



Transit Plans to LRTPs MDOT's Formula for Engaging 1000s





Dave Biggs

Chief Engagement Officer
MetroQuest



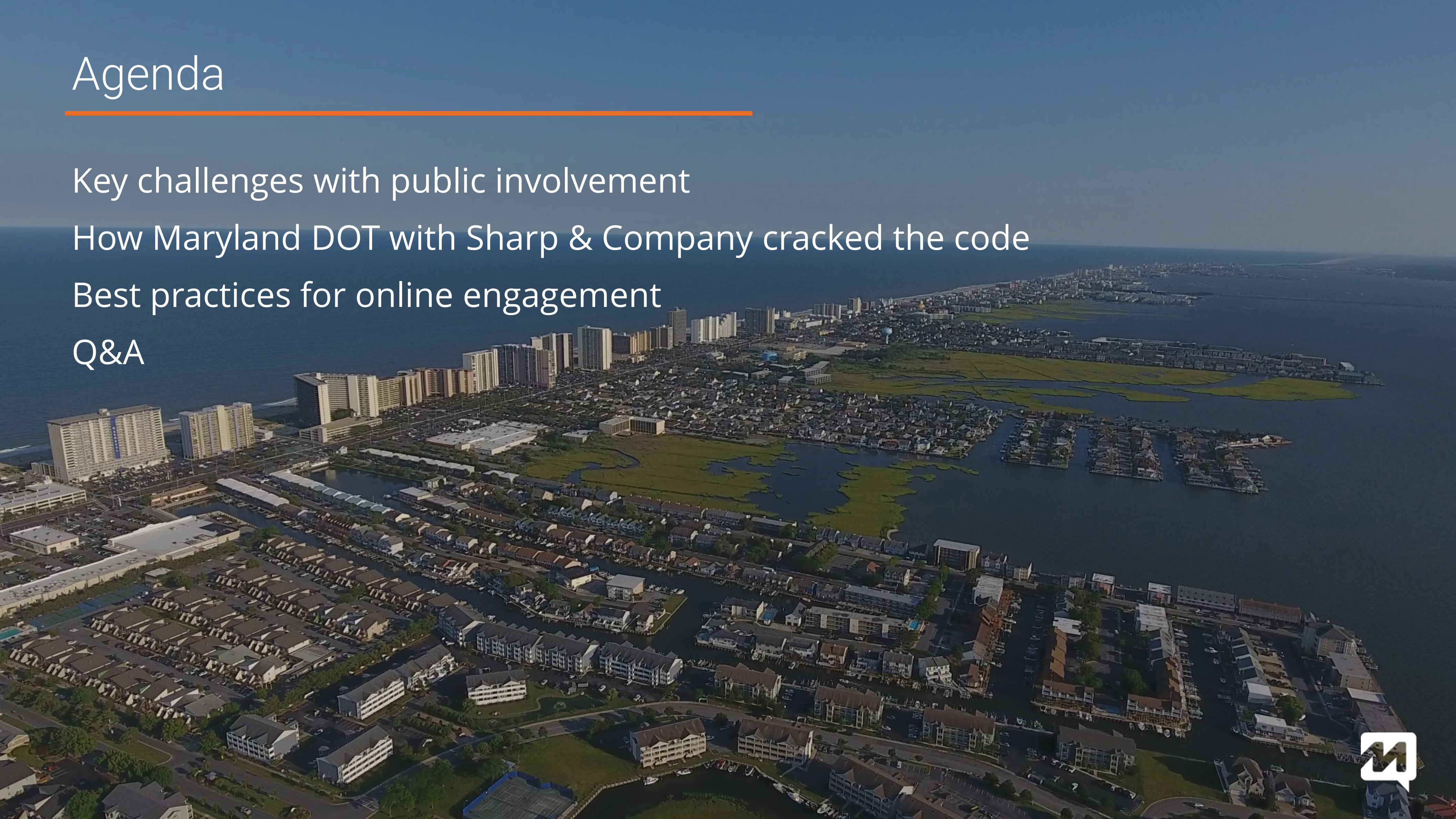
Agenda

Key challenges with public involvement

How Maryland DOT with Sharp & Company cracked the code

Best practices for online engagement

Q&A



20 years of best practices research



Federal Transit
Administration



Association of
Metropolitan
Planning
Organizations



Public Involvement Matters Survey

4

Public Involvement Practices

Please give input on at least 8 of the 15 items

Project Types

Challenges

Engagement Methods

Which of the following engagement challenges do you expect to face in the next 12 months?

Poor Participation

Hostility

Online Bullying

Advocacy

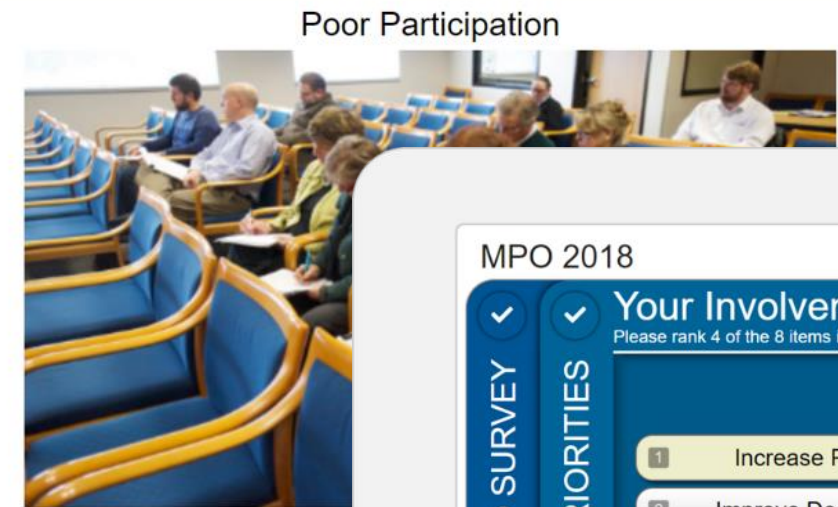
Uninformed Input

Poor Participation

1 Star = Not

5

THANK YOU



1 Star = Not

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MPO SURVEY

4

5

MPO 2018

Your Involvement Priorities

Please rank 4 of the 8 items in your preferred order

1

2

3

4

5

Increase Participation

Improve Decision Making

Broaden Demographics

Build Public Support

Order your top 4 items above this line

Reduce Cost/Participant

Meet Regulations

Collect Informed Input

Collect Quantifiable Data

Increase Participation

Get thousands of people participating in a meaningful way, instead of only engaging a small number of vocal and highly motivated people.

1 Star = Not

5

THANK YOU

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5:14 PM

77%

mpo.metroquest.com

MPO 2018

Citizen Preferences

Please give input on 4 of the 5 tradeoffs

Location

What location do you think most citizens prefer for providing input?

Specific Location (e.g. meetings)

Online from anywhere

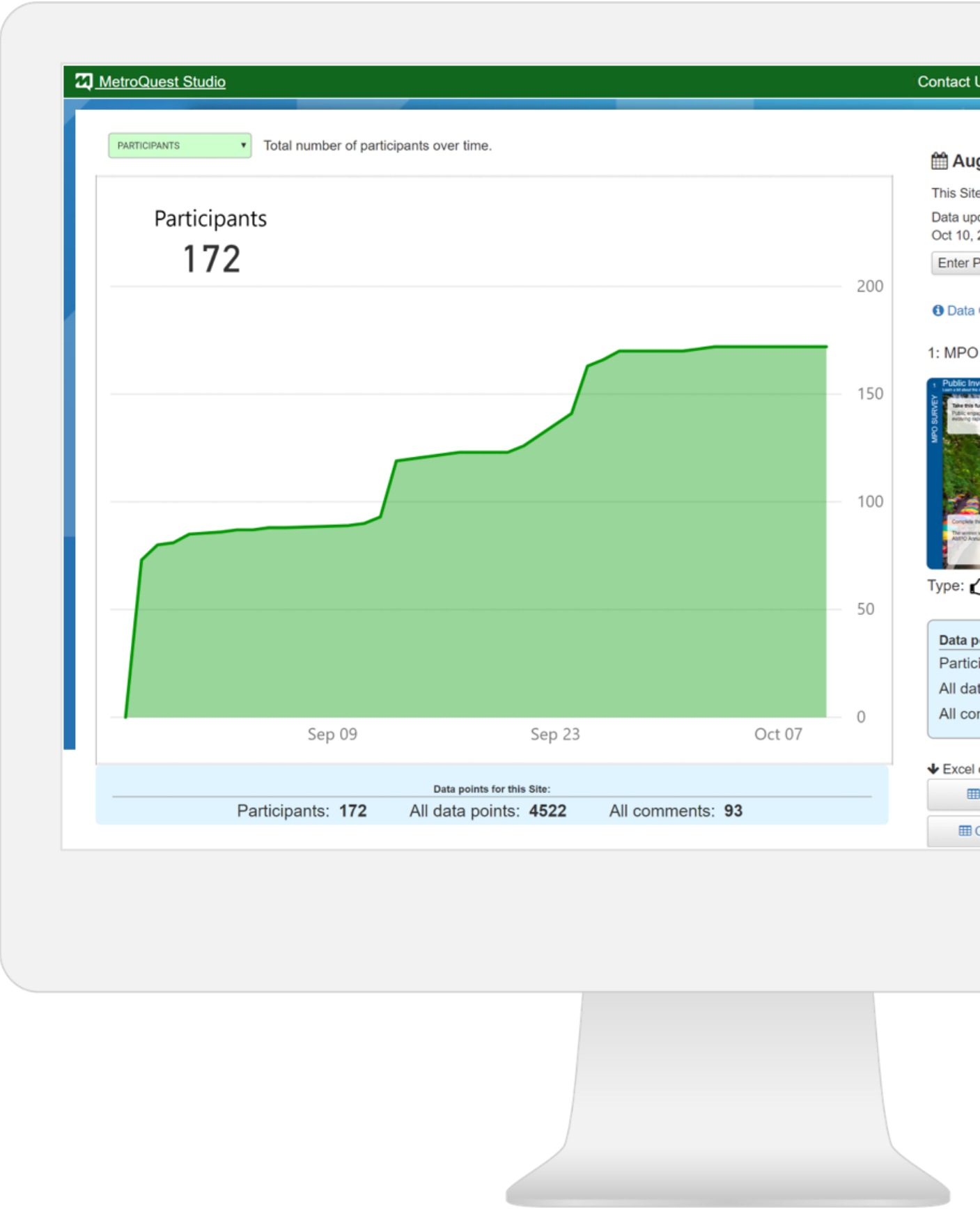
Specific Location (e.g. meetings)

Online from anywhere

Specific Location (e.g. meetings)

Online from anywhere

Choose the option that best shows which tradeoff you prefer



#1 Challenge: poor participation

"Apathy and time commitment by the public."

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

"People just don't make time to give input."

"Lack of participation. Reaching the same motivated people who may not be representative."

"Getting people involved and interested in the first place and getting a decent demographic cross-section of the population; not just elderly white people."

"Regardless of what advertisement methods we try, we get the same small crowd."



#2 Challenge: uninformed input

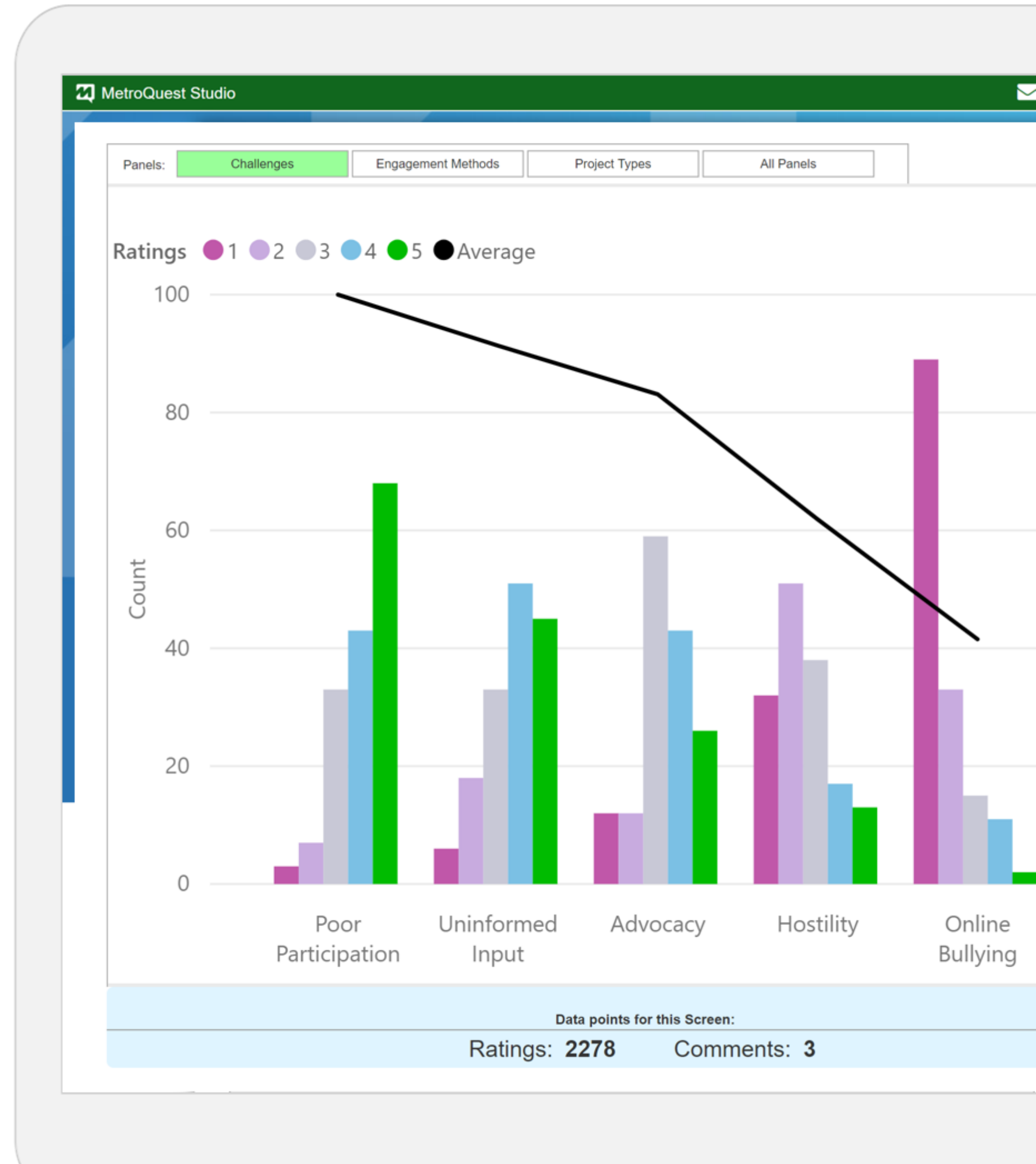
“Uninformed citizens trying to sway projects in a way they think they want to see.”

“Uninformed input spread as fact through Social Media.”

“Spread of dis-information. People only like to acknowledge their points of view. All others are wrong. People do not want to hear all sides or all information.”

“The public being uniformed at meetings and giving uninformed feedback.”

“Engaging people who are interested but may not have time to immerse themselves in a planning effort.”




Top public engagement goals



- ✓ Increase participation
- ✓ Broaden demographics

- ✓ Educated input
- ✓ Quantifiable data

maximum participation + informed input = actionable results

A photograph of two men sitting at a desk in front of a red brick wall. The man on the left is wearing a grey hoodie and white earbuds, looking at a laptop. The man on the right is wearing a dark blue sweater and glasses, also looking at a laptop. A large green circle is overlaid in the center of the image, containing the text 'How do online options compare?'.

How do
online options
compare?

The background of the entire image is a collage of various social media and technology-related elements. It includes a close-up of a smartphone camera lens, a Facebook 'f' logo, a Twitter bird logo, and various text fragments like 'Instagram', 'Facebook', 'Twitter', and 'Pinterest'. A large orange circle is positioned on the left side, containing the text 'SOCIAL MEDIA'.

SOCIAL MEDIA

Increase participation



Broaden demographics



Inform & educate



Quantify input





ONLINE FORUMS

Increase participation



Broaden demographics



Inform & educate



Quantify input





WEB PAGES

Increase participation



Broaden demographics



Inform & educate



Quantify input





TRADITIONAL SURVEYS

Increase participation



Broaden demographics



Inform & educate



Quantify input





Recipe for actionable results

- ✓ Critical mass
- ✓ Diversity
- ✓ Informed input
- ✓ Quantifiable results





Michelle Martin

Assistant Director, Office of
Planning & Capital Programming
Maryland DOT



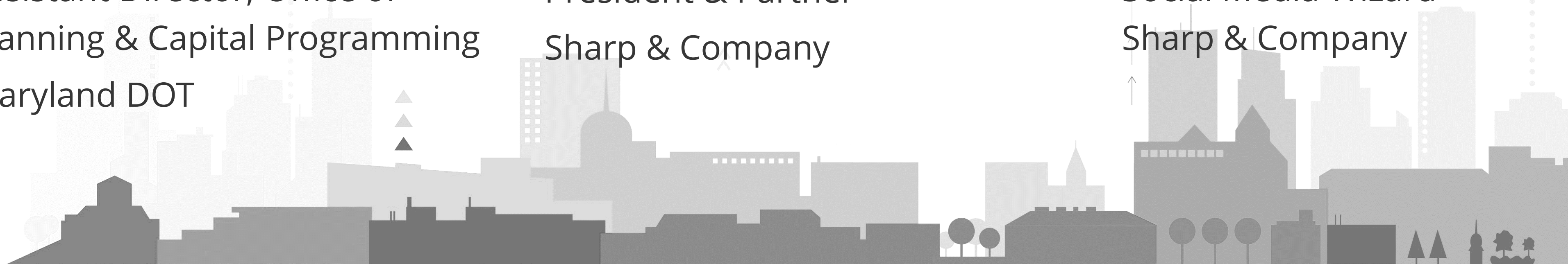
Susan Sharp

President & Partner
Sharp & Company



Emily Aro

Social Media Wizard
Sharp & Company





Transit Plans to LRTPs – MDOT's Formula for Engaging Thousands

MetroQuest Webinar

October 30, 2019



Maryland Department of Transportation



Washington
Metropolitan Area
Transit Authority
(WMATA)

Maryland Department
of Transportation
(MDOT)

Maryland
Transportation
Authority
(MDTA)



Maryland Aviation
Administration
(MAA)



Maryland Port
Administration
(MPA)



Maryland Transit
Administration
(MTA)



Motor Vehicle
Administration
(MVA)



State Highway
Administration
(SHA)

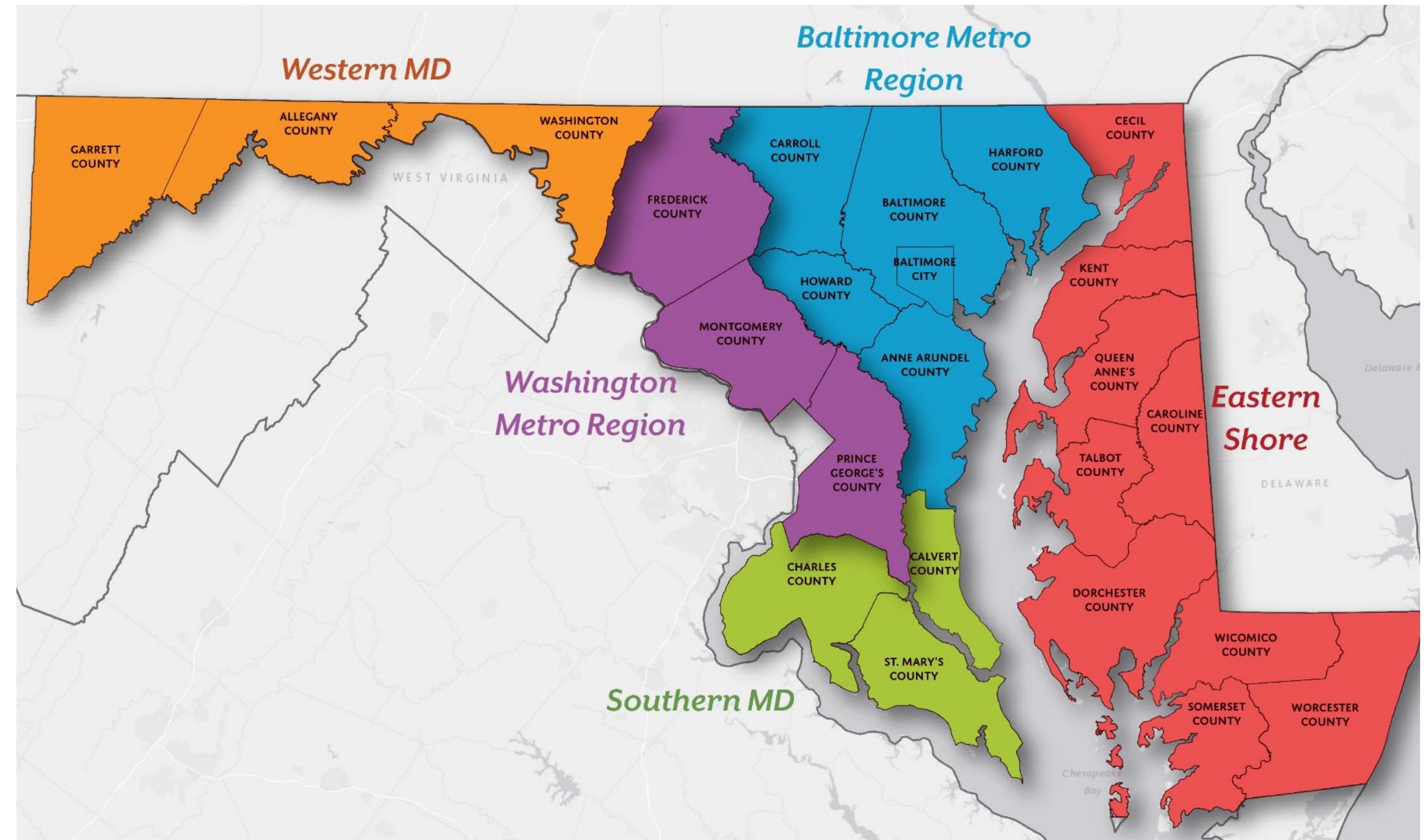


Mission Statement: “The Maryland Department of Transportation is a customer-driven leader that delivers safe, sustainable, intelligent, and exceptional transportation solutions in order to connect our customers to life’s opportunities.”

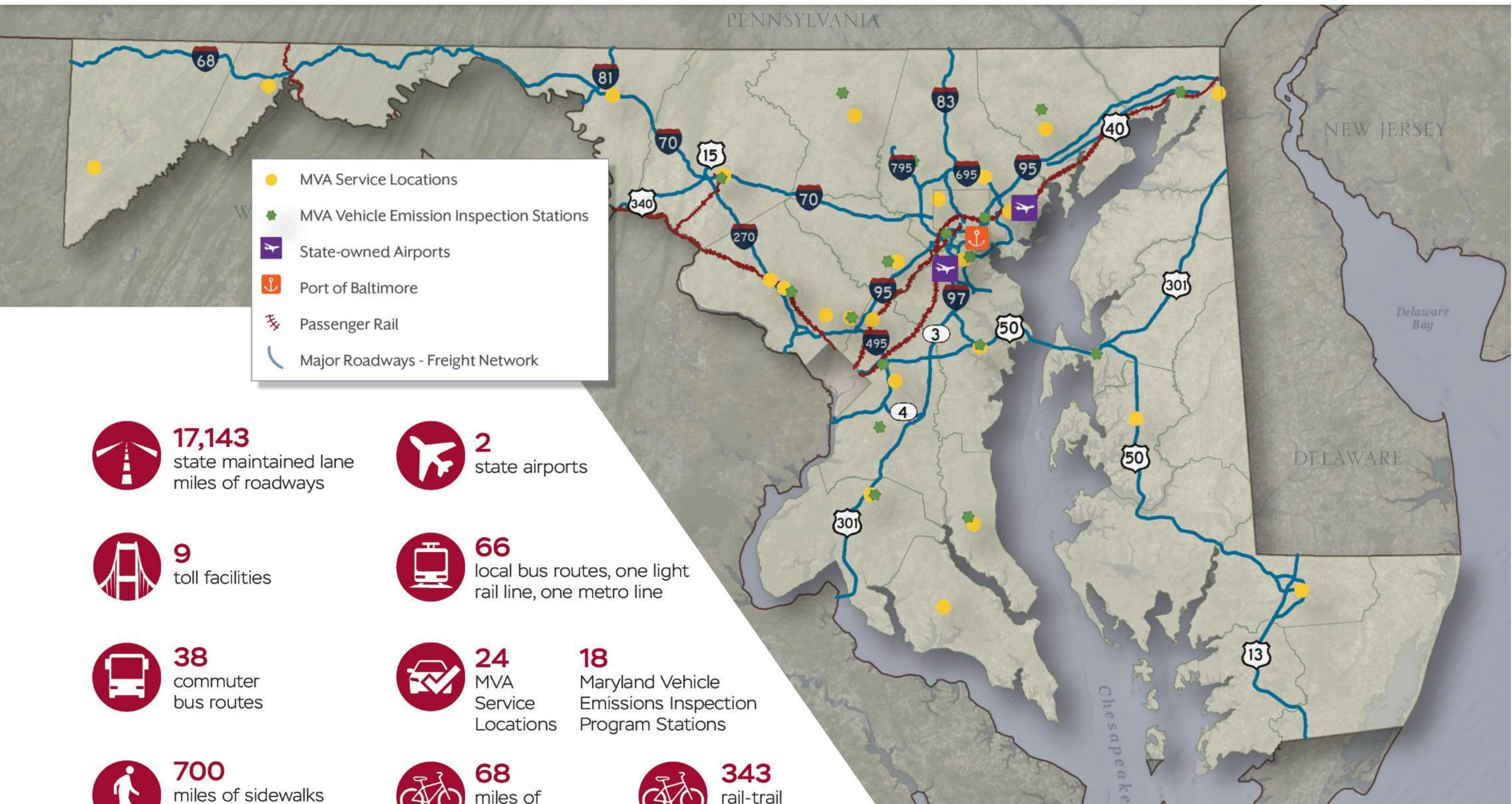


Maryland's Five Regions

Called America in miniature, the 9th smallest state contains a remarkable degree of geographic and demographic diversity. Each region has its own character, distinct needs, and associated transportation systems.



Maryland's Major Statewide Transportation System



 **17,143**
state maintained lane
miles of roadways

 **9**
toll facilities

 **38**
commuter
bus routes

 **700**
miles of sidewalks
along state roadways

 **171**
miles of short line
freight rail and
Maryland Area Regional
Commuter (MARC)

 **2**
state airports

 **66**
local bus routes, one light
rail line, one metro line

 **24**
MVA
Service
Locations

 **18**
Maryland Vehicle
Emissions Inspection
Program Stations

 **68**
miles of
shared-use paths

 **7**
State-owned
public cargo
terminals

 **343**
rail-trail
miles

 **1**
international
cruise terminal
at the Port of
Baltimore

MDOT also supports 33 public use airports in the State through federal grant programs, provides technical assistance for transit systems in 23 counties, and is a funding partner of the regional Washington Metropolitan Area Transit Authority (WMATA).



- Maryland has 452 electric charging stations and 1,147 charging outlets



- Most of Maryland's freight movement is by truck



- Much of Maryland's truck demand is in Central Maryland



- Maryland congestion costs users \$2.167 billion annually



- BWI passenger numbers are increasing over the long term (2000 – 2016)



- Maryland transit ridership is slightly lower (2008 – 2016)



- MVA transactions are increasing after a drop during the recession

The Maryland Transportation Plan (MTP)



- Updated every 5 years
- Establishes **20-year vision for multi-modal transportation** outlining transportation **policies and priorities**
- Helps **guide Statewide investment decisions** for all methods of transportation, to meet both State and Federal requirements.
- Policy-Based Plan, not a Project-Based Plan
- Coordinated with all strategic statewide and regional plans
- Submitted annually to the Maryland General Assembly as part of the **State Report on Transportation**, along with the Consolidated Transportation Program (CTP) and Attainment Report on Transportation Performance.



Maryland's Transportation Challenges and Opportunities



TRANSPORTATION

- Aging Infrastructure
- Connected and Automated Vehicles
- Electric Vehicles
- Safety & Congestion
- Security
- Shared Mobility Economy

POPULATION

- Aging Population
- Development Patterns
- Millennial Generation

ENVIRONMENTAL/SOCIAL

- Climate Impacts
- E-Commerce
- Shared Mobility Economy
- Support for Distressed Economic Regions



Importance of Public Engagement, Communication and Collaboration



- Long-range plan can only reflect the needs and priorities of Maryland's citizens if they participate and help shape the goals, objectives, policies and strategies that will fund projects for implementation
 - Challenging when focus is on transportation needs, goals, objectives, policies, and strategies
 - Easier to engage the public with specific projects, not plans
- Previous efforts:
 - Sometimes meetings were 5 staff to each stakeholder
 - Significant time, energy and money for little public engagement



Who and What is the Public?

Some Insights

- Not a homogeneous group
 - Different demographics
 - Different cultures
 - Different ways of obtaining and responding to information
- Requires developing a range of tools



Public Engagement, Communication and Collaboration

MTP Tools

- University of Baltimore Survey of Maryland residents on transportation needs and priorities
- MetroQuest Survey on transportation priorities
- Facebook, Instagram and Twitter updates at key milestones
- Periodic Email Blasts and briefings to state, regional, local and federal partner agencies and interested Maryland residents
- Meetings with each County's staff and elected officials as part of annual budget meetings



Public Engagement, Communication and Collaboration

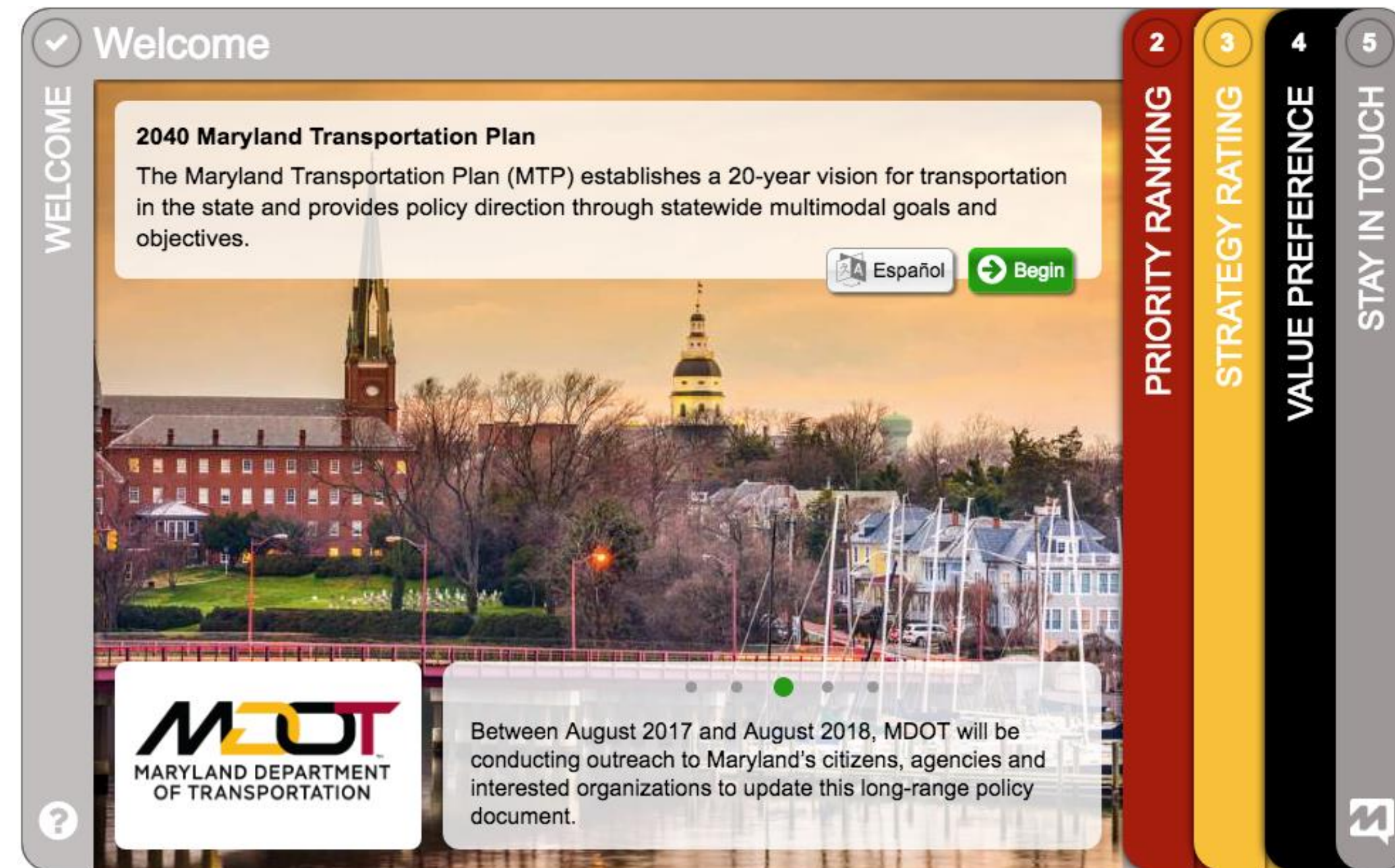
MTP Tools

- Website with schedule, information, technical reports, and opportunities to provide opinions
- Dedicated 2040 MTP Email for comments/input
- Video/Webinar on the 2040 MTP, Draft Goals, Objectives and Strategies
- Governor's Advisory Committee
- Link to YouTube video of 2040 MTP Overview:
<https://www.youtube.com/watch?v=UbM0hDKhDBk>



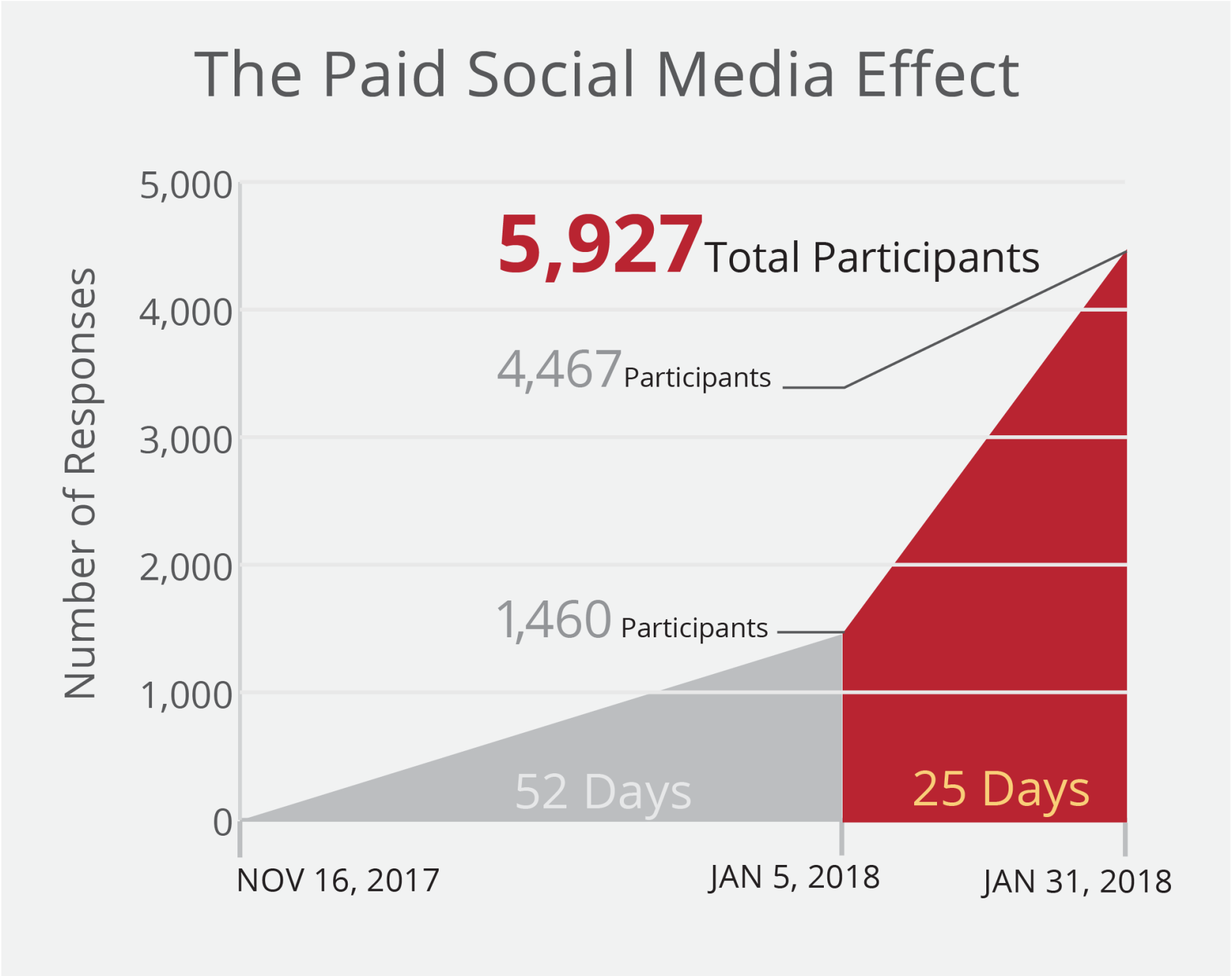
Public Engagement, Communication and Collaboration

- Developed an interactive MetroQuest Survey late Fall 2017
- Survey was available in both English and Spanish
- Public was made aware of survey being live via e-blasts, MTP website, MDOT website, MPO meetings, Facebook posts, Instagram and Twitter
- Approximately 1,500 surveys in almost two months
- However, when we added interactive Facebook Ads....



Growth in Participation

Results Speak for Themselves



Growth in Participation

- What we did
 - Used Facebook Business Manager
 - Developed eye-catching materials
 - Focused on appropriate demographics and geographic areas to develop audiences and parallel the state's demographics
 - Laser focused on those most likely to click the survey
 - Attracted new audiences to the MTP and MDOT overall

The screenshot shows the Facebook Business Manager interface for creating a custom audience named "MDOT MTP2040". The "Audience Name" field is filled with "MDOT MTP2040". Under "Custom Audiences", there is a button to "Add a previously created Custom or Lookalike Audience". Below this, the "Locations" section is expanded, showing a list of locations in the United States with a radius of 10mi or 20mi. The locations listed are: (39.3938, -77.2449), (39.4553, -77.0334), Annapolis, Maryland, Baltimore, Maryland, Bethesda, Maryland, Columbia, Maryland, Frederick, Maryland, and Gaithersburg, Maryland. The "Age" range is set to 18-65+, and the "Gender" is set to All. The "Languages" field is empty. The "Include people who match" section is also expanded, showing a list of interests and behaviors. The "Communities" section is selected, and the "Communities" list includes: Commuters, Communication, Community issues, Communication studies, and Media (communication). The "Behaviors" section is also expanded, showing a list of behaviors. The "Behaviors" list includes: Commuters, Communication, Community issues, Communication studies, and Media (communication). The "Behaviors" section is also expanded, showing a list of behaviors. The "Behaviors" list includes: Commuters, Communication, Community issues, Communication studies, and Media (communication). The "Behaviors" section is also expanded, showing a list of behaviors. The "Behaviors" list includes: Commuters, Communication, Community issues, Communication studies, and Media (communication).

Audience Name: MDOT MTP2040

Potential Audience:
Potential Reach: 5,600,000 people

Audience Details:

- Location - Living In:
 - United States: Annapolis (+20 mi), Baltimore (+20 mi), Bethesda (+20 mi), Columbia (+20 mi), Frederick (+20 mi), Gaithersburg (+20 mi), Glen Burnie (+25 mi), Hagerstown (+20 mi), Latitude 39.39 Longitude -77.24 New Market (+10 mi), Waldorf (+20 mi), Latitude 39.46 Longitude -77.03 Westminster (+10 mi) Maryland
- Age:
 - 18 - 65+

Locations:

- United States
 - (39.3938, -77.2449) + 10mi
 - (39.4553, -77.0334) + 10mi
 - Annapolis, Maryland + 20mi
 - Baltimore, Maryland + 20mi
 - Bethesda, Maryland + 20mi
 - Columbia, Maryland + 20mi
 - Frederick, Maryland + 20mi
 - Gaithersburg, Maryland + 20mi

Age: 18 - 65+

Gender: All, Men, Women

Languages: Enter a language...

Include people who match:

Detailed Targeting:

- Communities
 - Commuters
 - Communication
 - Community issues
 - Communication studies
 - Media (communication)

Behaviors:

- Commuters

Size: 36,221,715

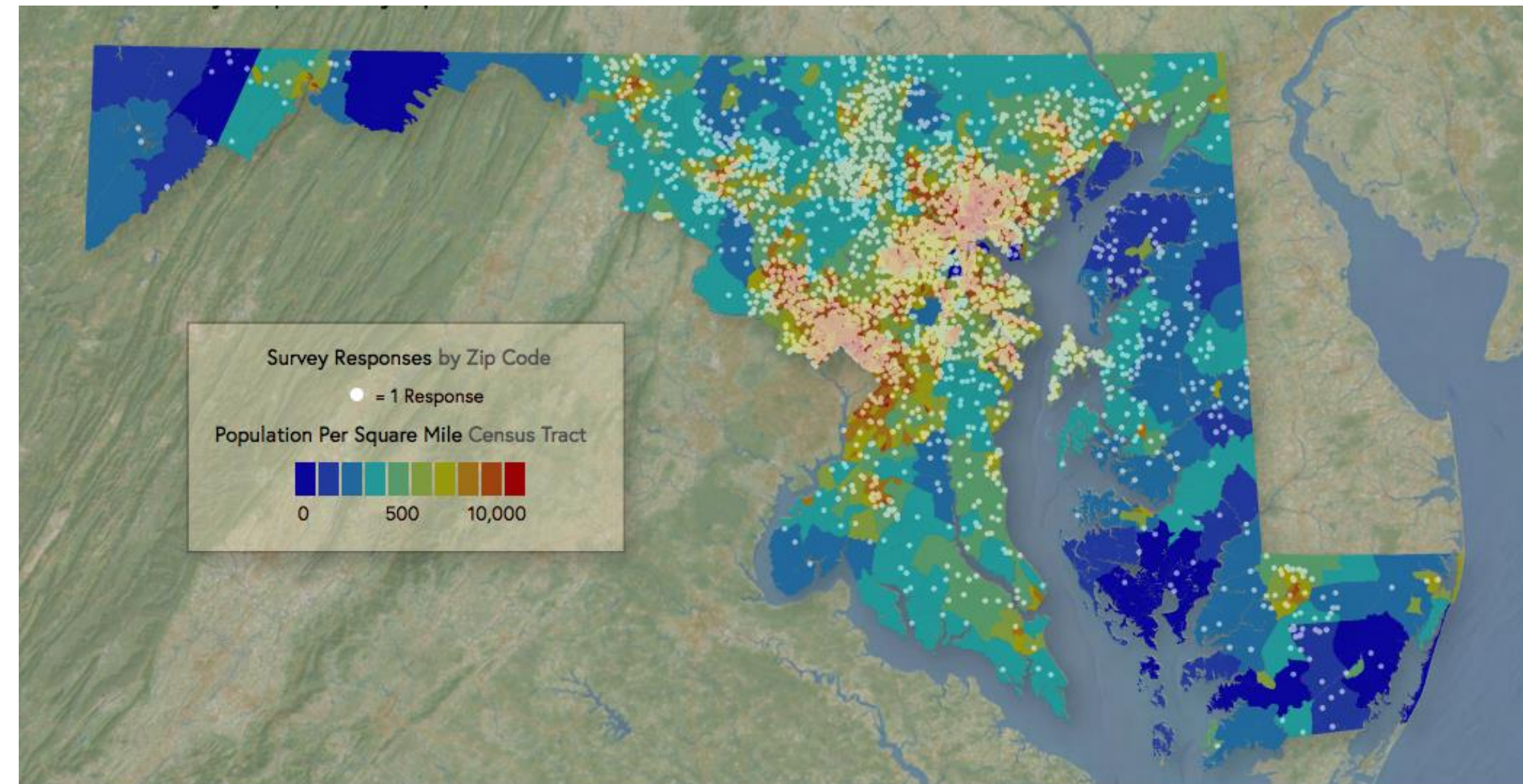
Behaviors > Travel > Commuters

Description: People likely commute from their home to their workplace on weekdays

2040 MTP MetroQuest Survey

- Results of adding targeted paid promotion:
 - Growth in participation, especially in geographic and demographic areas where we usually had low participation
 - 5,927 total participants
 - 4,341 total comments
 - Over 500,000 impressions
 - Over 190,000 individuals reached
 - Over 300 shares to personal pages

Survey Participants by Zip Code



Survey data culled from 2040mtp.metroquest.com. Respondents provided their zip code of residence
3,896 valid Maryland zip codes responses submitted (from survey total of 5,927 respondents)
Average of 8.8 responses per zip code

2040 MTP Survey – Top Priorities

MetroQuest Survey Enabled MDOT to:

- **Better learn what our customers' top priorities are:**
 - Travel Reliability
 - System Maintenance
 - Safety and Security
- **Better understand Maryland's Top #1 Choices (most times at #1):**
 - Tax Dollars Spent Wisely (28.2%)
 - Transportation Choices (27.6%)
 - System Expansion (27.1%)

2040 MTP Survey – Top Strategies by Priority

MetroQuest Survey Enabled us to get a better understanding of Maryland's top transportation strategies:

- Maintenance of aging infrastructure.
- Invest in improvements.
- Reliable travel times.
- Preserve the existing infrastructure before building.
- Improve air quality.
- Invest in public transit services and vehicles to enhance the transit rider experience.
- Support mixed-use higher density development to offer alternatives to single occupant vehicles.
- New Technology.

The screenshot shows a web-based survey titled "Strategy Rating" with a yellow header. On the left, a vertical sidebar labeled "STRATEGY RATING" contains a list of categories: System Expansion, Safety and Security, Travel Reliability, Quality of Service, and Transportation Choices (which is highlighted). The main content area displays details for the "Transportation Choices" category, including a description: "Creating more options for transportation, including building new bike and pedestrian facilities, carpooling and telework." Below this, there are six sub-items, each with a five-star rating bar and a "Comment" button: "Policies and Projects" (Support mixed-use higher density development to offer alternatives to single occupant vehicles.), "Multimodal Connections" (Provide multimodal connections at key facilities to enable transfers between modes of transportation.), "Bike and Pedestrian" (Ensure bike and pedestrian facilities link to road and transit infrastructure.), "Alternative Options" (Provide more support for carpooling/ridesharing, telework, guaranteed ride home and flex hours.), and "Transit Commuting" (Provide easier commute via transit, including providing transit incentives.). At the bottom of the main area are buttons for "Suggest another" and "Next Task". On the right side of the survey, a vertical sidebar labeled "VALUE PREFERENCE" shows a progress bar with steps 3, 4, and 5, where step 4 is currently active.

2040 MTP Survey – Top Value Preferences by Topic

MetroQuest Survey helped with visual preferences, what Marylanders want the State's transportation to look like in 20 years:

- Improve options for transit, bikes, pedestrians, and rail.
- Add alternative travel options such as transit, bicycle, and pedestrian.
- Deliver projects with more transportation options.
- Provide more transportation options.
- Improve operations for safety and congestion.

4 Value Preference

What to do Next Task

5 STAY IN TOUCH

VALUE PREFERENCE

Economy

Environment

Urban Areas

Rural Areas

Technology

Economy

Which will you value most in 2040?

Improve job access by building new roads and lanes

Improve options (transit, bike, pedestrian, rail)

Invest in ports, rail, airports, and truck routes

Expand to facilitate development of industries

Implement congestion pricing or toll lanes

Previous Optional Comment Next Choice

MTP Goals



- MTP now has seven goals.
- Each goal has objectives.
- Each goal/ objective has performance measures outlined for the annual Attainment Report (AR).



What did we learn from doing the survey?

- We learned that we could get more responses from the interactive survey:
 - from a handful of participants at in-person meetings in 2008,
 - to almost 2,200 participants in 2013,
 - to nearly 6,000 participants in 2018.
- We learned visual preferences about future priorities for the economy, urban/rural areas, the environment and technology, indicating a focus on transit, bikes/pedestrians, transportation choices and improving safety and congestion.
- We learned that technology, modernization and innovation were key themes along with transportation choices, system preservation, maintenance and reliability.
- We learned that fiscal responsibility and using our tax dollars wisely were important.

What did we learn from adding paid social media?

- We were able to triple our survey response/participation rate in half the time.
- We were able to target areas around the State with traditionally low participation.
 - We balanced higher response rate in major urban areas by promoting more heavily in non-urban areas.
 - We could drill down to better understand survey responses on transportation priorities based on these geographies (rural vs. urban interests).
- Paid social media allowed the State to attract new interest and participation.
- By targeting the budget we were able to significantly increase response.



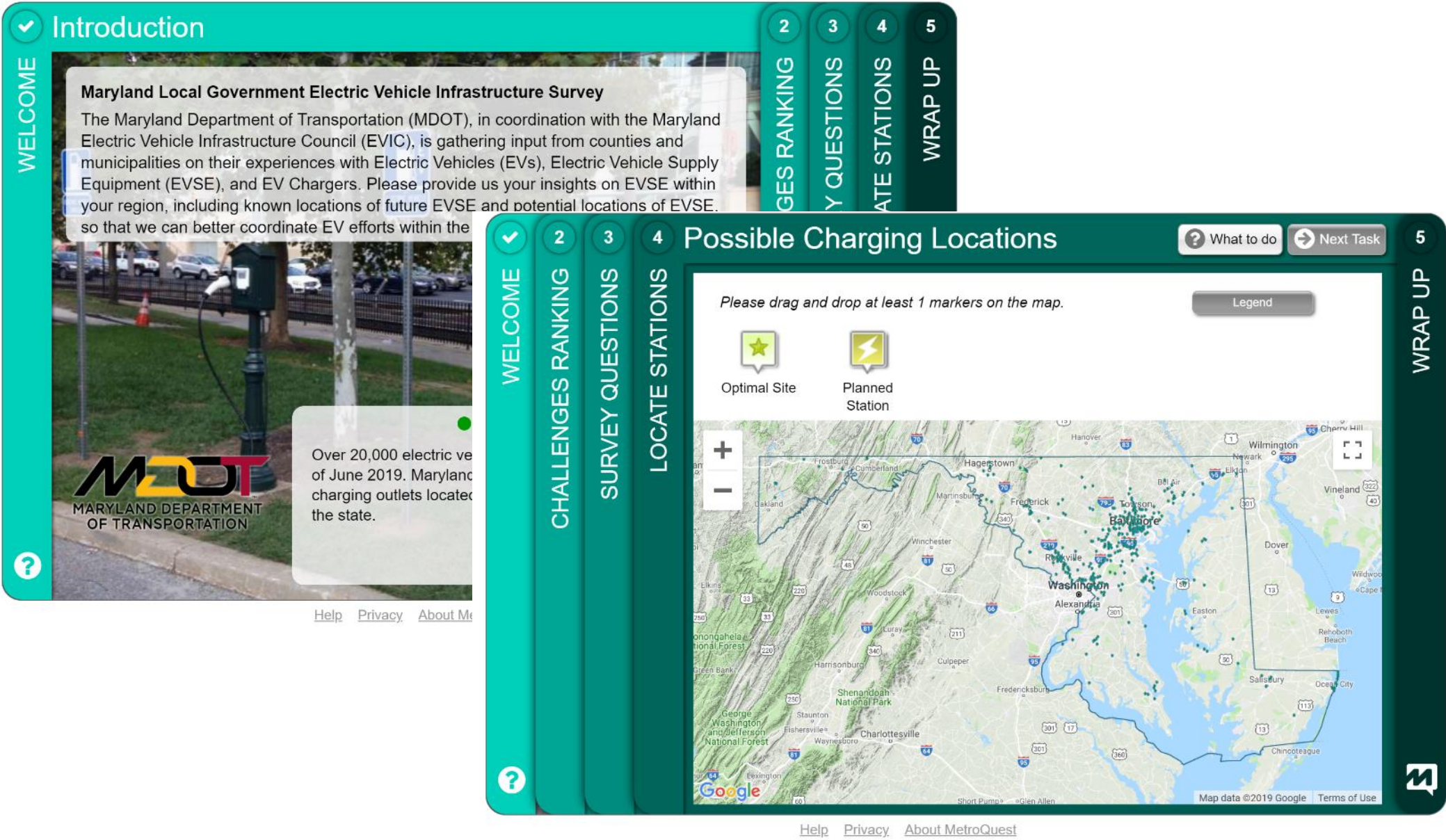
What did we learn from new technology engagement?

- Stand-alone ads appearing on Facebook and Instagram are more effective when compared to boosted posts
- Reach a wider variety of demographics through audience selection of online behaviors and interests
- Ads performed better on Facebook when compared to Instagram

What did we learn from new technology engagement?

- Gain feedback from a variety of minority groups, genders, and age groups
 - Ages 18-34 made up almost 50% of the completed surveys on social media
- Higher than average click through rate
 - 85% of individuals who saw the ad and clicked the survey, completed the survey
- Very cost effective way to reach audiences
 - Facebook is a fraction of the cost of other paid media
 - Significantly better ROI than traditional public meetings

Other MetroQuest Surveys Underway



Electric Vehicle Infrastructure Commission Survey



Local Transportation Technical Needs Survey

And more ...

Other Opportunities to Use MetroQuest

MDOT Maryland Transit Administration's Regional Transit Plan for Central Maryland

25-Year Plan that:

- Defines the goals to be achieved through the provision of public transit
- Identifies options for:
 - Improvements to existing transportation assets
 - Leveraging non-Administration transportation options available to public transportation
 - Corridors for new public transportation assets
- Prioritizes corridors for planning of new public transportation assets
- Ensures consistency with local land use and transportation plans

Work in consultation with the Central Maryland Regional Transit Plan Commission and the Baltimore Metropolitan Council



Connecting Our Future
A Regional Transit Plan for Central Maryland

Regional Transit Plan



MetroQuest Survey



- Conducted Feb. 22 – April 22, 2019
- Over 2,800 respondents from throughout the region (2,626 online)
- Targeted campaign to expand demographic/geographic reach
- Paper version available at pop-up events (218 using the paper survey)
- Input was synthesized with additional public output from Commission meetings and outreach events and will shape the goals and priorities of the RTP.

Regional Transit Plan


Regional Transit Plan for Central Maryland

WELCOME


CONNECTING OUR FUTURE

A Regional Transit Plan (RTP) for Central Maryland


The RTP will provide a 25-year vision for mobility and define public transportation goals for Central Maryland, including Anne Arundel, Baltimore, Harford, and Howard Counties, and Baltimore City.



Begin

 **Connecting Our Future**
A Regional Transit Plan for Central Maryland

The Maryland Department of Transportation Maryland Transit Administration (MDOT MTA) is leading the RTP development in collaboration with a broad range of partners and the public. We hope you will be part of the process!

 **MDOT**
MARYLAND DEPARTMENT
OF TRANSPORTATION
MARYLAND TRANSIT
ADMINISTRATION

2

3

4

5

PRIORITIES

BUDGET ALLOCATION

STRATEGIES

WRAP UP

Age of Survey Respondents



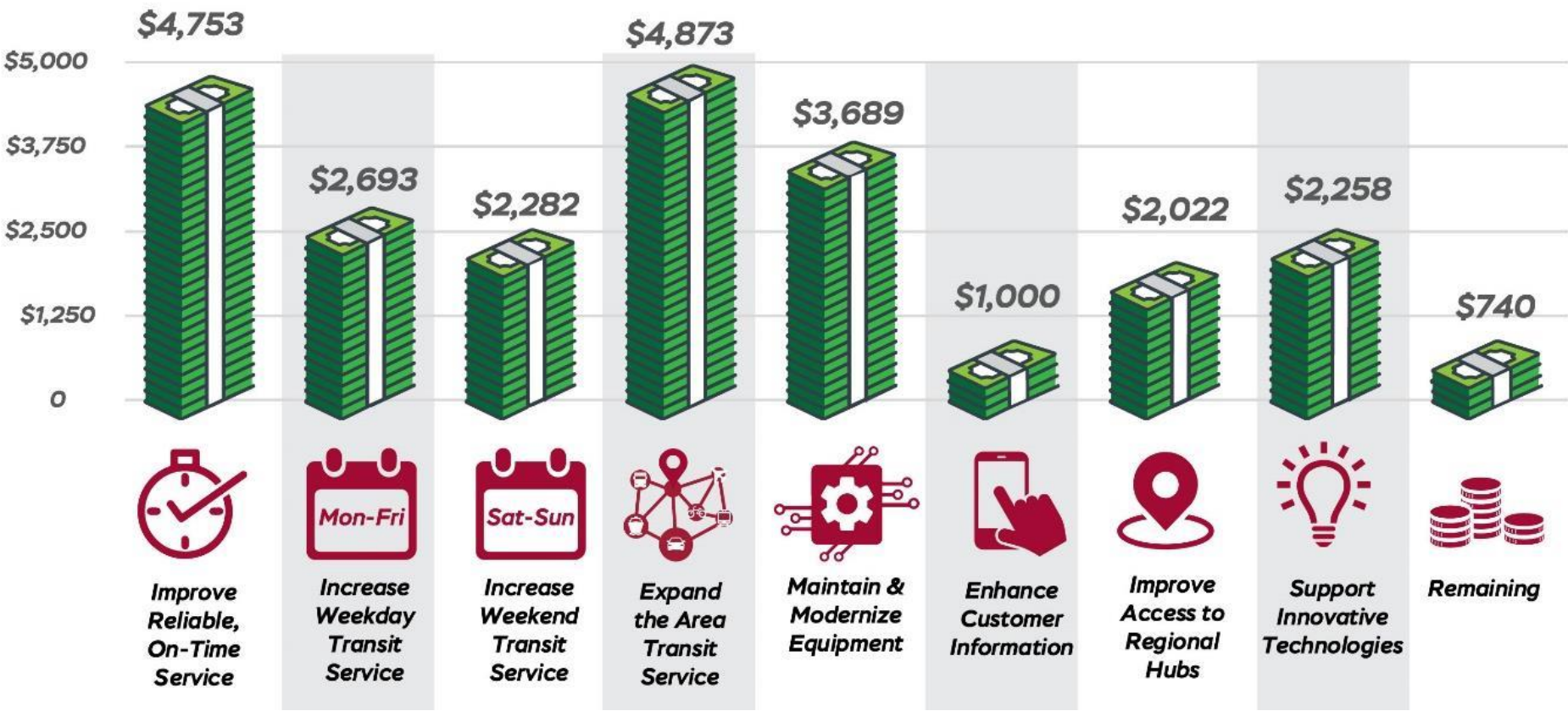
25 or Under	26 to 40	41 to 60	61 to 80	81 and Over*
10.7 %	42.1 %	31.9 %	15 %	.3 %

Regional Transit Plan Survey Results

Benefits of Transit (Choose Top 3)

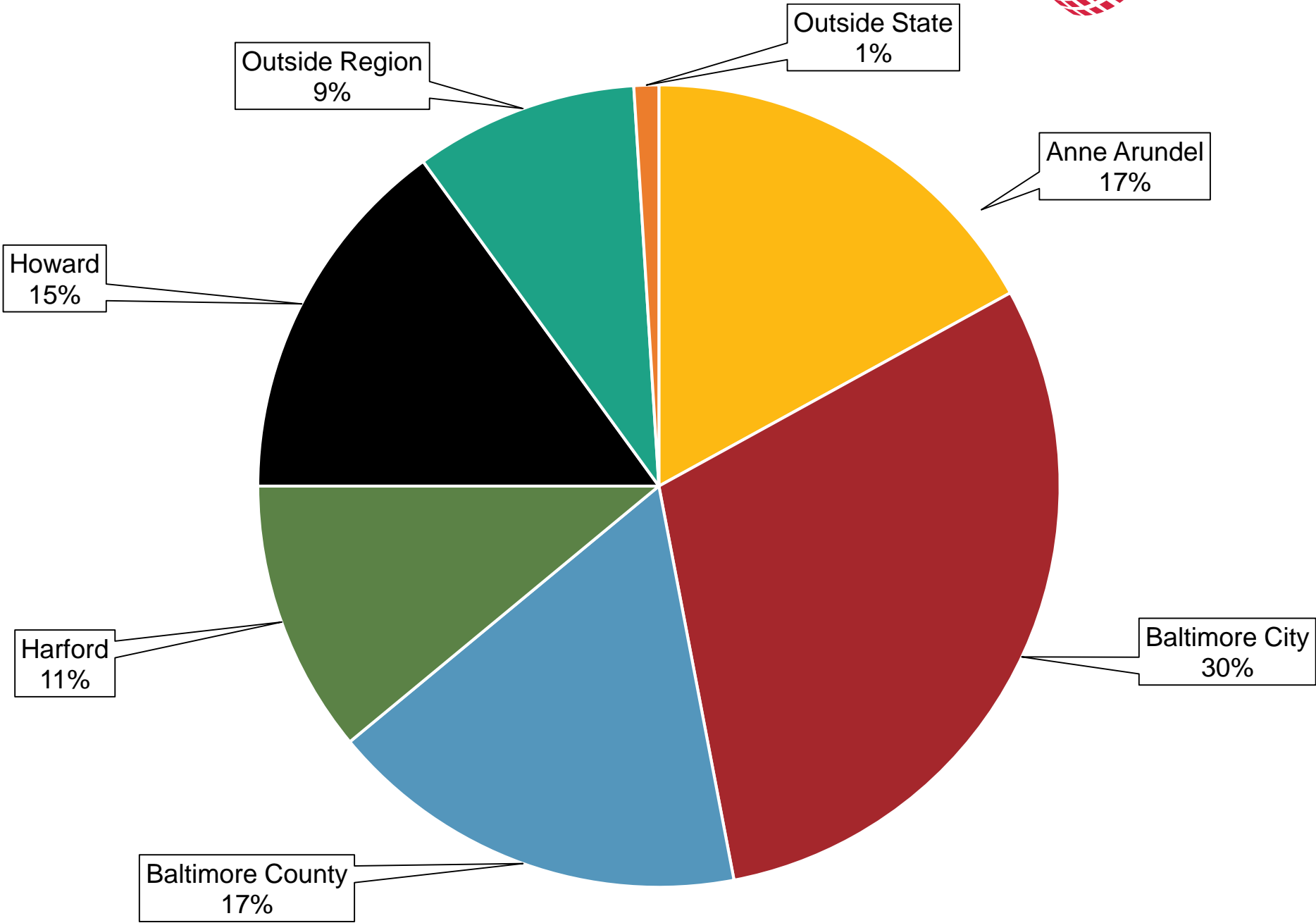
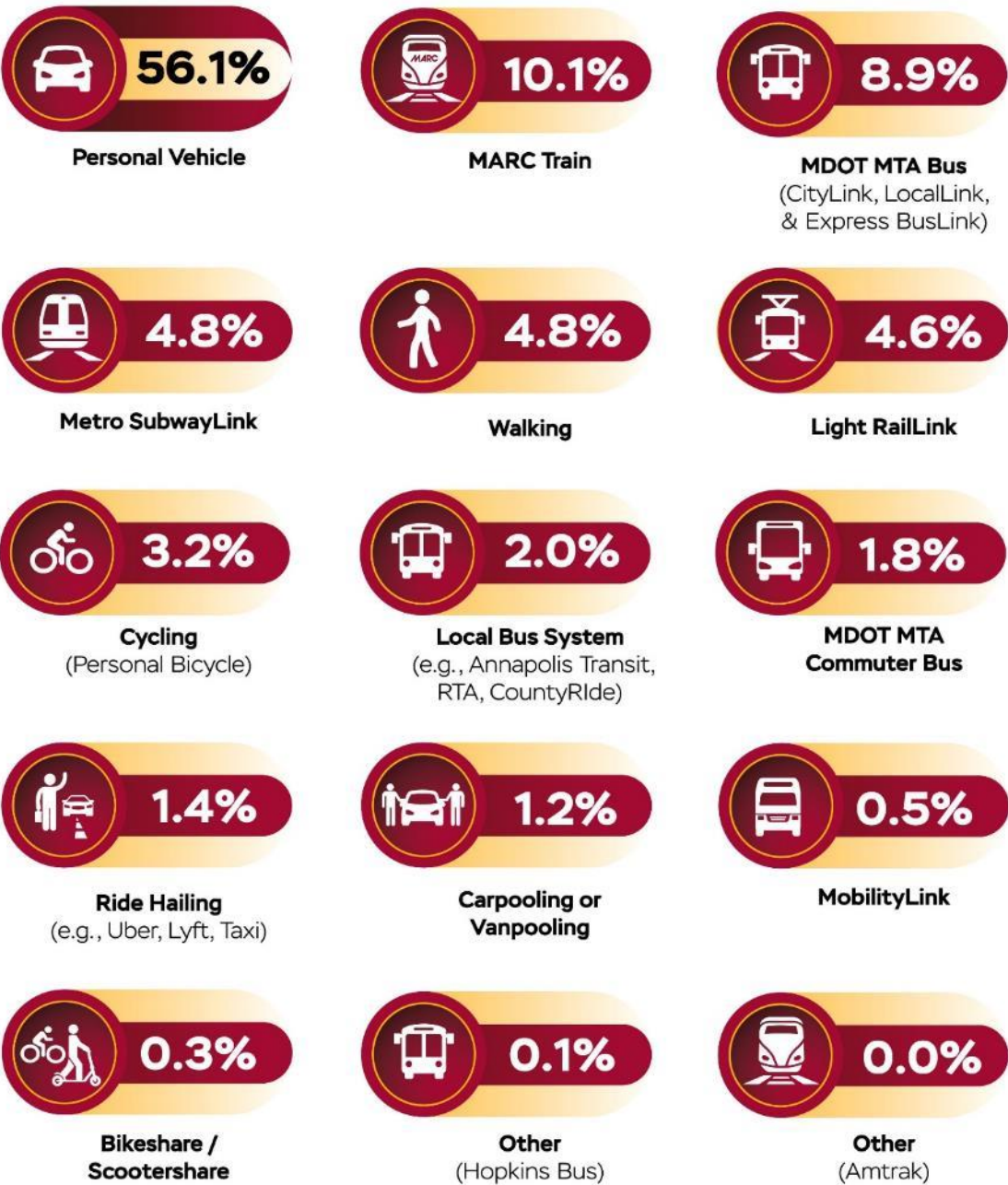


Transit Investment (Choose Top 5)



Regional Transit Plan Survey Results

How do you typically travel?



Regional Transit Plan Survey Results



What we learned



- We learned transportation **priorities**, not just the words, but how customers would focus funding through coin distributions.
- We learned which **strategies** were of most interest to Central Maryland transit customers.
- We learned **specific comments** on transit access and needs.

Regional Transit Plan Survey Comments

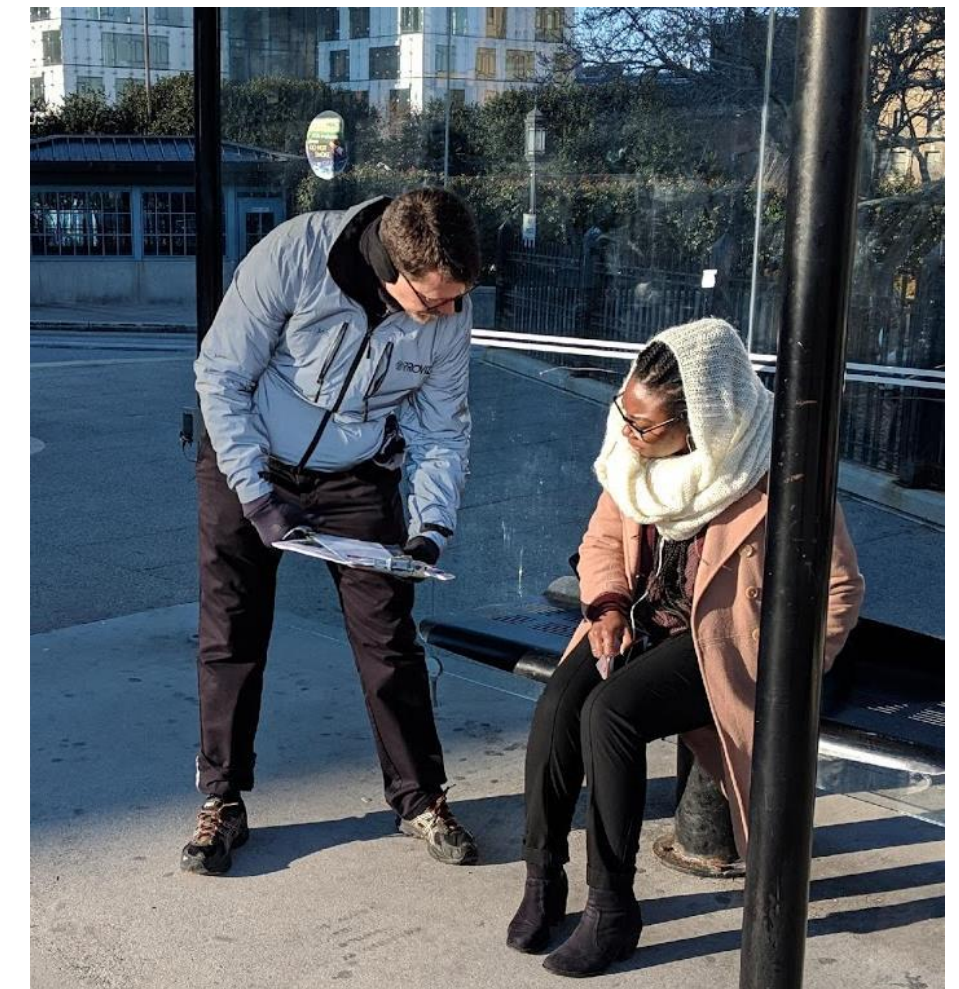
Sampling of Survey Comments

- “That last mile (or three) can be a killer, especially depending on the time of day you are traveling.”
- “Subways, light rail, train and bus must be integrated and have easy transfers where they cross.”
- “Access to educational institutions is very important since not everyone can afford to live on campus or have a personal car for travel.”
- “[Transit is] critical for community integration for populations who do not have cars and may be living on a limited income. This could include seniors and people with disabilities.”
- “If [public private partnerships] are pursued it needs to be balanced with protections to ensure equity.”
- “Commit to TOD around metro and light rail stations.”

Regional Transit Plan

■ Additional Tools for Public Engagement

- Pop-ups
 - Transit stations
 - Shopping malls
 - Libraries
- Community events
 - Fairs and festivals
 - Farmers markets
- Regional open houses
- Commission meetings



Regional Transit Plan: Lessons Learned

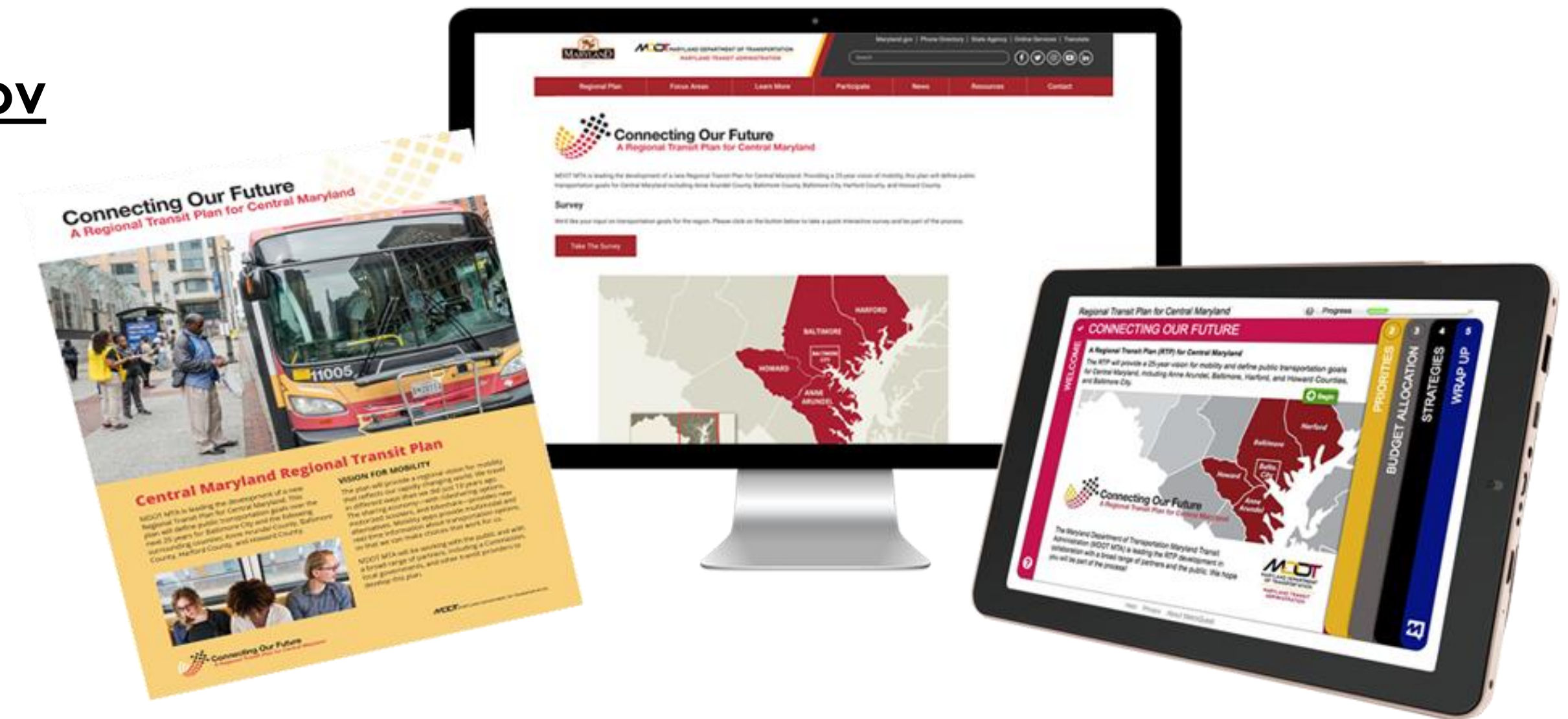
- Use both high-tech and low-tech (high touch) resources to share information



- RTP website:
www.rtp.mta.maryland.gov

- RTP survey:
www.rtp.metroquest.com

- RTP phone line:
(443) 475-0697



Regional Transit Plan

Ongoing Goal Refinement

- Revisit and revise the goals throughout the year
- Continue public engagement to further refine goals
- Begin to consider strategies that fit within the draft goals



Using MetroQuest: What MDOT Has Learned

- MetroQuest offers a flexible, user-friendly platform that can be used in many different ways to obtain public input on projects
- Combining MetroQuest with effective paid social media can significantly increase input and reach new markets
- Using MetroQuest as part of a multi-dimensional public involvement process produces better results

Questions?

- Contacts
 - Michelle Martin, MDOT Planning
(410) 865-1285
mmartin@mdot.state.md.us
 - Susan Sharp, Sharp & Company
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susans@sharpandco.com
 - Emily Aro, Sharp & Company
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emilya@sharpandco.com

Select MetroQuest subscribers

State Agencies



Local Agencies



Consulting Firms



A man with a beard and glasses, wearing a blue denim shirt, is high-fiving a woman with long blonde hair, also wearing a denim shirt. They are in a bright office with large windows in the background. The man is smiling and looking at the woman. The woman is also smiling and looking at the man. They are standing at a desk with papers and a pen holder. A green semi-transparent box is overlaid on the left side of the image, containing white text.

How to optimize
online engagement
for actionable results?





1

Maximize
participation

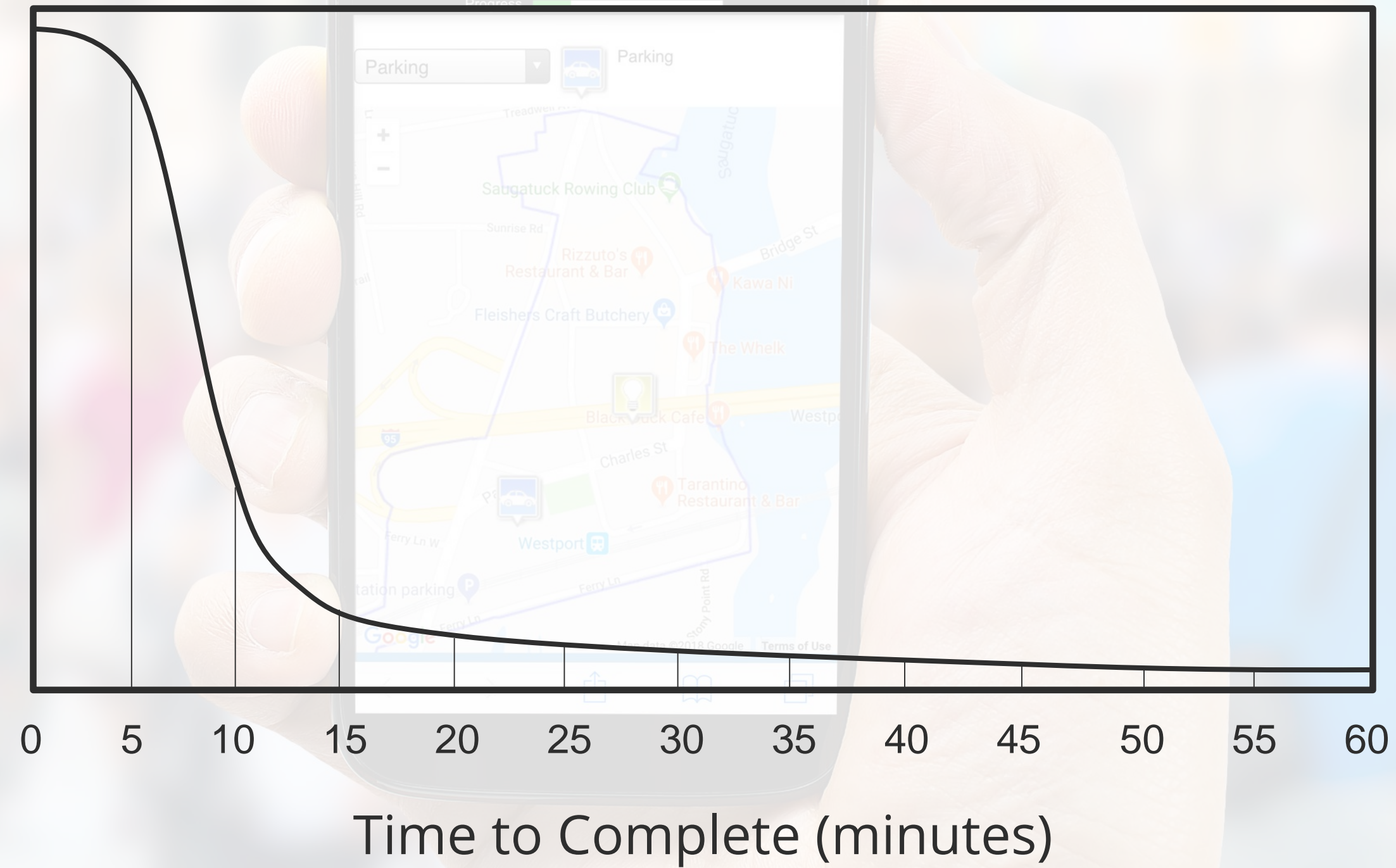


Make the experience delightful



Design it to take 5 minutes

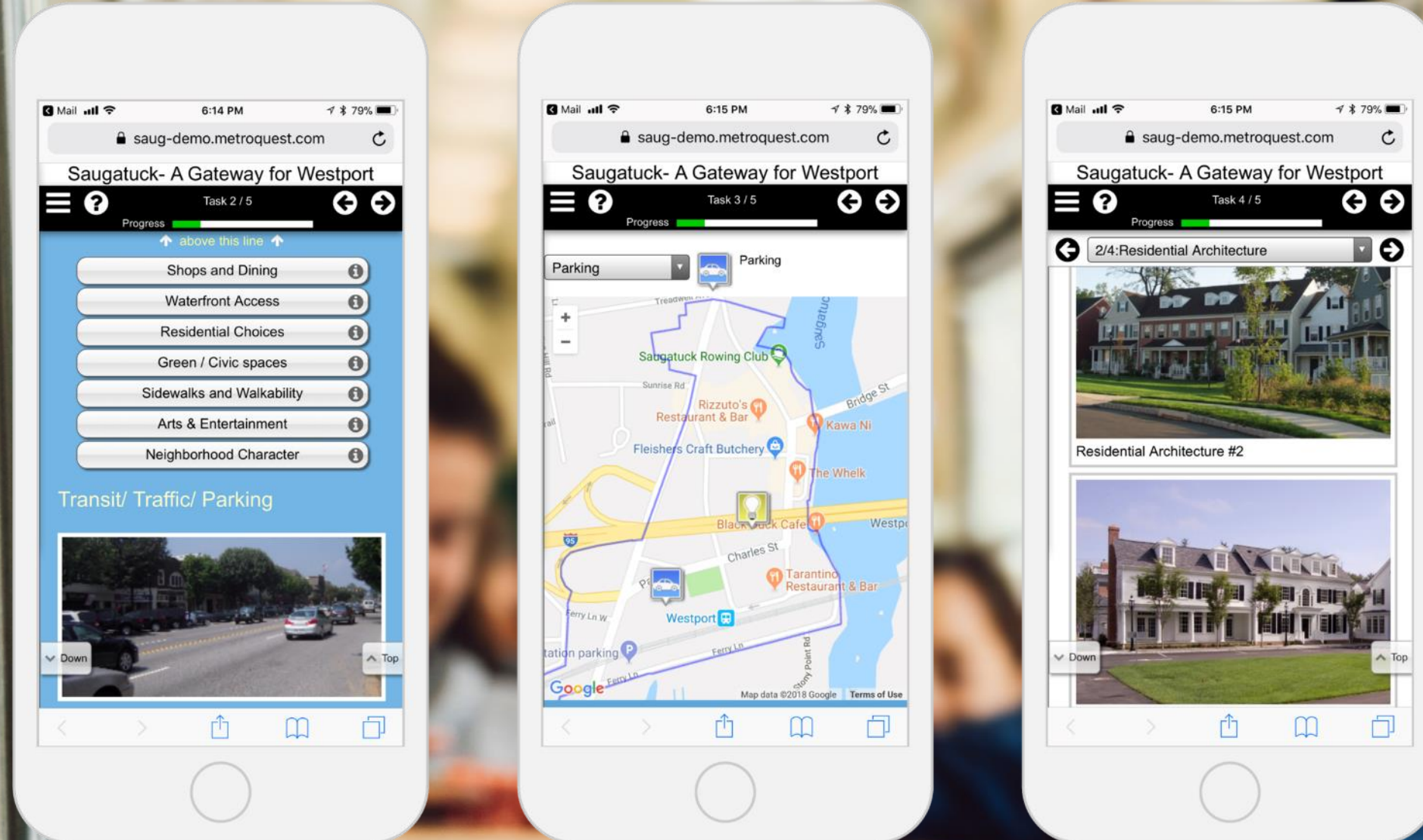
Participants



Be multi-channel



Make it responsive on mobile






Informed
input



Create microlearning moments

Springfield City Plan - Stage 3

Progress 

What to do Next Task

1 2 3 4 5

WELCOME PRIORITY RANKING FUNDING STANDARD SURVEY WRAP UP

Funding Balance

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


Funding Source	Amount
Vehicle License	+\$60 per licensed vehicle
Fuel Tax	+6¢ per gallon
Adopt-a-Highway	+\$60 per mile
Luxury Brand Tax	+4% tax
Carbon Credits	+\$3 per ton

More funding required to meet target

BUDGET \$300.00 Millions
FUNDING \$275.00 Millions

Help Privacy About MetroQuest

Springfield City Plan - Stage 2

Progress 

What to do Next Task

1 2 3 4 5

MAP MARKERS WRAP UP

Budget Allocation

Bi-Central Community-Based Industrial Sector

Please rate this scenario:

5 stars

Optional Comment

Culture Community Traffic Sprawl Environment

Worse than today

Strategy Rating: 22

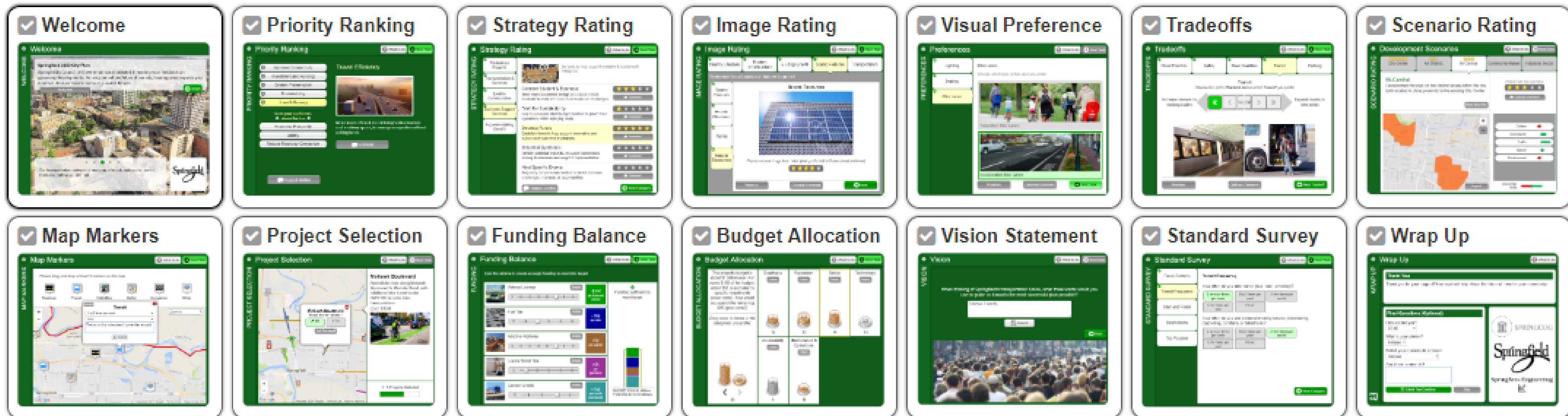
Vision: 50

Wrap Up: 3

Help Privacy About MetroQuest



Use templates designed for planning



Top public engagement goals



✓ Increase participation
✓ Broaden demographics

✓ Educated input
✓ Quantifiable data

maximum participation + informed input = actionable results

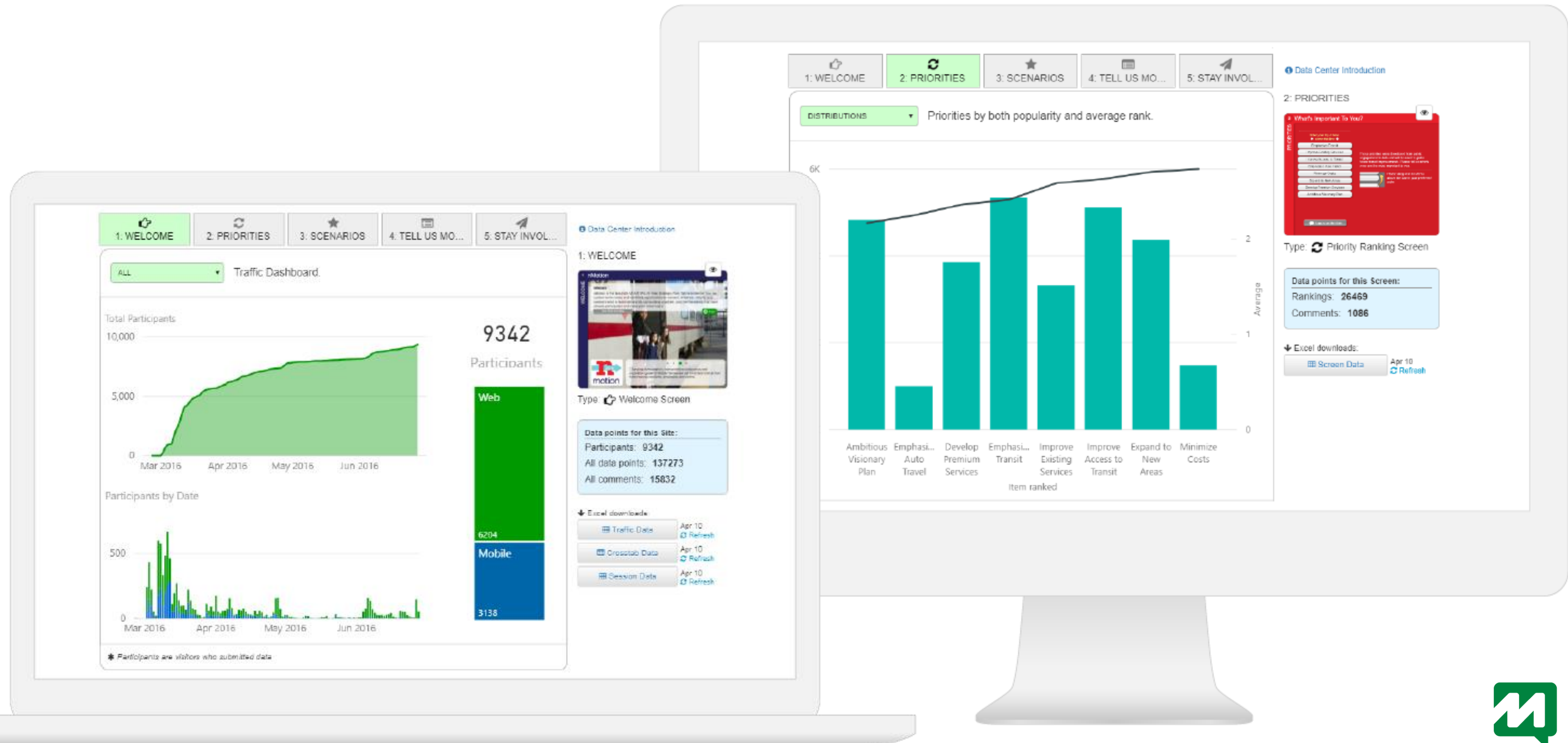


3

Actionable
results



Leverage your dashboards




MetroQuest – Engagement Optimized

- ✓ Engage thousands online
- ✓ Involve a diverse audience
- ✓ Educate the public
- ✓ Collect informed input
- ✓ Deliver actionable results



Unlimited surveys with your annual subscription!



A young woman with blonde hair and black-rimmed glasses is smiling at the camera. She is wearing a green t-shirt under a light-colored cardigan. She is sitting at a wooden table in what appears to be a cafe or a casual dining area. In the background, other people are blurred, and there are warm, ambient lights. A semi-transparent blue rectangle is overlaid on the left side of the image, containing white text.

Poll: What
additional information
would you like?





What projects is MetroQuest designed for?



Urban
design



LRTPs



Transit



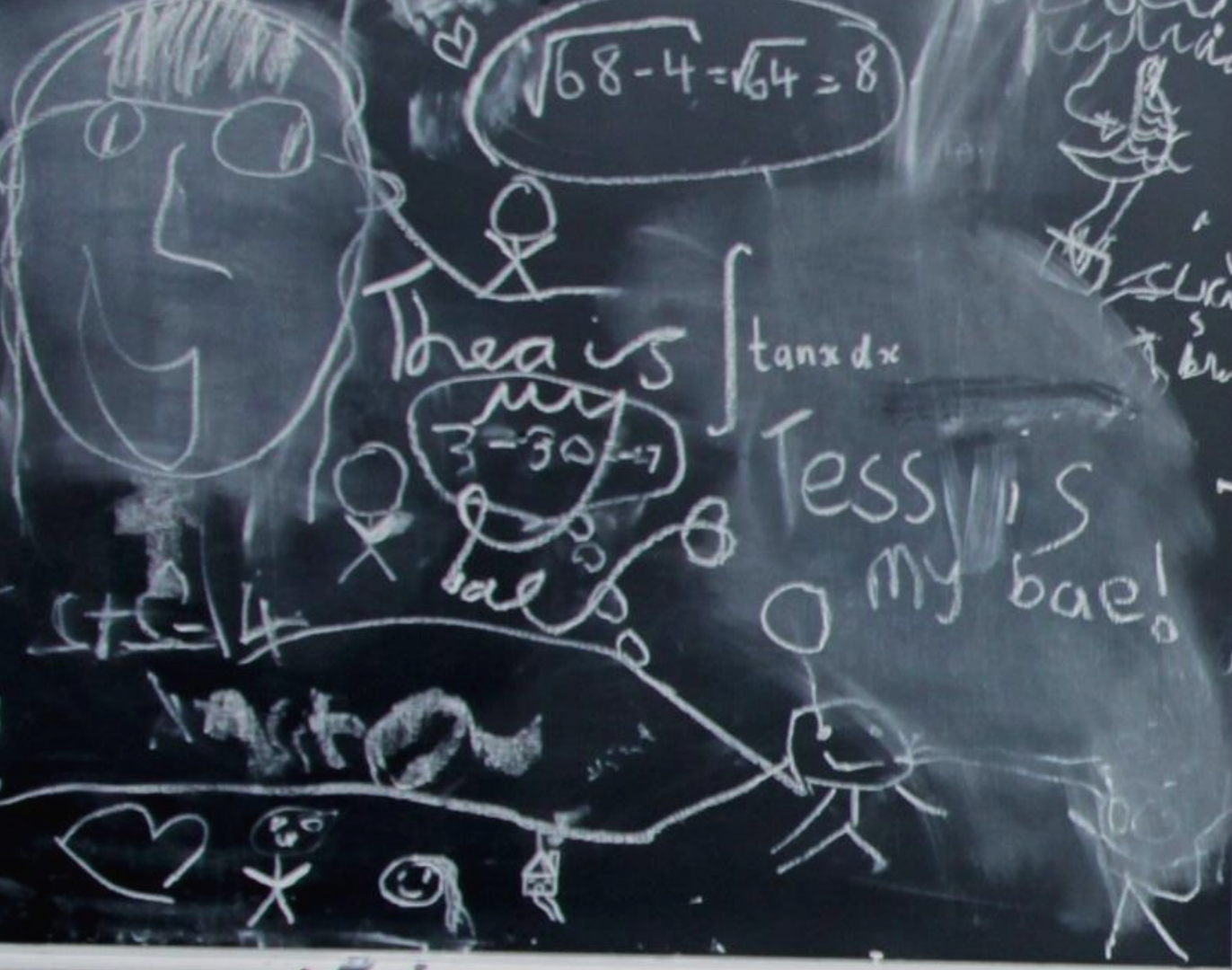
Bike &
pedestrian



Land
use



Comprehensive



Poll: What types of projects
are coming up for you?
Send me examples for:



NEXT Webinar

Indianapolis MPO's Formula for Actionable Public Input on Bike, Ped & Transit

Wednesday, November 20th

1 hour | 11 am Pacific | 2 pm Eastern

Educational Credit: 1.0 (APA AICP CM)

Poll: Save your seat!



Jen Higginbotham
Principal Planner,
Indianapolis MPO



FREE Playbook

12 Ways to Promote Your Online Survey Like a Pro

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



Thank you: MetroQuest subscribers!



Questions?



Michelle Martin

Assistant Director, Office of
Planning & Capital Programming
Maryland DOT



Susan Sharp

President & Partner
Sharp & Company



Emily Aro

Social Media Wizard
Sharp & Company

Thank you for participating!

AICP CM: <https://planning.org/events/course/9188707/>

