

Online Community Engagement for DOT's & MPO's: STIP/TIP Case Studies & Best Practices

Featuring



Your host



MetroQuest

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A group of approximately ten people are seated in a room with rows of blue upholstered chairs with wooden frames. They are arranged in several rows, facing towards the left side of the frame. Many of the individuals are looking down at papers or notebooks they are holding, and some are using pens or pencils to write. The people are of various ages and are dressed in casual to business-casual attire. The room has large windows in the background, and the overall atmosphere appears to be one of a formal meeting or a workshop session.

Same Ten People

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

Special challenges of STIP/TIP's

1. Affects everyone
2. High complexity
3. Many projects to consider
4. Tradeoffs to balance
5. Constraints to consider

Seven Key Lessons

1

2

3

4

5

6

7



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Public Involvement Software User Guide



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1

Design for the unmotivated

Level of
Motivation



Positive

Moderate

Negative

Attitude

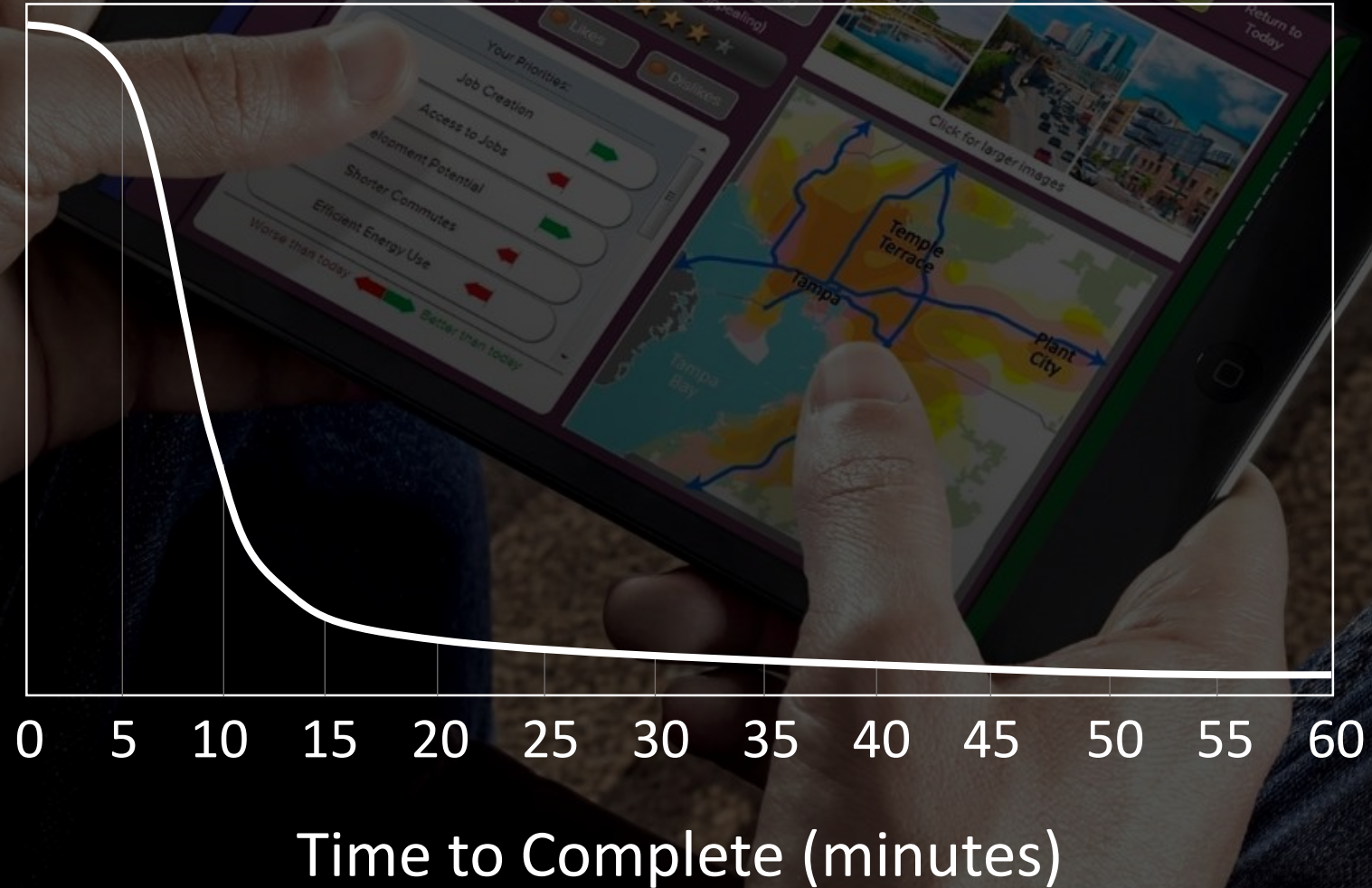


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2

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

Begin

VALUES

APPROACHES

PRIORITIES

STAY INVOLVED

Share

Facebook Twitter Email Plus

= 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	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"/>

vs.

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

= 7.5x



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5 Make it insightful & delightful

The collage displays seven different MetroQuest software interfaces, each with a unique color scheme and navigation structure. The interfaces include:

- Alexandria Pineville MPO LRTP 2040:** Features a 'Your Community, Your Vision, Your Voice...' header and a 'Shaping the Future of our Alexandria/Pineville metro area' section. It includes a map of the metro area and a 'Begin' button.
- Lee County 2040 Transportation Plan:** Focuses on 'Roadway Needs Where are the greatest needs?'. It includes a map of Lee County and a 'Widen SR 78' project description.
- Brossard Multi-Purpose Centre Project:** A 'Visual preferences' module where users can rate images of building styles (Introduction, Building Architecture, Interior Ambiance, Common Areas, Recreational Facilities, Health and Well-Being) from 1 star to 5 stars.
- Vancouver Street Funding:** A 'Funding Tool' module where users can choose funding levels for various categories like Vehicle License, Business License, and Property Tax.
- Kenai Spur Highway Rehabilitation:** A 'Phasing Options' module where users can choose the direction of work (Introduction, Direction, Safety Improvements, Schedule Decisions, Moose Mitigation, Alternatives) and view a map of the project area.
- Green Line Southeast:** A 'What are your preferences for your station area?' module where users can choose between 'More historical / traditional' and 'More modern / contemporary' options.
- Northern Virginia Regional Bikeway and Trail Network Study:** A 'Level of Comfort' module where users can rate images of different path types (Introduction, Path, Bike Lane, Shoulder, Shared Lane Marking, Mixed Traffic) from 1 star to 5 stars.
- York Region's Transportation Master Plan - Phase 2:** A 'Future Investment' module where users can drag gold coins to indicate spending priorities for various transportation projects.

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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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online engagement ... optimized



maximum participation • maximum diversity • high-quality input

Online Community Engagement for DOT's & MPO's: STIP/TIP Case Studies & Best Practices

Featuring



Jamille Robbins
Public Involvement
Group Leader

Anamika Laad

Transportation
Engineer/Planner

NCDOT



Thank You

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