Optimizing Online Engagement with

MetroQuest

Dave Biggs

Chief Engagement Officer

MetroQuest

Agenda

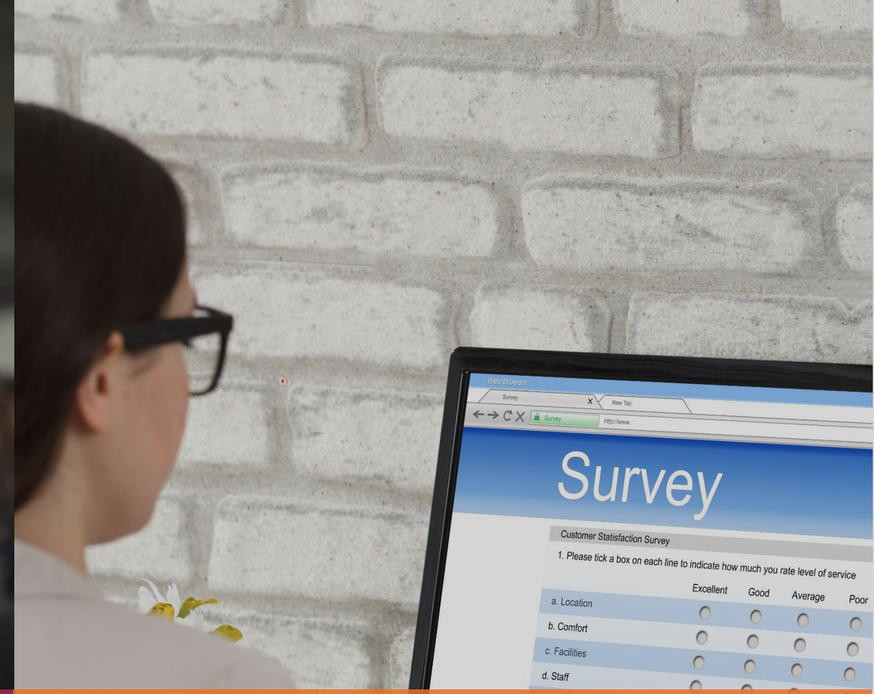
The inspiration behind MetroQuest

How MetroQuest is optimized for results

Live Demo – 3 phases to online engagement success

Q&A

3 challenges with traditional engagement



Low turnouts at public meetings

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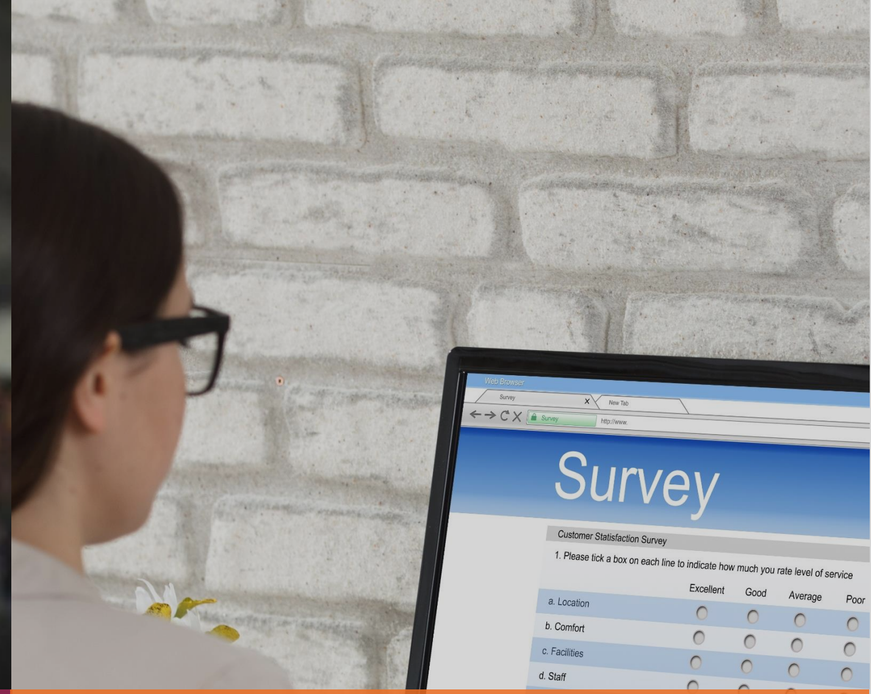
Only the motivated provide input



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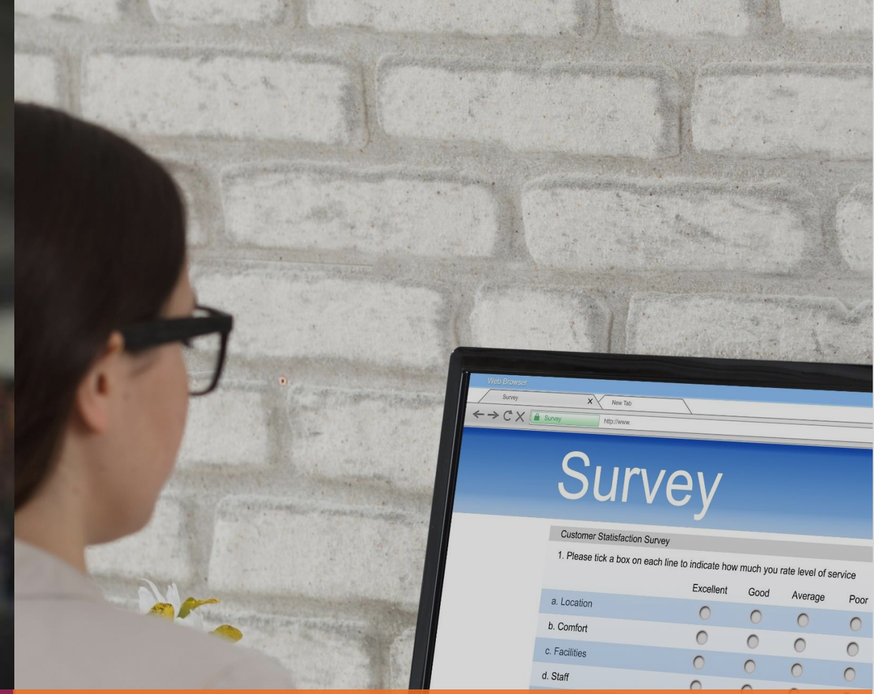


Traditional surveys too simple/boring

20 Years! Best Practices Research

Federal Transit Administration

Select MetroQuest Customers

State Agencies

- North Carolina Department of Transportation
- Texas Department of Transportation
- Wisconsin Department of Transportation
- Maryland Department of Transportation (MDOT)
- FDOT
- Minnesota Department of Transportation
- Montana MDT Department of Transportation
- ADOT
- ARDOT Arkansas Department of Transportation
- MoDOT
- SCDOT South Carolina Department of Transportation

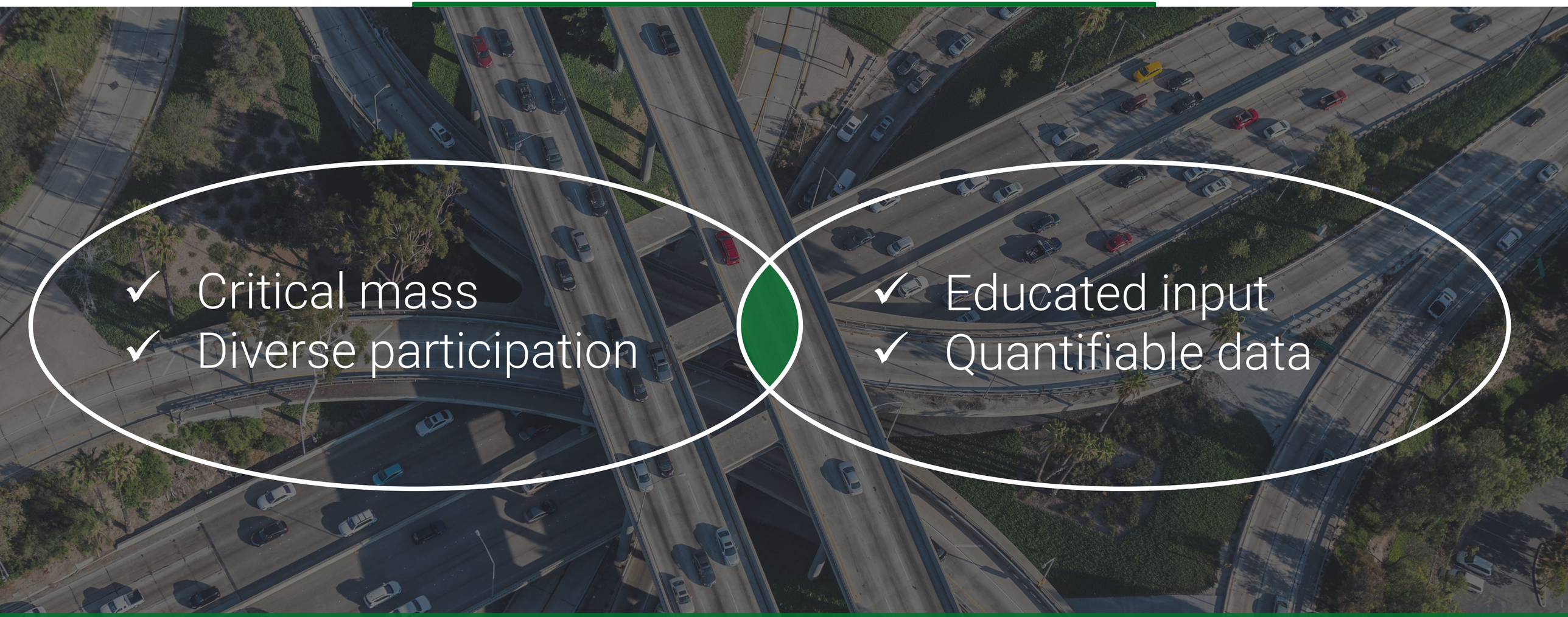
Local Agencies

- MPO
- Chicago Metropolitan Agency for Planning (CMAP)
- Town of Chapel Hill
- CCOG Centralina Council of Governments
- RPC
- Metro
- RTA
- Fresno Council of Governments
- City of Rochester, NY
- Westport
- Clearwater Bright and Beautiful · Bay to Beach

Consulting Firms

- Barton Partners
- Kimley»Horn
- AECOM
- Michael Baker International
- WSP
- arellano associates
- HDR
- Kittelson & Associates
- Kinney Engineering, LLC
- Vector Communications
- MODUS
- Highland Planning

Top public engagement goals



maximum participation + informed input = actionable results

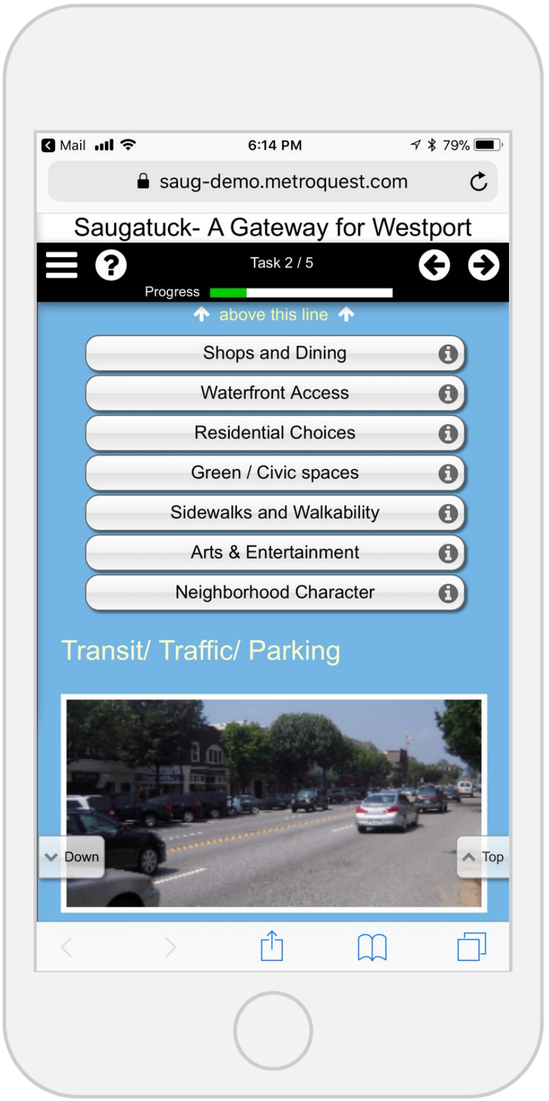
How is MetroQuest optimized for results?

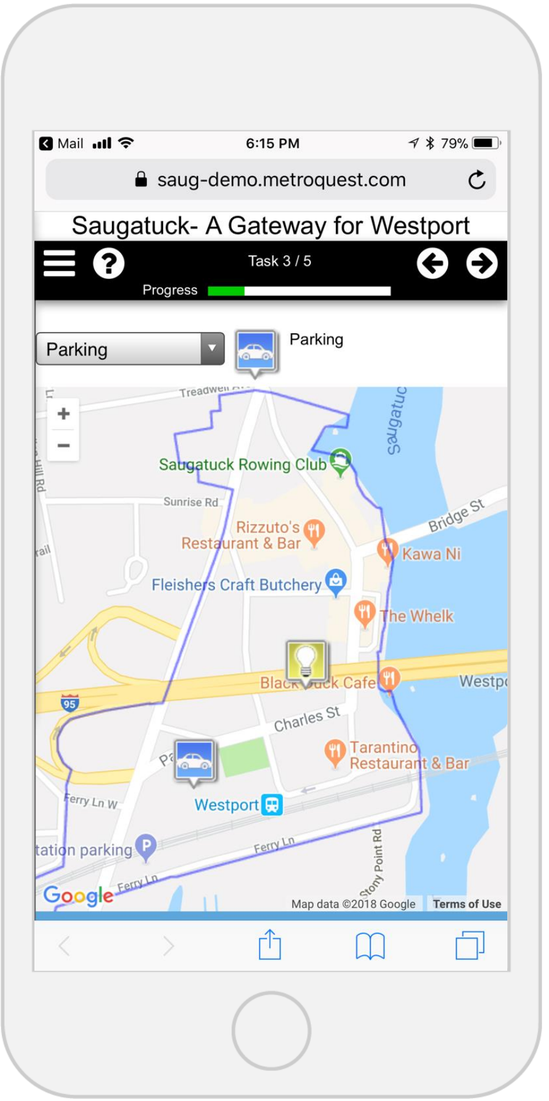
1

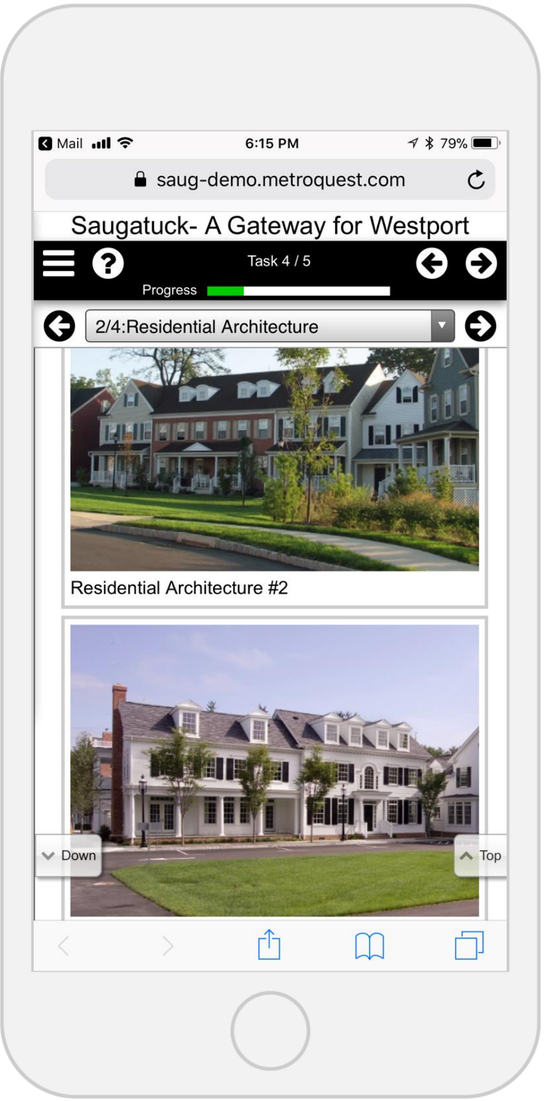
Maximize participation

It’s multi-channel

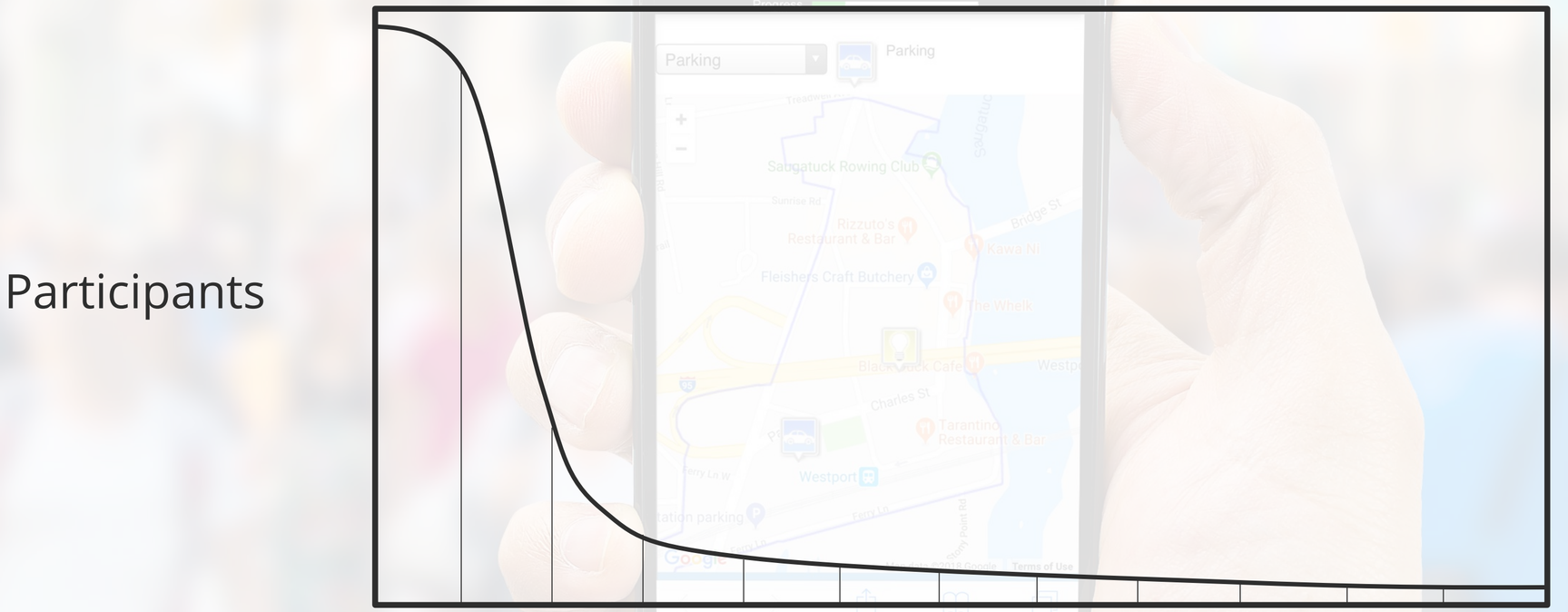
It’s responsive for mobile







It’s designed to take 5 minutes

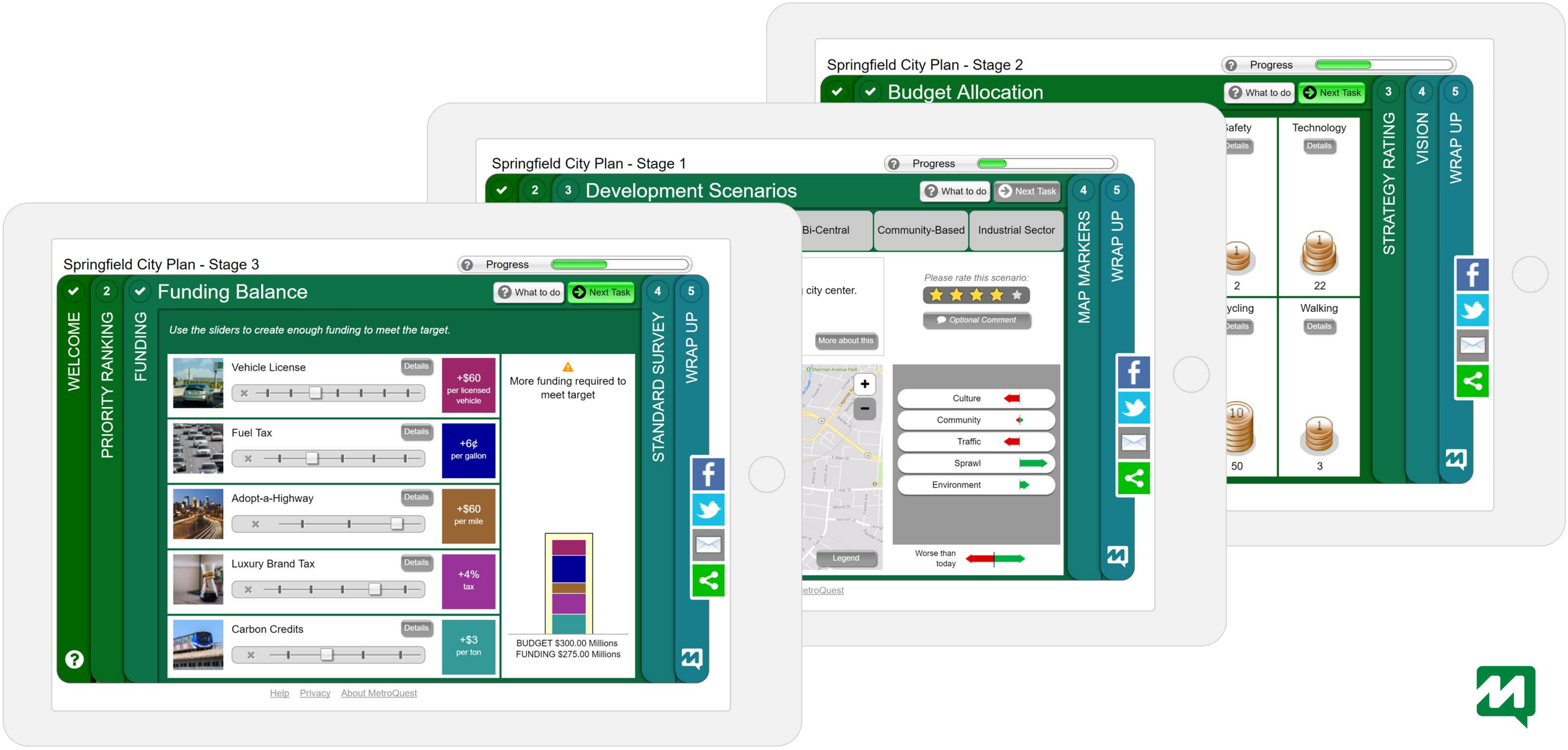


It’s delightful

2

Informed input

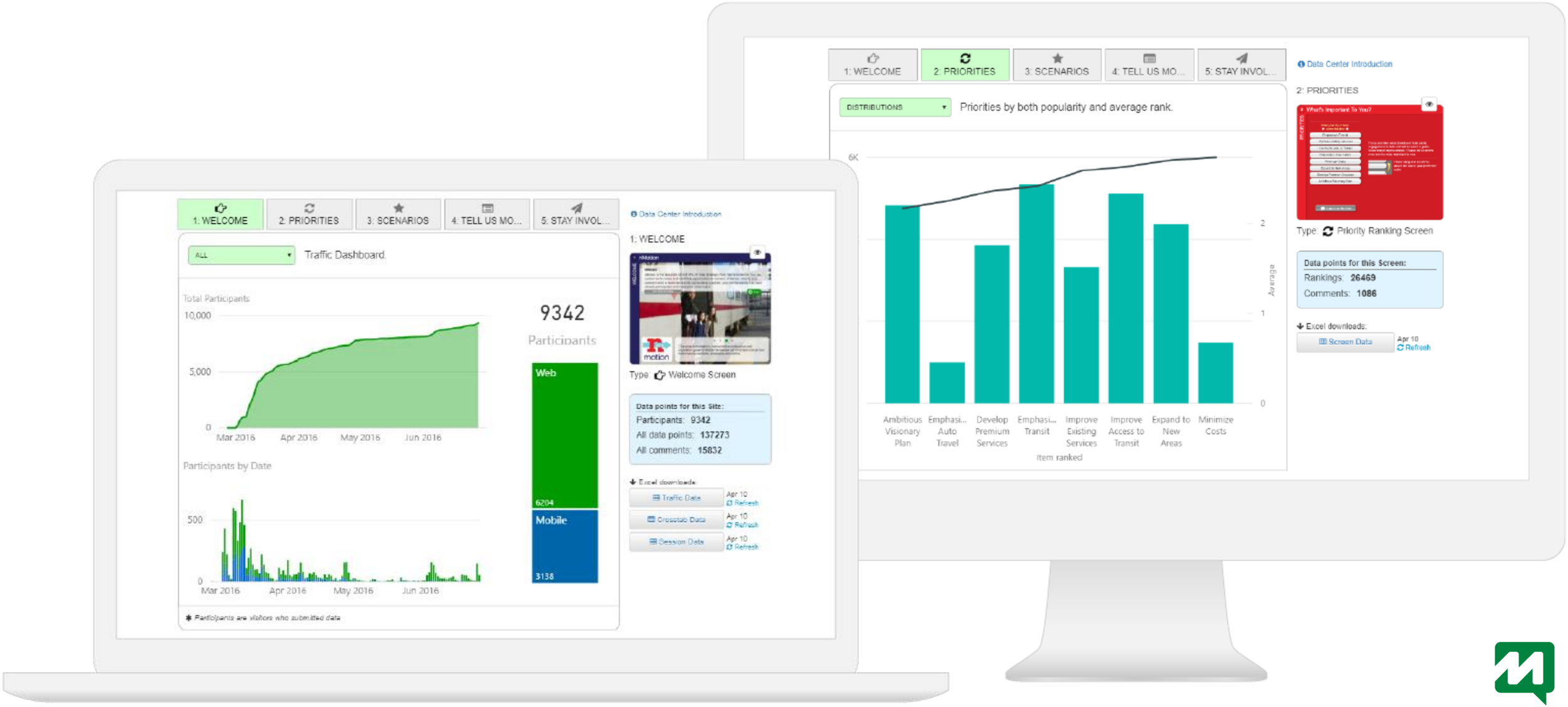
It gamifies planning education



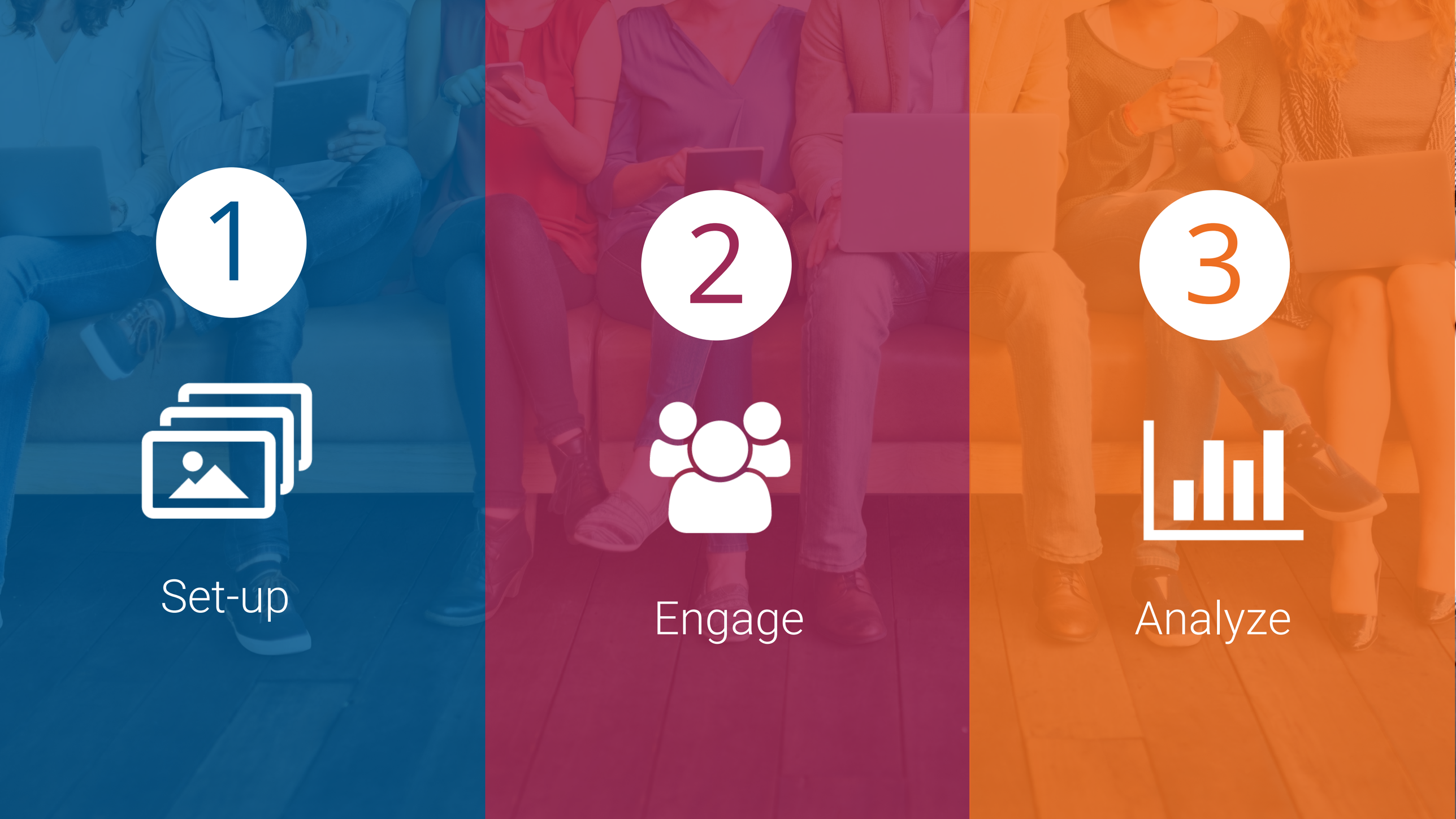
3

Actionable results

Interactive dashboards to support your reports



3 phases to success with MetroQuest!

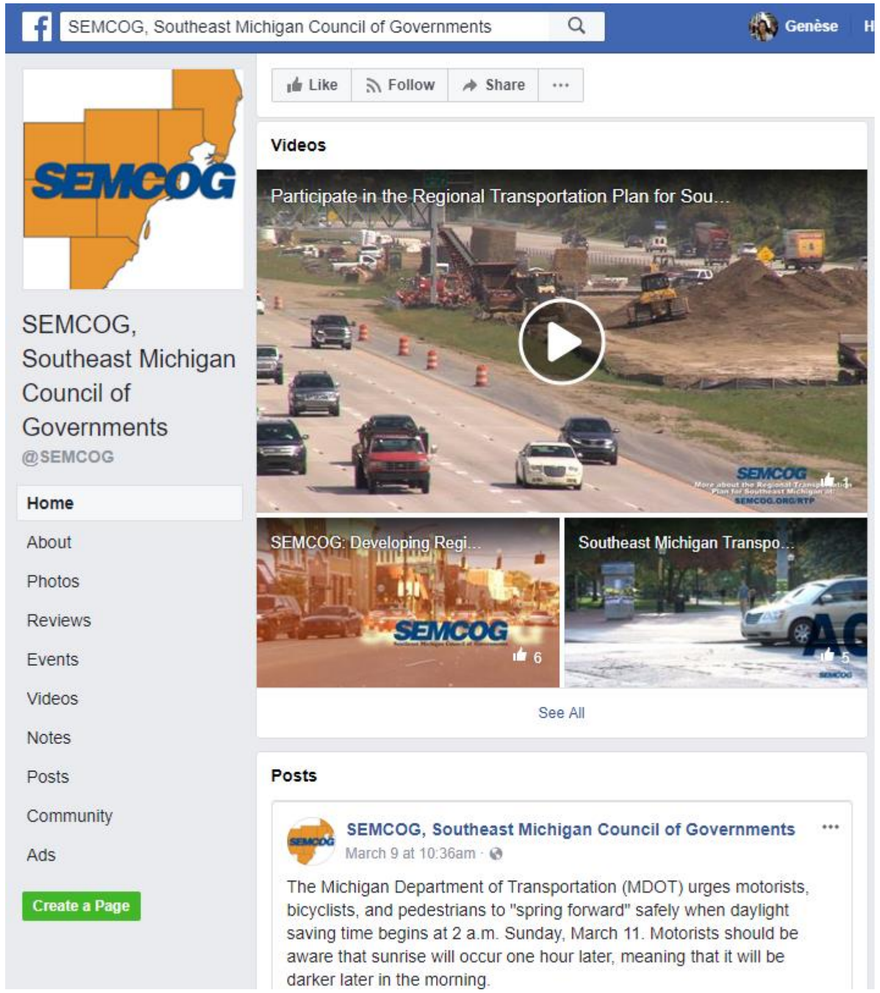

1
Set-up
2
Engage
3
Analyze

Great promotional ideas!

Clever concept

Website & Email

Great promotional ideas!

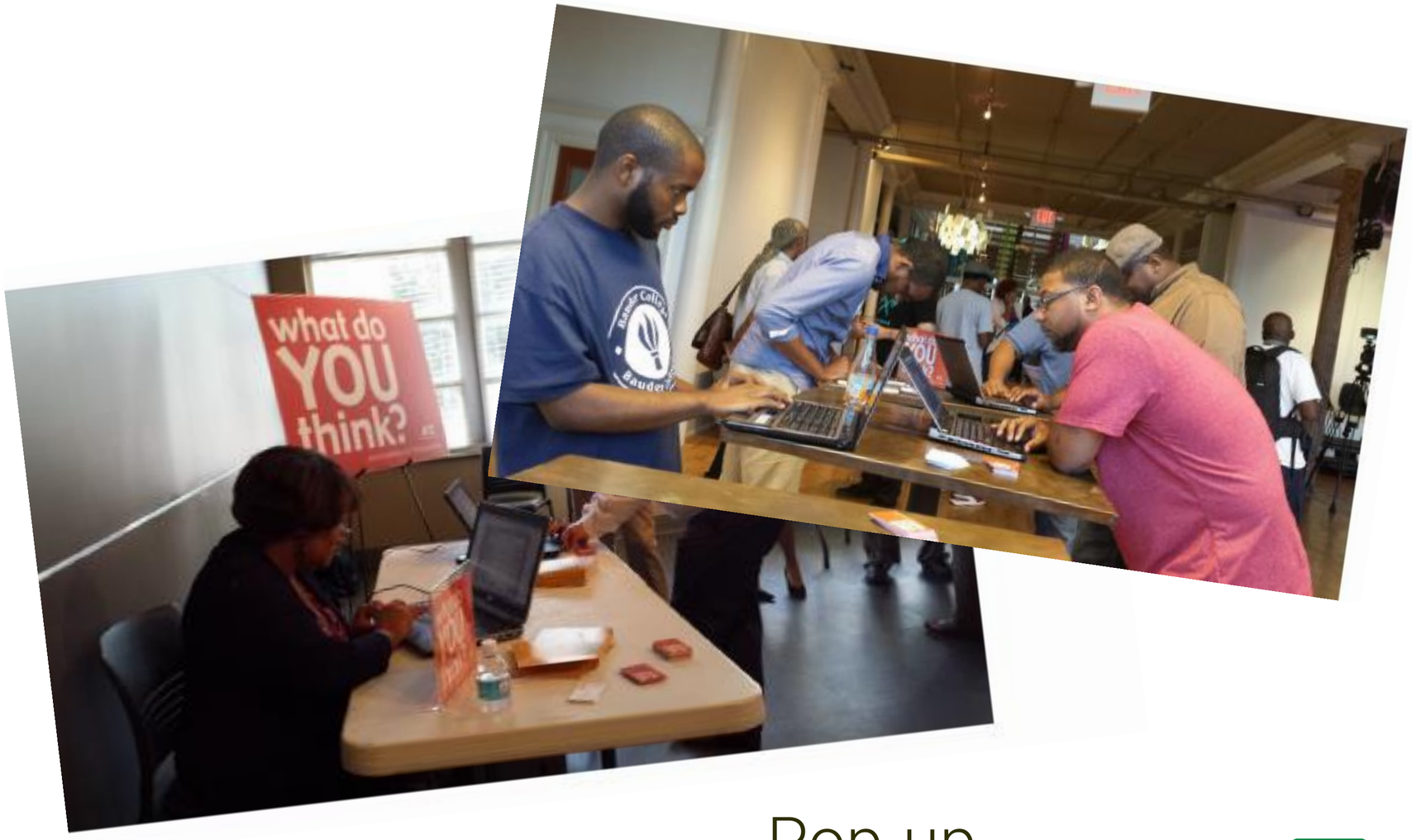


Free press

Social media

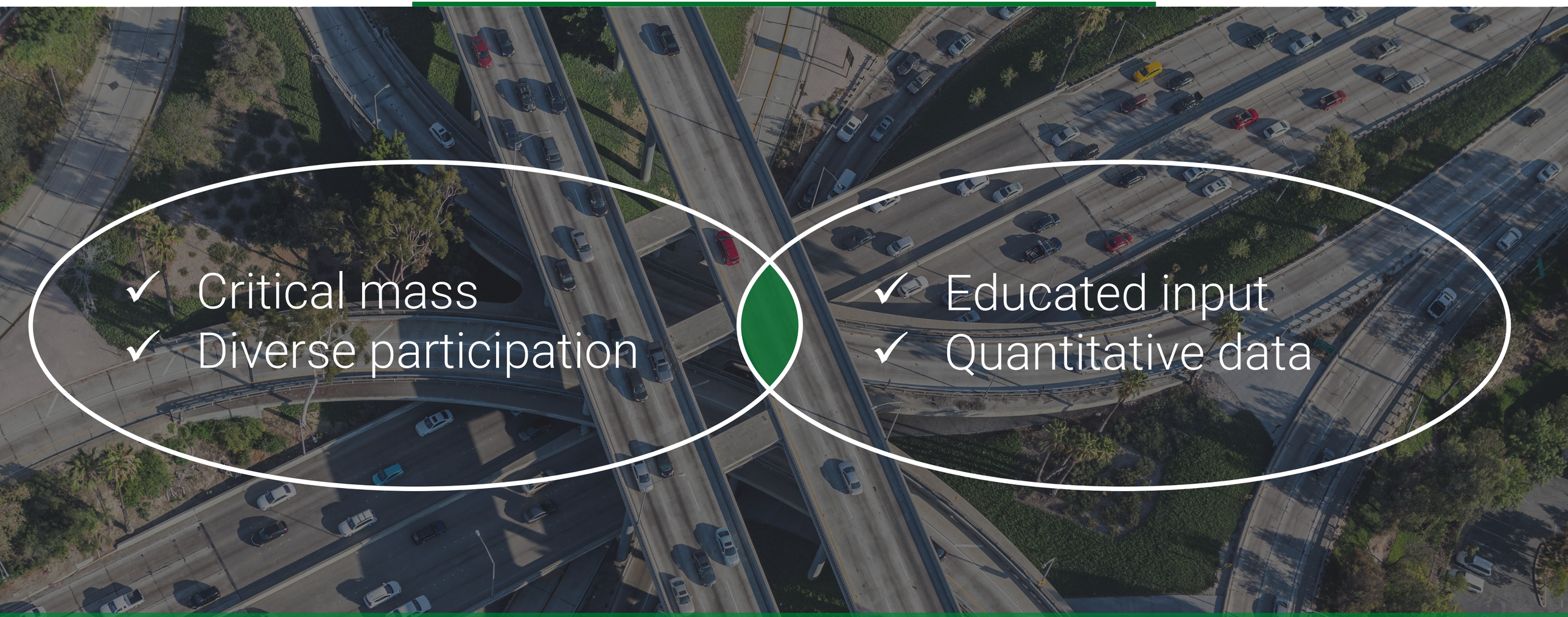
Great promotional ideas!

Kiosks



Pop-up

It’s optimized 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

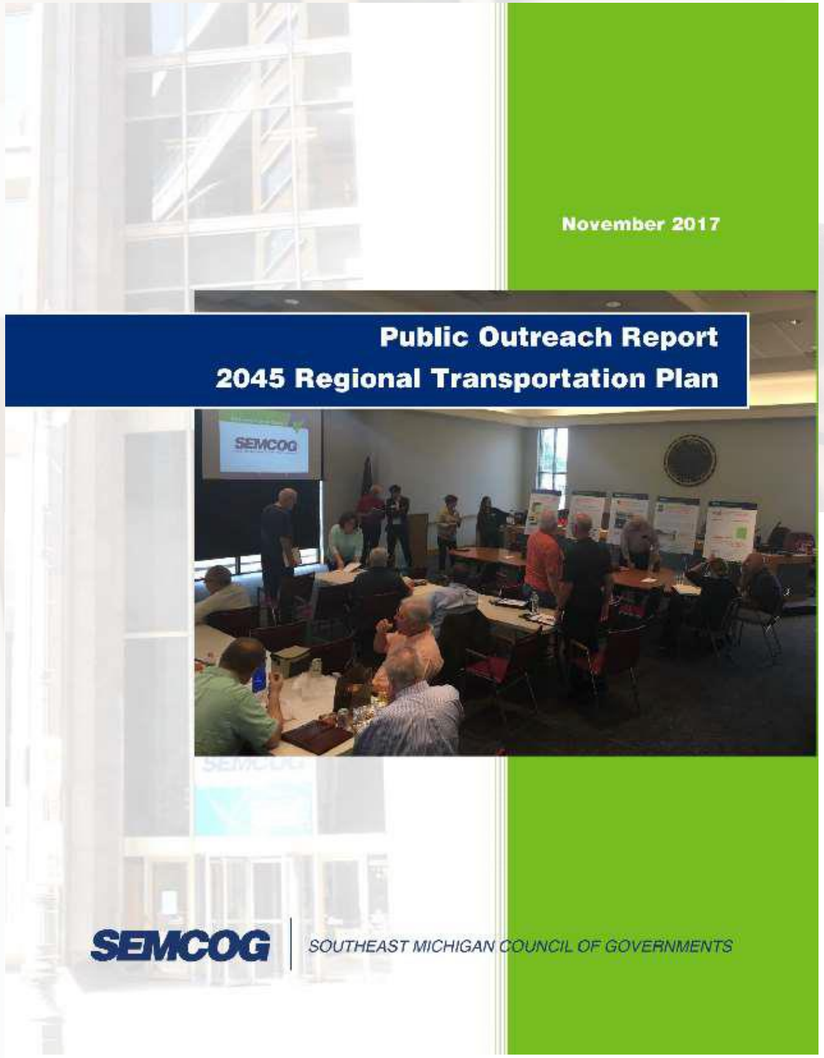
Okotoks Traffic Calming (Population 24,500)

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

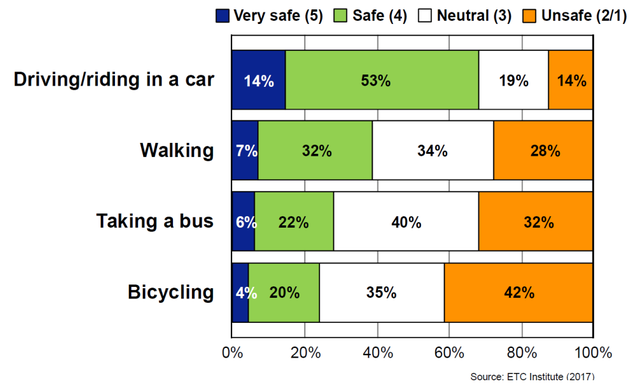
Belmont Bridge (Population 46,000)

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

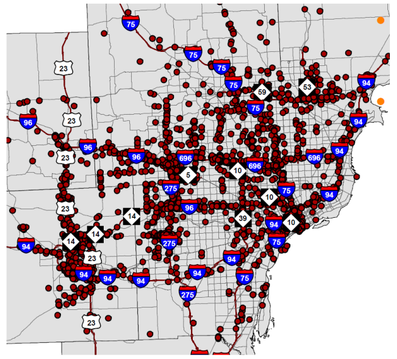
Actionable results!



Feeling Safe when Traveling

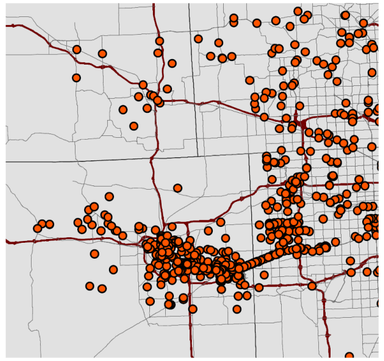


Congestion



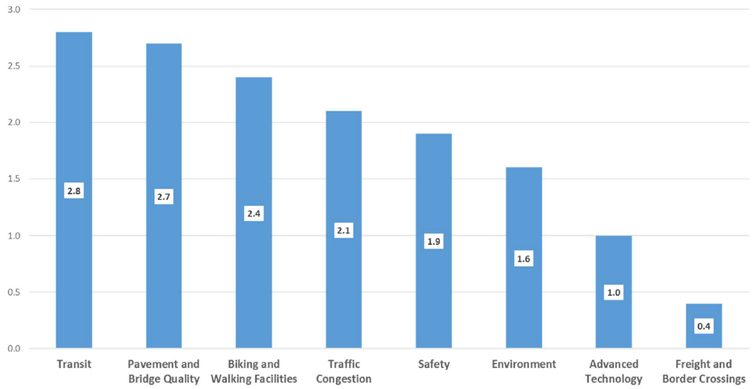
- 32% of total map markers
- Comments focused on:
  - General commuting a.m./p.m. congestion
  - Design ex: on/off ramp issues, left turn lane backups
  - Operations ex: lights not timed correctly

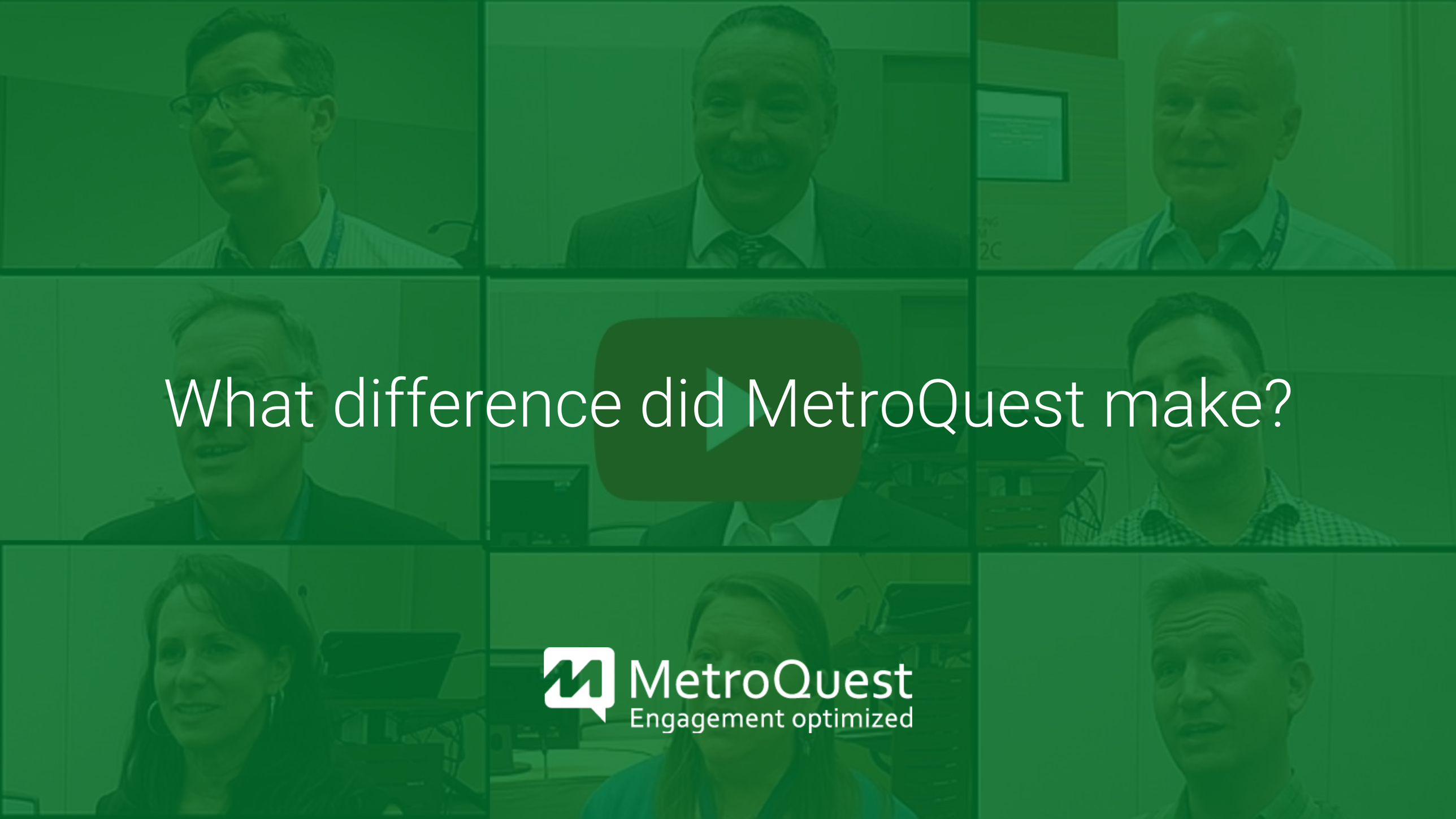
Biking and Walking

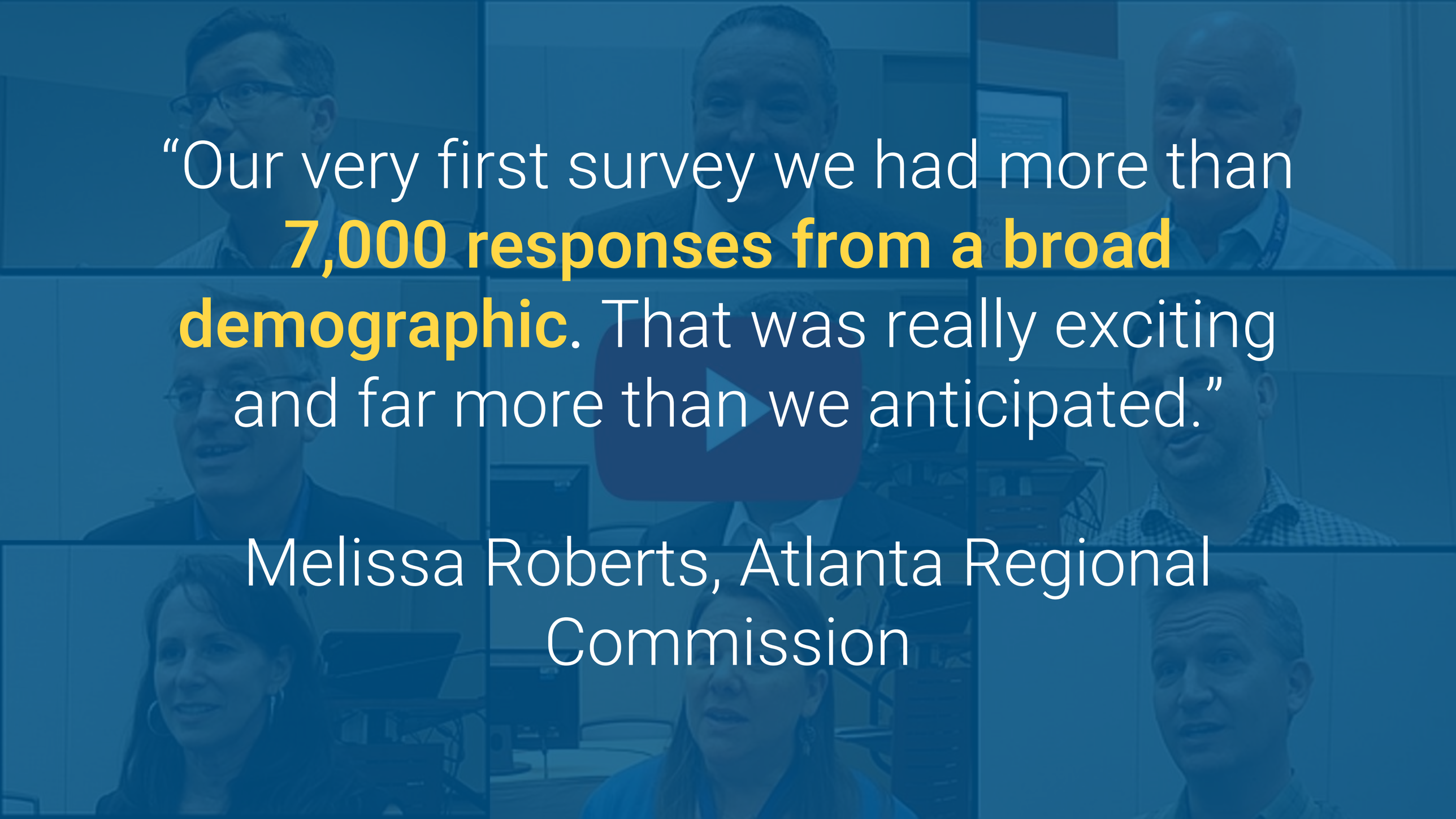


- 20% of total map markers
- Comments focused on:
  - Inadequate facilities and designs: lack of sidewalks, bike lanes, trails, and auto-oriented streets
  - Access

Ranking Priorities

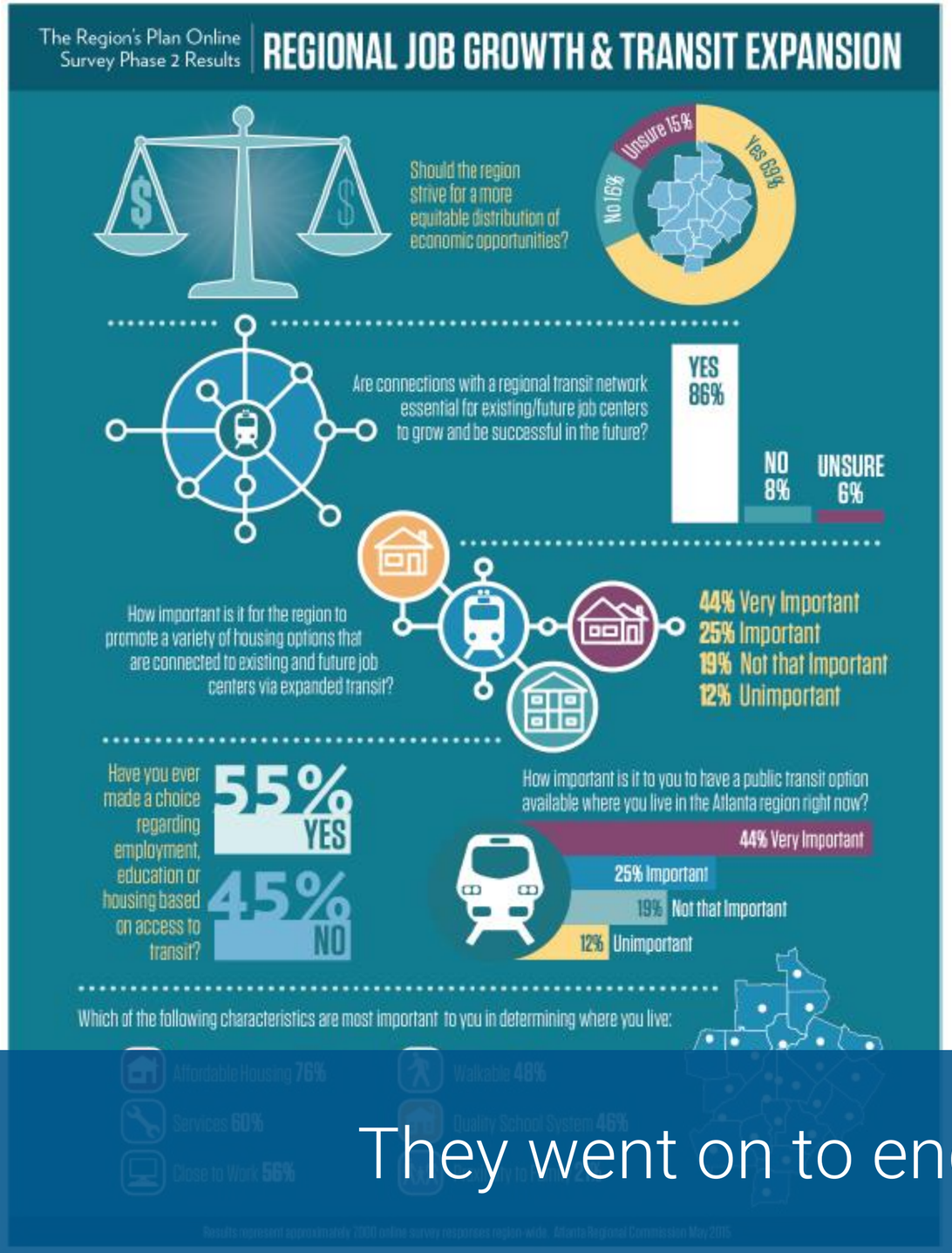


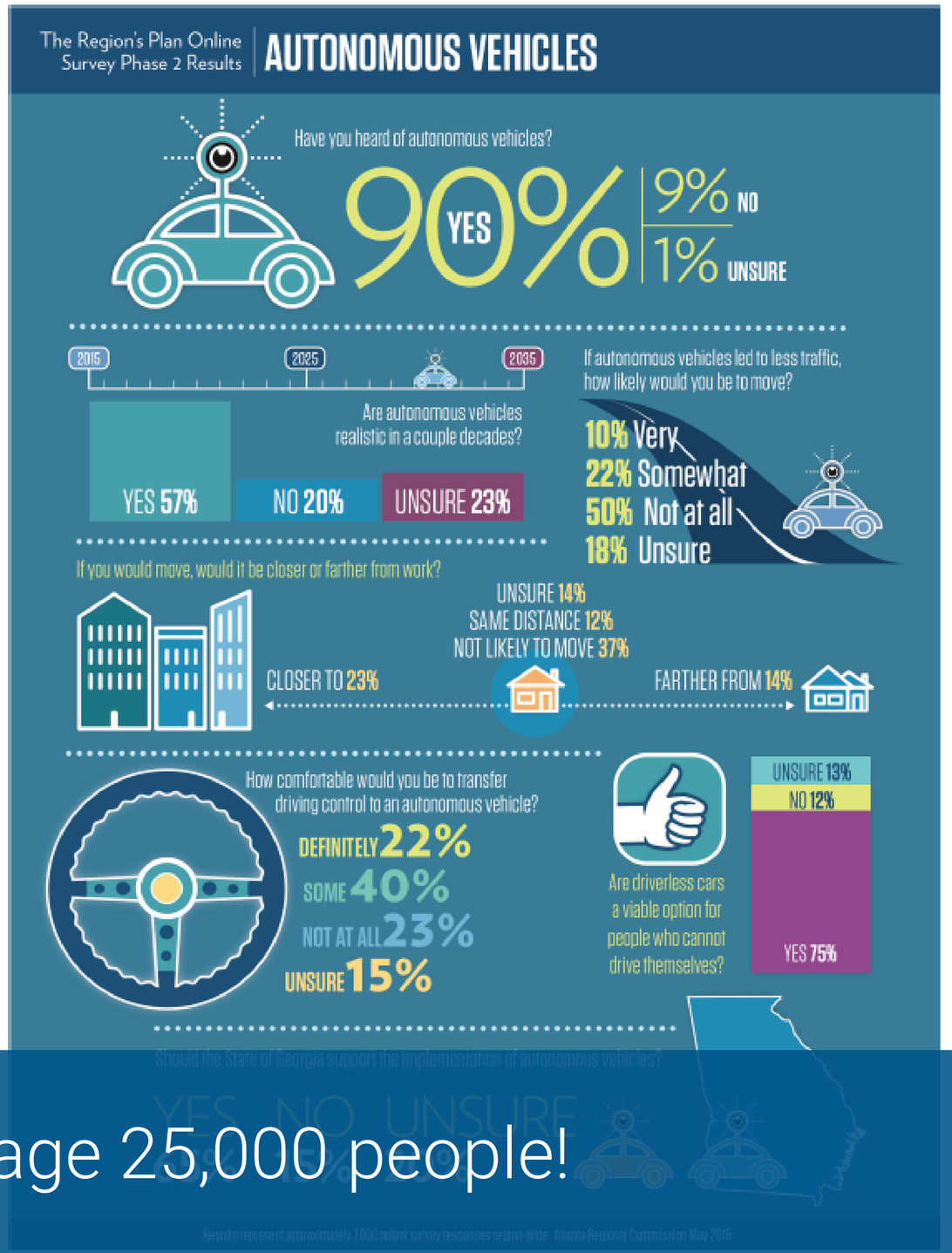

What difference did MetroQuest make?
MetroQuest
Engagement optimized



“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





They went on to engage 25,000 people!

“It gave **courage** to the elected officials…
with data…finally with data!”
Michael Busha, Treasure Coast RPC

Cost effectiveness (per participant)

Source	Cost per participant
Events	$47
Focus group	$43
Lounges	$19
Community Conversation	$10
Textizen	$9
Book-a-Planner	$9
MySidewalk	$8
MetroQuest	$3

SAVE with your annual subscription!

Poll: What additional information would you like?

Webinar Resources

Recording & Slides

Beginner's Guide

Customer Video

Next Webinar: Tuesday, March 20th

A Winning Public Involvement Approach for LRTPs

SEMCOG
Southeast Michigan Council of Governments

Questions?

Dave Biggs

Chief Engagement Officer

MetroQuest

Thank you for participating!