

How SCDOT Engaged 13,000+ Residents on a Tiny Budget











Agenda

#1 public engagement challengeHow SCDOT engaged 13,000+ residents on a tiny budget12 best practices for cost-effective engagementQ&A



20 years of best practices research







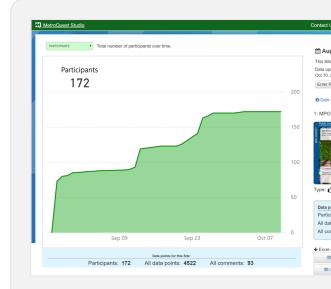
Association of Metropolitan Planning Organizations





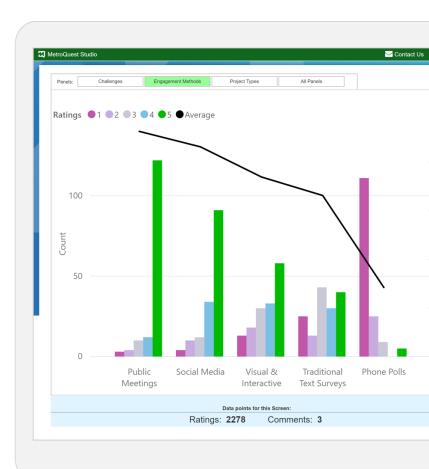
Public Involvement Matters survey





#1 Engagement method

#1 Public meetings



#1 Challenge: poor participation

"Apathy and time commitment by the public."

"Currently we have very little public visibility, awareness, and involvement."

"People just don't make time to give input."

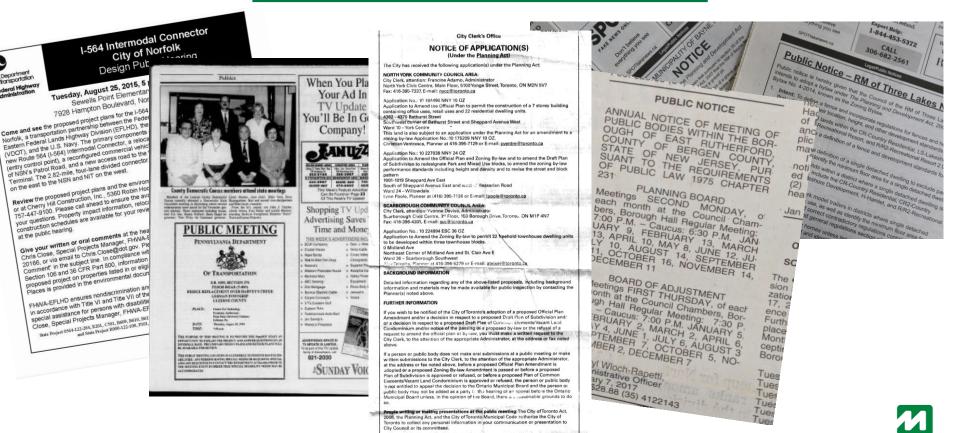
"Lack of participation. Reaching the same motivated people who may not be representative."

"Getting people involved and interested in the first place and getting a decent demographic cross-section of the population; not just elderly white people."

"Regardless of what advertisement methods we try, we get the same small crowd."



Traditional advertising is costly ...



The City collects this information to enable it to make informed decisions on the relevant issue(s). If you are submitting letters, faxes, e-mails, presentations or other

... you still end up with the STP...

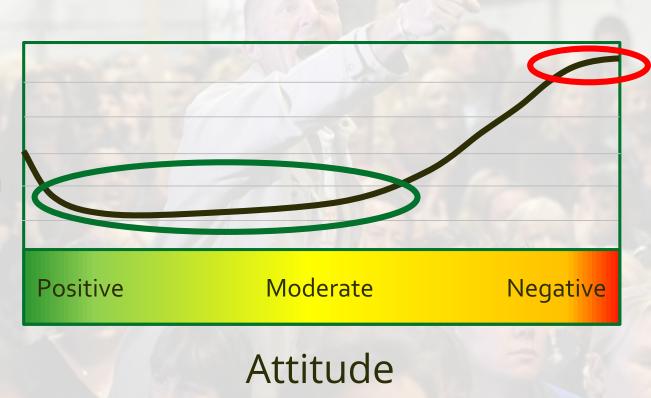


... or CAVE people ...



... because only the motivated attend

Level of Motivation





3 issues with public meetings

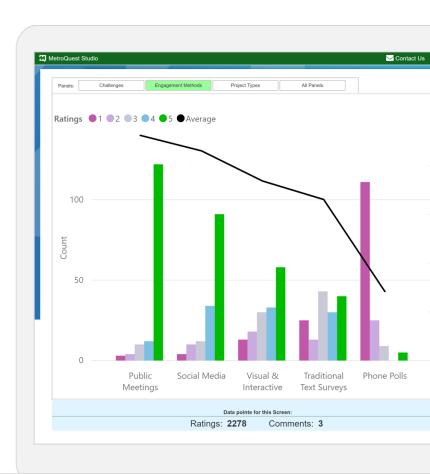


Low turnouts at public meetings Only the motivated provide input

Highest costper-participant

Top 3 Engagement Methods

- #1 Public meetings
- #2 Social media
- #3 Visual & interactive tools





Nicole Riddle

Public Involvement Coordinator & Biologist SCDOT

Stephen Allen

Program Manager – Asset Manager SCDOT

12



How South Carolina DOT recently engaged 13,000+ residents for the Multimodal Transportation Plan (MTP)



South Carolina Department of Transportation













- Interstate Plan
- Freight Plan
- Strategic Corridor Plan
- Rail Plan
- Statewide Transit Plan
- Statewide Strategic Safety Plan

Major Components Plans of the MTP











- Interstate Plan
- Freight Plan
- Strategic Corridor Plan
- Rail Plan
- Statewide Transit Plan
- Statewide Strategic Safety Plan

Major Components Plans of the MTP



Last MTP (2014) update

- 7 public meetings
- \$20k average public meeting (through a consultant) Costs include: prep work, newspaper advertisement, signs, travel, consultant rates and fees, facilities
- ...only 94 participants total for a statewide initiative waste of time and money

Goodbye Public Meetings



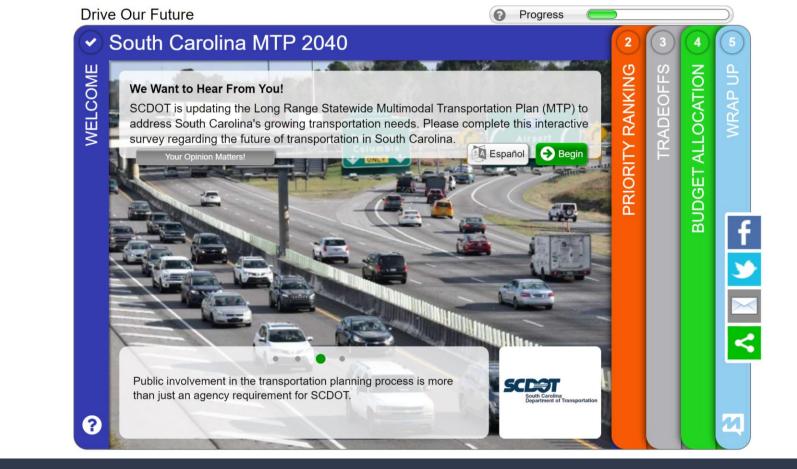
What?

MTP website that linked to Metroquest Survey Who and How?

- Stakeholder Meetings Presentations
 - Stakeholder/ Staff Email Outreach
 - Press Release
 - Social Media
 - Facebook (Boosted Post)
 - Twitter

No Public Meetings

Public Involvement for 2019 Update



Public Involvement for 2019 Update









Cost: \$3K Facebook Boosted Post Budget (additional \$2k for consultant services due to procurement issues)

July 30—Aug 31, 2019



- 59,329 people reached
- 6,547 total link clicks
- 46 cents cost per link click

#DRIVEOURFUTURE

Social Media



SC Multimodal Transportation Plan 2040 July 23, 2019 · 🕥

South Carolina has growing transportation needs. Take this SCDOT survey to share your multimodal transportation priorities! #DriveOurFuture

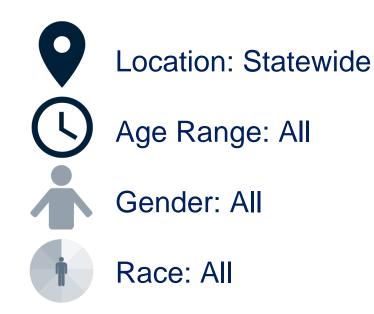












Social Media Audience Building



#DriveOurFuture

SCDOT

#Driveourfuture

July 23, 2019 · 🚱

Take the Survey and view our video here: https://www.scdot.org/MTP2040Survey.aspx

WE WANT

Please take a moment to tak our brief survey and let us know what transportation

priorities matter to you.

00 22

LAN 2040

SCDOT is updating the Long Range Statewide Multimodal Transportation Plan (MTP) to address South Carolina's growing transportation needs.





57k followers

30k followers



SCDOT © @SCDOTPress · 23 Aug 2019 SCDOT is updating the Long Range Statewide Multimodal Transportation Plan (MTP) to address South Carolina's growing transportation needs.

The survey ends August 31, 2019!!

Take the Survey and view our video here: scdot.org/MTP2040Survey....

#Driveourfuture



Non Boosted Post

Share

YOUR INPUT!

3 Comments 36 Shares



Organic social alone is a <u>waste</u> of time. Instead ...



- **Email Capture:** Build public involvement database.
- Website Traffic: Drive new visitors to project site.
- **Survey Fills:** Thousands of responses!
- **Target & Retarget:** Deliver coherent, consistent and complementary messages.







- Takes 5-7 Minutes
- Interactive Survey
- Categories Include:
 - Introduction
 - Priority Ranking
 - Tradeoffs
 - Budget Allocation
 - Wrap up

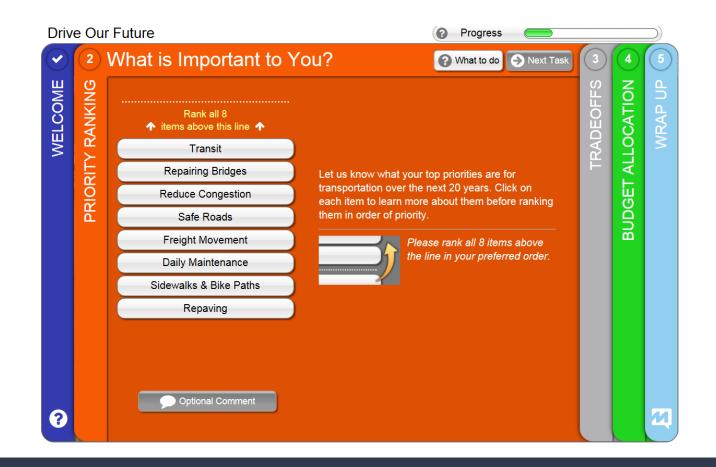
Share Your Thoughts with Us



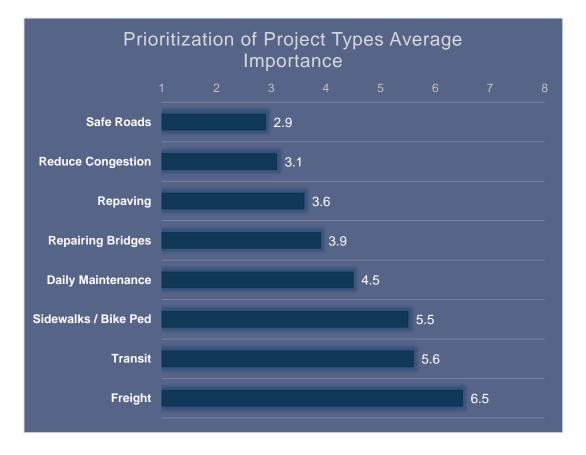
Help us identify the problems you care about.

Take a quick survey

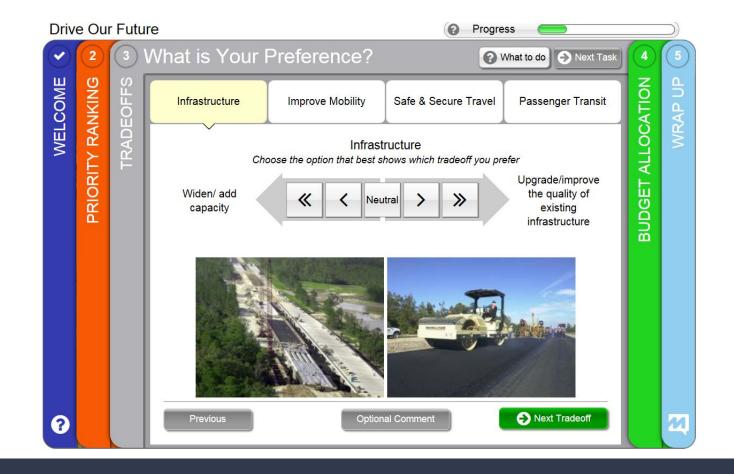
Why a Survey



Survey Question 1 – Prioritization of Investments

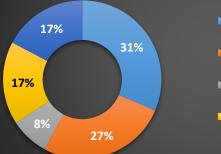


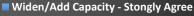
Survey Question 1 – Results



Survey Question 2 – Preferential Investment Tradeoffs

Summary of MTP Survey Question 3 Preference: Infrastructure



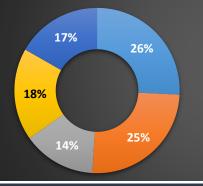


Widen/Add Capacity - Agree

Neutral

Upgrade/Improve Quality of Existing Infrastructure - Agree

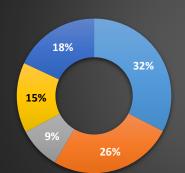
Summary of MTP Survey Question 3 Preference: Safe and Secure Travel



 Invest more in safer roads i.e paved shoulder, clear zone, guardrail, etc - Strongly Agree
 Invest more in safer roads i.e paved shoulder, clear zone, guardrail, etc - Agree

Neutral

- Invest more in intersection safety improvements - Agree
- Invest more in intersection safety improvements - Strongly Agree



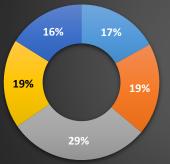
Summary of MTP Survey Question 3 Preference: Improve Mobility

- Increase capacity by adding lanes and/or other infrastructure Strongly Agree
- Increase capacity by adding lanes and/or other infrastructure Agree

Neutral

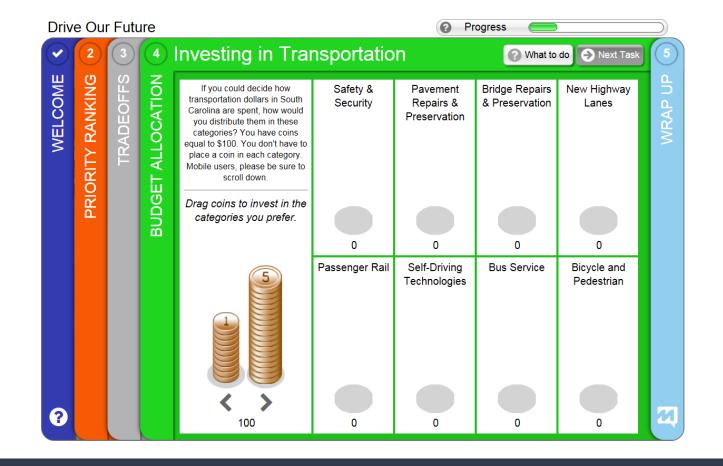
- Manage demand with technology and other travel mode alternatives - Agree
- Manage demand with technology and other travel mode alternatives - Strongly Agree

Summary of MTP Survey Question 3 Preference: Passenger Transit



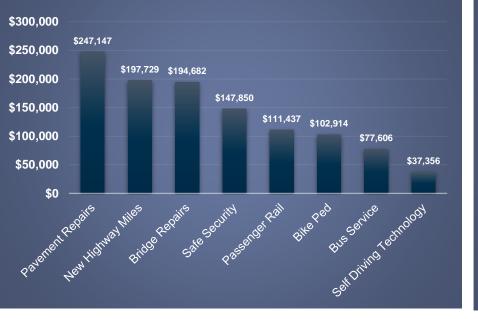
- Increase transit and other passenger services on popular routes - Strongly Agree
 Increase transit and other passenger services on popular routes - Agree
 Neutral
- Increase transit and other passenger services to new areas - Agree
- Increase transit and other passenger services to new areas - Strongly Agree

Survey Question 2 – Results



Survey Question 3 – Choosing Investments

MTP Survey Response to Prefered Allocation of Budget



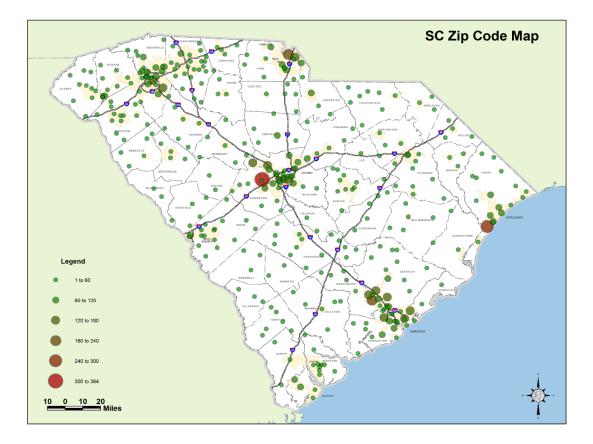
MTP Survey Response to Preferred Allocation of Budget



Survey Question 3 – Results

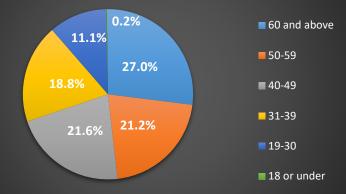
Drive Our Future Prog		gress
234	5 Additional Input	What to do
WELCOME WELCOME PRIORITY RANKING TRADEOFFS BUDGET ALLOCATION	Final Questions (Optional) What is your zip code? Type What is your age group? Select What is your yearly household income? Select	Thank You Thank you for your input! For more information or to provide additional input, please visit www.scdot.org.
	How many people live in your household? Select How would you describe your race? Select What is your primary mode of transporation? Select Selec	SCENT South Carolina Department of Transportation

Respondent Information

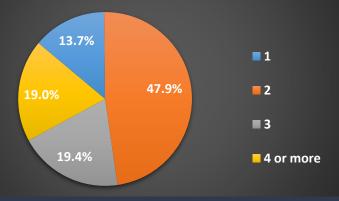


Survey Response Distribution

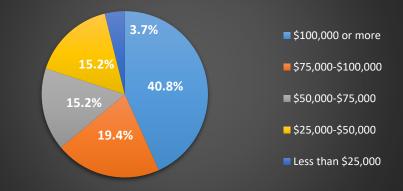
Age of MTP Survey Respondants



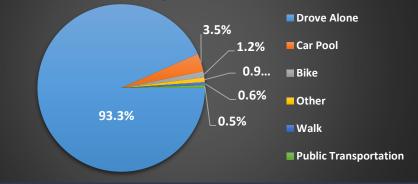
MTP Survey Respondants Household Size



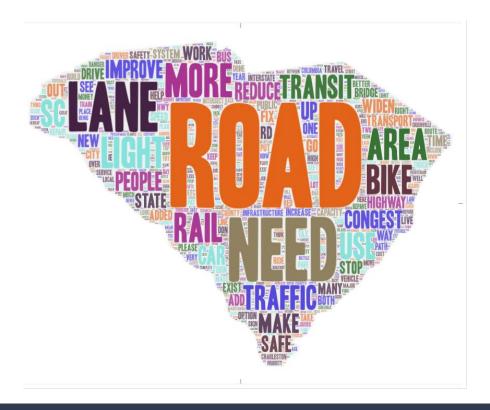
Income of MTP Survey Respondants



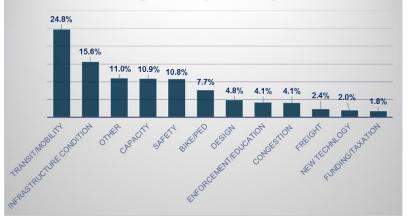
MTP Survey Respondants Mode of Transportation



Survey Demographic Responses







Over 2000 Public Comments







- Improved Public Involvement
 - Increased Participation from 94 to 13,000
 - Increased Public Comment from 94 to 2,000
- Process will drive future public outreach efforts
- Help in future decision making
- Build Public Trust
- Transparency
- Cost of survey is a fraction of \$\$\$ to holding numerous public meetings with a much higher return value.
- Results of survey shown to support 10-year investment plan spending plan

Key Outcomes



Key Outcomes



Nicole Riddle

Public Involvement Coordinator & Biologist SCDOT

Stephen Allen

Program Manager – Asset Manager SCDOT

12



Engaging 1000s on a tiny budget

cost-effective promotions

visual & interactive online survey



Engaging 1000s on a tiny budget

cost-effective promotions



Tip #1: build a brand







you want for Mashville in the next 25 years. Now, it's time for you to Pick Your Nashville. Tell us which of these maps, created from your ideas, best matches your priorities. If you like some parts of a more than that's contraint is that'you choose which important is that you choose which map looks most like the Nashville you want to see now and in the future. So come on-let's get to pickin't

TAKE THE SURVEY ONLINE Vice NashvilleNext.net/pick to take the survey online

PICK YOUR NASHVILLE District North Villemext



Tip #2: send emails to ensure success



We want to hear from you!

Our City is growing and changing. Winnipeg's recreation and parks services need to change and grow with Winnipeg in a strategic, forward-thinking way.

We are facing some difficult challenges. We need to maintain our existing infrastructure and make new investments for future needs.

We need to find out where you want to see future investment in these services and infrastructure.

Take the <u>online survey</u> to let us know your key priorities in recreation and parks services and infrastructure.

For more information on this project, please visit winnipeg.ca/recandparks.

Tip #3: befriend the media



City seeking input on how to spend money on par



G+ 65 🚺 28 1 20 V

Published Monday, May 21, 2018 6 04PM CST Last Updated Monday, May 21, 2018 6 05PM CST

The City of Winnipeg wants residents to help shape what the fields, parks and arenas of tomorrow might look like

'It's Time Tampa Bay' survey reveals commuters want rapid transit, streetcar expansion

Results will help define long-range transportation

Posted: 5:55 AM, Sep 27, 2019 Updated: 3:51 AM, Sep 27, 2019

By: Lauren Rozvia



+ Show Caption

TAMPA, Fla. - The latest It's TIME Tampa Bay survey reveals commuters are looking for rapid transit service to get to and from work as well as expanded streetcar access.

Survey results will help the three Metropolitan Planning Organizations create the very first tri-county Long-Range Transportation Plan for



Don't Lose Your TV Signal if You Use an Antenna, Click Here for Details.



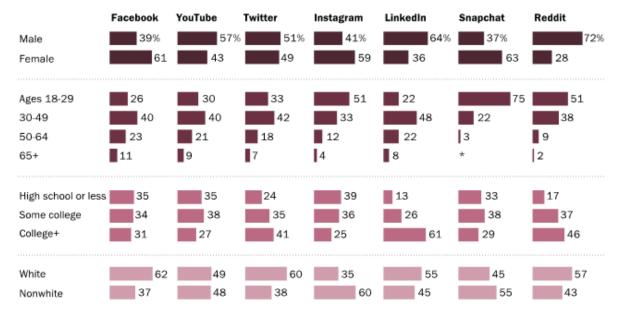




Tip #4: target with social media...

Profiles of social media news consumers

% of each social media site's news consumers who are ...

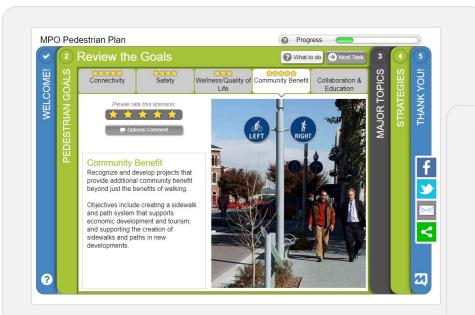


Note: Tumblr and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white. Source: Survey conducted July 30-Aug. 12, 2018.

"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER

... and emphasize social sharing





Tip #5: go to them



2

Tip #6: partner with champions





Schools

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 weighted in on the future of transportation in Austin through the Austin Strategic Mobility Plan (ASMP) online survey. If you haven't already participated in this survey, please do so before it closes on May 31. And if you've already taken the survey, please help spread the word!

Austins Italingartation Lalve a sin Your hands Take our survey today!

To take the survey or find out more information, go to our website at http://www.austintexas.gov/asmp.

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 take the survey at asmp.metroquest.com. The survey is available online through May 31.

Más de 3.600 personas han compartido sus comentarios sobra el terna de movilidad por parte de la encuesta en línea del plan estratégico de movilidad de Austín (ASMP por sus siglas en ingles). Si aún no ha participado en la encuesta, favor de completarán respetando la fecha de cierro de la encuesta el 31 de mayo. Si ya ha completado la encuesta, favor de comunicar la importancia de compartir estos compartir estos compartir otos.

La ciudad de Austin está desarrollando un nuevo plan de trasporte para todo el município, llamado plan estratégico de movilidad para Austin, o ASMP por sus siglas en ingles. Por primera vez en la historia de nuestra ciudad, se formentrar ún 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 município a desarrollar el plan estratégico de movilidad para Austin. Visite el sitio https://asmp-spanish.metroquest.com/para..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://www.austintexas.gov/asmp.

Austin Strategic Mobility Plan | Transportation | Au... The City is developing a new city-wide transportation plan, t. AUSTINTEXAS.GOV

29 May 18 · Subscribers of City of Austin in General





Employers

Reduce your cost-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



Engaging 1000s on a tiny budget

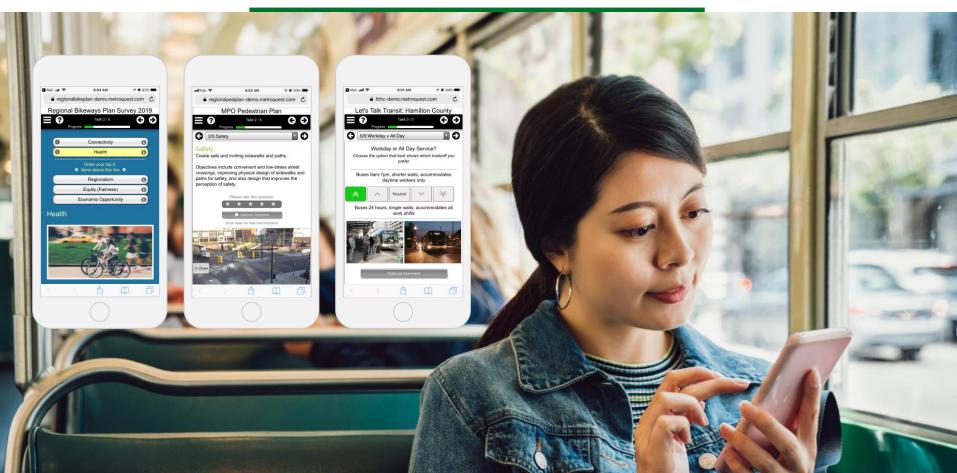
visual & interactive online survey



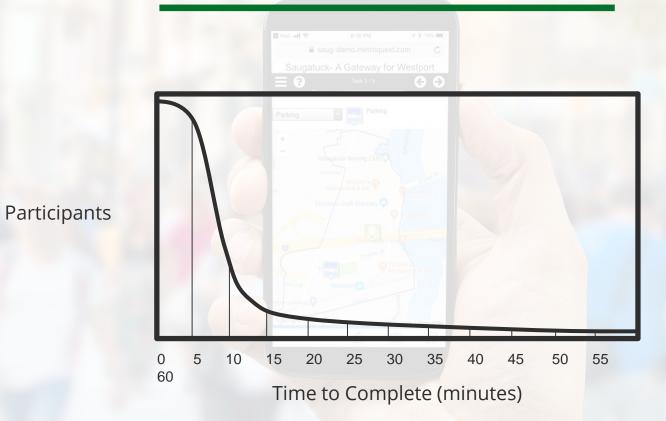
Tip #7: offer engagement across devices



... think mobile



Tip #8: design surveys to take 5 minutes





Tip #9: make the experience private



... to eliminate bias and intimidation



Tip #10: use quantitative questions



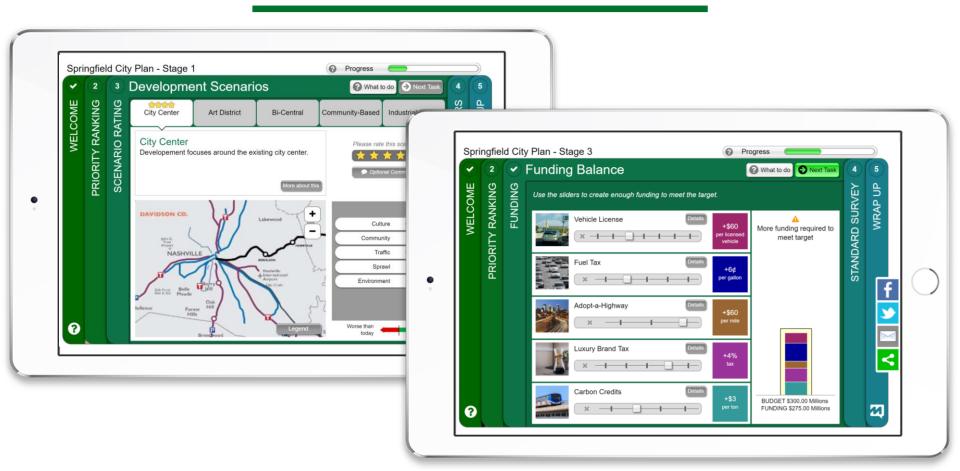
... to collect quantifiable public input



Tip #11: gamify engagement in planning



Tip #12: create microlearning moments



... to collect informed input



Engaging 1000s on a tiny budget

Tips for cost-effective promotions:

#1 Build a brand
#2 Send emails for success
#3 Befriend the media
#4 Target with social media
#5 Go to them
#6 Partner with champions

Tips for effective online surveys:

#7 Offer anywhere ... think mobile
 #8 Design survey to take 5 minutes
 #9 Make the experience private
 #10 Use quantitative questions
 #11 Gamify engagement in planning
 #12 Create microlearning moments

Top public engagement goals

Increase participation Broaden demographics

Educated inputQuantifiable data

maximum participation + informed input = actionable results

MetroQuest - engagement optimized

- $\checkmark\,$ Engage thousands online
- ✓ Involve a diverse audience
- $\checkmark\,$ Educate the public
- \checkmark Collect informed input
- ✓ Deliver actionable results

O Data Center Introduction Traffic Dashboar 9342 Progress Springfield City Plan - Stage 1 Map Markers What to do ON Nease drag and drop at least 3 markers on the map May 2016 a data points: 13727 Apr 2016 Concestion Othe 500 III Droselab Data Apr 10 C Refree tti Secsion Data Apr 10 Springfield City Plan - Stage 1 Priority Ranking What to do Reduce Roadway Congestio

Unlimited surveys with your annual subscription!

Select MetroQuest subscribers



POLL What additional info would you like?



What projects is MetroQuest designed for?

Urban design



Transit

Bike & pedestrian

Land use

Comprehensive





FREE Playbook

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!

12 Ways to Promote Your Online Public Survey Like a Pro



Thank you: MetroQuest subscribers!

Questions?



Nicole Riddle

Public Involvement Coordinator & Biologist SCDOT



Stephen Allen

Program Manager – Asset Manager SCDOT



Dave Biggs

Chief Engagement Officer MetroQuest

Thank you for participating!

AICP CM: https://planning.org/events/course/9194240/







