How to Optimize Public Engagement for Planning with MetroQuest











Dave Biggs Chief Engagement Officer MetroQuest



Agenda

Navigating the online engagement options How to optimize online engagement for planning Live Demo – 3 phases to online engagement success Q&A





20 years of best practices research





NCHRP

NATIONAL COOPERATIVE **HIGHWAY** RESEARCH **PROGRAM**







Association of Metropolitan Planning Organizations





Select MetroQuest subscribers



Timing for next public engagement

When are you next planning / hoping to engage the public in a planning process? 200 100 300 0 27.2% CURRENTLY ENGAGING TODAY NEXT 1-4 MONTHS (SUMMER 2020) 6.9% 5-8 MONTHS (FALL-WINTER 2020) NEXT YEAR (2021) 1.2% DON'T KNOW 6.7%

400	500	600	700	800
		58.0	0%	
	' 1201 of	' 2943 atten	dees respo	nded



Popular online engagement tools





Key challenges during COVID-19

What key challenges are you facing with regards to public engagement during COVID-19?







Top planning engagement goals



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

Broaden demographics $\star \star \star \star \star \star$

Inform & educate $\frac{1}{1}$

Quantify input $\star \star \star \star \star$

How do online options compare?

ONLINE FORUMS

ArrandaM, 7 months ago next 5 to 10 years.

Alert moderato Hi Amanda, thank you for your comments - we appreciate the feedback and local insight! Your point about a procery store downlown ta well taken - it has become a common commani. Iterarchend all of our second encoursement events. Downlown Barrie will be transforming a lot in 5 to 10 years, to be sure, and we will be working to make sure it is safer and more appealing. The City is biking steps to improve your welk downlown right now with the planned Dunkop Street East Improvements. Be sure to check the project page and see how you can get involved: https://www.barrie.cs/Living/Cetting%20Around%oed-Design-Construction/Design-Projects/Pages/Dunipg-Street In real discussion and the second

take with downlown. The Fred Grant Science

Alert moderator

Live in the downloan core of Barrie. We are yound professionals. and are raising a young family. We abaciularly love that our home is central to everything Barrie has to offer. However, being in this area does not come without some faults, we are tacking in a quality grocery store that is within walking distance. The walk from where we are to downlown shops and restaurants is less than ideal, the sheets are driv, we have to make a methodone circle and a well known corner for proxitiation, etc. I would love to see more crean cubic spaces Insuched the area. A fermer's market with longer hours or also offered on Sunday...with estimaturicules for kids if can be lough to make the short window in Saturday, I am encited to see how Berrie (downlown in particular) crows over the

Reply Do you spher? # 4 👎 0 Hide reply (1) A Share

Jordan Liambia, 6 months ago

Rephy Do you agree? 👘 0 🦷 0 Share

Greg Lubianetzky, 7 months ago, Alert moderator Who remembers the H-Block proposate? Deliving our downloan would be a far different and far beller place had this or a similar development been completed. The current downlown is lovely and getting beter. But properly disectly adjacent laway from the take from the downlown corel is under-used. Medium density residential matched with useble. "welkable" commercial ignocery hardware, restaurants etc.) is what makes a city centre viable. Currently downlown businesses depend on drive-there patronage which is not bad, however it takes a jollo comince most consumers to bypess the "Golden Mile" and/or the south end . shopping ghellos to head downlown. And when they get there, they get what hey need, hop in the car and leave. With more concentration of residential in and near the core, people will walk or perhaps cycle and "connect" with the city around them. If you've ever lived in a waikable community you will understand the feeling that comes out of having almost everything you require within weiking distance. If doesn't take much to approach a Bohemian well to a neighbourhood. Please continue the work to connect the

renovation/rehabilitation is a stanning example of this. Walking/cycling anywhere near there when downlown pulls you to the take, and from the take you are drawn up the gentle slope to centown. To complement this, the take-facing rear of the Duniop St. buildings need rehabilitating. Storefronts facing the take - not a new concept. This further cements the connection between our takefront and our downlown. Cut the takeations speed limit to 20kph for that very short distance to facilitate periodrian comfort and add bedesirian right-of-asia crossings to asses movement in both directions. Currently, while it may be tempting to move downlown to the take or vice versa, the often busy and fast-moving road in between is too much of a physical and psychological barrier. For that matter, 30kph on the whole of Duniop St. from Stake St. to the fire half is not crossesonable with additional stonalled, pedealrian openaled crosswalks. It may well bel people out of their vehicles and allow them to feel comfortable and automa daing an Depende sheet broken oil here wherease he assons dictate! Close Bayfield St. from Collier to the laboratory This could be a permanent pedeatrian mail of sorts and it would active the brutality that is the Five Points intersection. Like Fred Grant Square, it could be designed to serve as a 2-way funce! between downlown and the take front.

Reply Do you agree? d 1 90 Hide reply (1) A Share

Jordan Lientzie, 7 months aco

Thanks for your comments, Greg. We've been twaring a lot. about the need for more residential infit with service relation increase the city's waikability and connectivity. Reparding your comments along Duniop Sireel, please be sure to monitor and participate in the Clunicp Street East Improvements project: https://www.barne.ca/Living/Cetting%20Around/Road-Design-Construction/Design-Projects/Pages/Duniop-Streetbast-improvements aspx

Alert moderato



Silart merchanyle

o intensify the downlown core, I believe we need to look at what ervices those people will need A GROCERY STORE to the riggest lacking element to our downlown. A waikable procery store or the downlown residence should be a log priority before incounging developers to be building up in my opinion. Grocery dores are also hubs for community and could be a very large does ar an aiding condo population that down/I need to get into a car to reb some bullet and milk.



ope attrom 8. Linepo

Allert moderator

The mission was brough its and antices assert/incritions in any red uniform subdivisions of cooke culler homes with a parage out hant, we must make more of an effort to build up child abaces and allow for inique development forms including year tenewarks, urban forests, educing or eliminating the 'creenadade' that are intely wastelands. ncluding zoning minimum vard requirements, bodergette, etc. make them an actually useful space that doesn't tust grow andelions. Walking and biking and then install should be the link! orms of transport considered, and made the easiest, following real th, social and environmental goats for complete communities prior to forcing new development to hope in a car to get avyethers. Height is not a bad thing, so long as municipal servicing a available, perking and light impacts have been considered. We rual hold firm on having ground floor space available for ommercial/mixed uses - unlike the Phall development on Cundles. centives for green roof type ideas

Reply Do you agree? # 2 🖤 0 Hide replies (6) A Share

Electy, S monitus app.

Great insight! Hope you can come out to the Workshop on April

Repty Do you agree? at 0 🖷 0 Share

berte for cyclists. 8 months app-

Alment encoderation Lagree with this - the concept of garages in front is what acts as a berrier to many. As we gain more second suites in our neighbourhoods, these come with more cars and congestion. Driveways widen and more vehicles dog the streets and overheing the aidewalks. If we want to sit out in front to connect with our community neighbours, we have more pollution and noisy traffic to contend with. Earnie needs to move away from its car-centric culture repidly, yel I don't see this happening. How can see encourage cultzens to give up their cars?

Regly Do you agree? dr 1 🖷 0 Share



Justial S. Zomentiles arts

Alert moderator

I don't think we will be able to give up cars for a long time because public transit links to other othes (except for Toronto) are lacking. I would have to use rental cars to which I am unaccustomed for other destinations and want to avoid the egal hassies which can arise with rentals. When a car belongs o me I can have it insured and maintained according to my lerms. If it's scratched, that's not a big deal. There are no ripleasant surprises with using my own car. With rental cars, you need all day to read the line print. Even then the terms may not be as you espect. The heard hornor stories about rental cars. Til keep on centrig my car until I can enjoy the countryside and other oilias by public tranait. Remember in the planning of Berrie that larger numbers of seniors are often gast the option of long welks and biking...and gelling to London by bike is a bit. of drain on one's energy

Reply Do you agree? 🏟 🖲 🖷 🛛 Share

Elizabethi 7 restablish area.

Alert moderator Hi Janel, thank you for raising this taxue. An expanded regional transportation network will take time as well as coordination from Matrolina and other partners. The City of Berrie continues to work towards improving our local transit evolutes buts alreadance run lo absent will been of melovs

portunities to improve connections to the regional network

Reply Do you agree? at 0 👎 0 Share

Janel S., 7 months seen.

Alert moderator Perhaps there could be belier noticies to enable us to use sented cars, but I don't feel safe with using those at this time. foo much fine print. A friend had an eccident with his leased car and he ended up paying monihily for a replacement as well as continuing to pay the entire leave period on the wrecked car - though the leasing company out the insurance on it! I duess he didn't read the line print! Other stories come out also and these situations turn us off on selling our cars.

mishu. 7 months ago

o back off and pay attention to what we really have and what reads to be fixed. People move hele because the cannot alford where they live or ward to go smaller, however, the same thing is repenting here. We keep crowing, growing and more growing so sear build for there instead of building more affordable broughts for those who need if and believe me there are more than \$50 people. who need it and if we follow the condelines that were presented to us and we actually beat the half way comil for a 3 to 10 year proposel then My Intends and council we failed and will continue to all for elemity. (Ny apologies as I cannot remember the actual year amount) We will rever calch up. However you say that motion enter second will be used her and no - more money into colliers more roadways to maintain and pipes, cables, nospiowing, and more interest ineffic thus more cuarded traffic interfront more regime air. If means anote Mia still have the serve of problems. If is like fives brake it all down to what covernments left us to do ta budget and plan. So I build a home and two years taken 4 peole come to live with me however houses to too small so now t erpand adding more rooms and plumbing, electricity and more perking space. Then it happens 2 year later again however you ever there is a problem that has arborn. With all this growth and it all had not finished what I started 6 years ago so a problem has risen as I have not been able to keep up with the growth. To be able to keep up I rates the rent which only allows me to bed some stuff done however not all of it. It becomes a vicious circle. Why do we force our own reichbors out when it was them in the first stace who helped their city grow to a comfortable place they enjoyed. Yow they want to downdrade however effet house is sold and they day off what is meeded they cannot afford anything over \$300,000 plus still live that comfortable if a they had previous in order to . enjoy their free time. Real-solate correct in and says have you hought about Midland or Onlite. No was burn in Online du not wish a go back and Michard is loo far from everyone Eknow. So in effect they do not have a choice. Once people could retire in their home lown and now more and more must knew, and God help yo if you have a doubility and the money that is left over from the asis must be used to help you live in your golden years well - if it is under \$275 you might be lucky, the homeless we have here is a sharns. We could have renovated a number of building that serve in good condition and made low income apartments to help those ato need it, with this you put a responsibility clause in where if hervare able to work then there is ground maintenance etc to be one or street and garbege cleanup that the city needs help with. We must also remember that if a person tost their job and cannot ind another then there is a very big chance if nothing has been ound within a month you can be real assured that depression has sed to freemour any krant the combany are shorted analysis theme. people pelling help so again these numbers increase. So while it is nice that some lok in the community come forward to help those trough fires etc.f. a community was durinf a proper tob of looking. after it's citizens we would find housing and jobs for those folk to help them and our community instead of passing the buck and ess outawing formeless People. Do not say it cannot be done ecacae it can be be and I have read if places who have been Joing his as they are walking their talk. So let us back up and wally put our priorities straight, get them working then if all teunning smoothly you must decide how big you really want to be However, if you look around, on you so call whereones, and look. erv close - big cities do not really work as their problems just keep pelling bioger because they didn't take the time to ready need between the lines and put the actual wishes of their community at arga into consideration. Yes Barrie is guilty of that.

nternet's means to me a cush to build when in fact we ready need

Reply Do you agree? at 0 👎 0 Hide reply (1) 🔥 Share

R Jordan Lambie, 7 months ago

Alert moderato

Hi Mymshu - Ibanks for the feedback. This encapement extede a exactly that - a dialogue to identify community values and goals and to consider how they can be achieved as the city. pows. We went to hear from you about what the key communit natures and experiences are. We understand that time is of the essence for both crowth and affordability issues, and as you note in your comment - demand and growth still not just simply alop or obaccess. So, how do we want to shape our growth to achieve community goals? Growing more compactly and efficiently, rather han sprawing outwardly, can help us accommodate growth while also saving land and rustural resources and reduce our pending on infractructure expansion & maintenance. More units n a square area also means that more public dotars are wellable to be dedicated to building and maintaining communit actities such as parks, libraries and community cardwas interseficializes can also acid different to define, coll, and conversion voes to the real estate merket at lower and more effordable price points than single detected homes. for example. This diversity of product lybes in the market will provide more choices to residents to belier match their financial or lifestyle needs. The City recognizes there is a shortage of alfordable hazang, in particular affordable rental housing, and has a number of nitatives and development applications underway to address the nothern. More information on that periodier issue can be found ere: https://www.berne.ce/City%20HalU/Nennero-end-Development/Policies-Strategies/Pages/Affordablefouring sage. Thanks again for your comment and feedback. Haply Do you agree? 💩 0 👎 0 Share

ONLINE FORUMS

USE ...
For ideation
Very early in outreach process
To identify key priorities / themes

Not for ...

- Broad public participation
- Private / safe engagement
- Actionable / quantifiable input

ONLINE FORUMS

Reply

Laura Metcalf, about 2 Alert moderator from what i've read that's not true. the federal government is only keeping 1/4 of the tax profits and the rest goes to the provinces and municipalities, plus it will create jobs and generate tourism which is great for local businesses.



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

ONLINE FORUMS

Broaden demographics $\bigstar \stackrel{\checkmark}{\sim} \stackrel{\frown}{\sim} \stackrel{\frown}{\rightarrow} \stackrel{\frown}{$

Quantify input $A \Rightarrow A \Rightarrow A$



511 offers real-time traffic you are.

SMART SCALE Dashboard





MICROSITE or WEB PAGES

Traffic Information



Funding the right transportation projects.

VDOT

51

Virginia Roads

Your one-stop source for VDOT maps, data and project info.



Connect With Us! Visit Our Social Media Pages »

We're already busy preparing for National Work Zone Awareness Week #NWZAW (April will be here in no time. right? Ri... https://t.co/qZZz8t0aHL



Want to test your #zippermerge knowledge? Watch our video and brush up on your driver ed-iquette 🌚 🗧 https://t.co/66BuFh8wsf

about 1 hour ago

Studies

Route 50 STARS Safety and Operational Improvements Study - Chantilly

Route 28 to Stringfellow Road in Fairfax County



Take the survey CLICK HERE TO BEGIN

We want your feedback! Take the online survey through Tuesday, Feb. 18.

A public information meeting will be held Thursday, Jan. 30 from 6:30 p.m to 8:30 p.m. at Brookfield Elementary School, 4200 Lees Corner Road, Chantilly, VA 20151, A presentation will begin at 7 p.m.

Displays

About the Study

This STARS (Strategically Targeted Affordable Roadway Solutions) study is assessing potential safety and operational improvements for nearly two miles of Route 50 (Lee Jackson Memorial Highway) between Route 28 (Sully Road) and Stringfellow Road (Route 645).

Currently, this segment of Route 50 experiences congestion in the morning and evening peak periods and a high number of crashes. Route 50 averages 71,000 vehicles a day within the study limits.

Potential short-term improvement options include:

- Adding reflective traffic signal backplates
- . Upgrading pedestrian ramps to Americans with Disabilities Act (ADA) standards
- Replacing and adding pavement and crosswalk markings
- Providing additional signage
- . Continuing the traffic signal timing optimization program
- · Adding pedestrian signals in the median (two-stage crossing)
- Converting bus stops to bus shelters
- . Adding a Galesbury Lane and Lees Corner Road sidewalk connection





Area Maps

Project Photos





Project at a Glance

Est Completion Date Summer 2020

Phase Study

Cost \$317,000 (Study only)

Lengths and Limits Rt 28 to Stringfellow Rd (2 mi)

Locality Fairfax

Contact Andrew Beacher, P.E. Preliminary Engineering

MICROSITE or WEB PAGES

Use ...

- For project communications
- Throughout planning process
- To educate the public

Not for ...

- Mass public input / participation
- Broadening demographic reach
- Actionable / quantifiable input

MICROSITE or WEB PAGES

Increase participation

Broaden demographics

Inform & educate

Quantify input

DIGITAL TOWN HALL/ WEBINAR





DIGITAL TOWN HALL/ WEBINAR

Use ...

- In lieu of in-person townhalls
- For date/time specific engagement
- To reduce costs

Not for ...

- Over 1,000 to 3,000 participants
- Mass public input in complex plans
- Anytime public input convenience

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

DIGITAL TOWN HALL/ WEBINAR



Broaden demographics

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

Quantify input

SOCIAL MEDIA



THE 2040 MARYLAND TRANSPORTATION PLAN SURVEY IS LIVE THRU JAN. 31 -- We need your input to learn what transportation initiatives are important to you. The Maryland Transportation Plan, or MTP, establishes a 20-year vision for transportation in the State and provides policy direction through statewide multimodal goals and objectives. Help us spread the word and share the survey link with other Marylanders so their voices can be heard as well! #2040MTP



...

Maryland Transportation Authority (MDTA) January 25, 2018 · 🔇

Survey here https://2040mtp.metroquest.com

SOCIAL MEDIA

Use ...

- For broadening public outreach
- To share project links throughout
- To promote online surveys

Not for ...

- Private / safe engagement
- Contentious / permanent posts
- Actionable / quantifiable input

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

SOCIAL MEDIA

Broaden demographics $\frac{1}{1}$

Inform & educate

Quantify input

TRADITIONAL SURVEYS



 7. Please identity v community would untevorable (please

Zoning to allow a mix of residential, commercial and/or office LONG IN THE same district s building Liend Lowis Ifue CHINERAL activity during both the day and evening (but not 24-hr Neighborhoosh with a higher density of densityment

e noted with an adartek (*) require an answer.		
wity do you represent?		
pal office or department are you affiliated with?		
Public Works/Highway Department		
etment/Planning Board		
rvelopment		
lown Administrator		
lanager		
apacefy)		
0		
re you with the concept of Transit Oriented Development?		
dar		
planning documents (such as a Master Plan or Community		
an) has your community identified areas or districts for TOD?		
Pesse areas or charicle?		
anty plan identifies TOD as a strategy? Please check all that		
rvelopment Pten		
Plan		
wiopment Plan		
i Phen		
ecfy)		
an an ann a stàiteann ann		
planning documents, has your community identified areas for		
ted or mixed use development?		
		•
hese areas or districts?		
and the second	۰	
y which typical characteristics of TOD you believe your		
Id hind favorable and which ones would likely be considered ase select at least one priority):		
Favorable/ High Priority Unfavorable/ Low Priority		
0		
• •		

10		
Design standards to		
improve the	~	
quality of	0	0
building and		
alle dealgn		
Signage, pedeolrian		
contections		
and other	0	•
altestacape		
amprovements		
Increased	0	0
building heights		
Deschesore in Iol		
BUM		
Increase in Iol	0	0
COVIETINGN		
Two or Bree-		
family housing		
Townhouses		
Apartmenta		
Workforce		
housing for families earning		
leas than the	0	
median		
household		
income		
Public speces		
or parks near		
residential and commercial		
clevelopment		
Shared parking		
or reduced off-		
alreet parking	0	•
atarstarda		
Public parking		
lats or garages	0.002	and the second
More		
aklewaika,		
alreal furniture		
and other pedeolrian-	0	0
related		
enhancements		
More facilities		
for bikes,		
including bike		
bries and		
lacking necks		
Bicycle parking alandards	0	0
Park and rela		
lubs		
Other (please specify)		
country (therease shecta.A)		10
8. Do your local parkin	g requirements allow fiex	ability in the number of required
off street spaces for m	ixed use developments a	ndfor shared parking?
No facility		
C Some Textellar		
Very feature		
Nol sure		
g Wheel exception in	a suffra series and	of the same instance of the
	e within your community evelopment? (give neighb	
streets(intersections)		
		1
		1
		munity are highly traveled and
		ping, schools, etc but are not
considered imajor arter	nais or regional routes?	
		//
	or interventions or marte	where you are aware of ongoing
11. Pleases had seen and		and a feature sware or anglaing
11. Please hat any may traffic/ pedestrian/ bits		
		//
trathc/ pedeatman/ bike		rent (of any type) in a downtown
trathc/ pedeatman/ bike	especting new developm	ent (of any type) in a downtown
traffici pedestriani biki	especting new developm	ent (of any type) in a downtown

pedestrian-					
related					
enhancements					
More facilities for bikes,					
including bike		•		•	
lanes and					
locking racka					
Bicycle parking alandarda		0		•	
Park and ride					
lob					
Other (please sp	pecify)				
		e developments		number of required perking?	
O No feedbilly					
O Some fexable					
O Very flexible	· ·				
O Not sure					
 Not sure 					
9. What neighb	orhoods within	your commun	ty do you believ	would be	
	-	nent? (give neig	hborhood name	e or	
streets intersec	ctions)				
			//		
10. What local i	roada or street	a within your co	enmunity are hi	ghly traveled and	
				, etc but are not	
considered ma	jor ertenals or i	regional routes	7		
L					
11. Please hat a	iny major inter-	vections or ross	te where you ar	e aware of ongoing	
trathc/pedeatr	an/ bike safety	problems.			
			//		
12. Is your com	munity expect	ing new develop	prment (of any ty	pe) in a downtown	
or village area (the next 6-12 m	ontha?			
 If NO, skip to 	nezi				
O If YES, Ist					
Please briefly de	acribe the new	development.			
	ny other comm	ents you would	like to share ab	out TOD and your	
community?					
			2		
-					
		pate in further in			
	please provide	e your preferred	contect inform	ation below.	
Name:					
Company:					
Address:					
Address 2:					
City/Town:					
ZIP:					
Email Address:					
You can follow the progress of this planning grant at www.pvpc.org (or if approved www.sustainableknowledgecomidor.org). If you have quastions about this survey,					
please contact David Elvin al delvin@pvpc.org or Jessica Altan at jefan@pvpc.org.					

Thank you for your participation!

TRADITIONAL SURVEYS

Use ...

c. Facili

d. Staff

e. Value i

Vhat can

For quick public feedback
 * To identify public sentiment

Not for ...

• Broad / diverse engagement

• Urban or transportation planning

• Actionable public input for plans

TRADITIONAL SURVEYS

←→CX IIIs

Increase participation $\star \star \star \star \star \div \star \star$

Broaden demographics

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

Online tools for your toolbox

- ✓ Pick the right tool for the right goal
- ✓ Use different tools at different stages
- Combine tools for better outcomes
- Look to specialized planning solutions





- Online public engagement surveys
- ✓ SaaS subscription (unlimited surveys)
- ✓ Purpose-designed for planning
- ✓ 14 Screen Types (standard templates)
- ✓ Visually compelling & interactive







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

Optimizing engagement with 2

Broaden demographics $\frac{1}{1}$

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

Quantify input



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



Make it fun and sharable



Be multi-channel ...





... and think mobile



Design it to take 5 minutes





Use these 12 promotional tools

FREE eBook: 12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- Real-world examples
- We will email you a PDF copy!



Thank you: MetroQuest subscribers!

12 Ways to Promote Your Online Public Survey Like a Pro




Broaden demographics $\star \star \star \star \star \star$



Choose visuals to avoid jargon



Keep it private for true, unbiased input





N

Use mobile to reach all income groups

Lower-income Americans have lower levels of technology adoption



Note: Respondents who did not give an answer are not shown. Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER





Collect & monitor demographics ...



Progress
What to do



... so you can refocus promotions





Target with social media ...

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



... like Facebook and Nextdoor







- SCDOT boosted Facebook post
- \$3,000 (plus \$2,000 firm fee)
- 59,329 people reached
- 6,547 total link clicks



Austin Strategic Mobility Plan survey: two more days to share your voice! Communications and Public Information Office from City of Austin - 29 May 18 More than 3,600 people have now weighed in on the future



Austin Strategic Mobility Plan Survey: Public Feedback Needed!

Communications and Public Information Office from City of Austin - 1 May 18

The City of Austin is developing a new citywide transportation plan, the Austin Strategic Mobility Plan. For the first time in our city's history, this plan will provide a locally-focused strategy to address our transportation challenges and opportunities. It will shape how we move around Austin for years to come.

The City wants to hear from you! We are seeking public input on three options for Austin's transportation future through an online survey. Your feedback on these options will help develop the Austin Strategic Mobility Plan. You can find a link to the survey at http://asmp.metroquest.com. The survey is available online through May 31.

For more information, go to our website at http://austintexas.gov/asmp.

La ciudad de Austin está desarrollando un nuevo plan de trasporte para todo el municipio, llamado plan estratégico de movilidad para Austin, o ASMP por sus siglas en ingles. Por primera vez en la historia de nuestra ciudad, se fomentará un plan a nivel local que proporcione estrategias enfocadas en transporte, y el cual pueda abordar nuestros retos y oportunidades a un futuro. Así entonces, este plan formará la base de la manera en que navegamos la ciudad por años

¡La ciudad quiere sus comentarios! Estamos solicitando ideas del público sobre tres opciones afectando el futuro de transporte en Austin por medio de una encuesta en línea. Los comentarios recibidos ayudaran al municipio a desarrollar el plan estratégico de movilidad para Austin. Visite el sitio https://asmp-spanish.metroquest.com/ seguir el enlace a la encuesta. La encuesta estará disponible en línea hasta el 31 de mayo.

Para más informes, por favor visite nuestro sitio de internet http://austintexas.gov/asmp.







Strategic Mobility sed strategy to move around

for Austin's will help develop t.com. The survey

ilidad por parte sus siglas en o la fecha de comunicar la

unicipio. s. Por primera cione tunidades a Ia ciudad por

opciones comentarios ustin. Visite a encuesta

Austin published 2 Nextdoor posts

Free

3,000+ completed the survey



Go to them even during COVID-19





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



Gamify engagement in planning



Create microlearning moments



al Bikeway and Trail Network Study el of Comfort	0	Progress (4	5	
roduction Path Bike L ase rate your level of comfort cycling o	ane Shoulder	Shared Lane Marking	Mixed Traffic	OMFORT	ABOUT YOU	
	hared Use Path			MAP YOUR COMFORT	AB AB	\bigcirc
Rate this image from 1 star (Ver	surface and the state of the second state		ortable)		ন্থ	

Build appreciation for trade-offs

\odot	2	3		Revenue Tools		What to do 💽 N	ext Task
OME	RANKING	SHOW US	BALANCE	Use the sliders to create enough funding to n	neet the target.		5
WELCOME	RAN	SHOV		Non-Profit Fundraising	15%		Easte
			FUNDING	Grants	30%		HALLENGE
				Property Tax	20%		CHALLENGE
				Sales Tax	20%	•	
?				Volunteer Labor	15%		
							?





Quantify input $\star \star \star \star \star \star \star$



Focus on quantifiable input



Use the right input model





15,150+ participants400,300+ data points17,155+ map markers

Kimley »Horn

Include geo-based data ...



... to put comments in context



Mine your results ...





... to support data-driven plans!



SEMCOG SOUTHEAST MICHIGAN COUNCIL OF GOVERNMENTS

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

12 Key Success Factors

- Make it fun & shareable
- Be multi-channel ... think mobile
- Design it to take 5 minutes
- Choose visuals over jargon
- Keep it private to collect unbiased input
- Use the right (quantifiable) input model
- Gamify engagement in planning
- Create microlearning moments
- Build appreciation for trade-offs
- Use promotional tools, like Facebook
- Track demographics, retarget & go to them
- Graph results & contextualize comments



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

Top planning engagement goals

Broaden demographics $\frac{1}{1}$

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

Quantify input

When is the right time to engage online?

At the start!



In the middle!



Toward the end!









Set-up



2



Analyze

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!



POLL What additional info would you like?



What projects is MetroQuest designed for?

Bike & pedestrian

LRTPs

Urban design

Land USE

Transit

Comprehensive



POLL What types of projects are coming up for you?



Public Engagement: 6 Drawbacks of Multiple Choice Surveys

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





Questions?



Thank you for participating!

AICP CM: https://planning.org/events/course/9199955/





