

Optimizing Online Engagement for Local Governments

with





Dave Biggs

Chief Engagement Officer
MetroQuest



A group of people are sitting on a brown leather couch in a modern setting. They are all using laptops or tablets, suggesting a collaborative work environment or a public engagement session. The people are dressed in casual to business-casual attire, including jeans, sweaters, and blouses. The floor is made of dark wood planks.

Agenda

Local gov's top public engagement goals

How MetroQuest is optimized

Live Demo – 3 phases to online engagement success

Q&A



20 years! Best practices research



Association of
Metropolitan
Planning
Organizations



Federal Transit
Administration

NCHRP NATIONAL
COOPERATIVE
HIGHWAY
RESEARCH
PROGRAM



Select MetroQuest users

State Agencies



Local Agencies



Consulting Firms



Top public engagement goals



✓ Critical mass
✓ Diversity

✓ Informed input
✓ Quantifiable results

Improved decision making & greater public support

3 local government success stories

Austin Strategic Mobility Plan

Welcome

Help shape the Austin Strategic Mobility Plan!

The City is developing a new city-wide transportation Plan (ASMP). The plan will include actionable mobility guide Austin's near- and long-term transportation investments.

Accessibility

GETTING THERE
TOGETHER ASMP

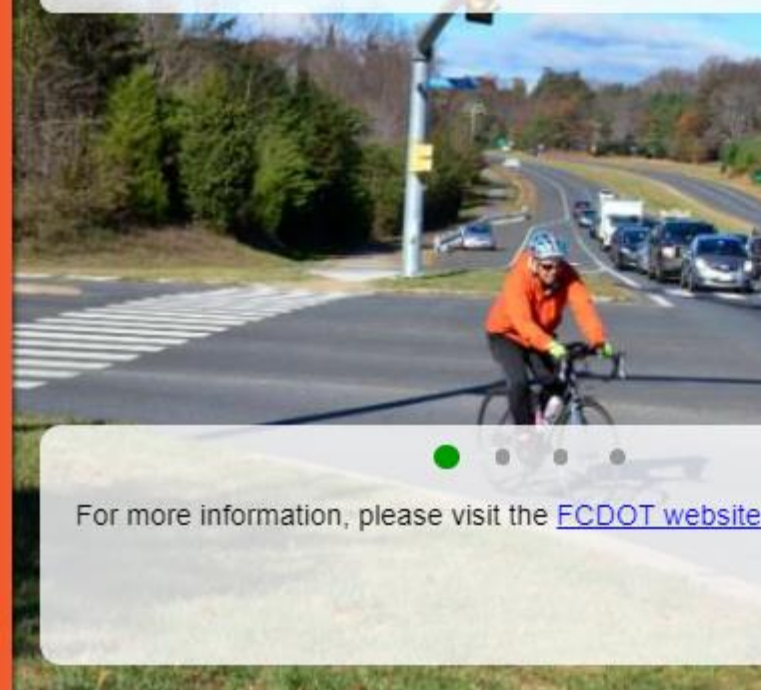
The Austin Strategic Mobility Plan includes modes of transportation including bicycling, walking, carpooling, and public transit.

Fairfax County and Franconia-Springfield Parkways

Welcome

Alternatives Analysis & Long-Term Planning Study

The Fairfax County Department of Transportation (FCDOT) is conducting a corridor study for the Fairfax County and Franconia-Springfield Parkways to identify ways to improve mobility!



For more information, please visit the [FCDOT website](#).

Belmont Bridge

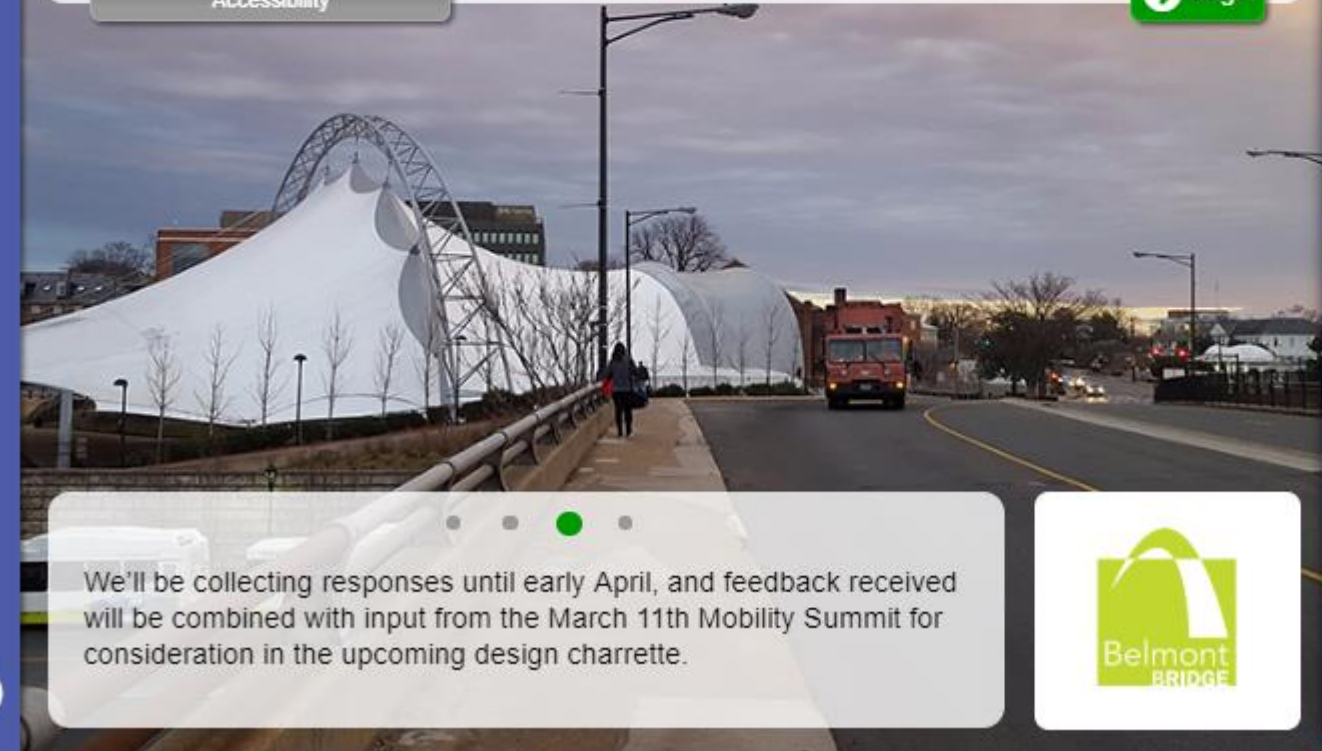
Welcome

Replacing Belmont Bridge is a community priority.

Understanding community values and expectations as well as functional requirements will help us develop a preferred design for the NEW Belmont Bridge. Thank you for being part of the design process!

Accessibility

Begin



We'll be collecting responses until early April, and feedback received will be combined with input from the March 11th Mobility Summit for consideration in the upcoming design charrette.




PRIORITY RANKING

TRADEOFFS

PREFERENCE SURVEY

STAY INVOLVED

A man with a beard and glasses, wearing a denim jacket, is sitting at a desk and high-fiving a woman with long blonde hair, also wearing a denim jacket. They are in a bright office with large windows in the background. A green circular overlay is centered over the image, containing the text. On the desk, there is a purple mug, a white mug, and some papers.

How is
MetroQuest
optimized for
actionable
results?





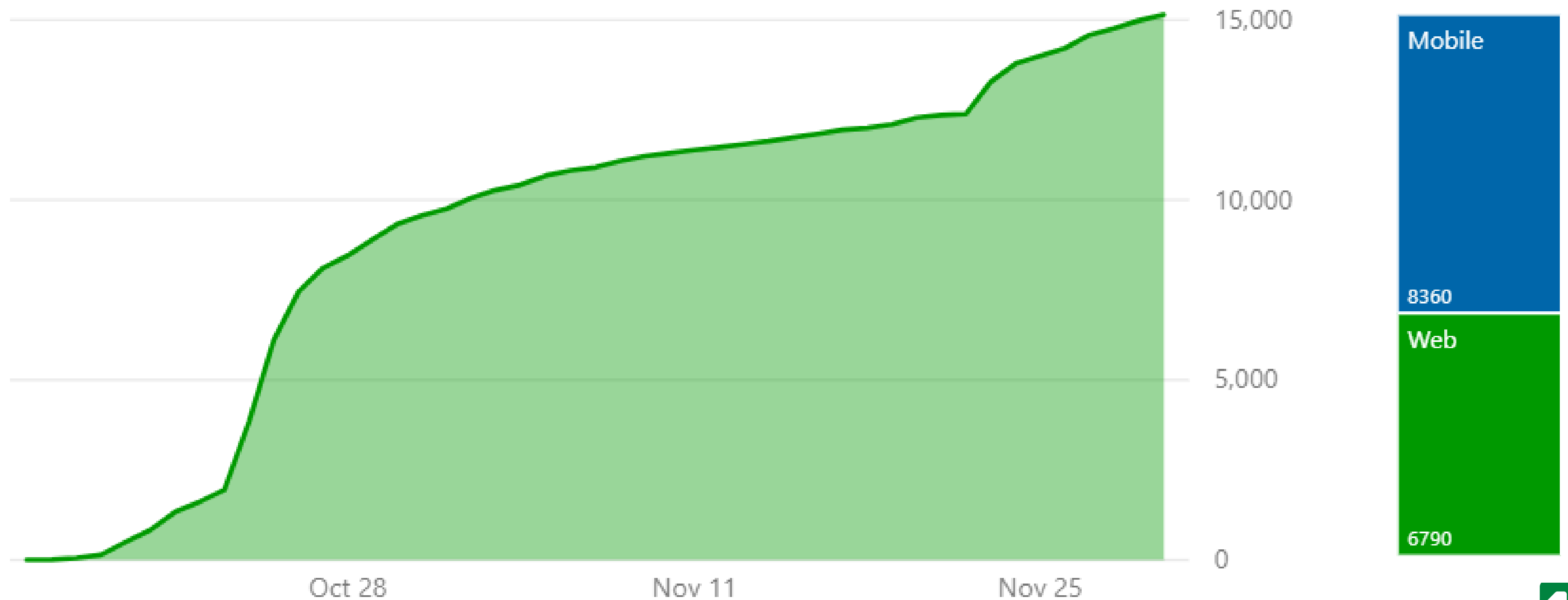
Critical mass



It's optimized for high participation

Participants

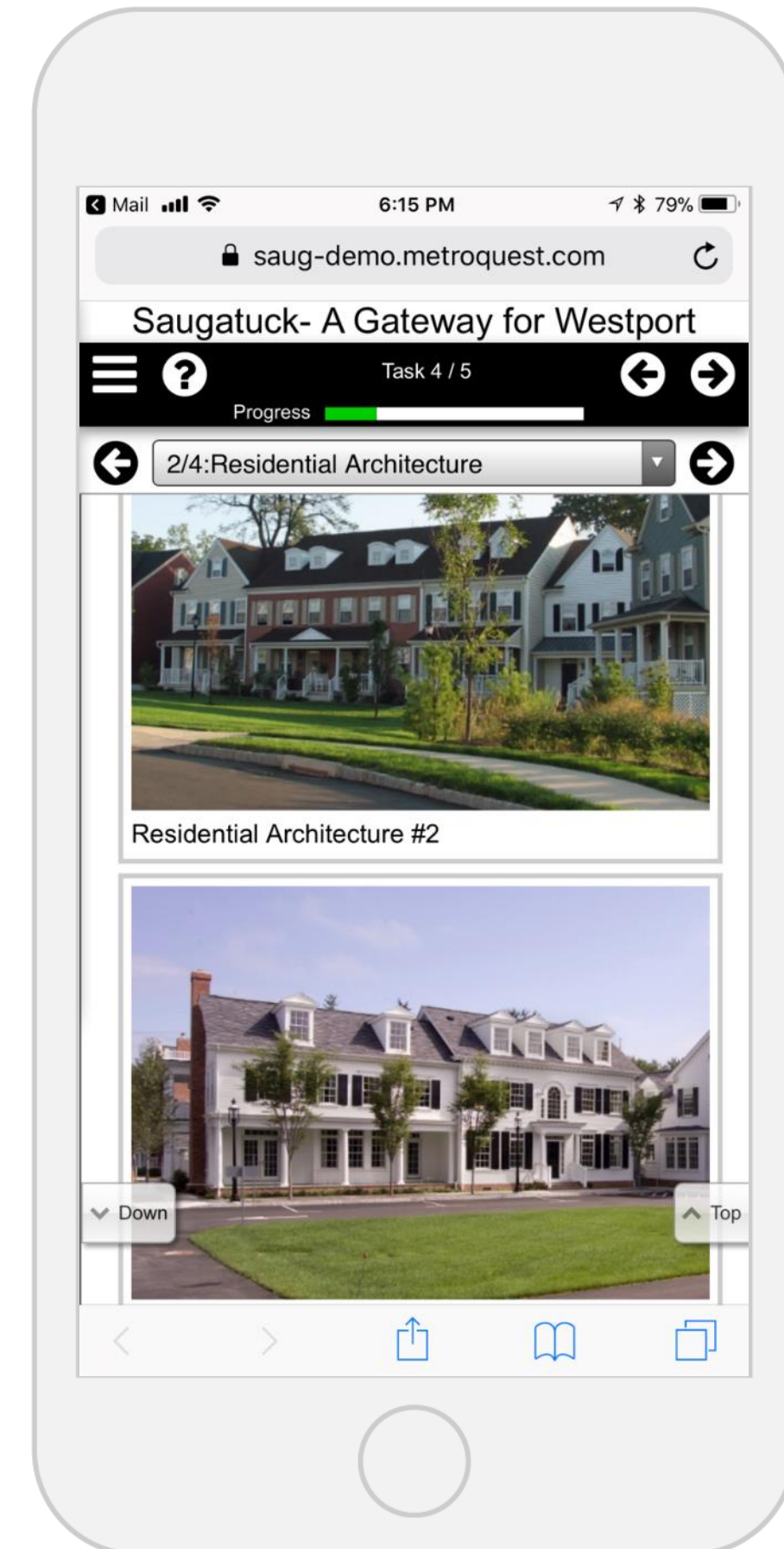
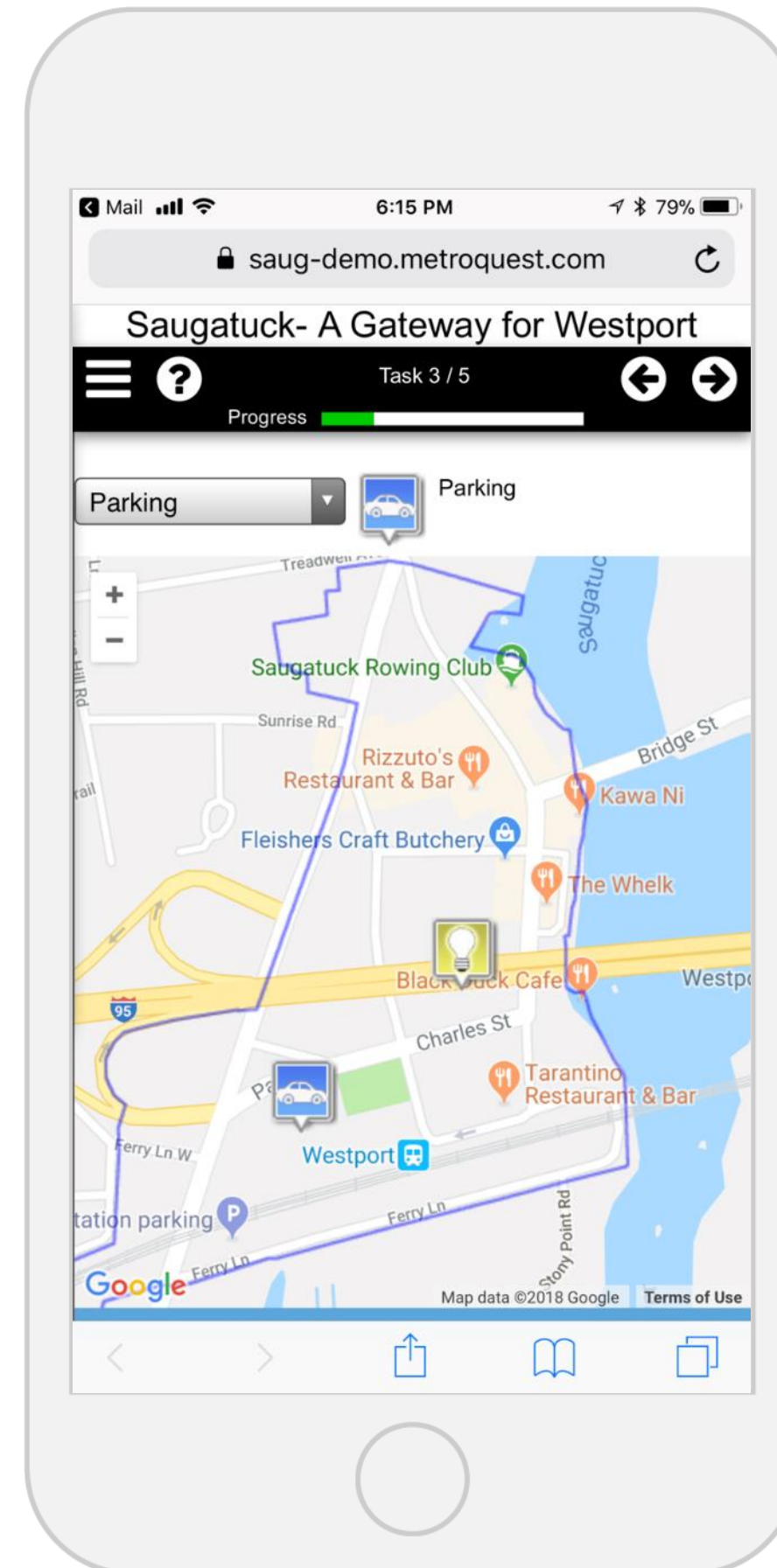
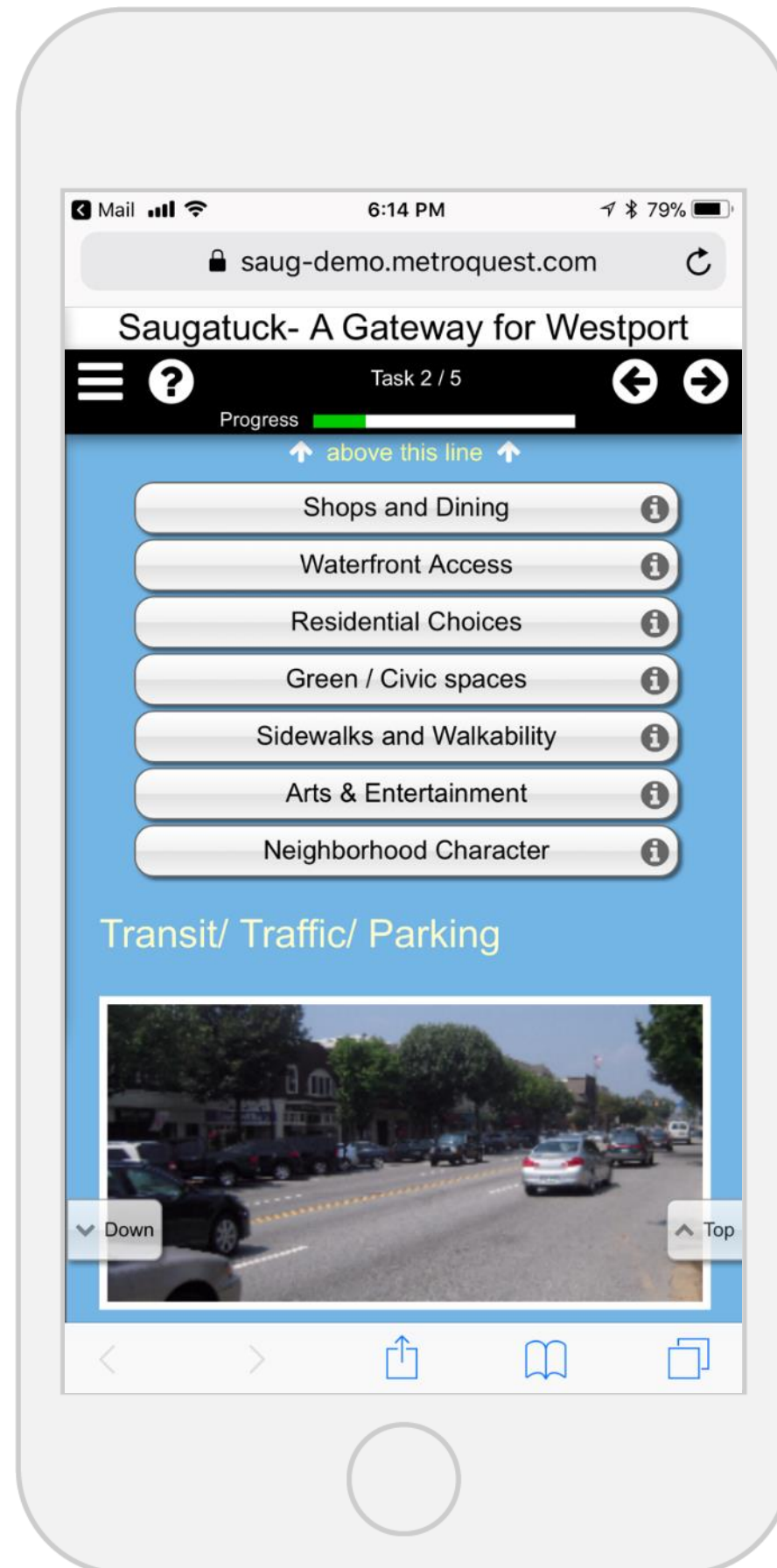
15K



It's multi-channel



It's responsive for mobile

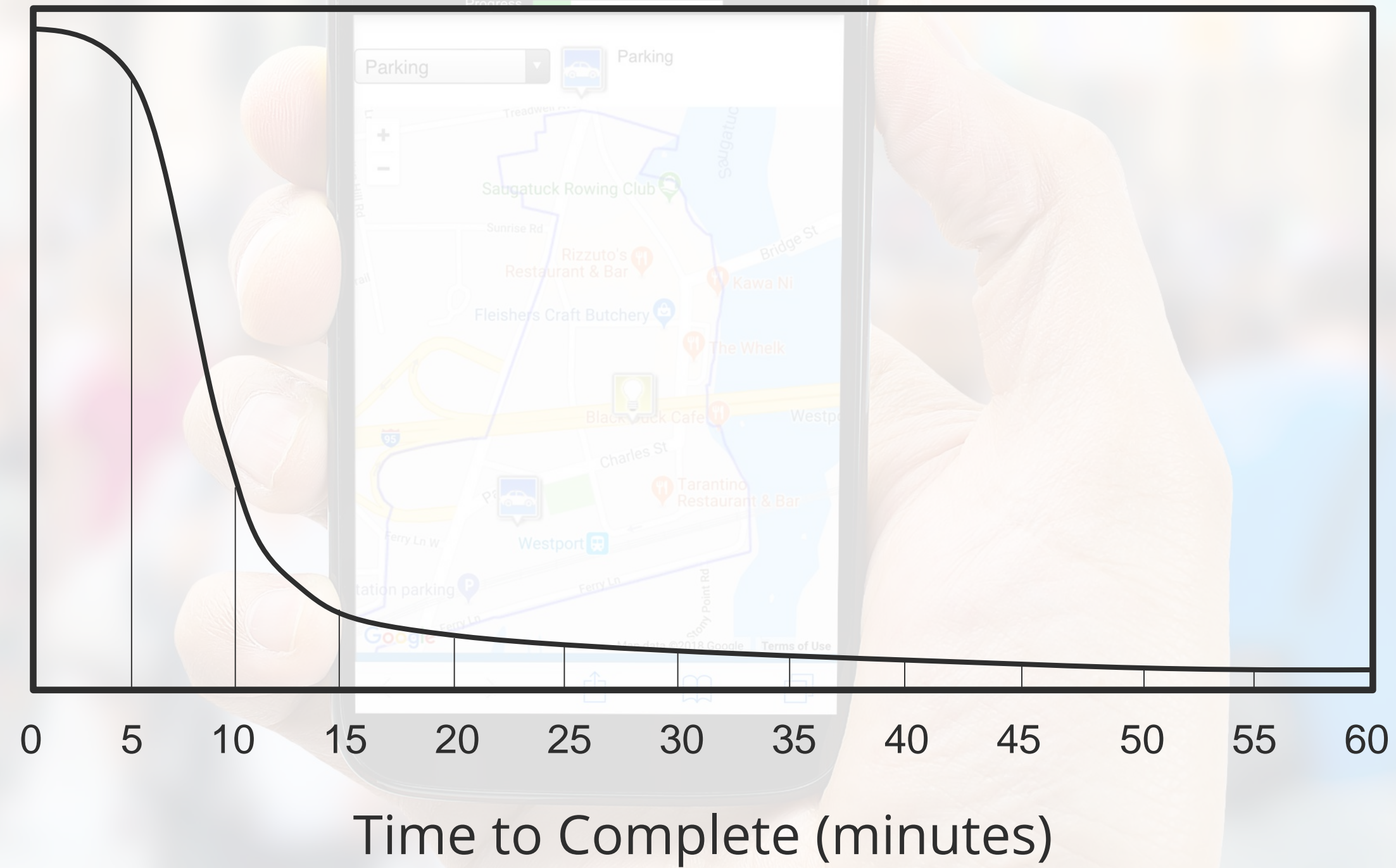


It's private



It's designed to take 5 minutes

Participants





2

Diversity



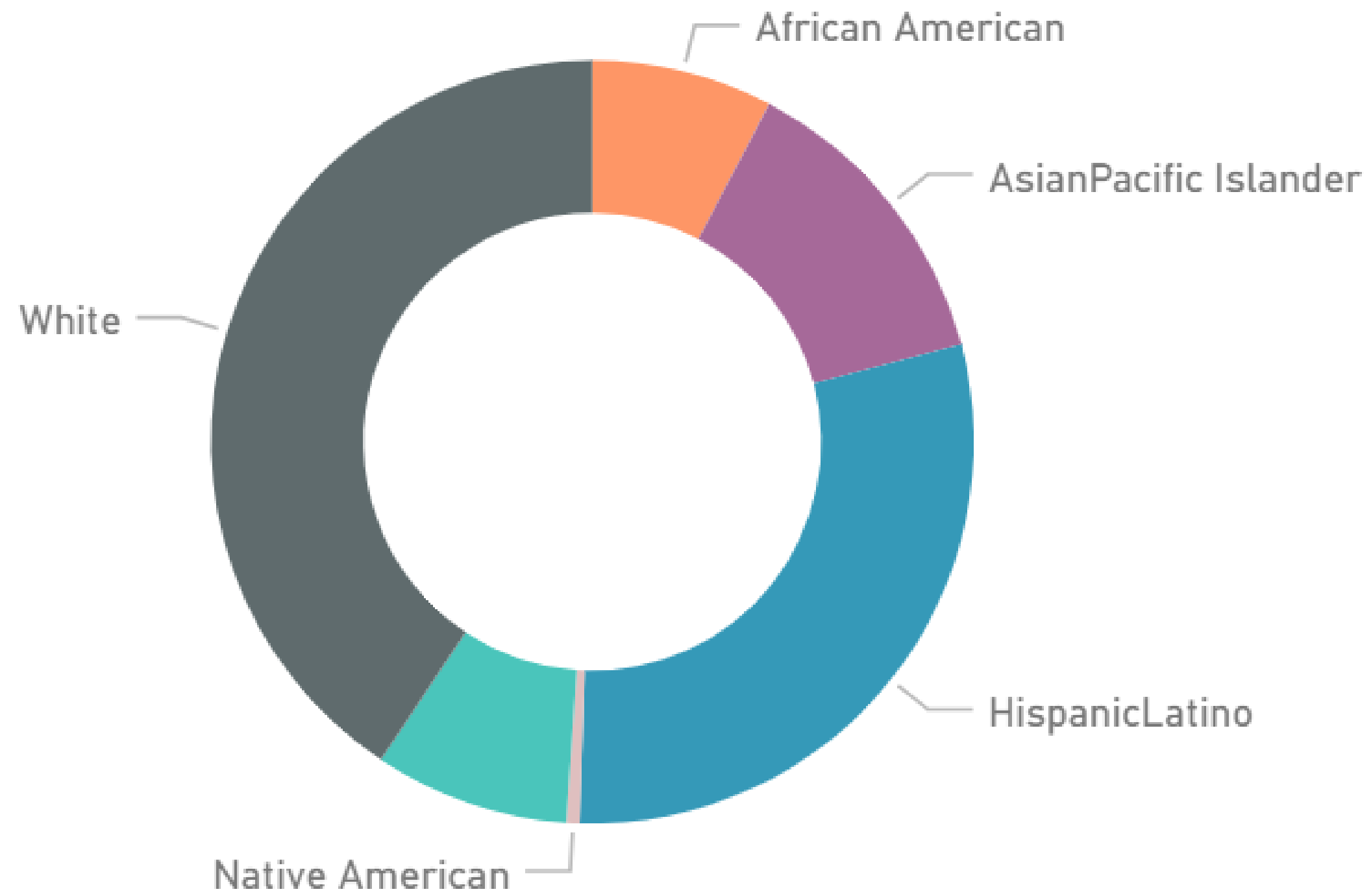
It's visual



It's fun



It collects demographics



It supports “go to them” activities



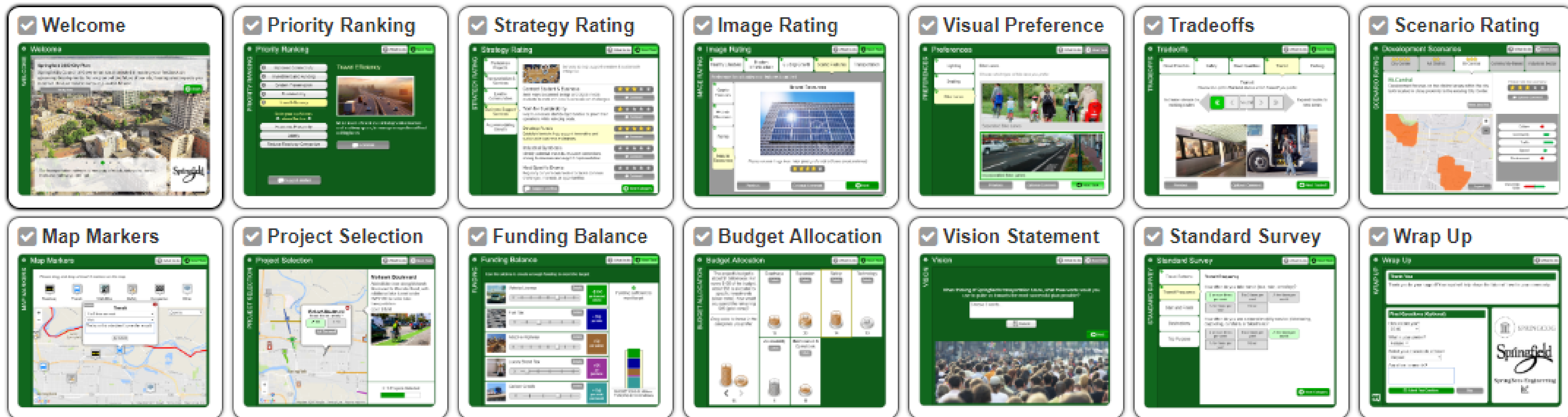


3

Informed input



It simplifies planning education



It supports microlearning moments

Springfield City Plan - Stage 2

Progress

What to do Next Task

Budget Allocation

The project's budget is about \$1 billion/year. For every \$100 of the budget, about \$55 is allocated to specific investments (silver coins). How would you spend the remaining \$45 (gold coins)?

Drag coins to invest in the categories you prefer.

Roadways Details	Expansion Details	Safety Details	Technology Details
10 90	10 20	1 2	1 22
Accessibility Details	Maintenance & Operations Details	Cycling Details	Walking Details
1 12	1 3	10 50	1 3

18

Help Privacy About MetroQuest

Springfield City Plan - Stage 1

Progress

What to do Next Task

Development Scenarios

Central Community-Based Industrial Sector

Please rate this scenario:

Optional Comment

Culture Community Traffic Sprawl Environment

Worse than today

MAP MARKERS

WRAP UP

Springfield City Plan - Stage 3

Progress

What to do Next Task

Funding Balance

More funding required to meet target

BUDGET \$300.00 Millions
FUNDING \$275.00 Millions

STANDARD SURVEY

WRAP UP



A woman with short, wavy brown hair and glasses is sitting at a white desk, looking at a computer screen. She is wearing a blue denim shirt. The background shows a modern office environment with a wooden wall, a potted plant, and a window. A green circle with the number 4 is overlaid on the image.

4

Quantifiable
results



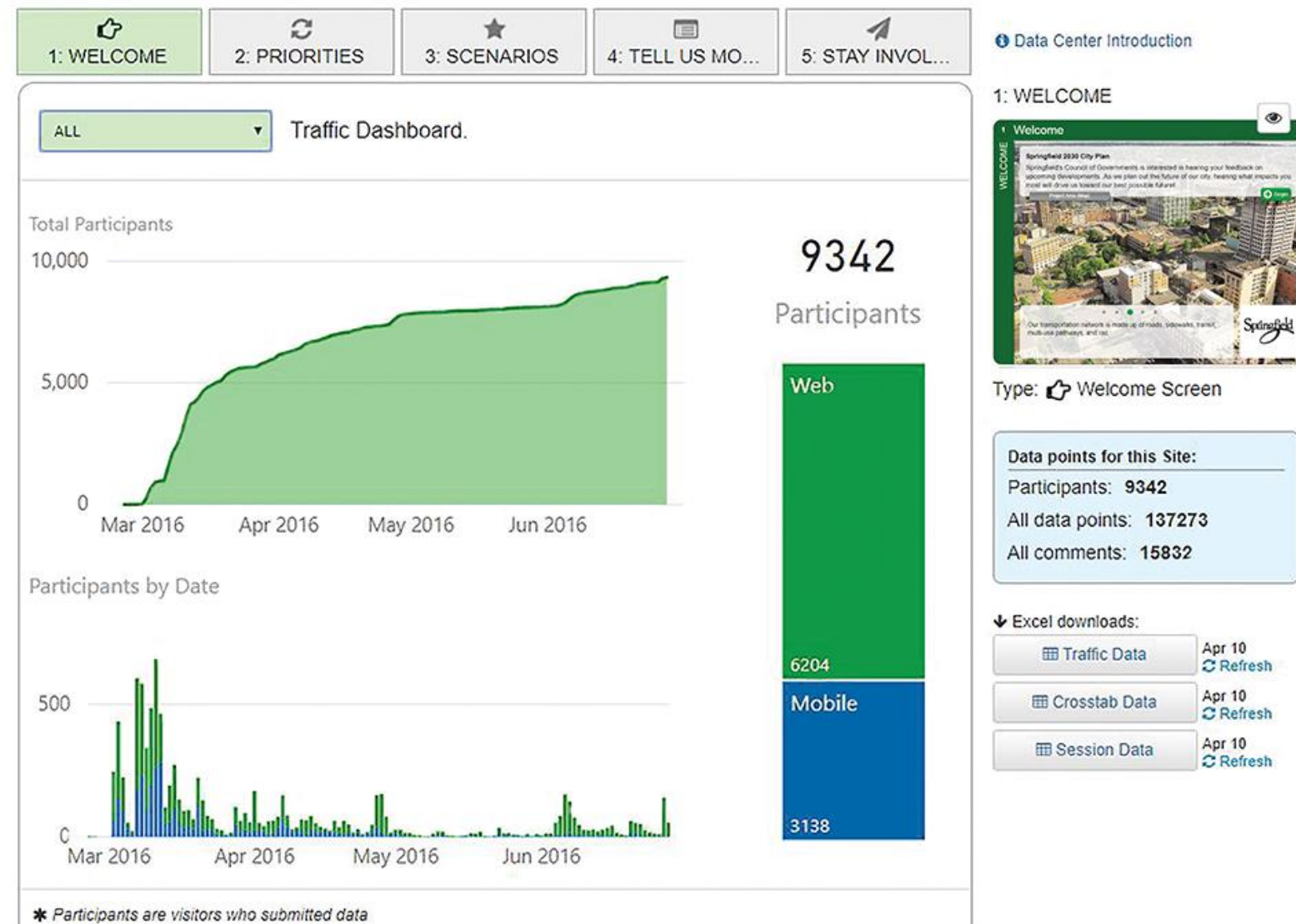
It blends quantitative & qualitative

The screenshot shows a tablet interface for an 'Image Rating' application. The interface is divided into several sections:

- Vertical Navigation Bar (Left):** Contains five steps: 1. WELCOME, 2. PRIORITY RANKING, 3. TRADEOFFS, 4. PREFERENCE SURVEY (highlighted), and 5. STAY INVOLVED.
- Top Navigation Bar:** Includes a 'What to do' button with a question mark icon and a 'Next Task' button with a right arrow icon.
- Category Selection:** Below the top bar, there are four tabs: Landscaping, Lighting, Public Spaces, and Streets (highlighted with a green checkmark).
- Option Selection:** On the left side of the main content area, there is a list of options for 'Single Travel Lanes':
 - Blended Space (Bike/Ped)
 - Single Travel Lanes (highlighted with a green checkmark)
 - Separate Space (Bike/Ped)
 - Multiple Travel Lanes
 - Limited Space (Bike/Ped)
- Main Content Area:** Displays an image of a street with a car, trees, and buildings. The title 'Single Travel Lanes' is centered above the image.
- Rating Prompt:** Below the image, it says 'Please rate this image from 1 star (least preferred) to 5 stars (most preferred)'.
- Rating Display:** A row of five yellow stars is shown, indicating a 5-star rating.
- Navigation Buttons:** At the bottom, there are three buttons: 'Previous' (grey), 'Optional Comment' (grey), and 'Next' (green with a right arrow icon).



It delivers colourful dashboards



A group of seven diverse individuals are seated on a brown leather sofa in a modern, brightly lit interior. From left to right: a woman in a white shirt uses a laptop; a man with a beard in a light blue shirt uses a tablet; a woman in a red sleeveless top uses a smartphone; a woman in a blue top uses a tablet; a man in a tan blazer uses a laptop; a woman in a green sweater uses a smartphone; and a woman in a grey top uses a laptop. The floor is made of dark wood planks. A large green semi-transparent rectangle is overlaid on the lower left portion of the image, containing white text.

3 phases to success
with MetroQuest!



1



Set-up

2



Engage

3



Analyze

3 Local Government Success Stories

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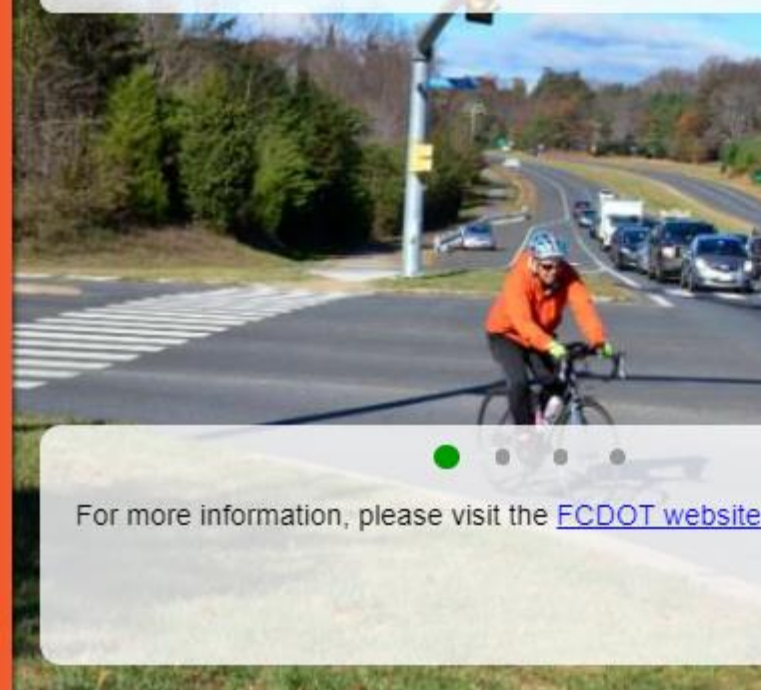
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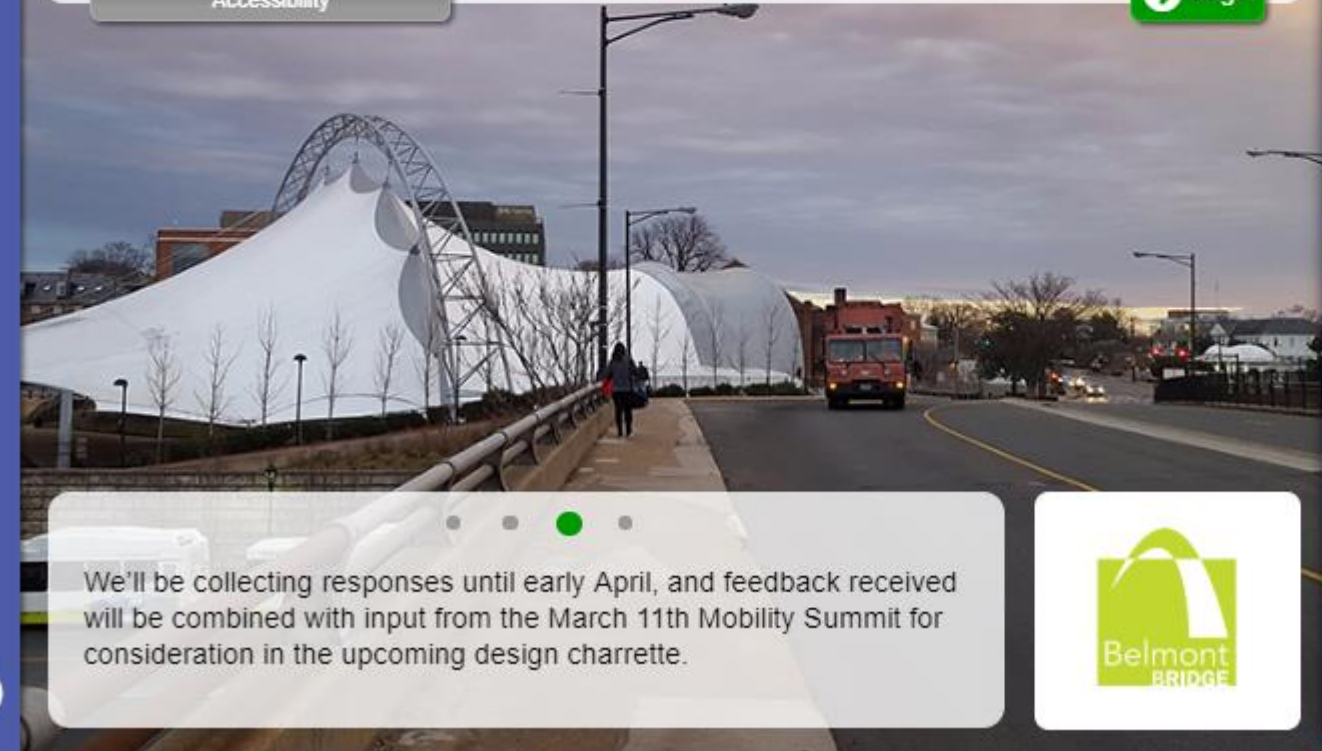
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PRIORITY RANKING

TRADEOFFS

PREFERENCE SURVEY

STAY INVOLVED

When is the right time to engage online?



At the start!

Rank priorities

Mark issues

Springfield City Plan - Stage 1

Progress

2 Priority Ranking

What to do Next Task

WELCOME

PRIORITY RANKING

1 Reduce Roadway Congestion

2 Sustainability

3 Economic Prosperity

Order your top 5 items
↑ above this line ↑

Safety

Travel Efficiency

System Preservation

Improved Connectivity

Investment and Funding

Comment

Suggest another

SCENARIO RATING

MAP MARKERS

WRAP UP

Reduce Roadway Congestion



In 2014, more than 12.1 million gallons of excess fuel was consumed in our region due to congestion and total annual cost was estimated to be 623 million dollars. This equates to each commuter paying an additional \$1,262 per year due to congestion.

Help Privacy About MetroQuest

Springfield City Plan - Stage 1

Progress

4 Map Markers

What to do Next Task

WELCOME

PRIORITY RANKING

SCENARIO RATING

MAP MARKERS

WRAP UP

Please drag and drop at least 3 markers on the map.

Housing

Parks/Open Space

Bikes & Pedestrians

Transportation

Businesses

Other

Delete

Transportation

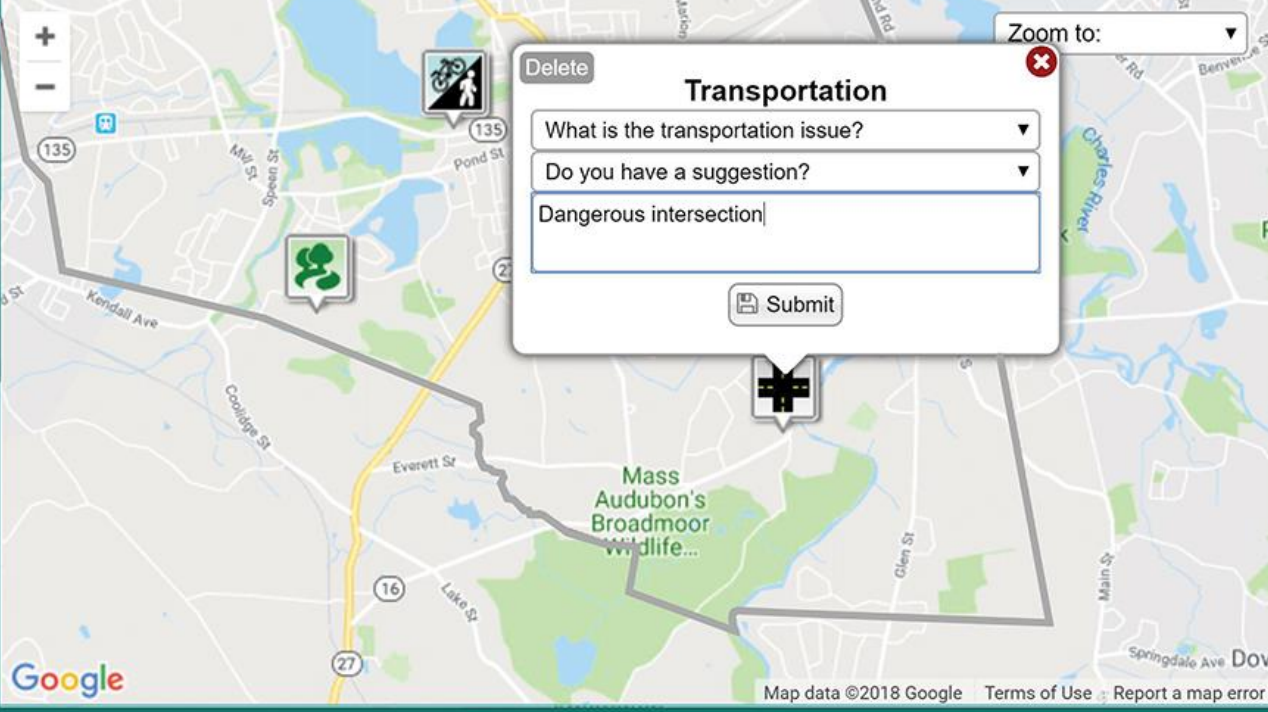
What is the transportation issue?

Do you have a suggestion?

Dangerous intersection

Submit

Zoom to:



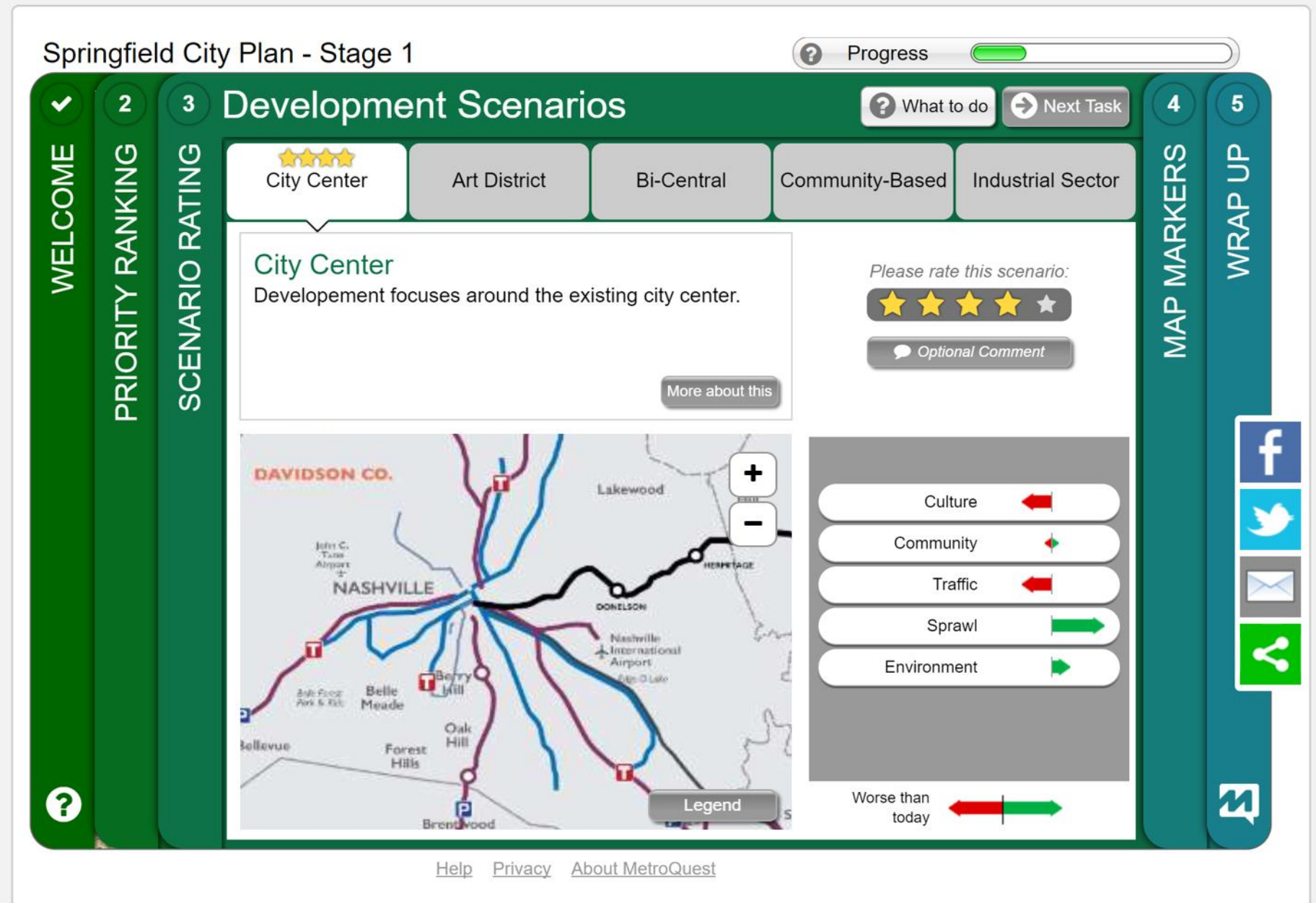
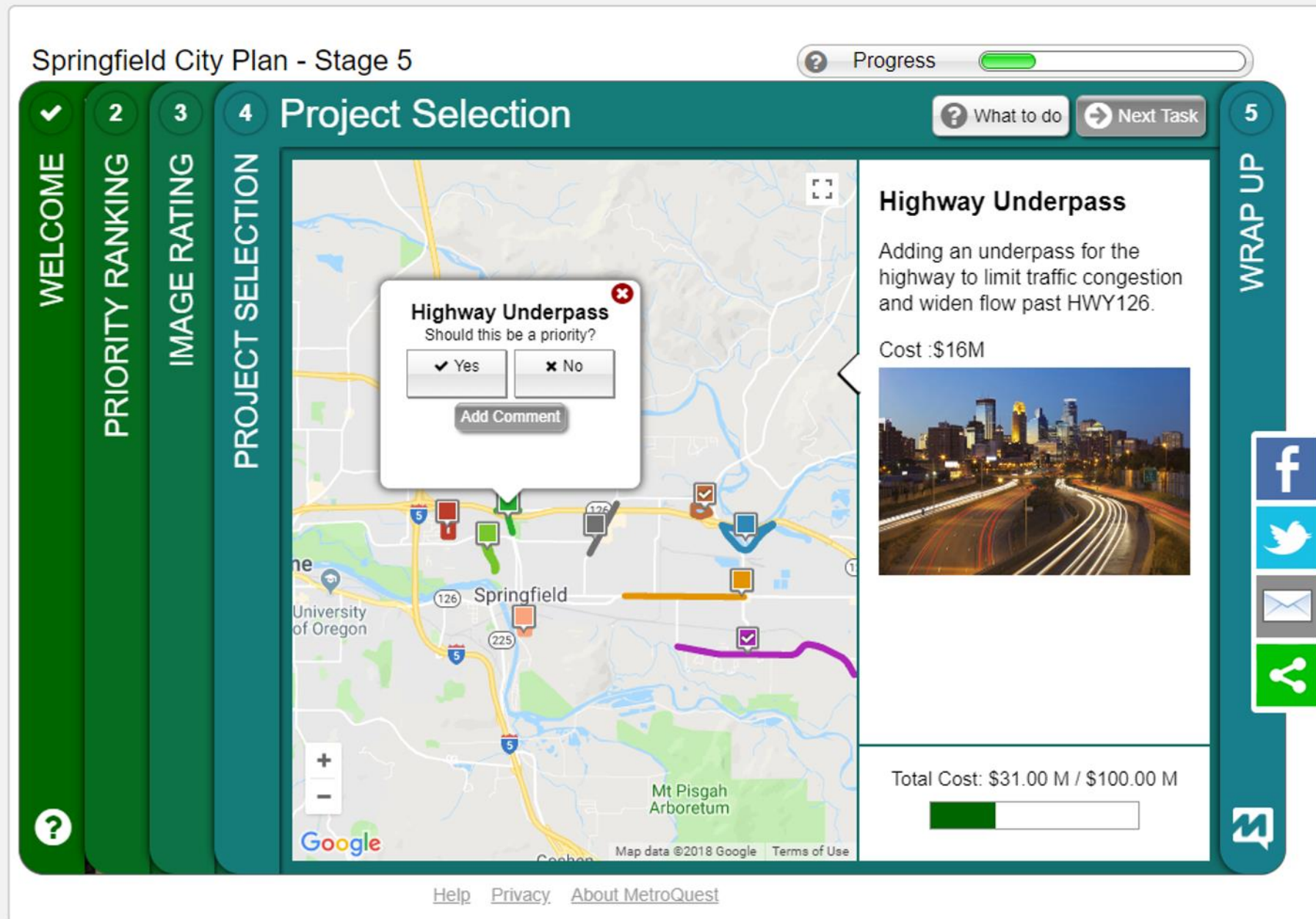
Map data ©2018 Google Terms of Use Report a map error

Help Privacy About MetroQuest

In the middle!

Rate scenarios

Select projects



Toward the end!

Identify preferences

Springfield City Plan - Stage 5

Progress

What to do Next Task

WELCOME

2 PRIORITY RANKING

3 Image Rating

4 PROJECT SELECTION

5 WRAP UP

Improved Connectivity

Reduce Roadway Congestion

System Preservation

Travel Efficiency

Preference for connectivity and bikeability

Protected Bike Lanes

Expedited Auto Transport

Natural Pathways

Train Options

Bus Options

How much do you like this image?

Strongly Dislike Dislike Neutral Like Strongly Like

Previous Optional Comment Next

Help Privacy About MetroQuest

Rate images

Springfield City Plan - Stage 4

Progress

What to do Next Task

WELCOME

2 Preferences

3 TRADEOFFS

4 STANDARD SURVEY

5 WRAP UP

Lighting

Seating

Bike Lanes

Bike Lanes

Choose which type of bike lane you prefer.

Separated Bike Lanes

Incorporated Bike Lanes

Previous Optional Comment Next Task

Help Privacy About MetroQuest



What projects is MetroQuest designed for?



A blue-tinted photograph of a city street. In the foreground, a dedicated bike lane is marked with white bicycle symbols on the pavement. Pedestrians are walking on the sidewalk, and cars are visible in the background.

Bike &
pedestrian

A green-tinted aerial photograph of a complex highway interchange with multiple lanes, overpasses, and surrounding greenery.

LRTPs

A blue-tinted photograph of a bus stop. A white bus with "MISSION RAPID" and "Daly City BART" written on its side is stopped. A person is standing at the stop, and a car is partially visible on the right.

Transit

A yellow-tinted photograph of a city street lined with historic, multi-story brick buildings. Street lamps and trees are visible along the sidewalk.

Urban
design

A purple-tinted aerial photograph of a residential neighborhood, showing a grid of streets, houses, and some commercial buildings.

Land
use

An orange-tinted photograph of a city skyline. Several wireless signal icons (three curved lines) are overlaid on the image, suggesting a focus on connectivity or smart infrastructure.

Comprehensive

Top public engagement goals



A Venn diagram with two overlapping white ovals. The left oval contains the text 'Critical mass' and 'Diversity'. The right oval contains the text 'Informed input' and 'Quantifiable results'. The intersection of the two ovals is a solid green circle. The background of the slide is a blurred image of a man speaking at a podium with a microphone, and a woman is visible in the background.

- ✓ Critical mass
- ✓ Diversity

- ✓ Informed input
- ✓ Quantifiable results

Improved decision making & greater public support

What it's all about!



GOVERNMENT + POLITICS, LAND USE + PLANNING

City Council approves Belmont Bridge design



EMILY HAYS
@amihatt



View from the Mall Looking East

Charlottesville's City Council has decided to proceed with its plans to build a new Belmont Bridge.

The decision winds down a 15-year process to replace the bridge, which connects Charlottesville's Belmont neighborhood to the Downtown Mall.

"That was a campaign issue the first time I ran [in 2007]," Councilor Kathy Galvin said at the Monday meeting.

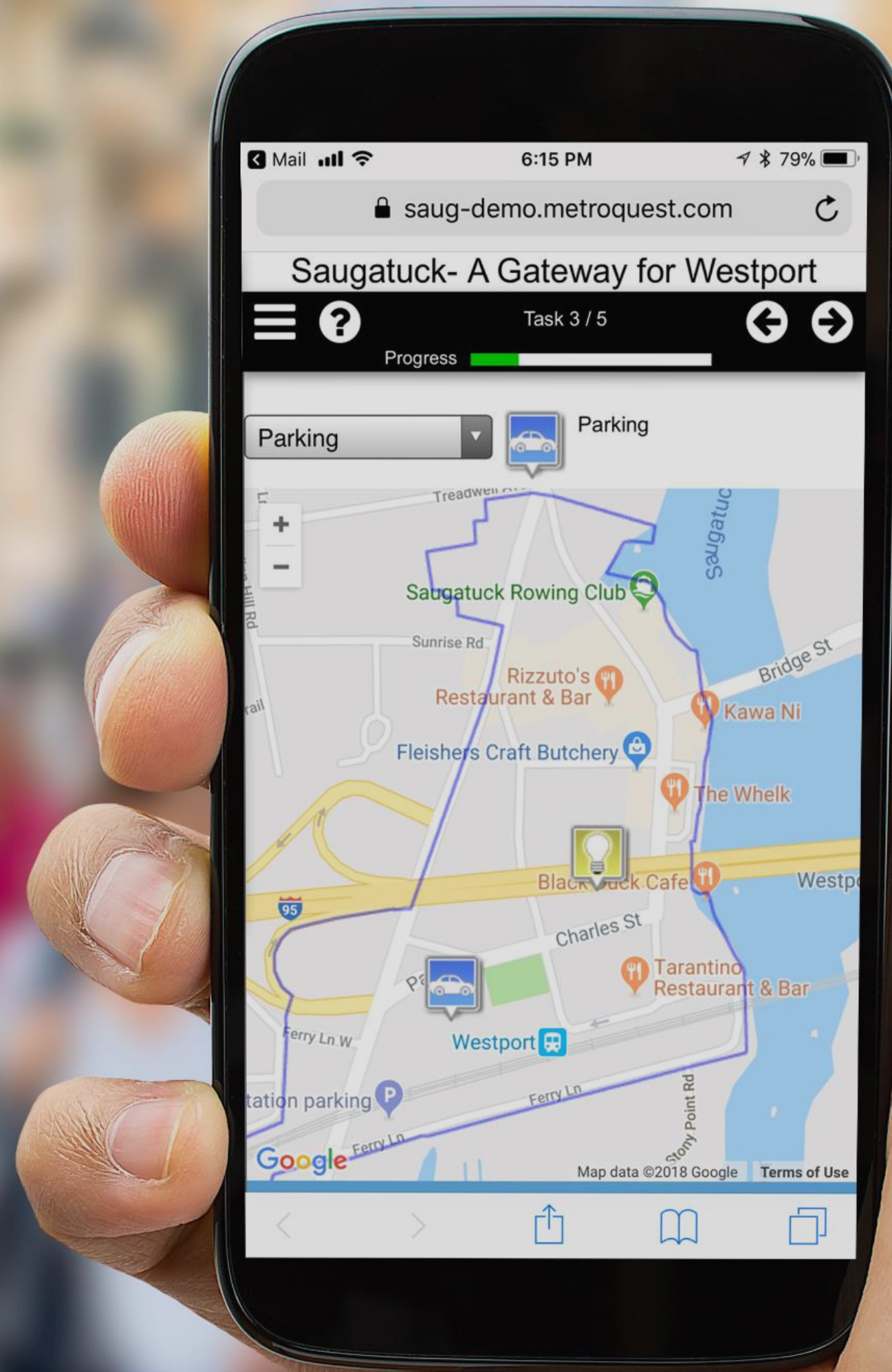
Councilors ruled unanimously that the city had collected sufficient citizen feedback to send designs to Charlottesville's Board of Architectural Review. Construction likely will begin in 2020 and end by 2022.



Cost effectiveness (per participant)

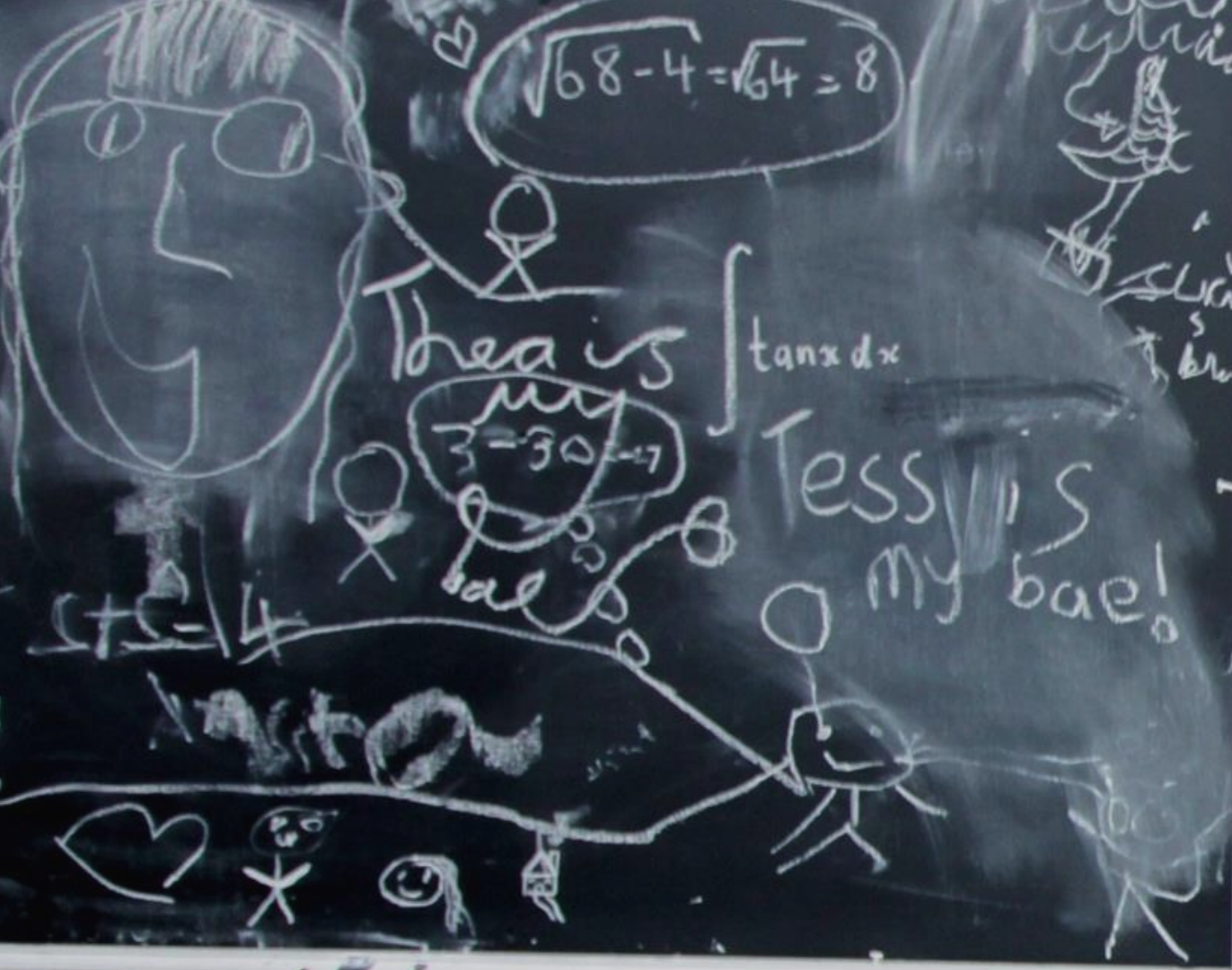
Source	Cost per participant
Events	\$47
Focus group	\$43
Lounges	\$19
Community Conversation	\$10
Textizen	\$9
Book-a-Planner	\$9
MySidewalk	\$8
MetroQuest	\$3





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subscription!





Poll: What
additional information
would you like?



FREE eBook

Facing Contention: 21 Tips to Detox Public Engagement

- 6 Key Success Factors
- 21 Tips
- We will email you a PDF copy!

Thank you:



Next webinar: NCDOT!

Beyond Fear: Public Views on Emerging Transportation Technologies

- Wednesday, July 17
- 11 am Pacific | 2 pm Eastern (1 hour)
- Educational Credit: 1.0 (APA AICP CM)



Jamille Robbins

Public Involvement Group Leader

NCDOT



Nastasha Earle-Young

Statewide Initiatives Engineer III

NCDOT



Colin Mellor

Environmental Policy Advisor

NCDOT



Next webinar: NCDOT!

Beyond Fear: Public Views on Emerging Transportation Technologies

Wednesday, July 17

Poll: Yes, save
me a seat!



Questions?



Thank you for participating!

AICP CM: <https://planning.org/events/course/9180013/>

