



# The Art & Science of Big Online Engagement for Small Plans



MetroQuest







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Chief Engagement Officer

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# Agenda

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Three goals: showcase best practices, introduce MetroQuest, celebrate clients

Part 1: Goals and challenges of engagement for small plans

Part 2: How to optimize surveys for actionable results

Part 3: Showcase - Great surveys for small plans

Q&A





# 20 years of best practices research

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Federal Transit Administration



U.S. Department of Transportation  
**Federal Highway Administration**



Association of  
Metropolitan  
Planning  
Organizations







*Part 1:*  
Goals and challenges of  
engagement for planning





A group of four diverse people (two men and two women) are shown from the chest up, looking at their smartphones. They are standing in front of a light-colored wall with a grid of square cutouts. The image is overlaid with a semi-transparent green filter. The text "Top Public Engagement Goals" is centered in white over the image.

# Top Public Engagement Goals



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- ✓ Critical mass
  - ✓ Diversity

- ✓ Informed input
- ✓ Quantifiable results

Improved decision making & greater public support





# Challenges of Engagement for Planning



1

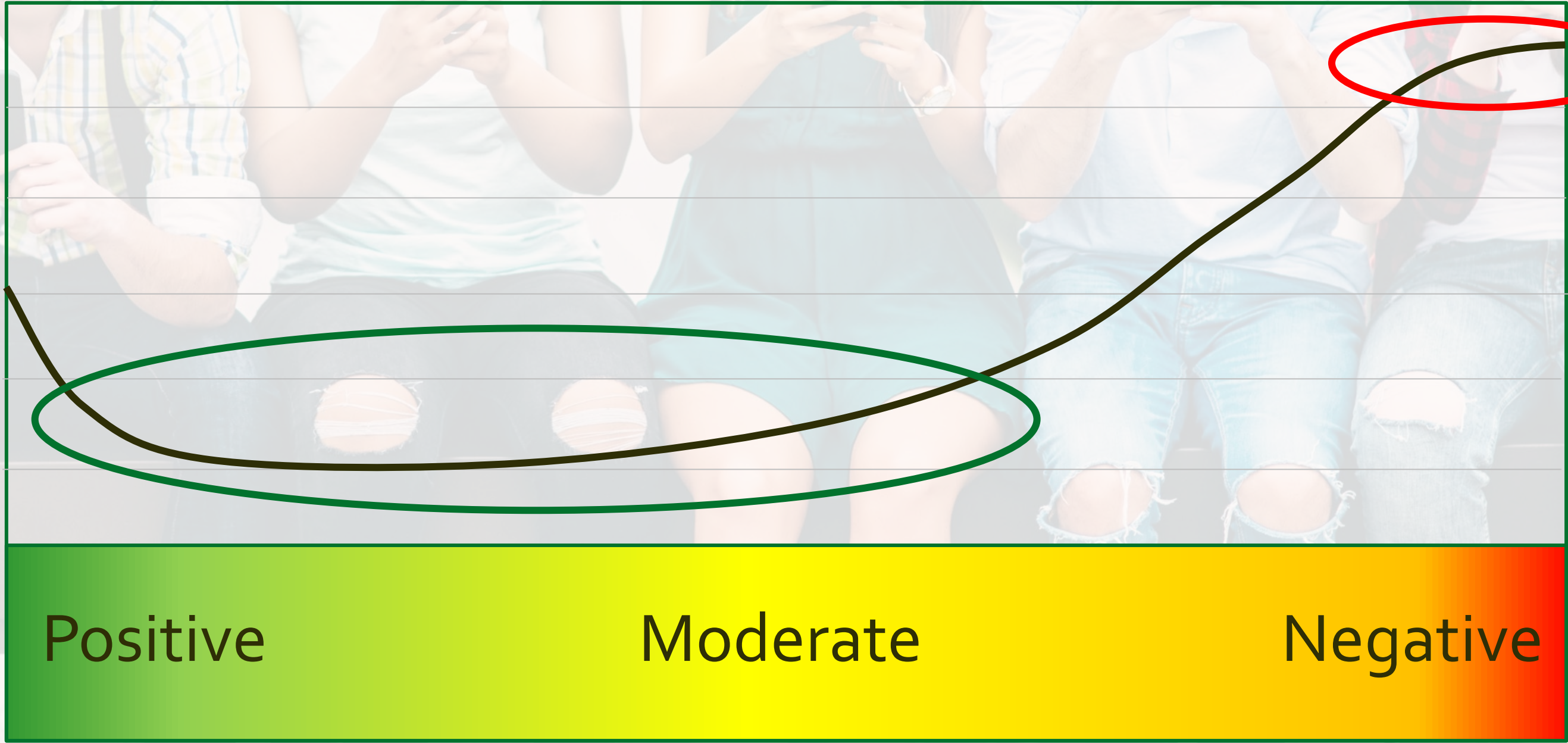
Seeking input from  
unmotivated people





# Attitude vs. Motivation

Level of Motivation



Attitude





2

Seeking input on  
complex choices





3

Uninformed  
input





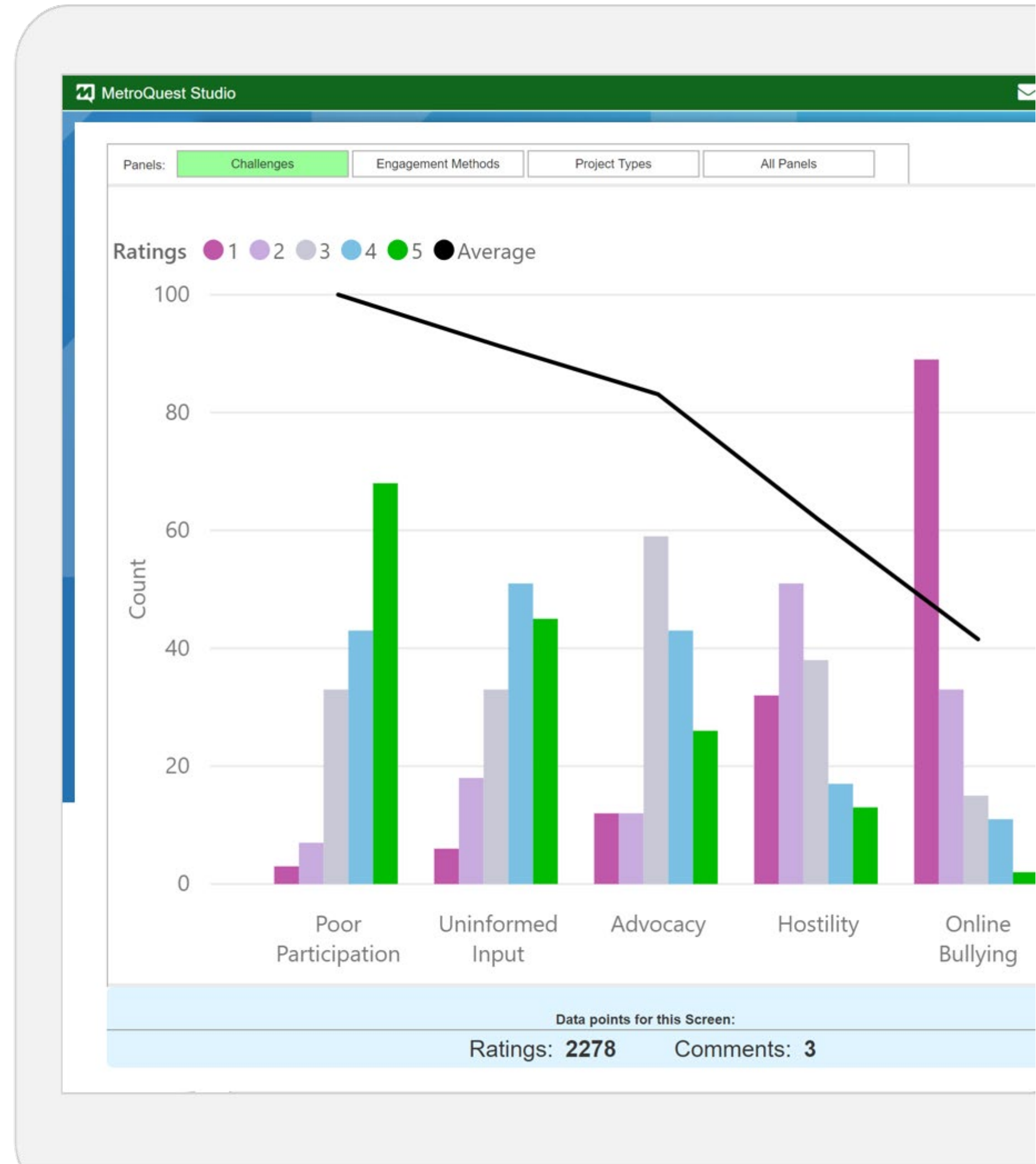
*“Uninformed citizens trying to sway projects in a way they think they want to see.”*

*“Uninformed input spread as fact through Social Media.”*

*“Spread of dis-information. People only like to acknowledge their points of view. All others are wrong. People do not want to hear all sides or all information.”*

*“The public being uniformed at meetings and giving uninformed feedback.”*

*“Engaging people who are interested but may not have time to immerse themselves in a planning effort.”*





4

Limited options  
during pandemic





- Less budget = less resources
- Less time = less organic growth
- Smaller scale = less people
- Niche topics = narrow interest



Why smaller projects are tough







*Part 2:*

# Optimizing surveys for actionable results







Art



Science







Make it fun &  
compelling

Educate about  
complex choices



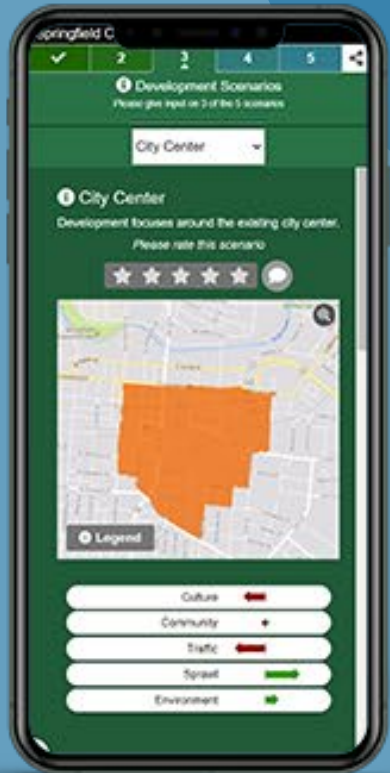
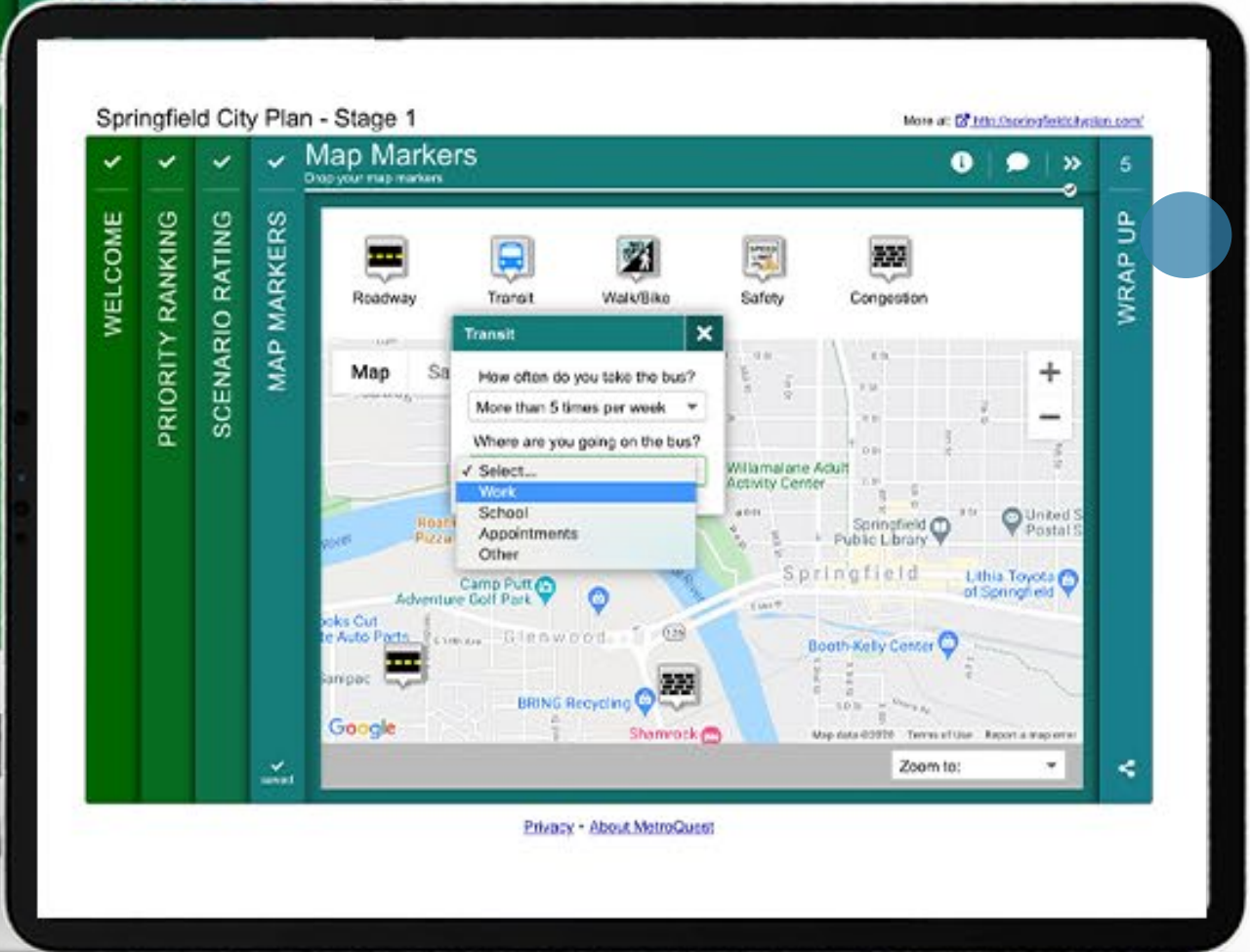
Collect actionable  
input

Keep it easy &  
short



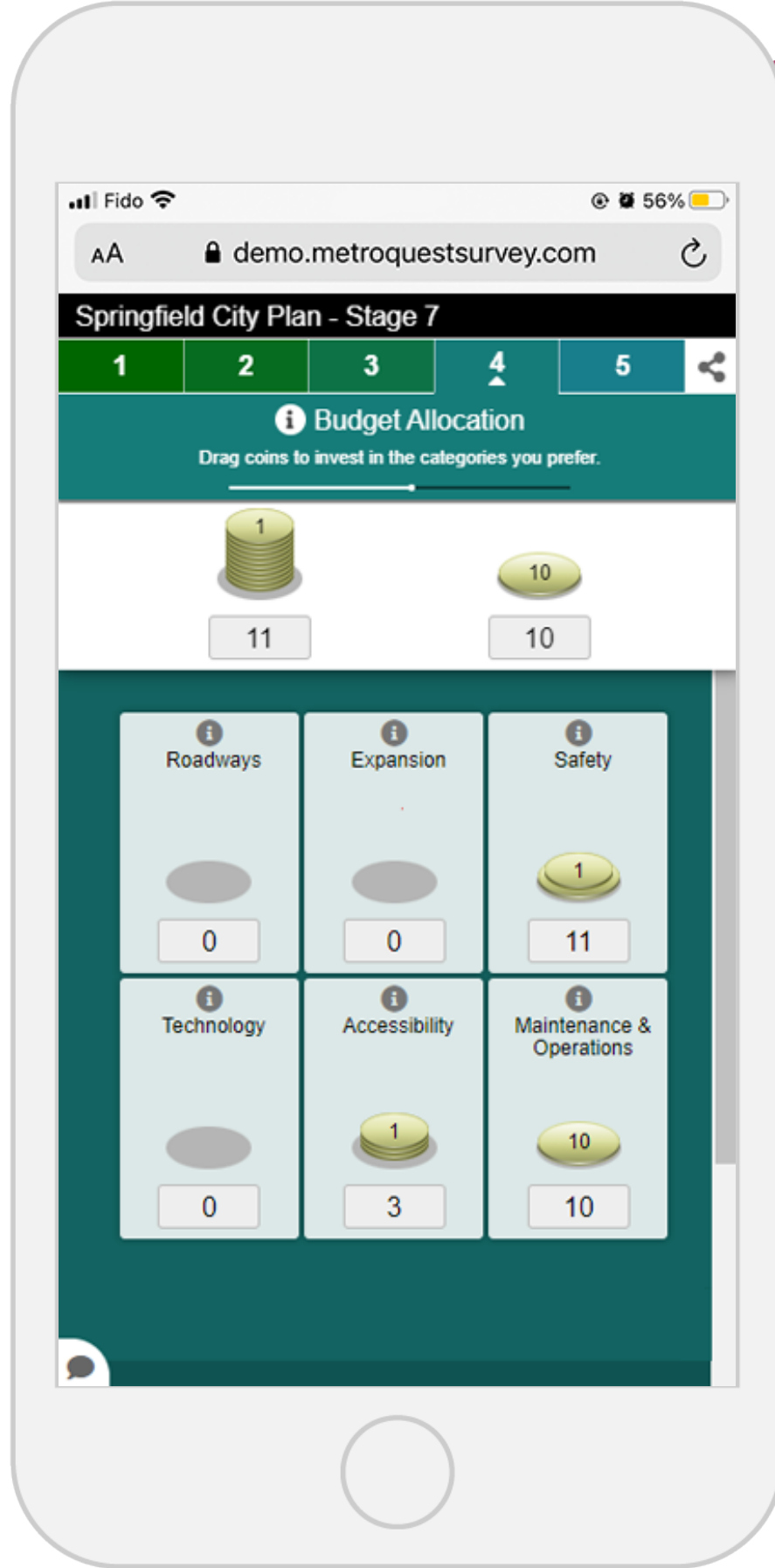
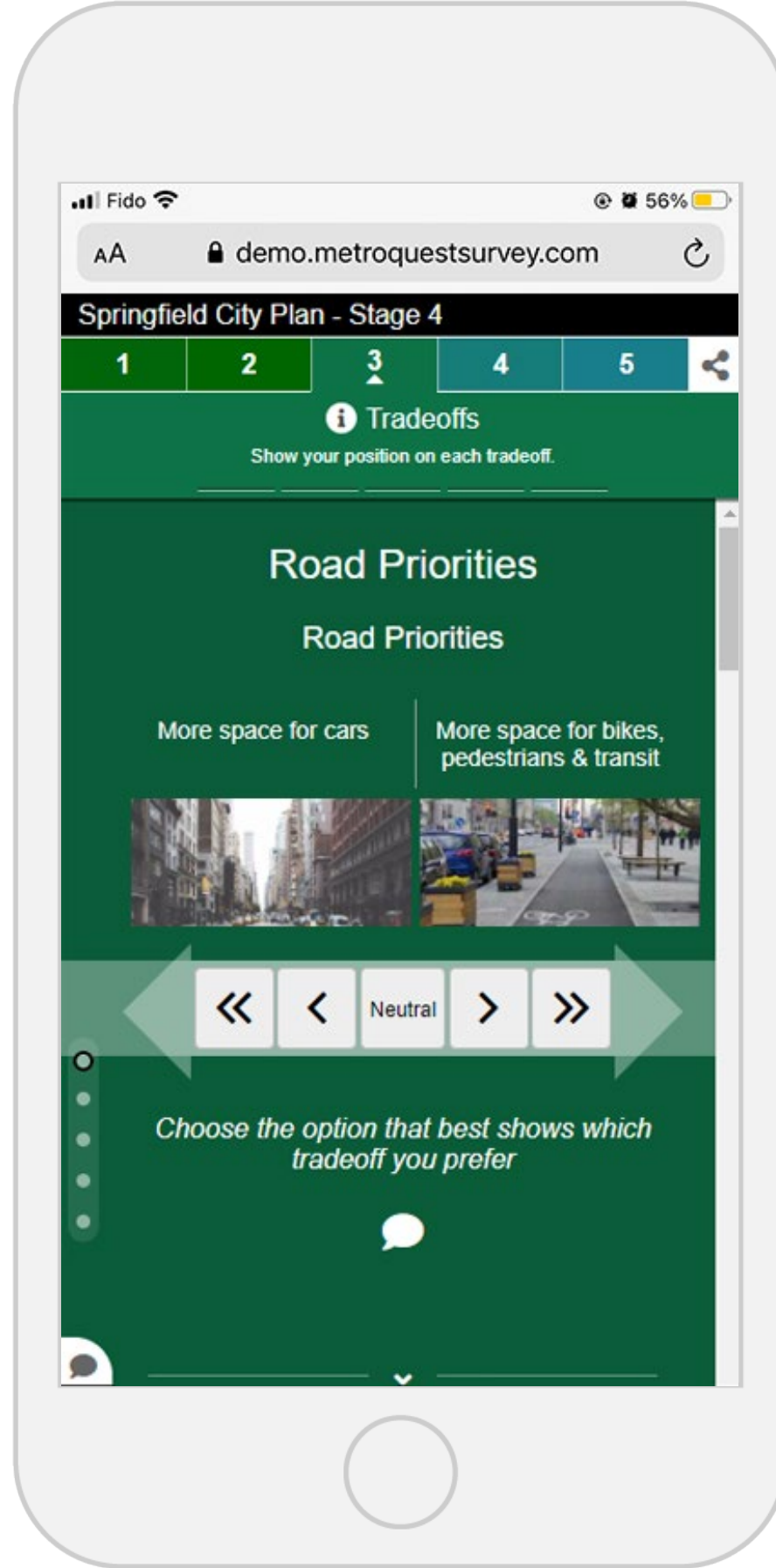
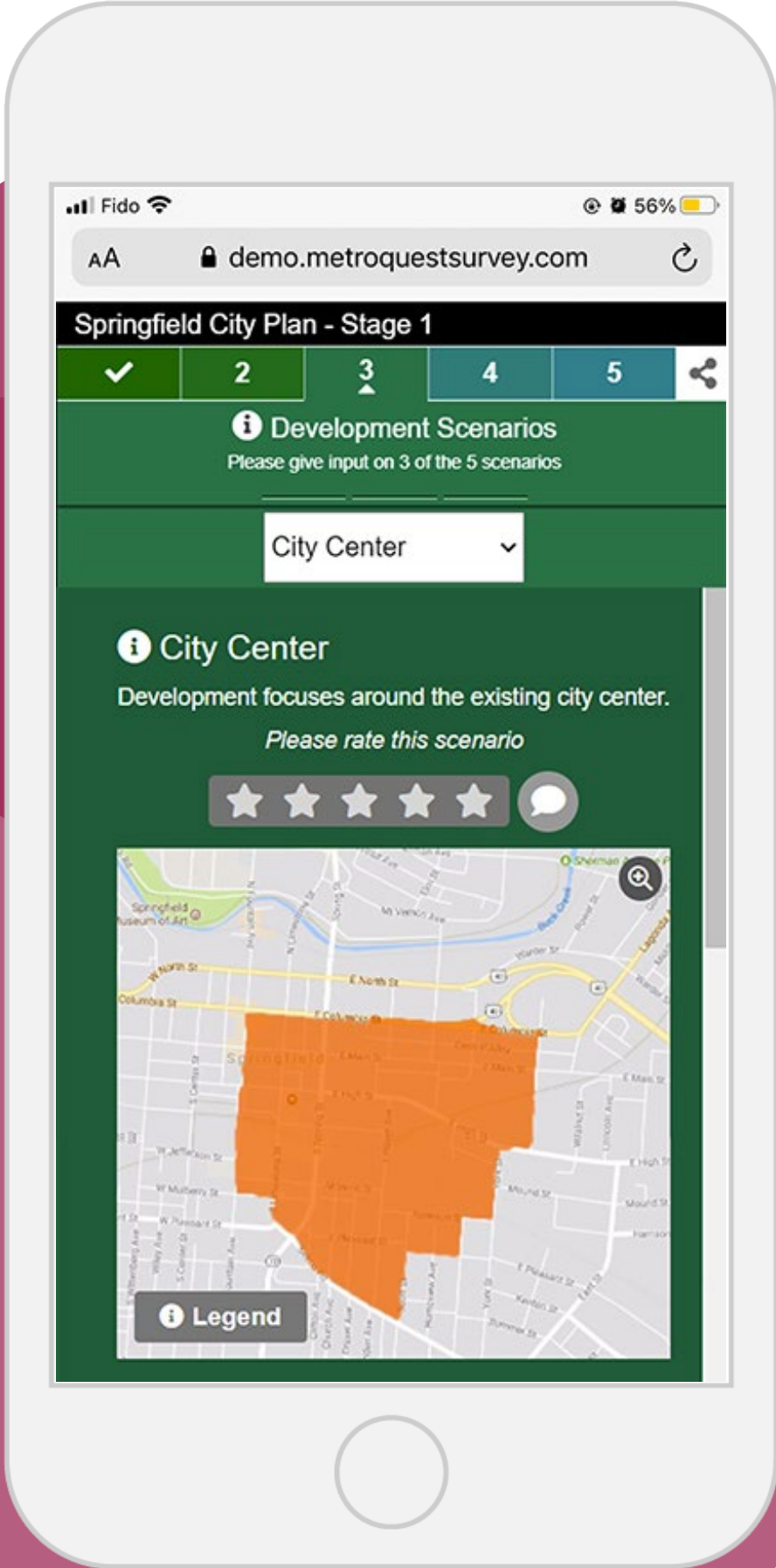


# Be multi-channel





# Delightful mobile experience





Make it fun and easy





# Create effective questions

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# Offer privacy & convenience

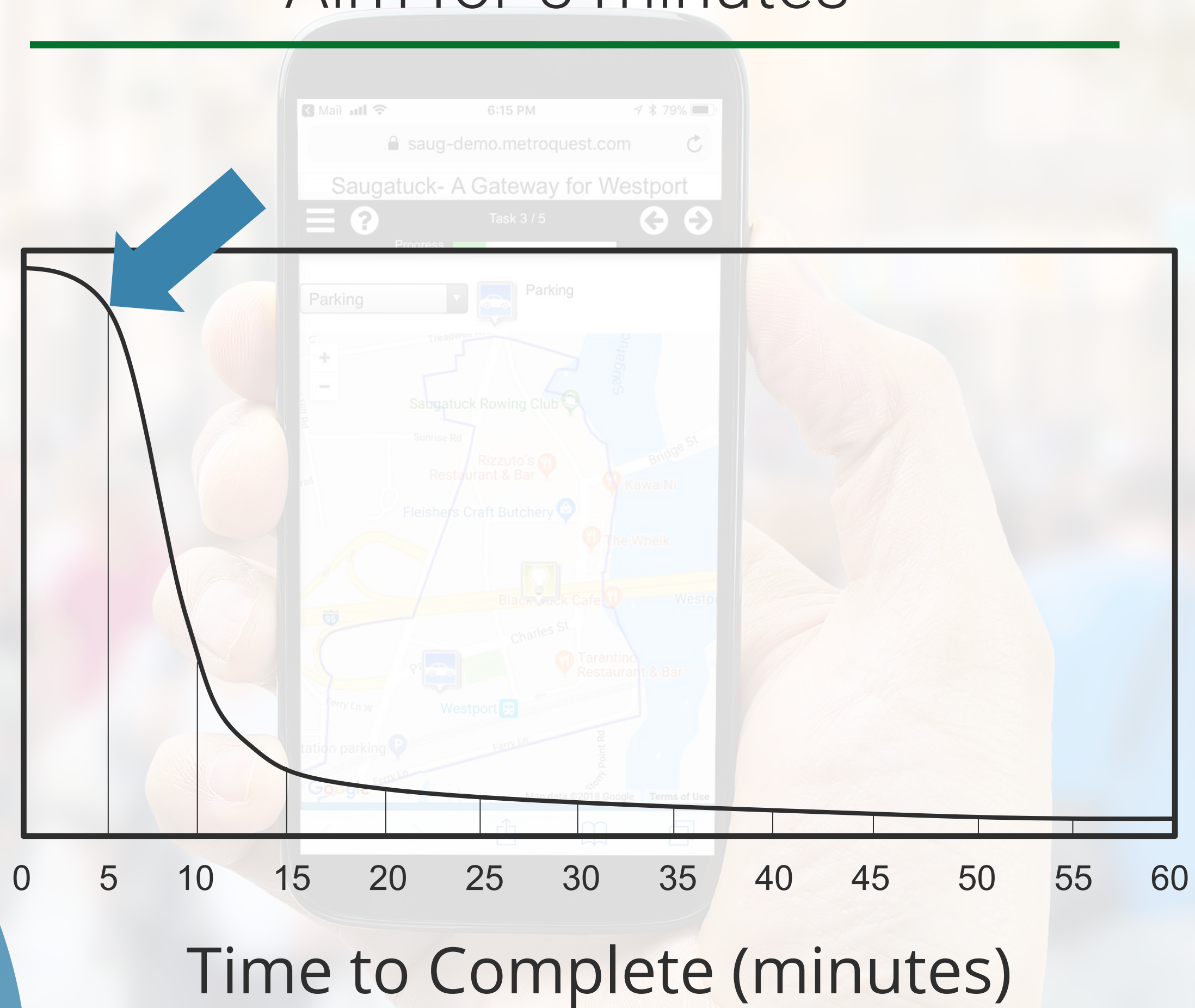
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Aim for 5 minutes

Participants



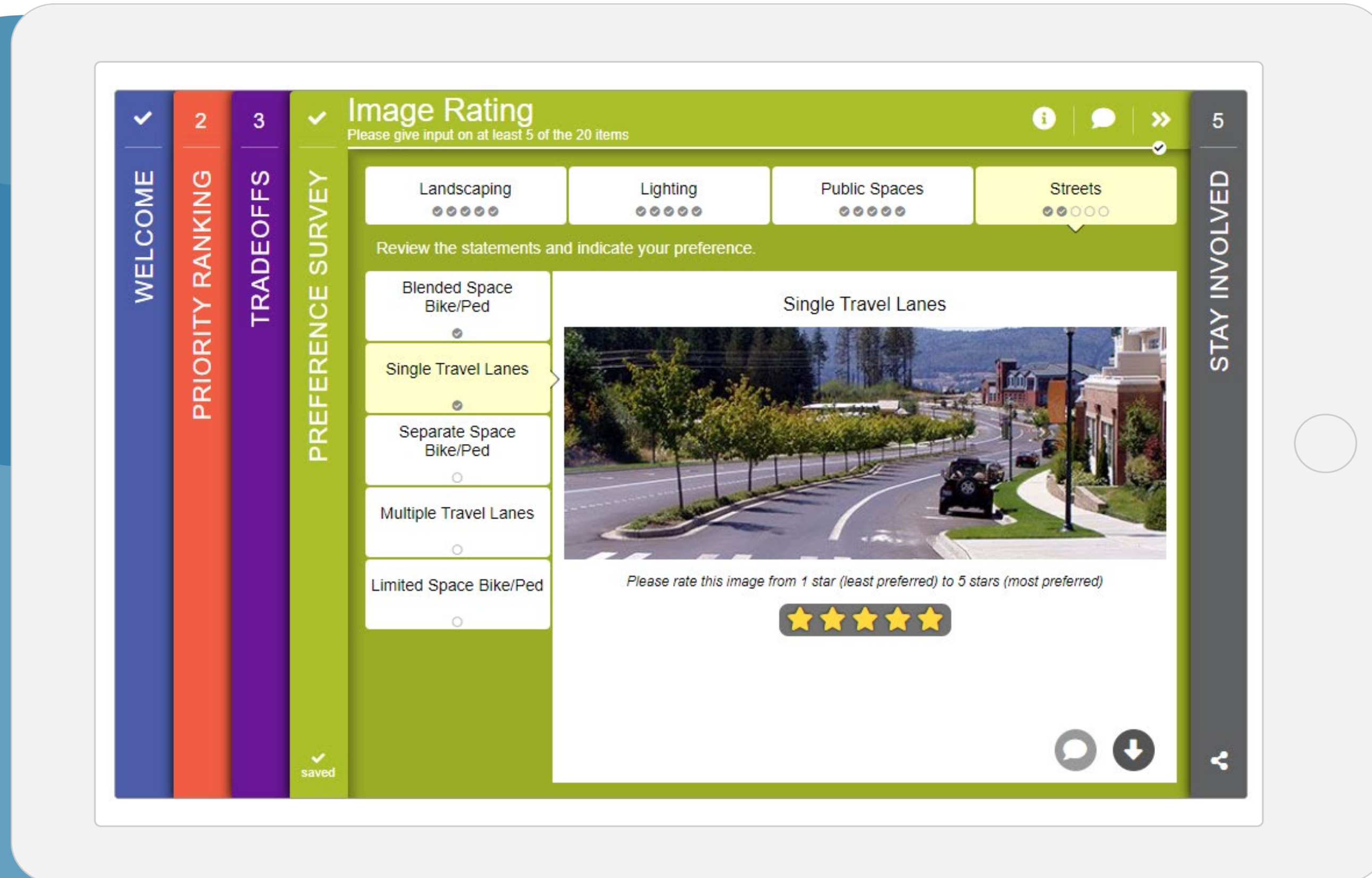


# More visual, less text



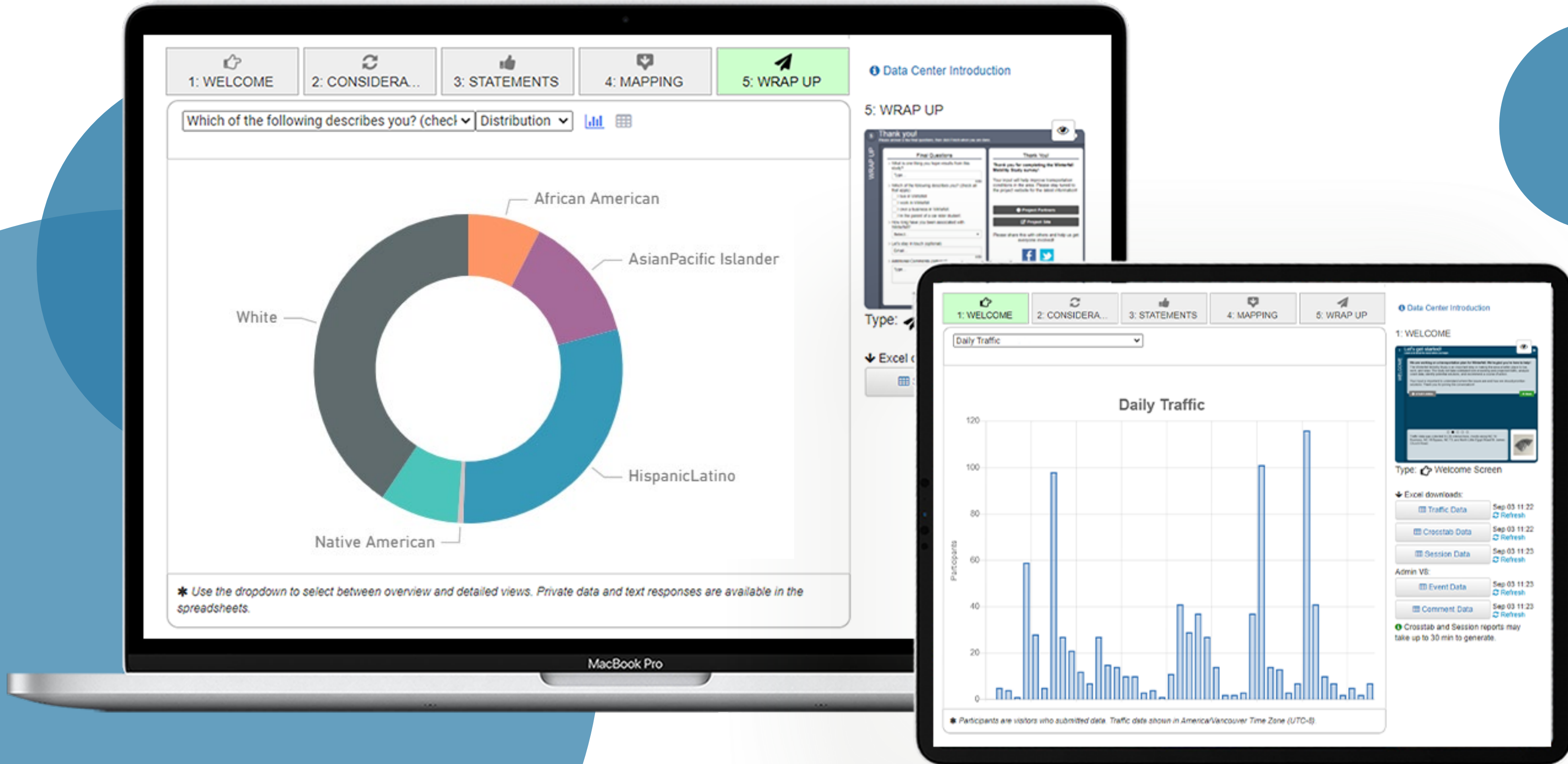


# Blend quantitative & qualitative





# Monitor and target





# Partner with community groups

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# Social media - amplify promotions

**Metro Los Angeles** August 28, 2018 ·  
Virtually prioritize bus service budget, choose trade-offs and identify frequent destinations on a movable map. The tool is available until Oct. 2



THESOURCE.METRO.NET

NextGen Bus Study introduces online engagement tool

25

Like

Comment

Share



MYBUS.METRO.NET  
Metro Los Angeles

Learn More

Hispanic senior women

Summary

Usage

History

**Audience Name**

Hispanic senior women

**Size**

54,000

**Type**

Saved Audience

**Created**

—

**Last Updated**

—

**Saved Audience Details**

Location - Living In: United States: Los Angeles County California

Age: 60 - 65+

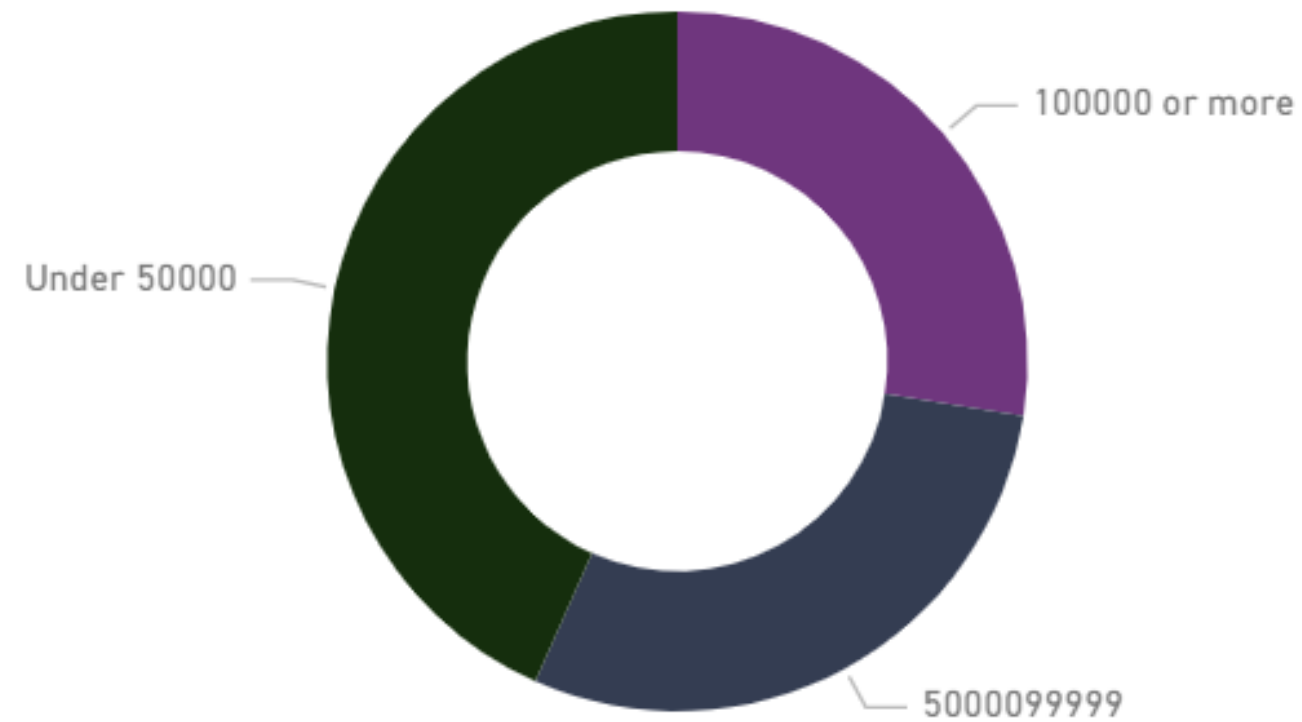
Gender: Female

Language: Spanish or Spanish (Spain)

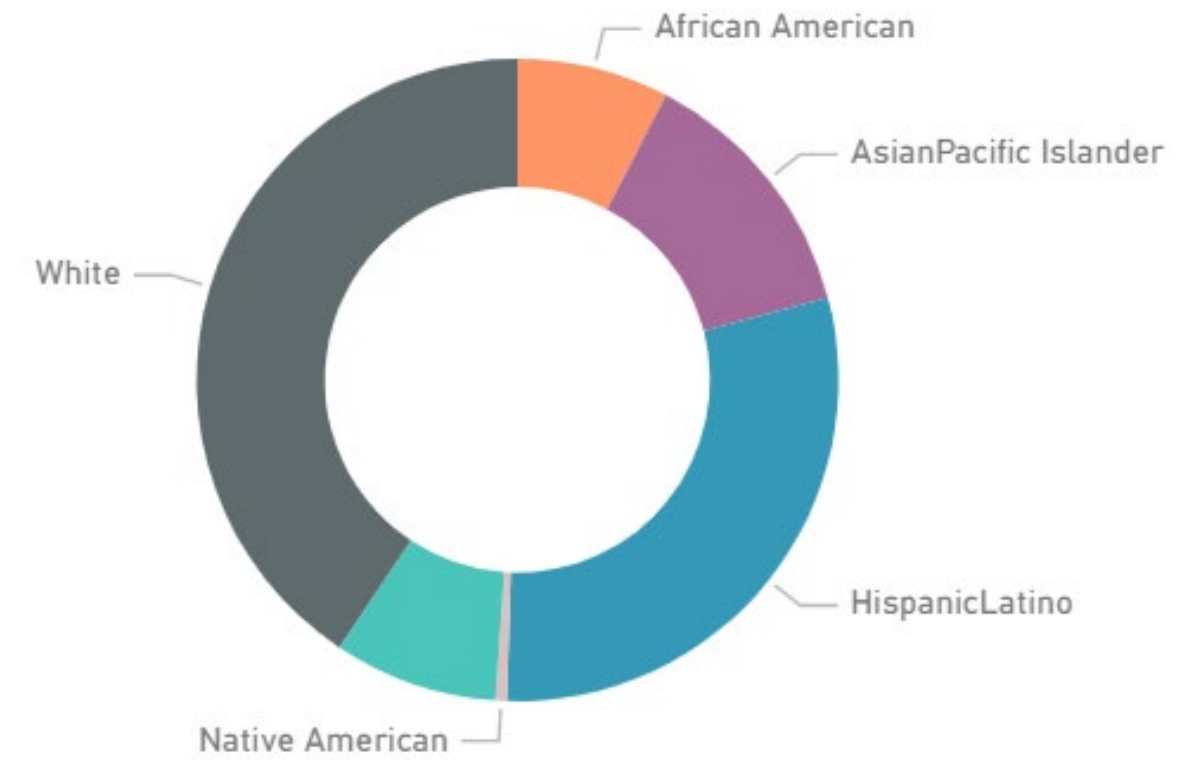
People Who Match: Interests: Hispanic culture or Public transport



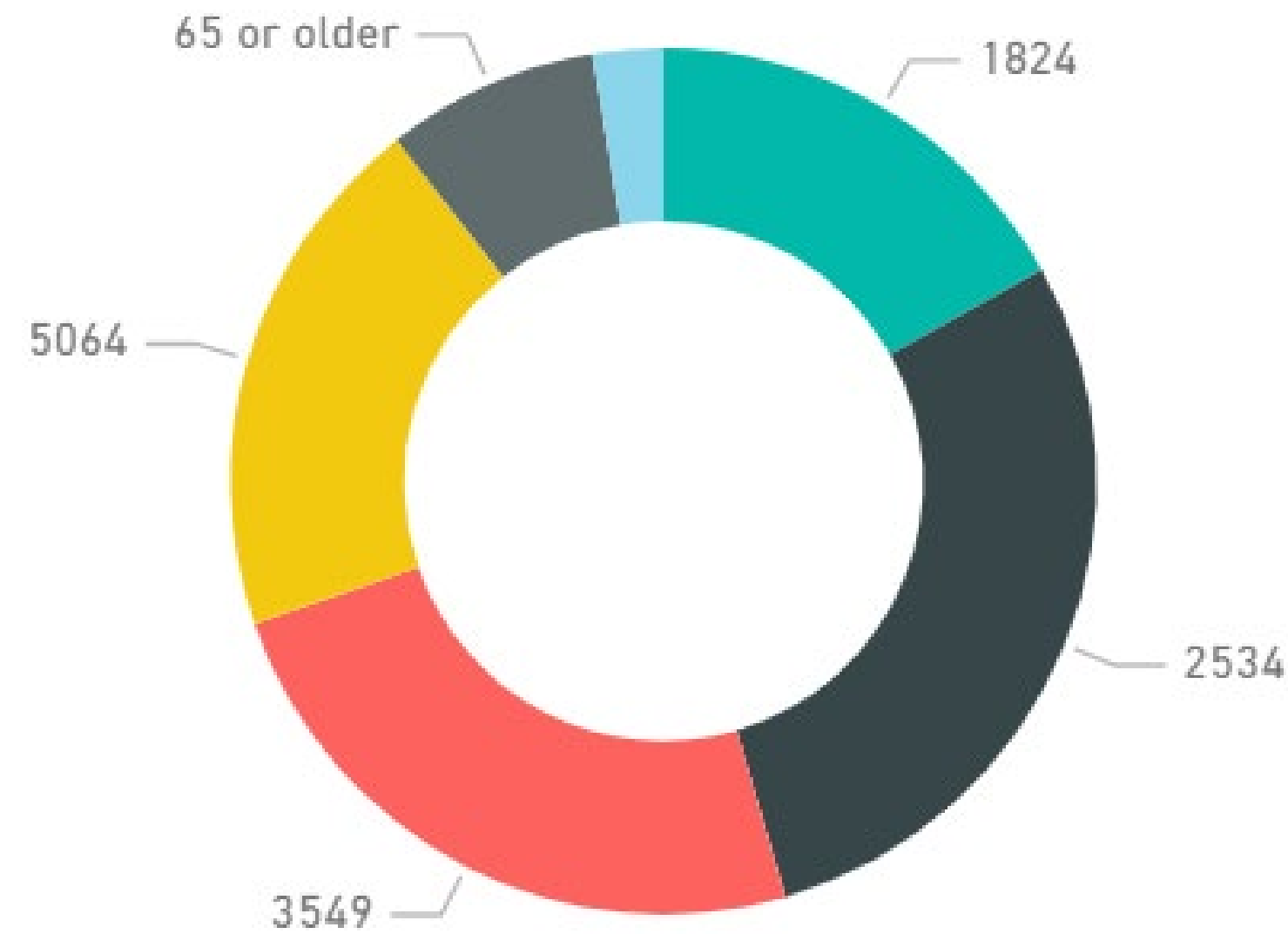
# All income levels



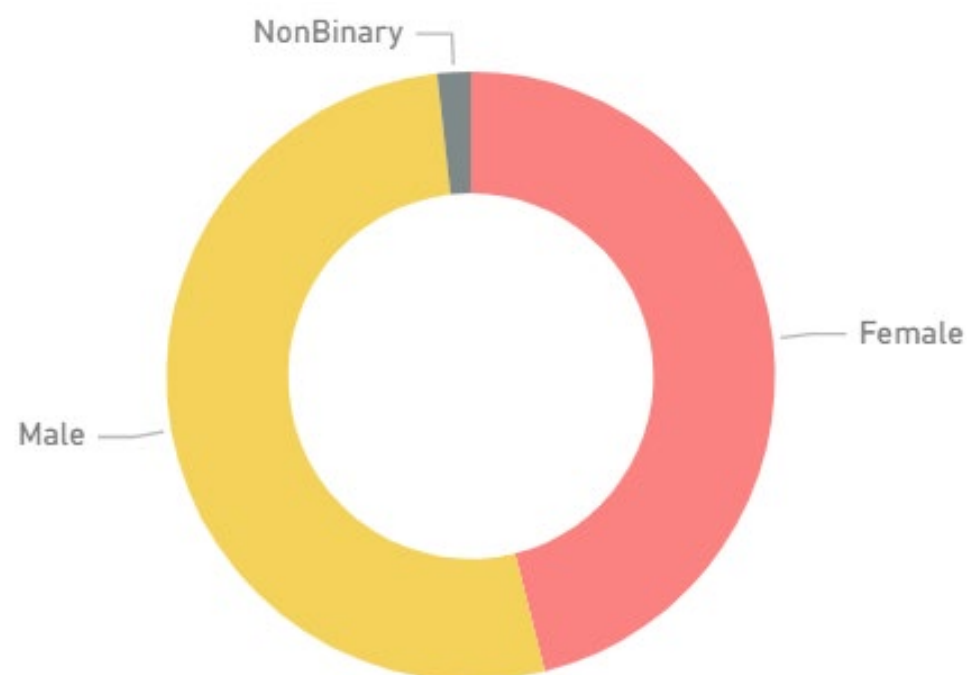
# All ethnicities



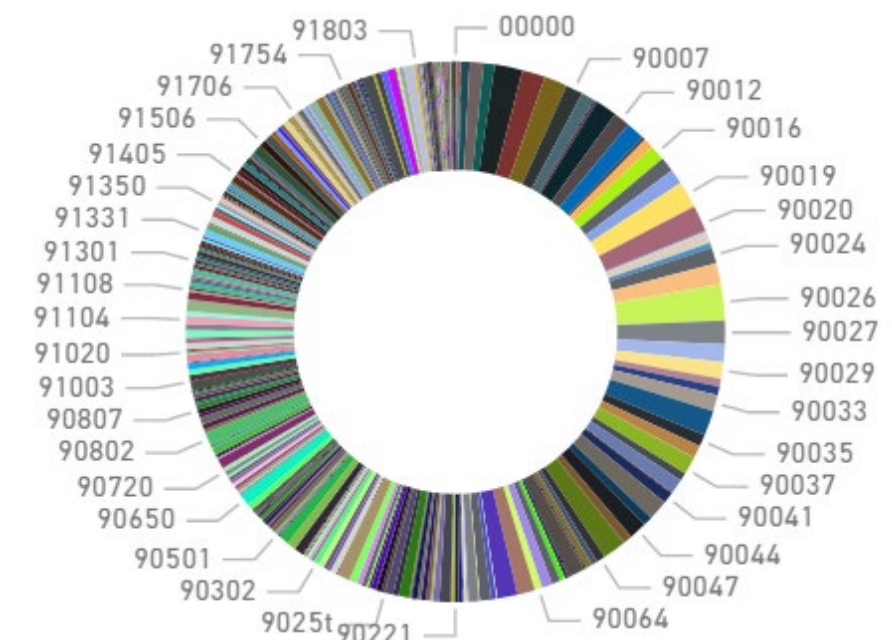
# All ages



# Gender balanced



# All zip codes





# Mine results for actionable data







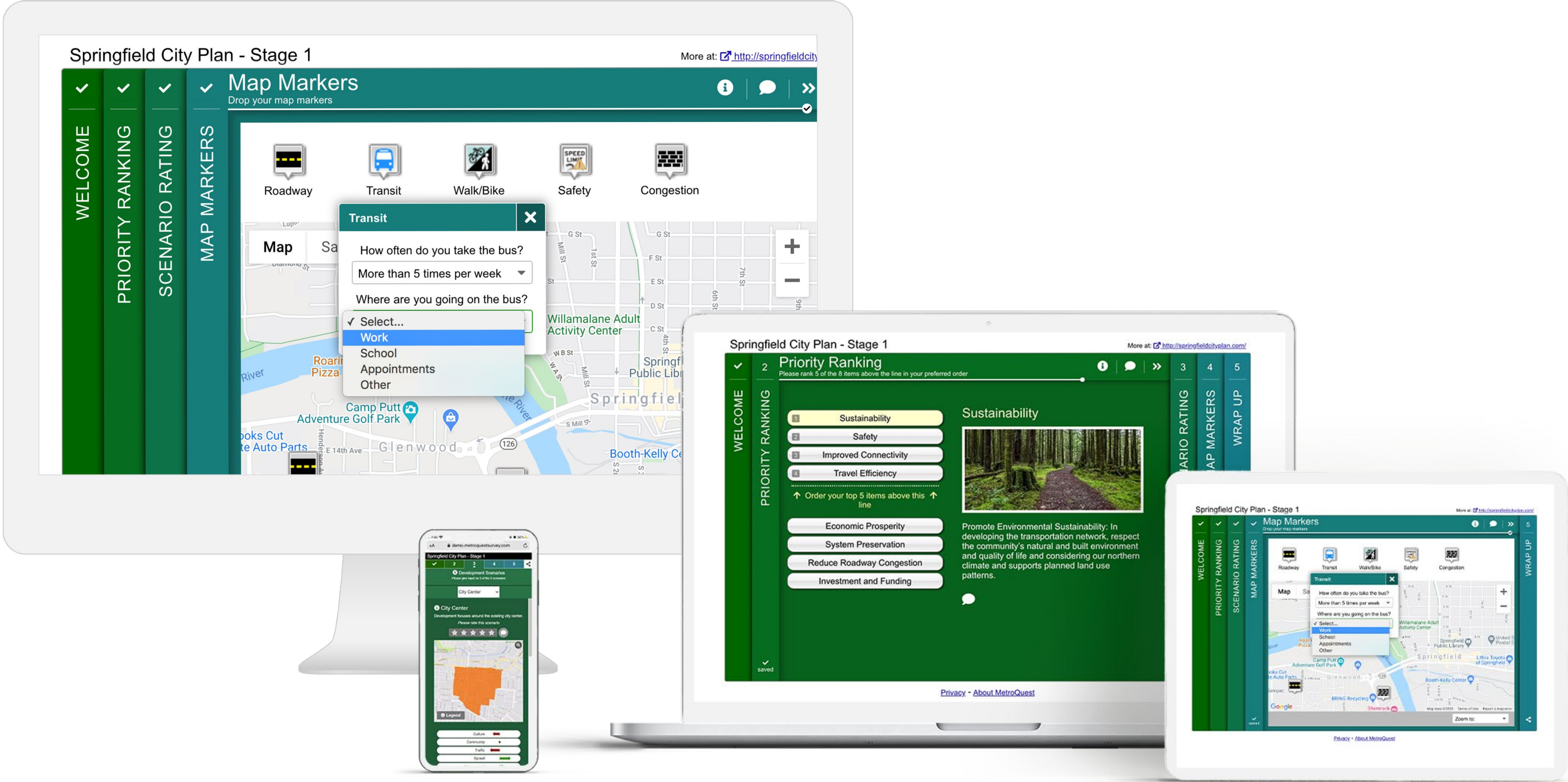
*Part 3:*

# Showcasing great surveys for small scale plans





# A 60 second intro to MetroQuest





# MetroQuest has templates optimized for planning

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Pick 5 screens for any survey & add your content





# Gamify public engagement

Springfield City Plan - Stage 7

More at: <http://springfieldcityplan.com/>

1 2 3 4 5

WELCOME PRIORITY RANKING SCENARIO RATING BUDGET ALLOCATION WRAP UP

### Budget Allocation

Drag coins to invest in the categories you prefer.

The project's budget is about \$1 billion/year. For every \$100 of the budget, about \$55 is allocated to specific investments (silver coins). How would you spend the remaining \$45 (gold coins)?

Roadways	Expansion
Technology	Accessibility

14 0 1 10 1 3 1 3

saved

Springfield City Plan - Stage 1

More at: <http://springfieldcityplan.com/>

1 2 3 4 5

WELCOME PRIORITY RANKING SCENARIO RATING MAP MARKERS WRAP UP

### Map Markers

Drop your map markers

Roadway Transit Walk/Bike Safety Congestion

Map Satellite

Transit

How often do you take the bus?  
3 to 5 times per week

Where are you going on the bus?  
Work

Submit

Zoom to:







# Thank you for sharing your great surveys

## State Agencies



## Local Agencies



## Consulting Firms





# Top public engagement goals

- ✓ Critical mass
- ✓ Diversity

- ✓ Informed input
- ✓ Quantifiable results

Improved decision making & greater public support



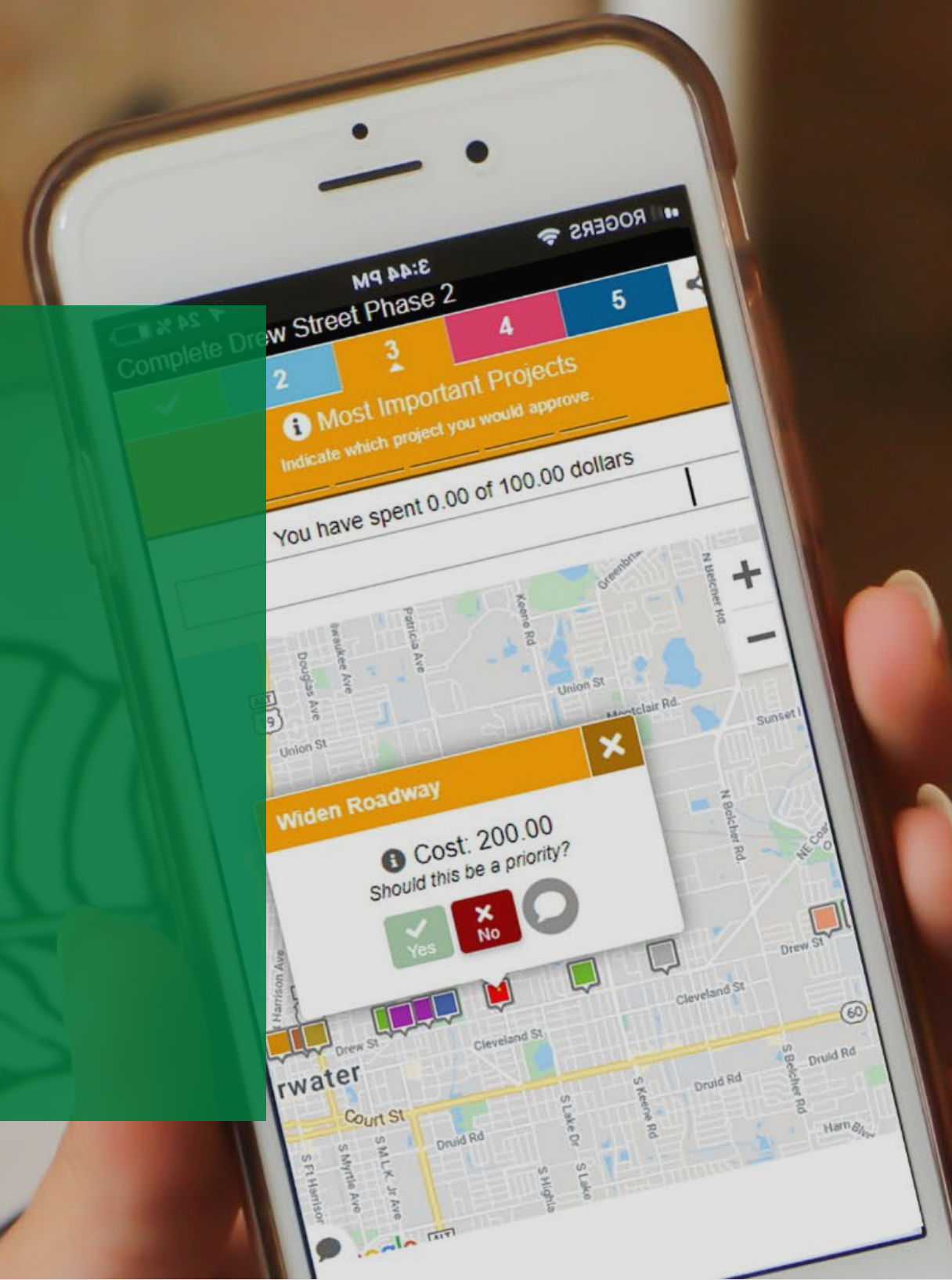


**POLL** How many outreach projects does your organization conduct annually?





**POLL** What types of projects are coming up for you?







**POLL** What additional information would be helpful from MetroQuest?





# Questions?

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Dave Biggs

Chief Engagement Officer

MetroQuest





Thank you for participating!

AICP CM: <https://planning.org/events/course/9212526/>

