

# A Recipe for Award-Winning Online Community Engagement

Featuring



Your host



Dave Biggs  
Chief Engagement Officer  
[@metroquest](https://twitter.com/metroquest)





Meet the S.T.Ple



MetroQuest

Look familiar?





...or this happens



MetroQuest

# Research Questions

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





# What does “successful” mean?

## Quantity

Engage **more** people from a **broader** demographic

## Quality

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



# Seven Key Lessons

1

2

3

4

5

6

7



MetroQuest





# **Public Involvement Software User Guide**



**MetroQuest**  
Public Involvement Software

# 1 Design for the unmotivated

Level of  
Motivation



Positive

Moderate

Negative

Attitude





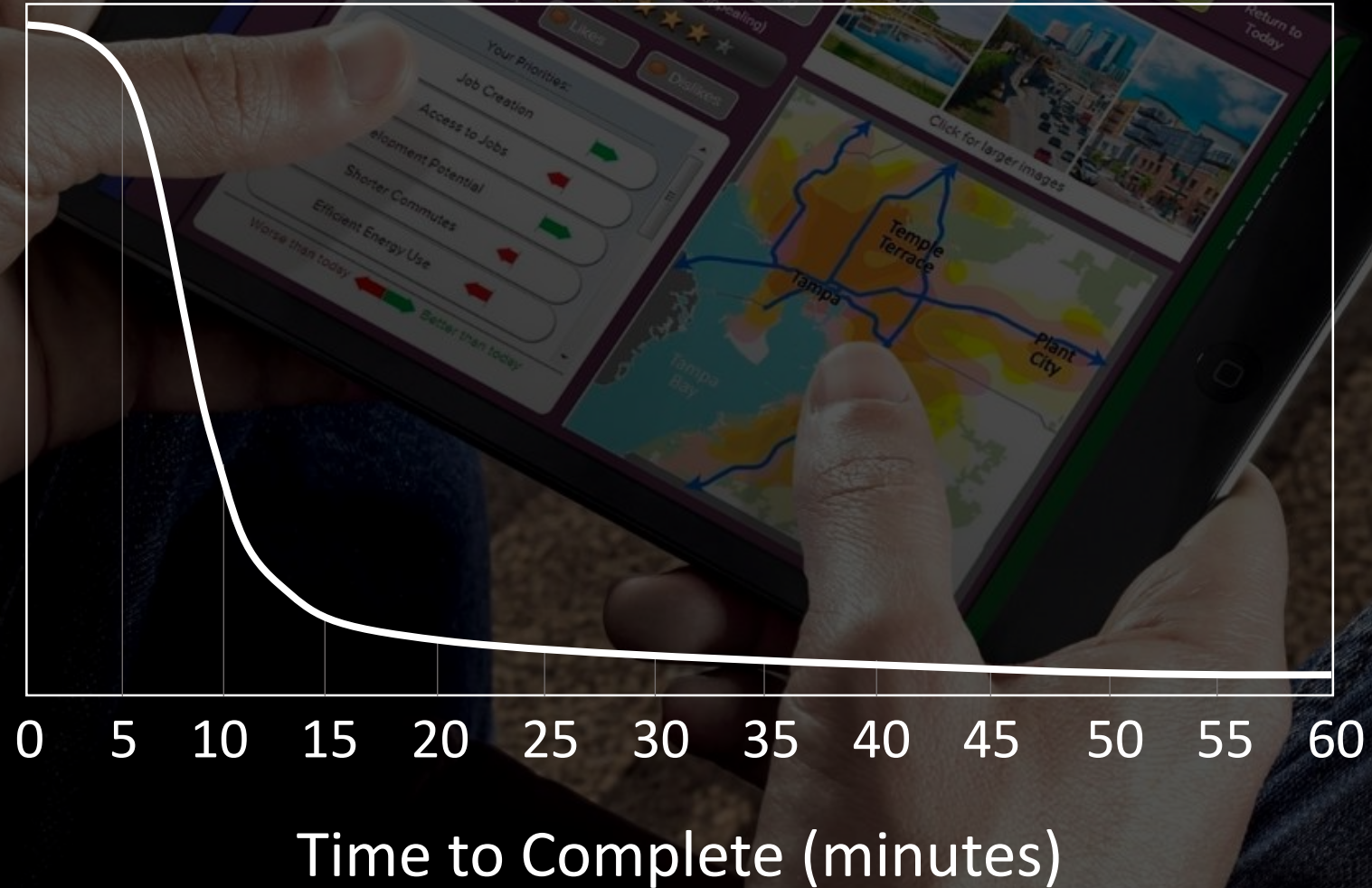
MetroQuest



2

## Aim for a 5-minute experience

Participants



MetroQuest



3

# Do not require registration

## Create an Account

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

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

APPROACHES 3  
PRIORITIES 4  
STAY INVOLVED 5

Share  
f  
t  
e  
+

Begin

= 10x



4

# Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



MetroQuest



5

# Make it insightful & delightful

vs.

= 7.5x

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

1=Poor	2	3	4	5	6	7	8	9	10	Excellent=10	Don't Know
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3 Level of Comfort

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

Please rate your level of comfort cycling on a bicycle lane

Designated Bicycle Lane



★ ★ ★ ★ ★

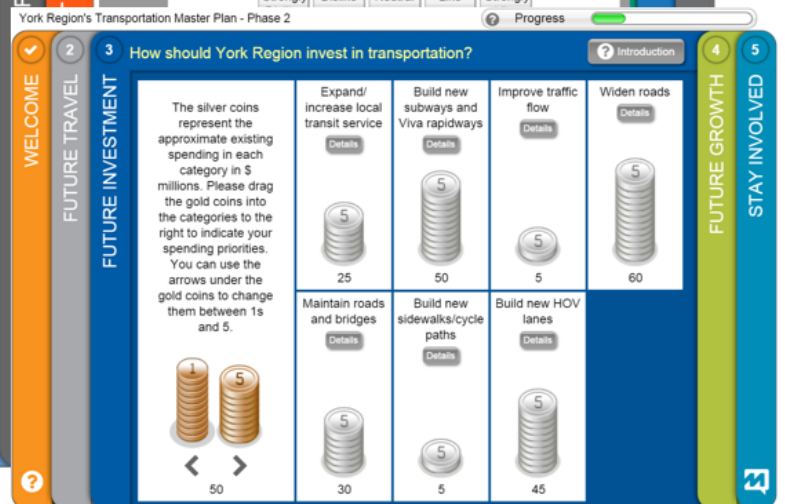
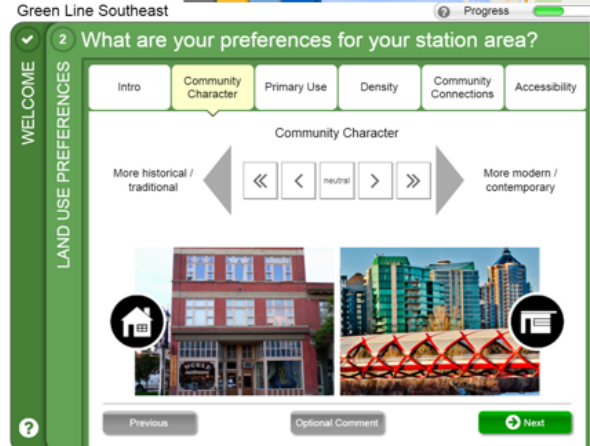
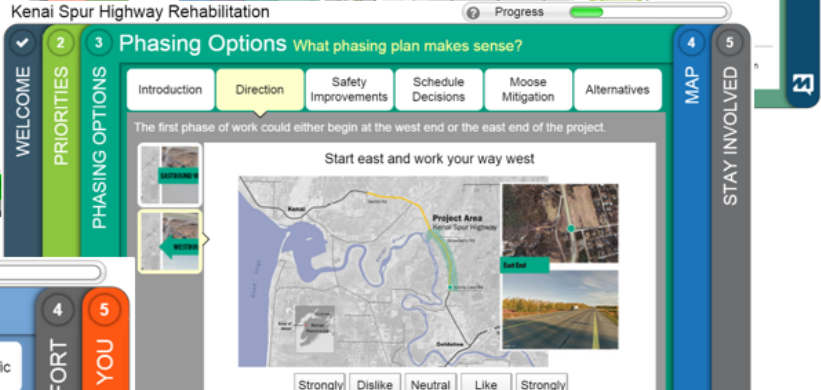
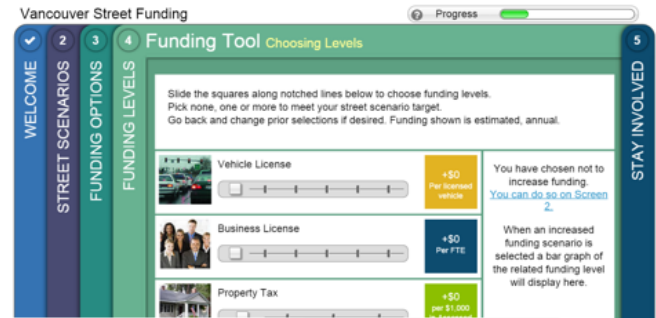
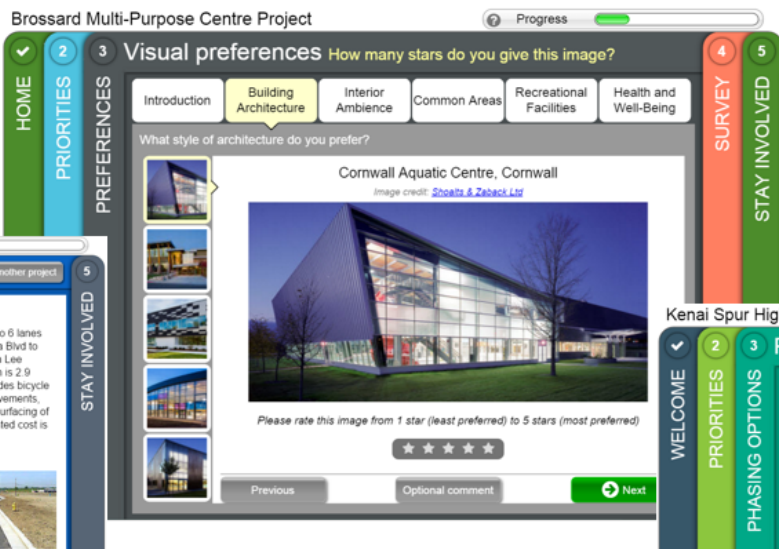
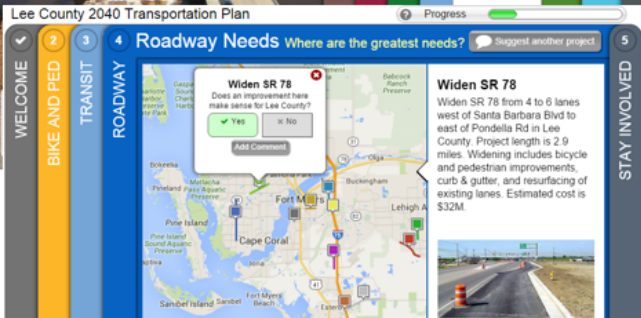
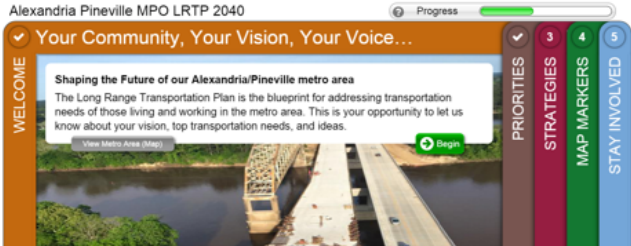
Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

Previous Optional Comment Next



5

# Make it insightful & delightful



MetroQuest  
Public Involvement Software



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 with a conical shade, a rotary telephone, and some papers. The background shows wood-paneled walls.

6

## Promote like a pro

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



MetroQuest



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





A young boy with short dark hair, wearing a red, white, and blue plaid shirt, stands in a grassy park. He is holding a small acoustic guitar with a white body and a red headstock. He is looking directly at the camera with a slight smile. In the background, there are green trees and a playground structure with colorful slides.

*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



MetroQuest





# **Public Involvement Software User Guide**



**MetroQuest**  
Public Involvement Software





# 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](http://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](http://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](http://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>

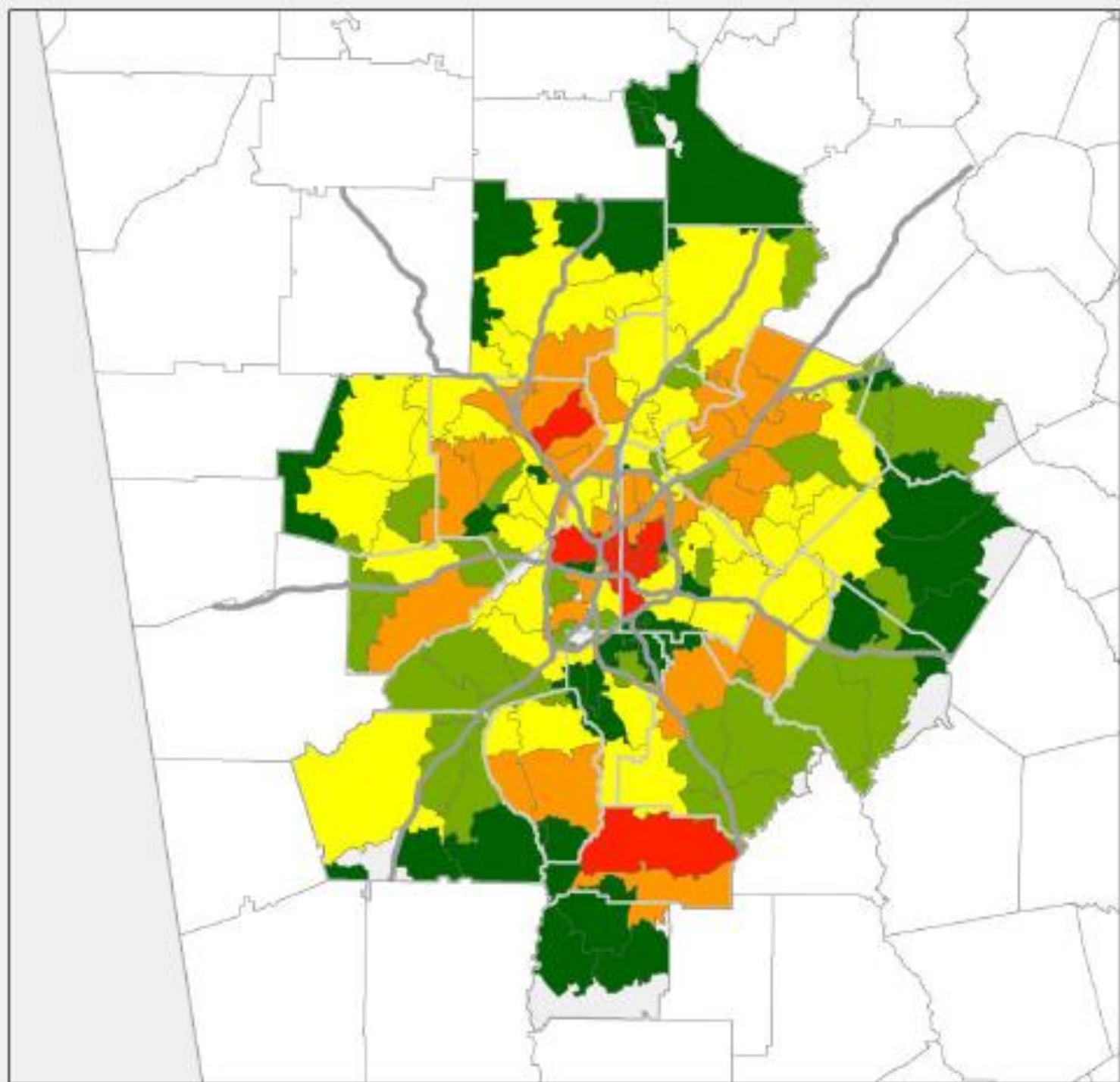
We're planning for metro [#Atlanta](#)'s future and we need your help. Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

## Graphic:





# Monitor & Adjust





# Pop-up Engagement







MetroQuest

via Neighborland

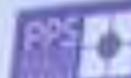


etroit  
to great places,  
made right away!

pps  
2014



What amenities to make downtown public  
spaces more comfortable?



What amenities  
spaces more



Unique Play Equipment



Green & Family Art



MetroQuest

via Project for Public Spaces



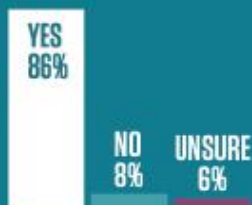
## REGIONAL JOB GROWTH & TRANSIT EXPANSION



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:



Affordable Housing 76%



Walkable 48%



Services 60%



Quality School System 46%



Close to Work 56%



Proximity to Family 21%



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

## AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?



YES 57% NO 20% UNSURE 23%

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?

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





A large group of squirrels, mostly brown and grey, are gathered together in a wooded area. Some are sitting on the ground, while others are perched on tree trunks. They appear to be eating or looking around. The background is slightly blurred, showing more trees and foliage.

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



MetroQuest



**COST EFFECTIVENESS (\$ PER INPUT)**

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



# A Recipe for Award-Winning Online Community Engagement

Featuring



OUR VALLEY. OUR VISION. OUR FUTURE.

2016 National Planning  
Excellence Award  
for Public Outreach

Lisa Corrado  
Principal Planner  
City of Henderson



# Thank You & Next Steps

- Webinar follow-up
- AICP CM: [planning.org/events/course/9102565/](https://planning.org/events/course/9102565/)
- Other questions



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