## Optimizing Online Engagement

with





Dave Biggs Chief Engagement Officer MetroQuest



### Agenda

Top goals of public engagement How MetroQuest is optimized for results Live Demo – 3 phases to online engagement success Q&A



### 20 years! Best practices research





NCHRP





### Association of Metropolitan Planning Organizations







### Select MetroQuest customers



### Top public engagement goals

### Critical mass Diversity

Improved decision making & greater public support

### Informed input Quantifiable results

### How do online options compare?

# Increase participation $\star \star \star \star \star \star \star \star$

### SOCIAL MEDIA

# Broaden demographics $\bigstar \bigstar \bigstar \bigstar \bigstar$

### Inform & educate $\bigstar \stackrel{\checkmark}{\sim} \stackrel{\sim}{\sim} \stackrel{\sim}{\sim}$

### 

# Increase participation $\bigstar \stackrel{\checkmark}{\sim} \stackrel{\backsim}{\sim} \stackrel{\backsim}{\sim} \stackrel{\frown}{\sim} \stackrel{}}{\sim} \stackrel{\frown}{\sim} \stackrel{\rightarrow}{\sim} \stackrel{\frown}{\sim} \stackrel{\frown}{\sim} \stackrel{\frown}{\sim} \stackrel{\rightarrow}{\sim} \stackrel{\rightarrow$

### ONLINE FORUMS

# Broaden demographics $\bigstar \stackrel{\checkmark}{\propto} \stackrel{\checkmark}{\propto} \stackrel{\checkmark}{\propto} \stackrel{\checkmark}{\propto} \stackrel{\checkmark}{\propto} \stackrel{\checkmark}{\sim} \stackrel{}{\sim} \stackrel{}}{\sim} \stackrel{$

### 

# Quantify input $\cancel{A} \times \cancel{A} \times \cancel{A} \times \cancel{A}$

### MICROSITE or WEB PAGES



### Increase participation

### Broaden demographics

### Inform & educate $\star \star \star \star \star \star$

### Quantify input

### TRADITIONAL SURVEYS

←→CX as

# Increase participation $\star \star \star \star \div \div \checkmark$

Broaden demographics

### 

# Quantify input $\bigstar \bigstar \bigstar \bigstar \bigstar \bigstar$



How is MetroQuest optimized for actionable results?





### Critical mass



### It's multi-channel





### It's responsive for mobile









### It's private



### It's designed to take 5 minutes







### Diversity

 $\frac{1}{1} \times \frac{1}{1} \times \frac{1}$ 



### It's visual



### lt's fun



### It collects demographics



- BlackAfrican American
  - HispanicLatinoSpanish Ancestry

- Native HawaiianOther Pac... Other
- Prefer not to answer



### It supports "go to them" activities







### Informed input $\star \star \star \star \star \star$



### It gamifies planning education





# Quantifiable results $\star \star \star \star \star \star \star \star$



### It's optimized to support planning



### It blends quantitative & qualitative





### It delivers colourful dashboards





### When is the right time to engage online?

### At the start!



### In the middle!



### Toward the end!



What projects is MetroQuest designed for?

# Bike & pedestrian

### LRTPs

### Urban design

Land USE

### Transit

### Comprehensive




Set-up

### Engage

2



3

## Top public engagement goals

## Critical mass Diversity

Improved decision making & greater public support

## Informed input Quantifiable results

### Celebrating great engagement!

RTC of Southern Nevada, RTP	Nati
6,800+ Participants 25,000+ Priority Rankings 29,000+ Trade-off Inputs 60,000+ Budget Coins Allocated	1,44 4,29 3,08 2,20
Nashville nMotion Transit Plan	Oko
9,000+ Participants 27,000+ Priority Rankings 21,000+ Scenario Ratings	1,28 4,77 14,8
Lancaster County, PA, Comprehensive Plan	Beln
1,600+ Participants 14,000+ Priority Ratings 4,200+ Scenario Ratings 1,900+ Organized Comments	7,20 8,30 30,0

### tick Master Plan (Population 33,000)

- 40+ Participants
- 90+ Priority Rankings
- 80+ Map Markers
- 00+ Organized Comments

### otoks Traffic Calming (Population 24,500)

- 80+ Participants
- 70+ Priority Rankings
- 870+ Image Ratings

### mont Bridge (Population 46,000)

- 00+ Priority Ratings
- 00+ Trade-off Inputs
- 000+ Image Ratings

### Better decision support!



SENCOG SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS



Comments focused on: Inadequate facilities and sidewalks, bike lanes, trails, and auto-oriented

#### Congestion



#### 32% of total map markers

#### Comments focused on:

- General commuting a.m./p.m. congestion
- Design ex: on/off ramp issues, left turn lane backups
- Operations ex: lights not timed correctly



#### **Ranking Priorities**

SEMCOG SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

SEMCOG SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

# What difference did MetroQuest make?



"Our very first survey we had more than 7,000 responses from a broad demographic. That was really exciting and far more than we anticipated."

Melissa Roberts, Atlanta Regional Commission



lesults represent approximately 2000 online survey responses region wide. Atlanta Regional Commission May 20

Results represent approximately 7.000 online survey responses region-wide. Atlanta Regional Commission May 2013

# "It gave courage to the elected officials... with data...finally with data!"

## Michael Busha, Treasure Coast RPC

## Cost effectiveness (per participant)

Source

Events

Focus group

Lounges

**Community Conversation** 

Textizen

Book-a-Planner

MySidewalk

MetroQuest

Cost per participant
\$47
\$43
\$19
\$10
\$9
\$9
\$8

\$3

4



# SAVE with your annual subscription!



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# Poll: What additional information would you like?





### Meet MetroQuest at APA NPC19

### San Francisco April 13-16

- Join Dave's session: Fast, Funny and Passionate Session 3, on Monday April 15th at 10:15 am (room 2014)
- Meet the team at booth #526
- Visit us for a chance to win a Fitbit Versa





### Questions?



# Thank you for participating!

## AICP CM: https://planning.org/events/course/9175052/

