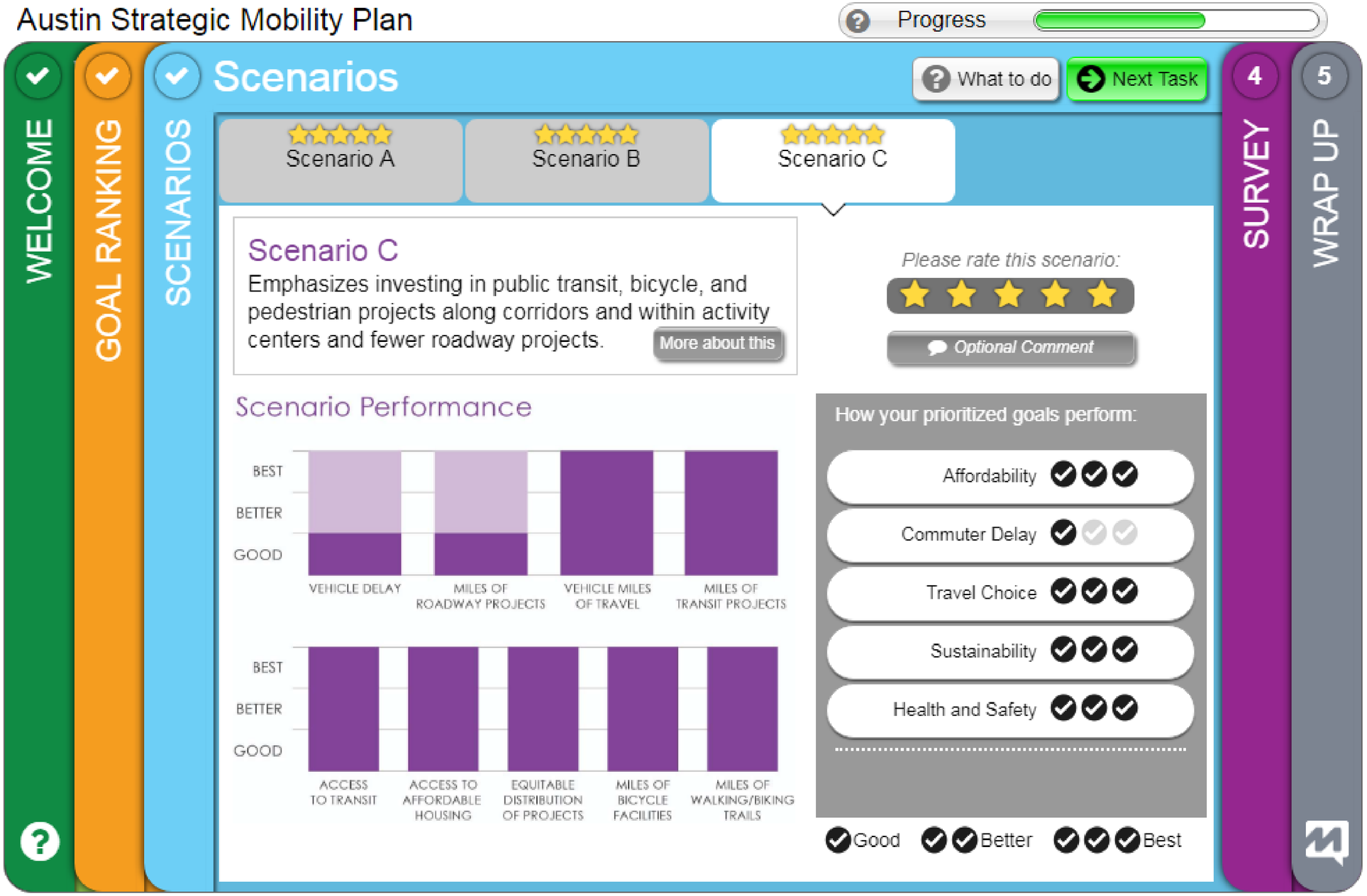
Public Engagement Phase One Ranking: #2

3 SCENARIOS

4 SURVEY

5 WRAP UP

Help Privacy About MetroQuest


Austin Strategic Mobility Plan
Progress
WELCOME
GOAL RANKING
SCENARIOS
Scenarios
What to do
Next Task
4
SURVEY
5
WRAP UP
Scenario A
Scenario B
Scenario C
Scenario C
Emphasizes investing in public transit, bicycle, and pedestrian projects along corridors and within activity centers and fewer roadway projects.
More about this
Please rate this scenario:
Optional Comment
Scenario Performance
BEST
BETTER
GOOD
VEHICLE DELAY
MILES OF ROADWAY PROJECTS
VEHICLE MILES OF TRAVEL
MILES OF TRANSIT PROJECTS
BEST
BETTER
GOOD
ACCESS TO TRANSIT
ACCESS TO AFFORDABLE HOUSING
EQUITABLE DISTRIBUTION OF PROJECTS
MILES OF BICYCLE FACILITIES
MILES OF WALKING/BIKING TRAILS
How your prioritized goals perform:
Affordability
Commuter Delay
Travel Choice
Sustainability
Health and Safety
Good
Better
Best
Help
Privacy
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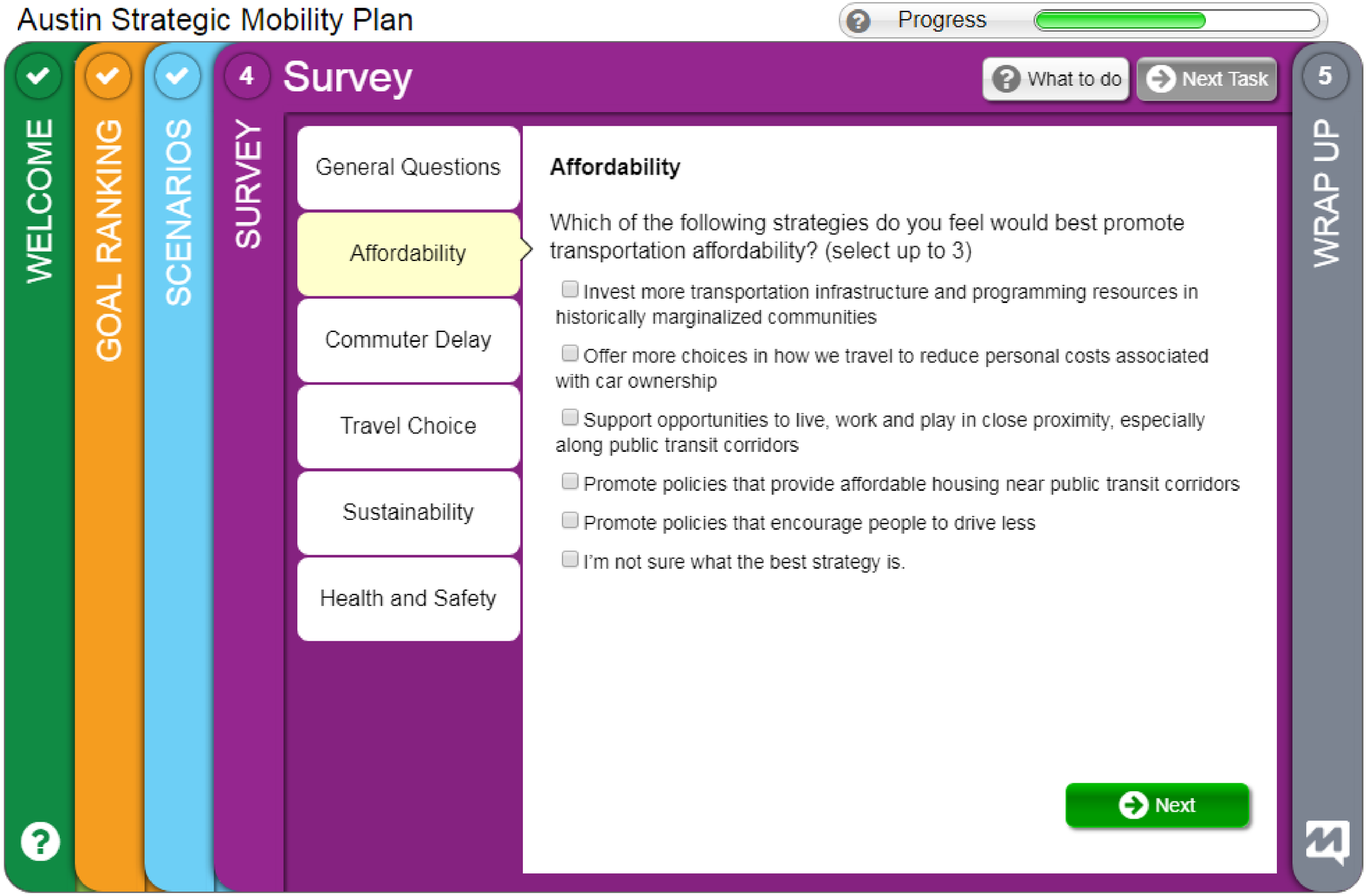
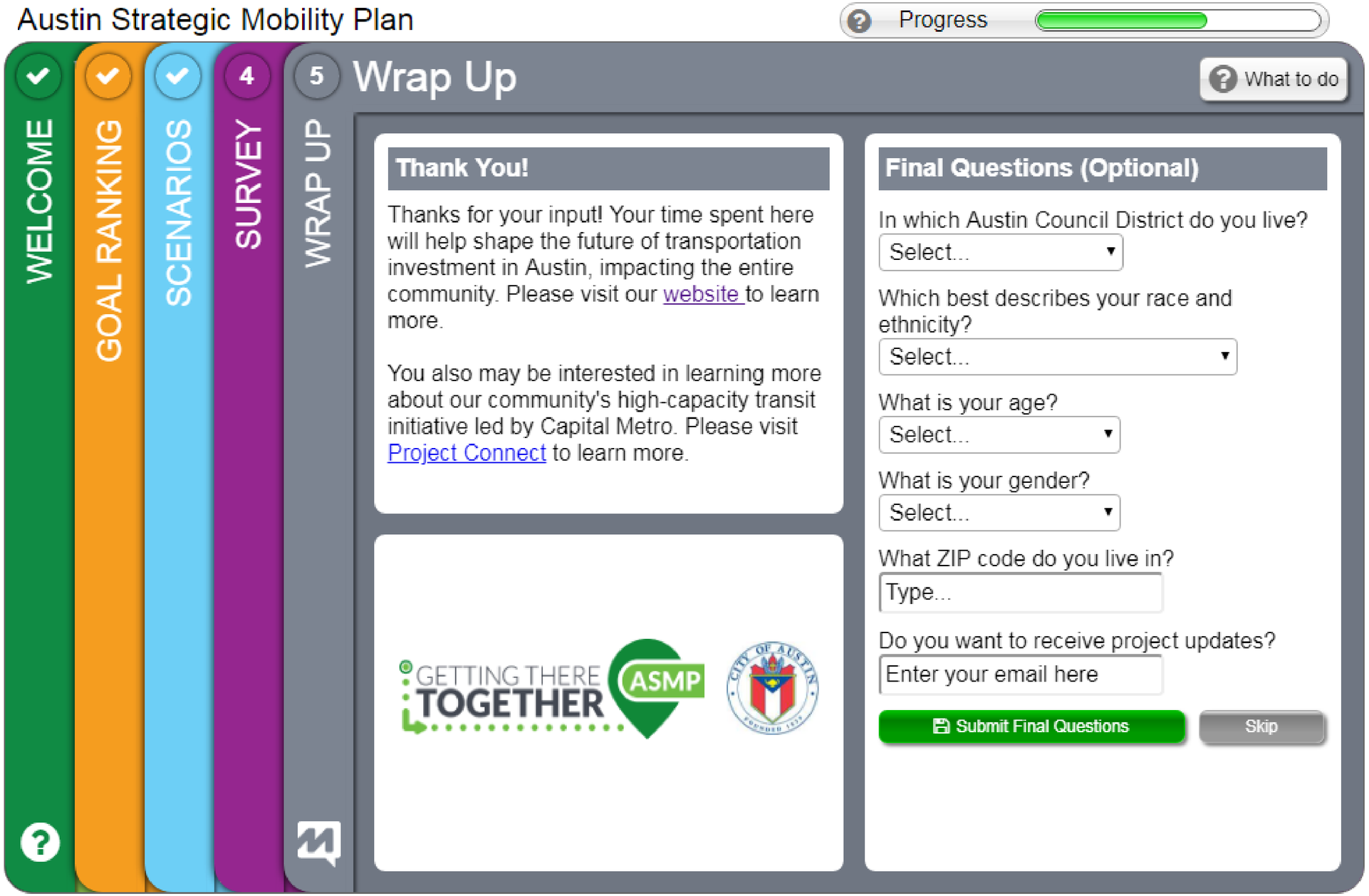

Austin Strategic Mobility Plan
Progress
WELCOME
GOAL RANKING
SCENARIOS
SURVEY
4
Survey
What to do
Next Task
5
WRAP UP
General Questions
Affordability
Commuter Delay
Travel Choice
Sustainability
Health and Safety
Affordability
Which of the following strategies do you feel would best promote transportation affordability? (select up to 3)
Invest more transportation infrastructure and programming resources in historically marginalized communities
Offer more choices in how we travel to reduce personal costs associated with car ownership
Support opportunities to live, work and play in close proximity, especially along public transit corridors
Promote policies that provide affordable housing near public transit corridors
Promote policies that encourage people to drive less
I'm not sure what the best strategy is.
Next
Help
Privacy
About MetroQuest


Austin Strategic Mobility Plan
Progress
WELCOME
GOAL RANKING
SCENARIOS
4
SURVEY
5
WRAP UP
Wrap Up
What to do
Thank You!
Thanks for your input! Your time spent here will help shape the future of transportation investment in Austin, impacting the entire community. Please visit our website to learn more.
You also may be interested in learning more about our community's high-capacity transit initiative led by Capital Metro. Please visit Project Connect to learn more.
GETTING THERE TOGETHER ASMP
Final Questions (Optional)
In which Austin Council District do you live?
Select...
Which best describes your race and ethnicity?
Select...
What is your age?
Select...
What is your gender?
Select...
What ZIP code do you live in?
Type...
Do you want to receive project updates?
Enter your email here
Submit Final Questions
Skip
Help
Privacy
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Designing Your Online Tool

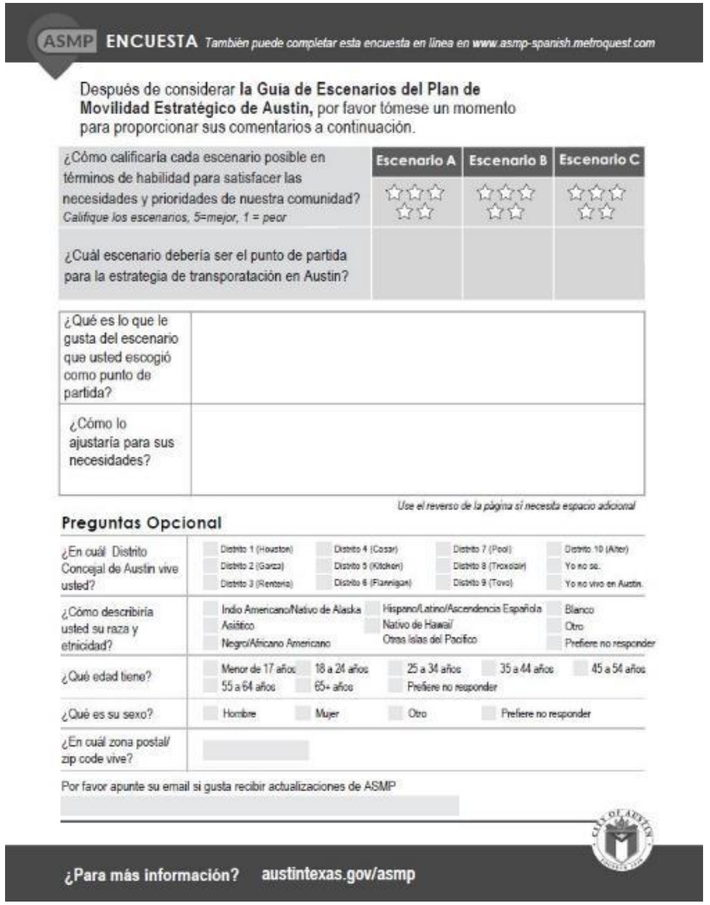
- What are the unique characteristics of your community?
- How will the tool translate to a mobile platform?
- Can you take it on the road?
- Is it understandable and intuitive?
- Can you adapt to paper?
- Can you build in tracking?

Step 1. Design a good tool...

Then what?

By Survey Method

Type	Language	Participants
Online	English	5,172
	Spanish	47
	Accessible	49
Paper	English	477
	Spanish	27
	Chinese (traditional)	2
	Vietnamese	0
TOTAL		**5,774**



ASMP **ENCUESTA** *También puede completar esta encuesta en línea en www.asmp-spanish.metroquest.com*

Después de considerar **la Guia de Escenarios del Plan de Movilidad Estratégico de Austin,** por favor tómese un momento para proporcionar sus comentarios a continuación.

¿Cómo calificaría cada escenario posible en términos de habilidad para satisfacer las necesidades y prioridades de nuestra comunidad? *Califique los escenarios, 5=mejor, 1 = peor*	Escenario A	Escenario B	Escenario C
¿Cuál escenario debería ser el punto de partida para la estrategia de transporatación en Austin?			

¿Qué es lo que le gusta del escenario que usted escogió como punto de partida?	
¿Cómo lo ajustaría para sus necesidades?	

Use el reverso de la página si necesita espacio adicional

Preguntas Opcional

¿En cuál Distrito Concejal de Austin vive usted?	Distrito 1 (Houston)	Distrito 4 (Casar)	Distrito 7 (Pool)	Distrito 10 (Alter)
	Distrito 2 (Garza)	Distrito 5 (Kitchen)	Distrito 8 (Troxclair)	Yo no sé.
	Distrito 3 (Renteria)	Distrito 6 (Flannigan)	Distrito 9 (Tovo)	Yo no vivo en Austin.
¿Cómo describiría usted su raza y etnicidad?	Indio Americano/Nativo de Alaska	Hispano/Latino/Ascendencia Española	Blanco	
	Asiático	Nativo de Hawai/ Otras Islas del Pacífico	Otro	
	Negro/Africano Americano		Prefiere no responder	
¿Qué edad tiene?	Menor de 17 años	18 a 24 años	25 a 34 años	35 a 44 años
	45 a 54 años	55 a 64 años	65+ años	Prefiere no responder
¿Qué es su sexo?	Hombre	Mujer	Otro	Prefiere no responder
¿En cuál zona postal/ zip code vive?				

Por favor apunte su email si gusta recibir actualizaciones de ASMP

¿Para más información? austintexas.gov/asmp

What did we do?

Type	Engagement	Reach
Targeted Engagement with a focus on historically underrepresented/ underserved communities	Paper surveys (in person and mail-in)	506 surveys taken
	Organizational outreach	75+ contacted
	Employer-based events	5 events attended
	Employer-based electronic outreach	34,000+ email inclusions
	Paid, targeted social media	12 posts generating 813 clicks to survey
	Focus groups	8 groups held
	Community events and presentations	49 events attended
	Quality of Life Commissions	4 presentations given
"Traditional" public engagement	"Traffic Jam!" kick off event on 3/28	roughly 200 attendees
	Online survey open 3/28-5/31	5,268 surveys taken
	Organizational newsletters	50+ inclusions
	Unpaid, general social media	29 posts generating 111 clicks to survey
	Bookmarks for libraries and recreation centers	20 libraries + 12 rec centers

Targeted Engagement

- Targeted Organizations
  - Meals on Wheels
  - Housing Authority of the City of Austin
  - Many others!
- Targeted Events and Presentations
- Employer-Based Engagement
- Focus Groups
- Targeted Media

Traditional Engagement

- Public Open Houses
- Traditional Media
  - Social media (Twitter, Facebook, NextDoor)
  - E-newsletters
  - Broadcast and print media outlets
- Presentations & Events

Employer-Based Engagement

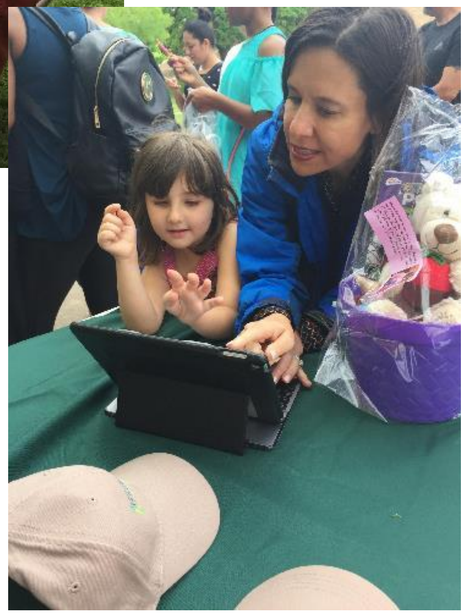
Purpose: Breaking down barriers by engaging with people where they are, by partnering with local industry

Traffic Jams

- Community-wide events
- Hands-on activities, interaction w/technical staff
- Interpretation staff on hand
- Partners - demonstrates coordination
- Music, food

Community & Partner Events

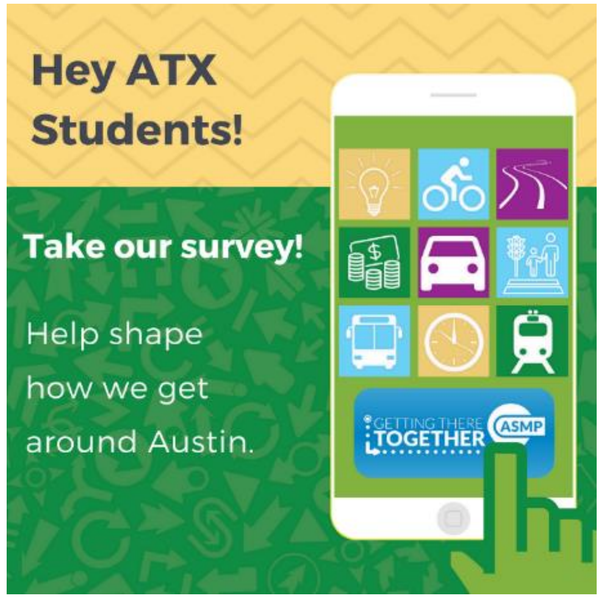
- Target events with a lot of foot traffic
  - Farmers' markets, cultural events, topical events (Earth Day), etc.
- Focus on target audience that's not likely to come across your materials in other ways
- Coordinate with community leaders to get recommendations



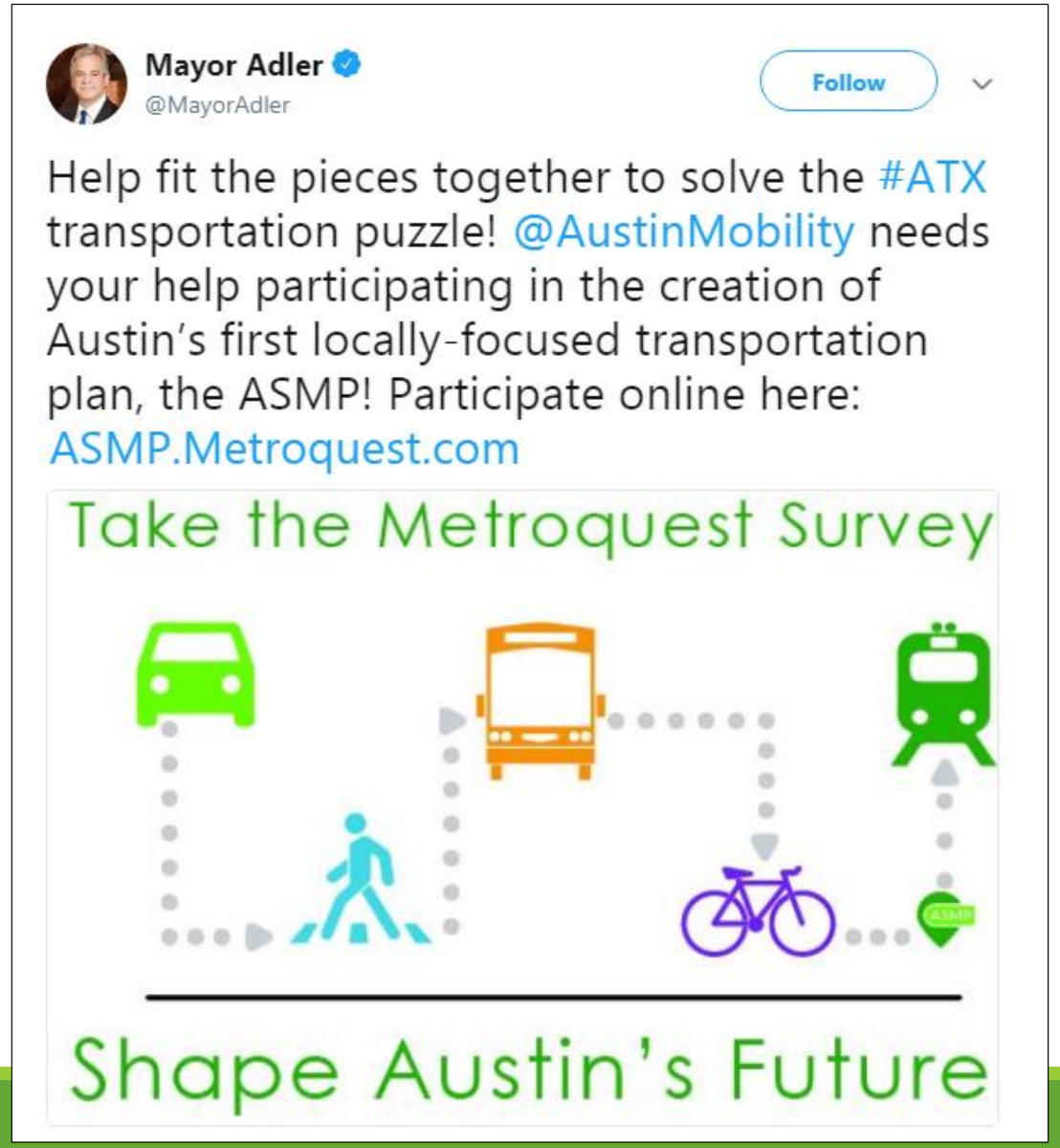
Get people to take the survey!

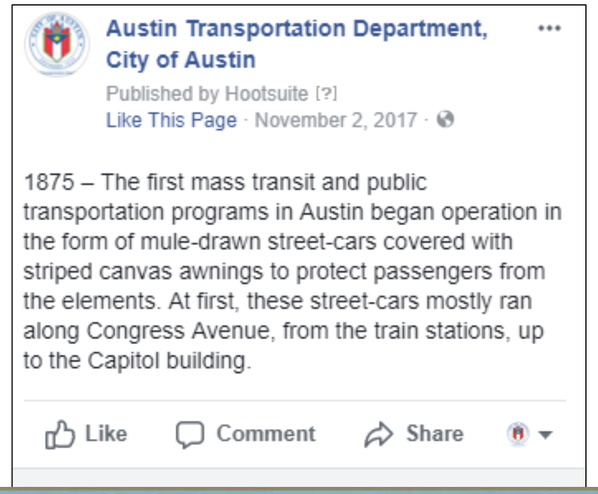
- Make it fun
- Make your table eye-catching
- Be able to handout the survey link
- Free stuff!

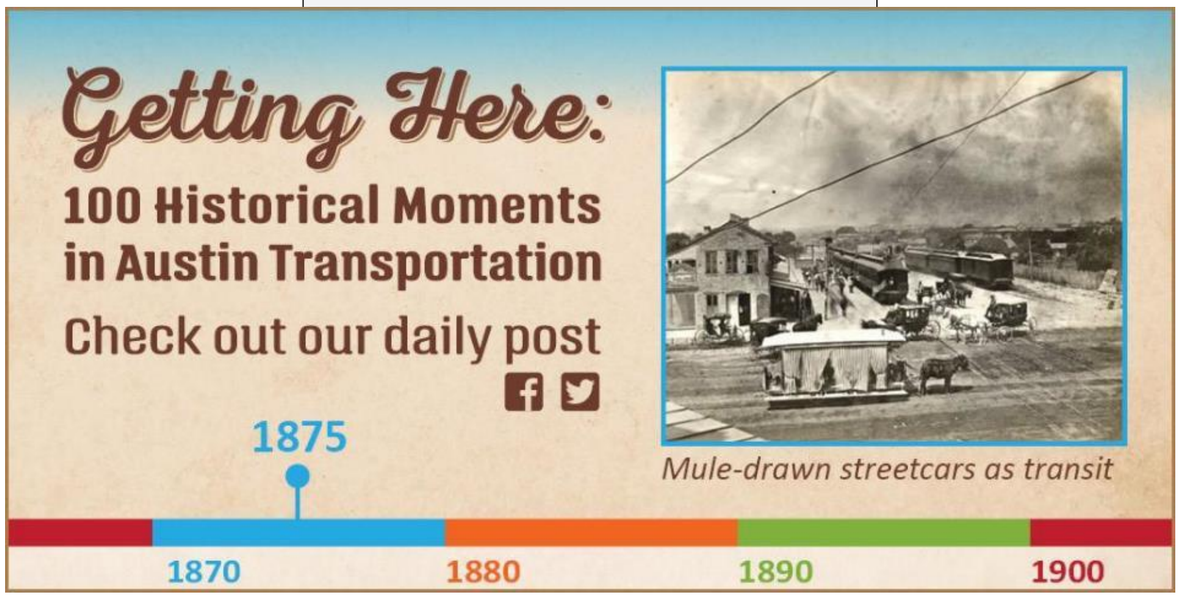
Targeted Social Media



Social Media







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the official website of the City of Austin

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Department » Transportation » Programs » Austin Strategic Mobility Plan

- Department Home
- Austin Strategic Mobility Plan
- About the ASMP
- Get Involved with the ASMP
- ASMP Timeline
- Multimodal Community Advisory Committee

GETTING THERE TOGETHER ASMP

AUSTIN STRATEGIC MOBILITY PLAN

The Austin Strategic Mobility Plan (ASMP) is Austin's new city-wide transportation plan. We are developing this plan to make it easier to get around Austin for years to come. Learn more about the ASMP.

Watch the video below for an animated overview of the Austin Strategic Mobility Plan!

The ASMP team will be back out in the community soon. Stay tuned! We'll update you about the plan here on this website and in the ASMP newsletter.

El equipo del plan estratégico de movilidad de Austin (ASMP por sus siglas en inglés) volverá pronto a su comunidad. ¡Manténganse al tanto! Le informaremos sobre el plan aquí en este sitio web y en el boletín del ASMP (en inglés).

Read more:

- About the ASMP: Learn what it is and why we need it.

TOP CONTENT

- Right of Way Management Approval Network (ROWMAN)
- Right of Way (ROW) Permits
- Parking Enterprise
- Local Area Traffic Management
- On Street Parking

Click here to sign up & receive ASMP updates

Subscribe to receive updates

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GET INVOLVED WITH THE ASMP

The City of Austin needs your feedback on the Austin Strategic Mobility Plan! Here are a few ways you can get involved with the ASMP.

MEET US IN THE COMMUNITY

The ASMP team will be back out in the community soon. Stay tuned! Check back here or sign up for our email newsletter for updates about the ASMP.

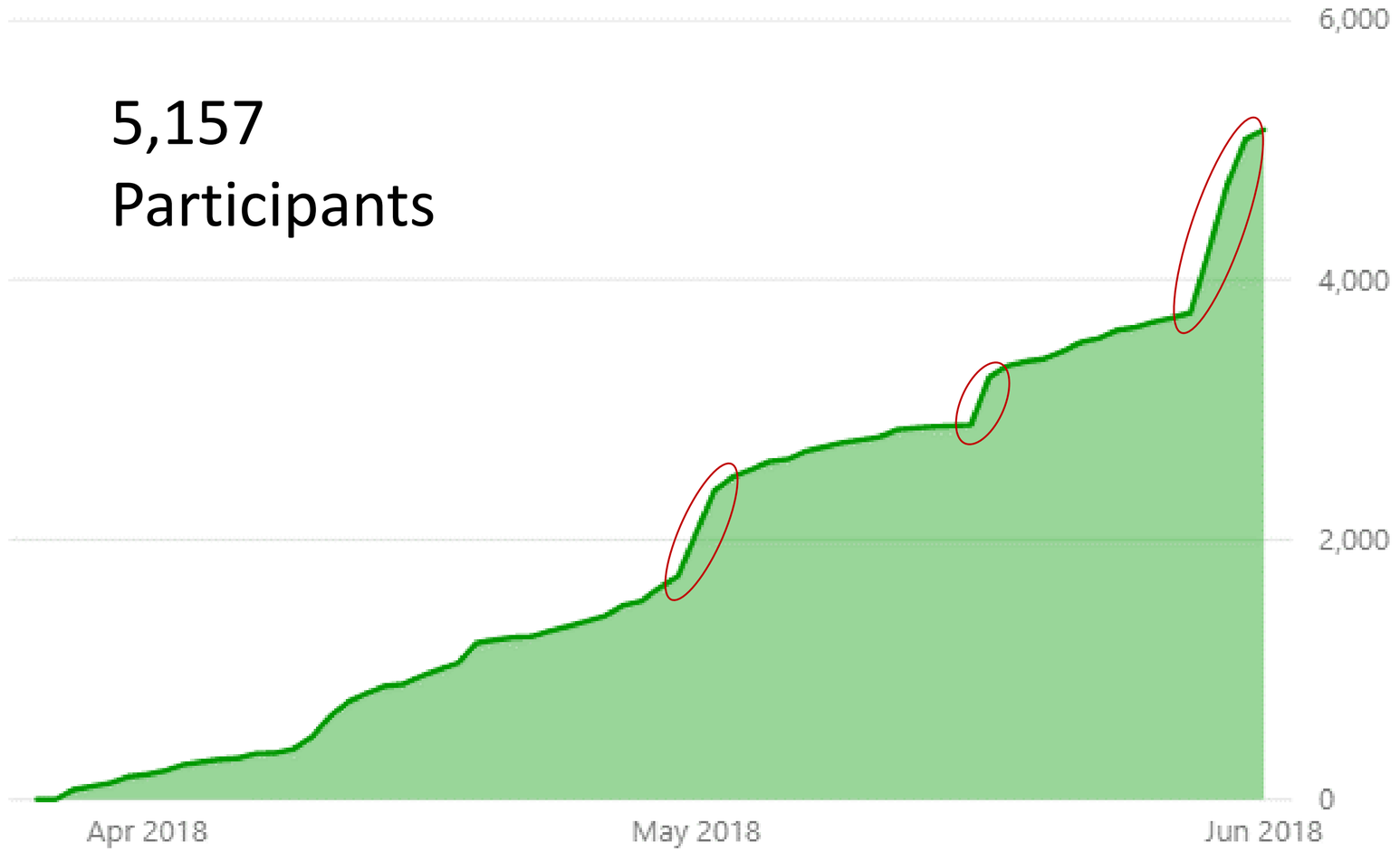
HOST AN ASMP PRESENTATION

If you are a part of a group or organization, let us come to you! We're meeting with groups all over Austin to update them about the

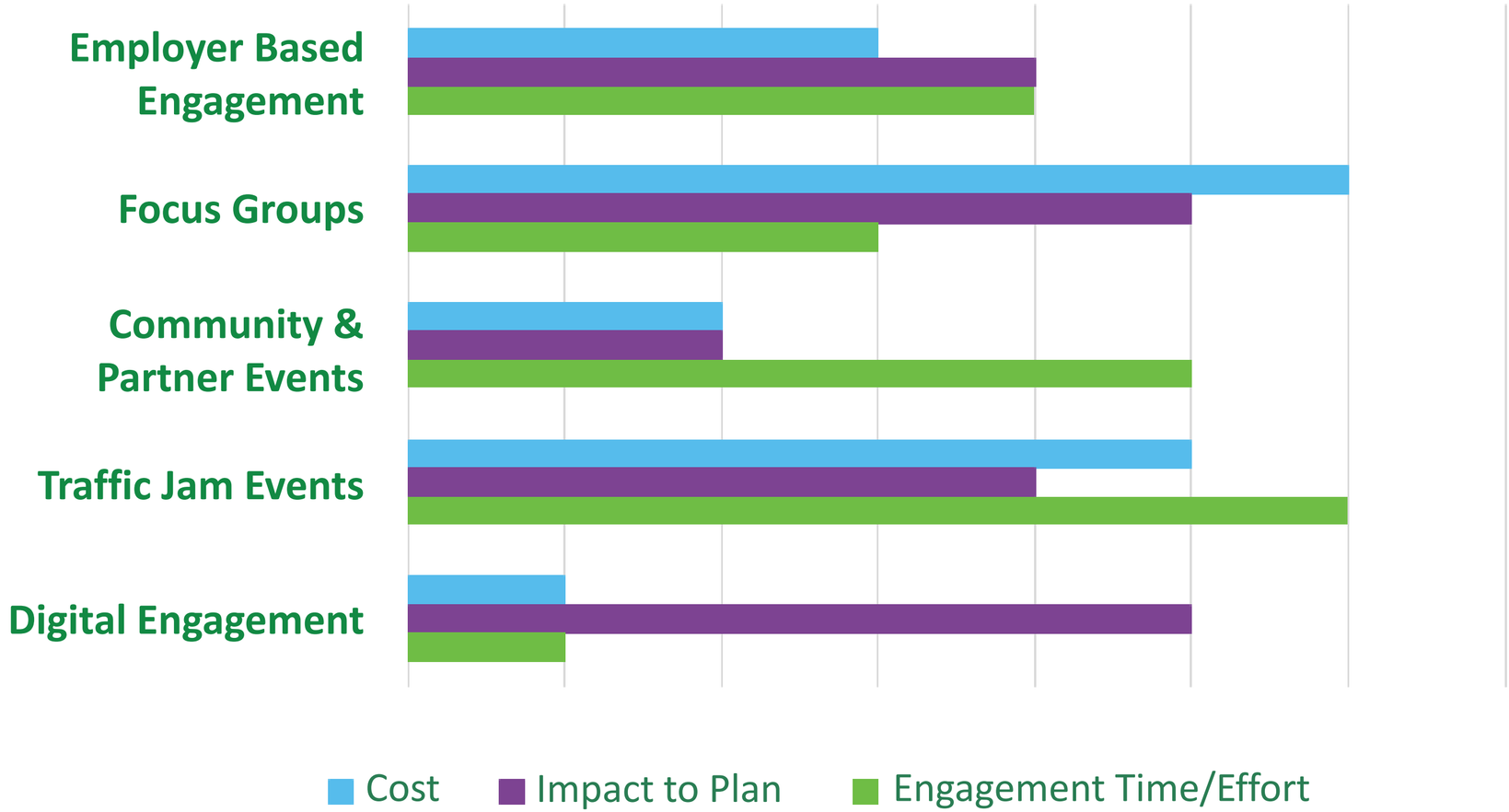
Driving Online Engagement

Where did the 3 big jumps come from?

- NextDoor
- Employer-based engagement

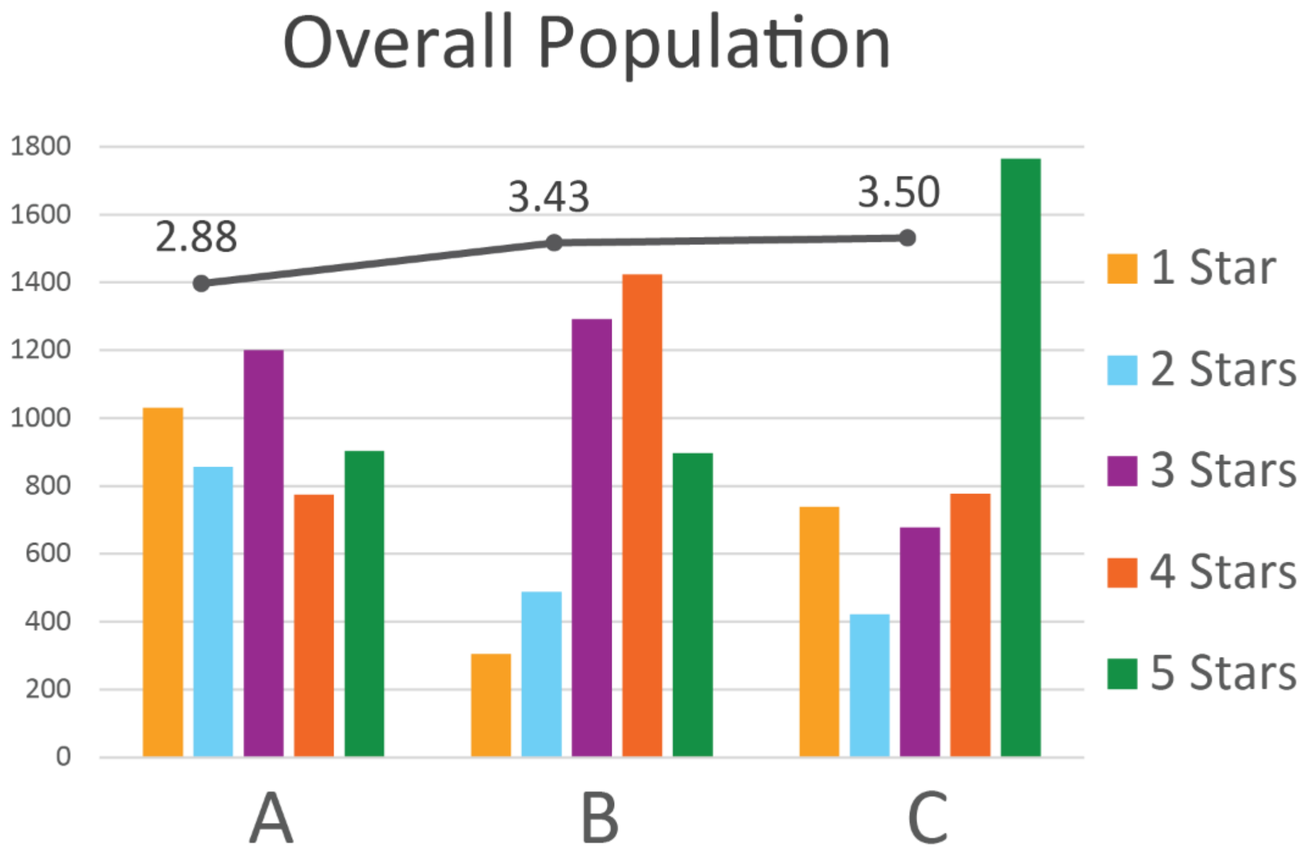


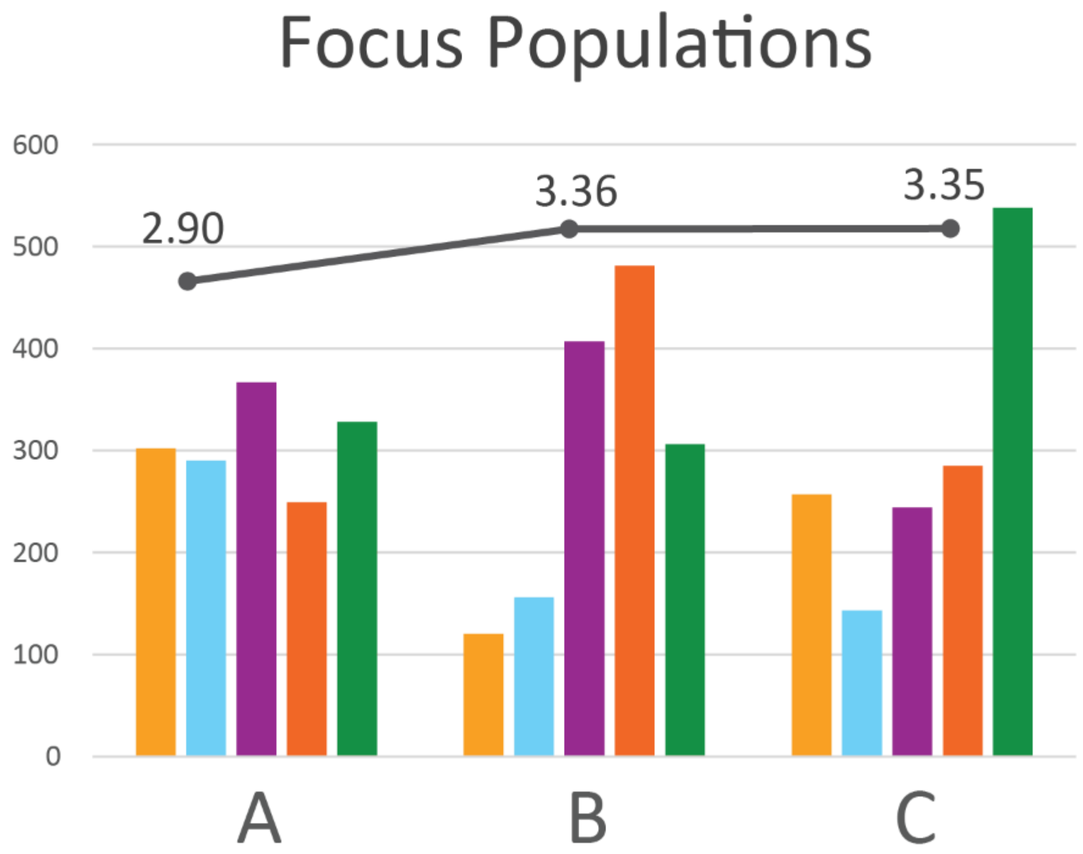
Cost, Impact to Plan and Engagement Effort



What we've learned

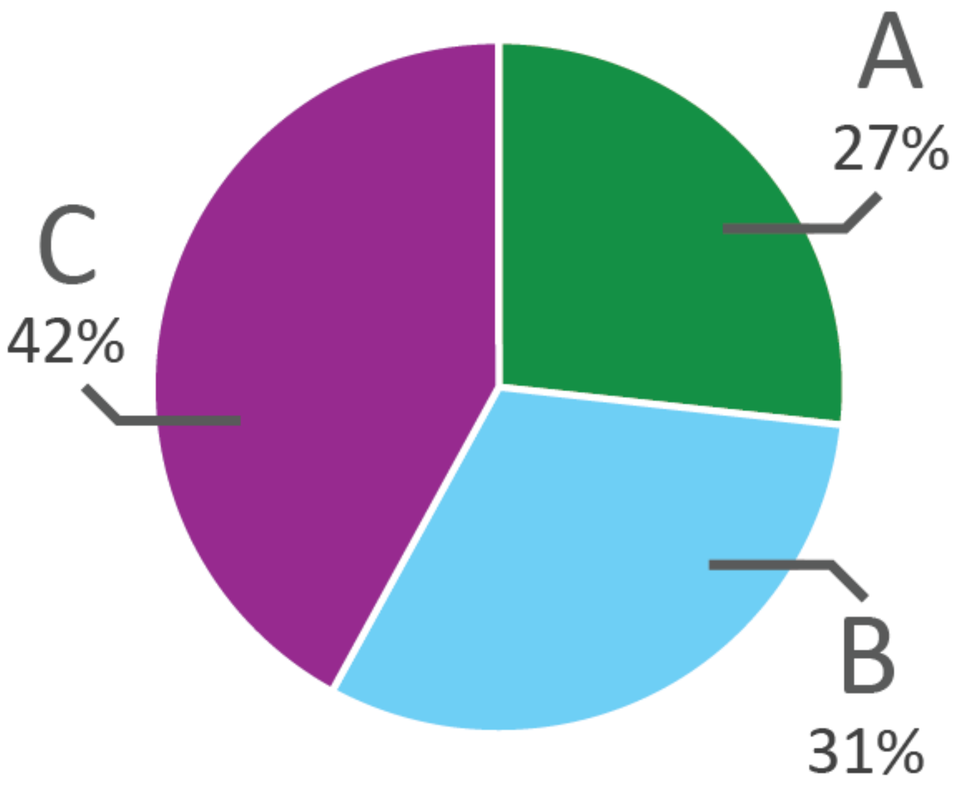
Scenario Ratings



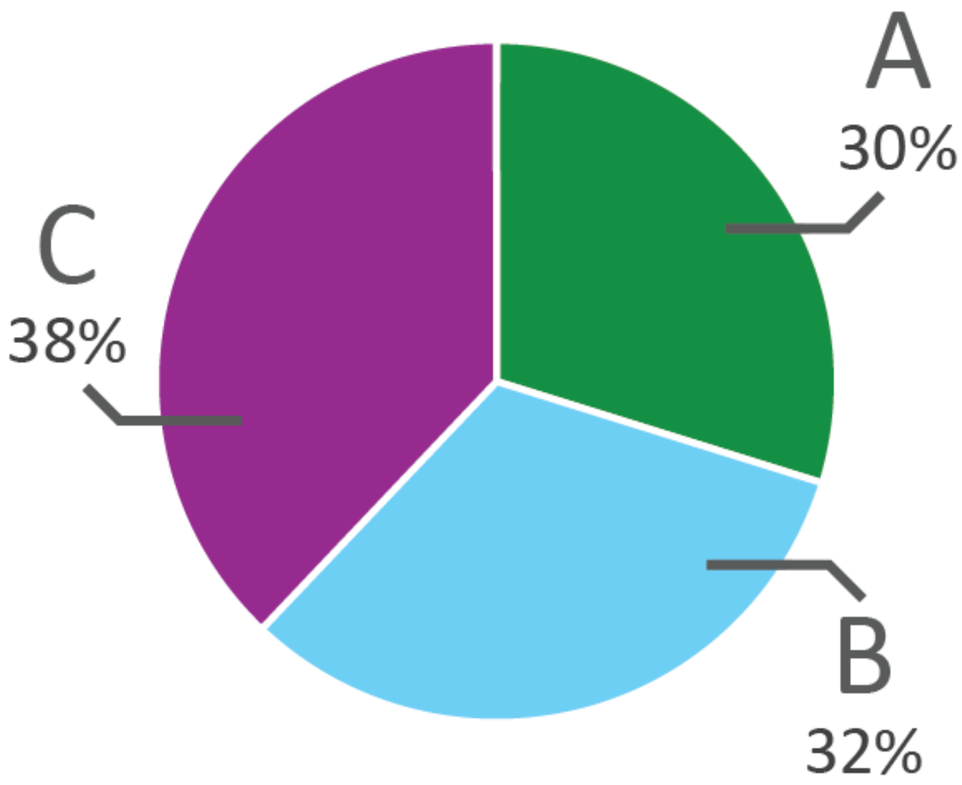


Scenario Starting Point

Overall Population



Focus Populations



Top Strategies Chosen (by total # of votes)

Overall

1. Provide more public transit service and enhance connections to/from public transit *(Travel Choice - 1,996)*

2. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles*) (Sustainability - 1,782)*

3. Improve signal timing and other transportation technologies *(Commuter Delay - 1,765)*

4. Prioritize travel choices, such as taking public transit, walking, or bicycling, making them more convenient and efficient *(Commuter Delay - 1,683)*

5. Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed *(Health & Safety - 1,637)*

Focus Populations

1. Provide more public transit service and enhance connections to/from public transit *(Travel Choice - 674)*

2. Offer more choices in how we travel to reduce personal costs associated with car ownership *(Affordability - 581)*

3. (TIE) Improve signal timing and other transportation technologies *(Commuter Delay - 575)*

3. (TIE) Reduce serious injuries and fatalities by designing streets for appropriate vehicular speed *(Health & Safety – 575)*

5. Promote transportation modes that reduce reliance on fossil fuels (such as bicycling, walking, transit and electric vehicles*) (Sustainability - 569)*

Total strategies to choose from: **27**

Open-Ended Comments

Over 4,500 open-ended comments received

OVERALL

Ingredient	Percent of Comments Received
Positive: Transit	36%
Positive: Multimodal	24%
Positive: Added Capacity	19%
Positive: Bicycling	16%
Negative: Cars	14%
Positive: Sidewalks	13%
Positive: Rail	12%
Positive: Safety Projects	9%
Positive: Bus Transit	8%
Negative: Added Capacity	7%
Negative: Bicycling	7%
Positive: Cars	4%

FOCUS

Ingredient	Percent of Comments Received
Positive: Transit	33%
Positive: Added Capacity	24%
Positive: Multimodal	18%
Positive: Bicycling	13%
Positive: Sidewalks	11%
Positive: Rail	10%
Negative: Cars	9%
Positive: Safety Projects	9%
Positive: Bus Transit	8%
Negative: Bicycling	6%
Negative: Added Capacity	5%
Positive: Cars	4%

Survey Participants by Race/Ethnicity

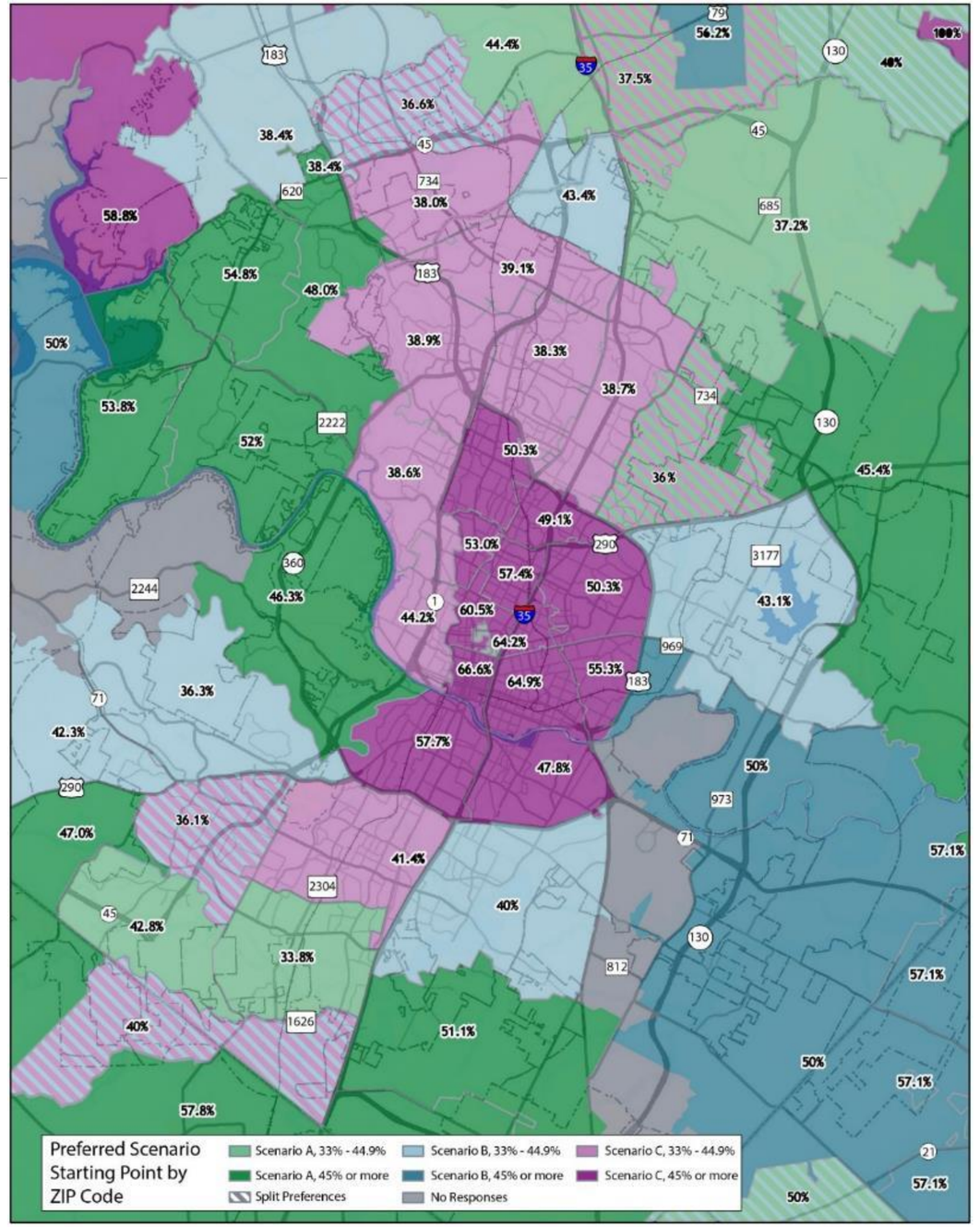
Race/Ethnicity	Total	Percentage based on participants who responded to question (N=3815)	ACS 2016 5 Year Estimates (%)
American Indian/Alaska Native	24	**0.6%**	0.4%
Asian	172	**4.5%**	6.8%
Black/African American	262	**6.9%**	7.6%
Hispanic/Latino	635	**16.6%**	34.5%
Native Hawaiian/Pacific Islander	10	**0.3%**	0.1%
White	2579	**67.6%**	75.9%
Other	133	**3.5%**	6.1%

Survey Participants by Age

Age	Total	Percentage based on participants who responded to question (N=4046)	ACS 2016 5 Year Estimates of 18+ population (%)	ACS 2016 5 Year Estimates (%)
Under 18	32	**0.8%**	--	21.4%
18-24	274	**6.6%**	15.2%	11.5%
25-34	972	**23.3%**	25%	22.1%
35-44	880	**21.1%**	20.8%	15.7%
45-54	703	**16.9%**	15.9%	11.9%
55-64	639	**15.3%**	12.6%	9.5%
65+	546	**13.1%**	10.5%	7.9%

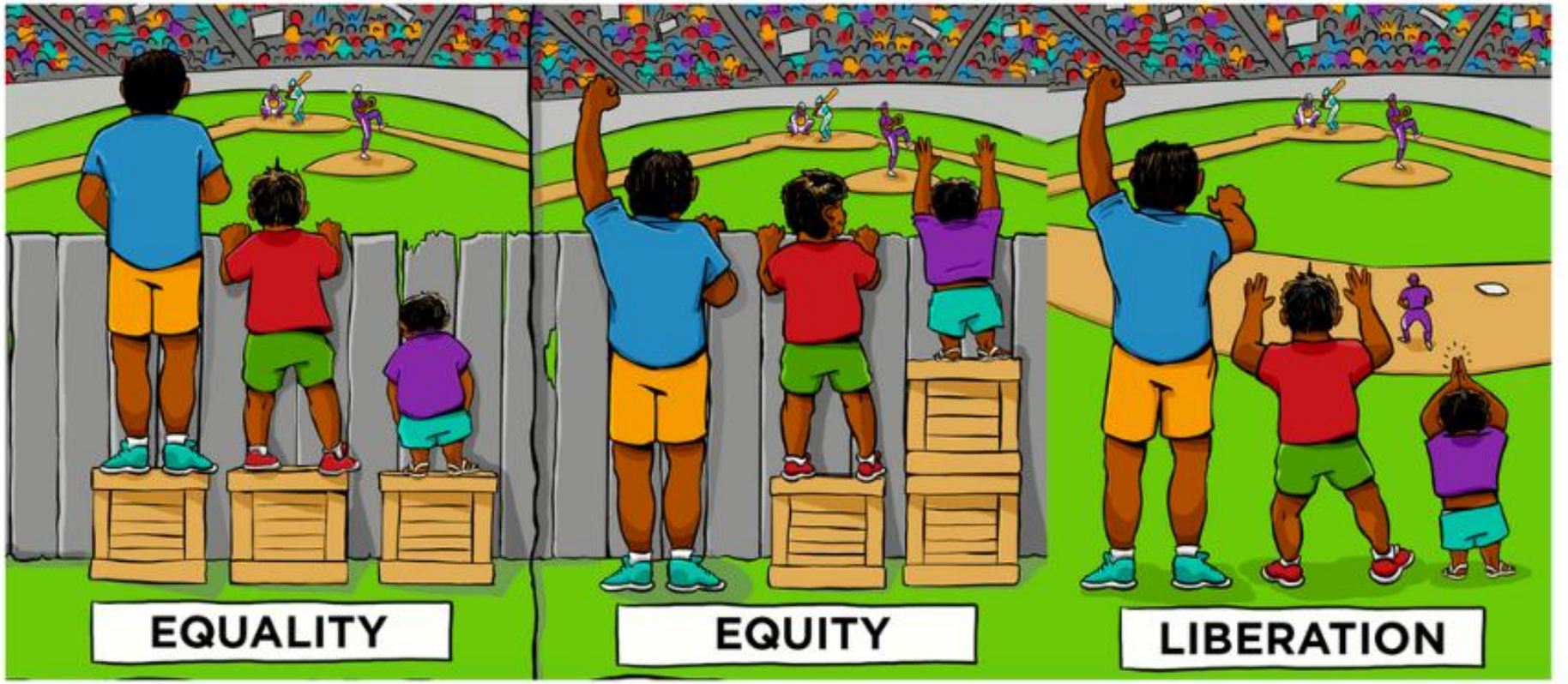
District & ZIP Code Snapshots

District	A	B	C	Preferred Starting Point
	Average Star Rating			
1	2.47	3.46	**3.92**	C
2	2.90	3.47	**3.51**	B
3	2.53	3.43	**4.18**	C
4	2.67	3.48	**3.77**	C
5	2.76	3.36	**3.59**	C
6	**3.23**	3.19	2.88	A
7	2.61	3.56	**3.70**	C
8	3.10	**3.34**	3.02	A
9	2.30	3.43	**4.18**	C
10	2.92	**3.27**	3.13	C
Outside of Austin	3.18	**3.50**	3.32	B



Pro Tips

Work to be Equitable



Know your audience

Teamwork makes the dream work

Do things differently for different results!!!

Consultant Shout Out!

- Created community engagement plan
- Identified stakeholders to engage
- Suggested activities
- Helped develop survey tool
- Analyzed results

Kimley»Horn

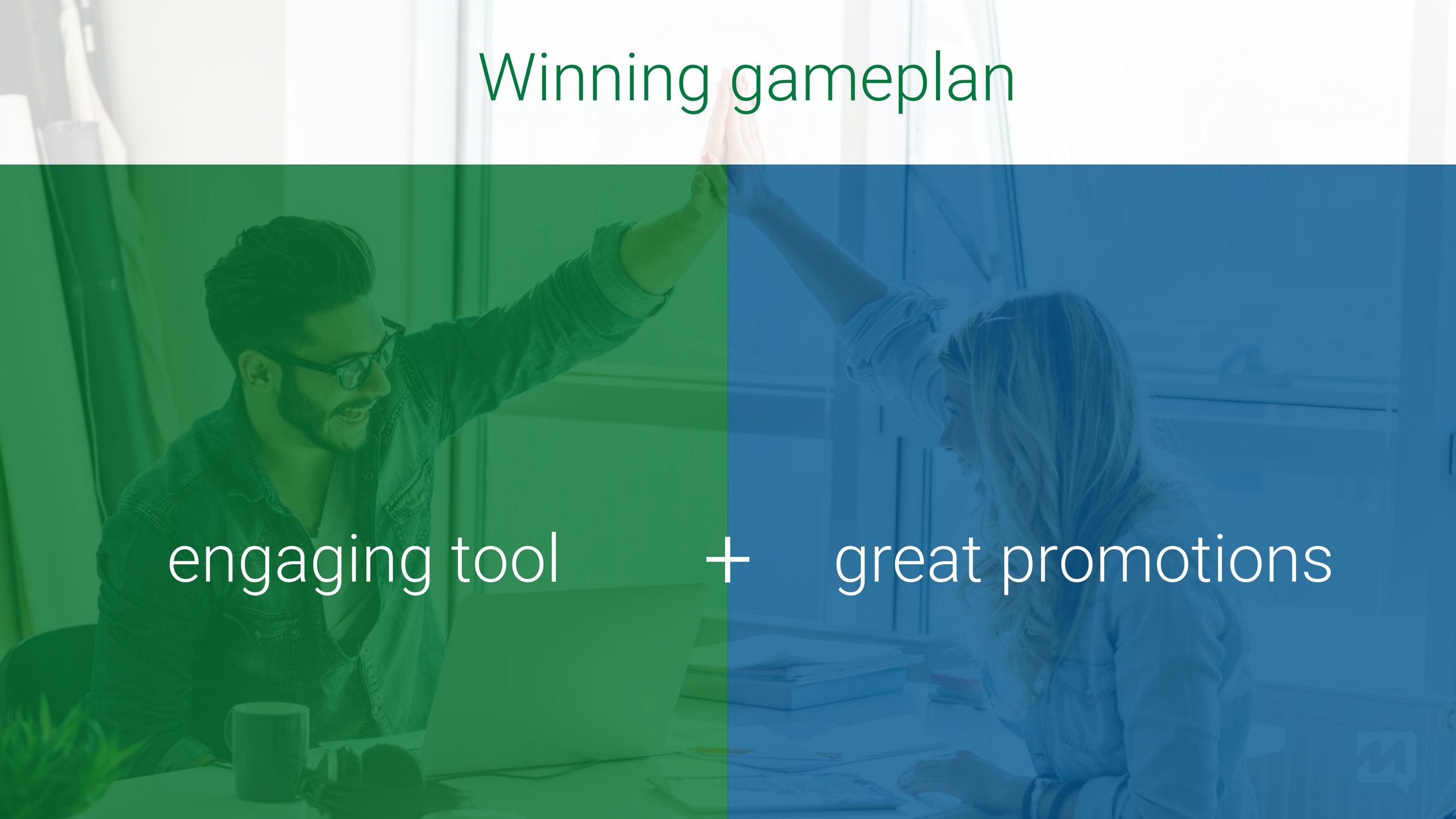
Civic Collaboration

Liane Miller, AICP
Senior Business Process Consultant
Austin Transportation Department
liane.miller@austintexas.gov

GETTING THERE TOGETHER ASMP

austintexas.gov/ASMP

Winning gameplan



engaging tool + great promotions

great promotions

Great promotional ideas!

Clever concept

Website & Email

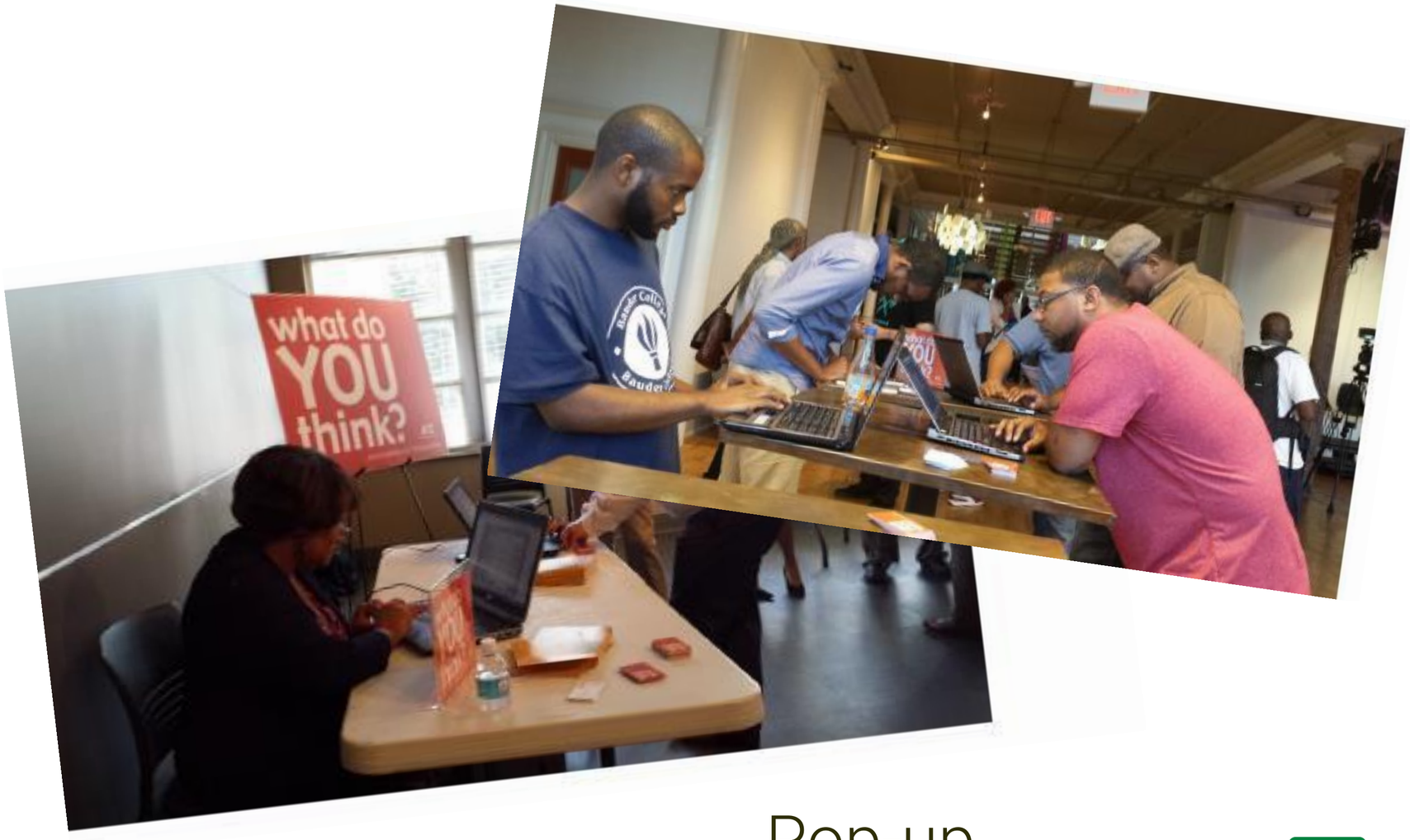
Great promotional ideas!

Free press

Social media

Great promotional ideas!

Kiosks



Pop-up

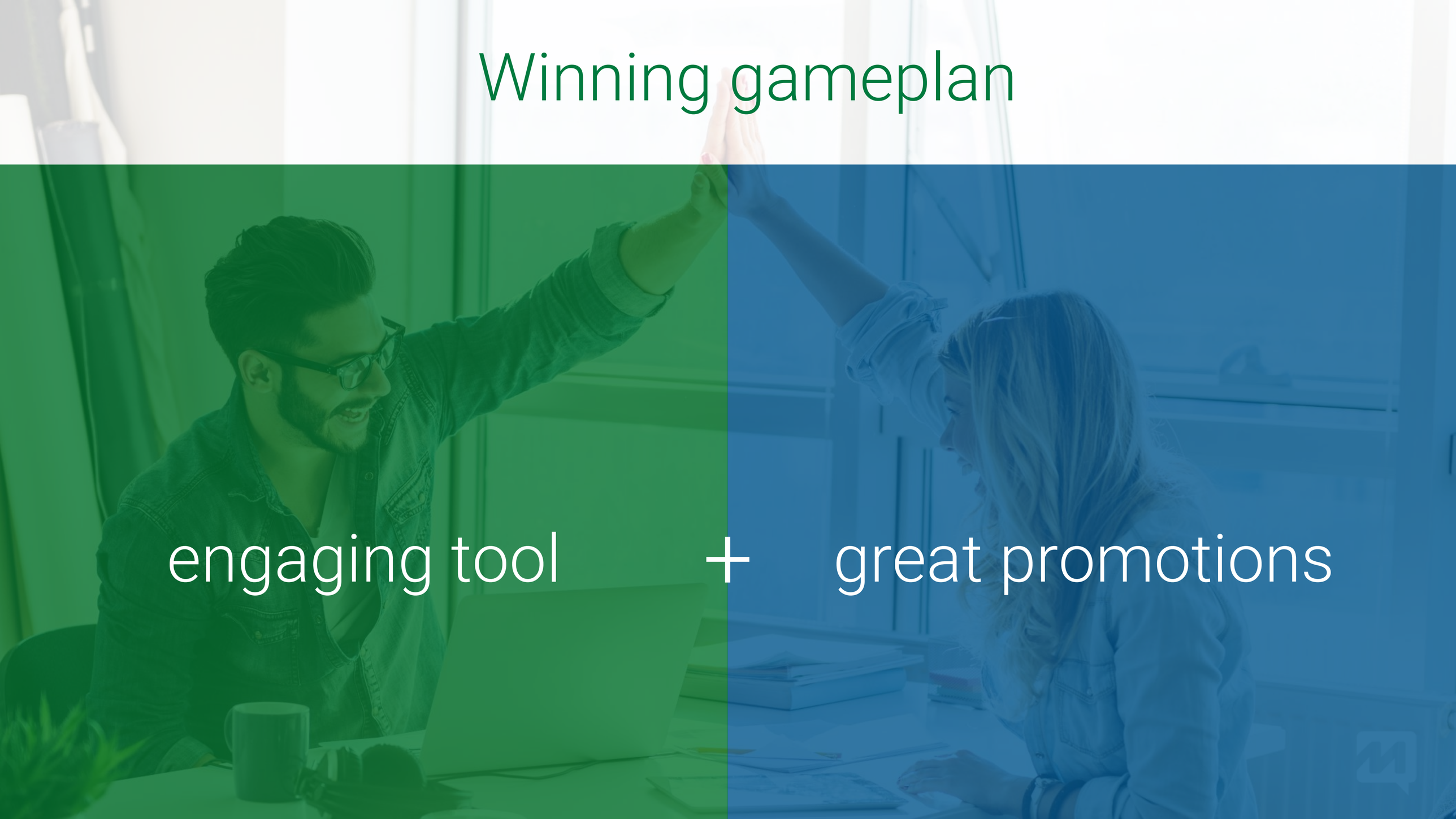
NEW Playbook

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!

Winning gameplan



engaging tool + great promotions

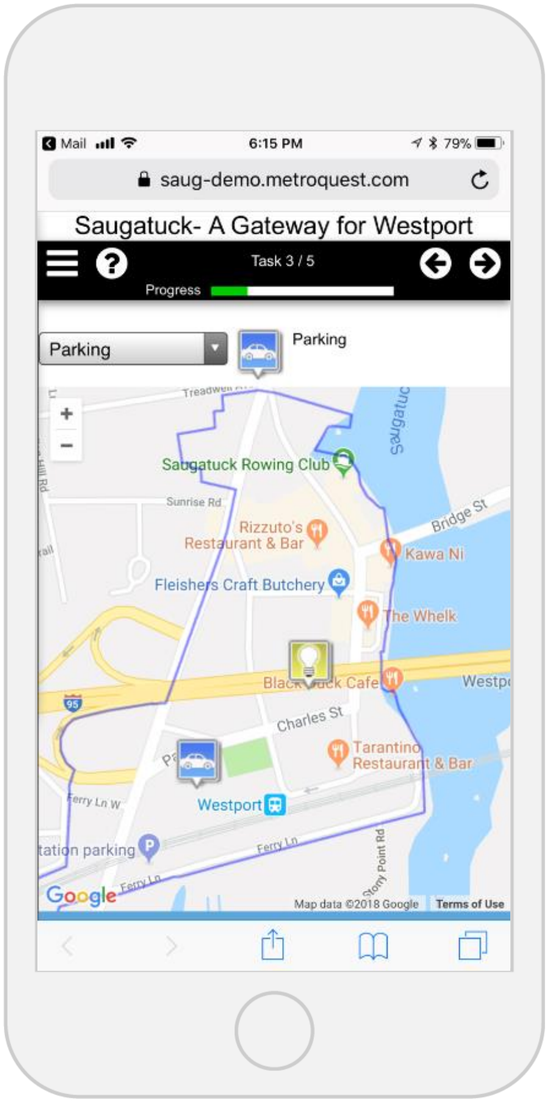
engaging tool

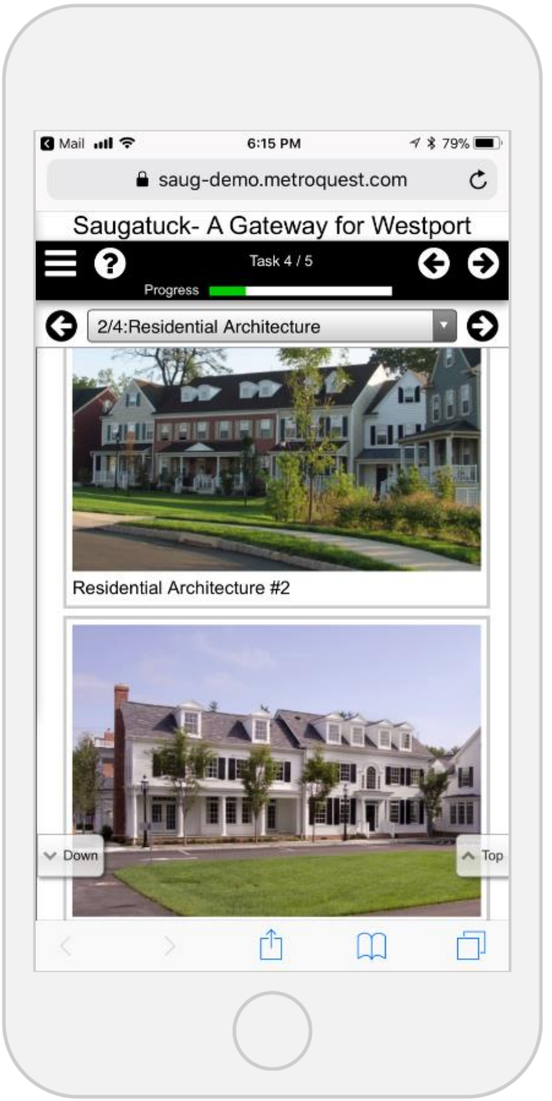
1

Maximize participation

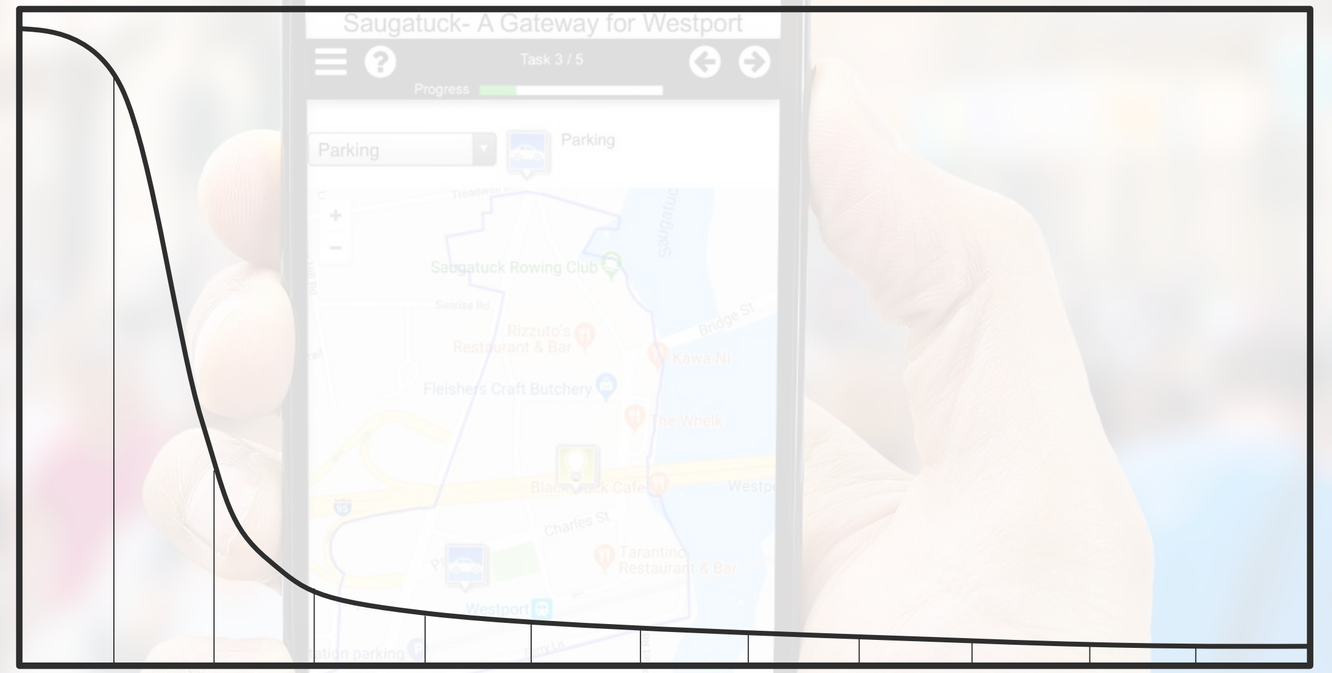
Be multi-channel

Delightful on mobile

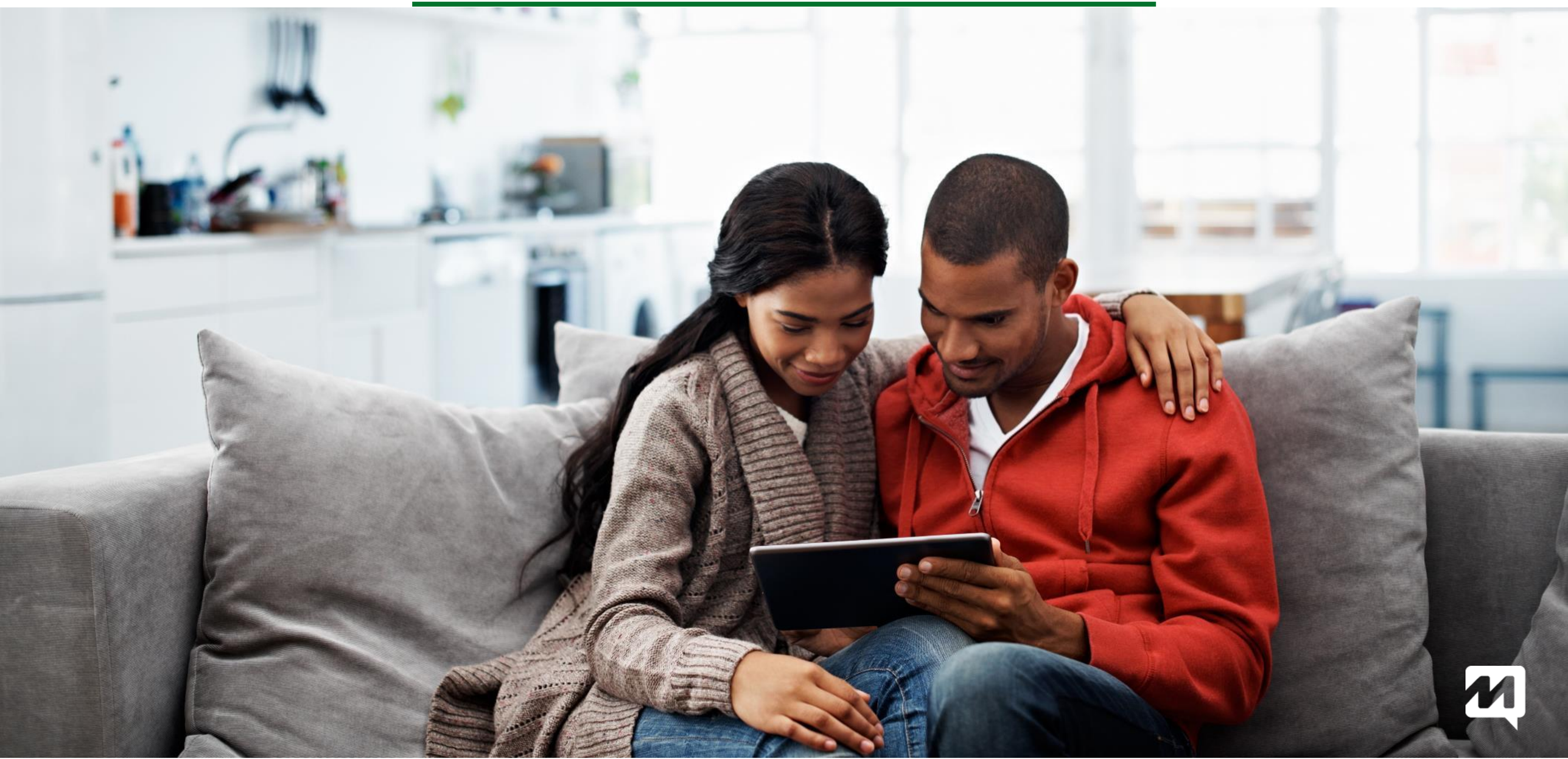




Aim for 5 minutes



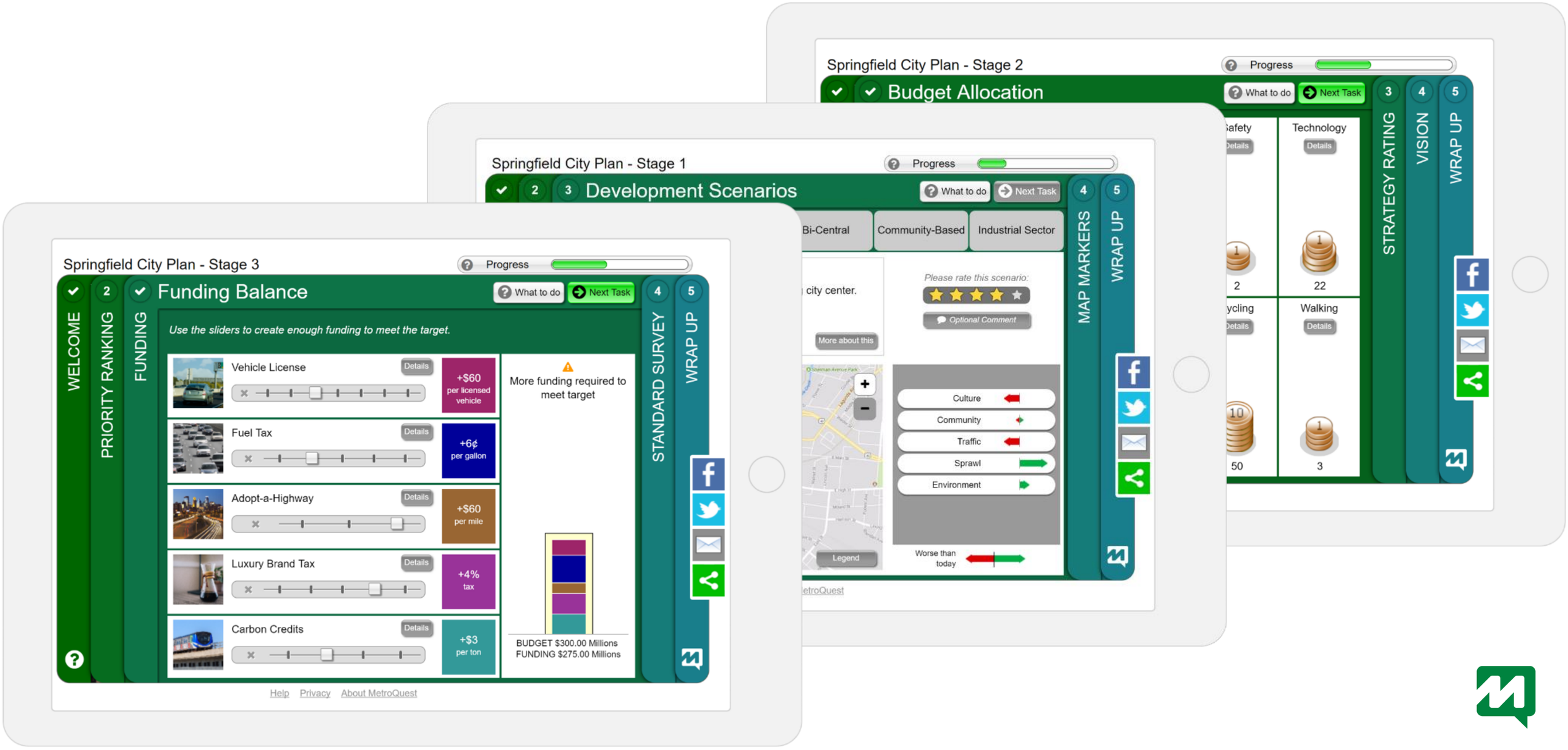
Make it fun



2

Informed input

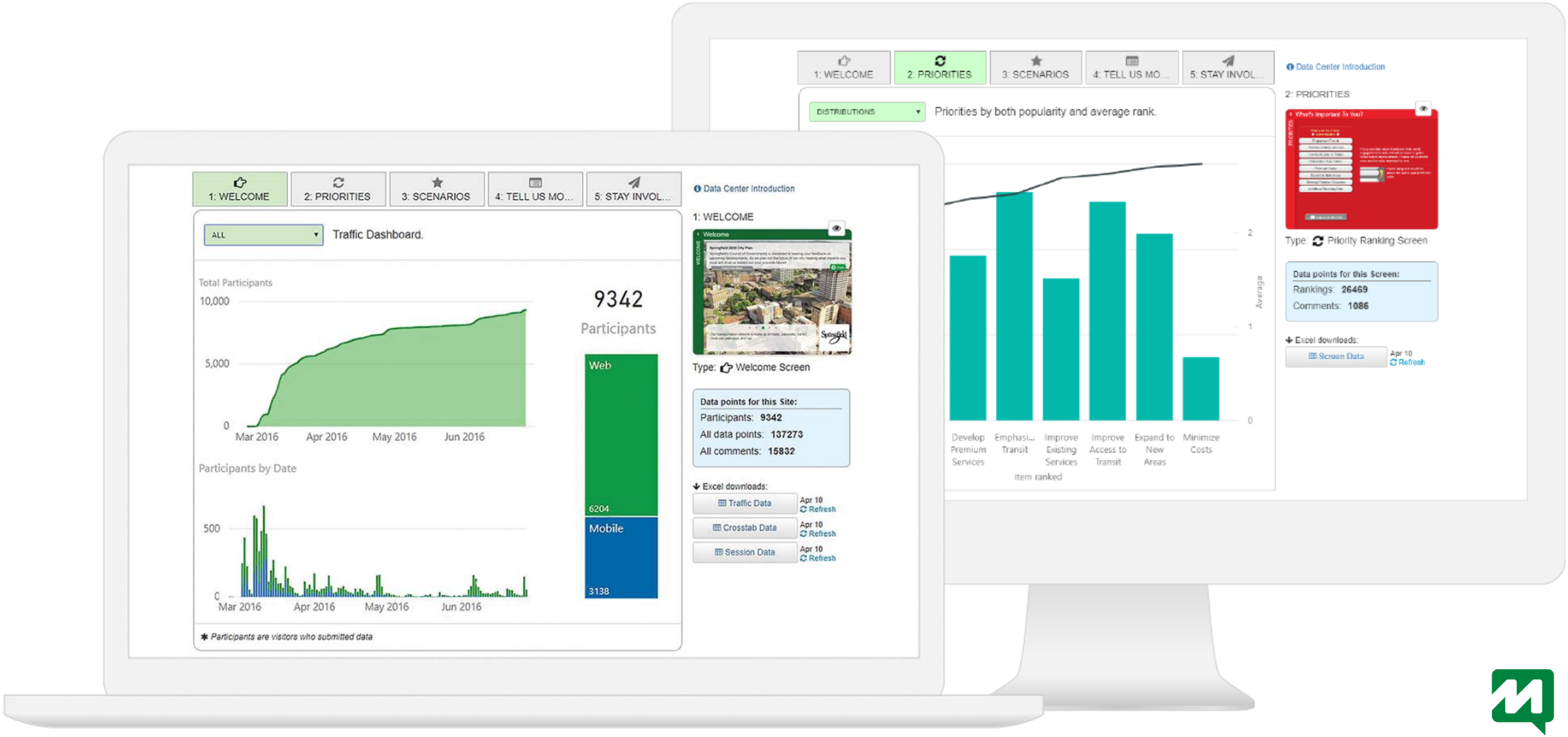
Gamify planning education



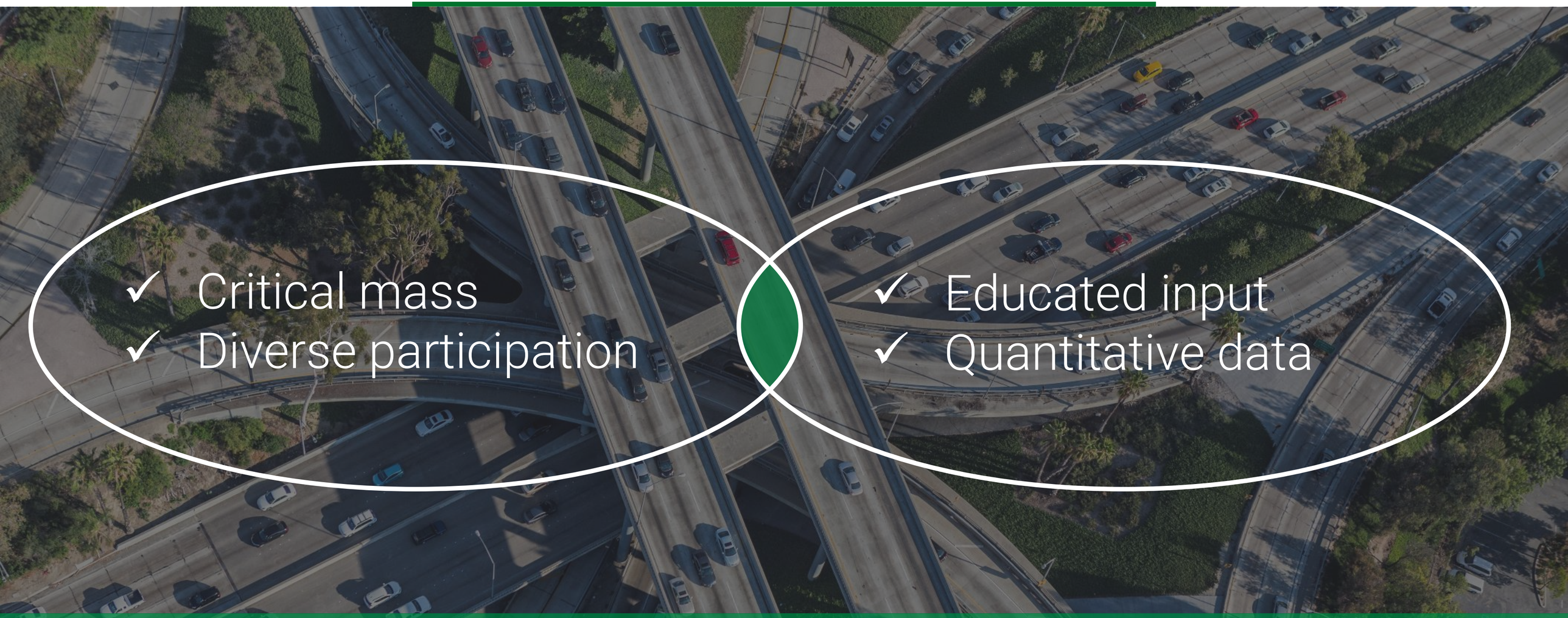
3

Actionable results

Use quantifiable data to mine results



Optimize for actionable results



maximum participation + informed input = actionable results

Actionable results!

RTC of Southern Nevada, RTP

6,800+ Participants
25,000+ Priority Rankings
29,000+ Trade-off Inputs
60,000+ Budget Coins Allocated

Nashville nMotion Transit Plan

9,000+ Participants
27,000+ Priority Rankings
21,000+ Scenario Ratings

Lancaster County, PA, Comprehensive Plan

1,600+ Participants
14,000+ Priority Ratings
4,200+ Scenario Ratings
1,900+ Organized Comments

Natick Master Plan (Population 33,000)

1,440+ Participants
4,290+ Priority Rankings
3,080+ Map Markers
2,200+ Organized Comments

Okotoks Traffic Calming (Population 24,500)

1,280+ Participants
4,770+ Priority Rankings
14,870+ Image Ratings

Belmont Bridge (Population 46,000)

7,200+ Priority Ratings
8,300+ Trade-off Inputs
30,000+ Image Ratings

Poll: What additional information would you like?

Next Webinar

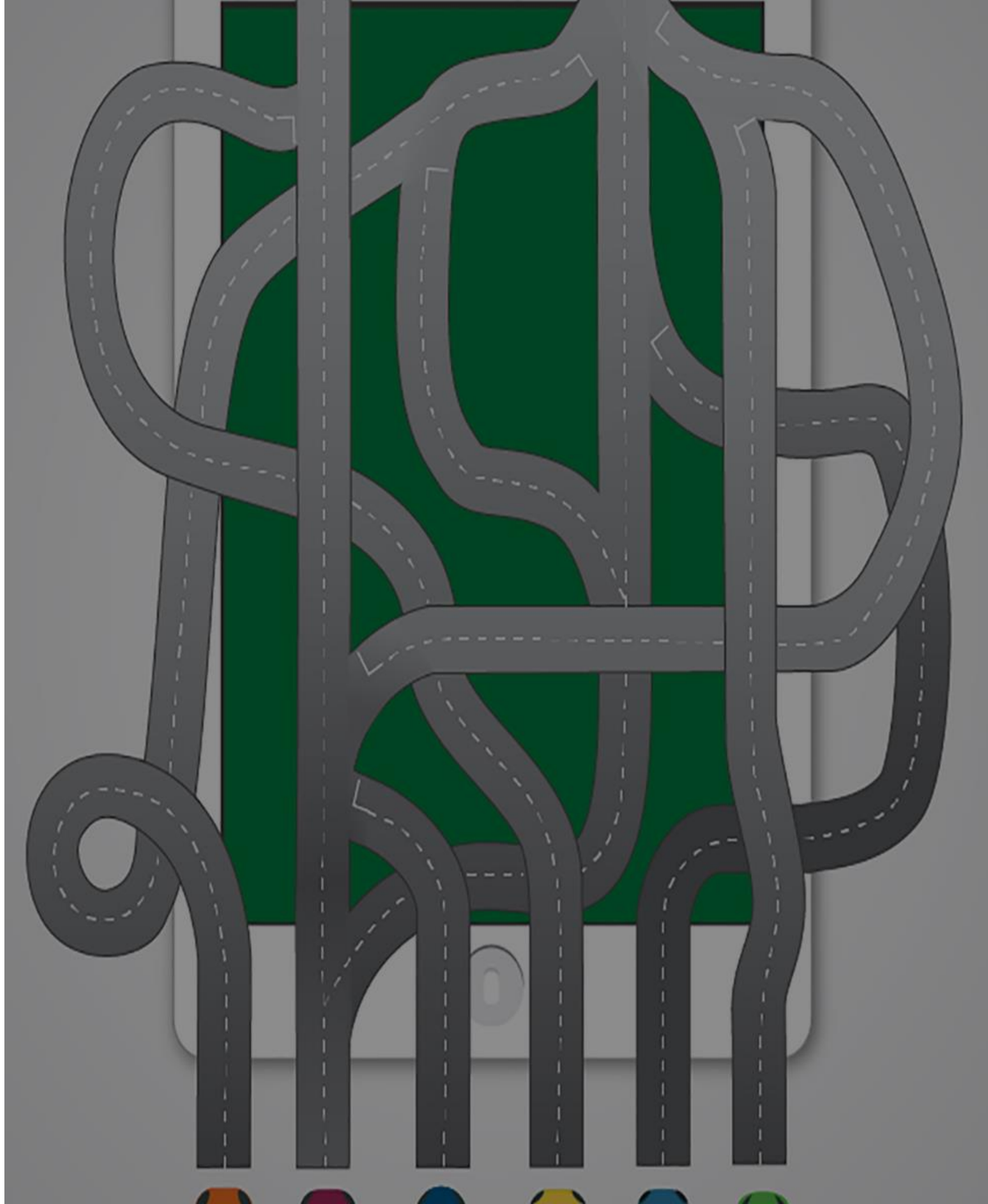
Wednesday, October 17th

10 Tips for Successful Online Engagement Every Time

Jim Meyer, AICP
Senior Transportation Planner
AECOM

Amy Elmore, M.S.
Branch Communications Coordinator
Pasco County

Johnny Wong, PhD
Senior Planner
Hillsborough MPO



Questions?

Dave Biggs

Chief Engagement Officer

MetroQuest

Liane Miller

Planning & Policy Manager

City of Austin

Thank you for participating!

AICP CM: https://www.planning.org/events/course/9159142/