# Optimizing Online Engagement for Local Governments

with

MetroQuest

## Dave Biggs

Chief Engagement Officer

MetroQuest

# 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

# Select MetroQuest users

## State Agencies

Texas Department of Transportation

Oklahoma Department of Transportation

South Carolina Department of Transportation

State of North Carolina Department of Transportation

Maryland Department of Transportation

MaineDOT

Kansas Department of Transportation

Michigan Department of Transportation

Colorado Department of Transportation

## Local Agencies

New York City Transit

Chicago Metropolitan Agency for Planning

Town of Chapel Hill

SFMTA

SCPDC South Central Planning & Development Commission

East Central Florida Regional Planning Council

Metro

La Villa Real de la Santa Fe de San Francisco de Asís

TMRPA Truckee Meadows Regional Planning Agency

MPO

SEMCOG

## Consulting Firms

WSP

Freese and Nichols

AECOM

Michael Baker International

Kimley»Horn

Kittelson & Associates

The Langdon Group

arellano associates

Kinney Engineering, LLC

Foursquare ITP Integrated Transportation Planning

The Goodman Corporation

# Top public engagement goals

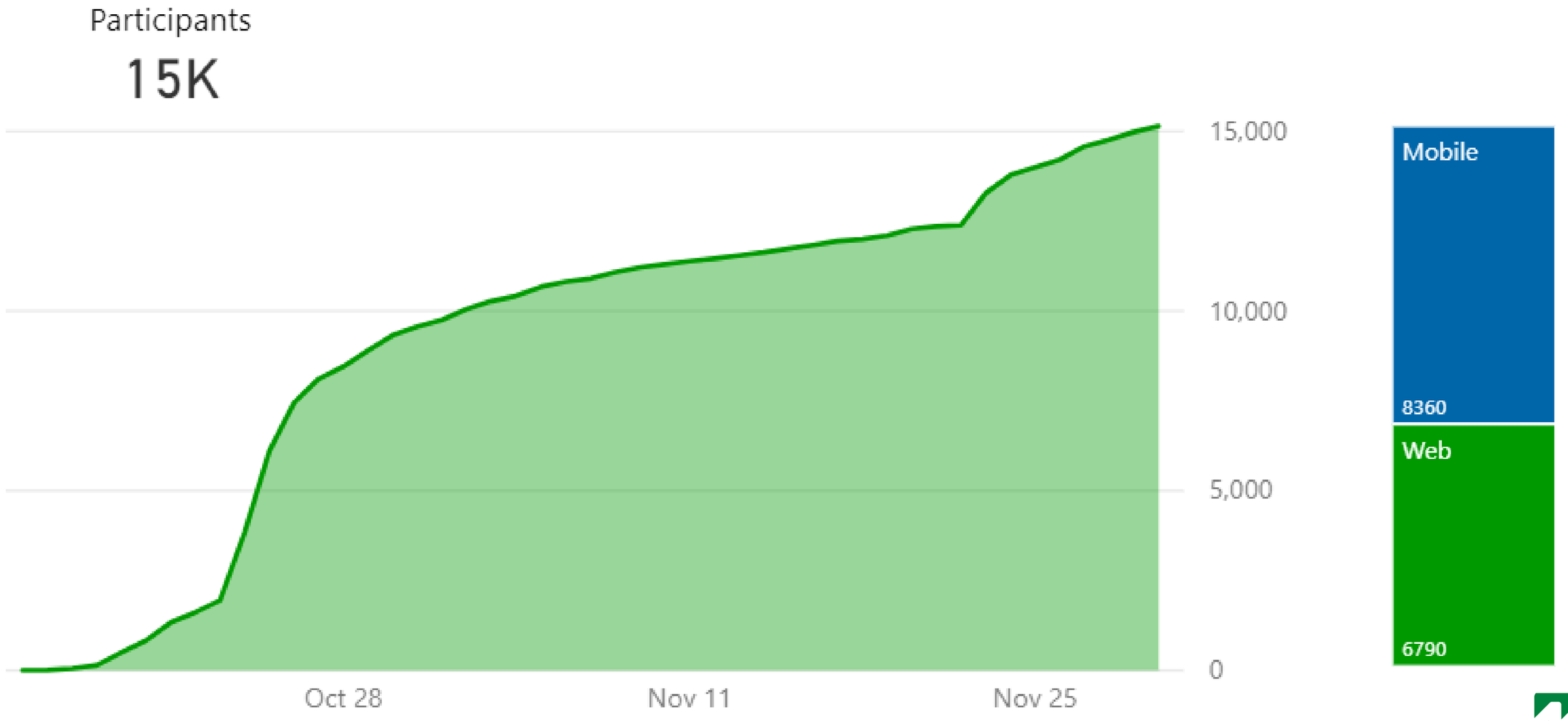
Improved decision making & greater public support

# 3 local government success stories

How is MetroQuest optimized for actionable results?

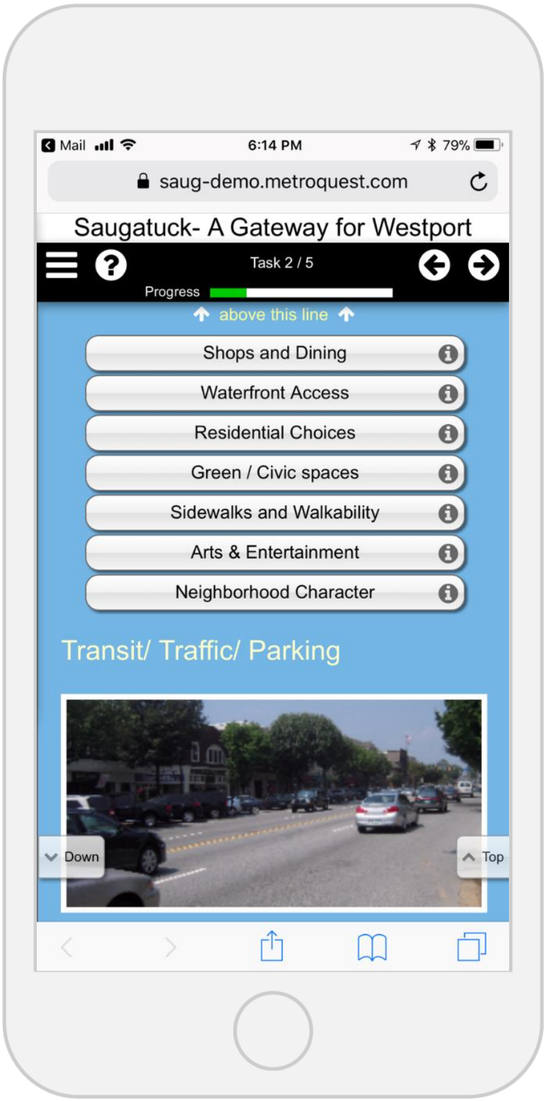
# 1 Critical mass

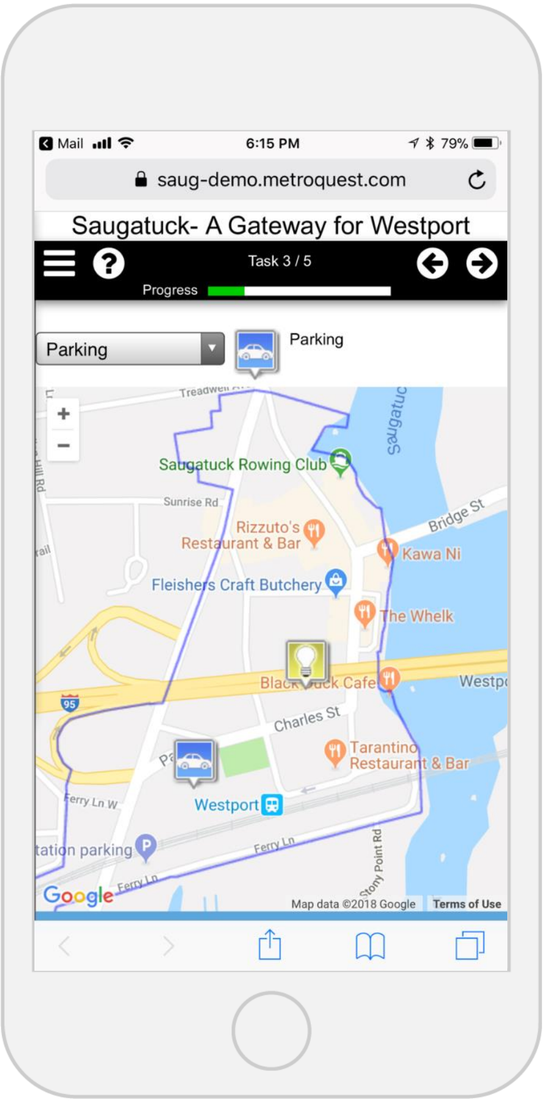
# It’s optimized for high participation

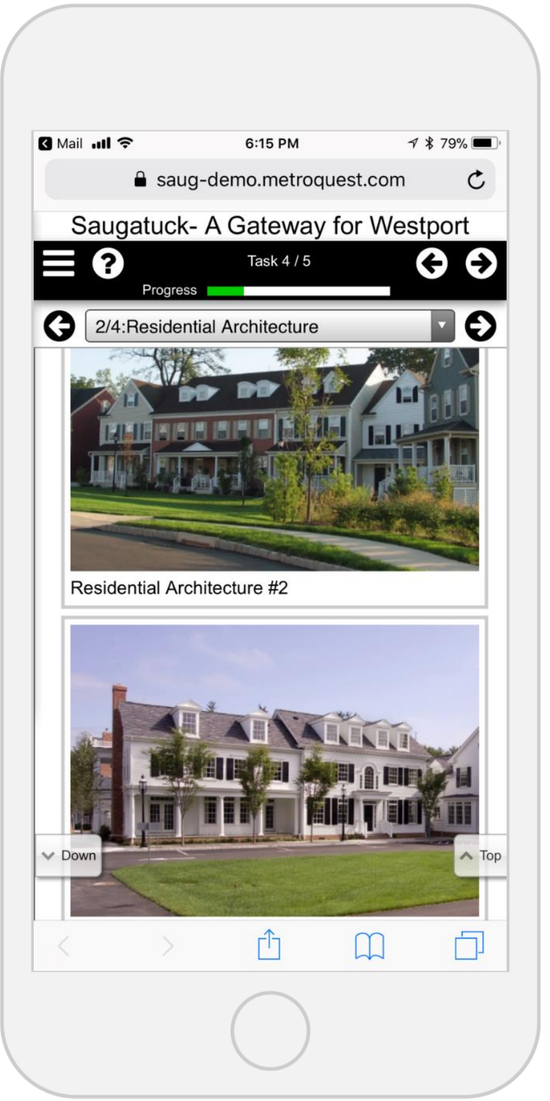


# It’s multi-channel

# It’s responsive for mobile

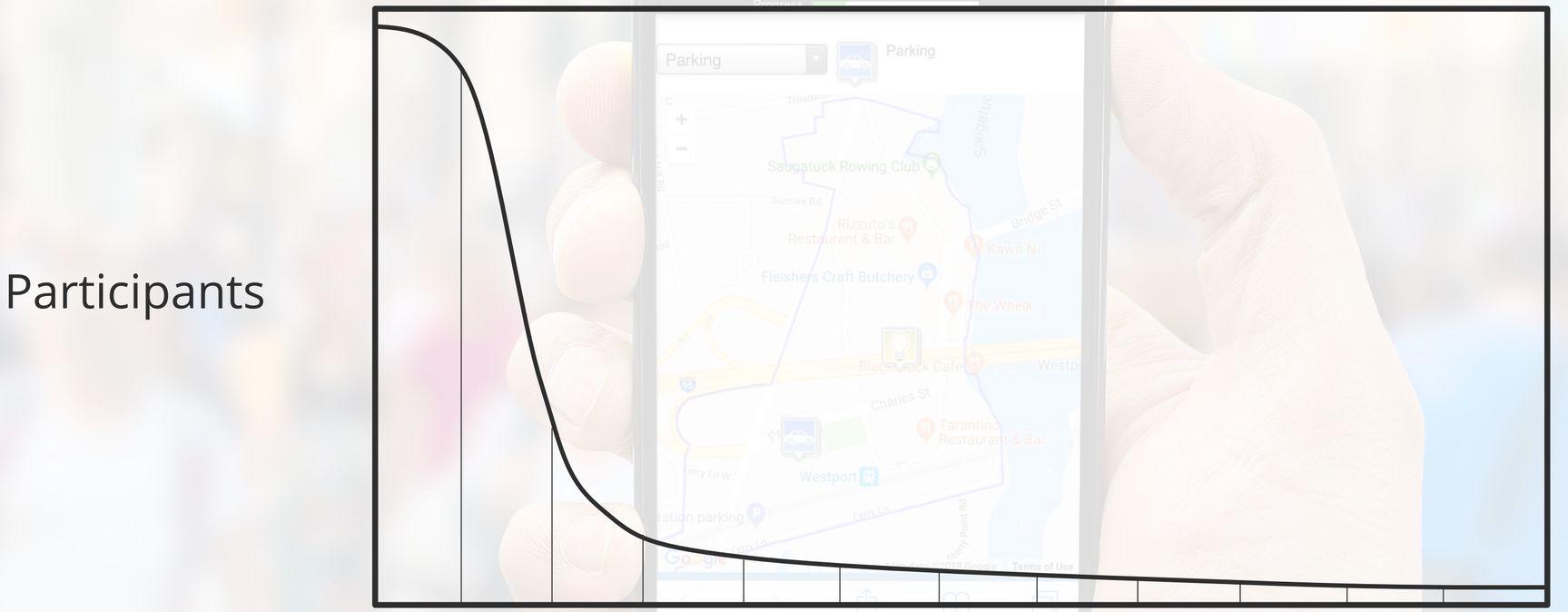


# It’s private

# It’s designed to take 5 minutes



# 2 Diversity

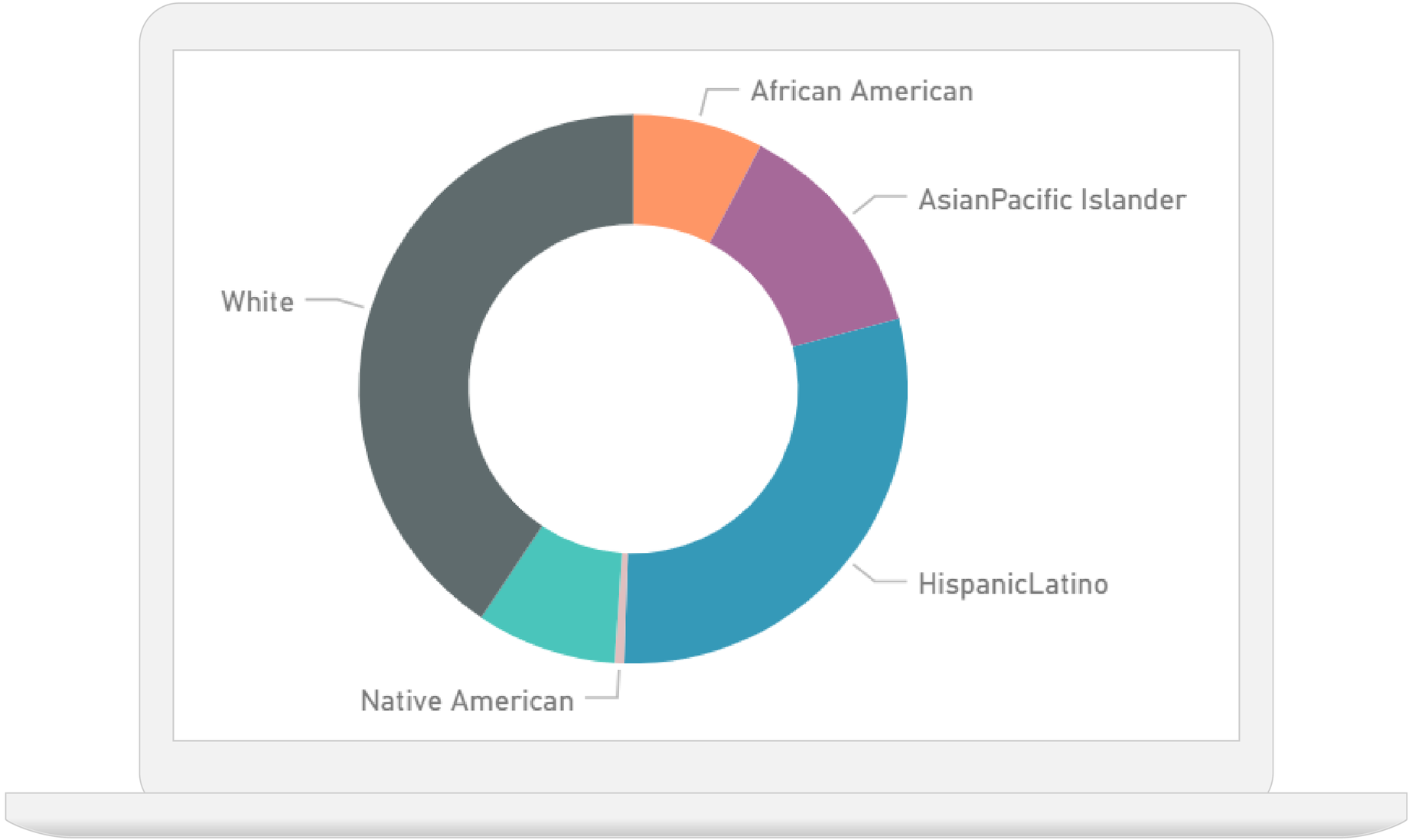
# It’s visual

Springfield City Plan - Stage 4
WELCOME
PREFERENCES
2 Preferences
Lighting
Seating
Bike Lanes
Seating
Choose which seating you prefer.
Progress
What to do
Next Task
Eclectic Seating
Bench Seating
Grouped Seating
Lit Seating
3 TRADEOFFS
4 STANDARD SURVEY
5 WRAP UP
Previous
Optional Comment

# It’s fun

Springfield City Plan - Stage 9
Progress
What to do
Next Task
WELCOME
PRIORITY RANKING
IMAGE RATING
Image Rating
Improved Connectivity
Travel Efficiency
Safety
Economic Prosperity
System Preservation
More about this
Preference for connectivity and bikeability
Safe Bike Lanes
Expedited Auto Transport
Natural Pathways
Train Options
Bus Options
Please rate this image from 1 star (least preferred) to 5 stars (most preferred)
Previous
Optional Comment
Next
TRADEOFFS
WRAP UP
Help Privacy About MetroQuest

# It collects demographics

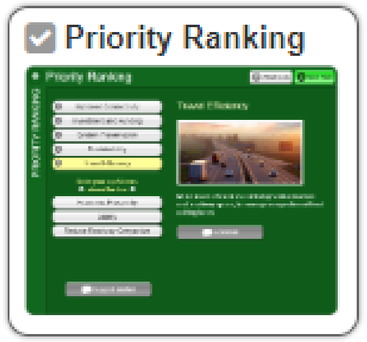


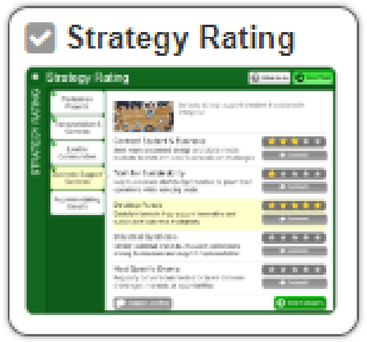
# It supports “go to them” activities

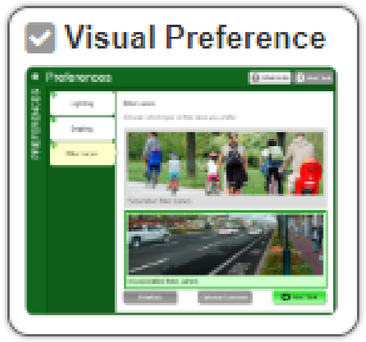
3

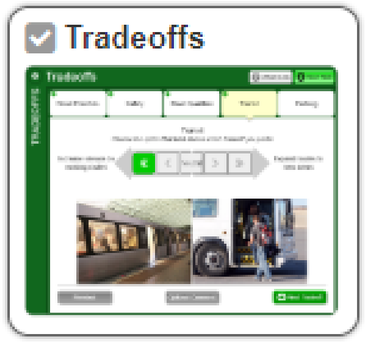
# Informed input

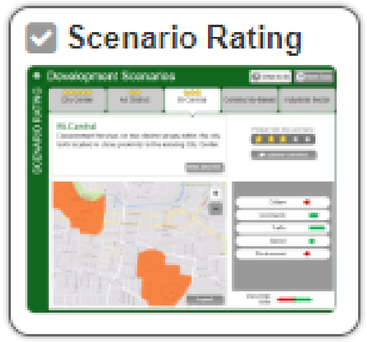
# It simplifies planning education

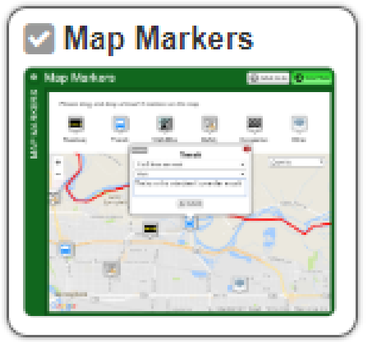


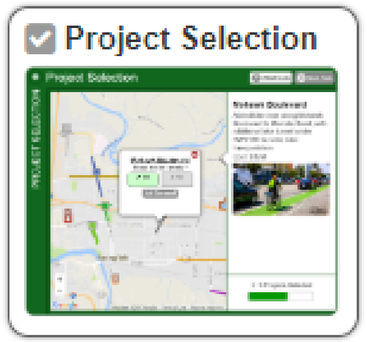



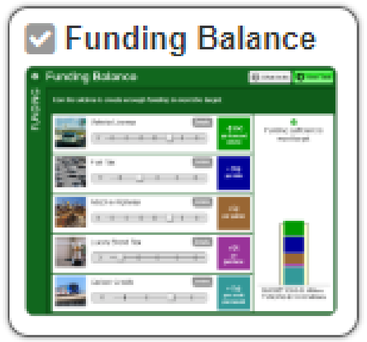


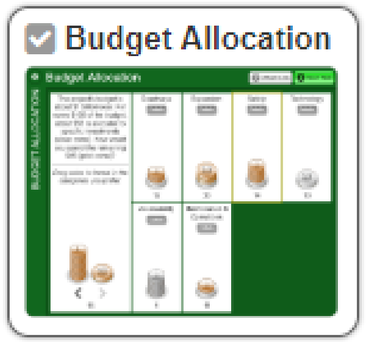



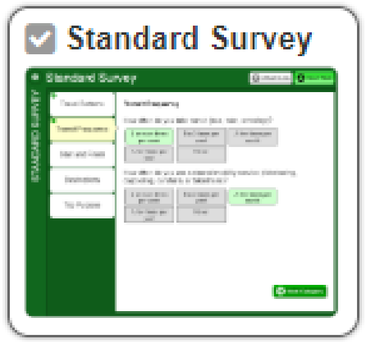



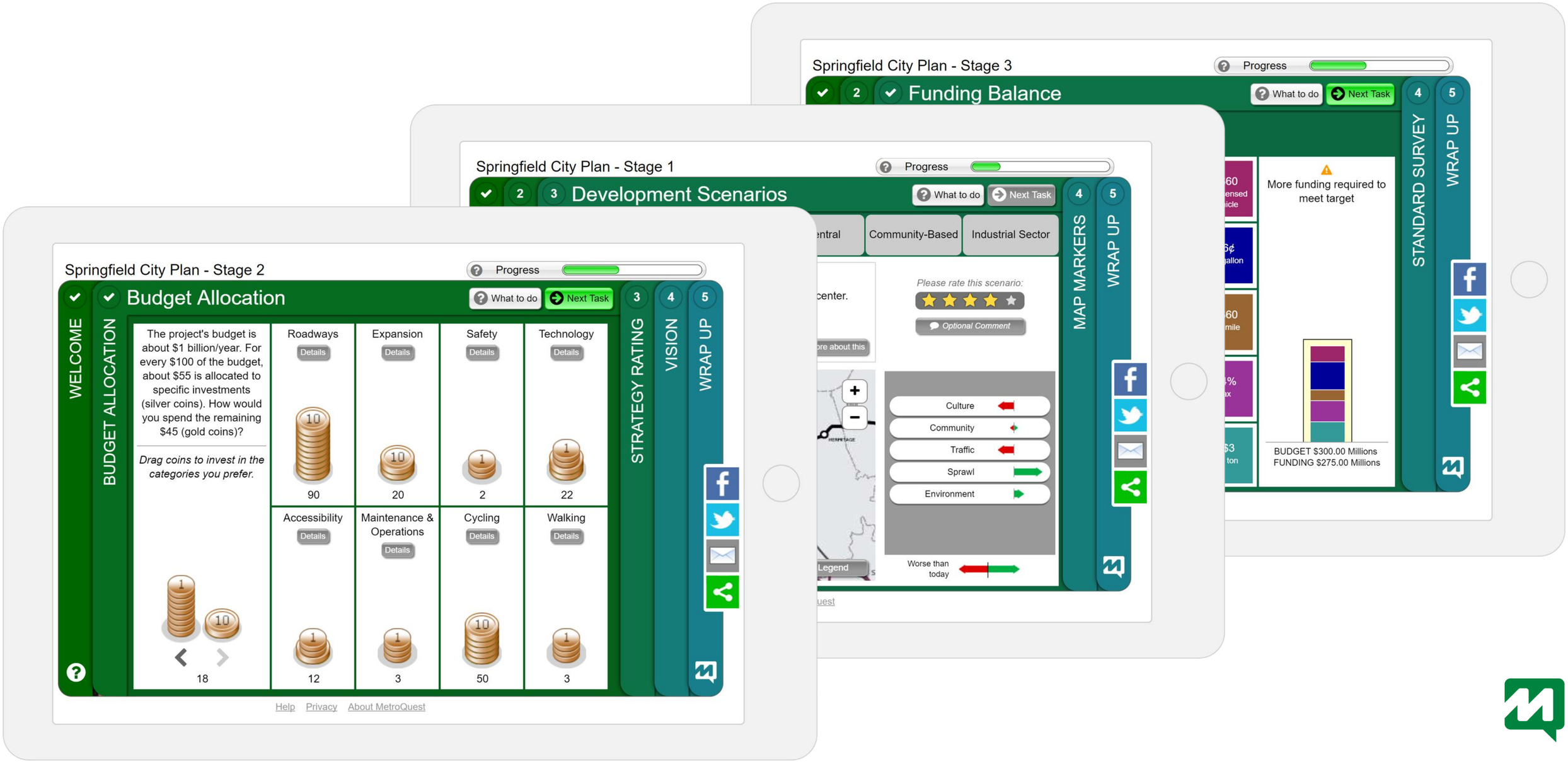





# It supports microlearning moments

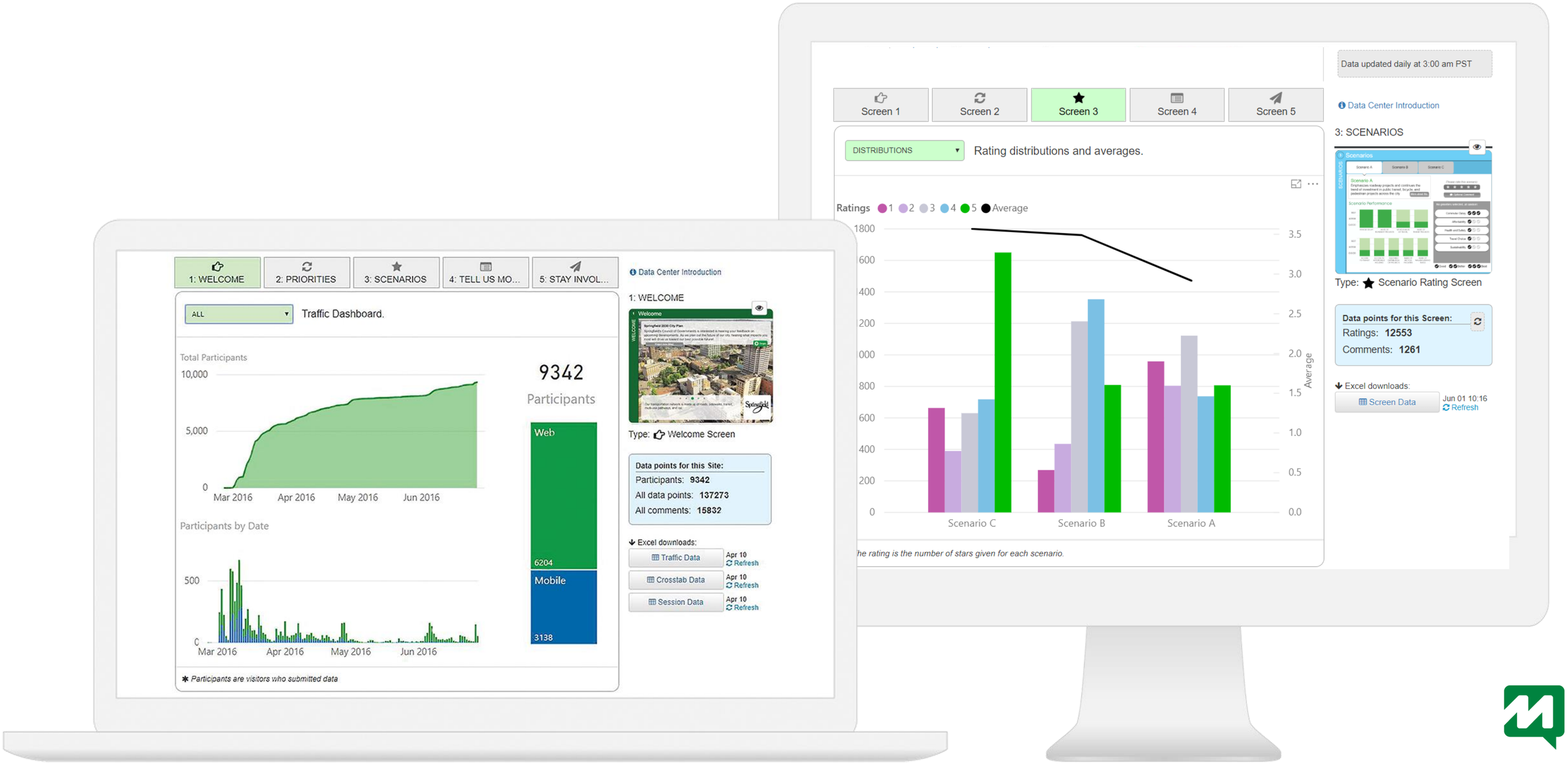


4

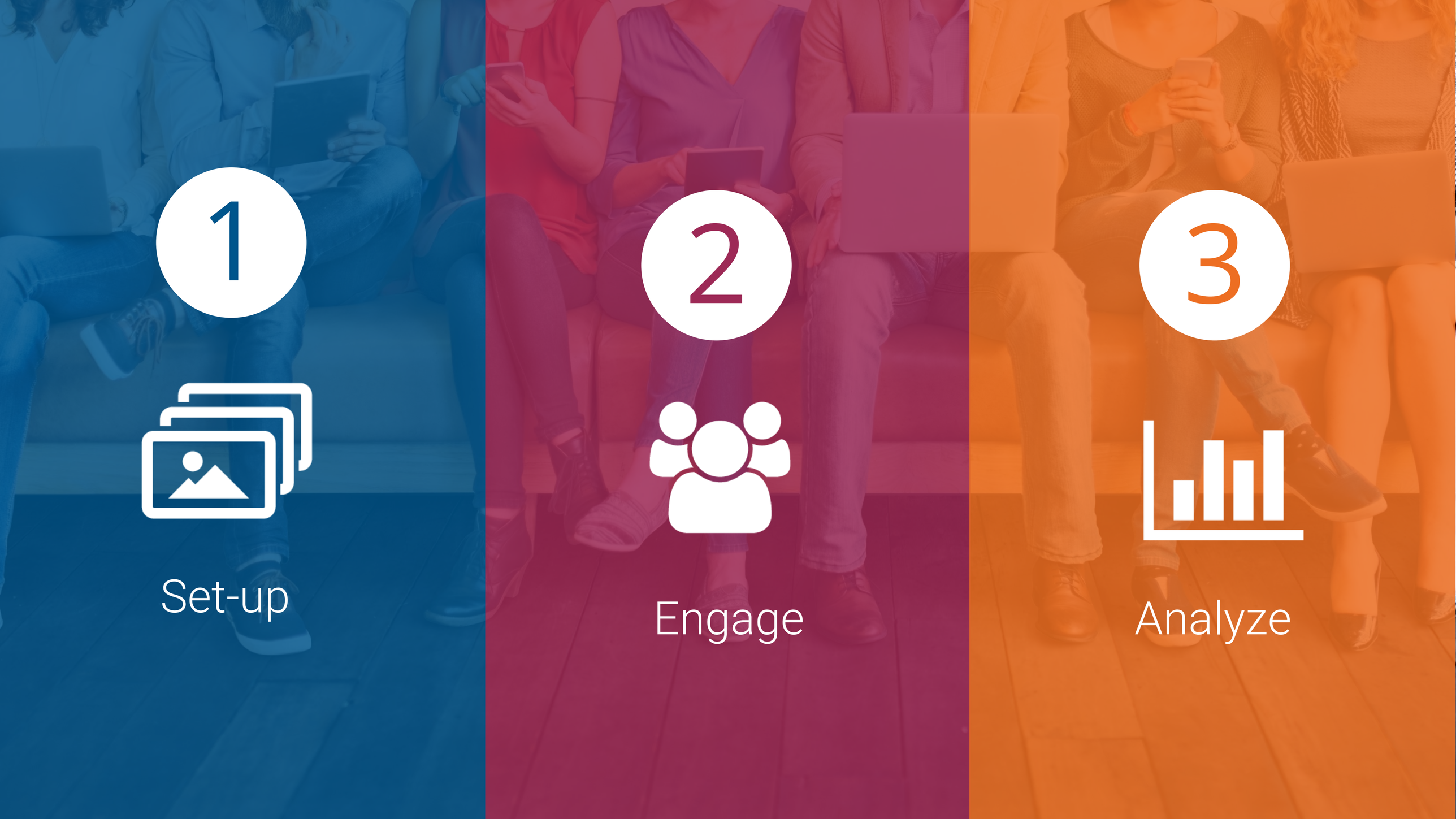
# Quantifiable results

# It blends quantitative & qualitative

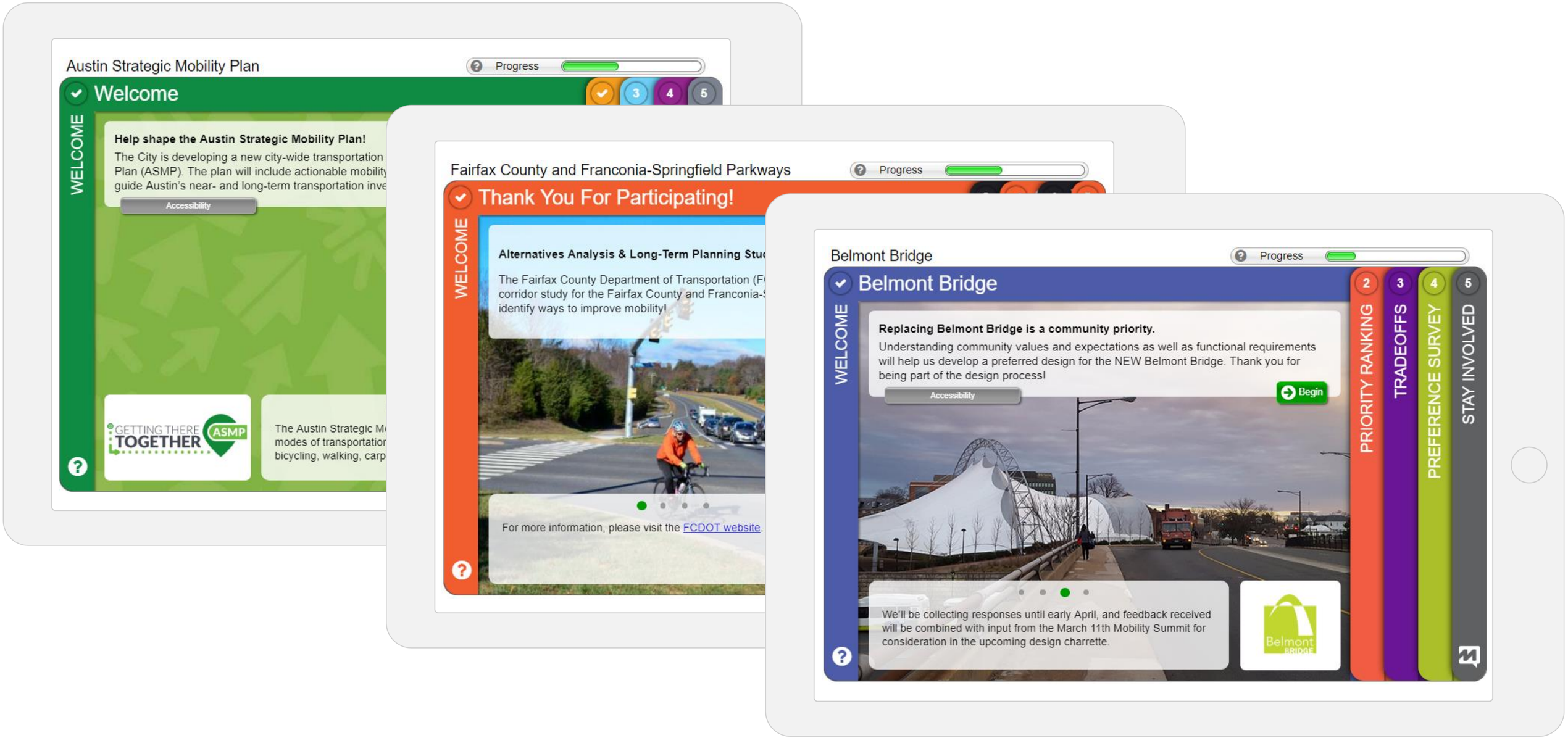
# It delivers colourful dashboards



# 3 phases to success with MetroQuest!


1
Set-up
2
Engage
3
Analyze

# 3 Local Government Success Stories

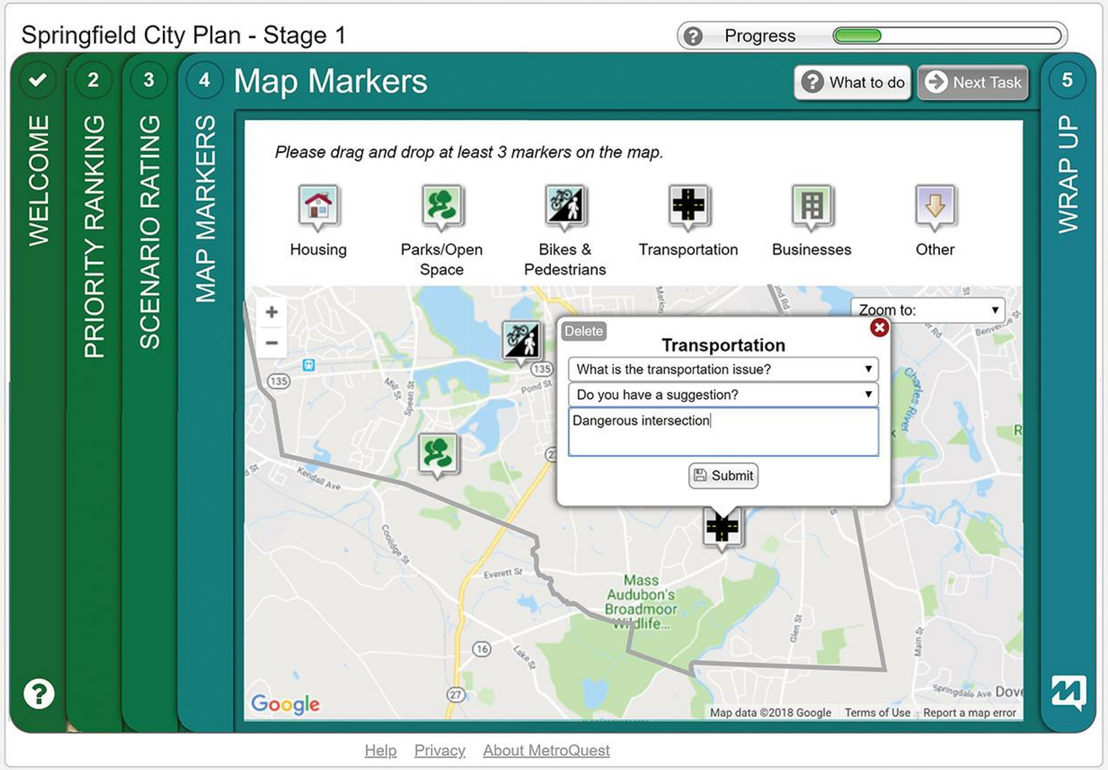


# When is the right time to engage online?

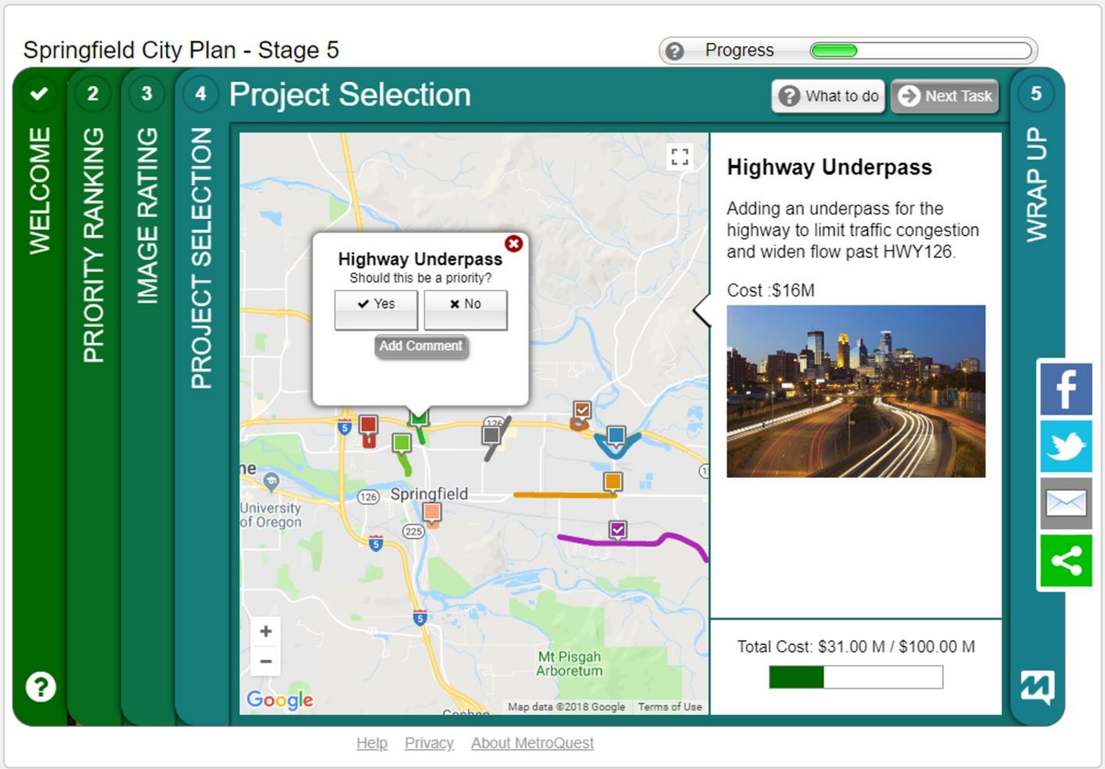
# At the start!

Rank priorities

Mark issues

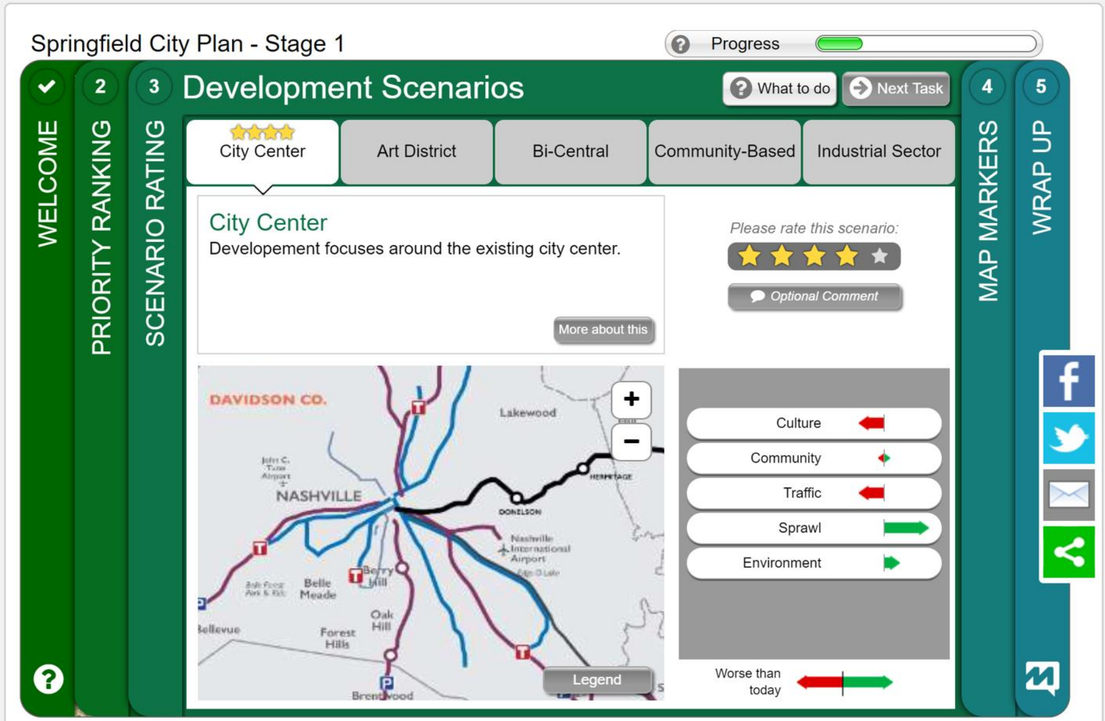


# In the middle!

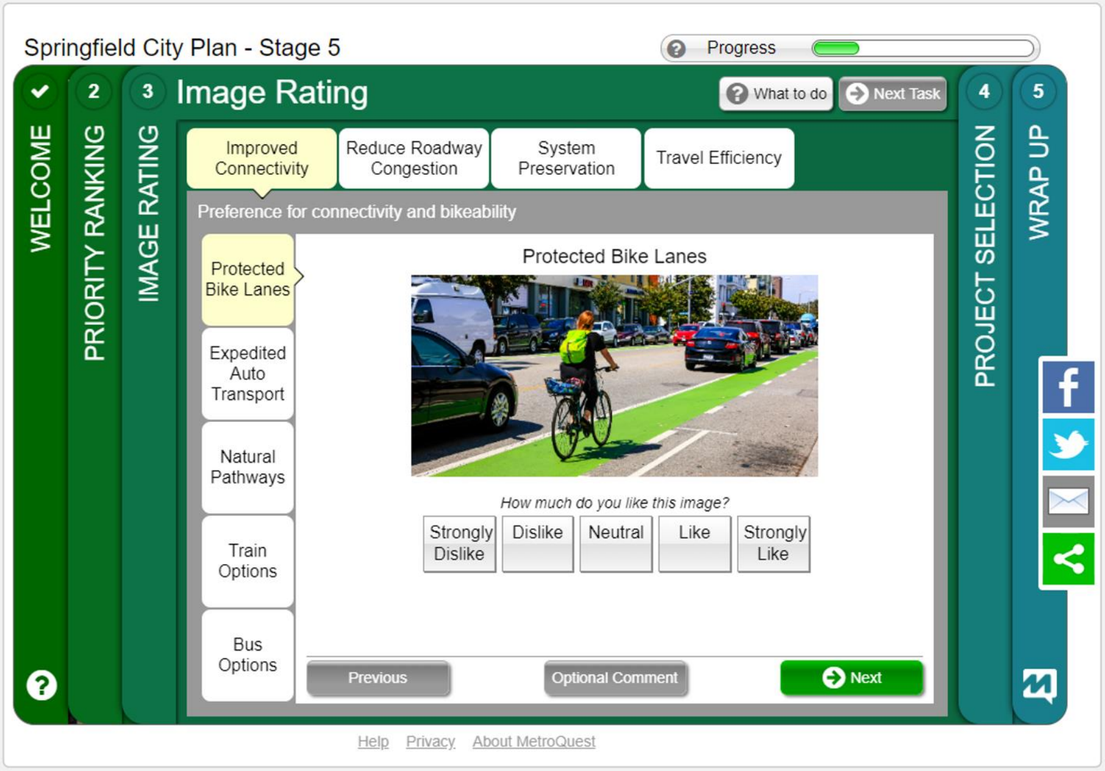



Select projects

Rate scenarios

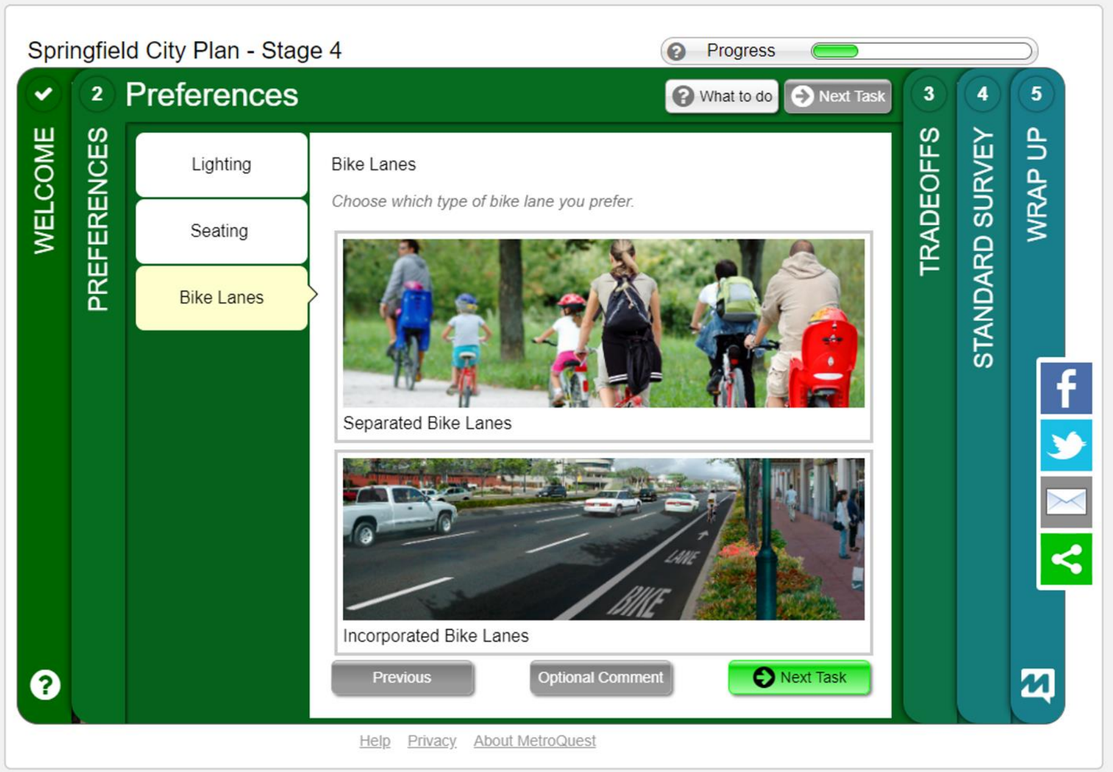


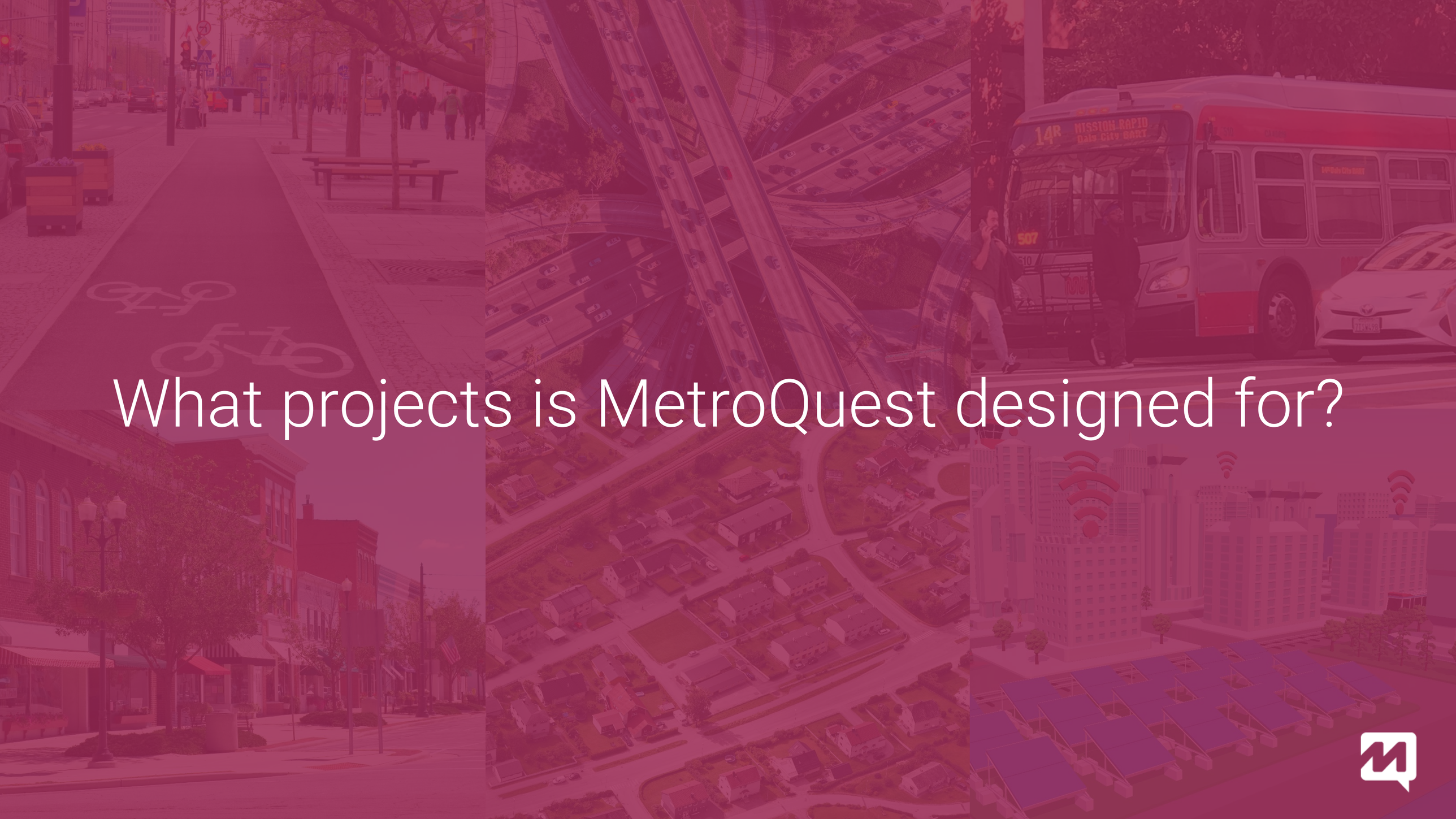
# Toward the end!




Rate images

Identify preferences






# What projects is MetroQuest designed for?

Bike &
pedestrian

LRTPs

Transit

Urban
design

Land
use

Comprehensive

# Top public engagement goals

Improved decision making & greater public support

# What it’s all about!

CHARLOTTESVILLE TOMORROW
Informed Citizens Create Better Communities

ABOUT ENGAGE FEATURED TOPICS DONATE

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 |

**SAVE** with your annual subscription!

# Poll: What additional information would you like?

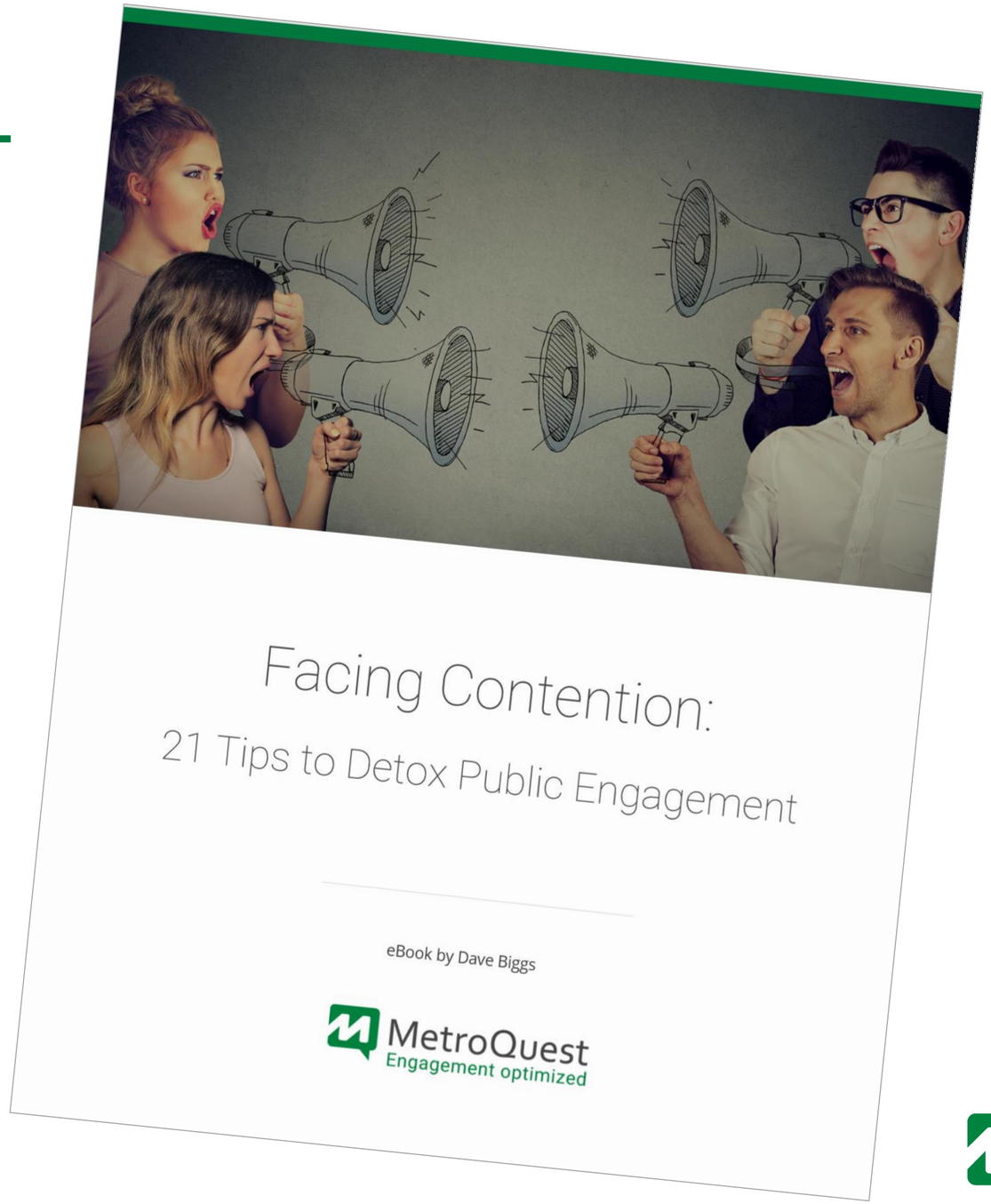
# FREE eBook

## Facing Contention:
## 21 Tips to Detox Public Engagement

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

Thank you:

iap2 international association for public participation



# 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?

Questions
[Enter a question for staff]
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Maintenance