

A Recipe for Award-Winning Online Community Engagement

Featuring



Your host



MetroQuest

Dave Biggs

Chief Engagement Officer

@metroquest



Meet the S.T.Ple



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Look familiar?



...or this happens



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Research Questions

1. How can online tools help?
2. What do successful projects have in common?



What does “successful” mean?

Quantity

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

Quality

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

Seven Key Lessons

1

2

3

4

5

6

7



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Public Involvement Software User Guide



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Public Involvement Software

1

Design for the unmotivated

Level of
Motivation



Positive

Moderate

Negative

Attitude

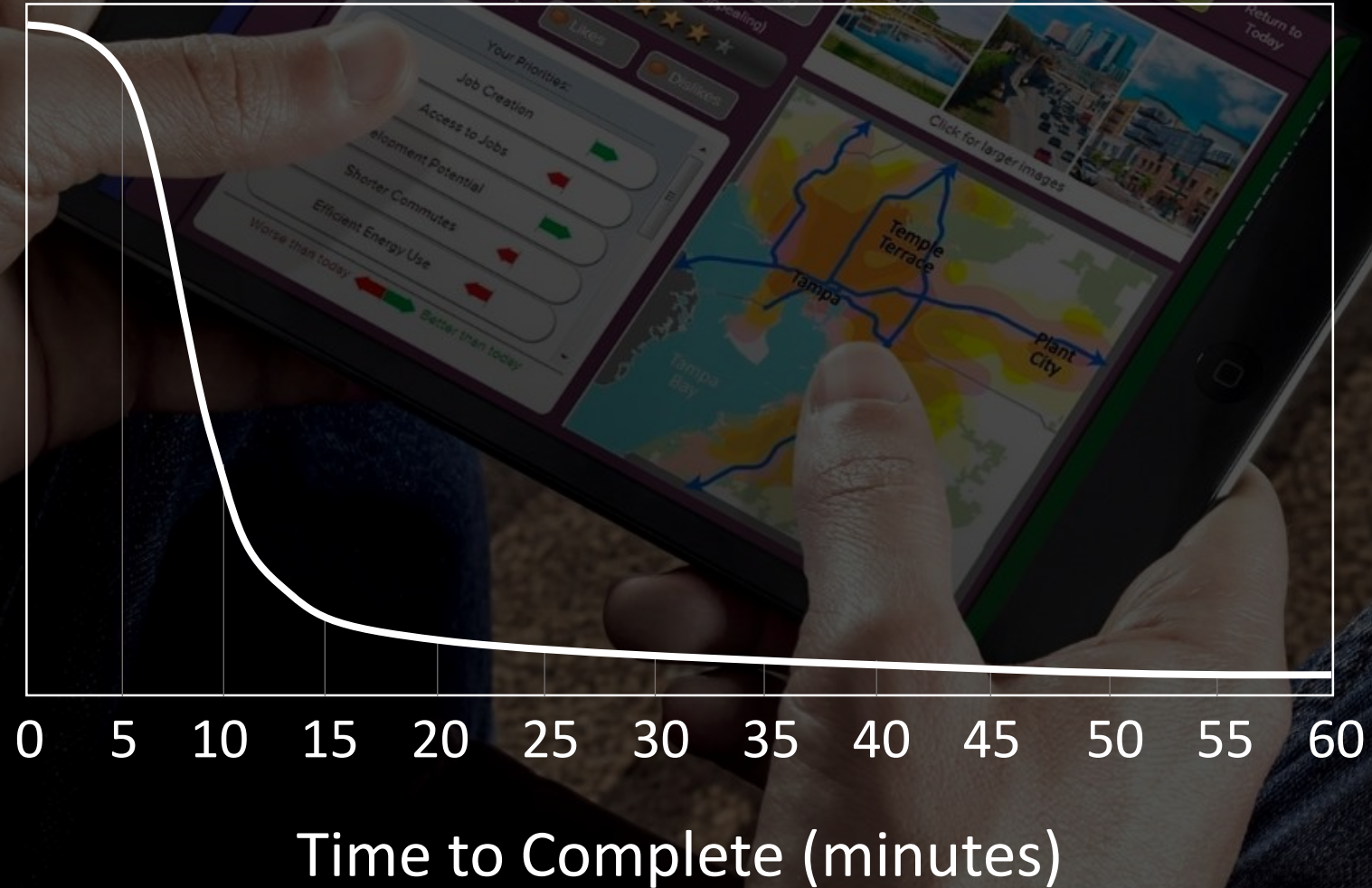


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2

Aim for a 5-minute experience

Participants



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3

Do not require registration

Create an Account

Have an account? [Sign in.](#)

First Name

Last Name

Email Address

Retype Email Address

Password

Minimum length 5 characters.

☐ I confirm that I am 13 years of age or older and have read, understand, and agree to the mySidewalk [Terms of Use](#) and [Privacy Policy](#)

[Register](#)

VS.

Join the Conversation [moveDC](#)

WELCOME

slide 3 of 3
This survey is one way that you can influence the plan.

[Begin](#)

VALUES

3 APPROACHES

4 PRIORITIES

5 STAY INVOLVED

Share

[f](#) [t](#) [e](#) [+](#)

[Begin](#)

= 10x

4

Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



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5

Make it insightful & delightful

1: *Please rate the **timeliness of order delivery**.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

2: *Please rate the **convenience of delivery**.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

3: *Please rate the **availability of desired delivery times**.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

4: *Please rate the **tools for tracking your order**.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

5: *Please rate the **condition of the product(s)** when received.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

6: *Please rate how well the **packaging protected your items**.

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

7: *Please rate the **accuracy of your order** (did you receive the correct products, color, etc.).

1=Poor Excellent=10 Don't Know

1 2 3 4 5 6 7 8 9 10

vs.

WELCOME 2 REGIONAL NETWORK 3 Level of Comfort 4 MAP YOUR COMFORT 5 ABOUT YOU

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

Please rate your level of comfort cycling on a bicycle lane

Designated Bicycle Lane



★★★★★

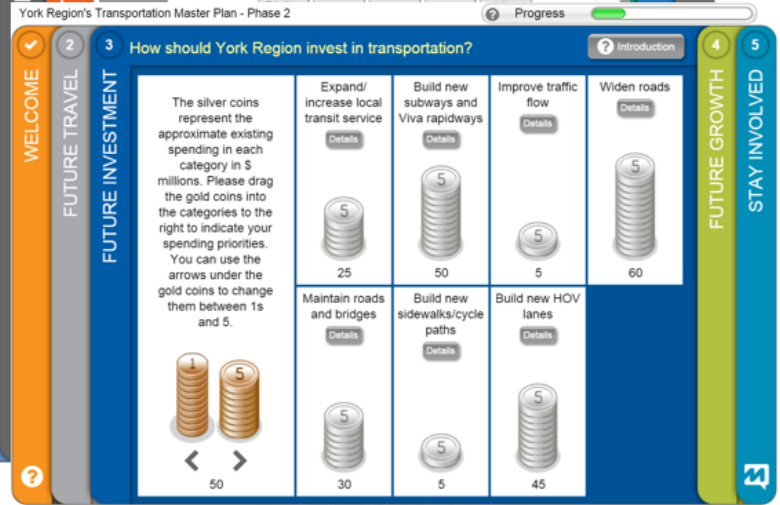
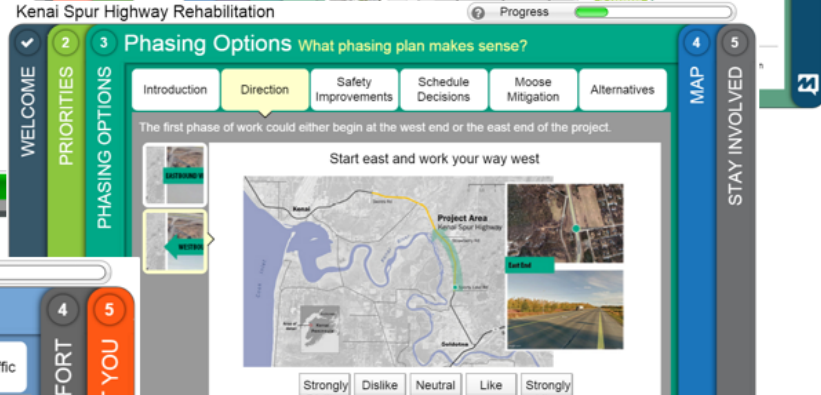
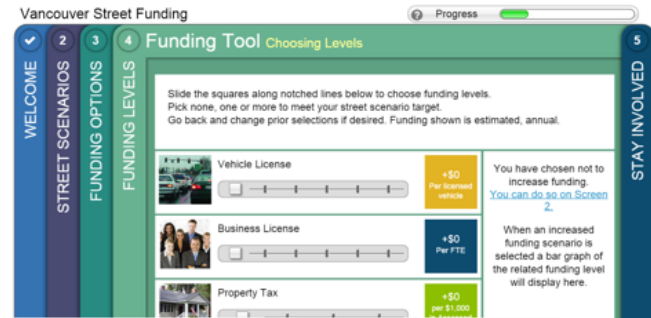
Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

Previous Optional Comment Next

= 7.5x

5

Make it insightful & delightful



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A man in a dark suit and tie is sitting at a desk in a dimly lit office. He is holding a glass of amber liquid in his right hand. On the desk, there is a desk lamp, a rotary phone, and some papers. The background is dark and out of focus.

6

Promote like a pro


- You've got 5 seconds...
- then you get 5 minutes...
- then they tell 50 friends.



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All right, Nashville.
It's time to pick.



A young boy with short dark hair, wearing a red and white plaid shirt, stands in a grassy park. He is holding a small, light-colored acoustic guitar with a red headstock. In the background, there are trees and a playground structure. The text "All right, Nashville. It's time to pick." is overlaid on the right side of the image.

All right, Nashville.
It's time to pick.

Maurice, age 3

All right, Nashville.
It's time to pick.



7

Monitor & adjust as needed

- Monitor demographics
- Target gaps



Key Success Factors

1. Design for the unmotivated
2. Aim for a 5-minute experience
3. Do not require registration
4. Offer many ways to engage
5. Make it insightful & delightful
6. Promote like a pro
7. Monitor & adjust as needed



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The Challenge

How would you plan for our region's future?

WELCOME

The metro Atlanta Region is a dynamic metropolitan area that has experienced explosive growth over the past three decades. We expect our growth to continue and add nearly 3 million new residents over the next 25 years. How can we continue to grow and protect the quality of life we enjoy here?

We need your input to help us create a vision for our future. Tell us how we can sustain the things we love about our communities and...

- Be more economically competitive.
- Improve our health and protect the environment.
- Enhance our housing and transportation choices.



 Click here to begin



En Español

PLAN 2040

PLAN 2040 is the region's current plan to ensure growth, prosperity and a high quality of life for the next 25 years. The vision you help develop now will guide the plans for our region's future.

2

RANK PRIORITIES

3

CHOOSE SOLUTIONS

4

STAY INVOLVED



help





LIFE

CITY LEADERS WANT IDEAS TO BETTER ATLANTA



11:14

81°

GOATS ON GREENWAY

VIRAL WEDDING VIDEO

GSU FOOTBALL



00:01

02:00

City leaders want ideas



Share Kits

Sample Newsletter blurb (200 words):

Is Metro Atlanta Ready for a High-Tech Future?

How often do you think about the impact of faster, better technology on our future? Have you heard of driverless cars? How could advanced teleworking technology impact the way you live and work? Or, what if you had an app on your phone that would match your transportation need with the most appropriate, efficient mode available (think bus, Uber, taxi, etc)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you?

An online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies that may impact where and how we travel and

Sample Facebook posts:

What does the future of Metro Atlanta look like? Take this survey, open through the end of March, to let your regional elected officials know what you think should be in The Region's Plan!

www.atlantaregional.com/theregionsplansurvey

How could faster, better technology impact greater Atlanta over the next 25 years? Take this survey to influence the policies adopted by The Region's Plan!

www.atlantaregional.com/theregionsplansurvey

What technology innovations would you like to see in Metro Atlanta? Take this survey to ensure that The Region's Plan represents your thoughts on the future!

www.atlantaregional.com/theregionsplansurvey

Sample Twitter posts:

You told us your priorities for metro [#Atlanta](#). Now we want you to tell us more.

Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

Help us plan for the future of metro [#Atlanta](#). Take [#TheRegionsPlan](#) survey 2 and tell us MORE: <http://bit.ly/1BJ0Jsu>

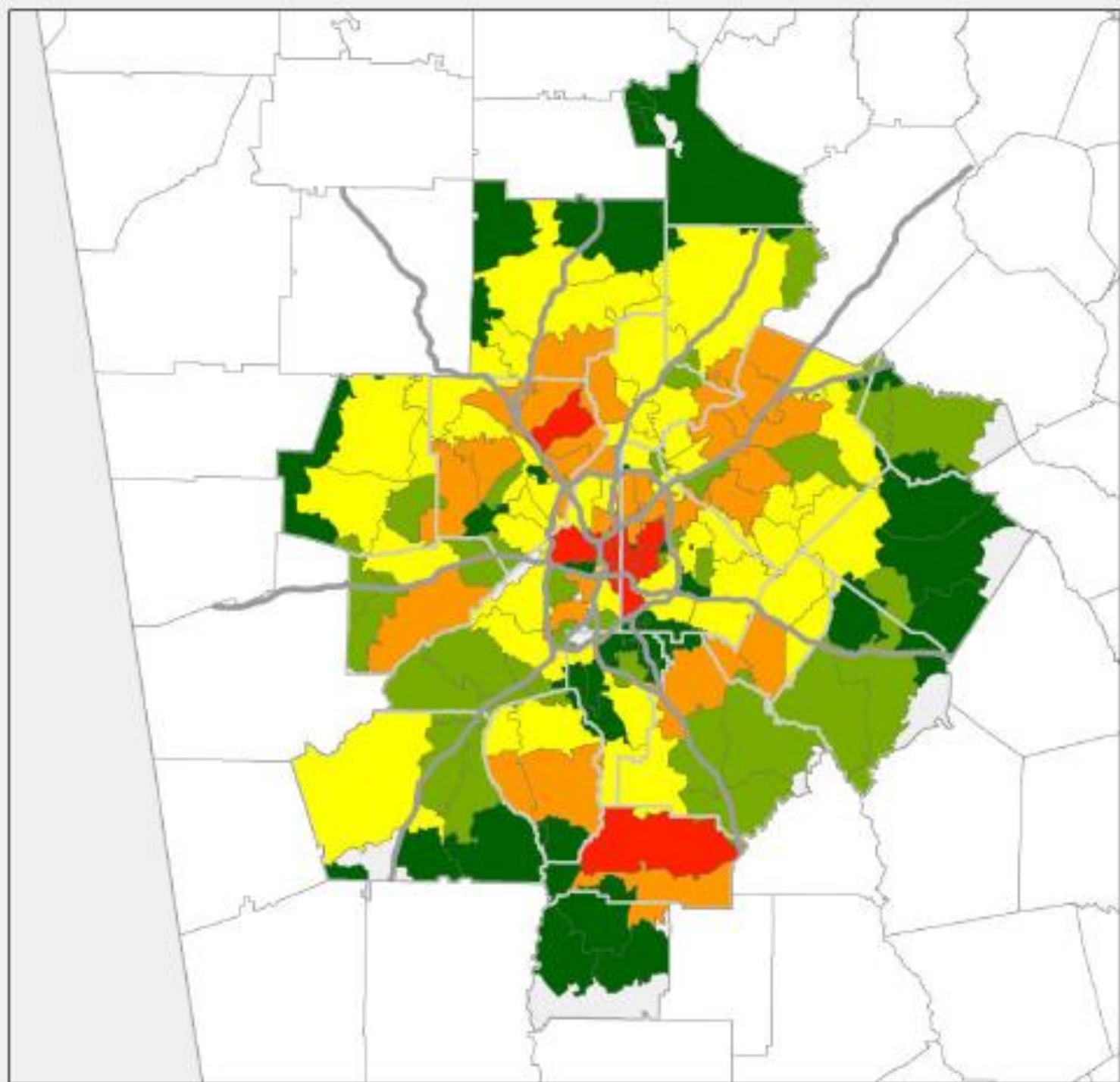
Driverless cars? Uber? How will they impact [#Atlanta](#)'s traffic challenges? Tell us!
Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

We're planning for metro [#Atlanta](#)'s future and we need your help. Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

Graphic:



Monitor & Adjust



Pop-up Engagement





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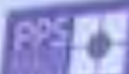
via Neighborland

etroit
to great places,
made right away!

pps
2014



What amenities to make downtown public
spaces more comfortable?



What amenit
spaces more



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via Project for Public Spaces

REGIONAL JOB GROWTH & TRANSIT EXPANSION



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



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



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?



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



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



AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?



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

10% Very
22% Somewhat
50% Not at all
18% Unsure



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



CLOSER TO 23%

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%



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?



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

YES 65%
NO 15%
UNSURE 20%





They engaged **over 25,000** ~~squirrels~~ people



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A Recipe for Award-Winning Online Community Engagement

Featuring



Stephen Fox
Project Manager
SCAG

Yesenia Arias
Project Manager
Arellano Associates

Thank You & Next Steps

- Webinar follow-up
- AICP CM: planning.org/events/course/9102565/
- Other questions



Dave Biggs, Chief Engagement Officer
+1 (604) 317-6200
dave.biggs@metroquest.com