Optimizing Online Engagement with MetroQuest

MetroQuest
Engagement...optimized

Dave Biggs
Chief Engagement Officer

Poll: What are your top engagement priorities?
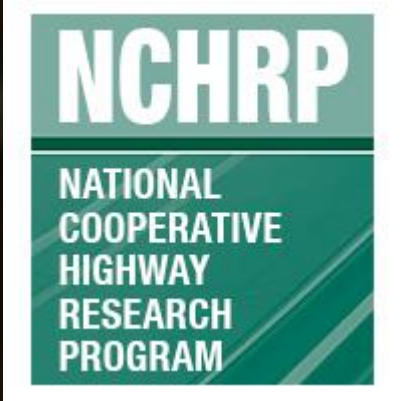
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The most important thing to know about MetroQuest

It's Optimized for Results

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Years of Research + Practical Refinement

We asked over 200 agencies, "What does 'successful' mean?"

Quantity
Engage **more** people & a **broader demographic**

Quality
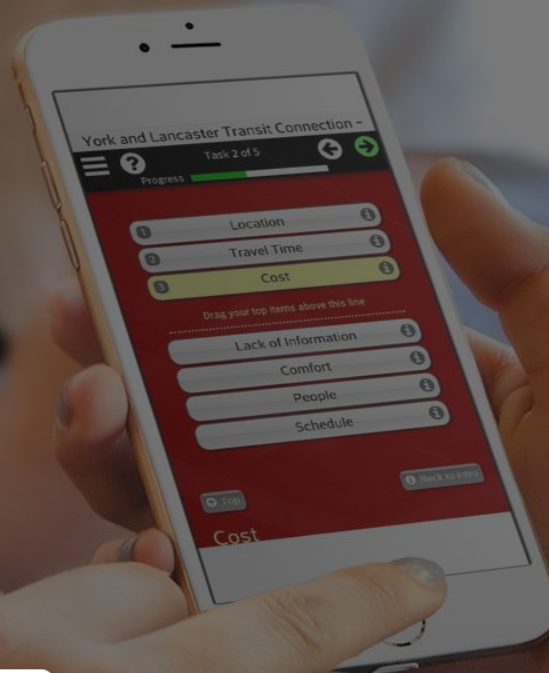Collect **informed** & **actionable** input

MetroQuest
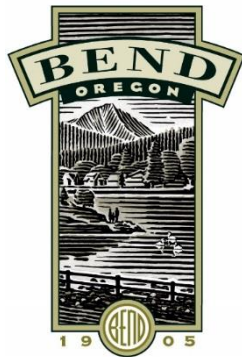
Engagement...optimized

maximum participation • informed input • actionable results

Who uses MetroQuest?

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MetroQuest is Used Across the US
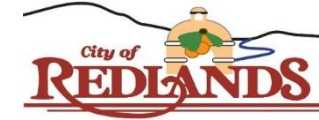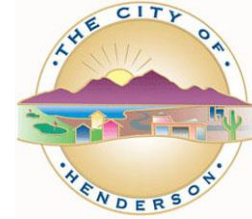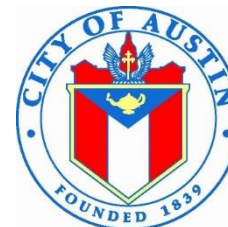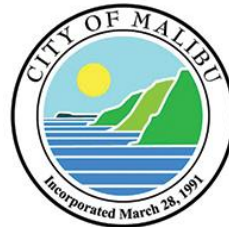
MetroQuest is Used Across the Canada

MetroQuest is Used By Leading Firms

How were your results with MetroQuest?

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"*We increased our level of public participation by* $1,900\%$ *on our very first project with MetroQuest.*"

Jamille Robbins, NCDOT

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"*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

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REGIONAL JOB GROWTH & TRANSIT EXPANSION

The Region's Plan Online Survey Phase 2 Results

Should the region strive for a more equitable distribution of economic opportunities?

Unsure 15%
No 16%
Yes 69%

Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?

YES 86%
NO 8%
UNSURE 6%

How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?

44% Very Important
25% Important
19% Not that Important
12% Unimportant

Have you ever made a choice regarding employment, education or housing based on access to transit?

55% YES
45% NO

How important is it to you to have a public transit option available where you live in the Atlanta region right now?

44% Very Important
25% Important
19% Not that Important
12% Unimportant

Which of the following characteristics are most important to you in determining where you live:

Affordable Housing 76%
Services 60%
Close to Work 56%
Walkable 48%
Quality School System 46%
Proximity to Family 21%

Results represent approximately 2000 online survey responses region-wide. Atlanta Regional Commission May 2015

AUTONOMOUS VEHICLES

The Region's Plan Online Survey Phase 2 Results

Have you heard of autonomous vehicles?

90% YES
9% NO
1% UNSURE

2015   2025   2035

Are autonomous vehicles realistic in a couple decades?

If autonomous vehicles led to less traffic, how likely would you be to move?

10% Very
Somewhat
Not at all
18% Unsure

If you would move, would it be closer or farther from work?

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%
CLOSER TO 23%
FARTHER FROM 14%

How comfortable would you be to transfer driving control to an autonomous vehicle?

DEFINITELY 22%
SOME 40%
NOT AT ALL 23%
UNSURE 15%

Are driverless cars a viable option for people who cannot drive themselves?

UNSURE 13%
NO 12%
YES 75%

Should the State of Georgia support the implementation of autonomous vehicles?

YES 65%   NO 15%   UNSURE 20%

Results represent approximately 7,000 online survey responses region-wide. Atlanta Regional Commission May 2015

They went on to engage over 25,000 people
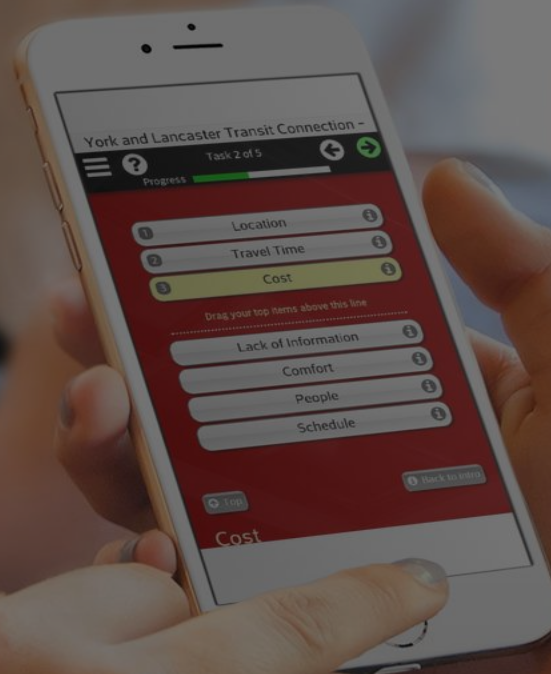
1 **It's optimized to take 5-minutes**

Participants

0 5 10 15 20 25 30 35 40 45 50 55 60

Time to Complete (minutes)
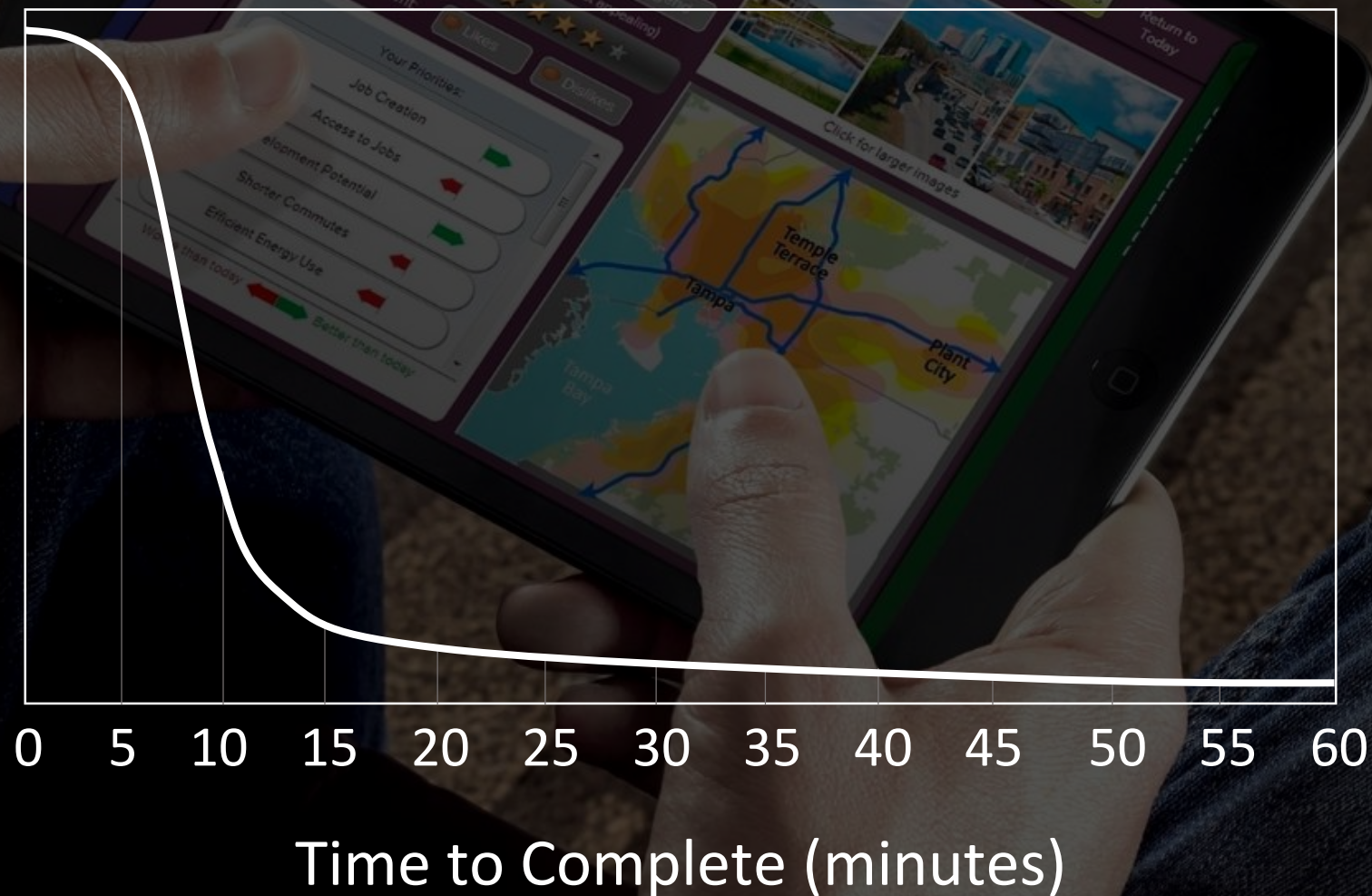
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2 It's multi-channel

WEB   PHONE   KIOSK   TABLET   WORKSHOP

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3 It's delightful

Public
Involvement
Software
User Guide

MetroQuest
Public Involvement Software

How is MetroQuest Optimized for **Informed Input**?

maximum participation • informed input • actionable results

Alexandria Pineville MPO LRTP 2040

Progress

Your Community, Your Vision, Your Voice…

Shaping the Future of our Alexandria/Pineville metro area
The Long Range Transportation Plan is the blueprint for addressing transportation needs of those living and working in the metro area. This is your opportunity to let us know about your vision, top transportation needs, and ideas.

View Metro Area (Map)

Begin

WELCOME · PRIORITIES · STRATEGIES · MAP MARKERS · STAY INVOLVED

Brossard Multi-Purpose Centre Project

Progress

Visual preferences How many stars do you give this image?

Introduction | Building Architecture | Interior Ambience | Common Areas | Recreational Facilities | Health and Well-Being

What style of architecture do you prefer?

Cornwall Aquatic Centre, Cornwall
Image credit: Shoalts & Zaback Ltd

Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

★ ★ ★ ★ ★

Previous | Optional comment | Next

HOME · PRIORITIES · PREFERENCES · SURVEY · STAY INVOLVED

Vancouver Street Funding

Progress

Funding Tool Choosing Levels

Slide the squares along notched lines below to choose funding levels.
Pick none, one or more to meet your street scenario target.
Go back and change prior selections if desired. Funding shown is estimated, annual.

Vehicle License — +$0 Per licensed vehicle

Business License — +$0 Per FTE

Property Tax — +$0 per $1,000

You have chosen not to increase funding. You can do so on Screen 2.

When an increased funding scenario is selected a bar graph of the related funding level will display here.

WELCOME · STREET SCENARIOS · FUNDING OPTIONS · FUNDING LEVELS · STAY INVOLVED

Lee County 2040 Transportation Plan

Progress

Roadway Needs Where are the greatest needs? Suggest another project

Widen SR 78
Does an improvement here make sense for Lee County?
✓ Yes | ✗ No
Add Comment

Widen SR 78
Widen SR 78 from 4 to 6 lanes west of Santa Barbara Blvd to east of Pondella Rd in Lee County. Project length is 2.9 miles. Widening includes bicycle and pedestrian improvements, curb & gutter, and resurfacing of existing lanes. Estimated cost is $32M.

WELCOME · BIKE AND PED · TRANSIT · ROADWAY · STAY INVOLVED

Kenai Spur Highway Rehabilitation

Progress

Phasing Options What phasing plan makes sense?

Introduction | Direction | Safety Improvements | Schedule Decisions | Moose Mitigation | Alternatives

The first phase of work could either begin at the west end or the east end of the project.

Start east and work your way west

Project Area
Kenai Spur Highway

East End

Strongly | Dislike | Neutral | Like | Strongly

WELCOME · PRIORITIES · PHASING OPTIONS · MAP · STAY INVOLVED

Northern Virginia Regional Bikeway and Trail Network Study

Progress

Level of Comfort

Introduction | Path | Bike Lane | Shoulder | Shared Lane Marking | Mixed Traffic

Please rate your level of comfort cycling on a shared use path

Shared Use Path

Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

★ ★ ★ ★ ★

Previous | Optional Comment | Next

WELCOME · REGIONAL NETWORK · LEVEL OF COMFORT · FORT · YOU

York Region's Transportation Master Plan - Phase 2

Progress

Introduction

How should York Region invest in transportation?

The silver coins represent the approximate existing spending in each category in $ millions. Please drag the gold coins into the categories to the right to indicate your spending priorities. You can use the arrows under the gold coins to change them between 1s and 5.

Expand/increase local transit service	Build new subways and Viva rapidways	Improve traffic flow	Widen roads
Details	Details	Details	Details
25	50	5	60

Maintain roads and bridges	Build new sidewalks/cycle paths	Build new HOV lanes	
Details	Details	Details	
50	30	5	45

WELCOME · FUTURE TRAVEL · FUTURE INVESTMENT · FUTURE GROWTH · STAY INVOLVED

Green Line Southeast

Progress

What are your preferences for your station area?

Intro | Community Character | Primary Use | Density | Community Connections | Accessibility

Community Character

More historical / traditional ≪ ‹ neutral › ≫ More modern / contemporary
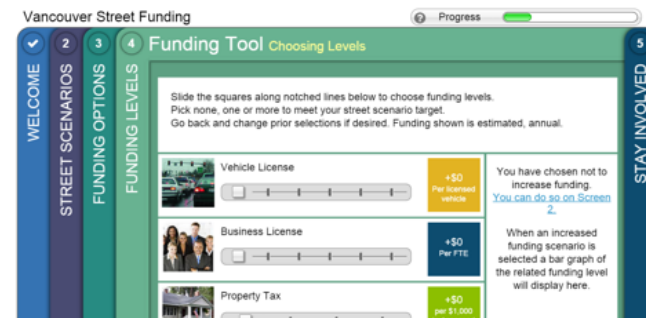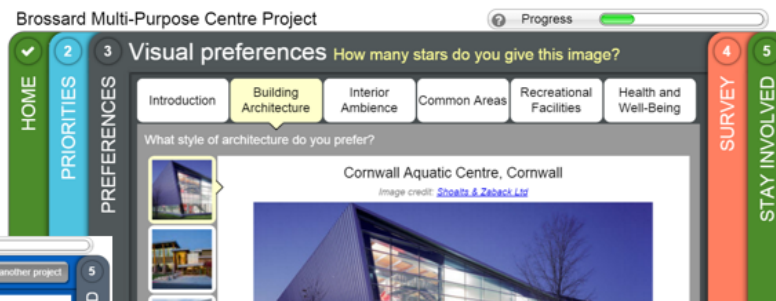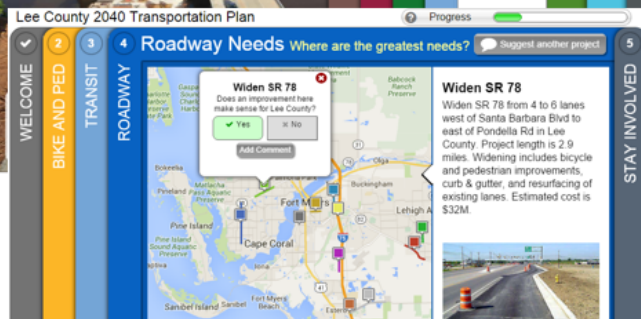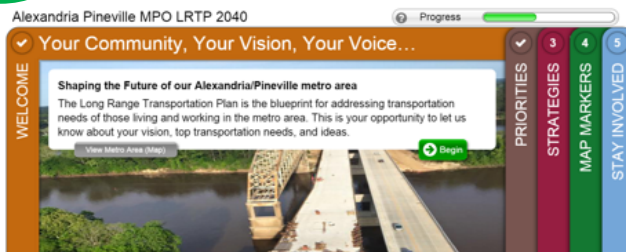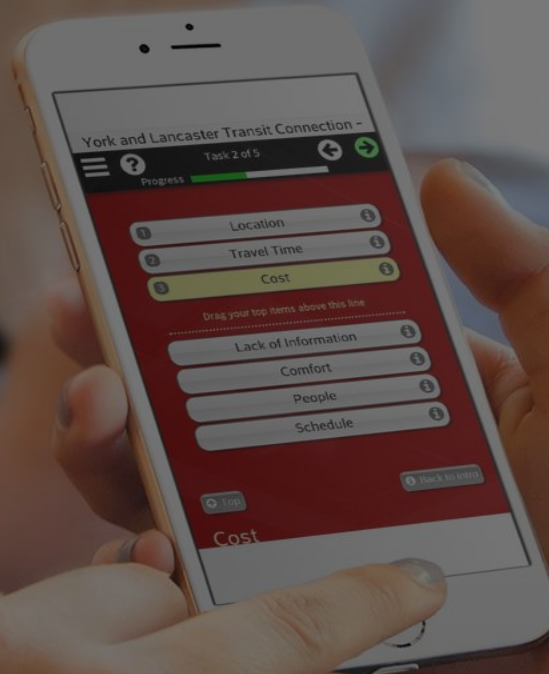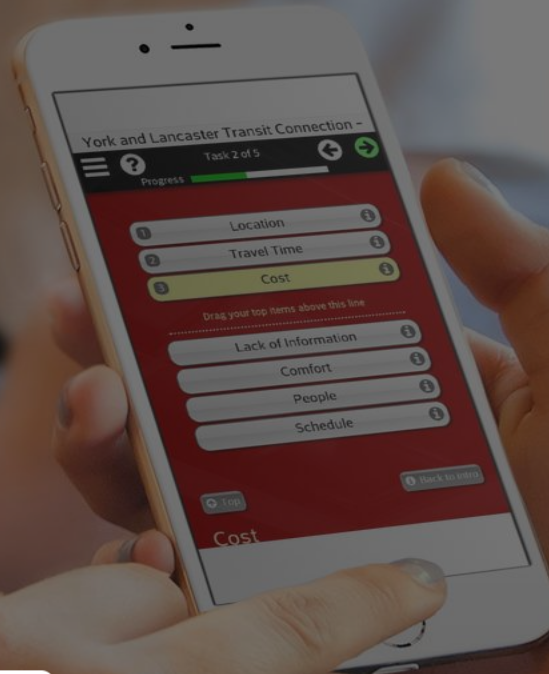
WELCOME · LAND USE PREFERENCES · STAY INVOLVED

maximum participation • informed input • actionable results

MetroQuest in 3 Steps

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1. Set-up

2. Engage

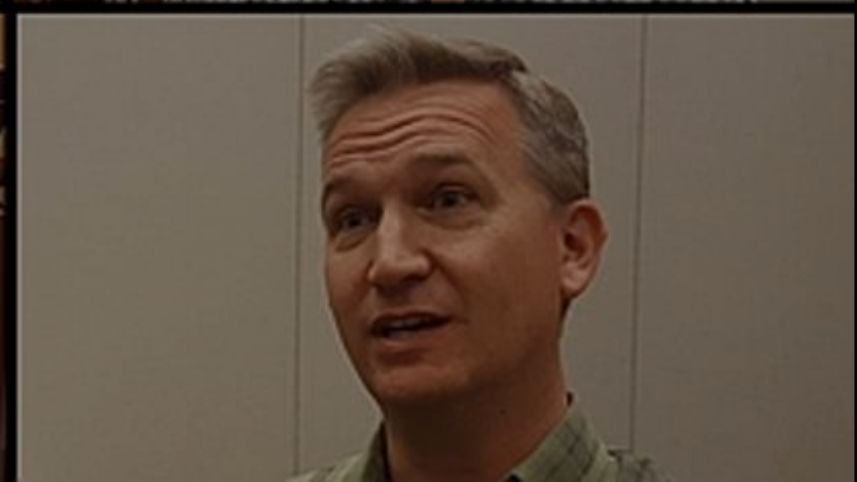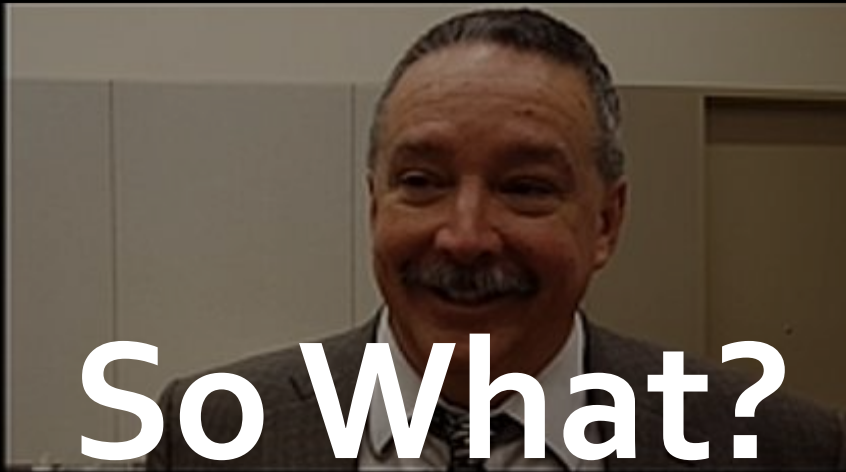# 3. Analyze

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How is MetroQuest Optimized for **Actionable Results**?

✓ **Critical mass**
✓ **Diverse participation**

✓ **Trustworthy input**
✓ **Quantifiable results**

So What?

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"It gave **courage** to the elected officials… **with data**…finally with data!"

Michael Busha, Treasure Coast RPC

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COST EFFECTIVENESS ($ PER INPUT)

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

Metro Nashville Planning Commission