

Optimizing Online Engagement with





Dave Biggs

Chief Engagement Officer

MetroQuest



Agenda

The inspiration behind MetroQuest

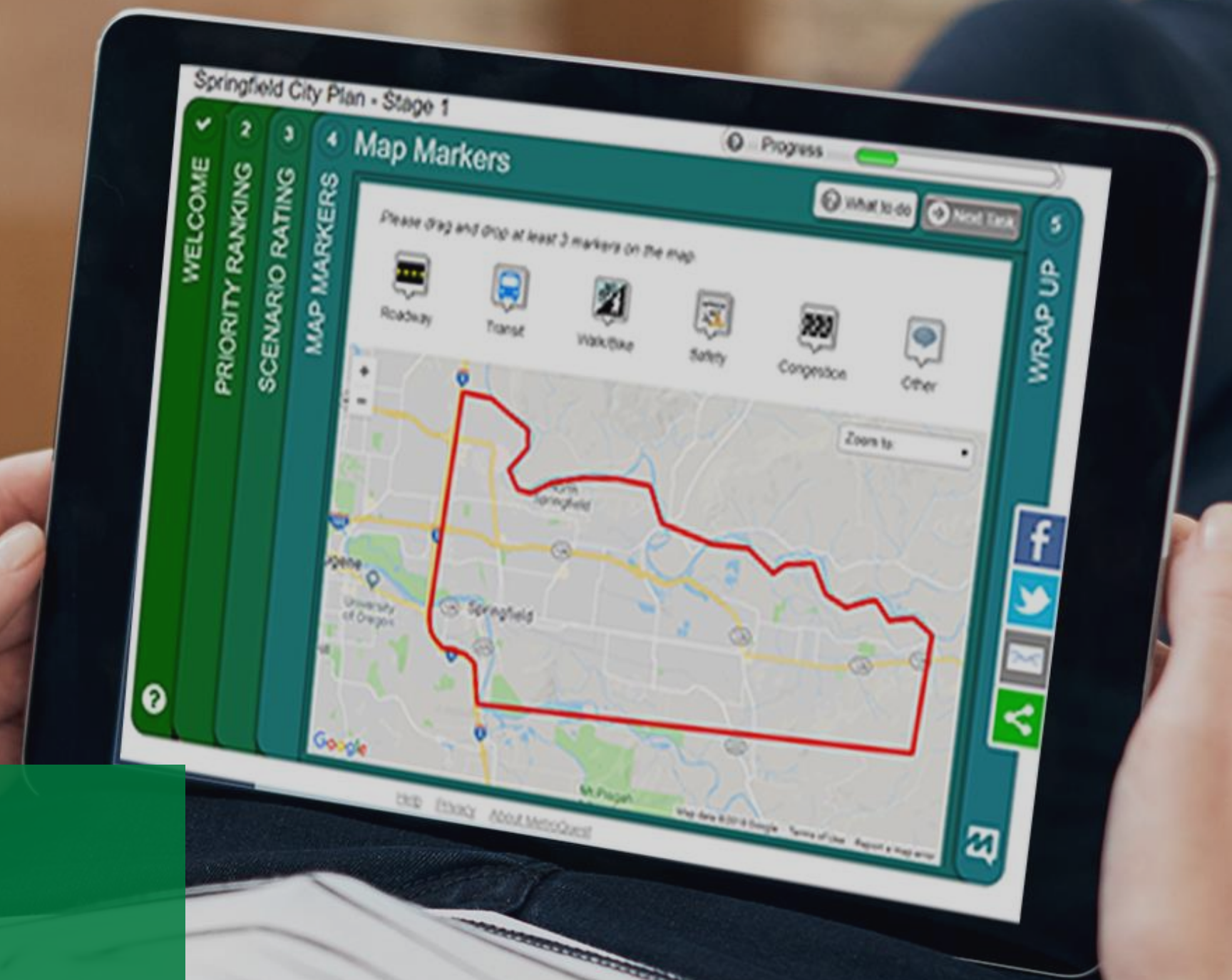
How MetroQuest is optimized for results

Live Demo – 3 phases to online engagement success

Q&A



3 challenges with traditional engagement





Low turnouts
at public
meetings



Low turnouts
at public
meetings

Only the
motivated
provide input



Low turnouts
at public
meetings

Only the
motivated
provide input

Traditional
surveys too
simple/boring

20 Years! Best Practices Research



Federal Transit
Administration

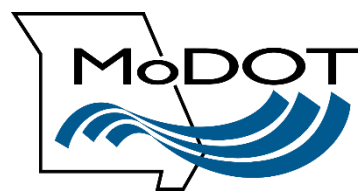
NCHRP

NATIONAL
COOPERATIVE
HIGHWAY
RESEARCH
PROGRAM



Select MetroQuest Customers

State Agencies



Local Agencies



Fresno Council of Governments



City of Rochester, NY



Consulting Firms



Top public engagement goals



- ✓ Critical mass
- ✓ Diverse participation

- ✓ Educated input
- ✓ Quantifiable data

maximum participation + informed input = actionable results



How is MetroQuest optimized for results?





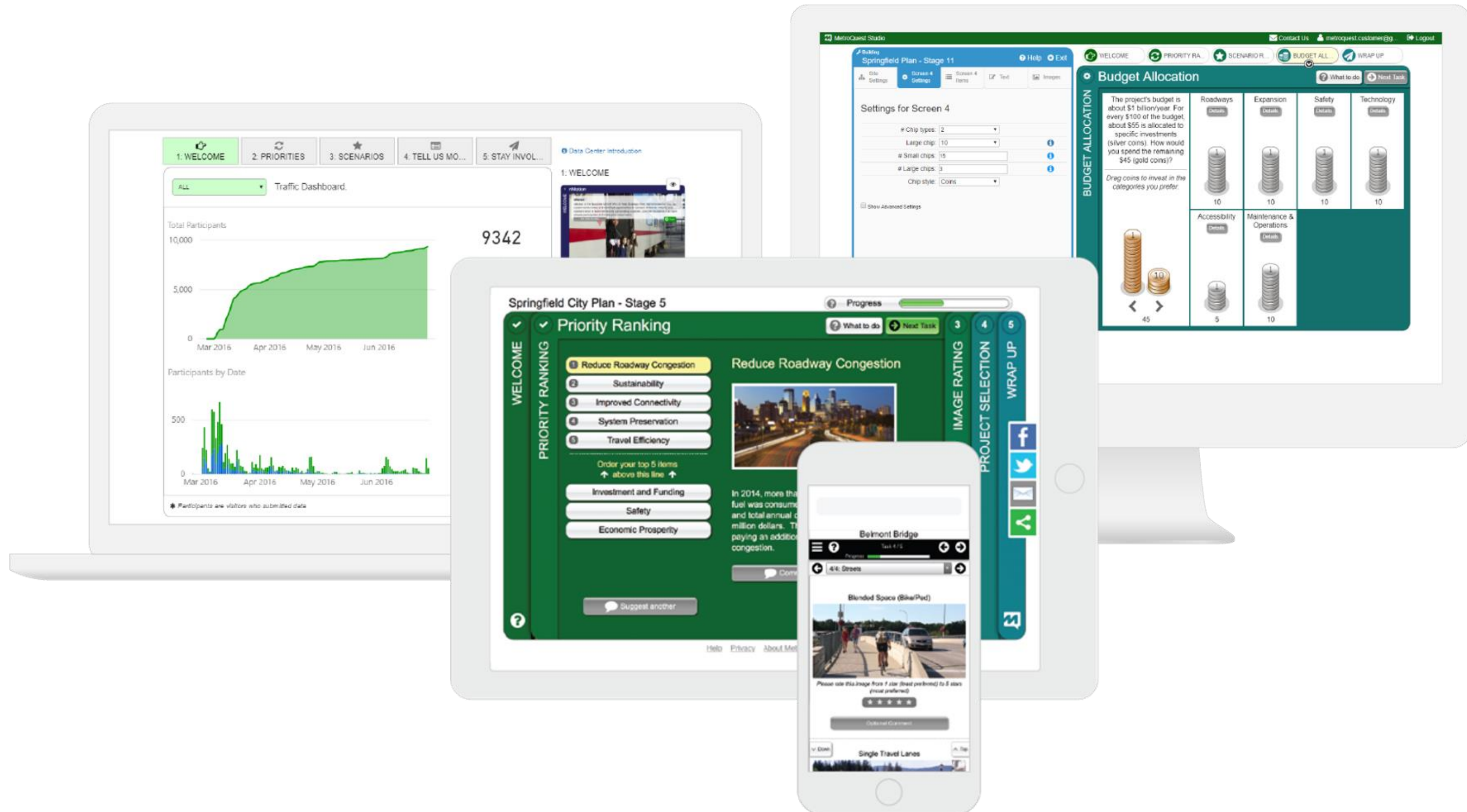
1



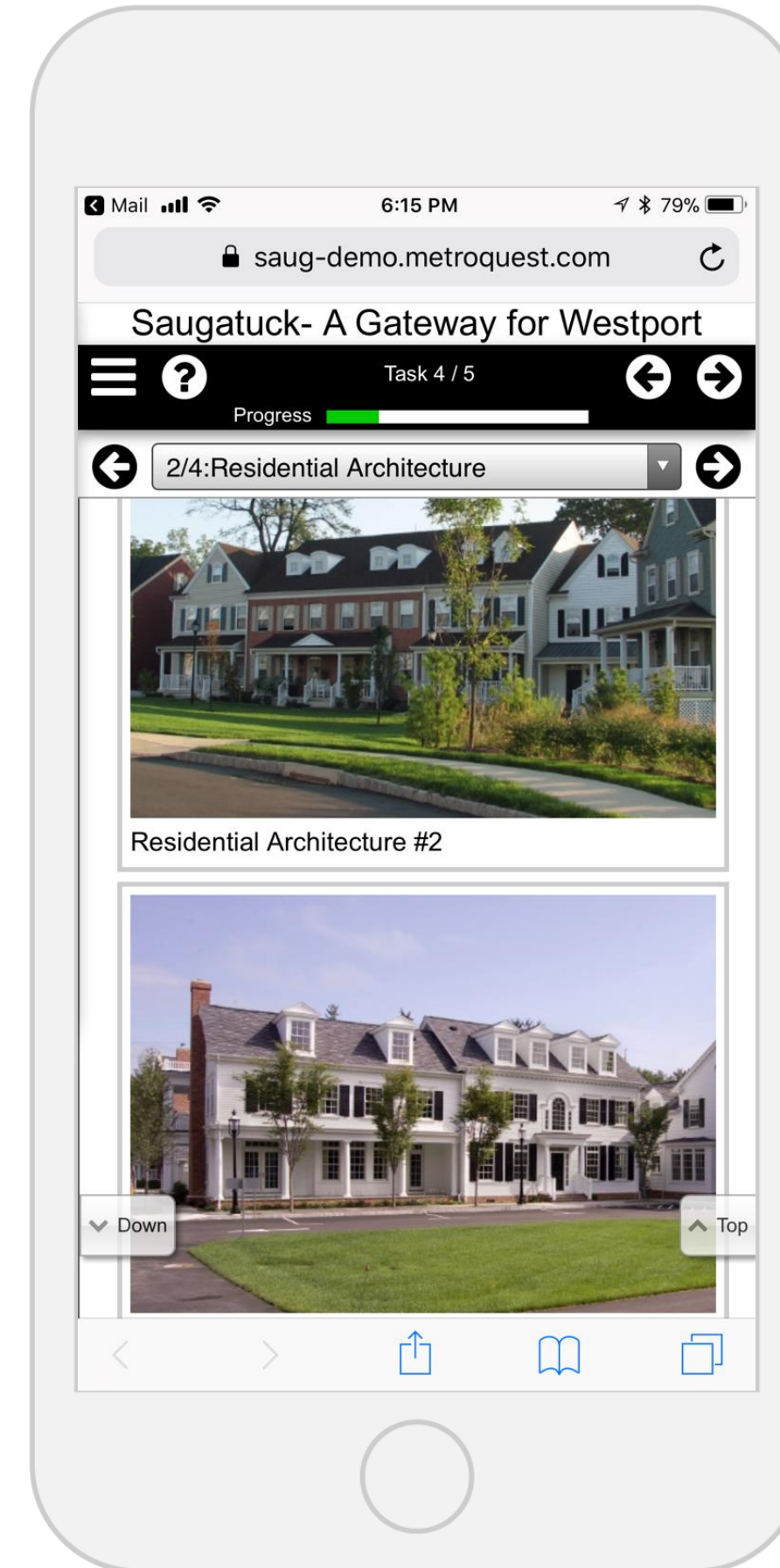
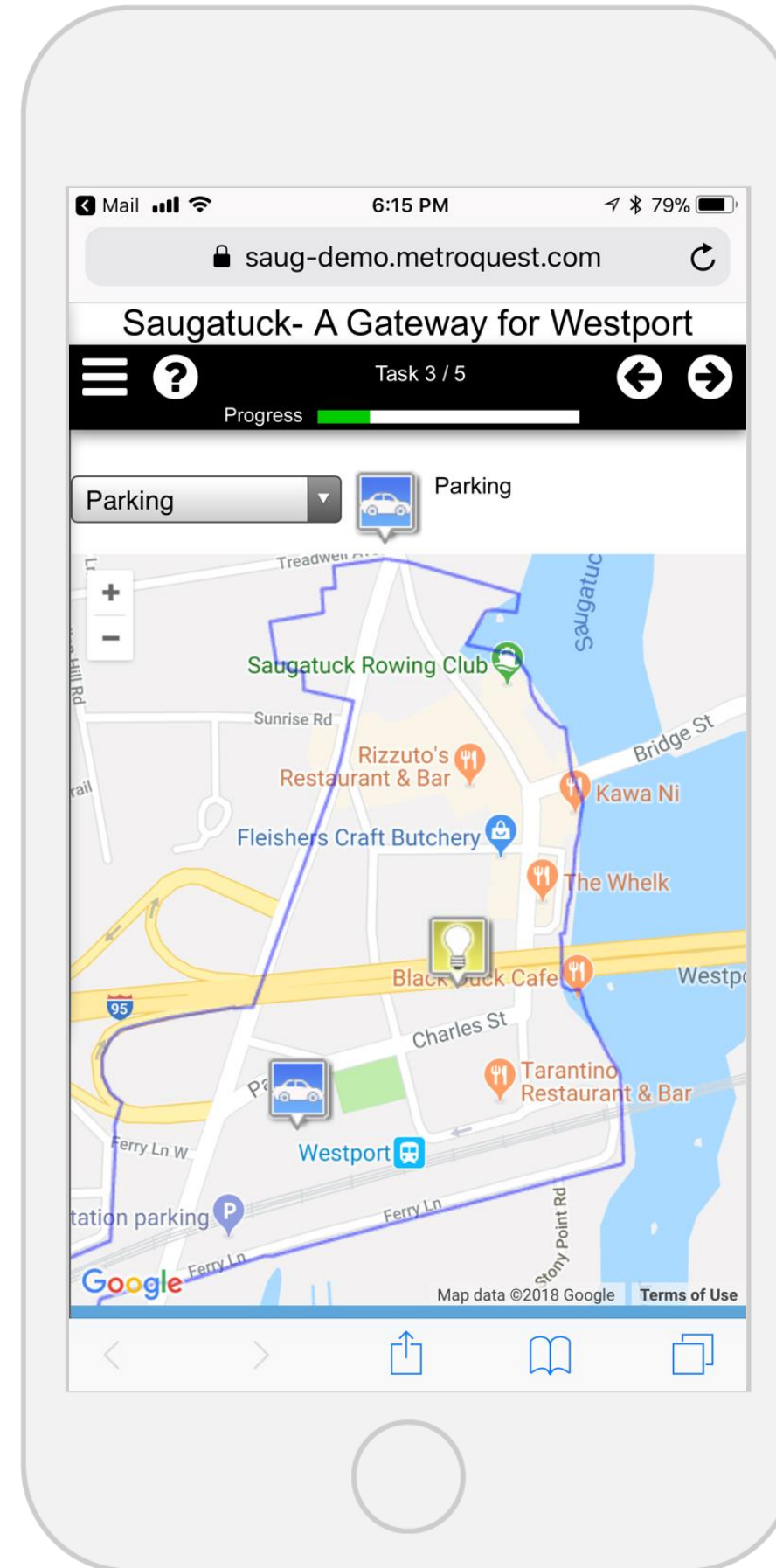
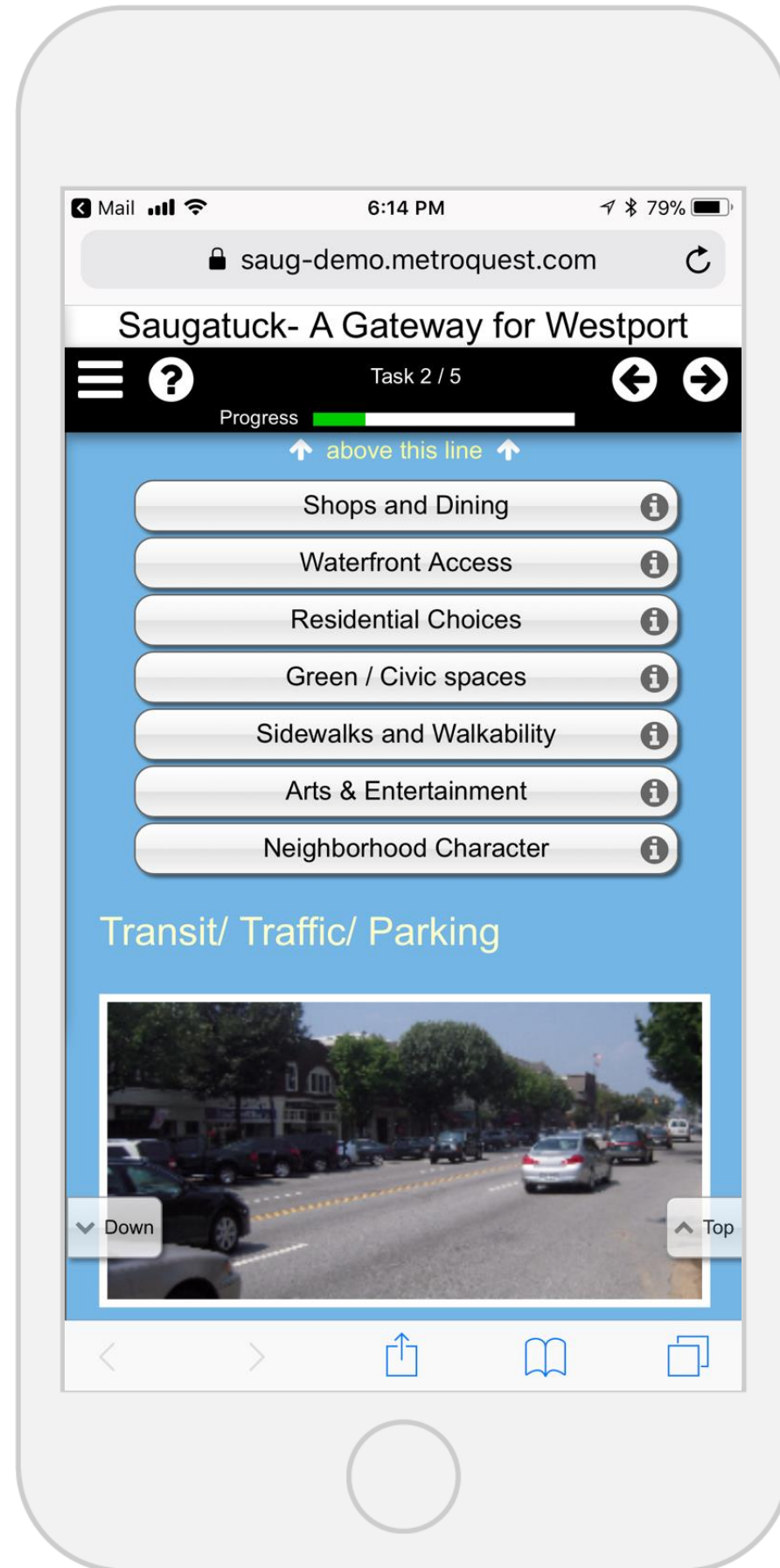
Maximize participation



It's multi-channel

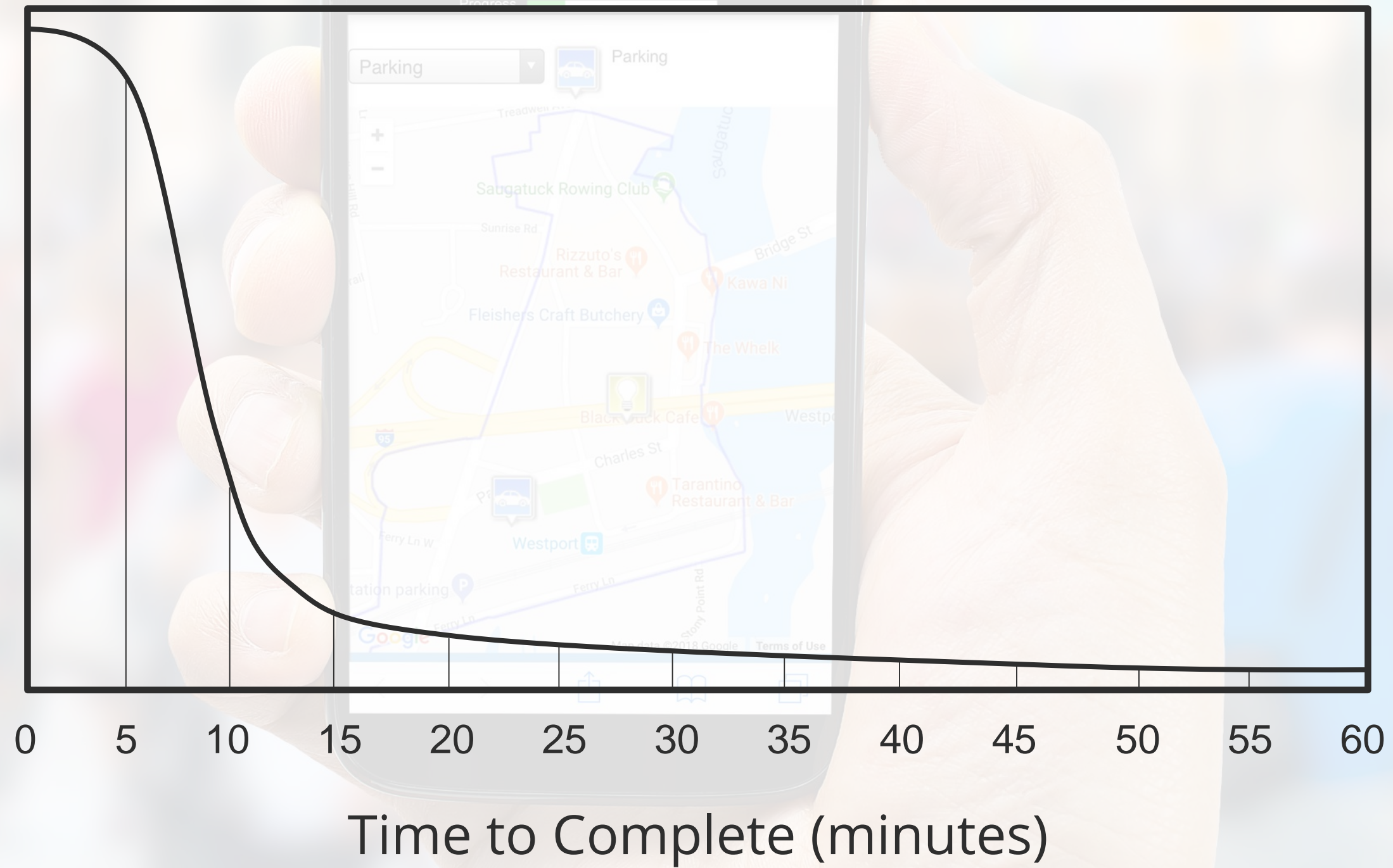


It's responsive for mobile

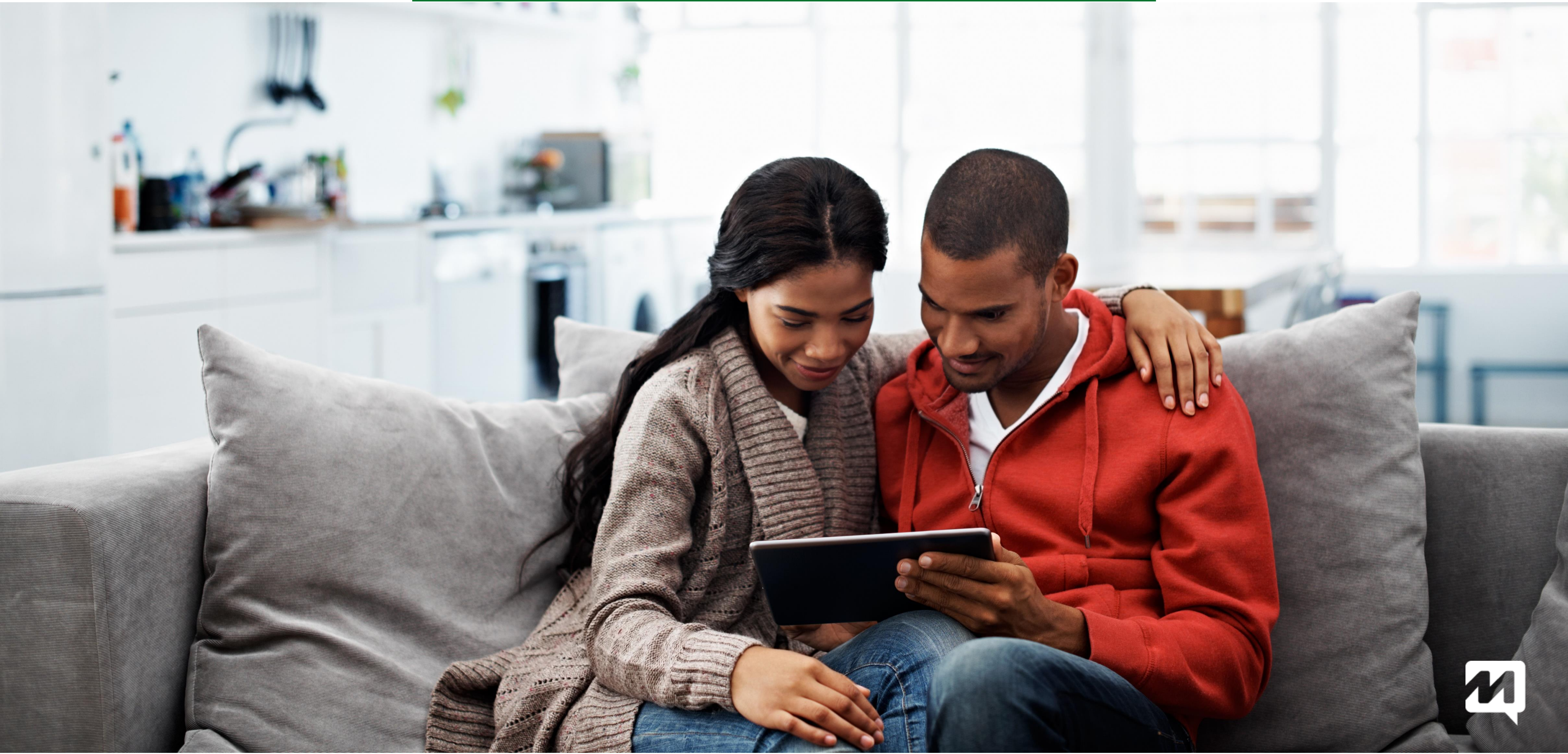


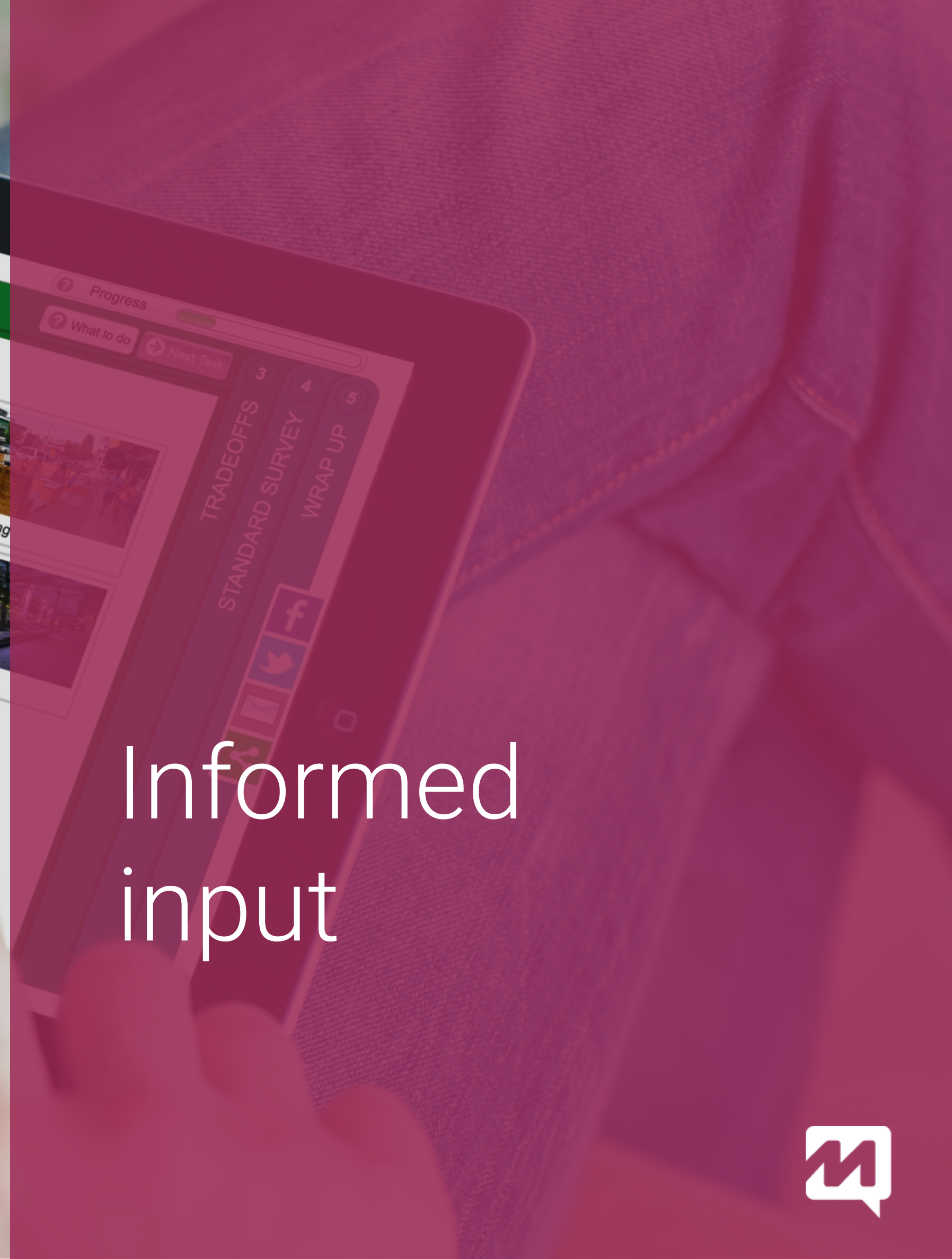
It's designed to take 5 minutes

Participants



It's delightful





Informed
input



It gamifies planning education

Springfield City Plan - Stage 3

Progress

What to do Next Task

Funding Balance

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

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

More funding required to meet target

BUDGET \$300.00 Millions
FUNDING \$275.00 Millions

WELCOME | 2 PRIORITY RANKING | 3 FUNDING | 4 STANDARD SURVEY | 5 WRAP UP

Help Privacy About MetroQuest

Springfield City Plan - Stage 1

Progress

What to do Next Task

Development Scenarios

Bi-Central Community-Based Industrial Sector

city center.

Please rate this scenario:

5 stars

Optional Comment

Culture Community Traffic Sprawl Environment

Worse than today

MAP MARKERS | 4 | 5 WRAP UP

Springfield City Plan - Stage 2

Progress

What to do Next Task

Budget Allocation

Safety	Technology
2	22
Bicycling	Walking
50	3

STRATEGY RATING | 3 | 4 VISION | 5 WRAP UP



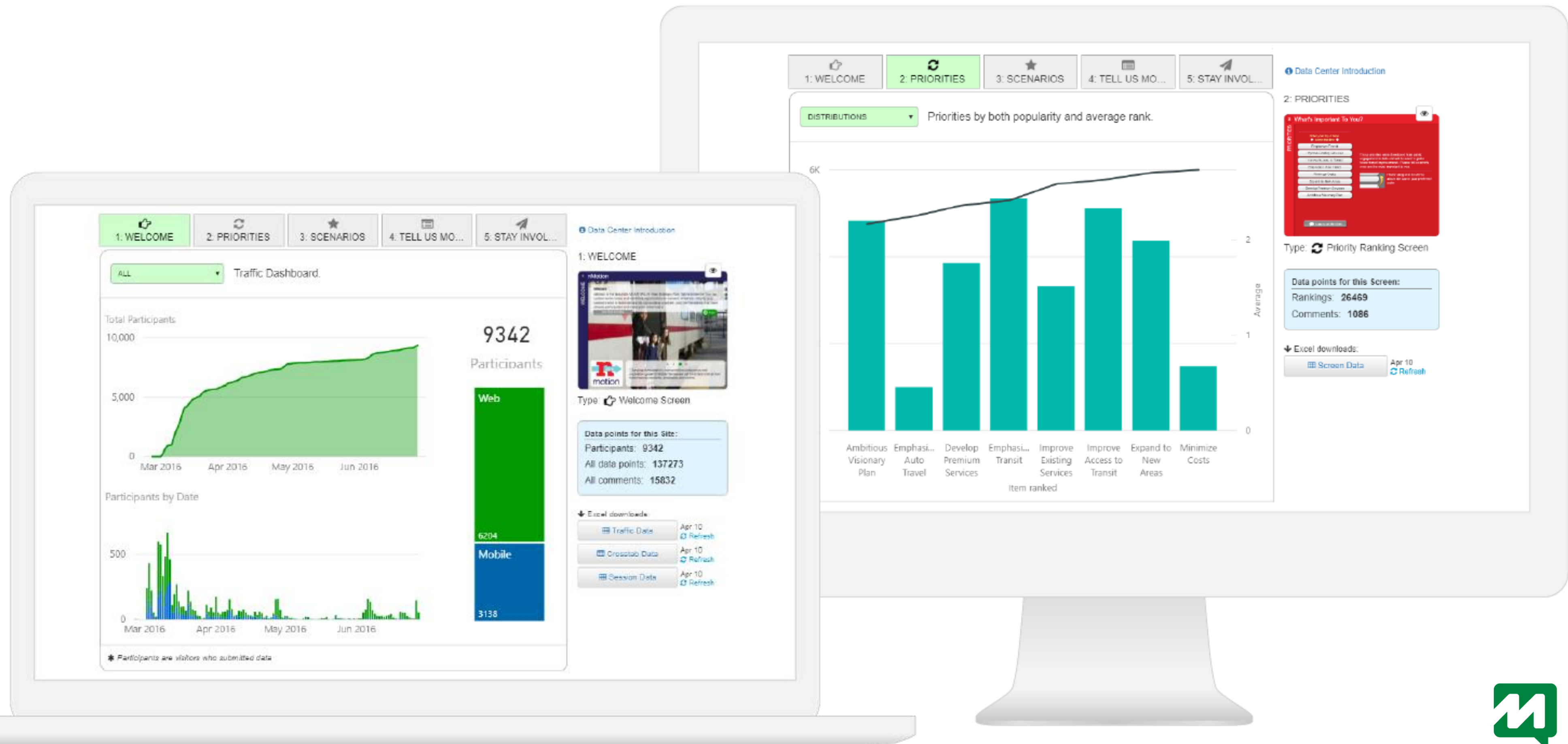


3

Actionable
results



Interactive dashboards to support your reports





3 phases to success
with MetroQuest!



1



Set-up

2



Engage

3

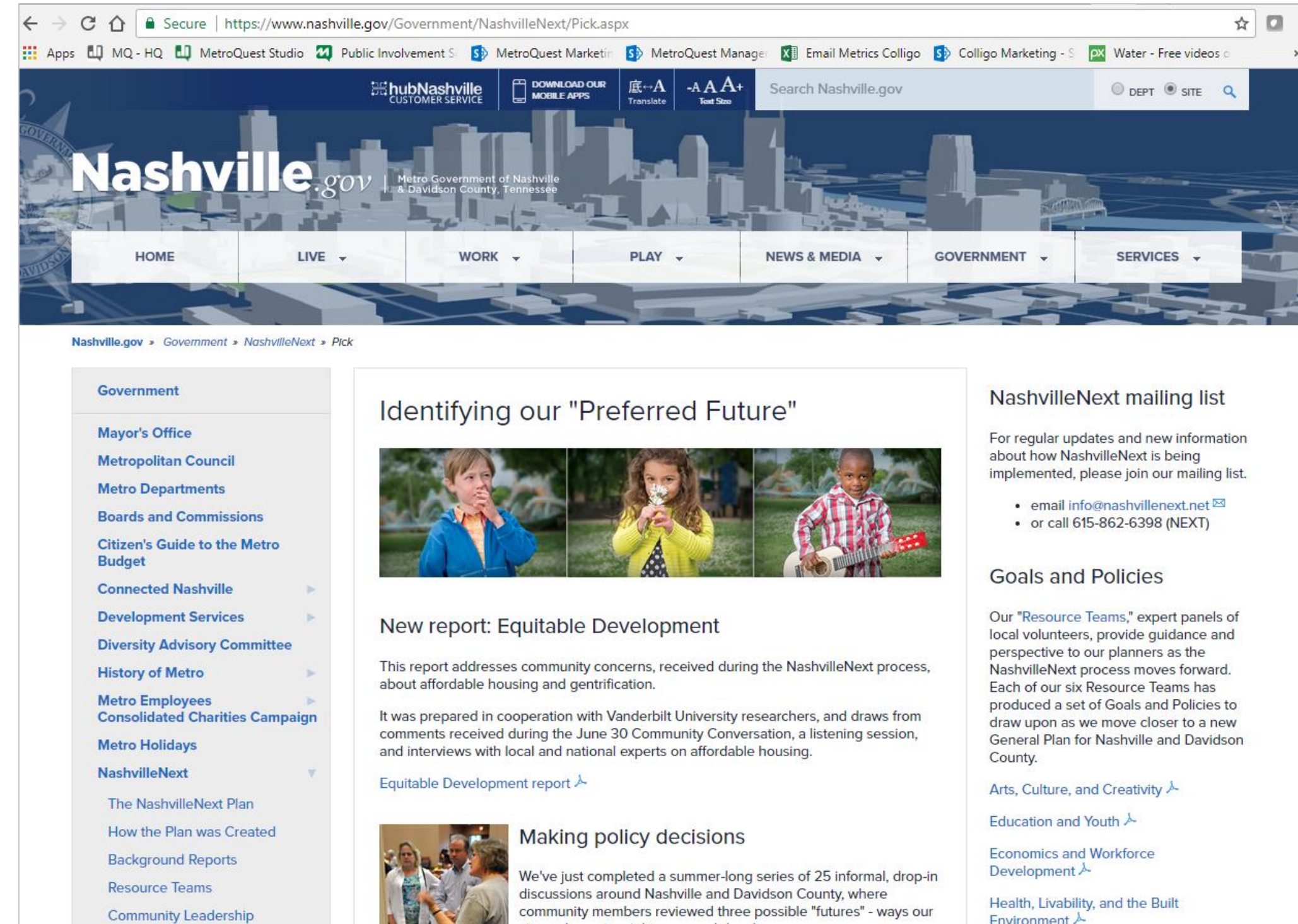


Analyze

Great promotional ideas!



Clever concept



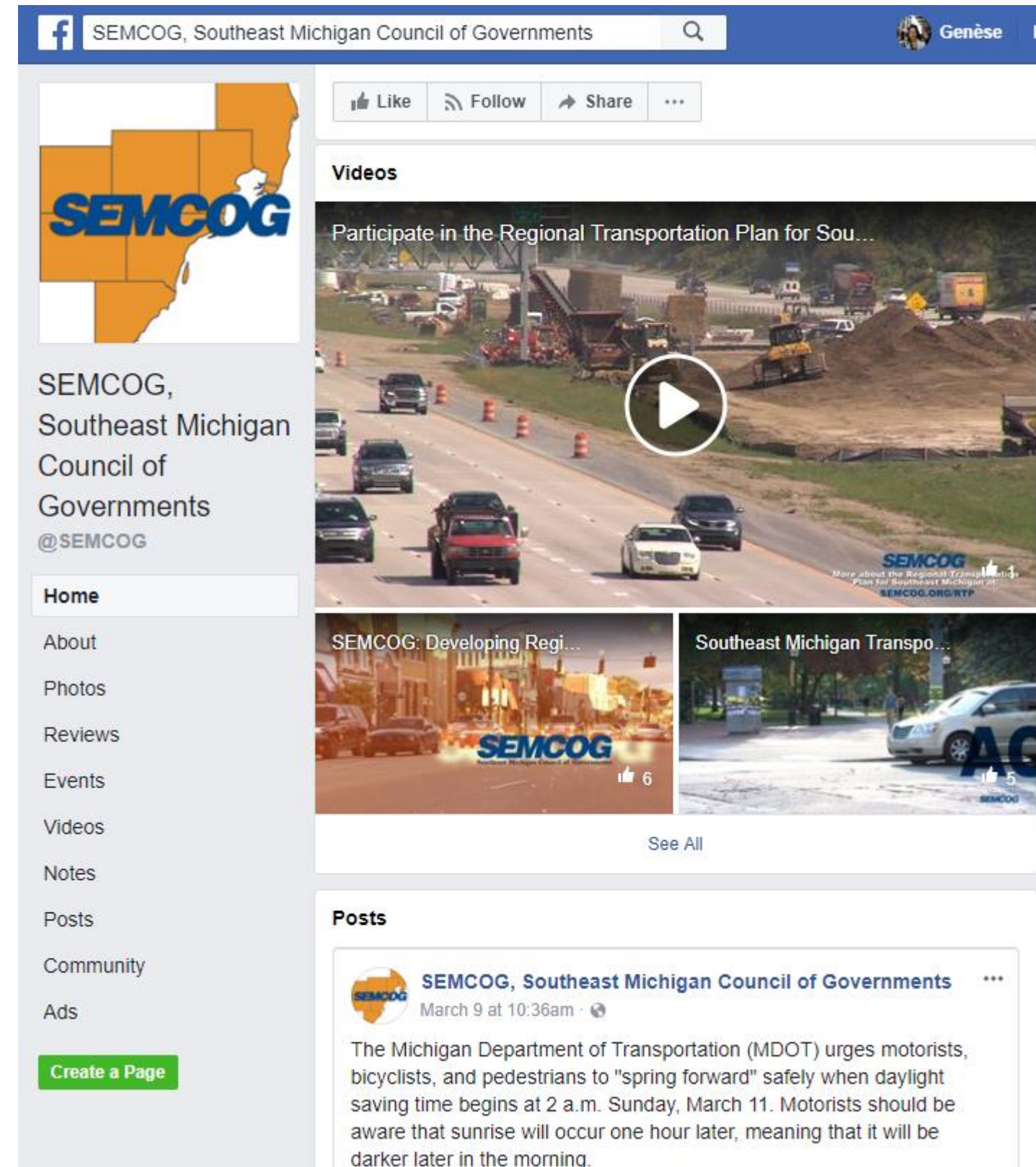
Website & Email



Great promotional ideas!



Free press



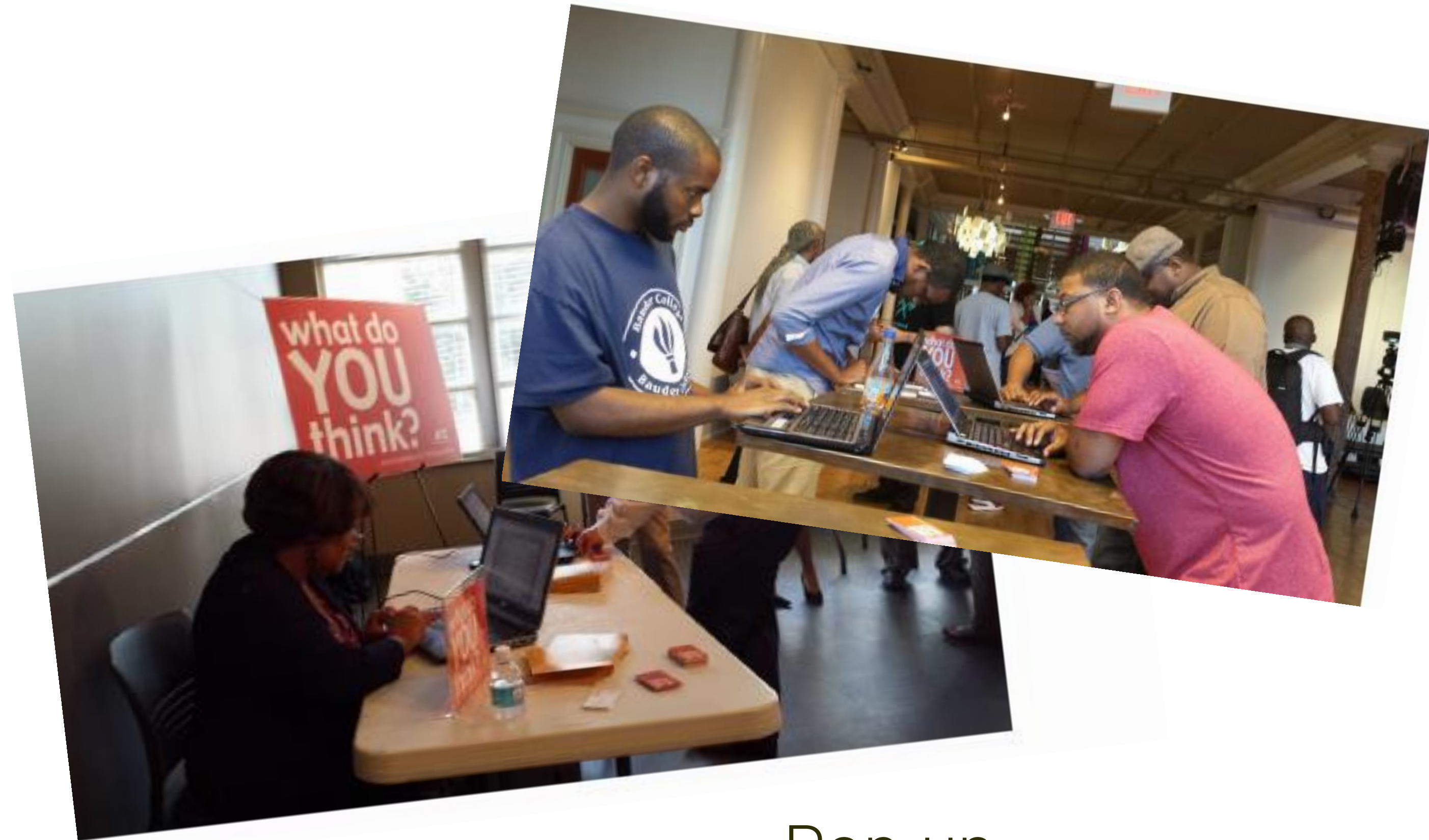
Social media



Great promotional ideas!



Kiosks



Pop-up



It's optimized for actionable results

- ✓ Critical mass
- ✓ Diverse participation

- ✓ Educated input
- ✓ Quantitative data

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!

November 2017

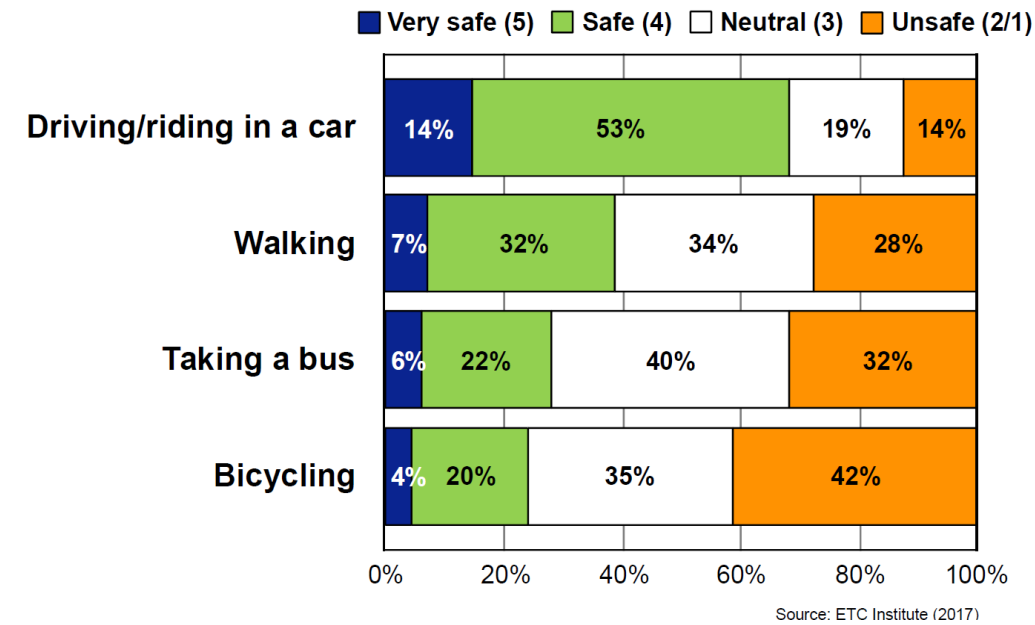
Public Outreach Report 2045 Regional Transportation Plan



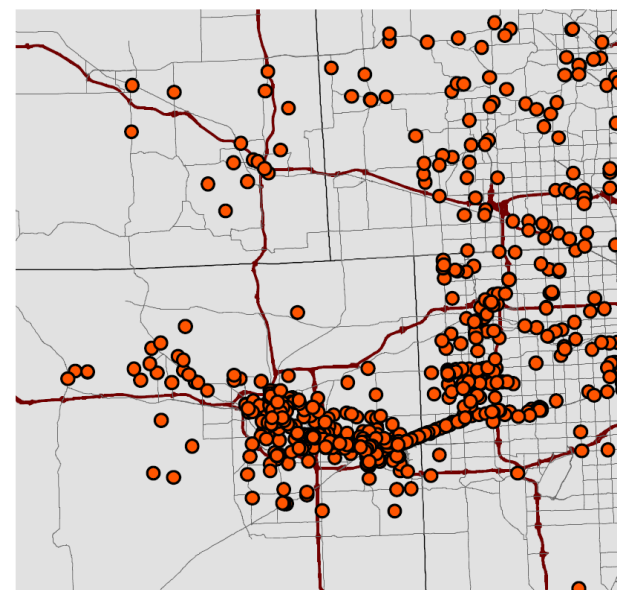
SEMCOG

SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

Feeling Safe when Traveling

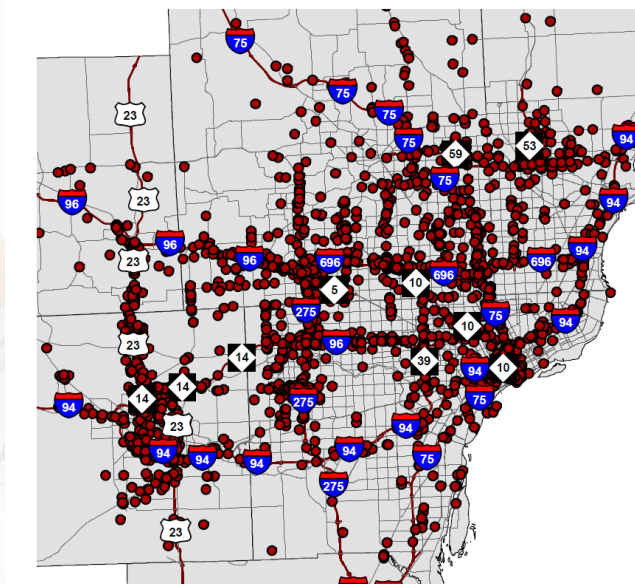


Biking and Walking



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

Congestion

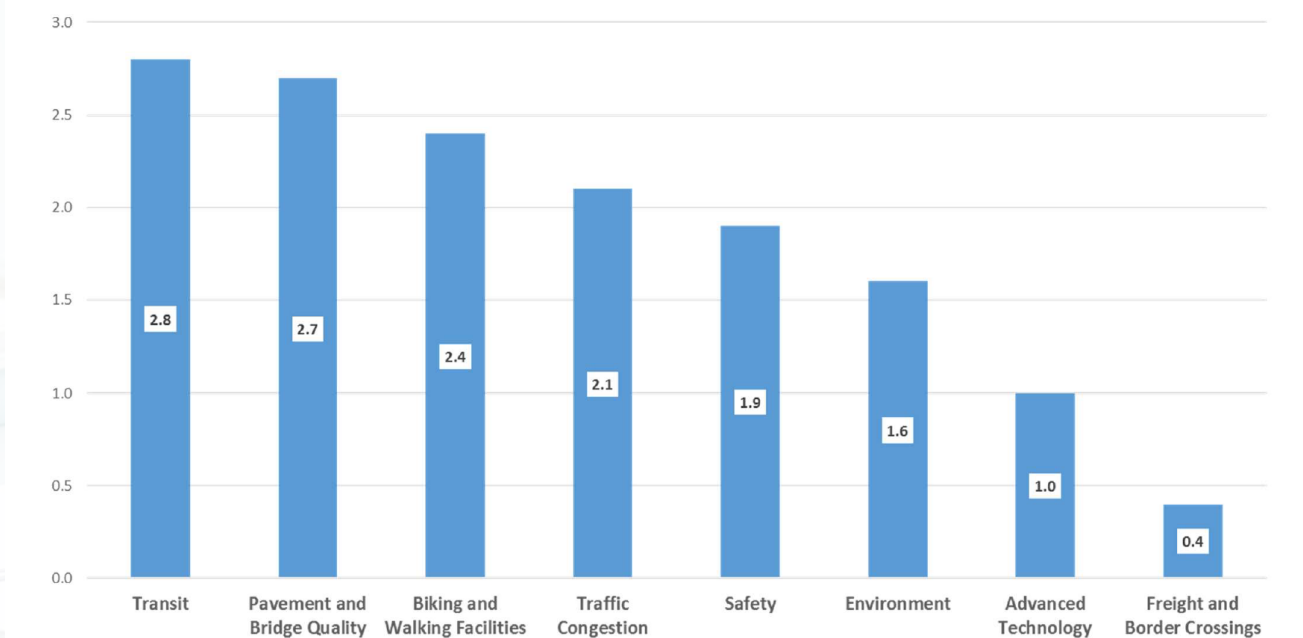


32% of total map markers

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





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

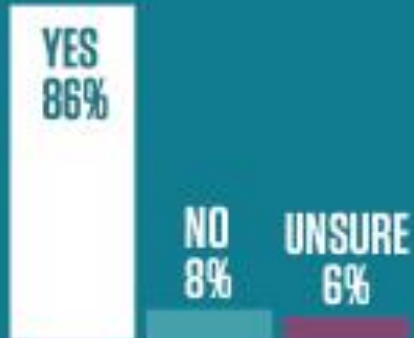
REGIONAL JOB GROWTH & TRANSIT EXPANSION



Should the region strive for a more equitable distribution of economic opportunities?



Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?



How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?



44% Very Important
25% Important
19% Not that Important
12% Unimportant

Have you ever made a choice regarding employment, education or housing based on access to transit?



How important is it to you to have a public transit option available where you live in the Atlanta region right now?



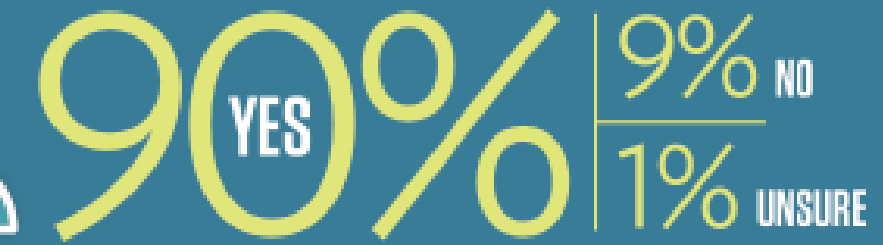
Which of the following characteristics are most important to you in determining where you live:

- Affordable Housing 76%
- Services 60%
- Close to Work 56%
- Walkable 48%
- Quality School System 46%
- Proximity to transit 22%

AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?



Are autonomous vehicles realistic in a couple decades?



If autonomous vehicles led to less traffic, how likely would you be to move?

10% Very
22% Somewhat
50% Not at all
18% Unsure



If you would move, would it be closer or farther from work?



CLOSER TO 23%

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%



FARTHER FROM 14%



How comfortable would you be to transfer driving control to an autonomous vehicle?

DEFINITELY 22%
SOME 40%
NOT AT ALL 23%
UNSURE 15%

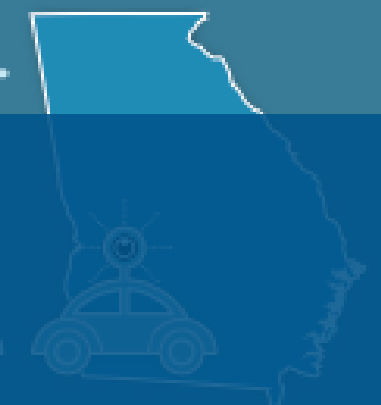


Are driverless cars a viable option for people who cannot drive themselves?



Should the State of Georgia support the implementation of autonomous vehicles?

YES 58% NO 15% UNSURE 23%



They went on to engage 25,000 people!

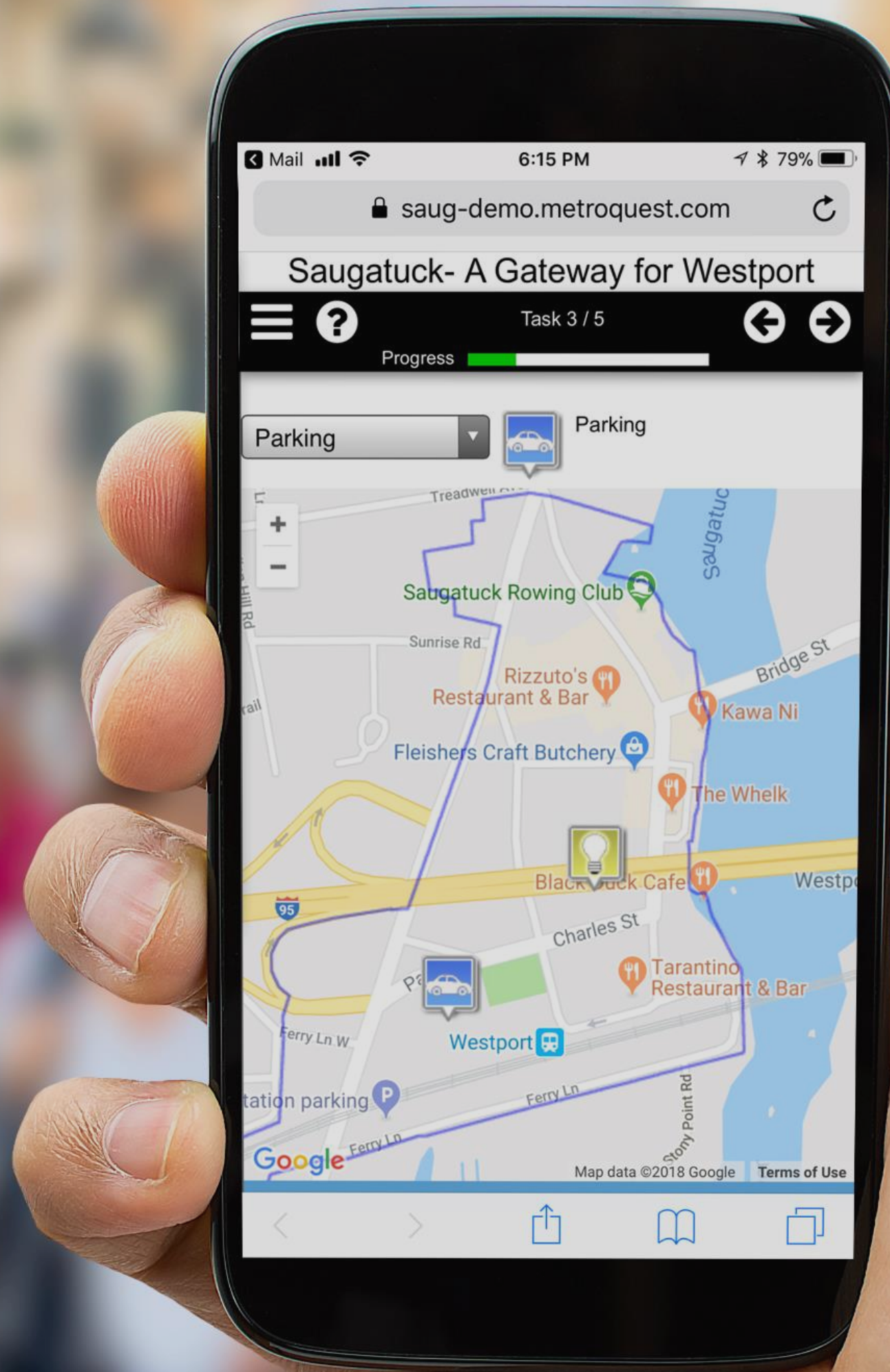
“It gave **courage** to the elected officials...
with data...finally with data!”

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





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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



Questions?



Dave Biggs

Chief Engagement Officer

MetroQuest



Thank you for participating!

