Optimizing Online Engagement with







Dave Biggs
Chief Engagement Officer
MetroQuest





20 years! Best practices research

















Select MetroQuest customers

State Agencies

























Local Agencies

























Consulting Firms

BARTON PARTNERS















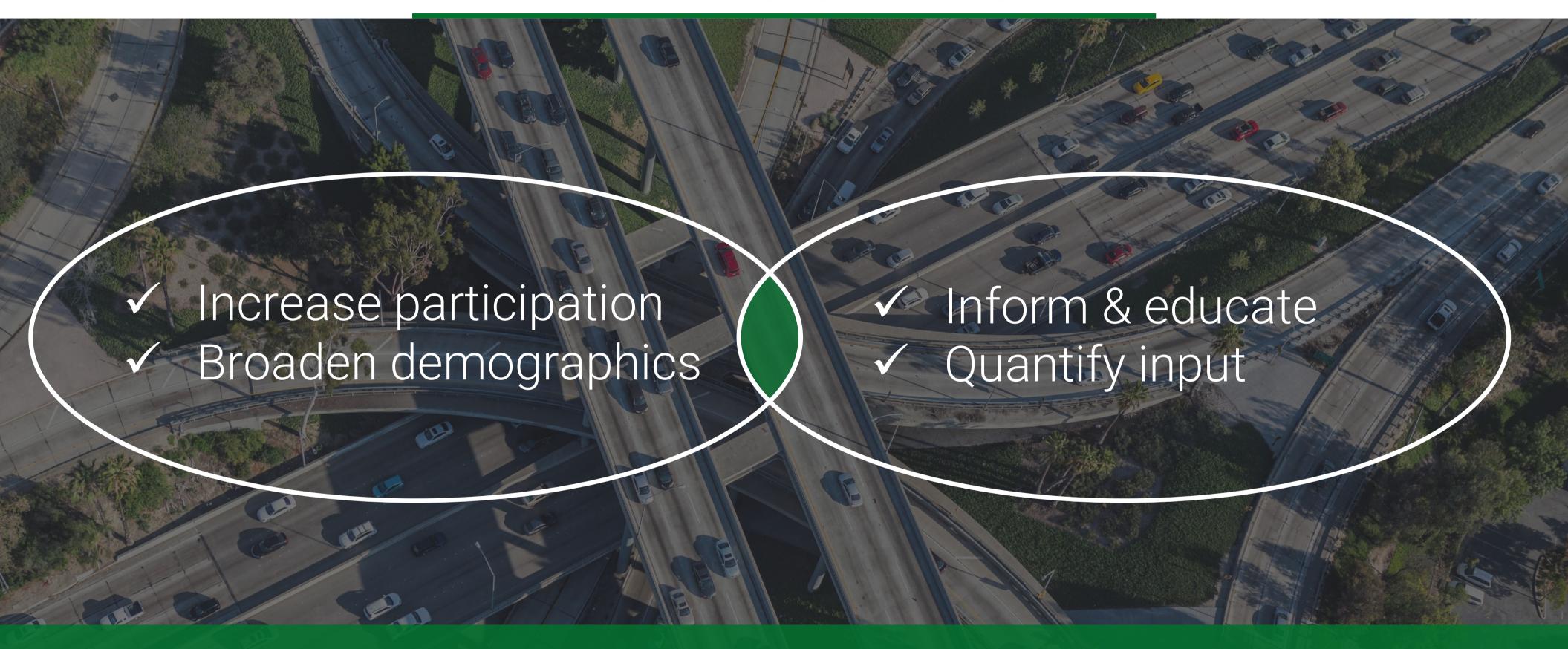








Top public engagement goals



Improved decision making & greater public support





Increase participation

★★★★☆

Broaden demographics



Inform & educate







Increase participation



Broaden demographics



Inform & educate







Increase participation



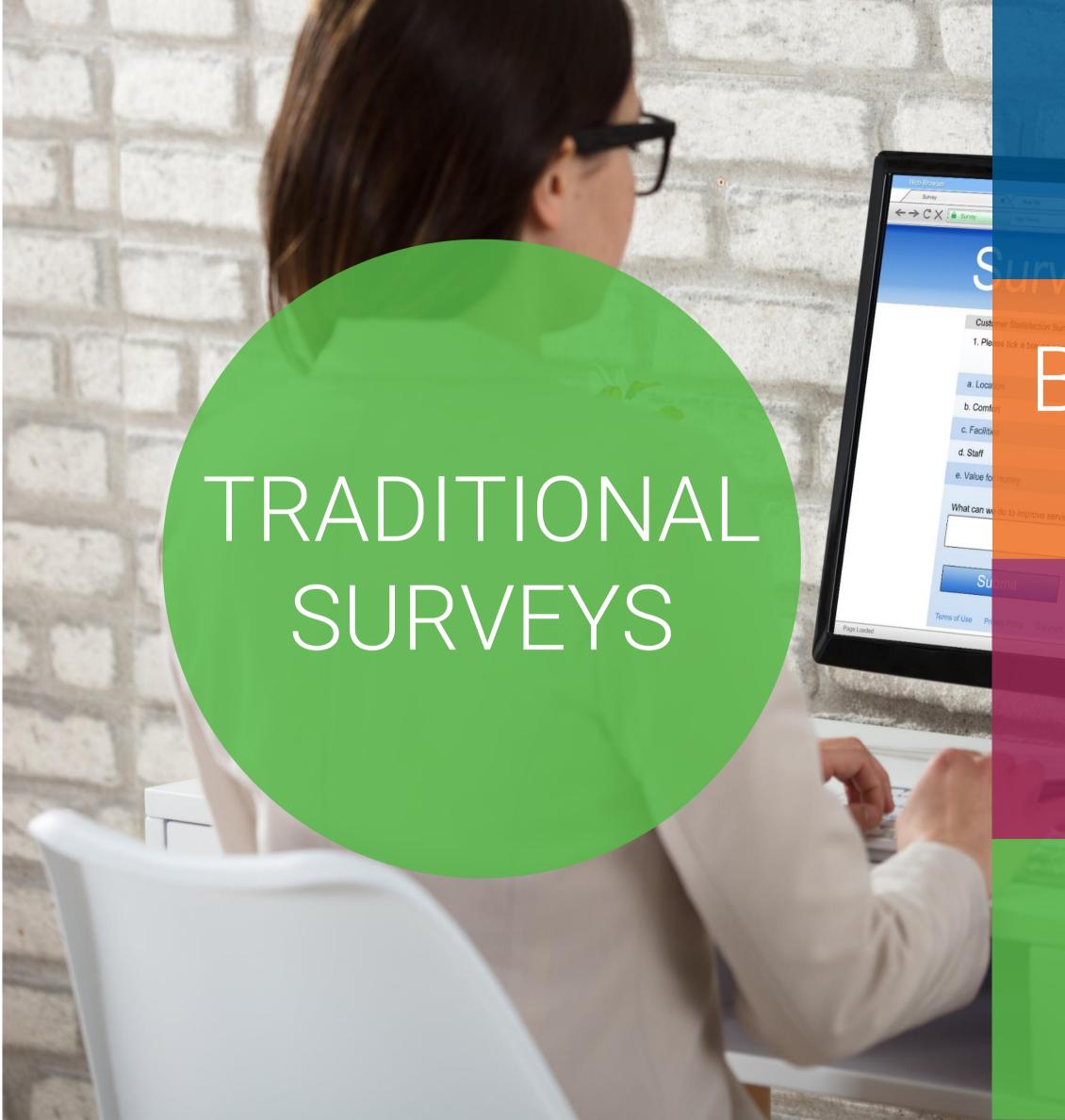
Broaden demographics



Inform & educate







Increase participation



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Inform & educate







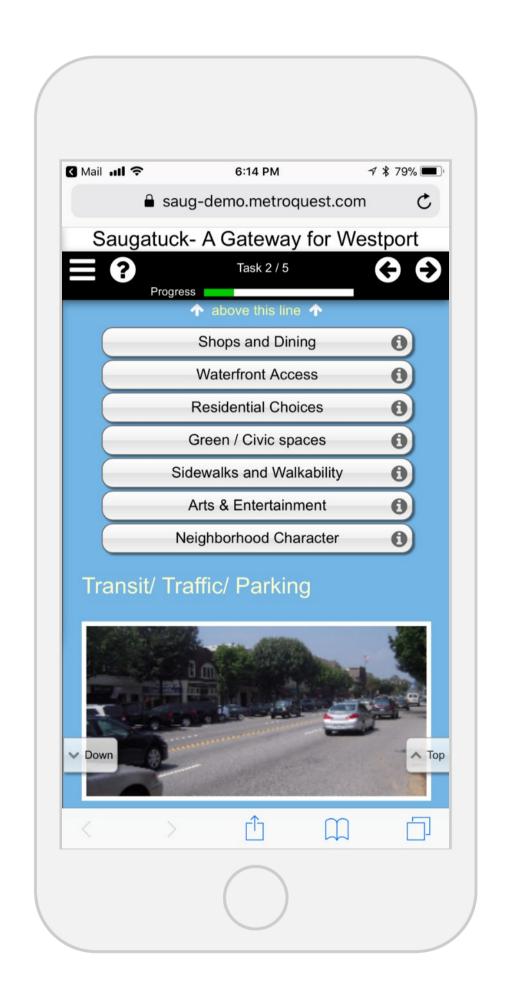


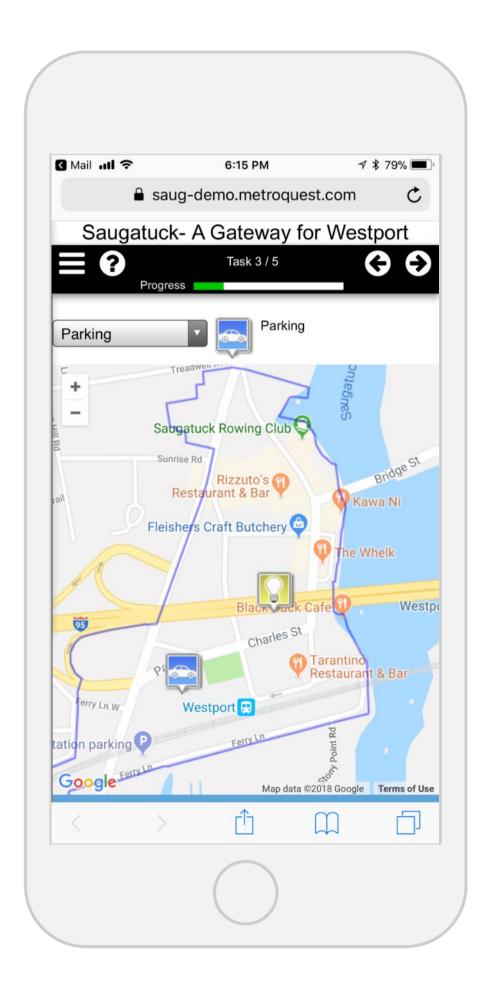
It's multi-channel

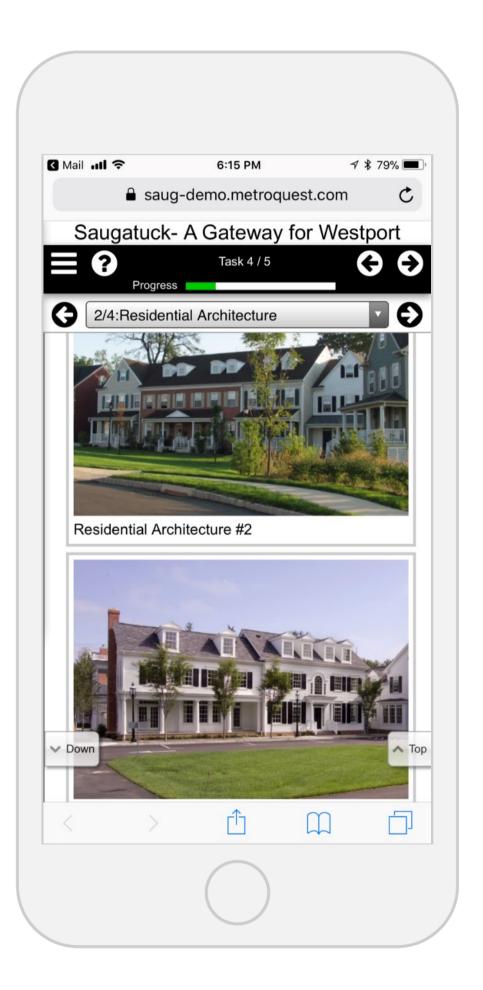




It's responsive for mobile





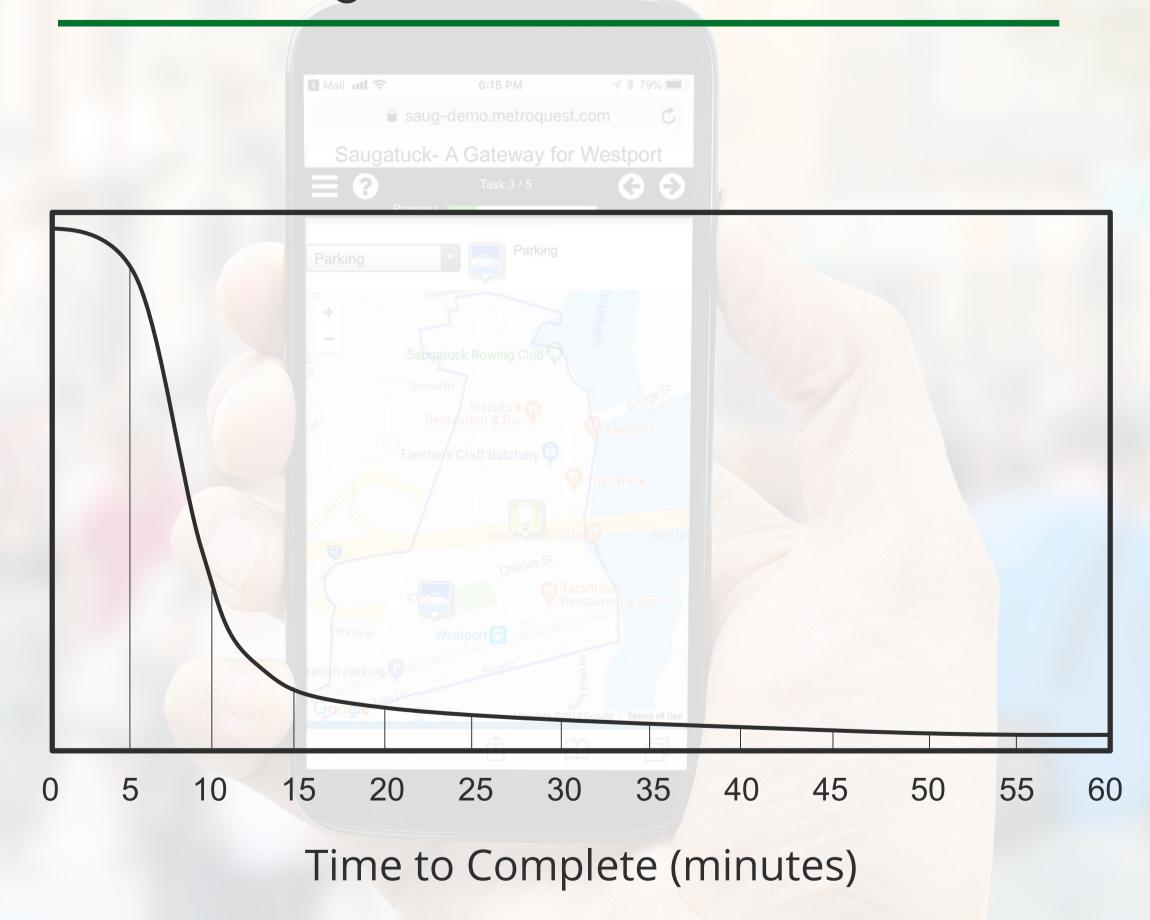




It's private



It's designed to take 5 minutes

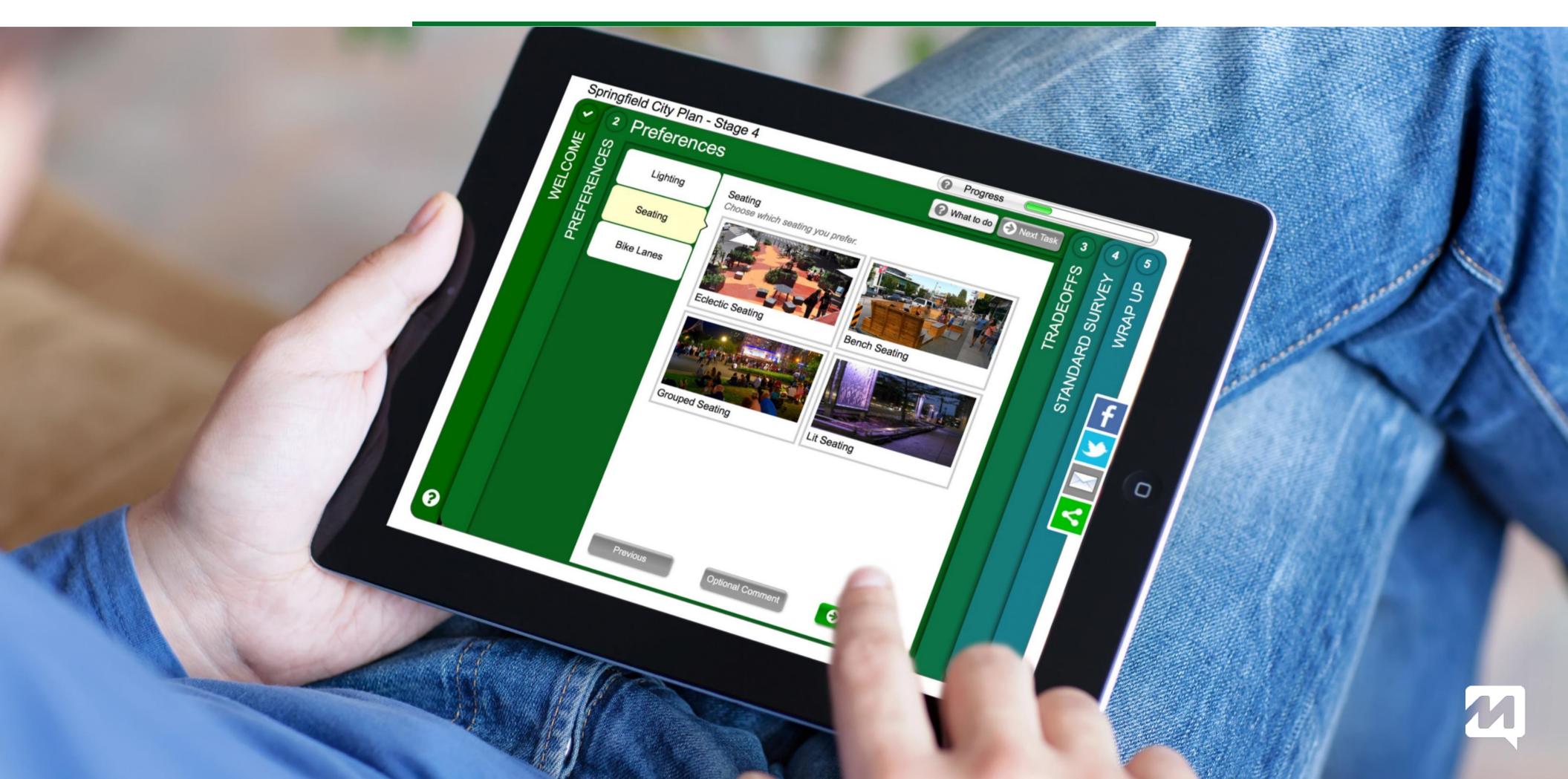


Participants

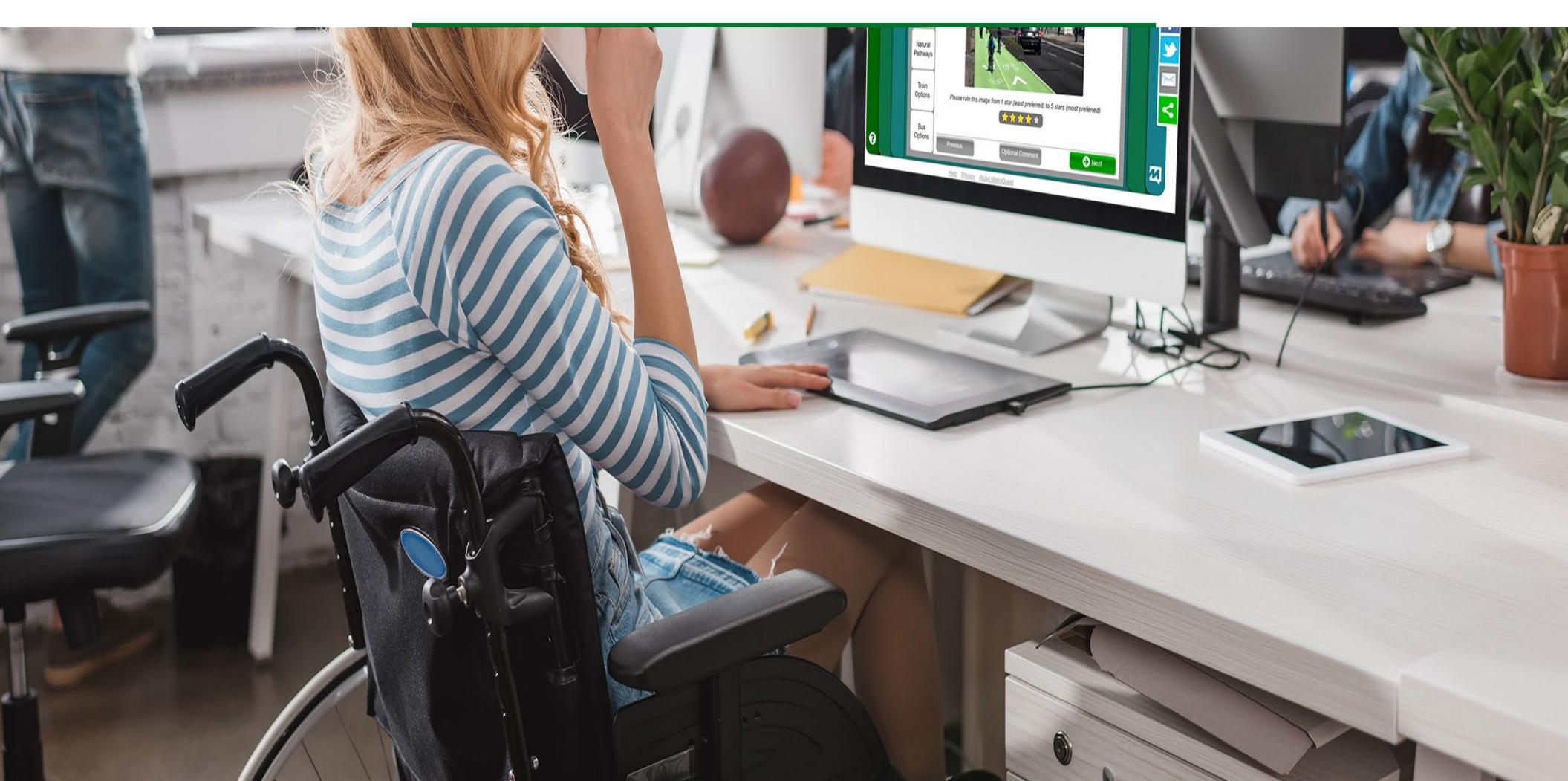




It's visual



It's fun

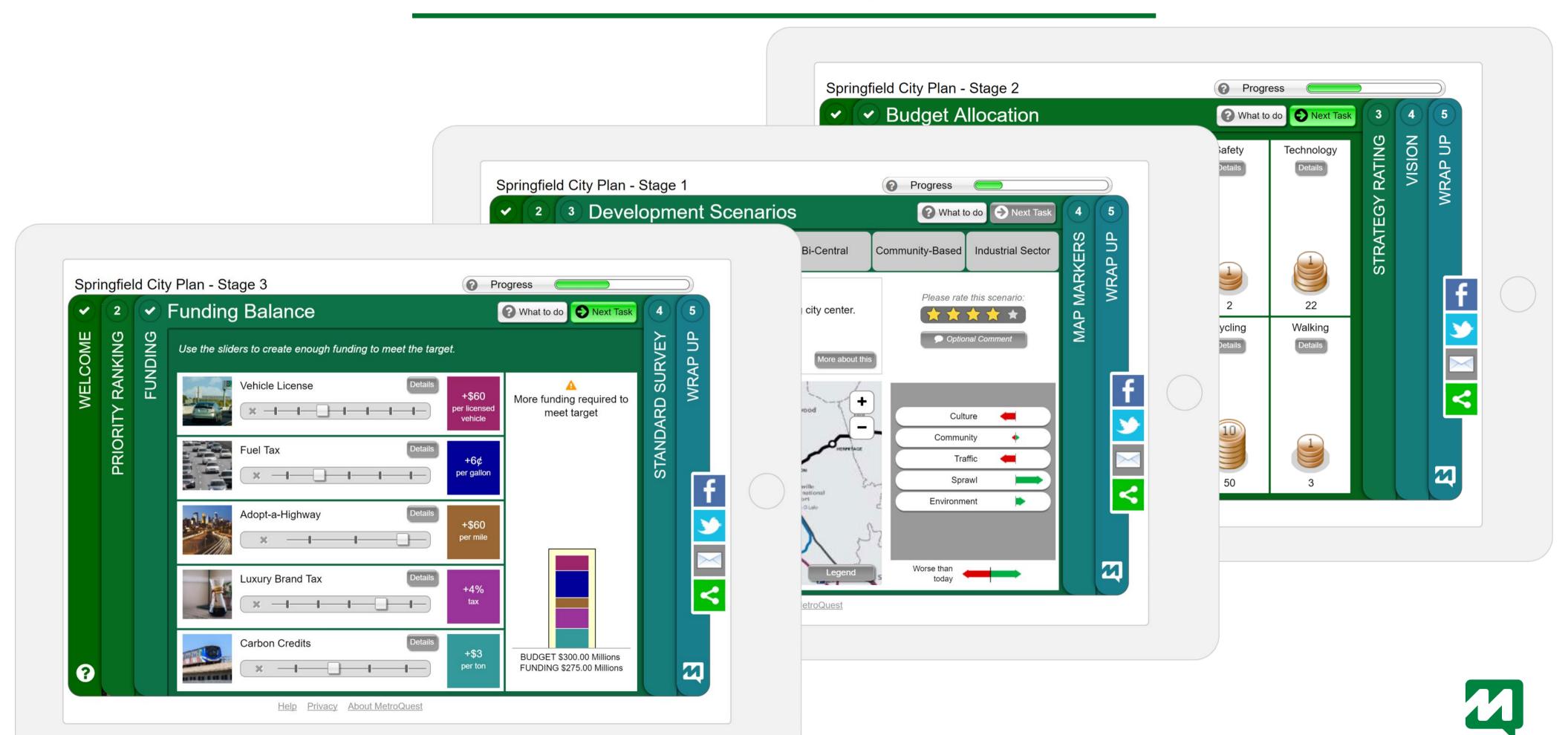




Inform & educate



It gamifies planning education





It delivers colourful dashboards

2: PRIORITY R...

3: PRIORITY S...

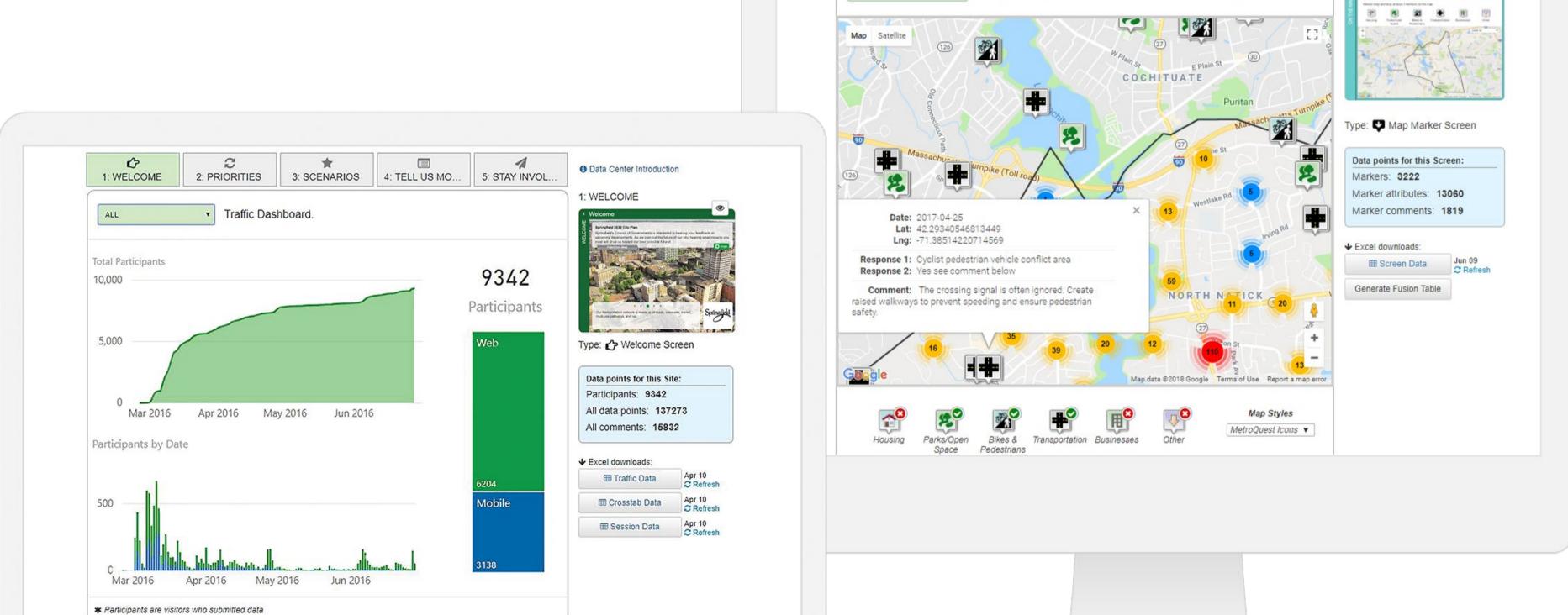
A map showing the distribution of map markers by type.

1: WELCOME

PARTICIPANTS

4: ON THE MAP

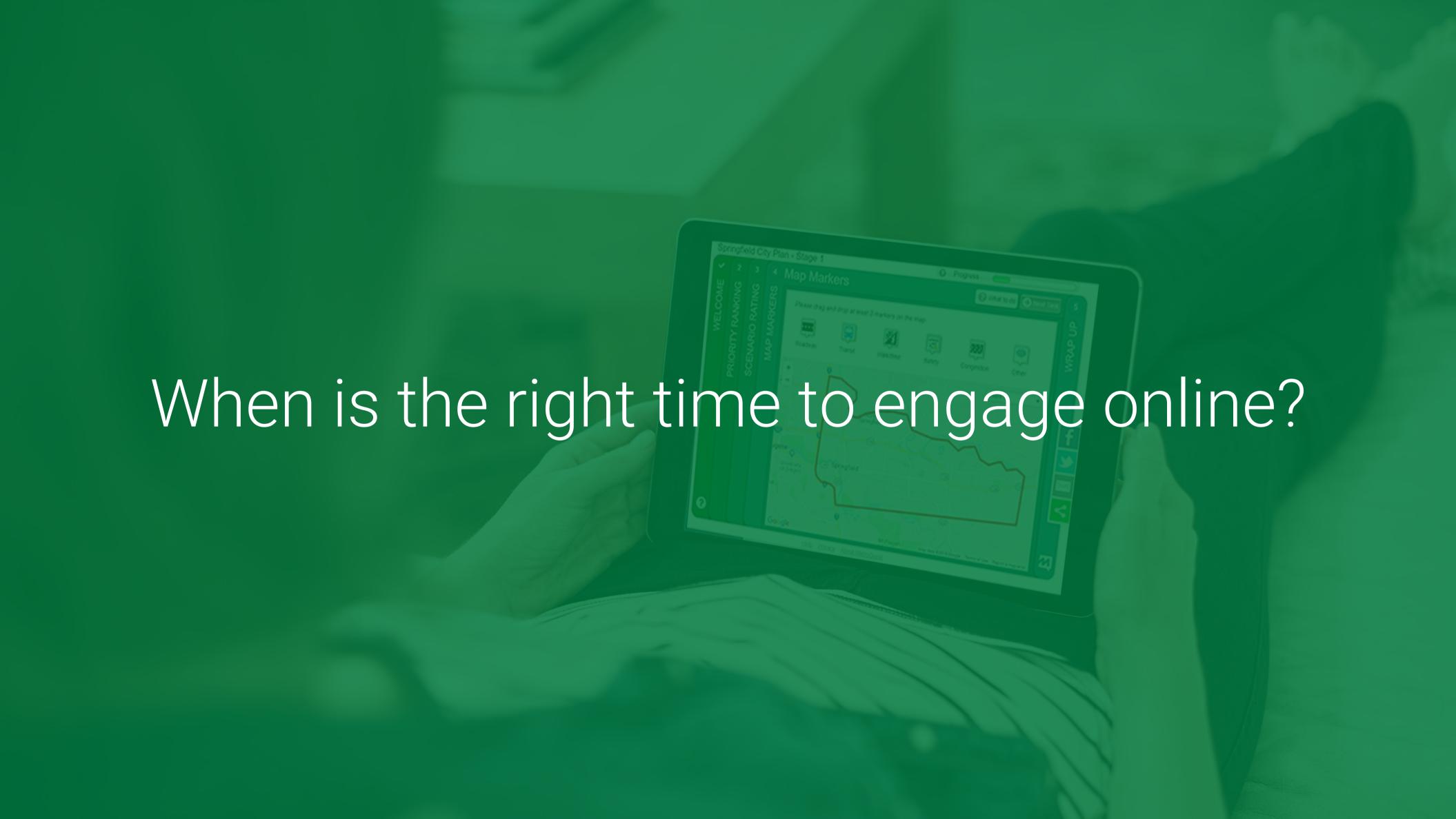
5: STAY INVOL..





Data Center Introduction

4: ON THE MAP

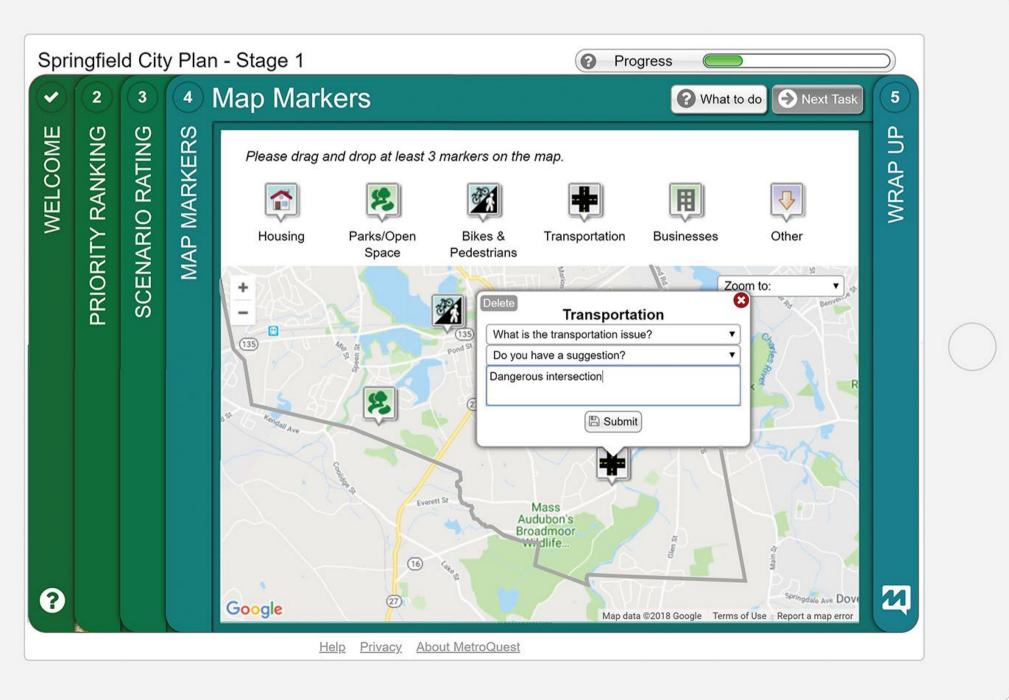


At the start!

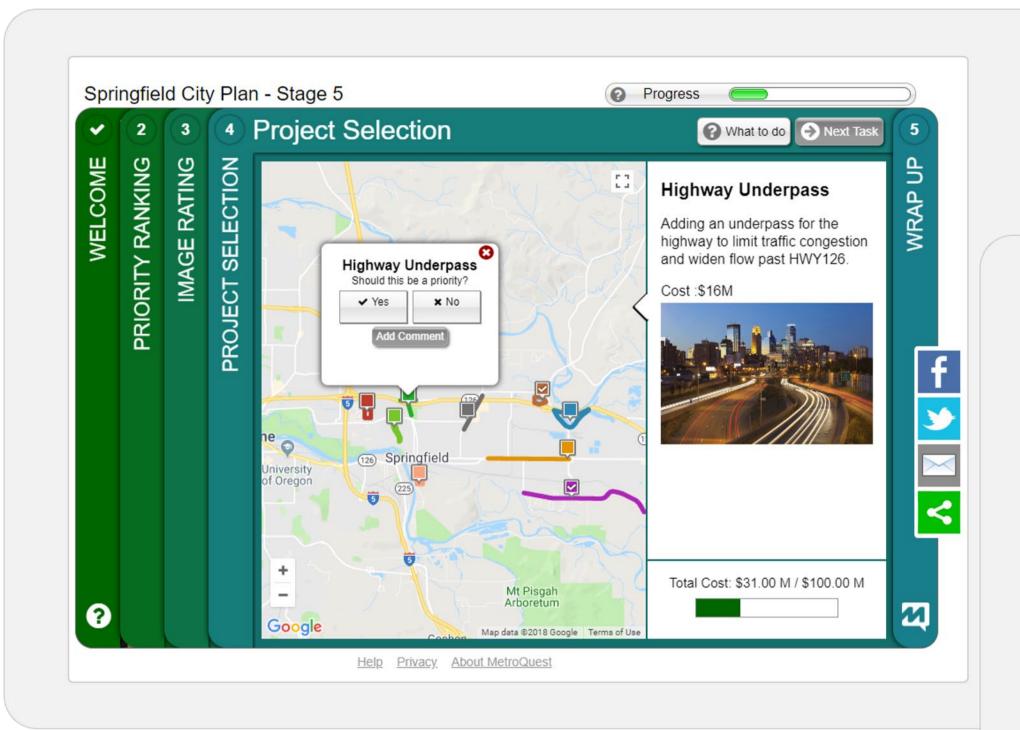


Rank priorities

Mark issues

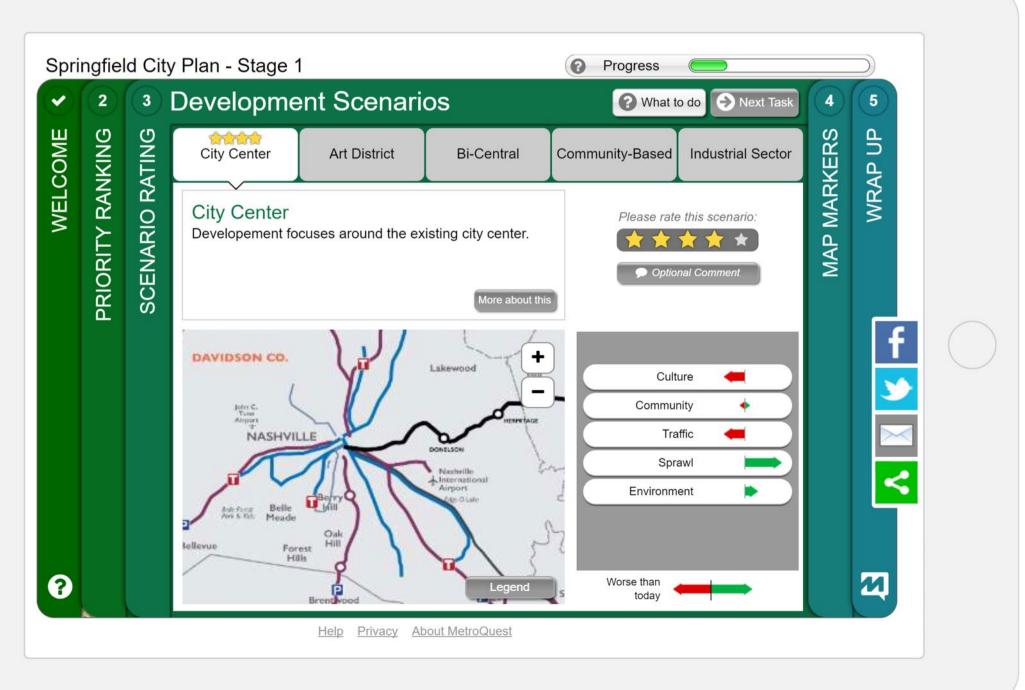


In the middle!

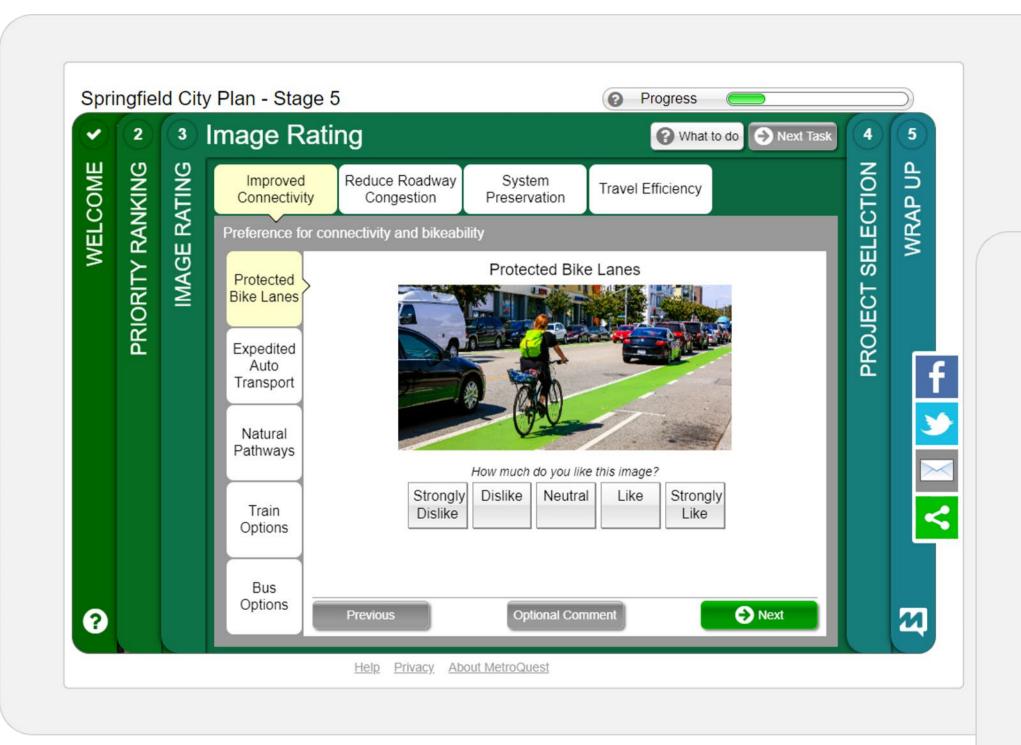


Select projects

Rate scenarios



Toward the end!

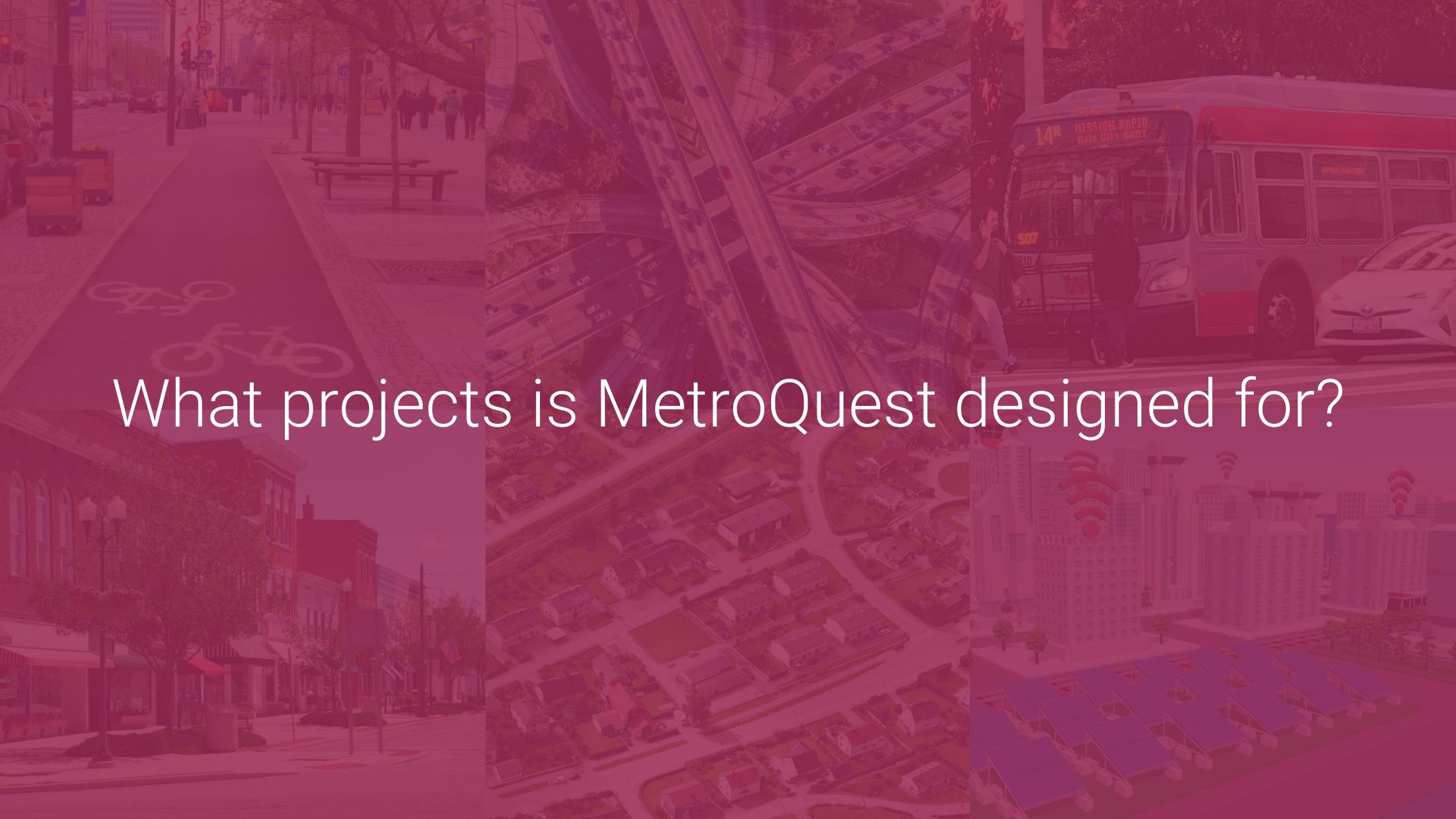


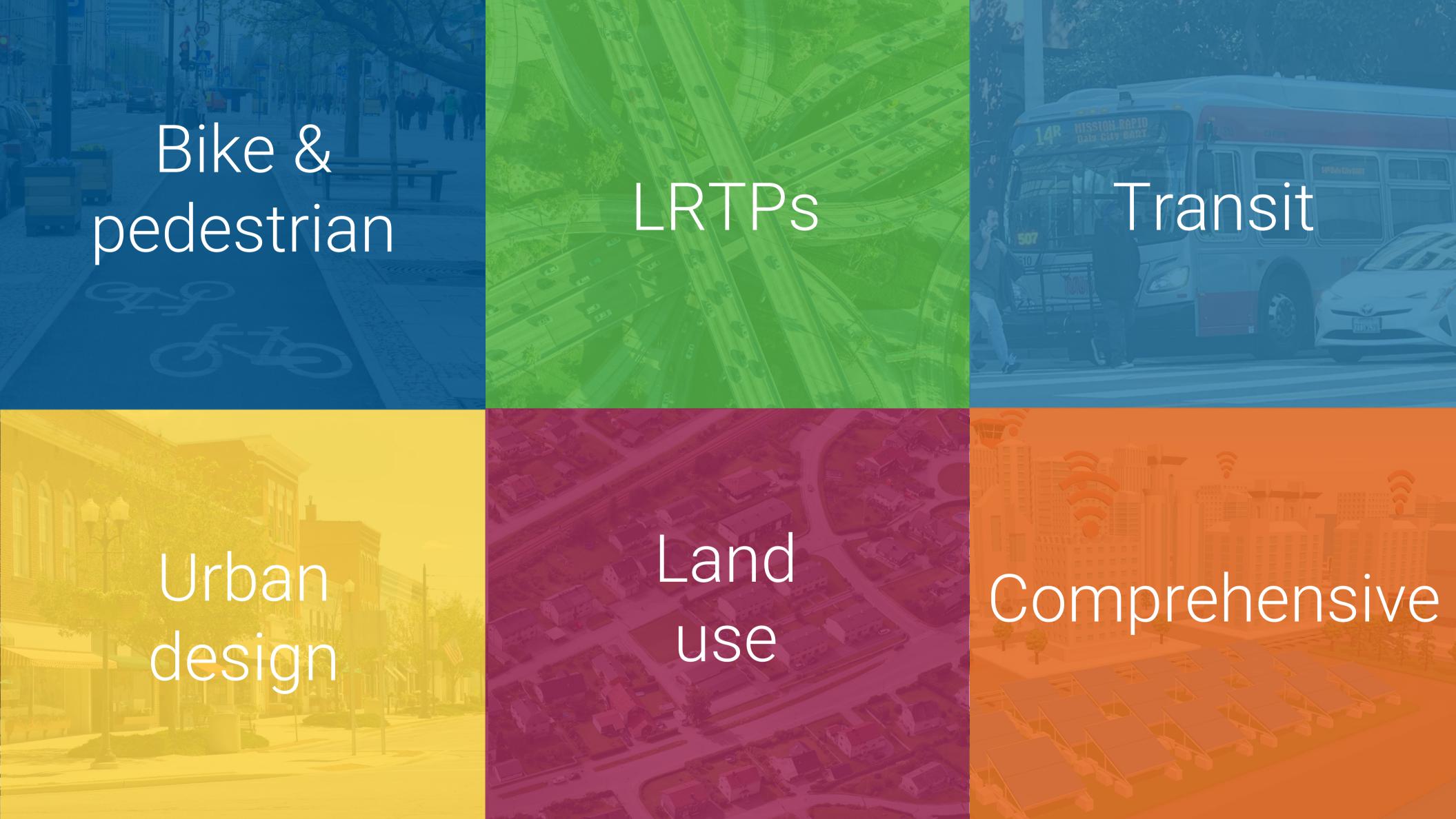
Rate images

Identify preferences

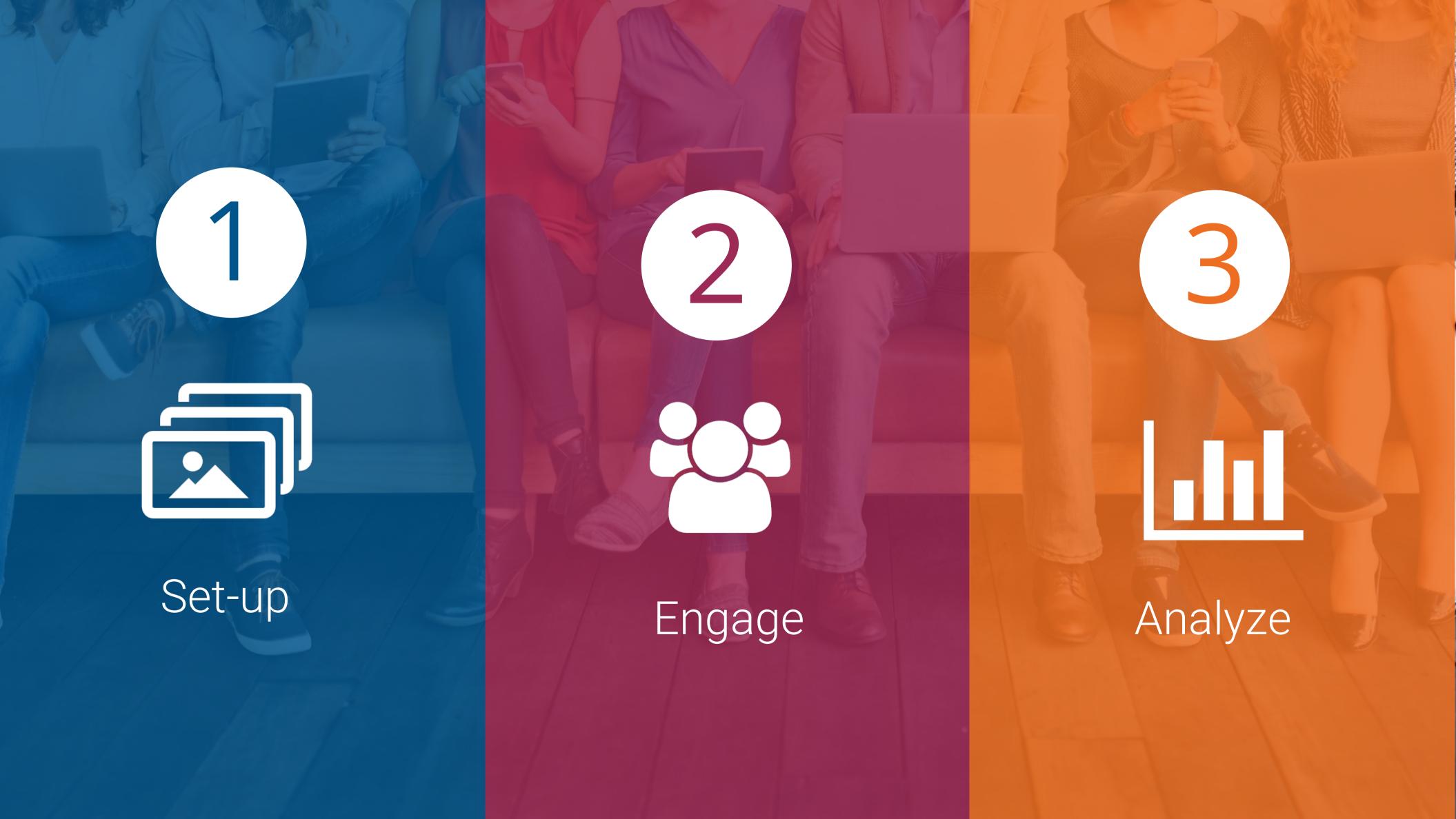




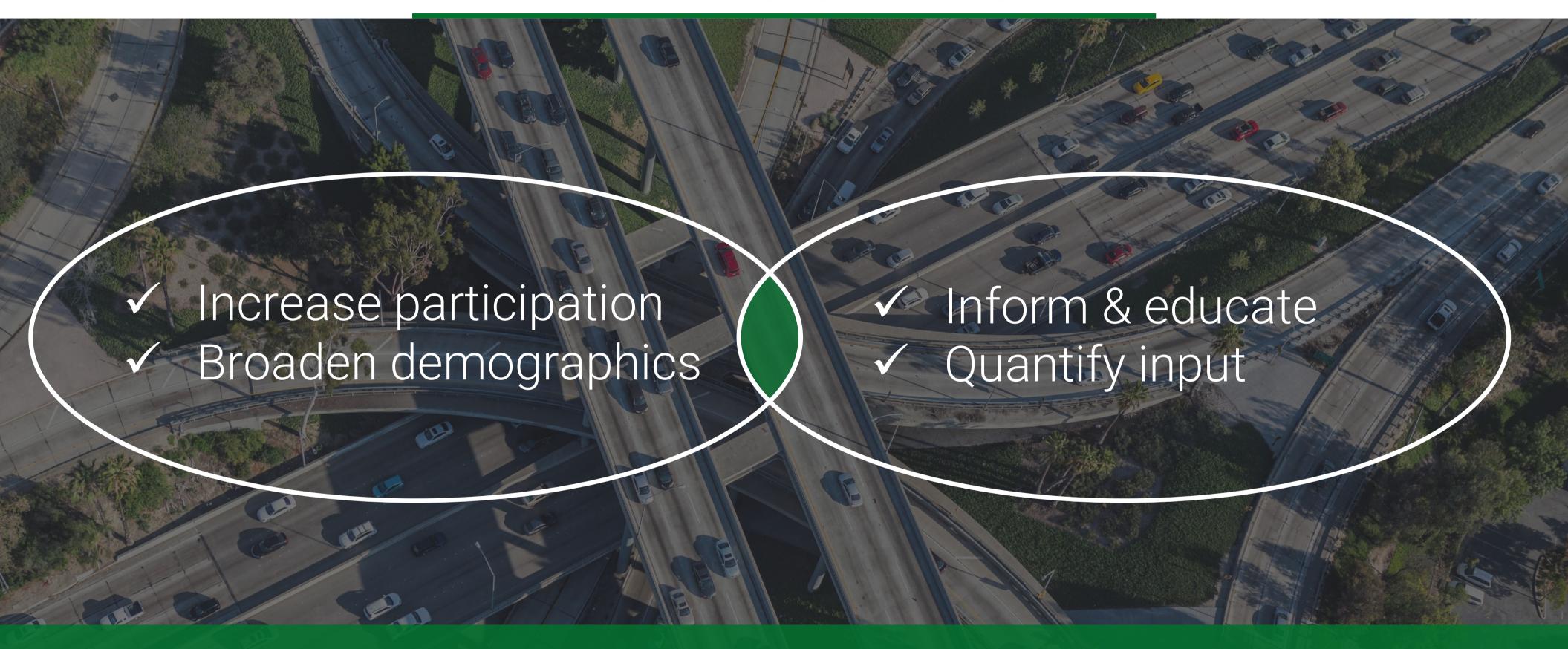








Top public engagement goals



Improved decision making & greater public support

Celebrating great engagement!

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

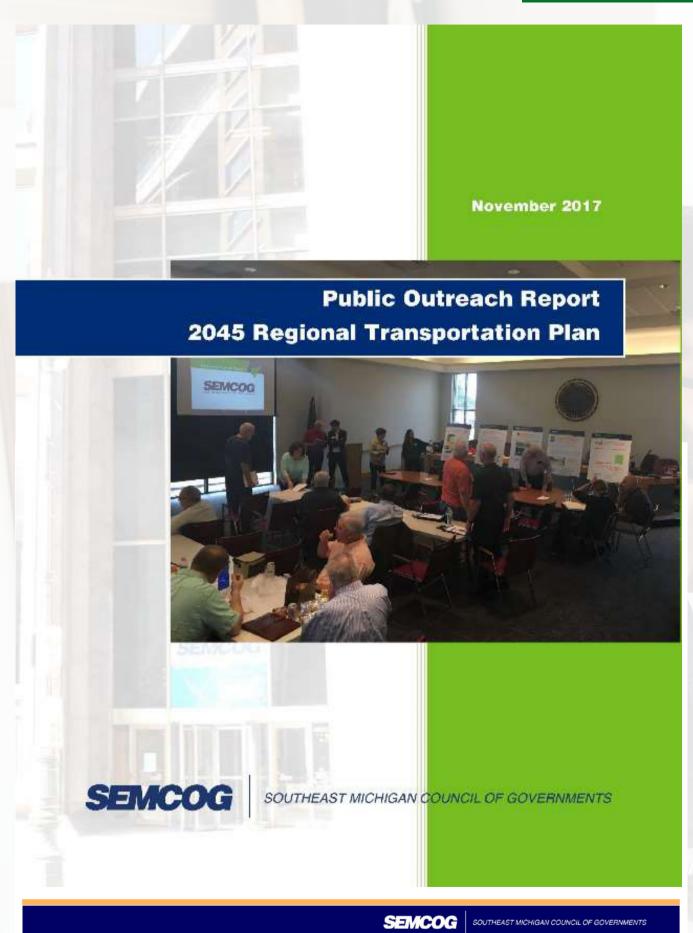
Belmont Bridge (Population 46,000)

7,200+ Priority Ratings

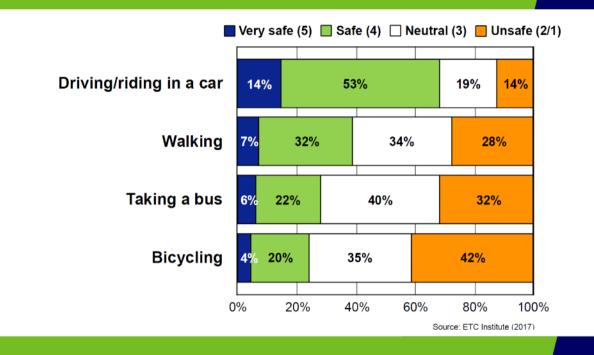
8,300+ Trade-off Inputs

30,000+ Image Ratings

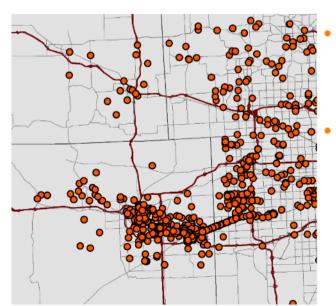
Better decisions support!



Feeling Safe when Traveling

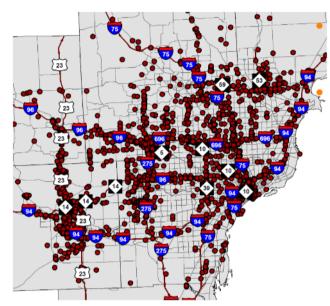


Biking and Walking



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

Congestion

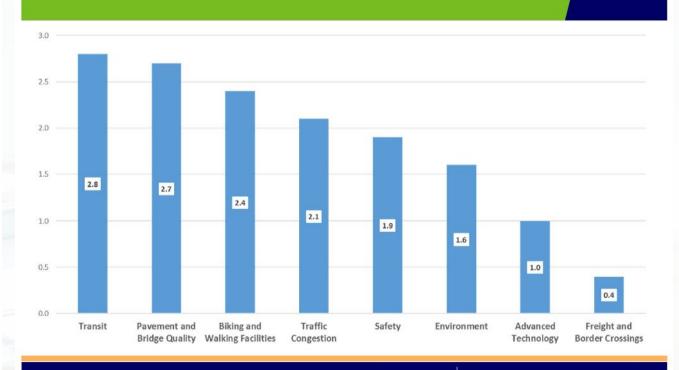


32% of total map markers

Comments focused on:

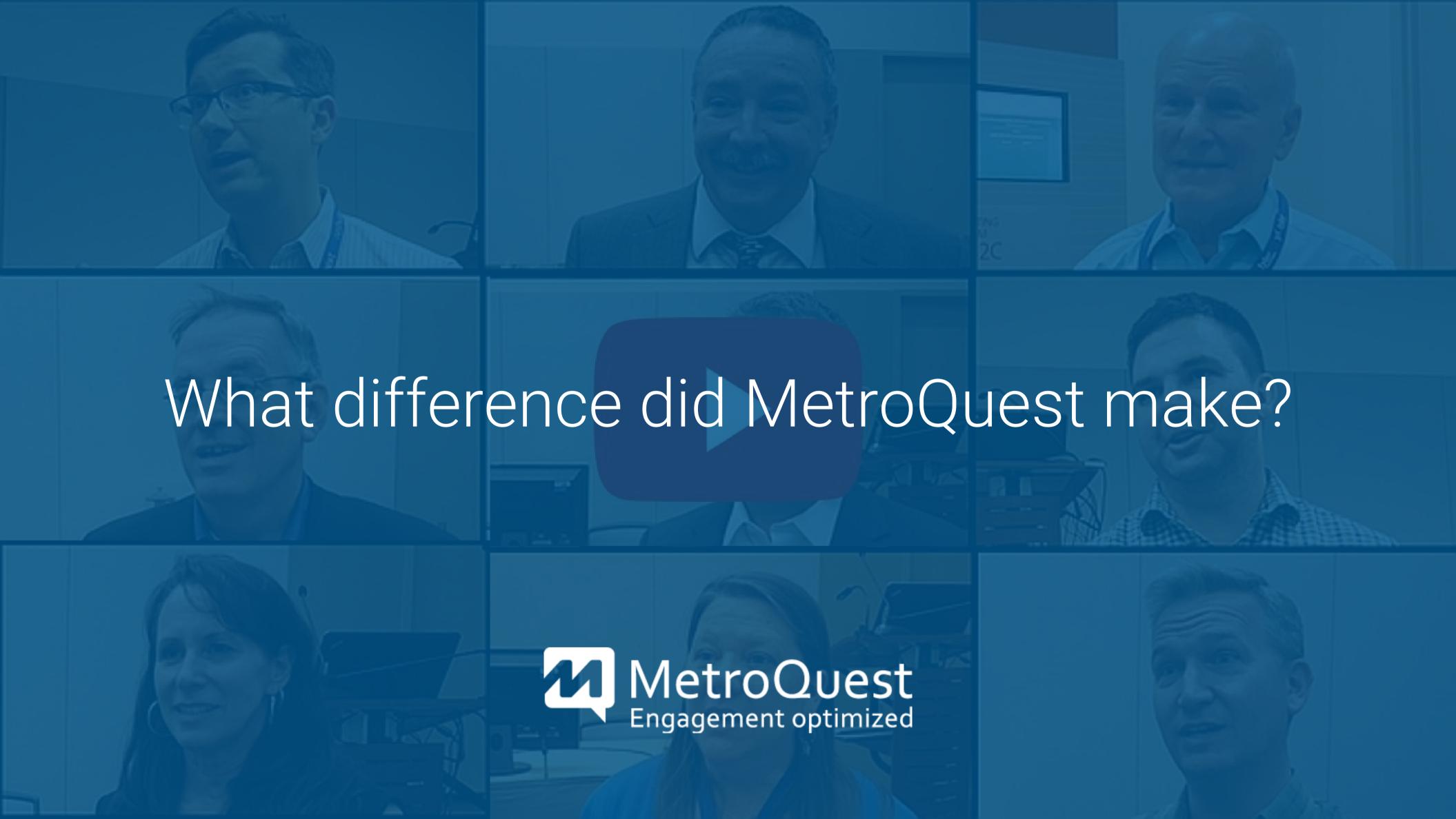
- General commuting a.m./p.m. congestion
- Design ex: on/off ramp issues, left turn lane backups
- Operations ex: lights not timed correctly

Ranking Priorities



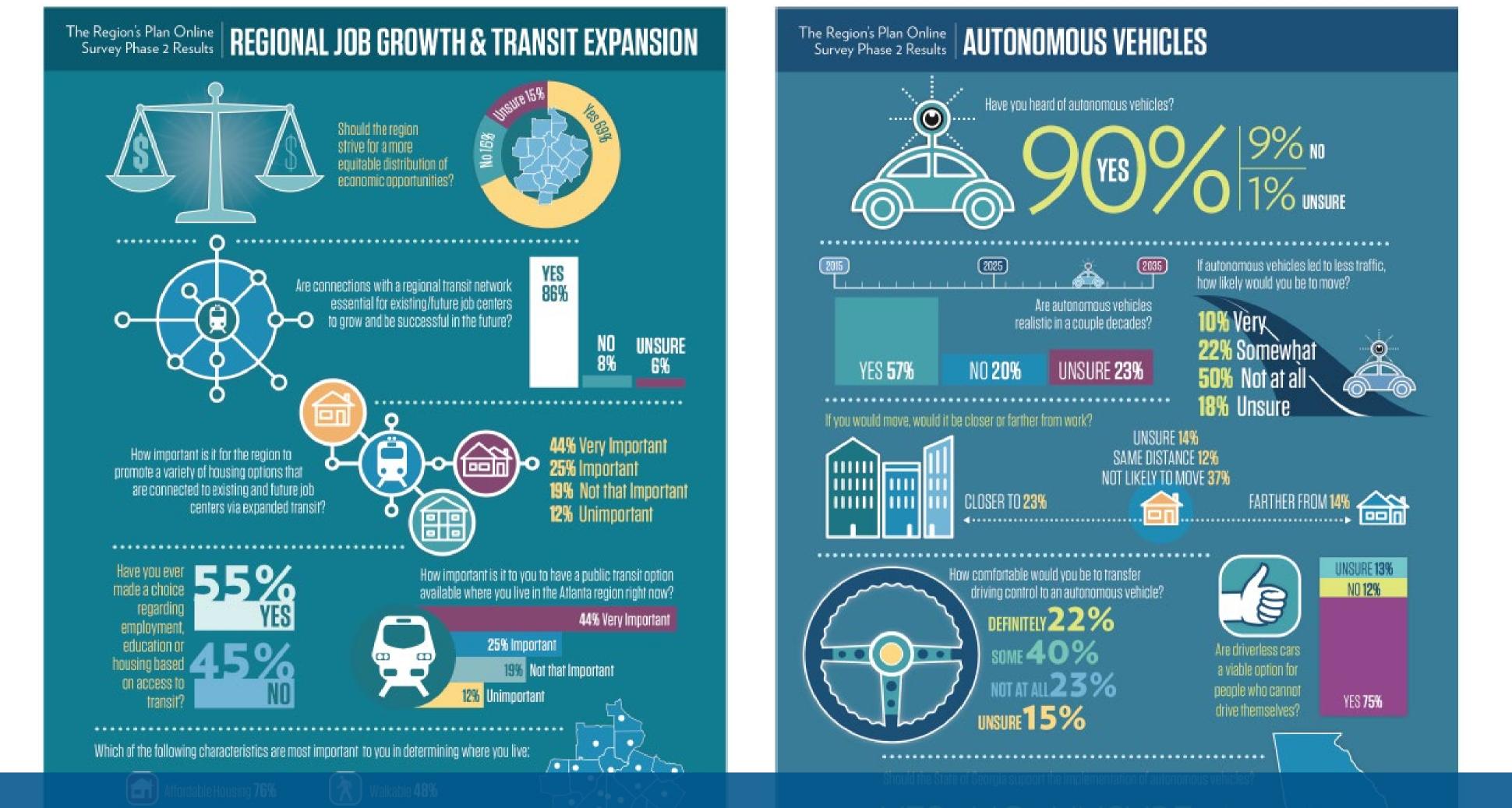
SIMCOG | SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

STIMEOG SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS



"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



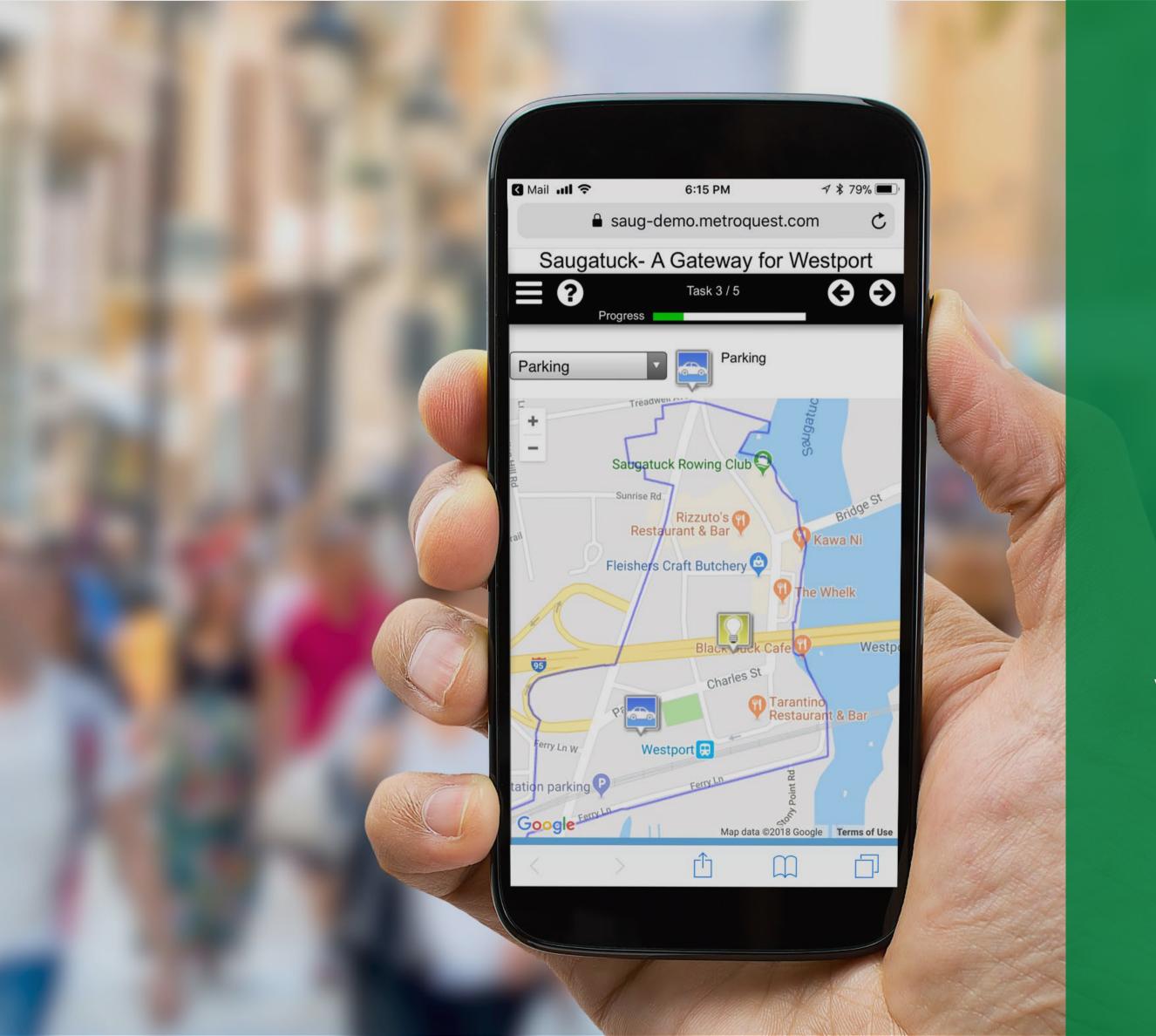
They went on to engage 25,000 people!



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!



FREE Paper

Public Engagement: 6 Drawbacks of Multiple Choice Surveys

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





Webinar – December 12th

Transforming Public Apathy to Revitalize Engagement

Bring your questions for Dave Meslin

(His TED Talk on apathy and public engagement has 1.7 million views!!!)



Questions?



