



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





Dave Biggs

Chief Engagement Officer
MetroQuest



Agenda

MPO trends “Public Involvement Matters”

6 drawbacks of multiple-choice surveys

Success! Indianapolis MPO's formula for actionable public input

Tips for actionable data for every project

Live 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

[Privacy / About MetroQuest](#)

MPO SURVEY

4

5

MPO 2018

Your Involvement Priorities

Please rank 4 of the 8 items in your preferred order

1

2

3

4

↑

↓

Order your top 4 items above this line

Reduce Cost/Participant

Meet Regulations

Collect Informed Input

Collect Quantifiable Data

Increase Participation

Improve Decision Making

Broaden Demographics

Build Public Support

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

[Privacy / About MetroQuest](#)

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

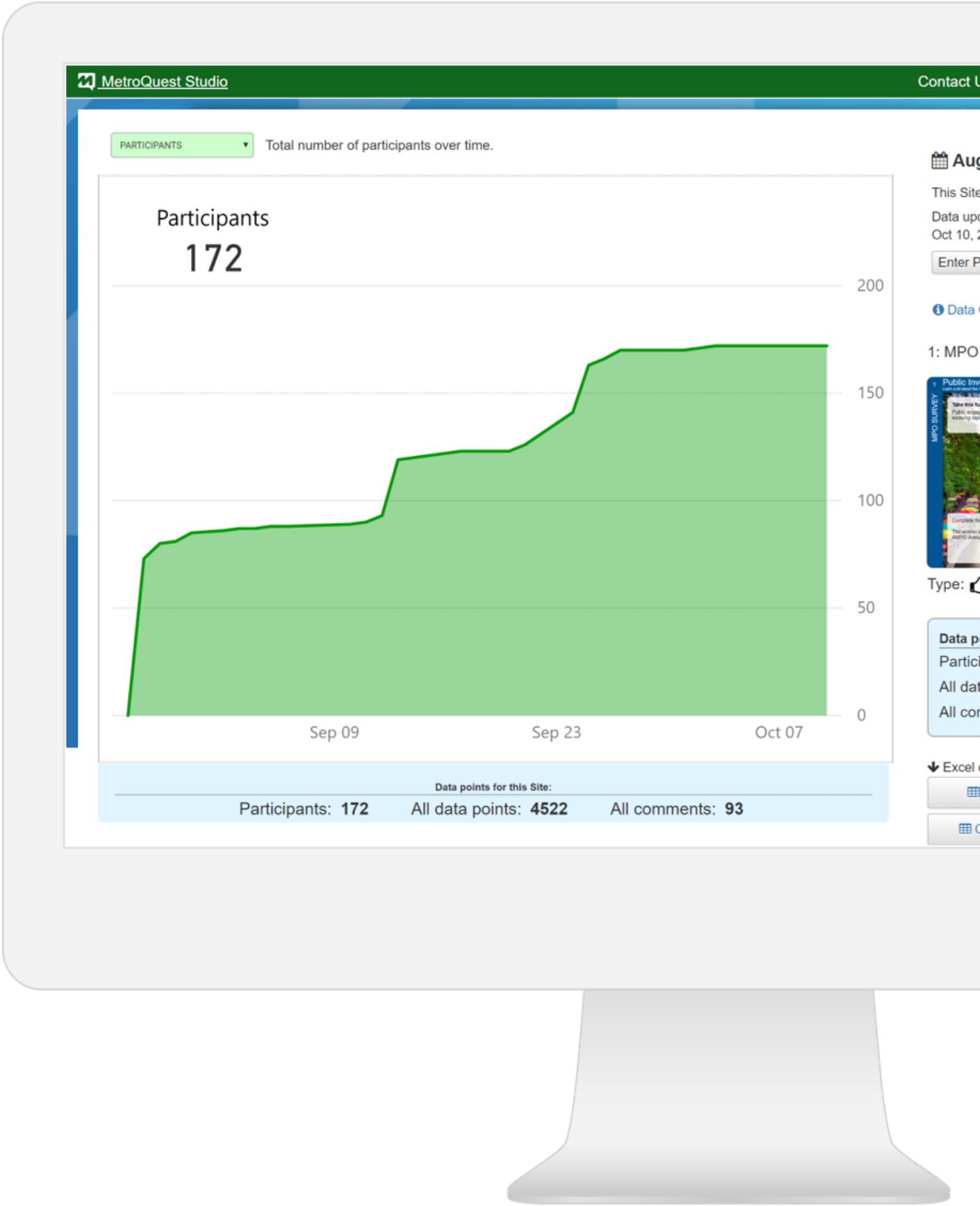
1 Star = Not

5

THANK YOU



Choose the option that best shows which tradeoff you prefer

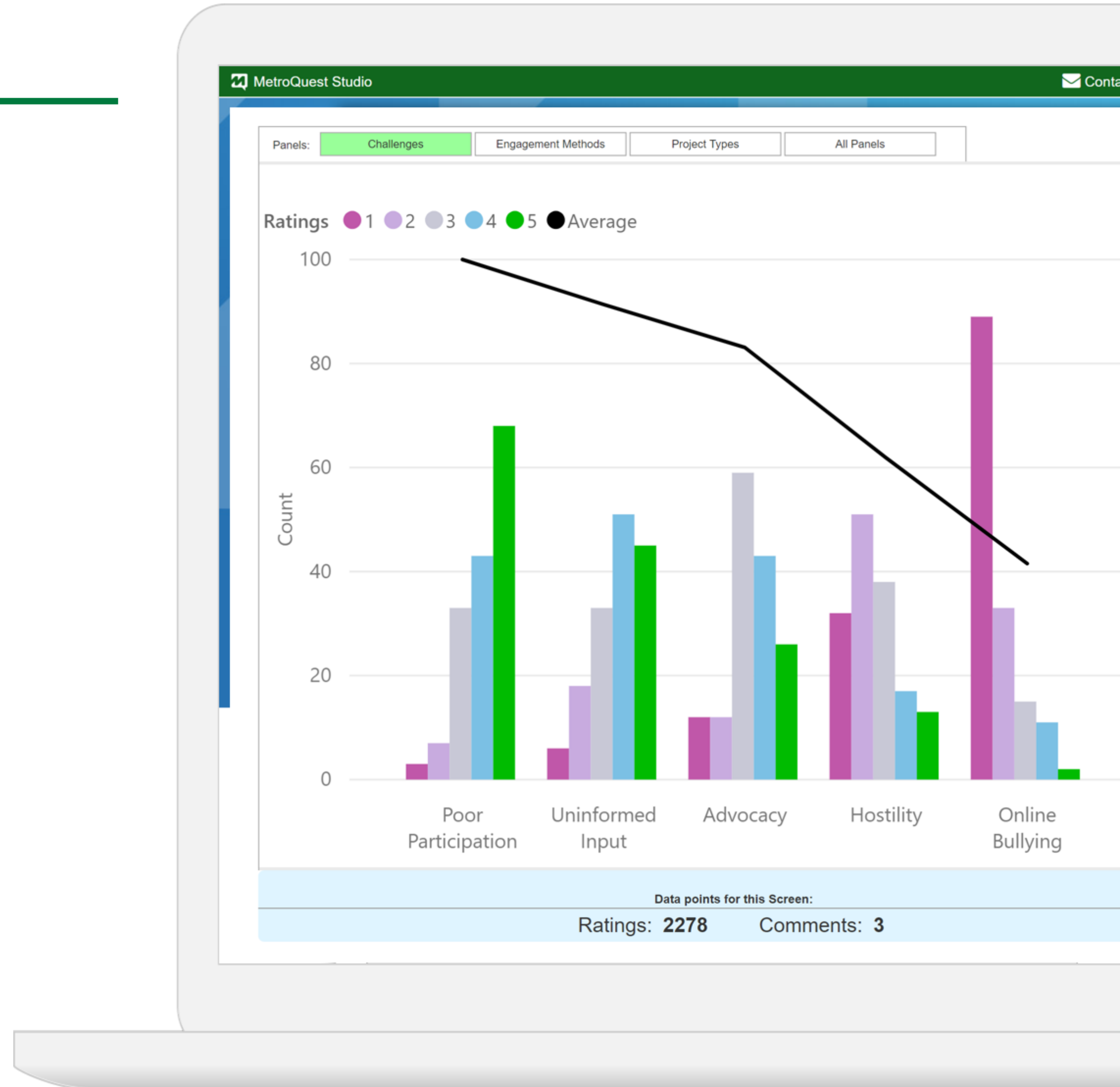


Association of
Metropolitan
Planning
Organizations

Top Challenges

#1 Poor participation

#2 Uninformed input



#1 Challenge: poor participation

"Apathy and time commitment by the public."

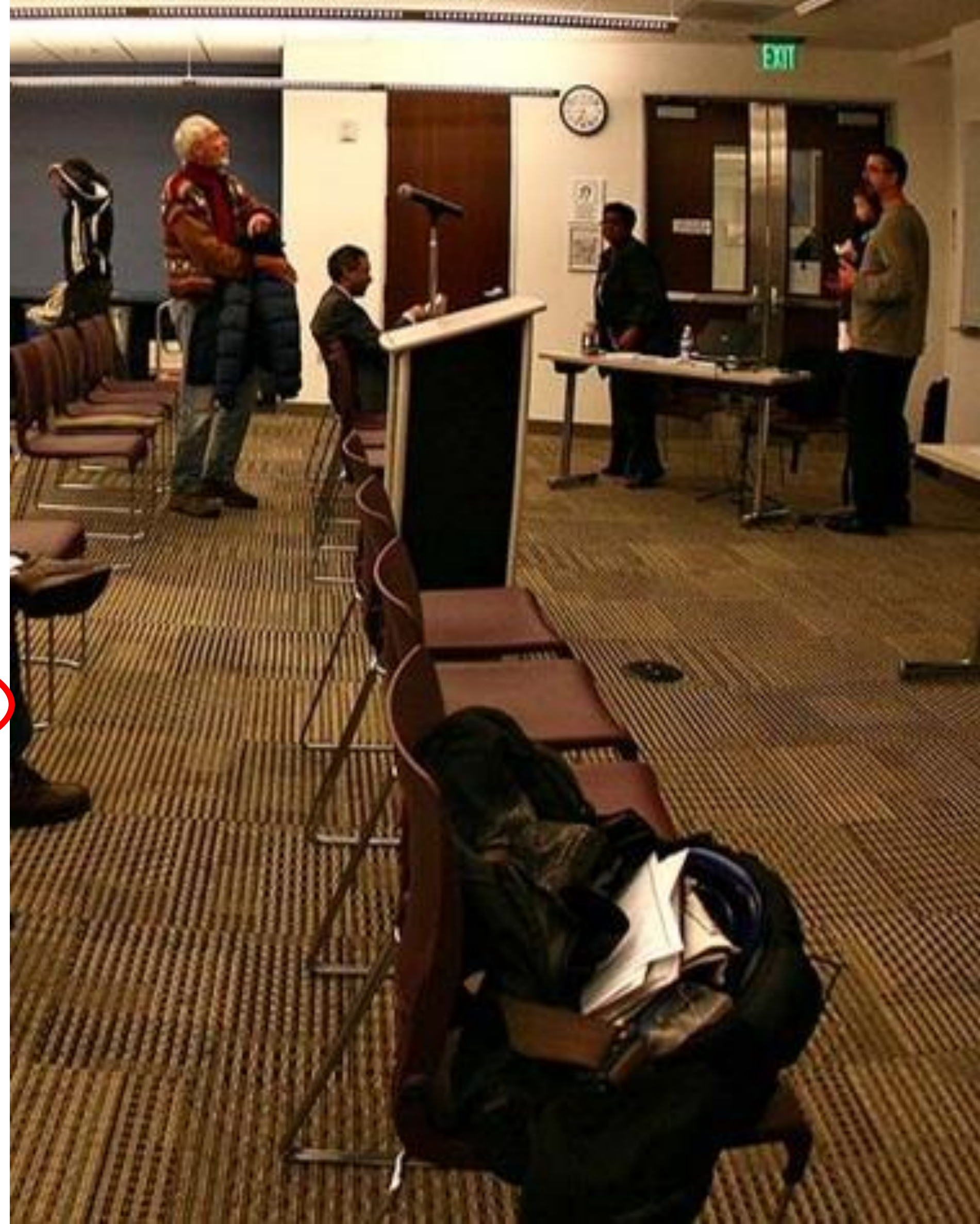
"Currently we have very little public visibility, awareness, and involvement."

"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

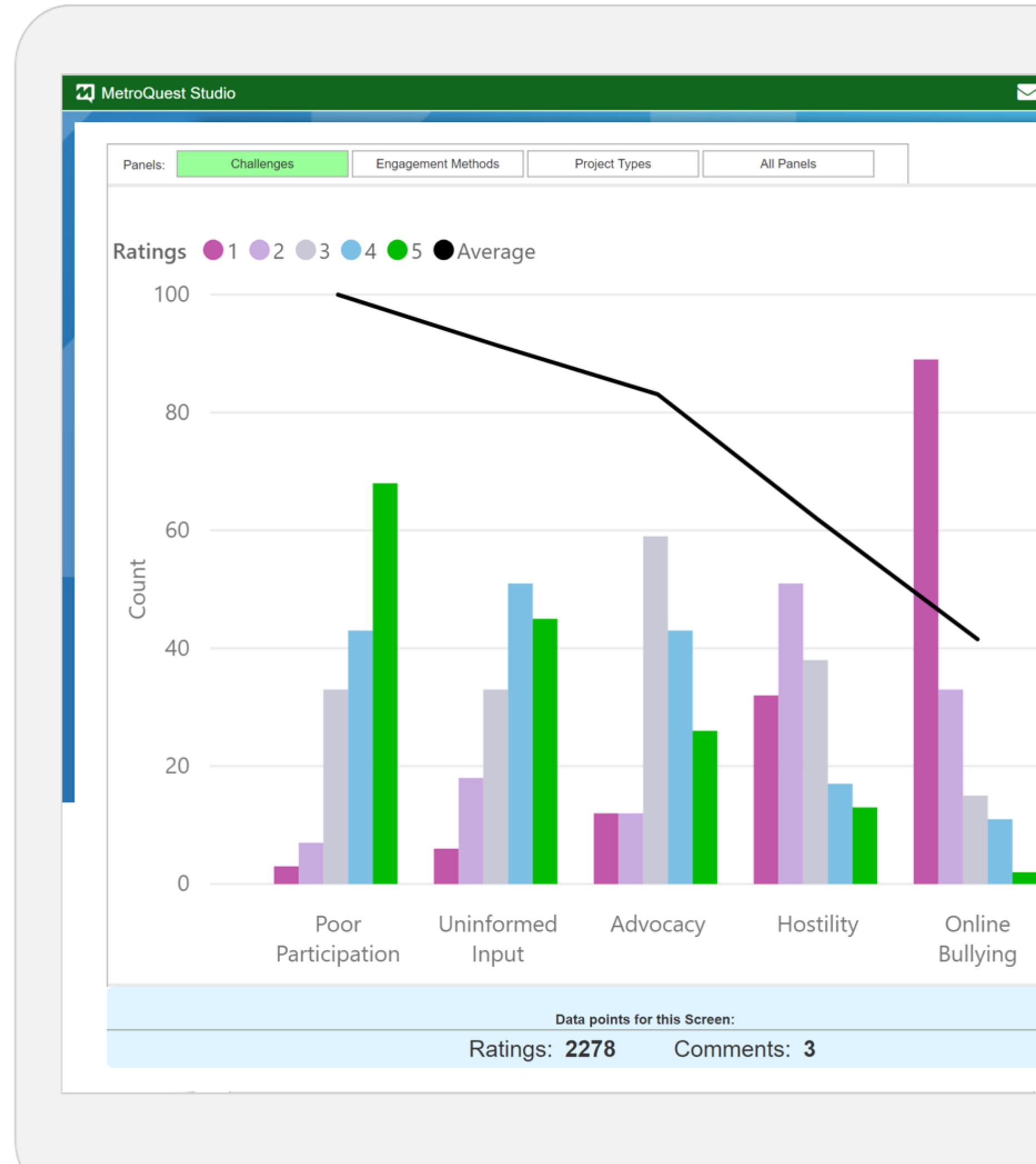
“Uninformed citizens trying to sway projects in a way they think they want to see.”

“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 3 Engagement Methods

#1 Public meetings

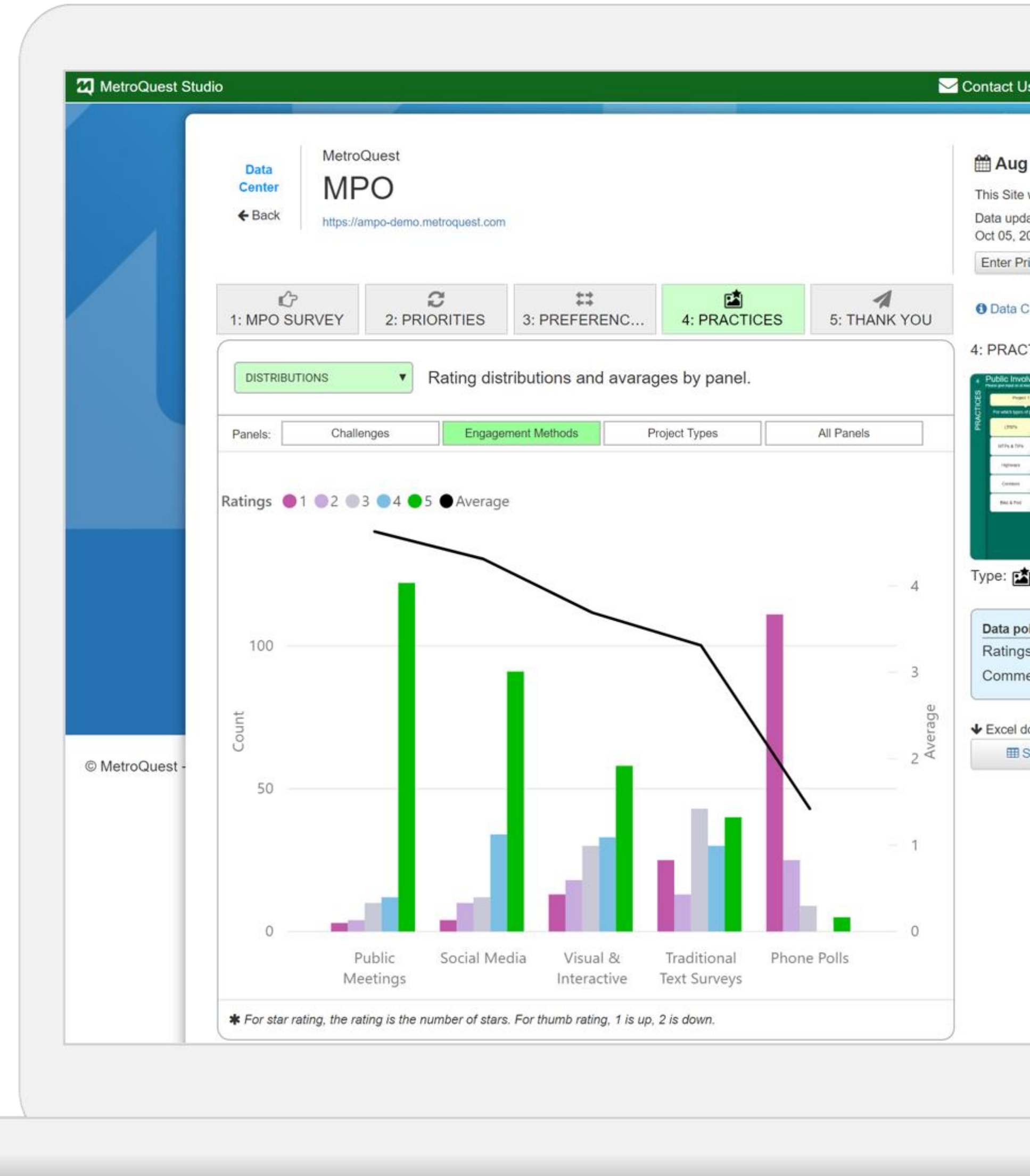
#2 Social media

#3 Visual & interactive tools

Less used methods ...

#4 Traditional text surveys

#5 Phone polls



6 drawbacks of traditional surveys



**LOW
PARTICIPATION**

Boring surveys
yield low
participation



Boring surveys
yield low
participation

Long surveys
have a low
completion rate



Boring surveys
yield low
participation

Long surveys
have a low
completion rate

Bland surveys
are rarely
shared socially



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Multiple choice
questions are
too simplistic

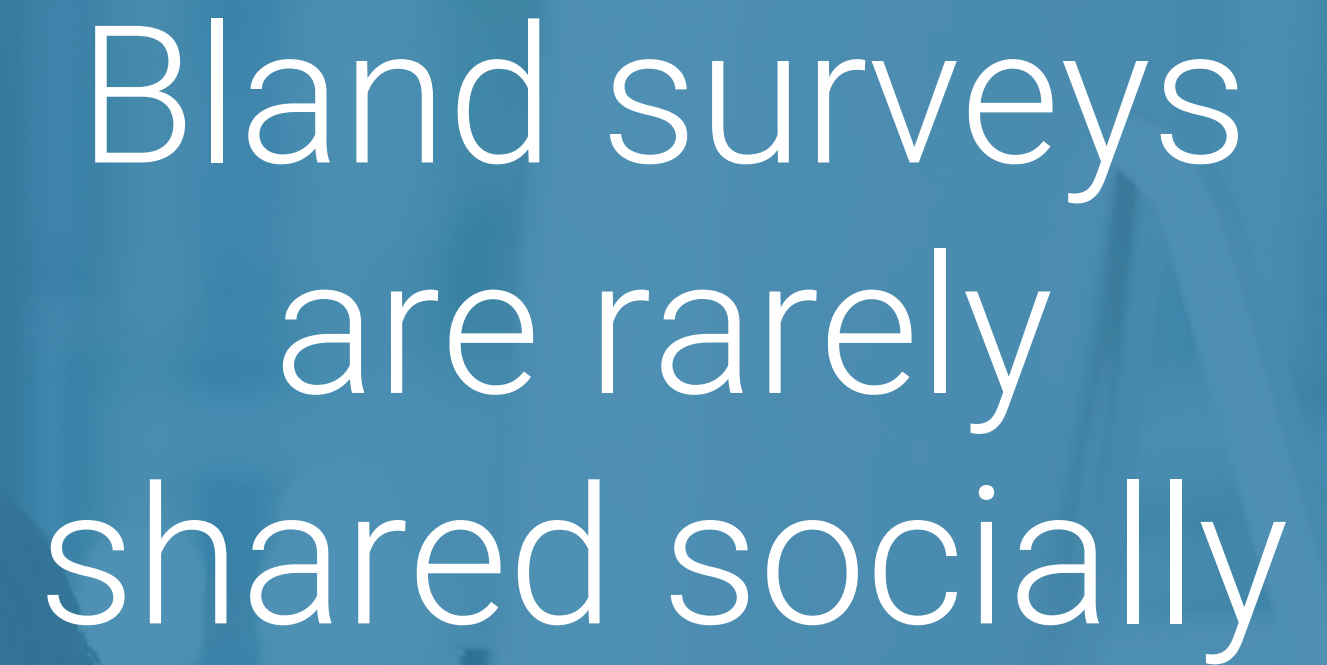




Boring surveys
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shared socially



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questions are
too simplistic



Traditional
surveys rely on
language

Boring surveys
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Bland surveys
are rarely
shared socially

Multiple choice
questions are
too simplistic

Traditional
surveys rely on
language

Text based
surveys are not
educational

Top public engagement goals



- ✓ Increase participation
- ✓ Broaden demographics

- ✓ Educated input
- ✓ Quantifiable data

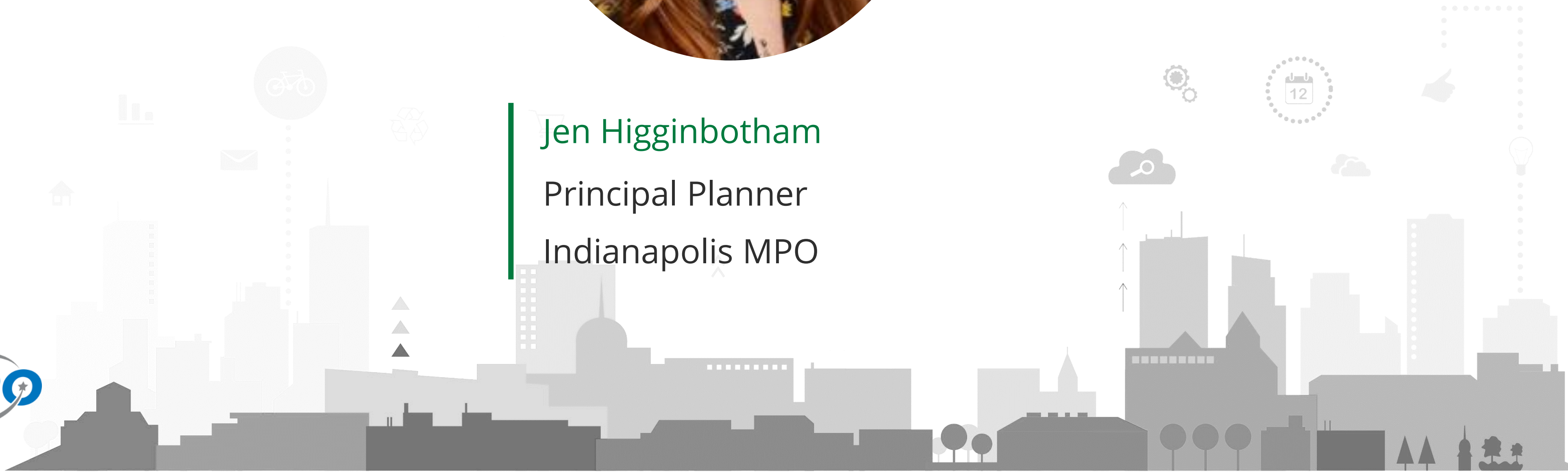
maximum participation + informed input = actionable results



Jen Higginbotham

Principal Planner

Indianapolis MPO

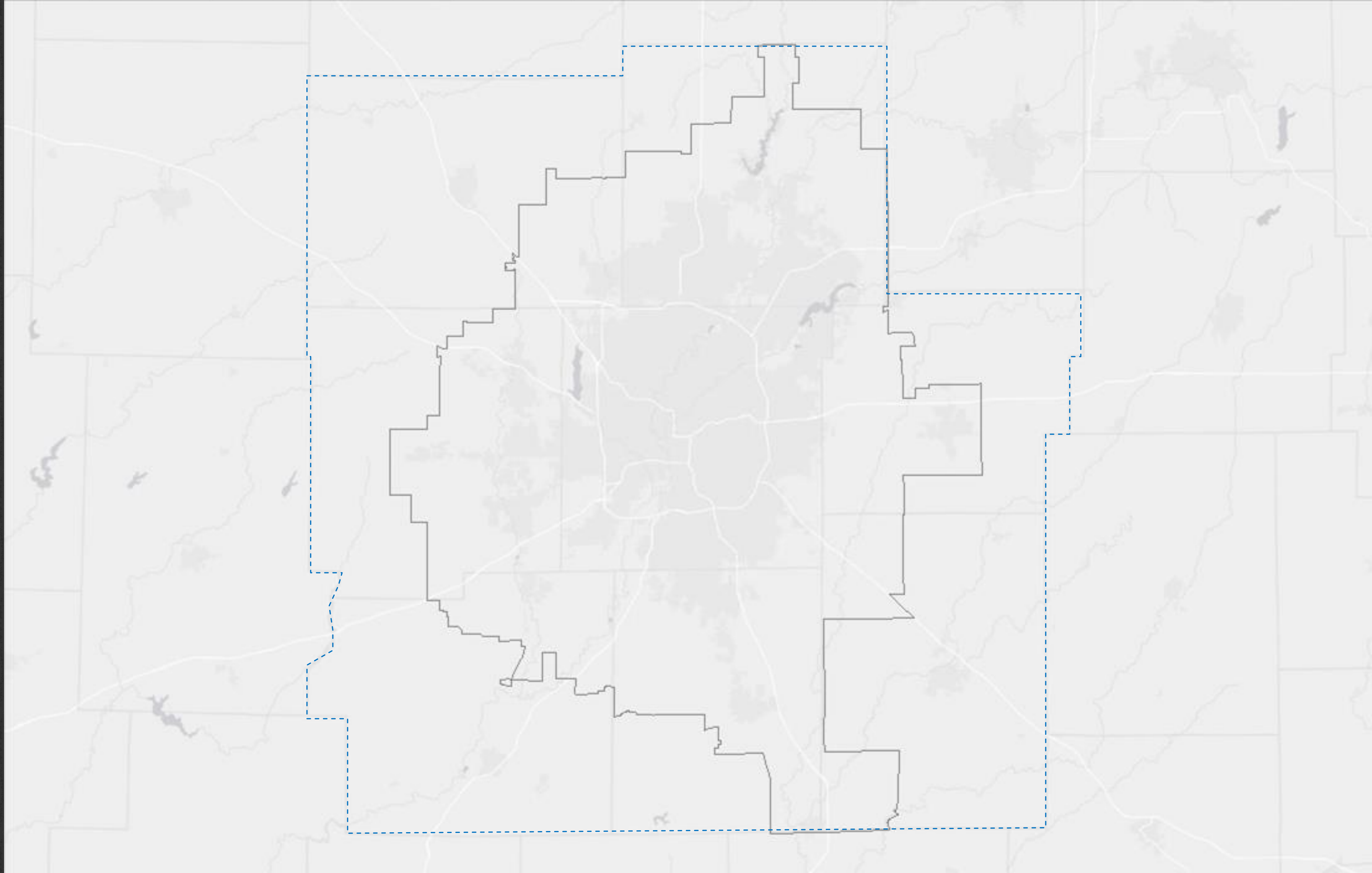


ACTIONABLE PUBLIC INPUT

Indianapolis Metropolitan Planning Organization

Jen Higginbotham, AICP





PROJECTS:

Let's Talk Transit

- ▶ Goals: Education, broad transit feedback, tradeoffs
- ▶ Scale: 2 counties (310K & 150K population)
- ▶ Responses: 900 & 600 (~1,500 total)

Regional Bikeways Plan

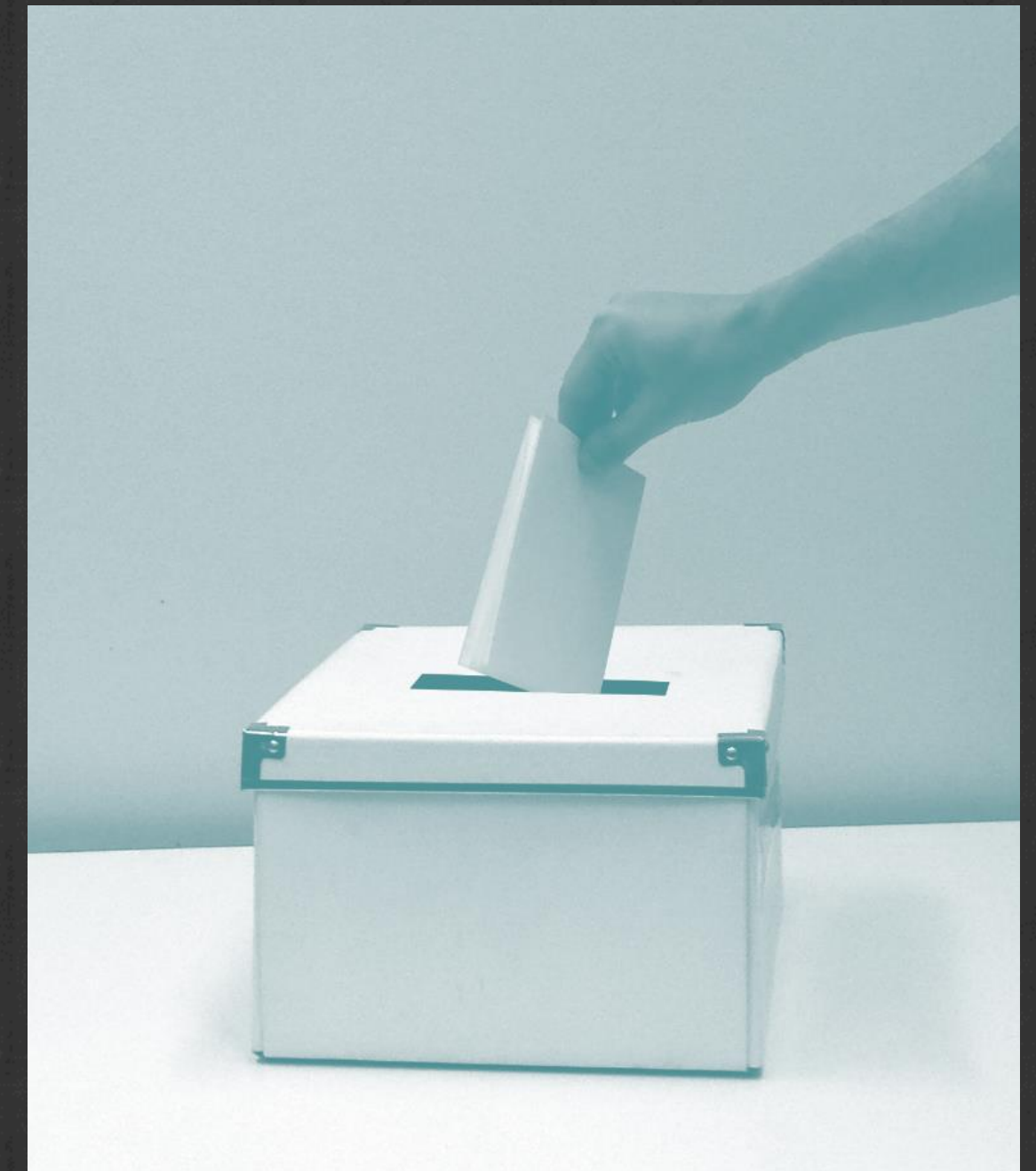
- ▶ Goals: Project Prioritization, locations for connectivity
- ▶ Scale: 8-county MPA (1.5M population)
- ▶ Responses: 1,459 participants / 1,050 completed

Regional Pedestrian Plan

- ▶ Goals: Goals, Geographic Prioritization
- ▶ Scale: 8-county MPA (1.5M population)
- ▶ Responses: 897 participants / 700 completed

LET'S TALK TRANSIT (2017)

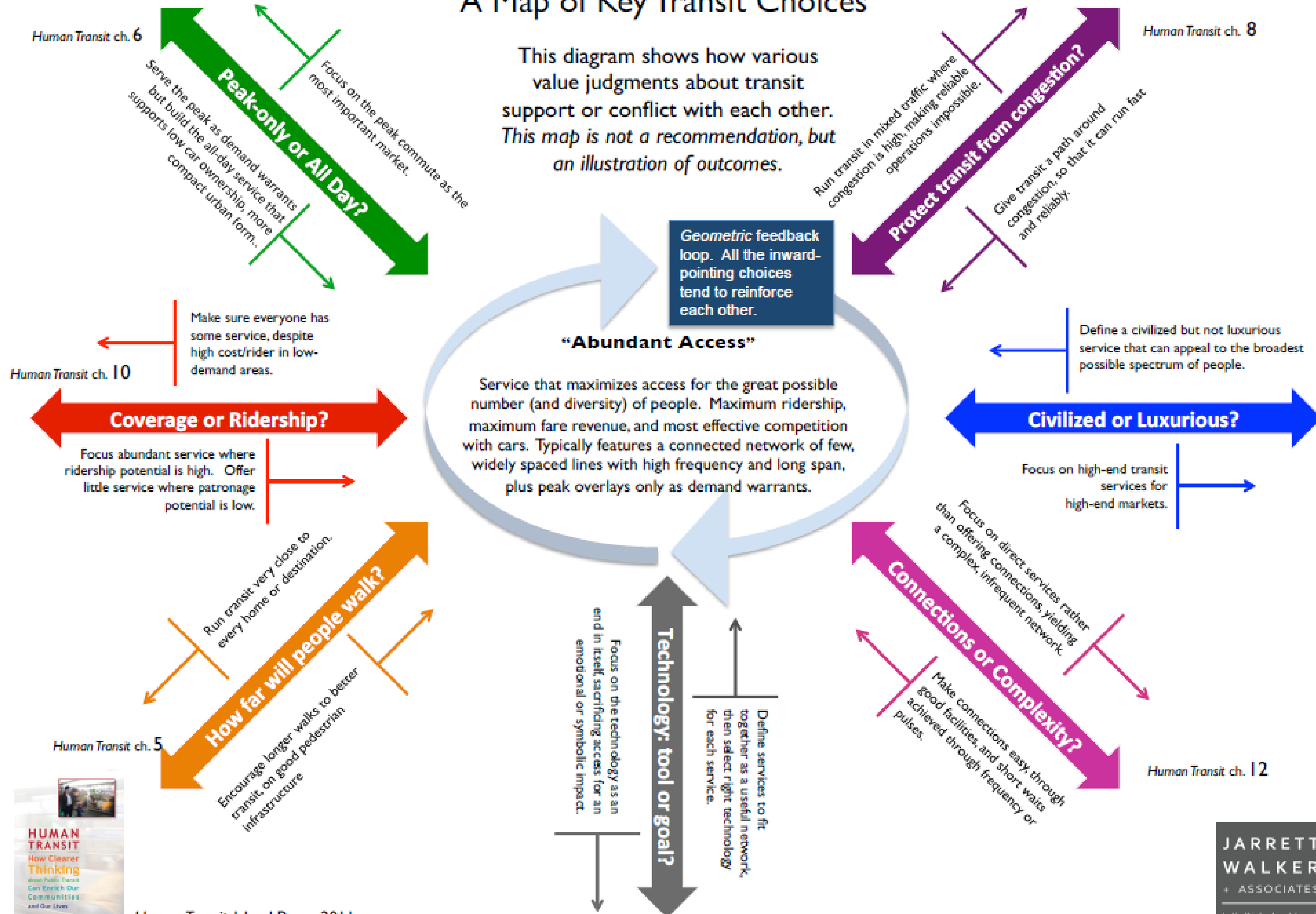
- ▶ November 2016 Referendum – Marion County
- ▶ Future Referendum Opportunity – Hamilton/Johnson counties
 - ▶ Minimal transit service today (on-demand / paratransit, minimal fixed route)
- ▶ If your community had more money for transit:
 - ▶ What kind of transit would you want?
 - ▶ Where should it go?
 - ▶ What hours should it operate?



SURVEY FORMULA

- ▶ Based on Anchorage transit survey – made changes
- ▶ Customize to each county
- ▶ Mix education and input
- ▶ Emphasize choices and tradeoffs
- ▶ Small amount of tool customizing
- ▶ Use concise but clear language
- ▶ Getting the images right
- ▶ Spanish translation

A Map of Key Transit Choices




Welcome

WELCOME

Let's Talk Transit: Hamilton County

Hamilton County has an opportunity to improve local transit to better serve residents and businesses. We want to know your priorities for transit services in your community!

 Español

 Begin

2 TRADEOFFS

3 PREFERENCES

4 IMPORTANCE

5 WRAP UP

For riders going to (and coming from) Indianapolis, Janus/Hamilton County Express connects to IndyGo at five bus stops on the north side of Indianapolis.

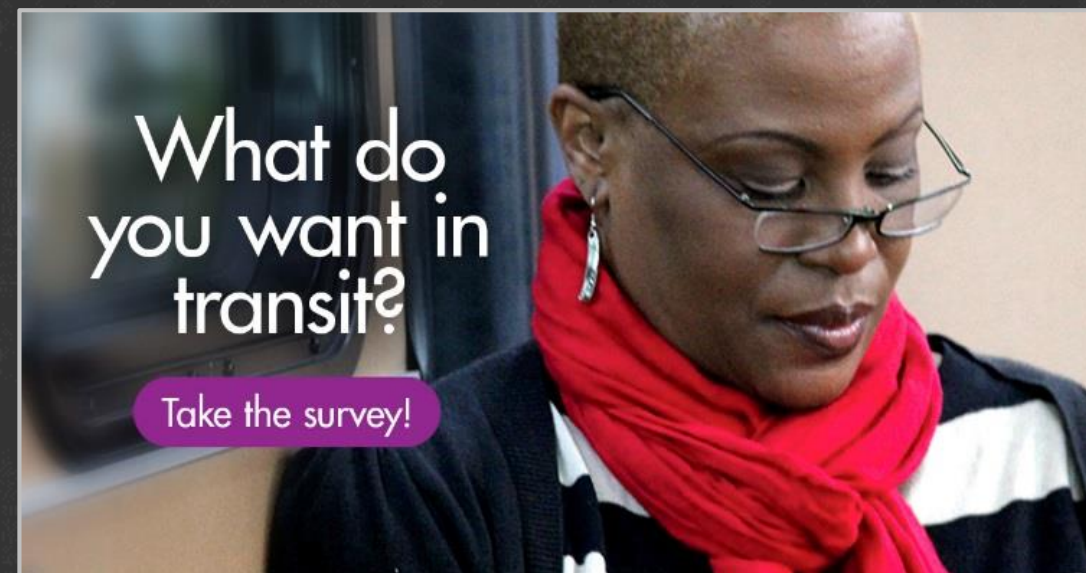
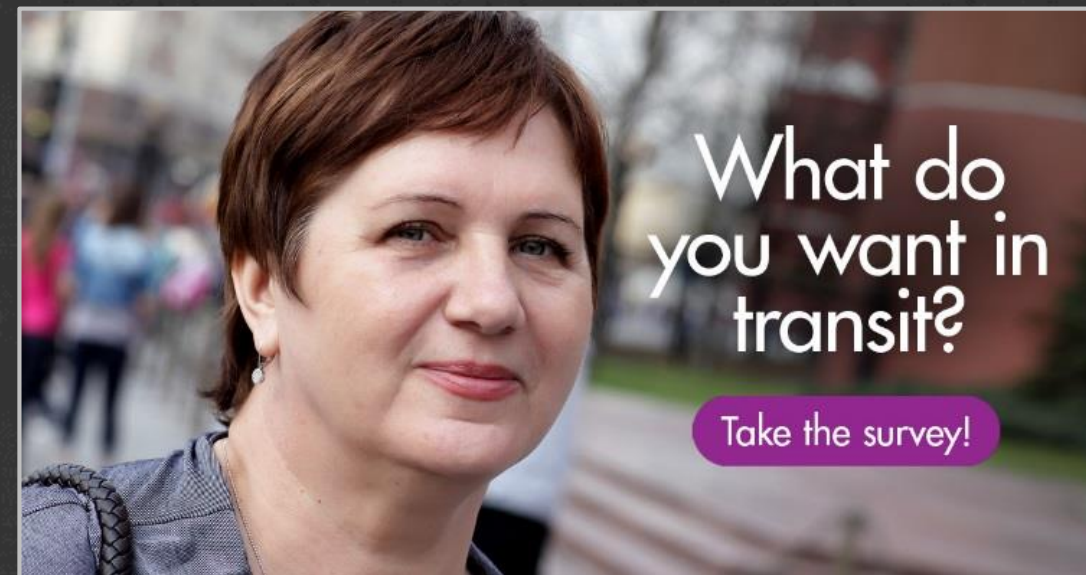
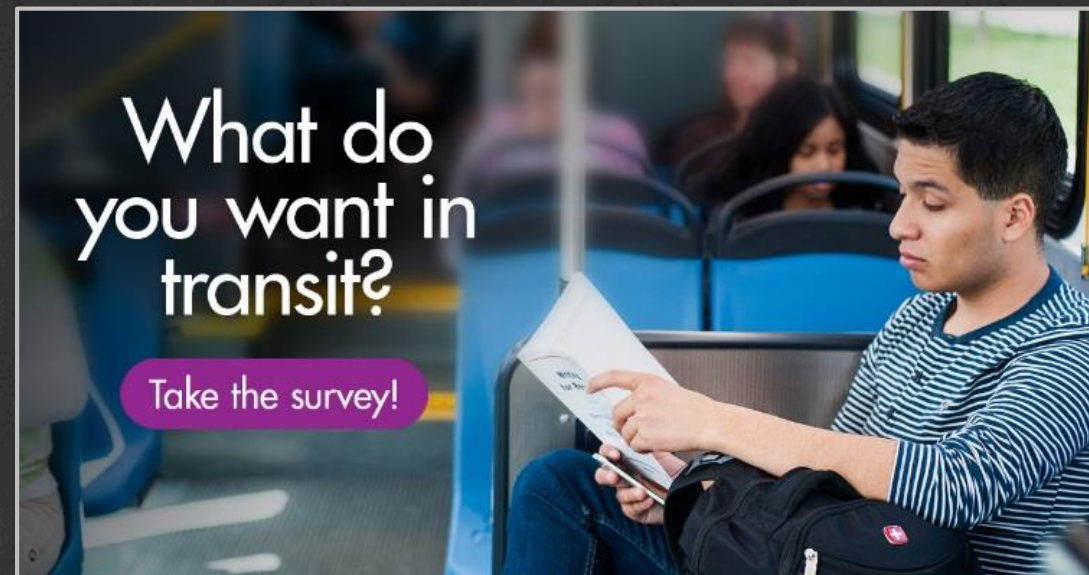


PROMOTIONAL FORMULA

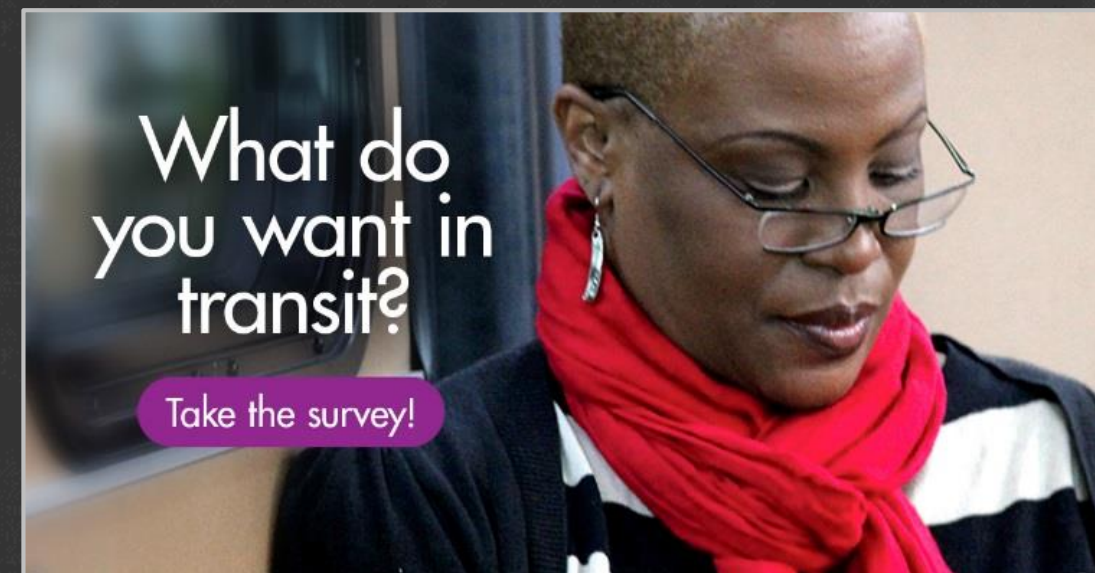
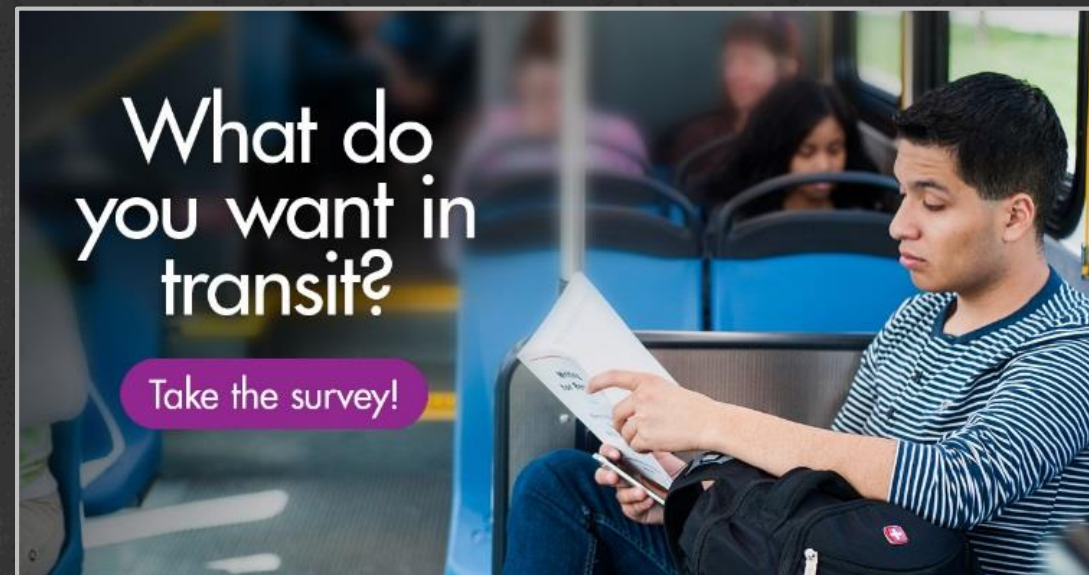
- ▶ Survey: open about 1.5 months
- ▶ Social Media
 - ▶ PR / Outreach Consultants
 - ▶ targeted boosts, special imagery
- ▶ Email Newsletter
- ▶ 2 Interns (instead of kiosks)
 - ▶ iPads
 - ▶ Contact Cards
- ▶ Festivals / Booth Spaces



FACEBOOK



FACEBOOK



NEWSLETTER

- ▶ Introduced Survey
- ▶ Survey close date (extended a couple of times)
- ▶ Large images of survey's welcome screen
- ▶ Followed up with pictures of the survey team

THE CENTRAL INDIANA TRANSIT PLAN YOUR INPUT, YOUR TRANSIT.



Let's Talk Transit: Hamilton & Johnson Counties

Marion County is moving forward, and now it's time to get some transit plans in place for other Central Indiana counties!

Some Central Indiana counties (like Hamilton & Johnson) have the opportunity (under Indiana law) to fund a better public transportation system within that County, or an individual township, in either 2018 or 2020.

To kick off transit planning for those areas, Indy Connect needs YOUR help! Complete the survey for your county (where you live or work), to tell us your transit preferences and priorities. We'll use this information for community conversations in the fall, and to do preliminary transit planning for your community.

The survey will be open from **May 1, 2017 - May 26, 2017**, so please take it and share it with all of your friends, family colleagues, and social networks!

Let's Talk Transit: Hamilton County



Let's Talk Transit: Johnson County

THE CENTRAL INDIANA TRANSIT PLAN YOUR INPUT, YOUR TRANSIT.

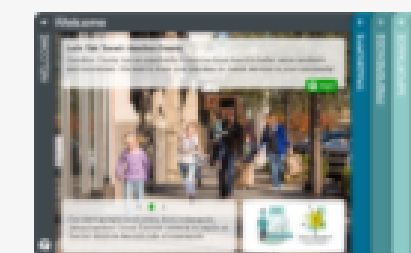


Hamilton & Johnson County residents: We want to hear from you!

Share your opinions about transit preferences and priorities by taking this online survey. Both surveys will be open through July 4, so let us know what you want in transit for your community!*

Share the surveys with your family, friends, co-workers, and neighbors, and keep an eye out for community conversations on the topic coming this fall.

Let's Talk Transit: Hamilton County



(Español)

Let's Talk Transit: Johnson County

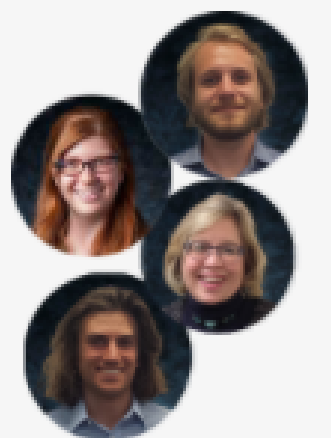


(Español)

*Some Central Indiana counties (like Hamilton & Johnson) have the opportunity (under Indiana law) to choose in either 2018 or 2020 to fund a better public transportation system within that County, or an individual township.

The Indy Connect Survey Team!

As part of our effort to find out what you want in transit for your community, Indy Connect will be hitting the streets! Our team will be out and about in Hamilton and Johnson Counties this summer, wearing blue "Ask Me About Transit" shirts, ready to answer your questions! They will have tablets loaded with the transit preferences survey, so stop and say "Hi!" when you see us and take the survey!



INTERNS & LIVE SURVEYS

- ▶ 2 Interns (instead of kiosks)
 - ▶ Usually partnered
 - ▶ More mobile, respond to peak times, weather, change if low foot-traffic, etc.
 - ▶ Libraries, grocery stores, outdoor shopping centers, downtown areas, farmer's market, community centers
 - ▶ Nearly always outside, mostly called ahead
 - ▶ Self-directed (avg. 30-35 hours/week each)
 - ▶ cheat-sheet / training
 - ▶ PR person cards
 - ▶ online after-report
 - ▶ iPads
 - ▶ + data plans
 - ▶ Contact Cards

THE JOHNSON COUNTY **TRANSIT PLAN** YOUR INPUT, YOUR TRANSIT.



THE HAMILTON COUNTY **TRANSIT PLAN** YOUR INPUT, YOUR TRANSIT.



**What do YOU
want in transit?
Take the survey!**



<http://bit.ly/2qsvmEL>

RESULTS

► Hamilton County

- ~ 830 people took all of the survey
- Another ~150 took some of the survey or only visited

► Johnson County

- ~ 360 people took all of the survey
- Another ~100 took some of the survey or only visited

Hamilton County	Took Survey Using:	Mobile	Web	Tablet
	< 25	8	15	52
	26 - 40	91	58	84
	41 - 60	88	122	141
	61 - 80	24	65	76
	80 +	0	1	3
	(no answer)	98	43	18
	Total	211	261	356
	%	31.3%	30.8%	37.9%

Johnson County	Took Survey Using:	Mobile	Web	Tablet
	< 25	5	3	10
	26 - 40	46	33	33
	41 - 60	48	66	38
	61 - 80	16	28	32
	80 +	0	0	2
	(no answer)	77	21	11
	Total	192	151	126
	%	40.9%	32.2%	26.9%

RESULTS

▶ Overall

- ▶ Preferences were fairly universal with few exceptions
- ▶ Most people who took the survey had used transit as a tourist or a commuter
- ▶ 70+ % of both survey's takers had at least two cars at home
- ▶ 8% of each county didn't want transit at all (may have skewed results very slightly)
- ▶ Division on whether to just serve trips within their own community or to others

▶ Hamilton County

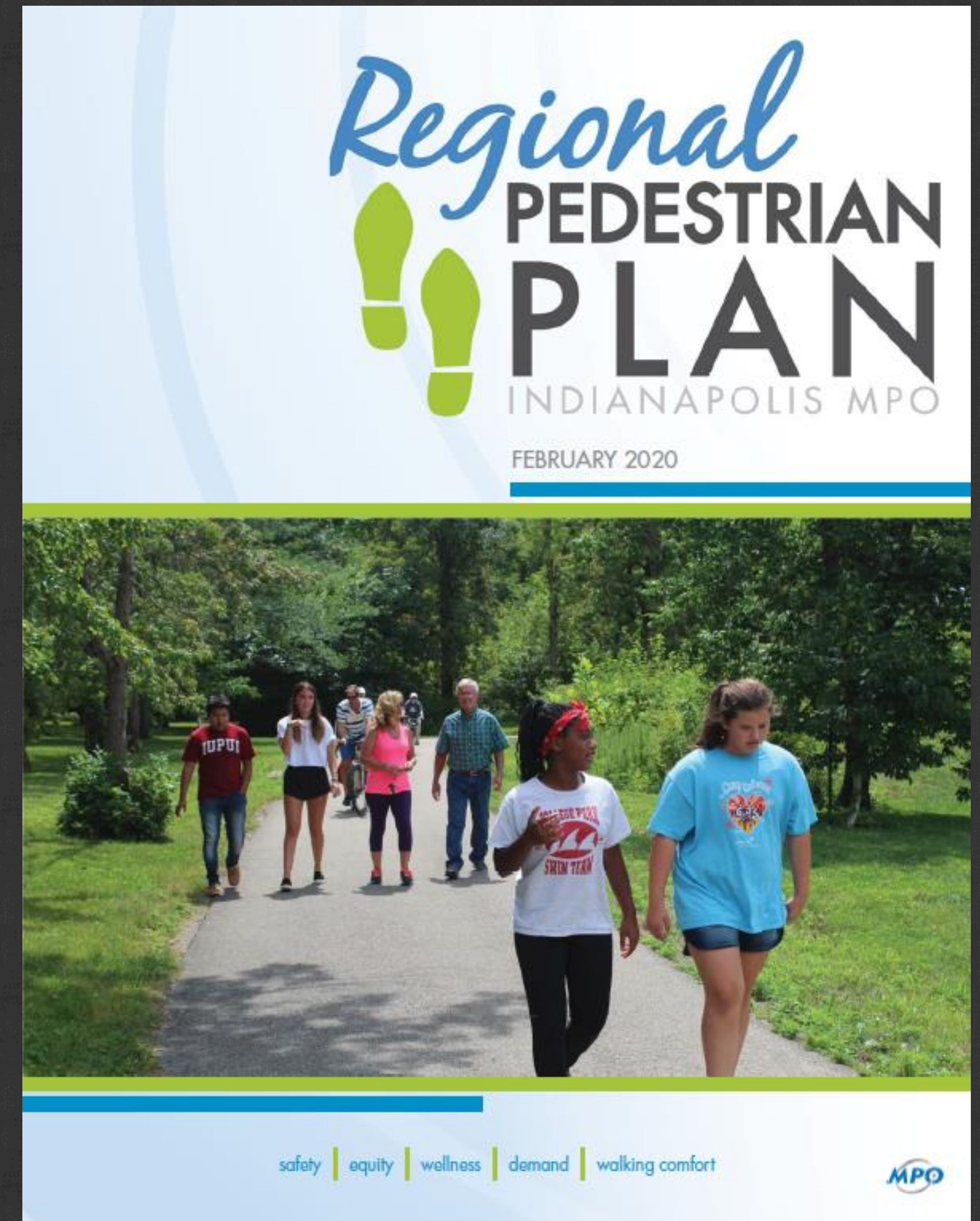
- ▶ Strong division on whether to run buses all day or only during daytime work shifts.
Division was across all demographic categories

▶ Johnson County

- ▶ Most exceptions to the majority were from the few people who didn't have a car
- ▶ More people favored a 24-hour transit system

REGIONAL PEDESTRIAN PLAN

- ▶ Why?
 - ▶ Provide a resource for communities
- ▶ How?
 - ▶ Multiple-Choice / Long-Form Survey
 - ▶ Personal motivations
 - ▶ Personal limitations
 - ▶ Dynamic Survey
 - ▶ Preferences for assigning regional priorities
 - ▶ Conduct needs analysis (data-driven)



✓ MPO Pedestrian Plan

WELCOME!

We want to hear from YOU!

We're creating a Regional Pedestrian Plan that will set priorities for walkway investment in Central Indiana. Please let us know about your preferences and concerns in this survey!

Español

Begin

2

PEDESTRIAN GOALS

3

MAJOR TOPICS

4

STRATEGIES

5

THANK YOU!



Did you Know?

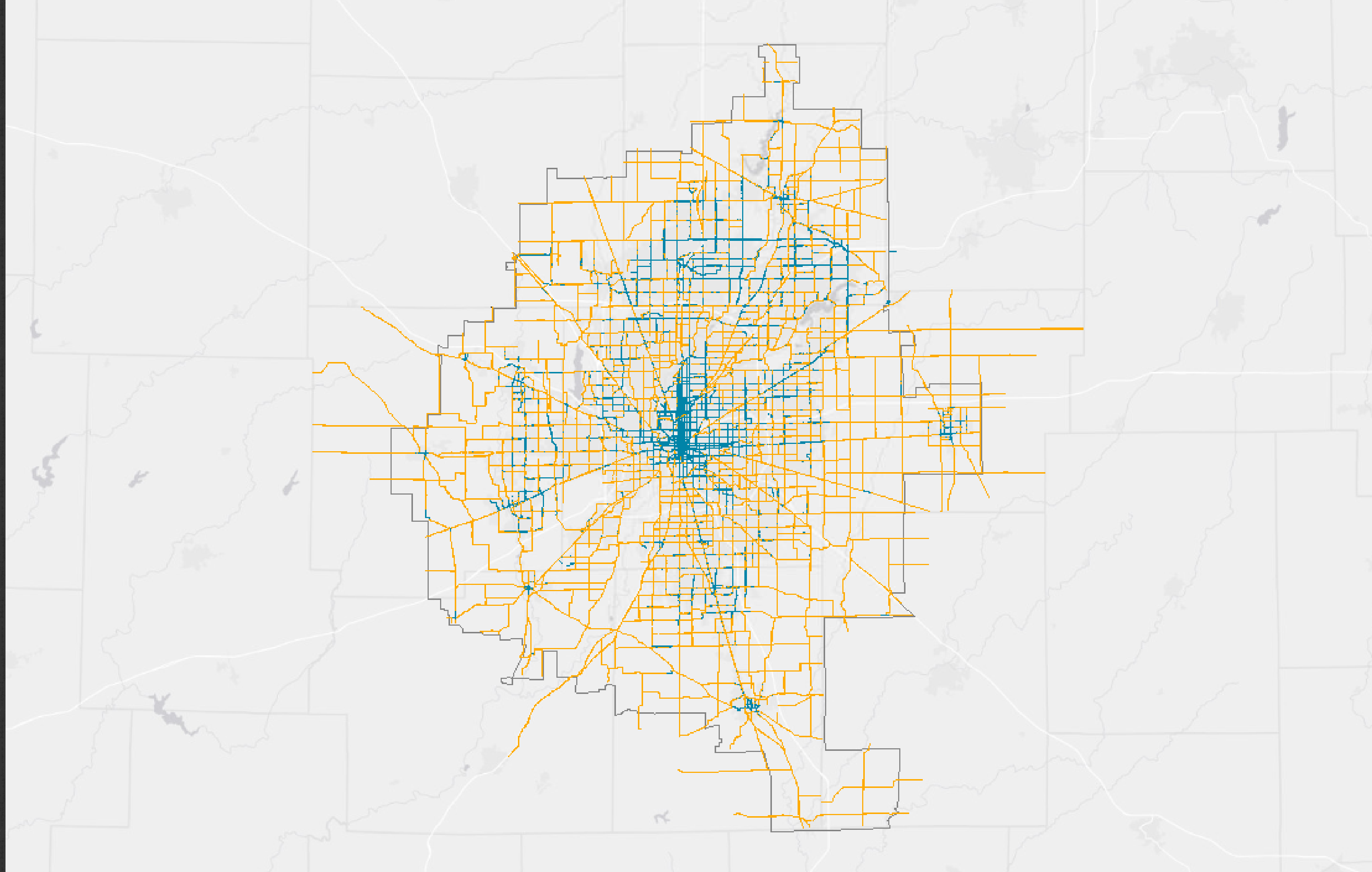
The average mile is between 2,000 and 2,500 steps and takes about 20 minutes to complete.

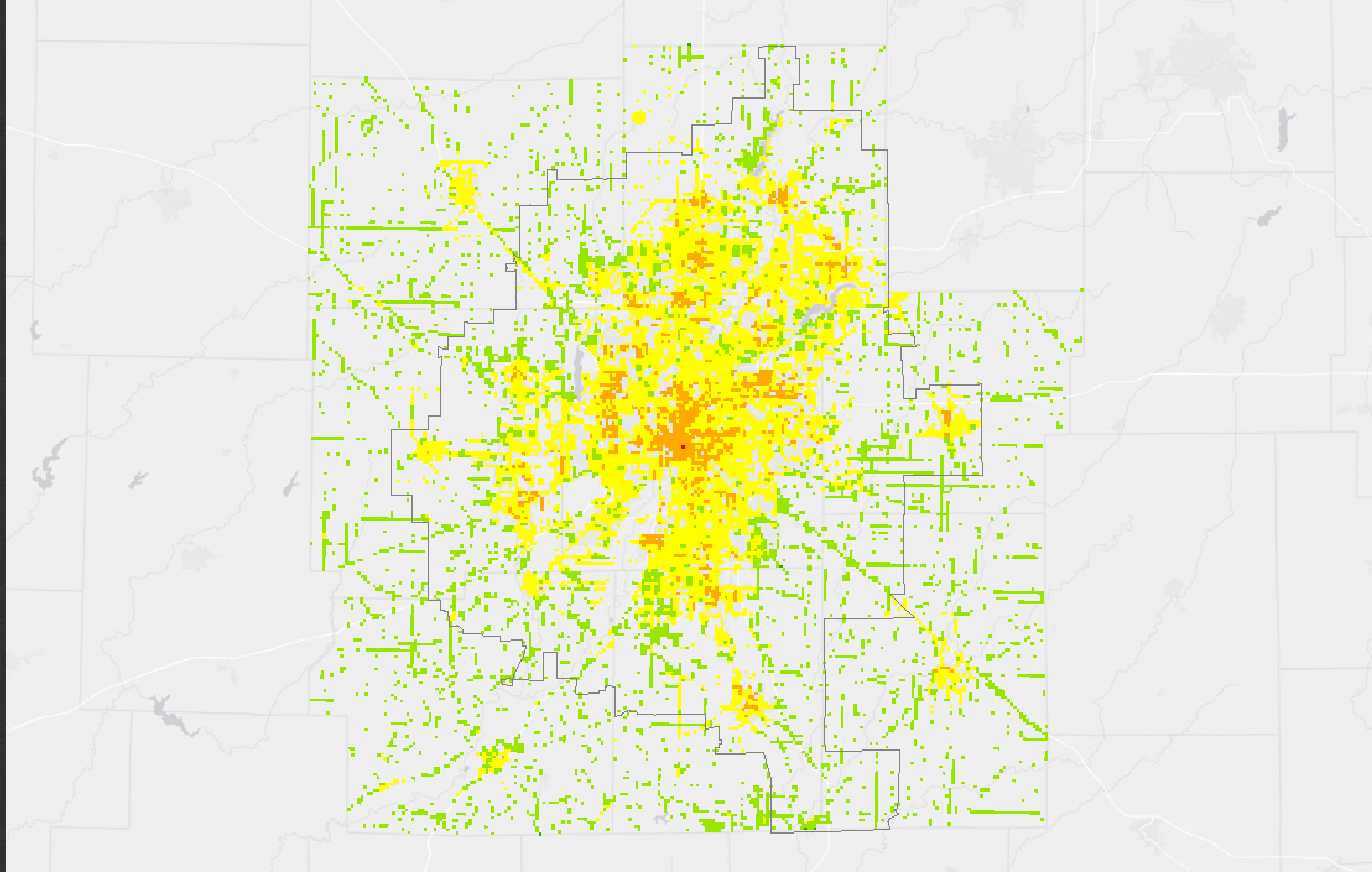


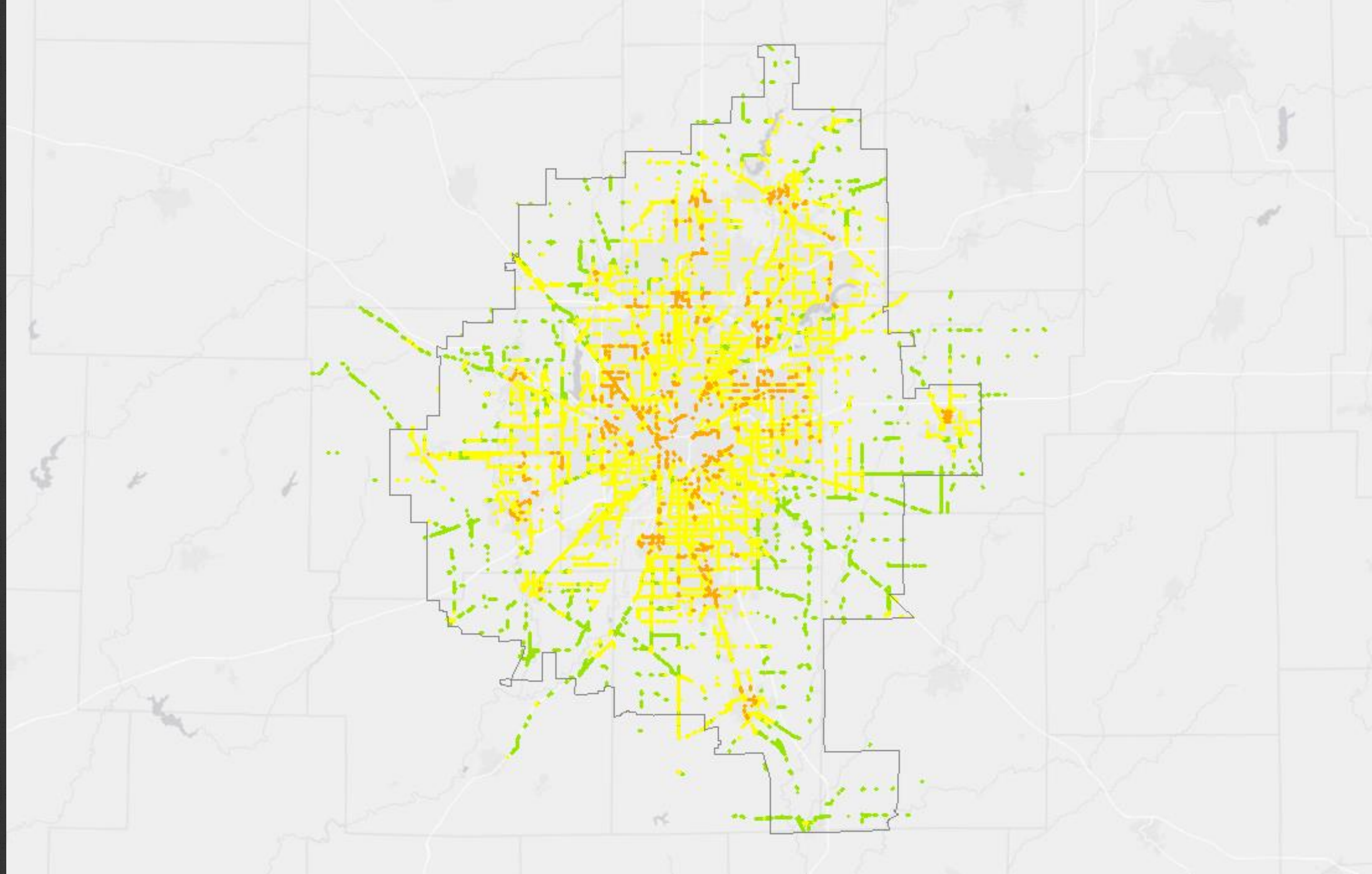
PROMOTIONAL FORMULA

- ▶ Survey: open about 2 months
- ▶ Social Media
 - ▶ Facebook outreach (targeted boosts, special imagery)
 - ▶ Online Event (video / live FAQ)
- ▶ Email Newsletter
- ▶ Staff (instead of kiosks)
 - ▶ iPads
 - ▶ Contact Cards
- ▶ Festivals / Booth Spaces



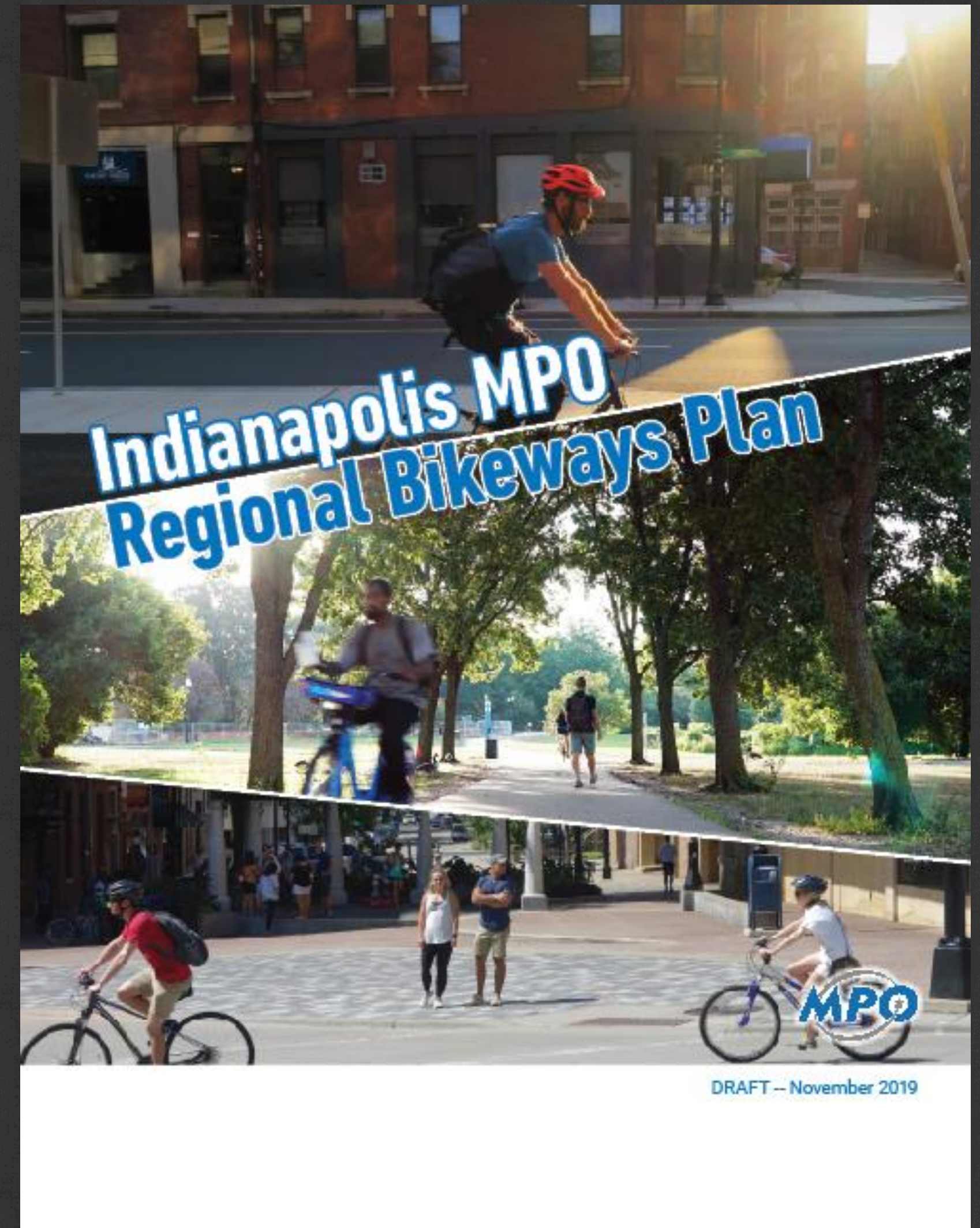


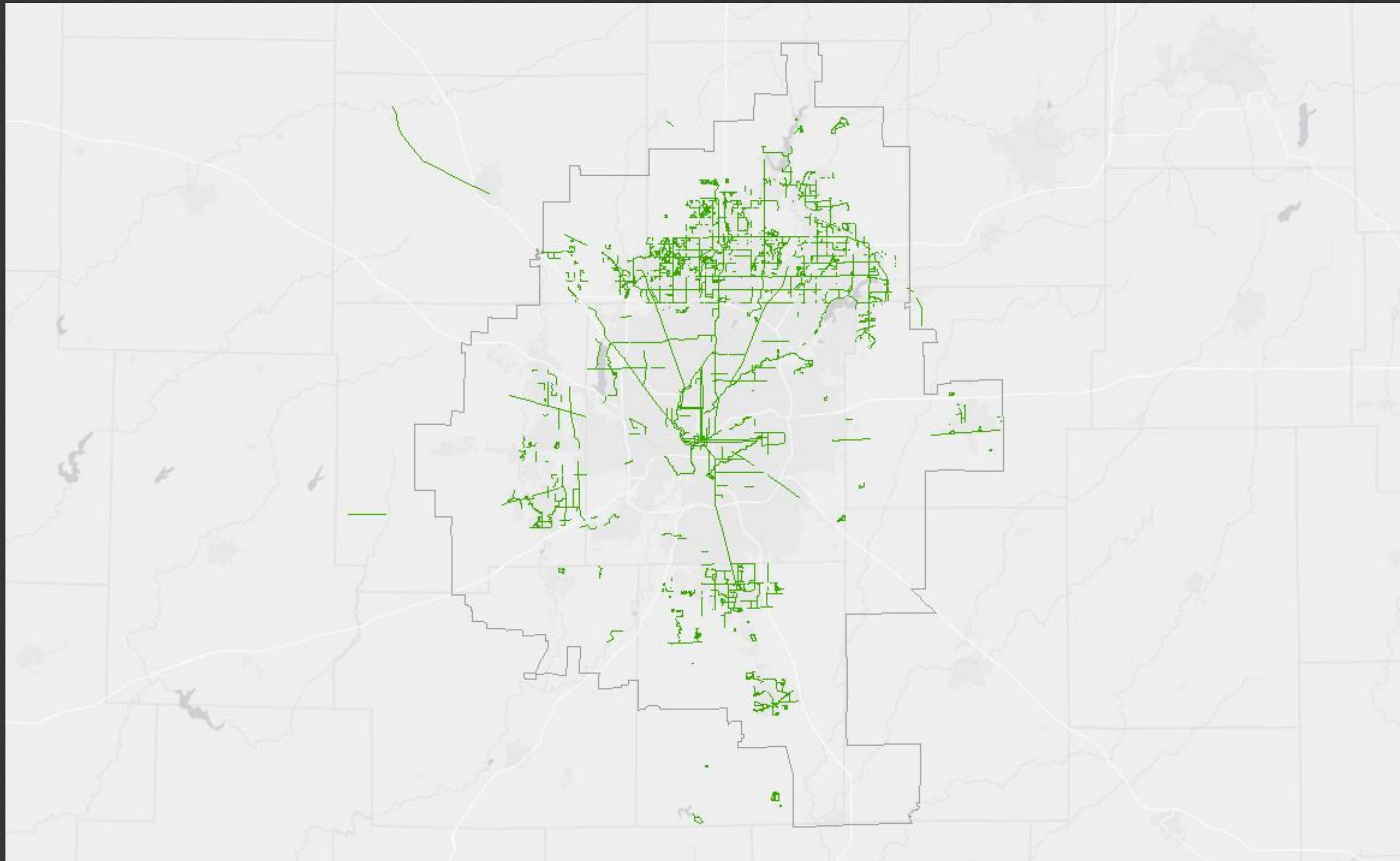




REGIONAL BIKEWAYS PLAN

- ▶ Why?
 - ▶ Provide a resource for communities
 - ▶ A potential tool for federal funding
- ▶ How?
 - ▶ Updating 2015 Plan
 - ▶ Dynamic Survey
 - ▶ Preferences for assigning regional priorities
 - ▶ Data-driven project prioritization





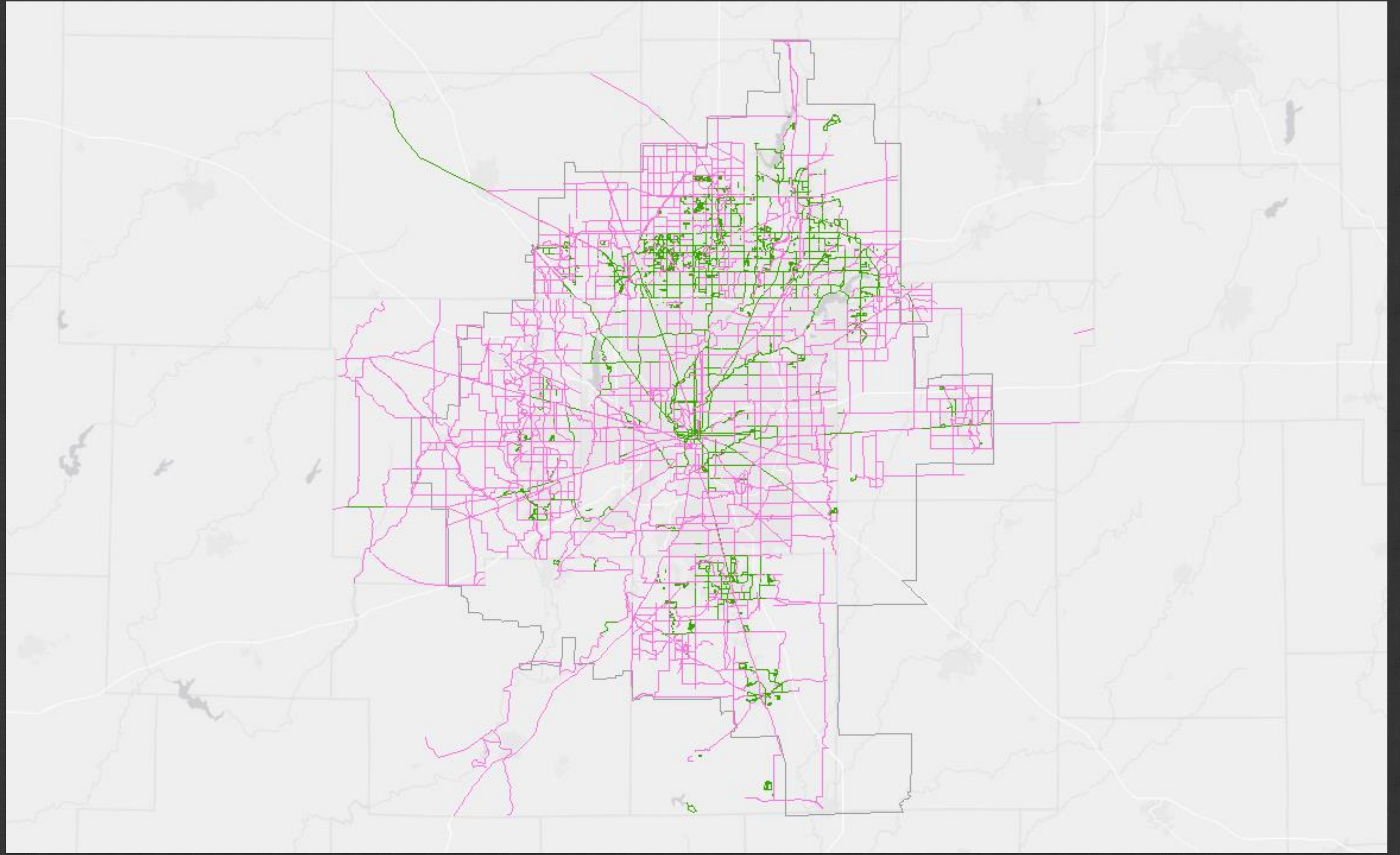


Table 11.1 Project Scoring Criteria Weights

Theme	Weight	Criteria	Description	Value
REGIONALISM	33%	Functional Classification	Based on bikeways purpose in regional network	50
ECONOMIC OPPORTUNITY	23%	Population	Population within 1 mile	9
		Employment	Jobs within 1 mile	9
		Education	Educational facilities within 1 mile	5
		Arts, Culture & Recreation	Parks, Recreation & Fitness opportunities located within 1 mile	5
		Libraries	Libraries within 1 mile	3
		Restaurants	Restaurants within 1 mile	4
CONNECTIVITY	27%	New Coverage	New access to population within 1 mile	10
		Bikeway Connections	Connections to existing network	15
		Transit Connections	Connect to existing or proposed transit stops	10
		Barriers	Removes a barrier in the cycling network	5
EQUITY	17%	Population Age 65 and Over	Percentage of population age 65 and over within 1 mile	2
		Population Age 18 and Under	Percentage of population age 18 or under within 1 mile	2
		Minority Population	Percentage of population of minority within 1 mile	2
		Households in Poverty	Percentage of households living in poverty within 1 mile	4
		Zero Car Households	Percentage of households without a car within 1 mile	5
		Access to Healthcare	Medical facilities within 1 mile	5
		Food Access	Grocery and convenience stores within 1 mile	5




2019 Regional Bikeways Plan

WELCOME!

Let's talk about bikeways!

The Indianapolis MPO is creating a Regional Bikeways Plan that will set priorities for bike infrastructure funding in Central Indiana. Please take this survey to tell us about your preferences!

 Español

 Begin

2 CATEGORY RANKING

3 SUBCATEGORY RANKING

4 DESTINATION RANKING

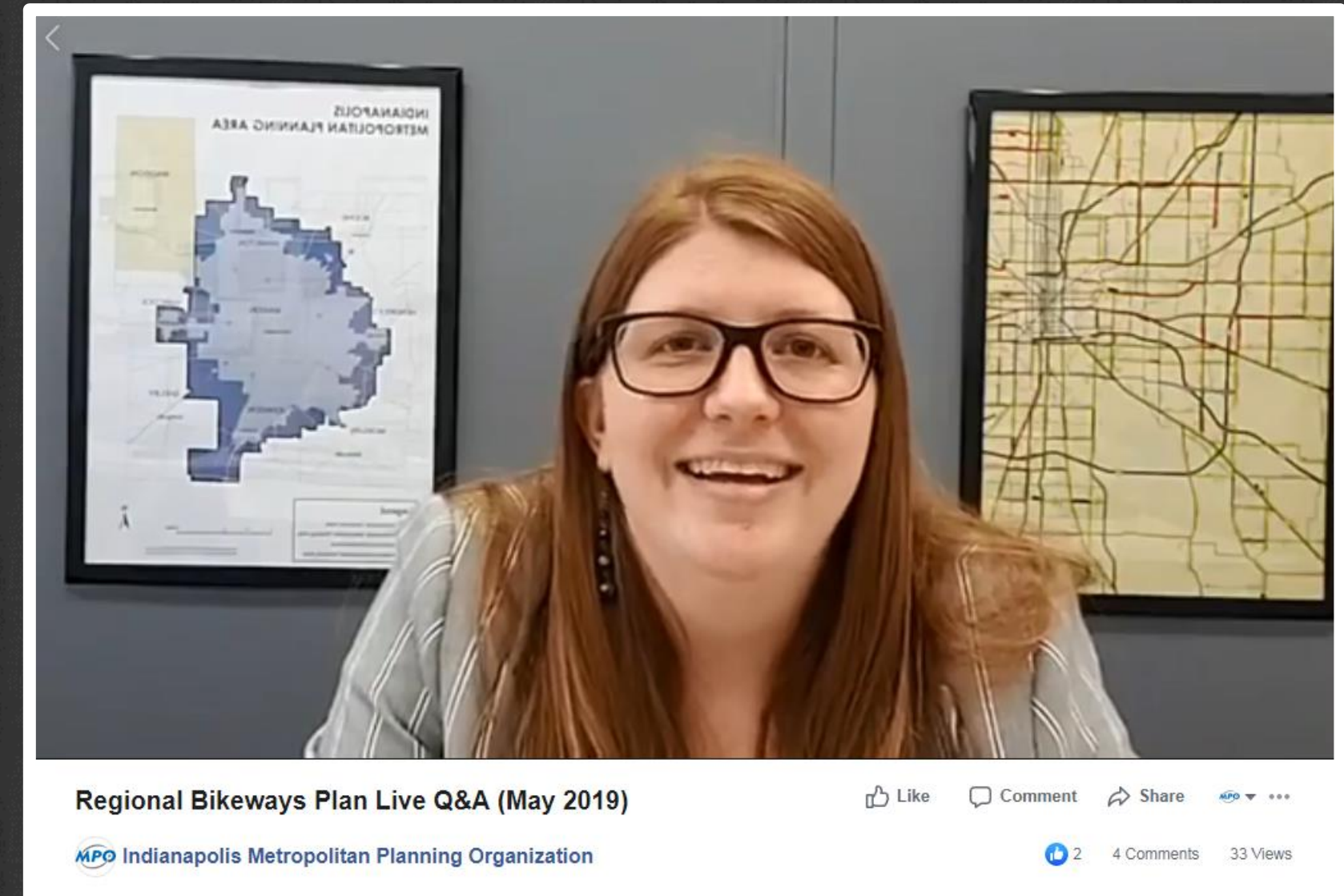
5 THANK YOU!

Fun Fact: The current Regional Bikeways Plan was completed in 2015. Check it out at IndyMPO.org.



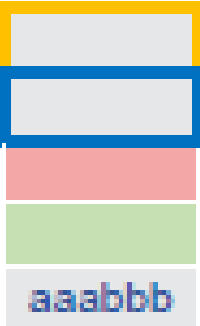
PROMOTIONAL FORMULA

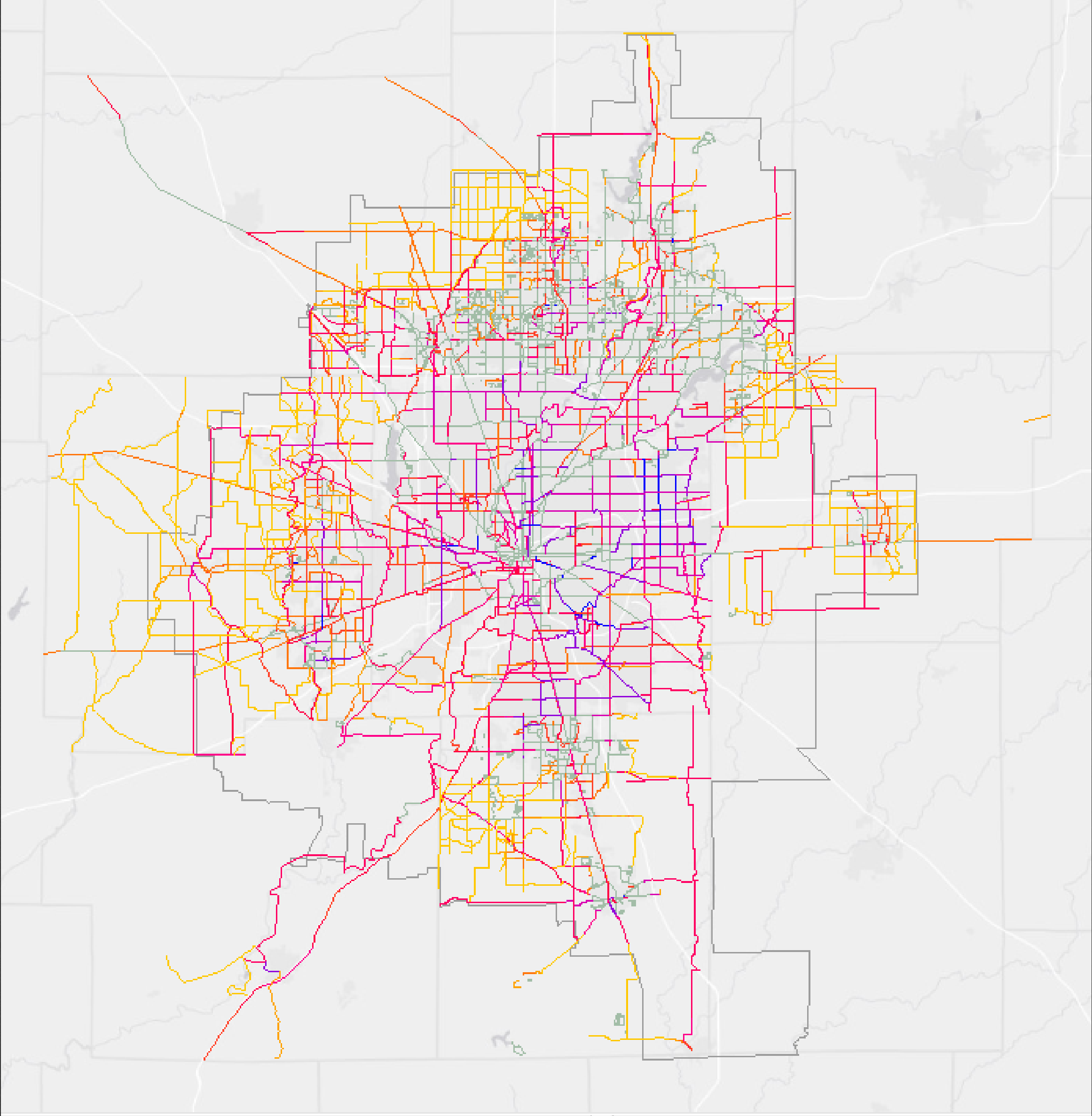
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- ▶ Festivals / Booth Spaces



Theme	2015	Public	Staff	Criteria	Description	2015	Public (Raw)	Public (Adjust)	Staff
REGIONALISM	33%	16%	30%	Functional Classification	Based on bikeways purpose in regional network	50	12	12	30
				Multi-Jurisdictional	Connects two or more jurisdictions	--	12	12	15
ECONOMIC OPPORTUNITY	23%	16%	20%	Population	Population within 1 mile	9	2.5	2.5	7
				Employment	Jobs within 1 mile	9	2.5	2.5	5
				Education	Educational facilities within 1 mile	5	5	5	4
				Arts, Culture & Recreation	Parks, Recreation & Fitness opportunities located within 1 mile	5	5	8	6
				Restaurants	Restaurants within 1 mile	4	--	--	--
				Restaurants & Shopping	Restaurants & shopping within 1 mile	--	4	4	4
				Libraries	Libraries within 1 mile	3	5	5	4
CONNECTIVITY	27%	32%	32%	Bikeway Extensions	Connections to existing network	15	13	19	15
				New Coverage	New access to population within 1 mile	10	12	14	11
				Transit Connections	Connect to existing or proposed transit stops	10	11	11	10
				Barriers	Removes a barrier in the cycling network	5	12	12	12
EQUITY	17%	15%	18%	Zero Car Households	Percentage of households without a car within 1 mile	5	5	5	5
				Households in Poverty	Percentage of households living in poverty within 1 mile	4	5	5	5
				Population Age 65 and Over	Percentage of population age 65 and over within 1 mile	2	4	4	2
				Population Age 18 and Under	Percentage of population age 18 or under within 1 mile	2	4	4	2
				Minority Population	Percentage of population of minority within 1 mile	2	5	5	4
HEALTH	--	21%	^	Access to Healthcare	Medical facilities within 1 mile	5	9	9	3
				Food Access	Grocery and convenience stores within 1 mile	5	11	11	6
				Exercise	(Add to Regionalism)	--	11		^
Total						150	150	150	150

Highest Star Ratings in survey
Related to Regional PMs
Less points than 2015
More points than 2015
New item in survey





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Indianapolis MPO

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Winning formula for actionable public input



Take the
boring out of
engagement



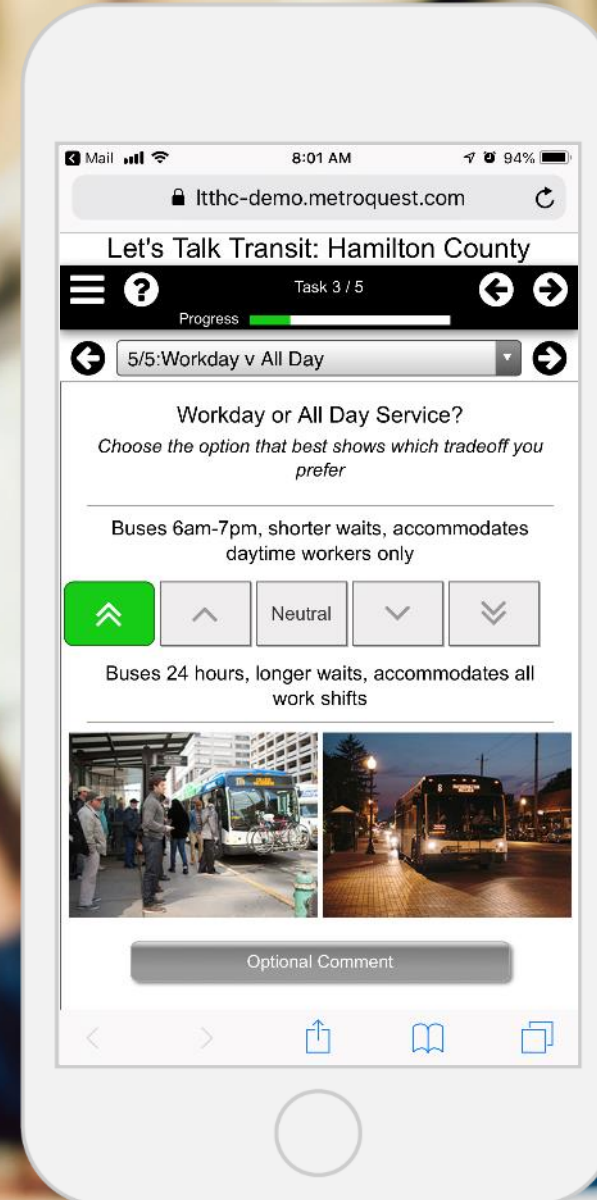
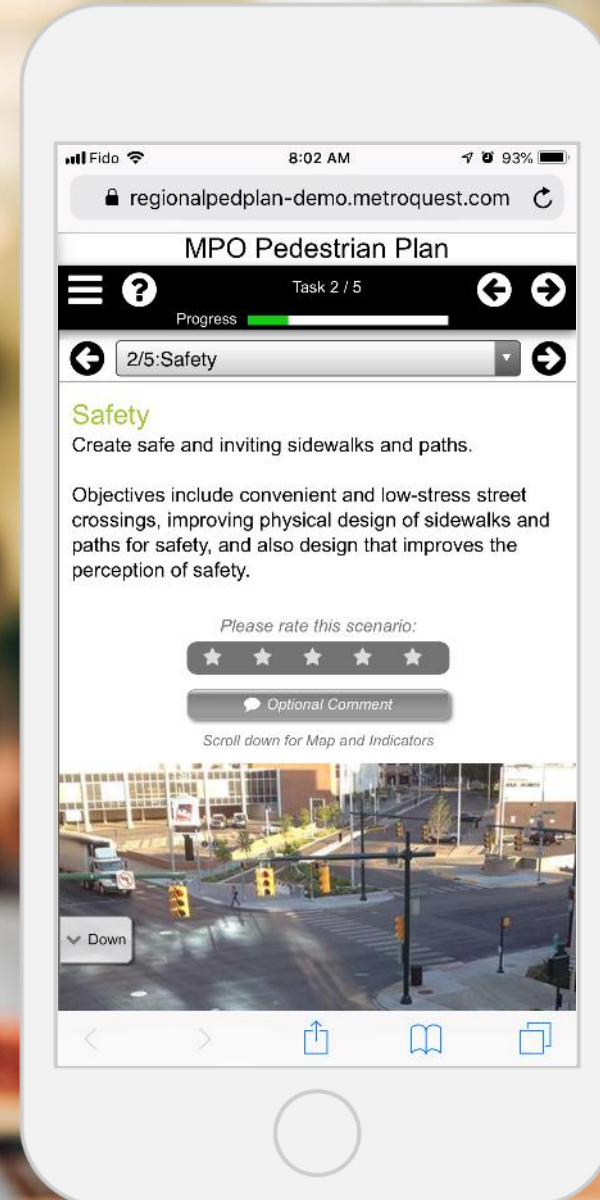
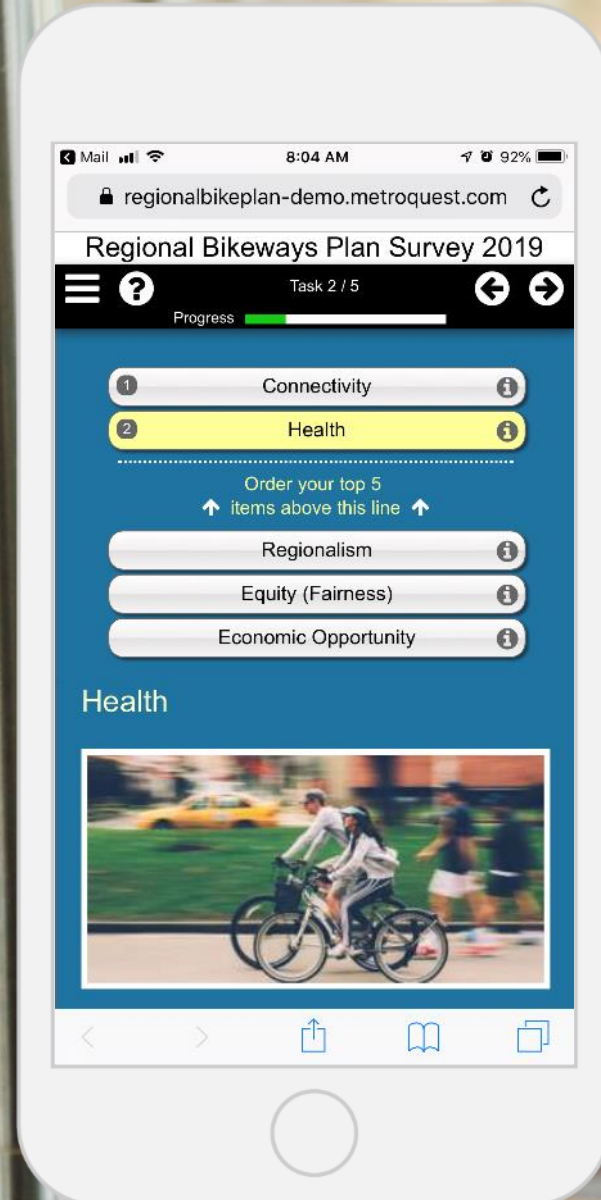
#1: Make it visual & interactive



#2: Be multi-channel



... think mobile



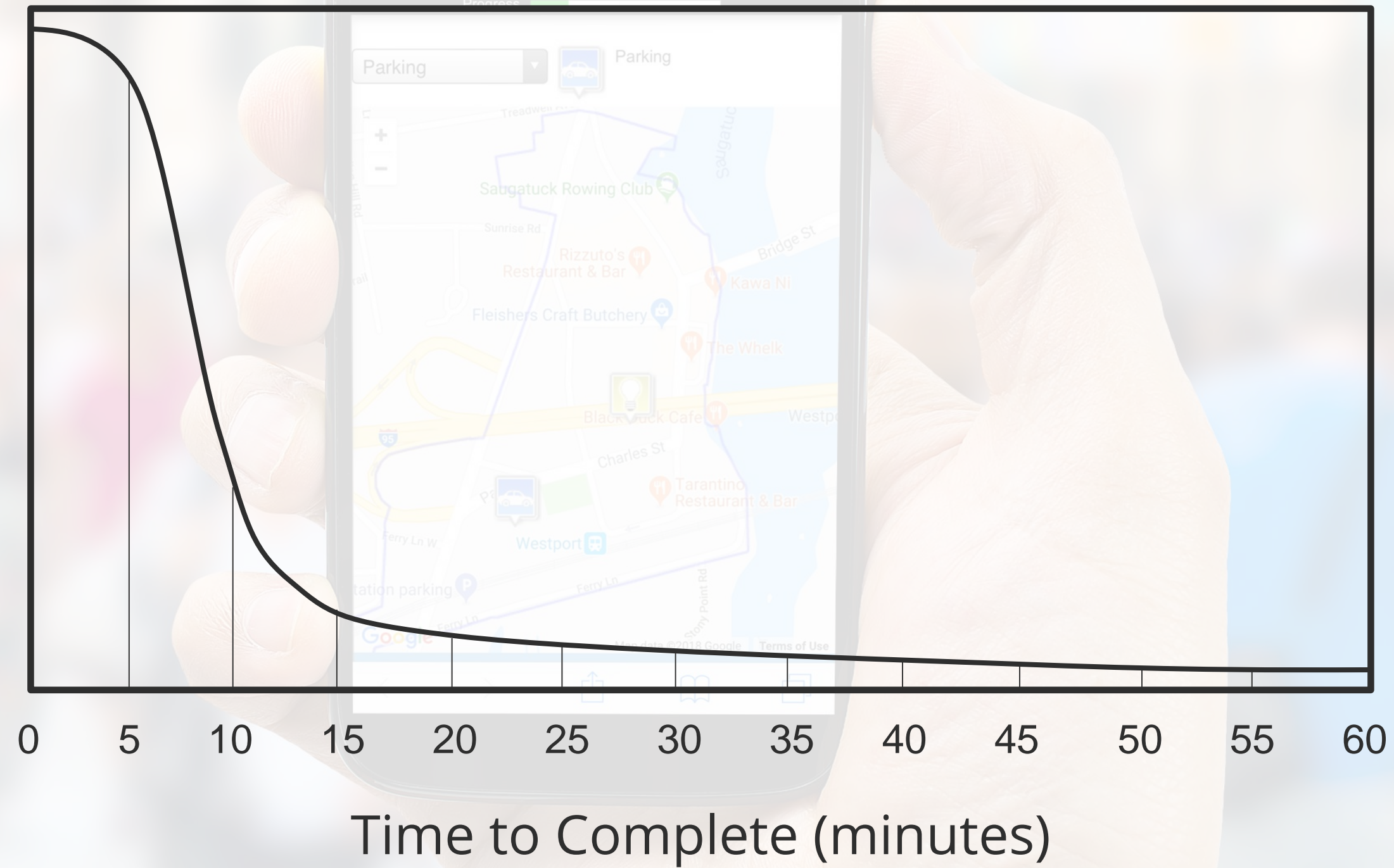
Take the
boring out of
engagement

Keep it short
(5 minutes)




#3: Design it to take 5 minutes

Participants



#4: Start with engaging questions

Near North Village Center Plan

Progress 

2 What's most important to you? What to do Next Task

WELCOME

PRIORITIES

1 Places to Shop and Eat

2 Easy to Bike and Walk

3 Public Spaces

Order your top 5 items
↑ above this line ↑

Housing Options

Public Art & Signage

Easy to Drive and Park

Transit Stop Amenities

Places to Work and Learn

Easy to Bike and Walk




Image credit: Downtown Indy, Inc.

There are many ways to design streets. Tell us which features you like.






Comment

Suggest another item

CHARACTER PREFERENCE

MAP MARKERS

WRAP UP





Take the
boring out of
engagement

Keep it short
(5 minutes)

Get social

#5: Emphasize social sharing

MPO Pedestrian Plan

Progress

2 Review the Goals

What to do Next Task

Connectivity Safety Wellness/Quality of Life Community Benefit Collaboration & Education

Please rate this scenario:

Optional Comment

Community Benefit

Recognize and develop projects that provide additional community benefit beyond just the benefits of walking.

Objectives include creating a sidewalk and path system that supports economic development and tourism, and supporting the creation of sidewalks and paths in new developments.

MAJOR TOPICS

STRATEGIES

WELCOME!

PEDESTRIAN GOALS

THANK YOU!

Facebook Twitter Email Social Share

Let's Talk Transit: Hamilton County

Progress

2 Transit Preferences

What to do Next Task

Ridership v Coverage Fixed v Reservation Avoid Congestion Express v Local Workday v All Day

Workday or All Day Service?

Choose the option that best shows which tradeoff you prefer

Buses 6am-7pm, shorter waits, accommodates daytime workers only

Buses 24 hours, longer waits, accommodates all work shifts

Previous Optional Comment Next Task

WELCOME

TRADEOFFS

PREFERENCES

IMPORTANCE

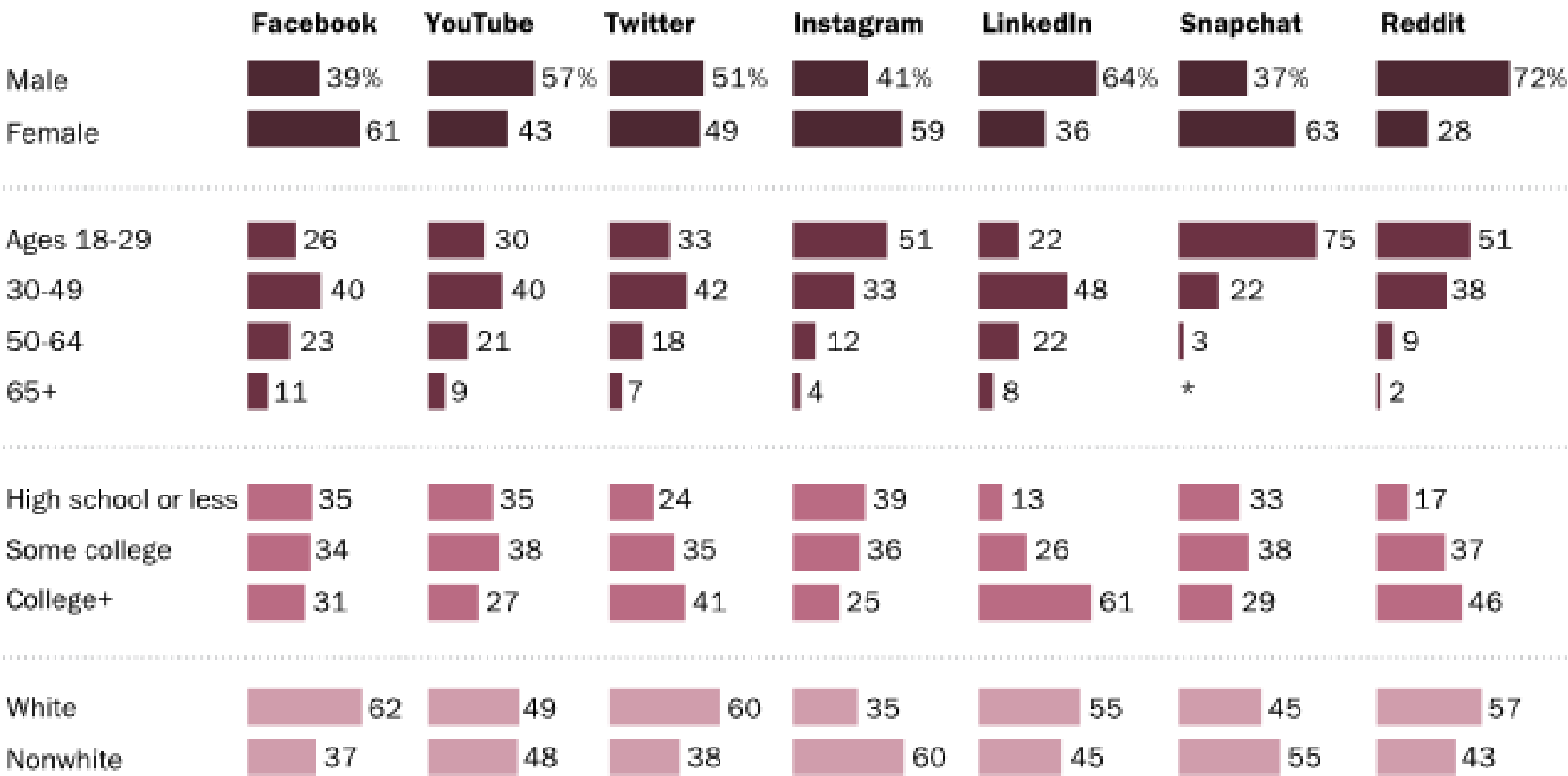
WRAP UP

Facebook Twitter Email Social Share

#6: Monitor & target demographics

Profiles of social media news consumers

% of each social media site's news consumers who are ...



Note: Tumblr and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey conducted July 30-Aug. 12, 2018.

"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER



Use social media

Go to them



#7: Offer a safe & private option



A group of people are sitting on a brown leather bench in a modern, brightly lit interior space. They are all looking down at their devices, including smartphones and laptops. The background shows large windows and a wooden floor. The image is divided into three vertical panels with semi-transparent colored overlays: yellow on the left, green in the middle, and blue on the right.

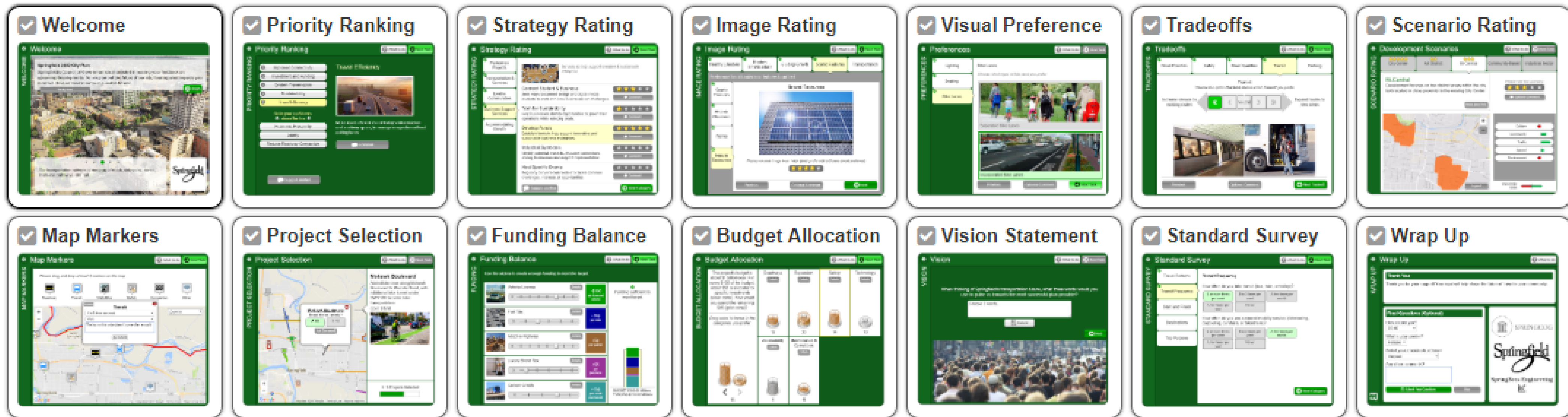
Take the
boring out of
engagement

Keep it short
(5 minutes)

Get social

Design
surveys for
planning

#8: Use templates designed for planning



A background image showing a group of people sitting on a wooden bench in a modern, brightly lit interior space. The image is divided into four colored rectangular sections: yellow (top-left), green (top-right), blue (bottom-left), and maroon (bottom-right). Each section contains white text. The people are dressed in casual to business-casual attire, and some are using mobile devices.

Take the
boring out of
engagement

Keep it short
(5 minutes)

Get social

Design
surveys for
planning

Go beyond
language

#9: Collect quantifiable input

Regional Bikeways Plan Survey 2019

Progress

2019 Regional Bikeways Plan

What to do

Next Task

5

WELCOME!

2 CATEGORY RANKING

3 SUBCATEGORY RANKING

DESTINATION RANKING

Help us identify which destinations are most important so that we can determine what areas of the region have the weakest connections. Use the stars to tell us.

Drag stars to invest in the categories you prefer.

Jobs Details	Schools Details	Healthcare Details	Grocery stores Details
6	5	0	0
Social and Government Services Details	Recreation / Community Centers Details	Retail / Shopping Details	Transit stops and stations Details
0	4	0	0

THANK YOU!

?



Convey nuances with pictures

Northern Virginia Regional Bikeway and Trail Network Study

Progress

1 2 3 Level of Comfort 4 5

WELCOME REGIONAL NETWORK LEVEL OF COMFORT MAP YOUR COMFORT ABOUT YOU

Introduction Path Bike Lane Shoulder Shared Lane Marking Mixed Traffic

Please rate your level of comfort cycling on a shared use path

Shared Use Path



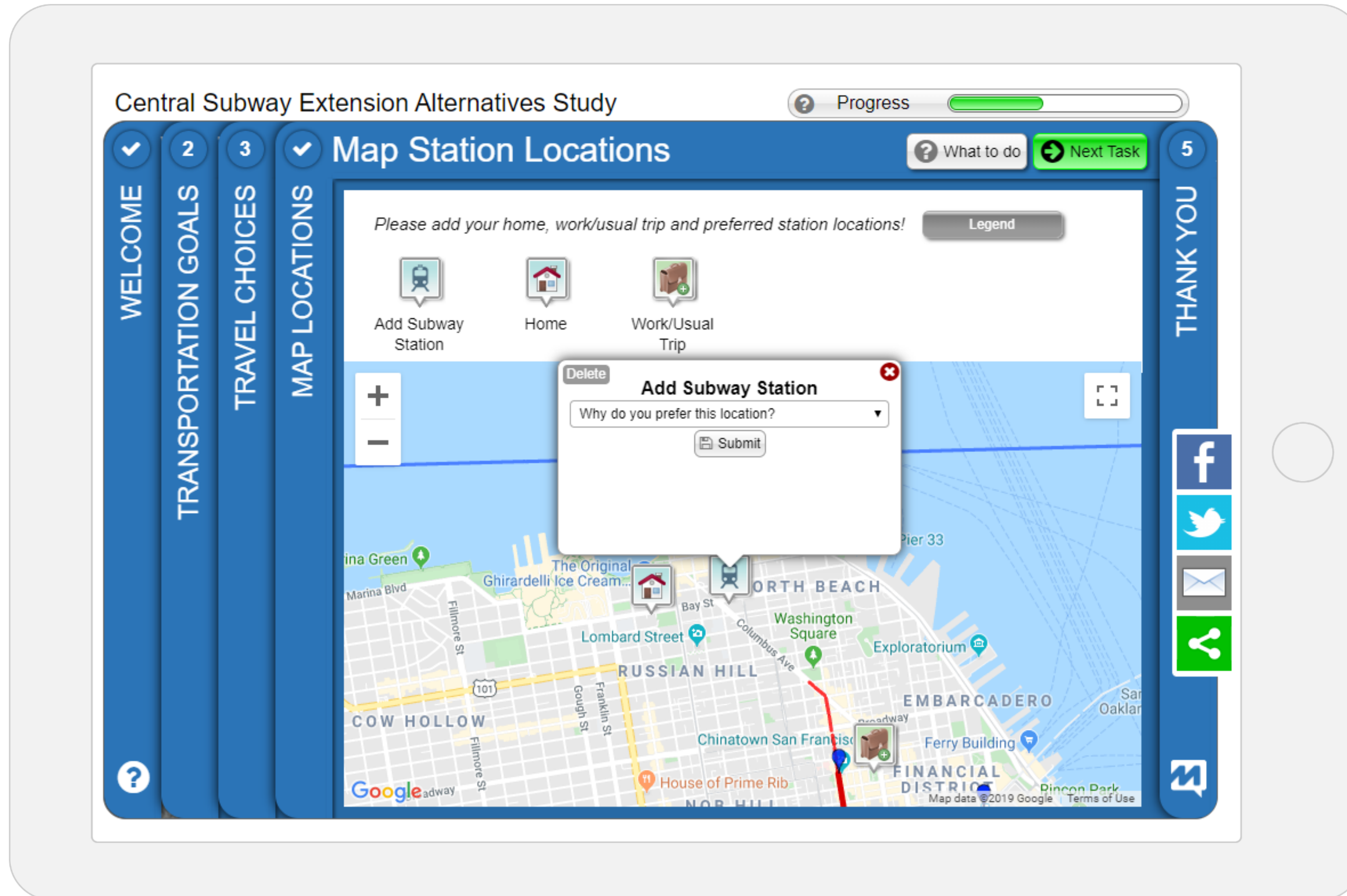
★★★★★

Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

Previous Optional Comment Next

Springfield City Plan - Stage 4

Collect spatial data with maps






Take the
boring out of
engagement



Keep it short
(5 minutes)




Get social



Design
surveys for
planning

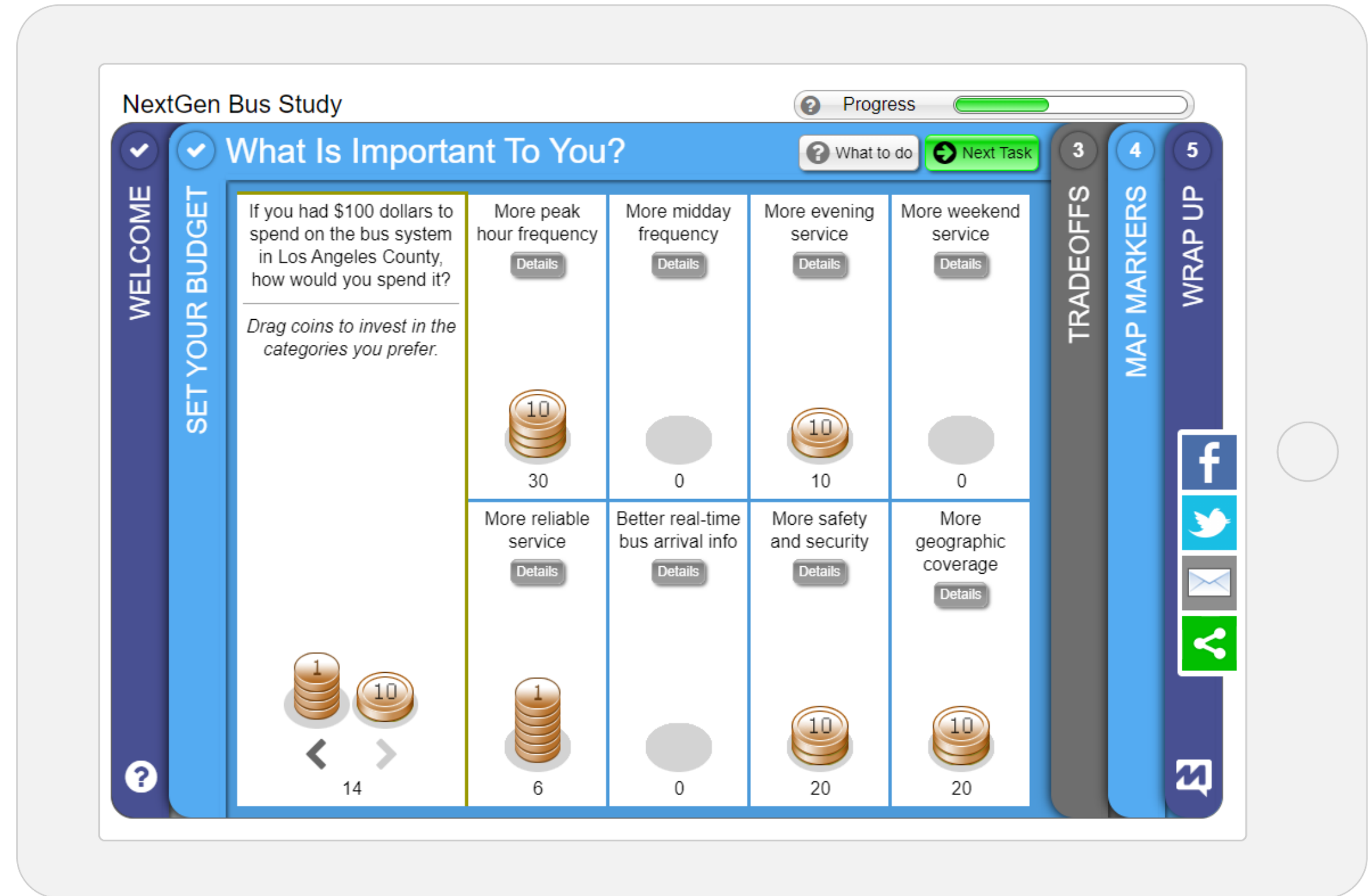


Go beyond
language



Embed
education into
your survey

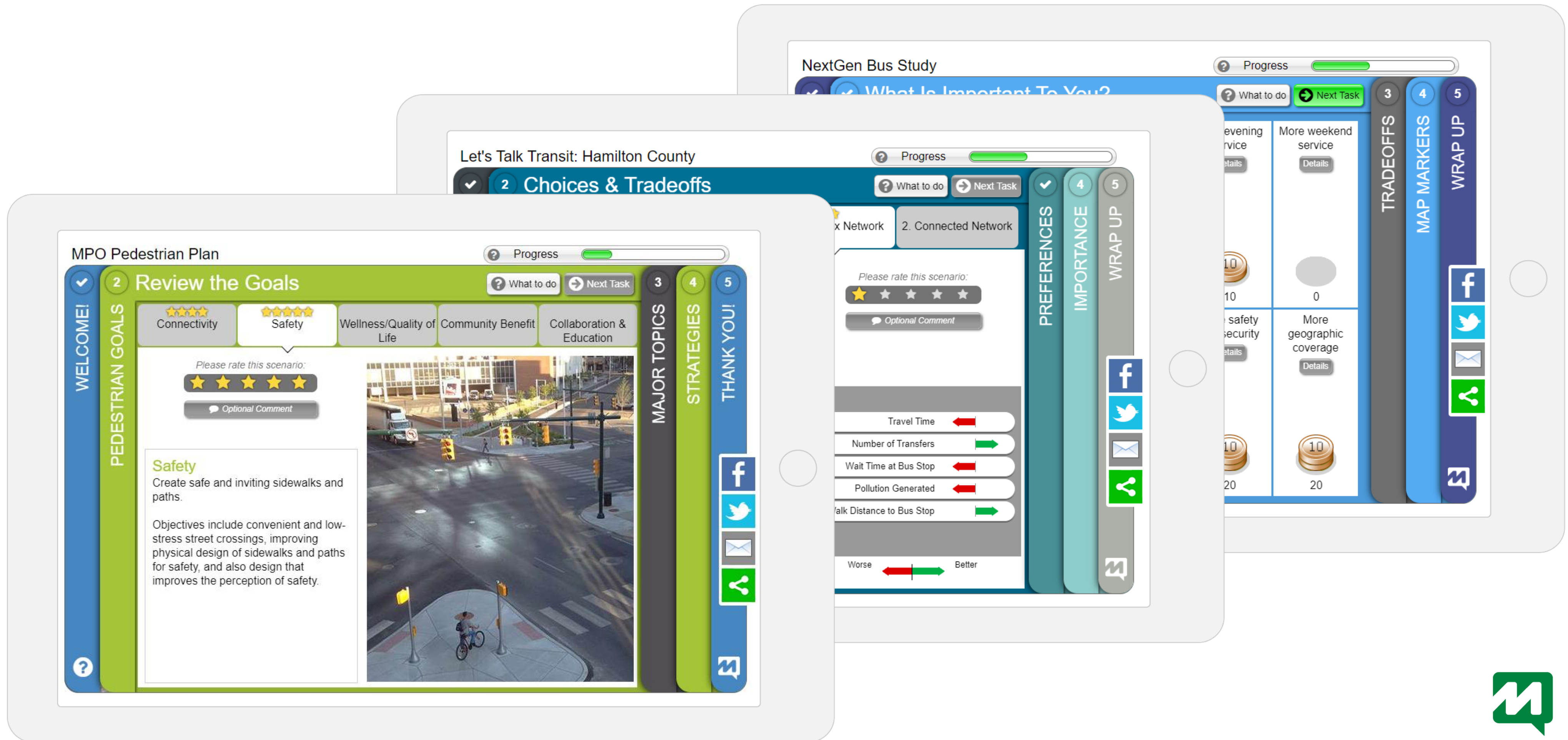
#10: Create microlearning moments



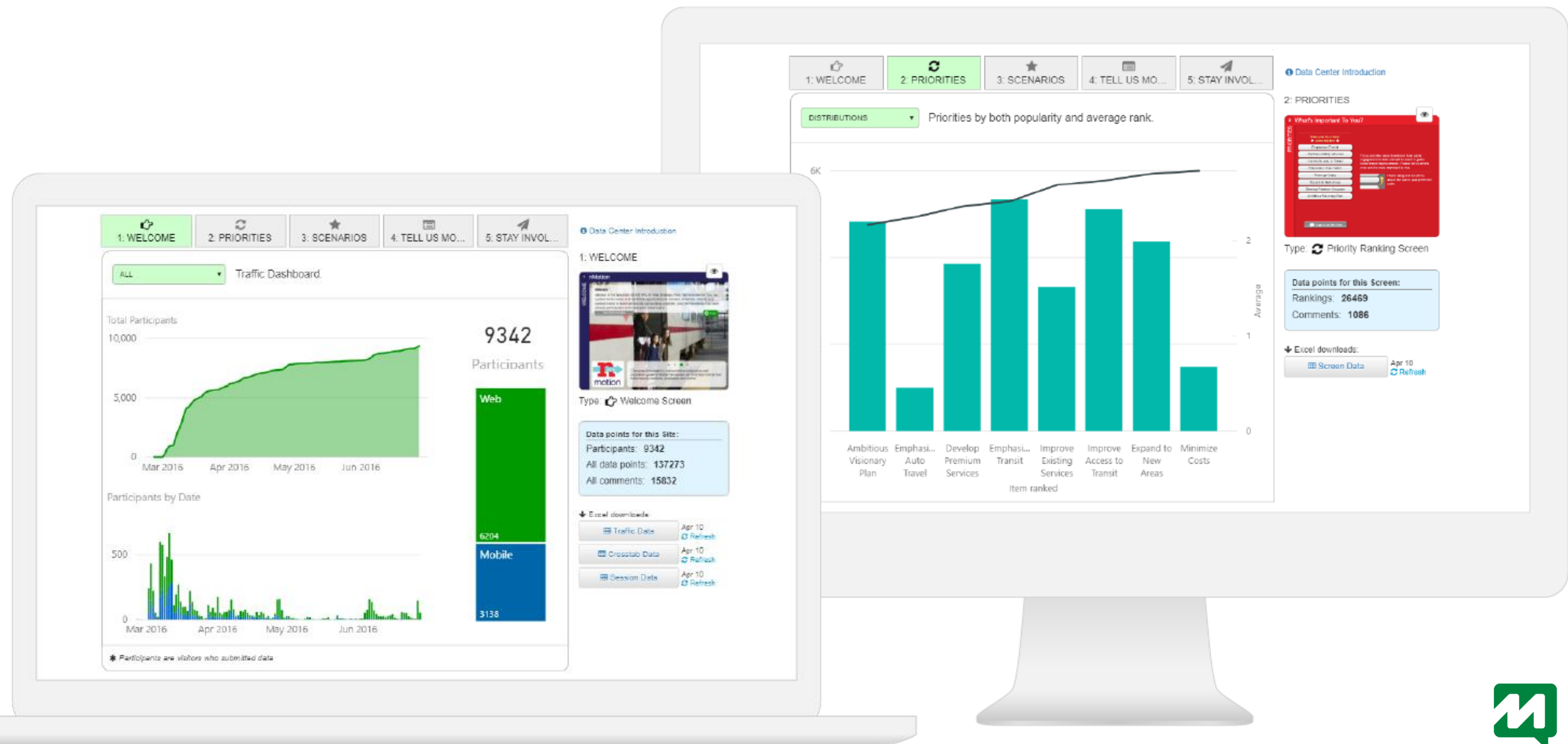
#10: Create microlearning moments



#10: Create microlearning moments

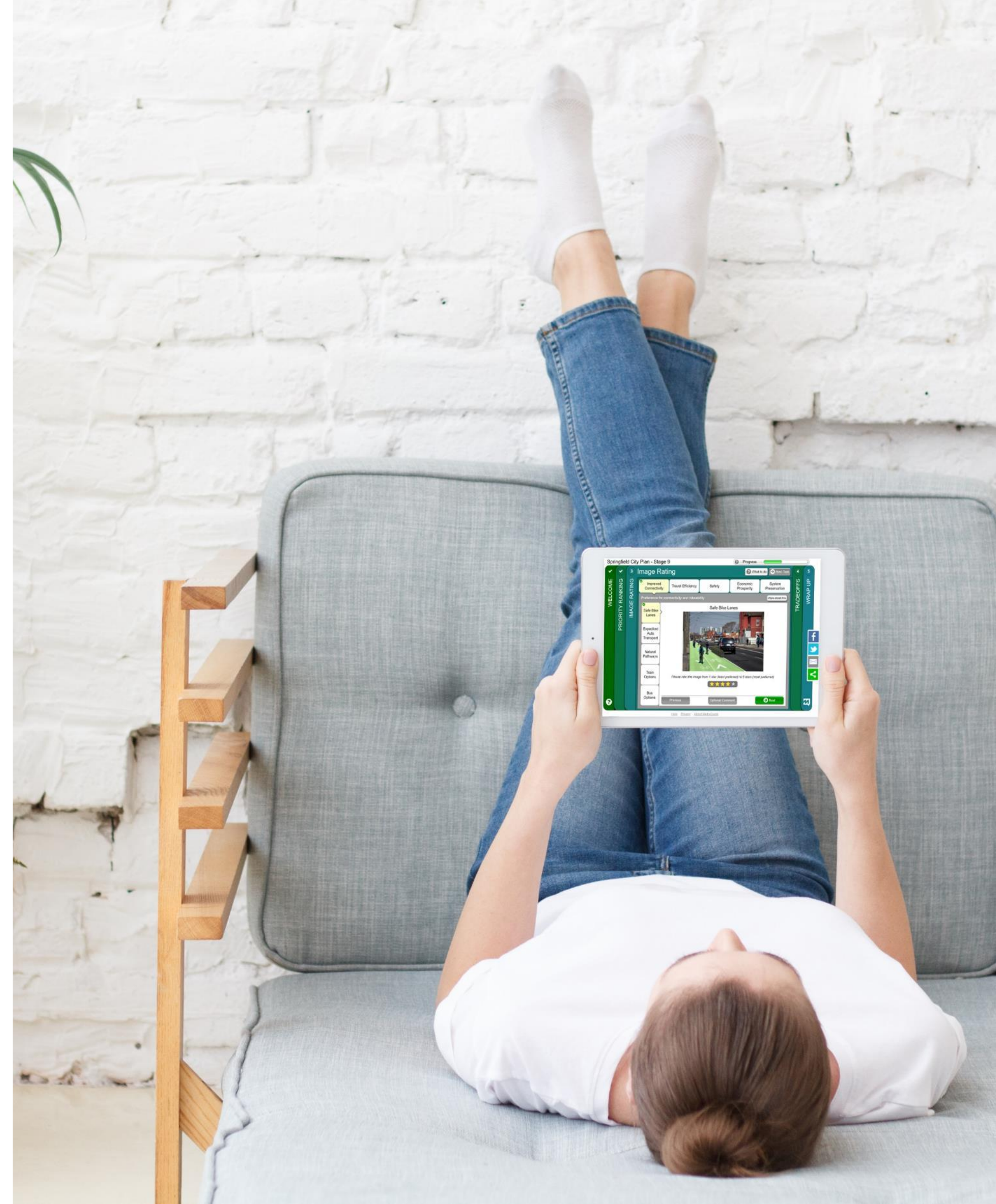


Voila! Actionable results!



10 Tips for Actionable Input

- #1 Make it visual & interactive
- #2 Be multi-channel, think mobile
- #3 Design it to take 5 minutes
- #4 Start with engaging questions
- #5 Emphasize social sharing
- #6 Monitor & target demographics
- #7 Offer a safe & private option
- #8 Use templates designed for planning
- #9 Collect quantifiable input
- #10 Create microlearning moments





Formula for actionable results

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



Select MetroQuest subscribers

State Agencies



Local Agencies



Consulting Firms




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!





Poll: What
additional information
would you like?





What projects is MetroQuest designed for?



Urban
design



LRTPs



Transit



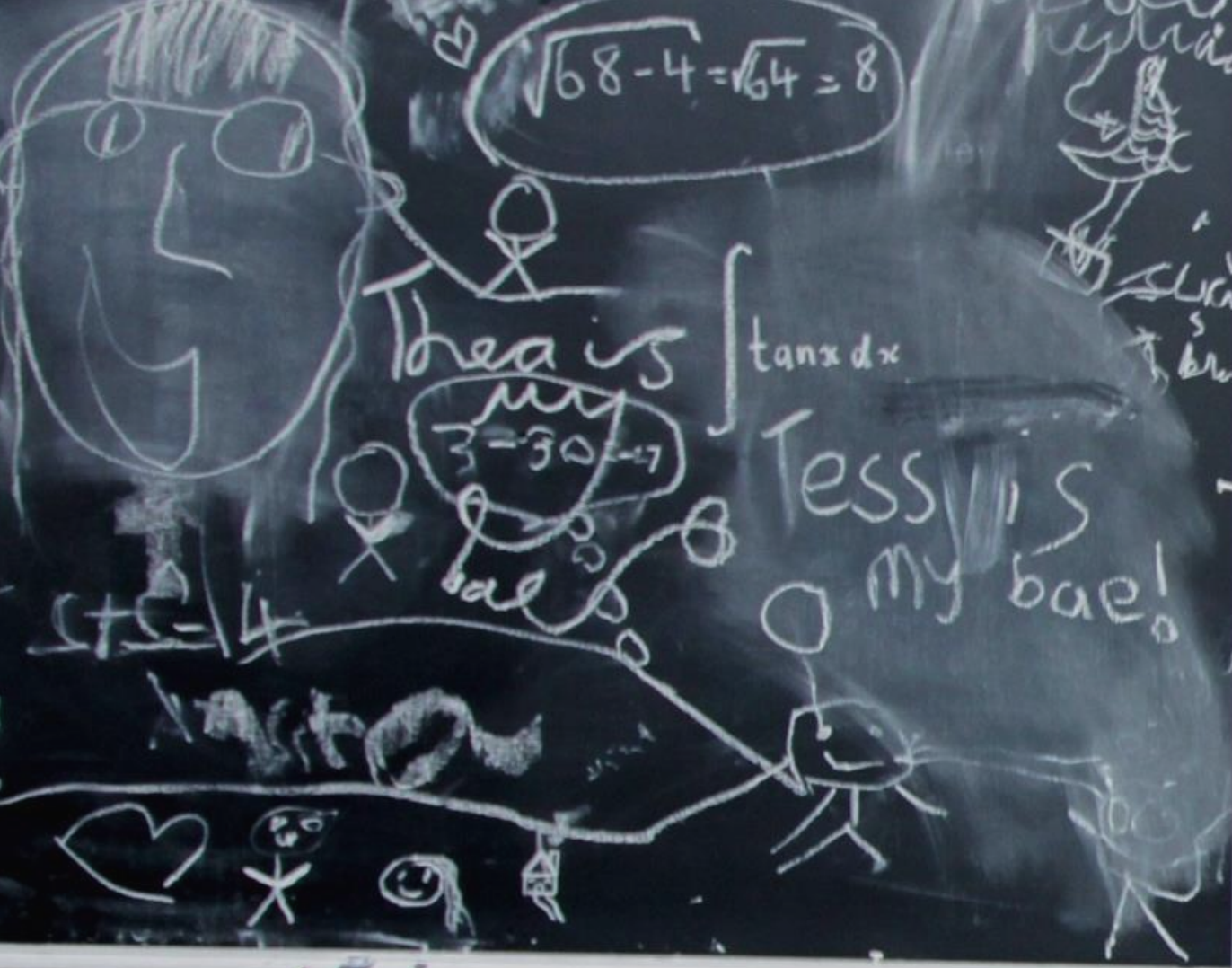
Bike &
pedestrian



Land
use



Comprehensive



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



NEXT Webinar

Microlearning & Gamification: How to Optimize MetroQuest Surveys for Informed Public Input

Wednesday, December 11th

11 am Pacific | 2 pm Eastern (45 minutes)

Educational Credit: 0.75 (APA AICP CM)

Poll: Save your seat!



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!

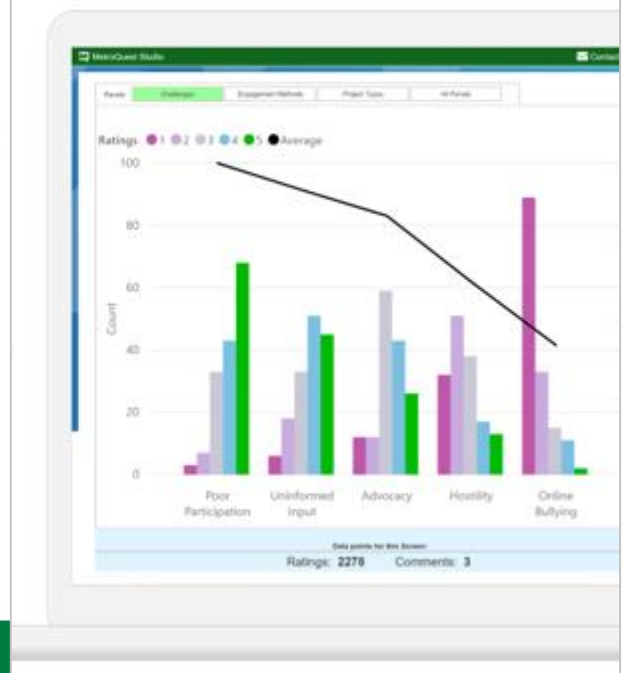


Despite their efforts, many MPOs are suffering from poor public participation.

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 open-
ation' as the most common challenge, followed
: don't make time to give their input," noted one
formed citizens are trying to sway projects."



2018 MPO Report:

Public Involvement Trends that Matter

 MetroQuest
Engagement optimized



FREE eBook

Public Engagement: 6 Drawbacks of Multiple Choice Surveys

- 6 pitfalls to avoid
- 18 tips for online engagement
- Featured case study



Questions?



Jen Higginbotham
Principal Planner
Indianapolis MPO



Dave Biggs
Chief Engagement Officer
MetroQuest



Thank you for participating!

AICP CM: <https://www.planning.org/events/course/9189772/>

