











Dave Biggs
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MetroQuest





20 years of best practices research















U.S. Department of Transportation

Federal Highway Administration



Association of Metropolitan Planning Organizations











Improved decision making & greater public support



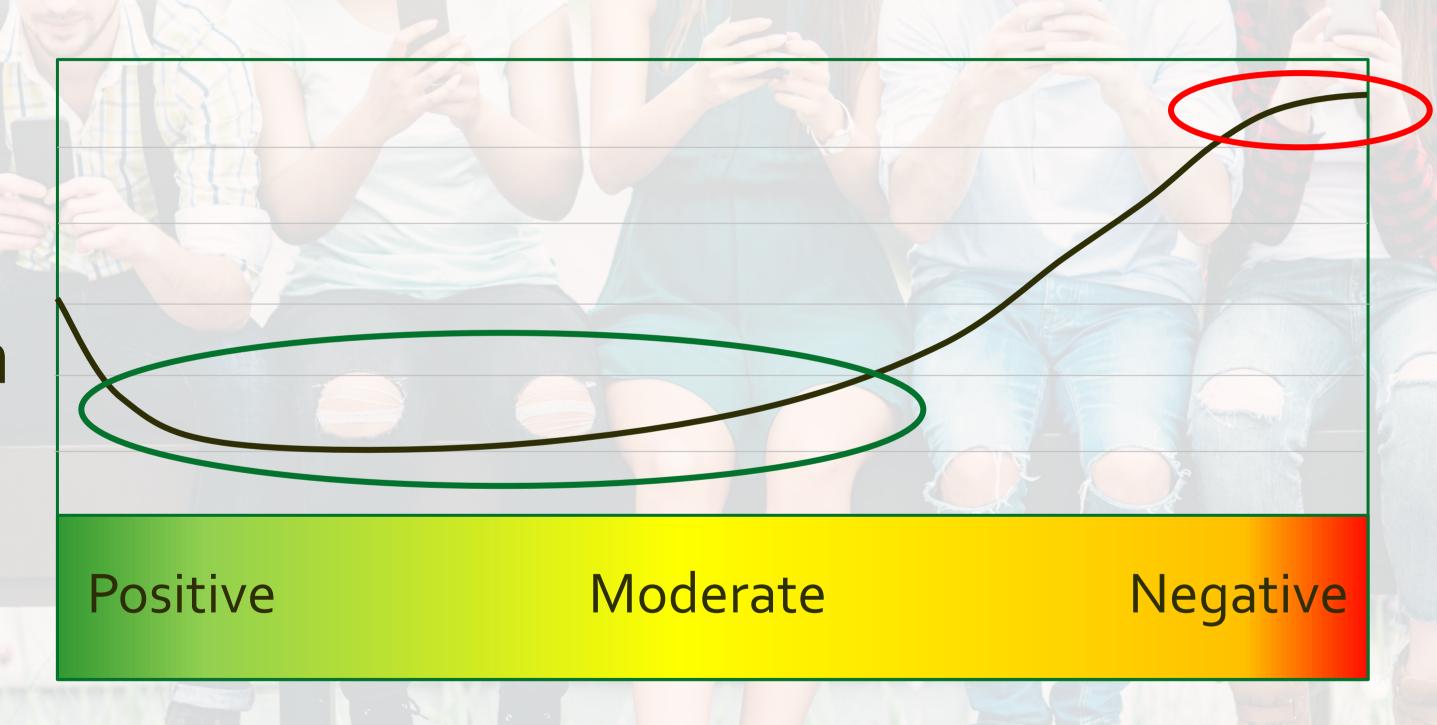
1

Seeking input from unmotivated people



Attitude vs. Motivation

Level of Motivation



Attitude



2

Seeking input on complex choices





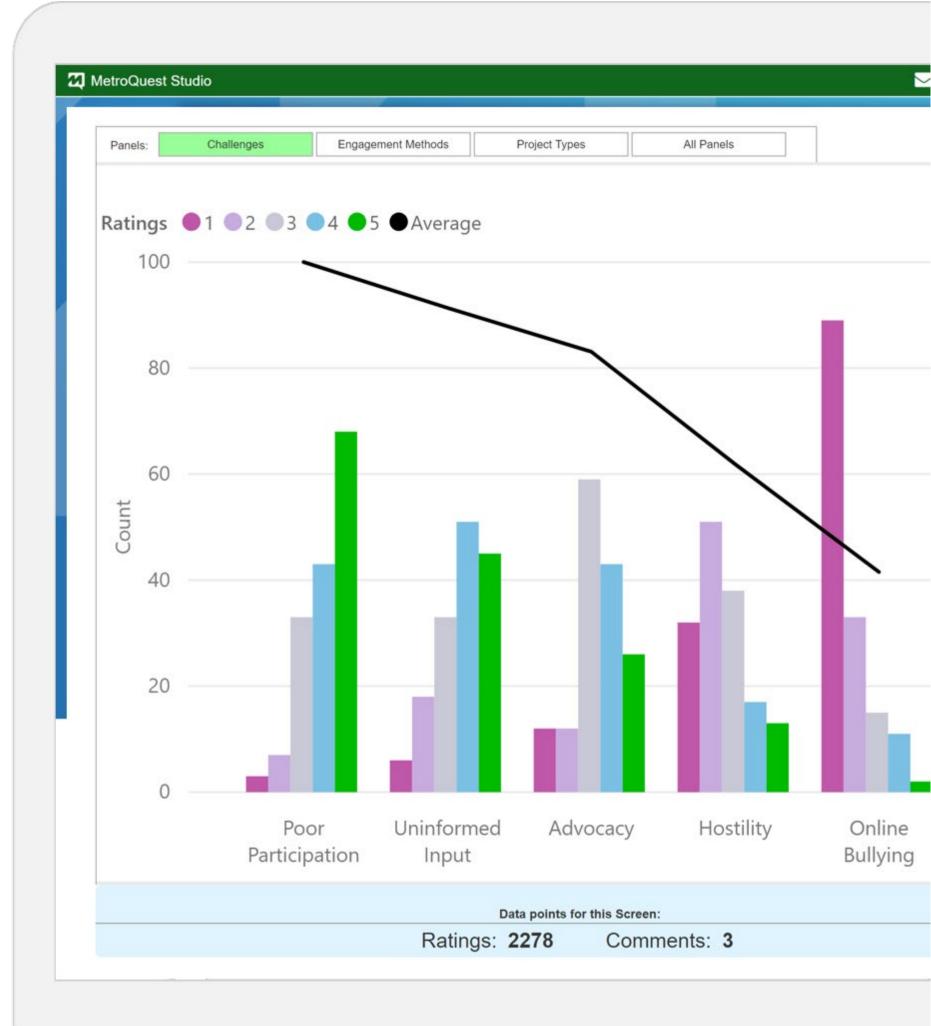
"Uninformed citizens trying to sway projects in a way they think they want to see."

"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."

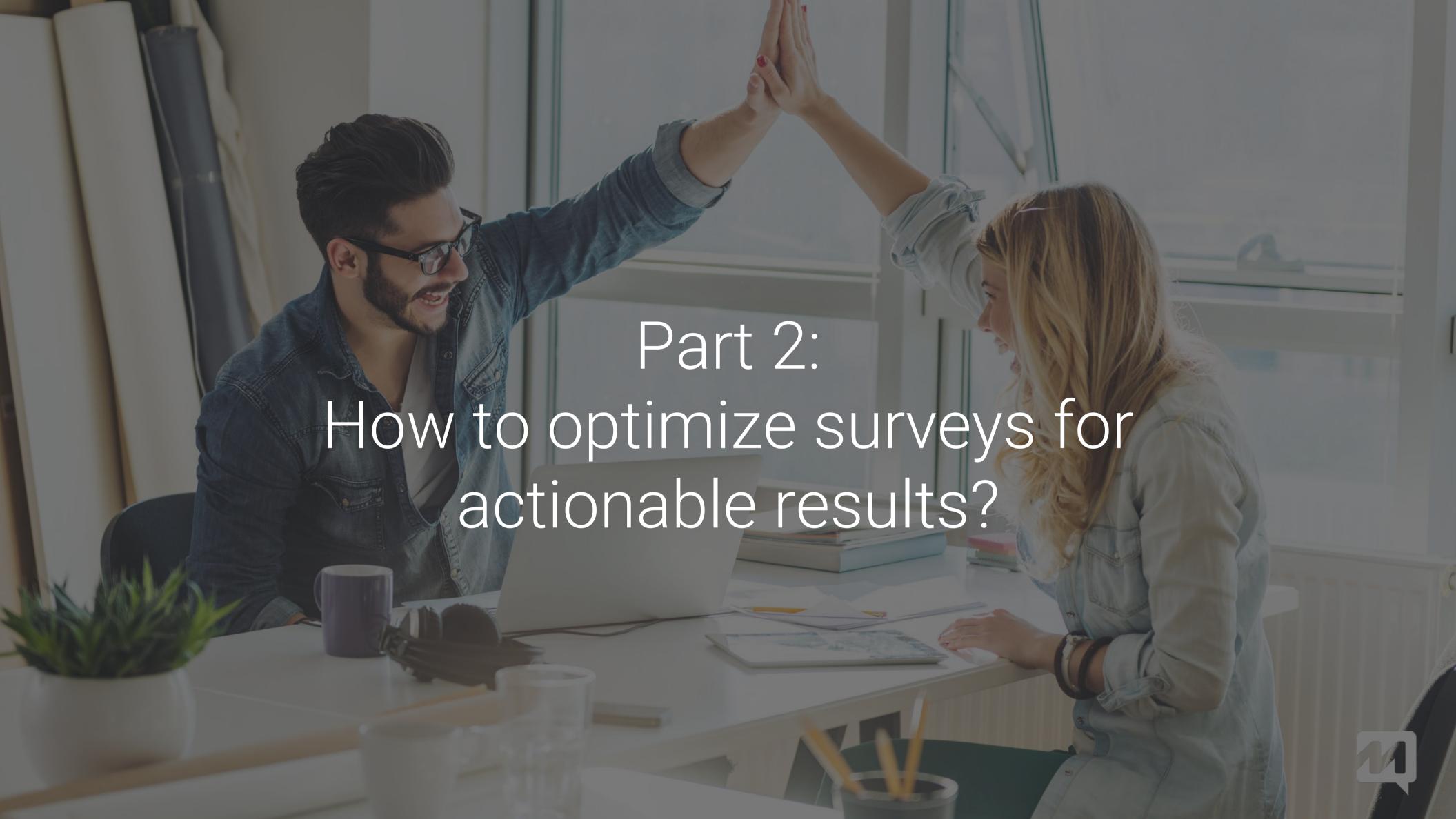
"Engaging people who are interested but may not have time to immerse themselves in a planning effort."



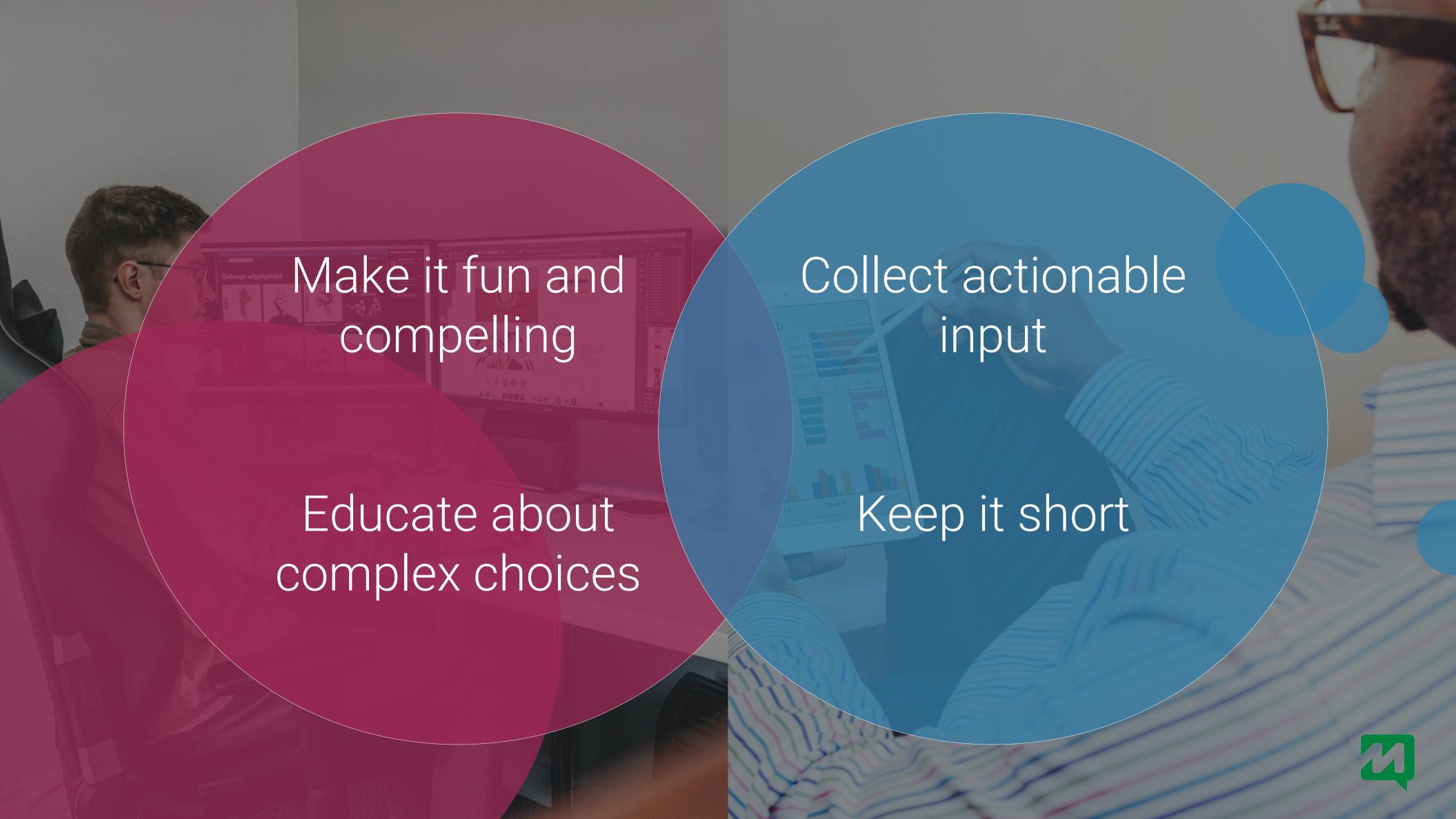
4

Limited options
during pandemic







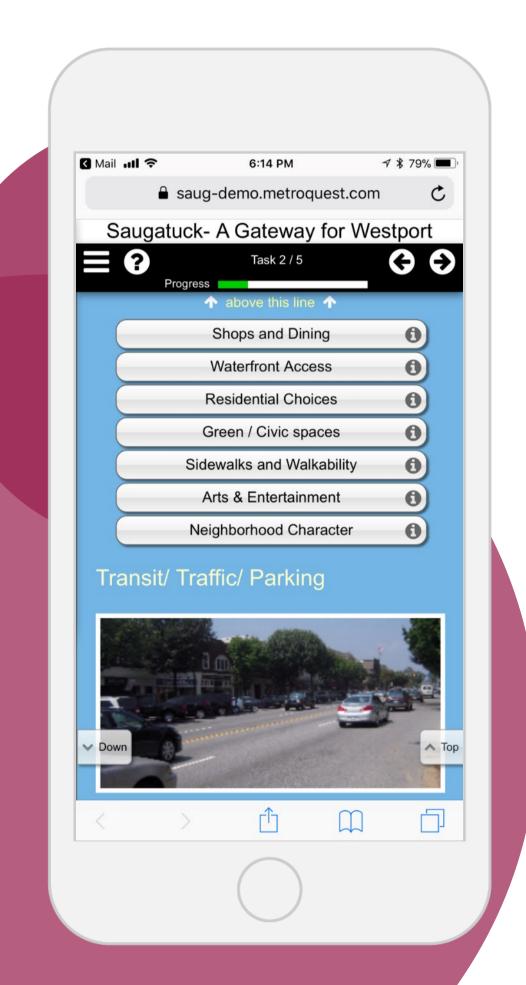


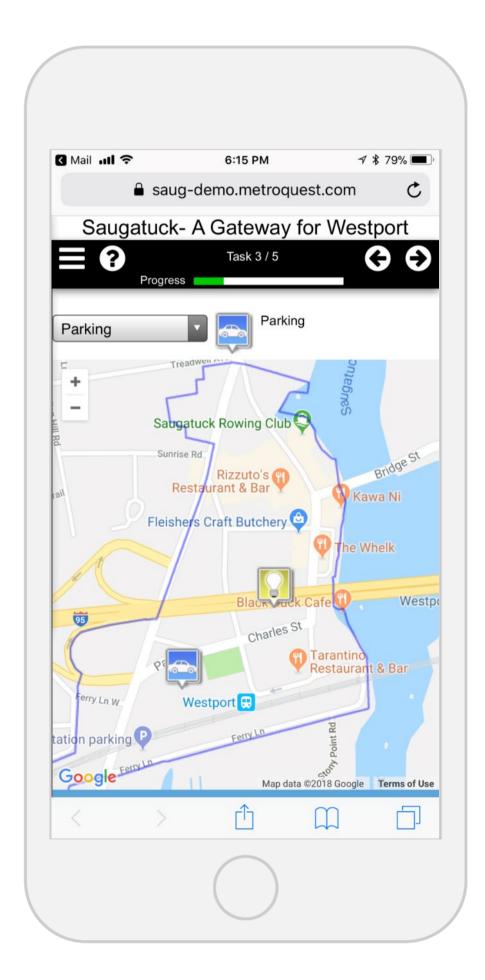
Be multi-channel

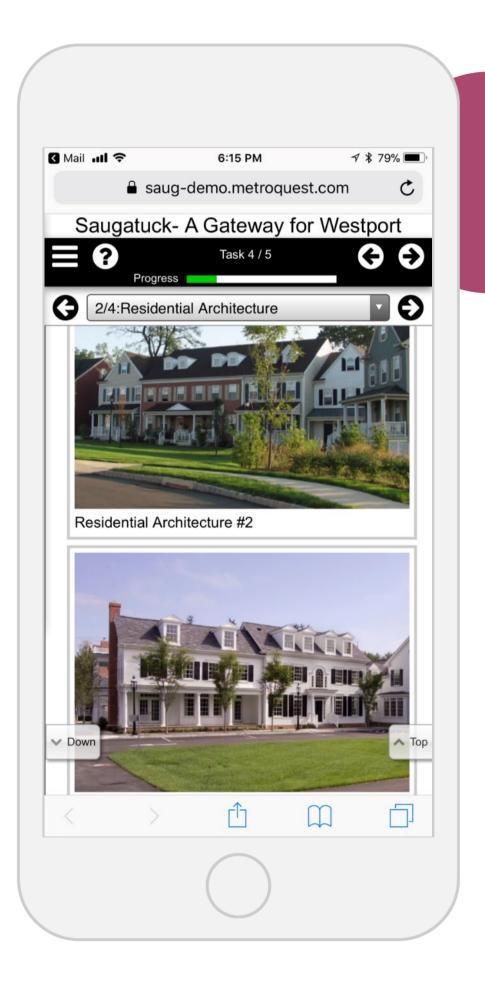




Delightful mobile experience









Make it fun and easy



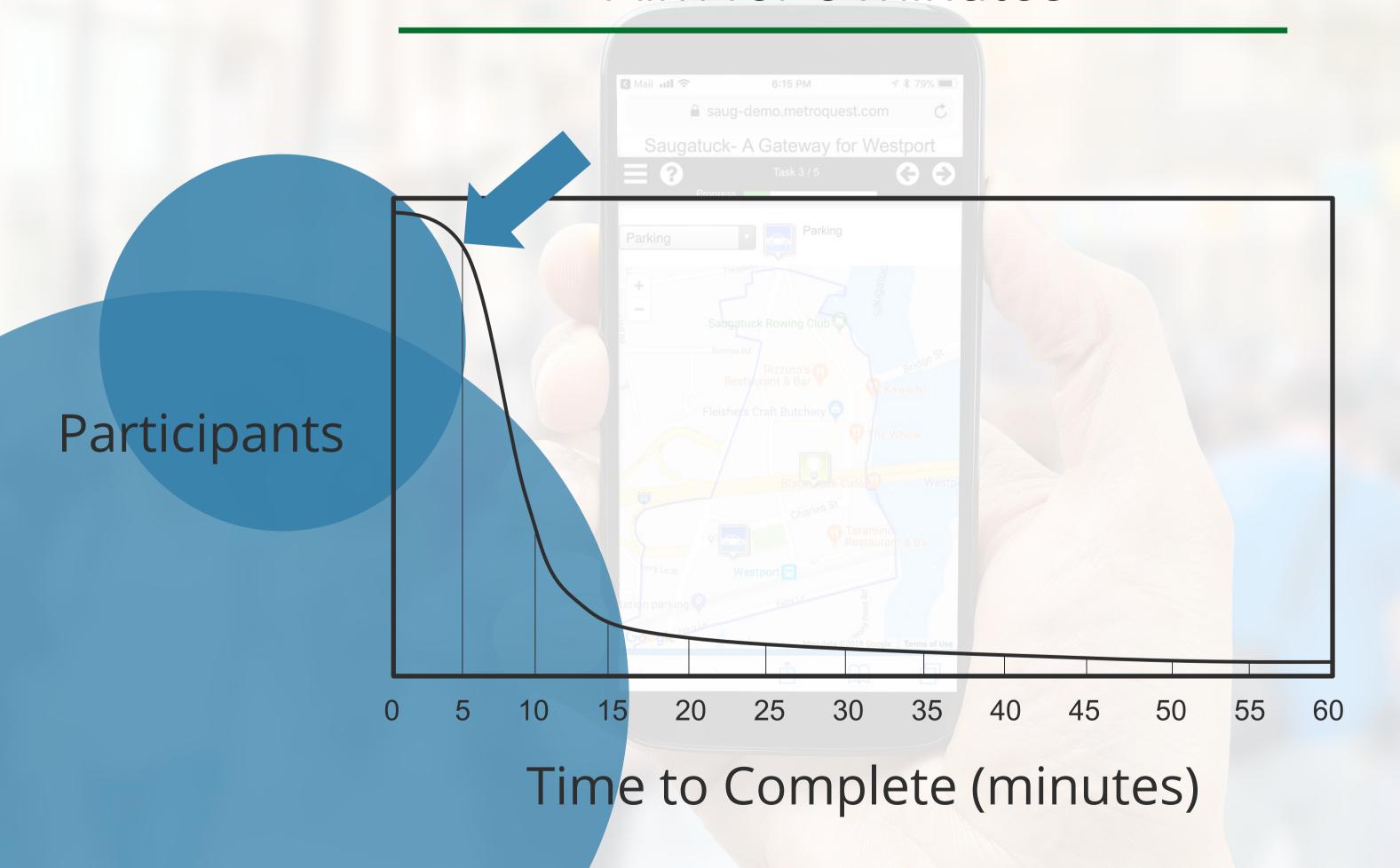
Create effective questions



Offer privacy & convenience



Aim for 5 minutes

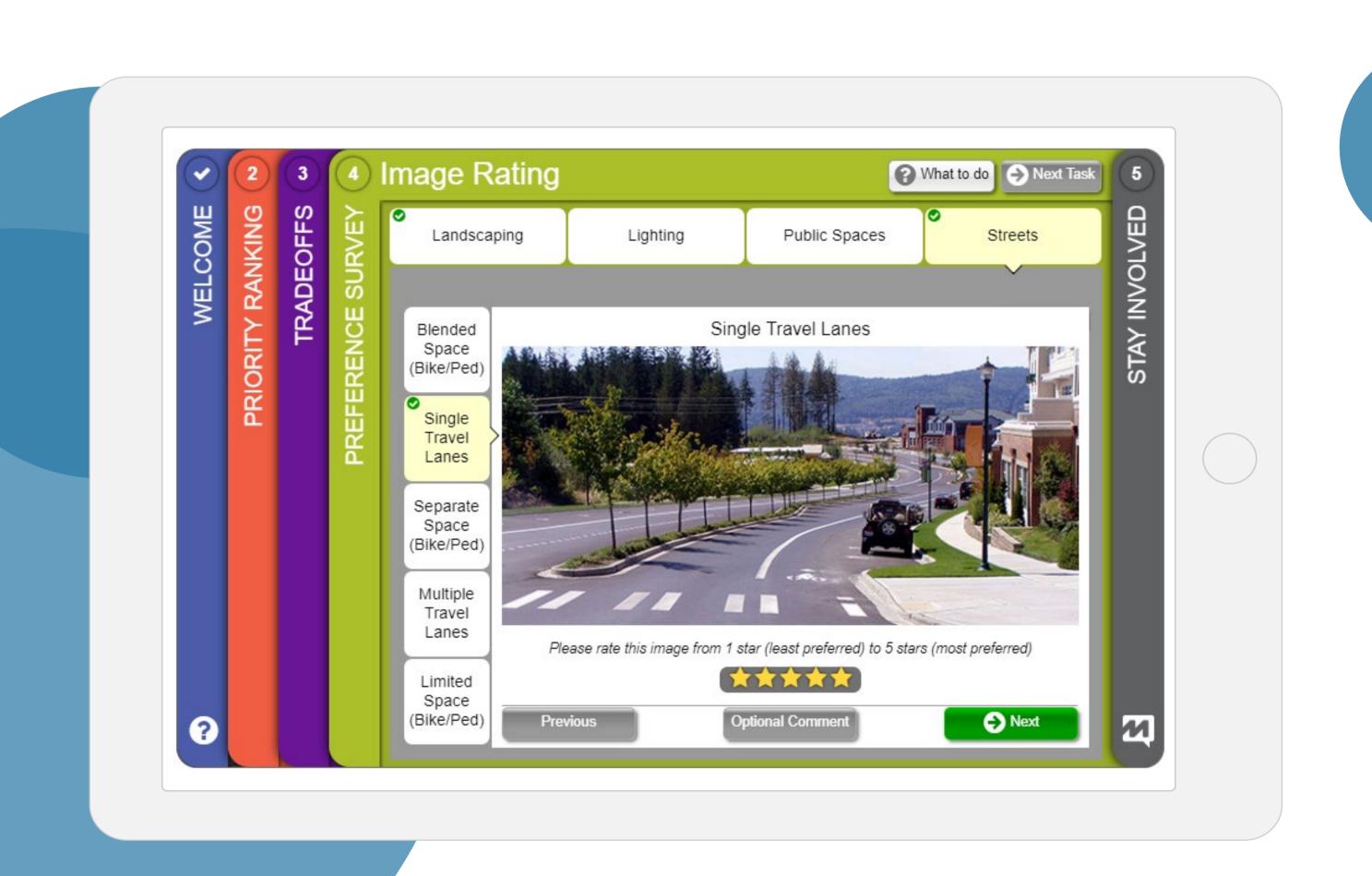




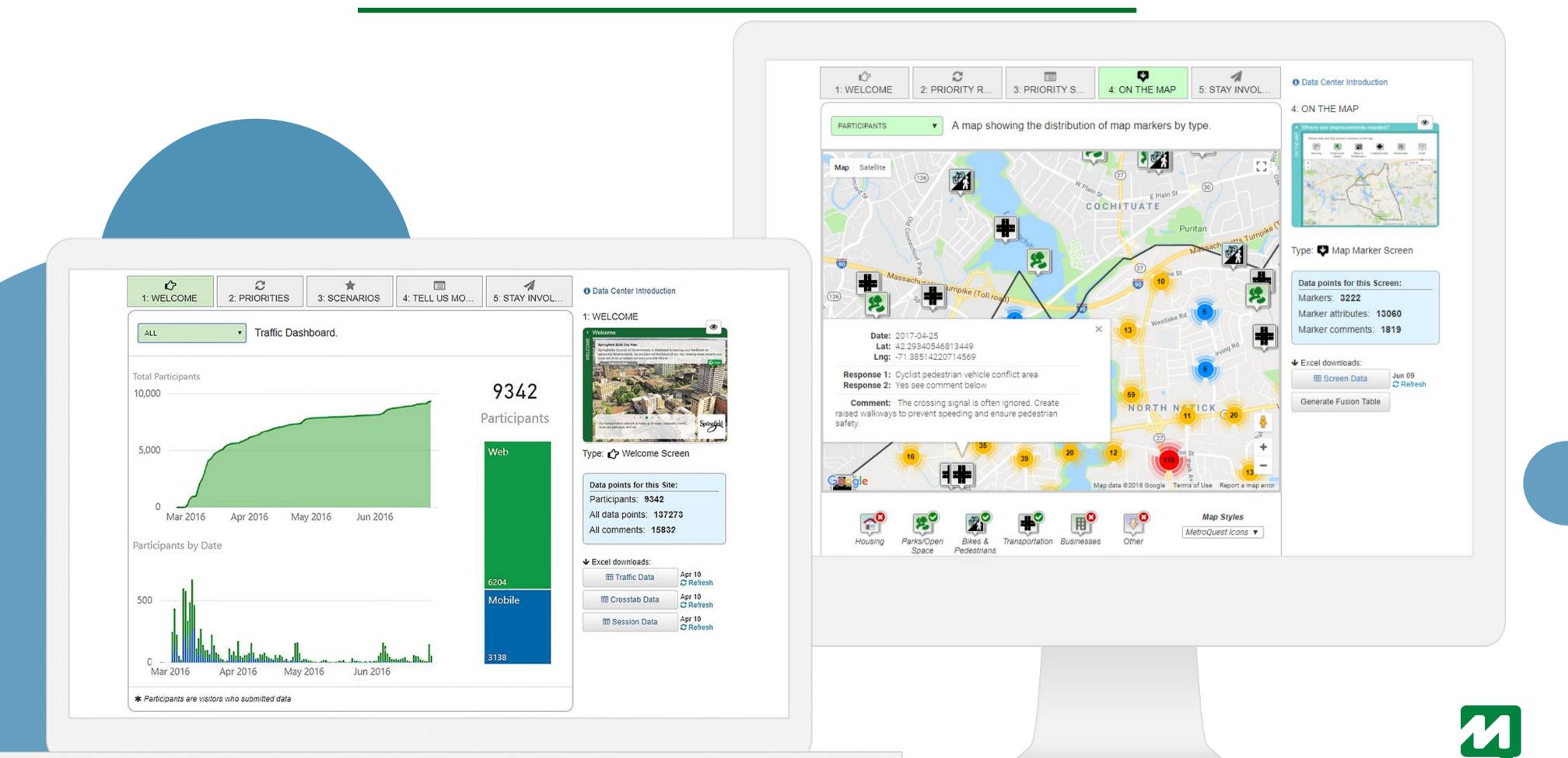
More visual, less text

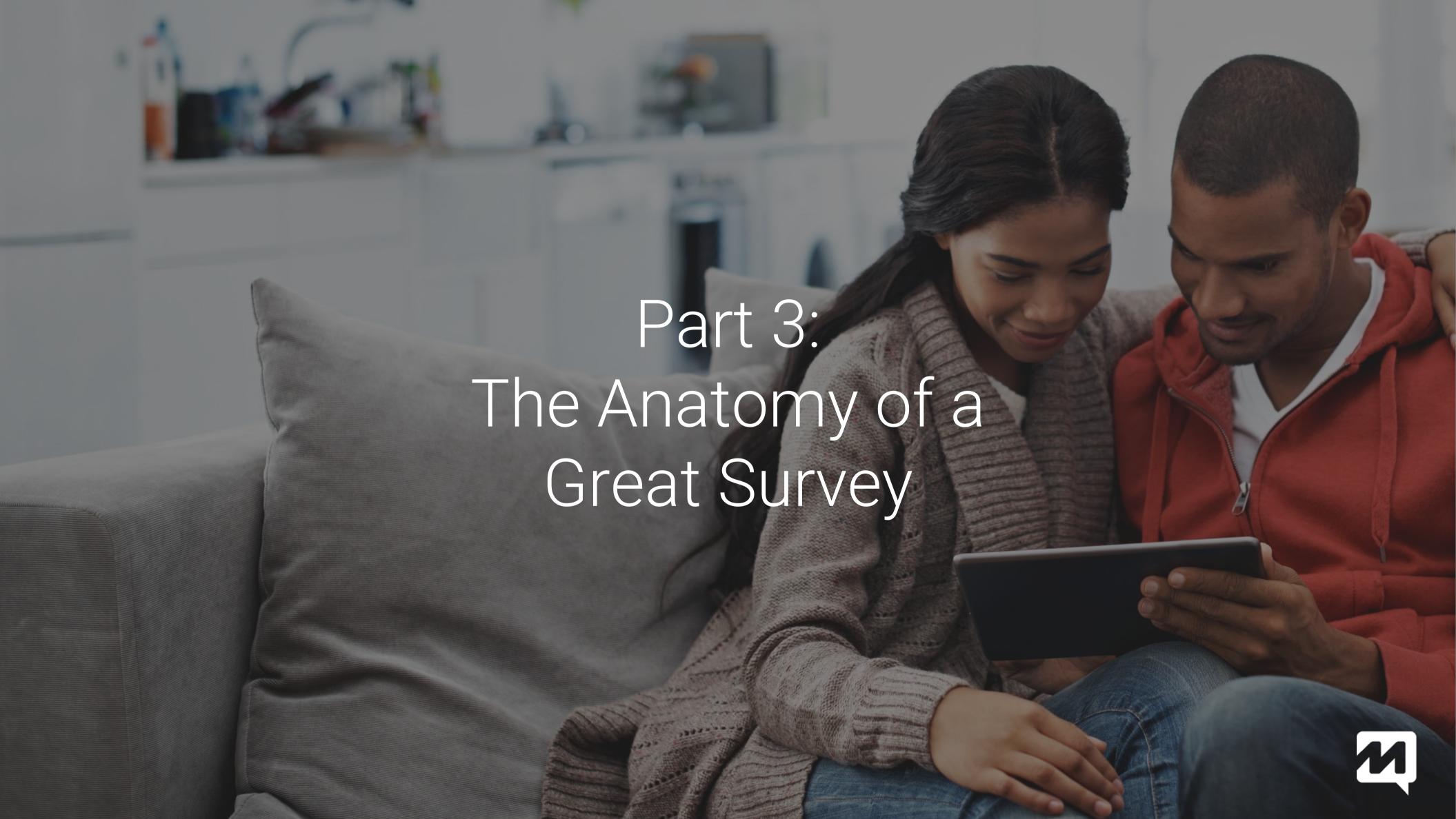


Blend quantitative & qualitative

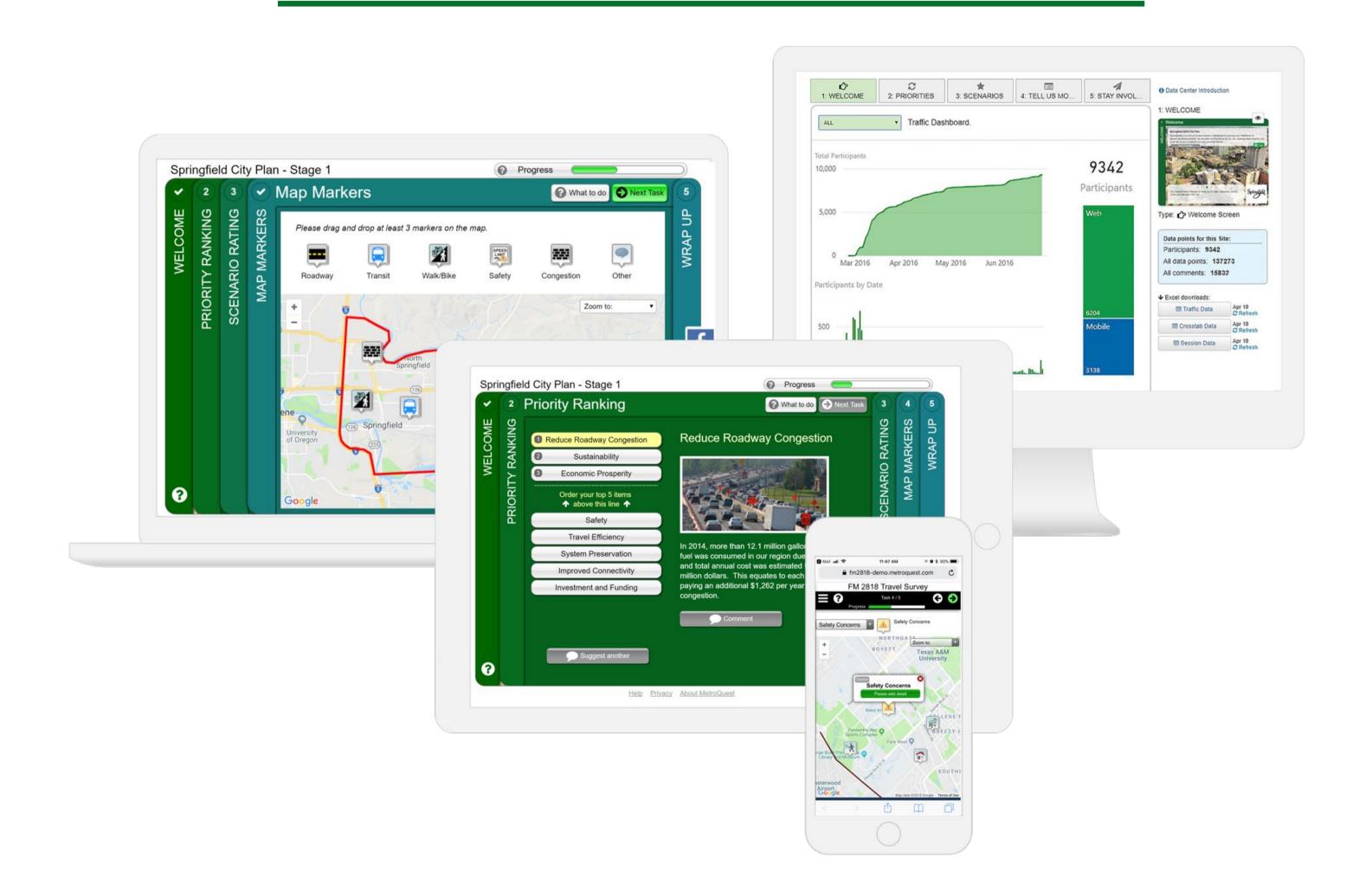


Mine results for actionable data



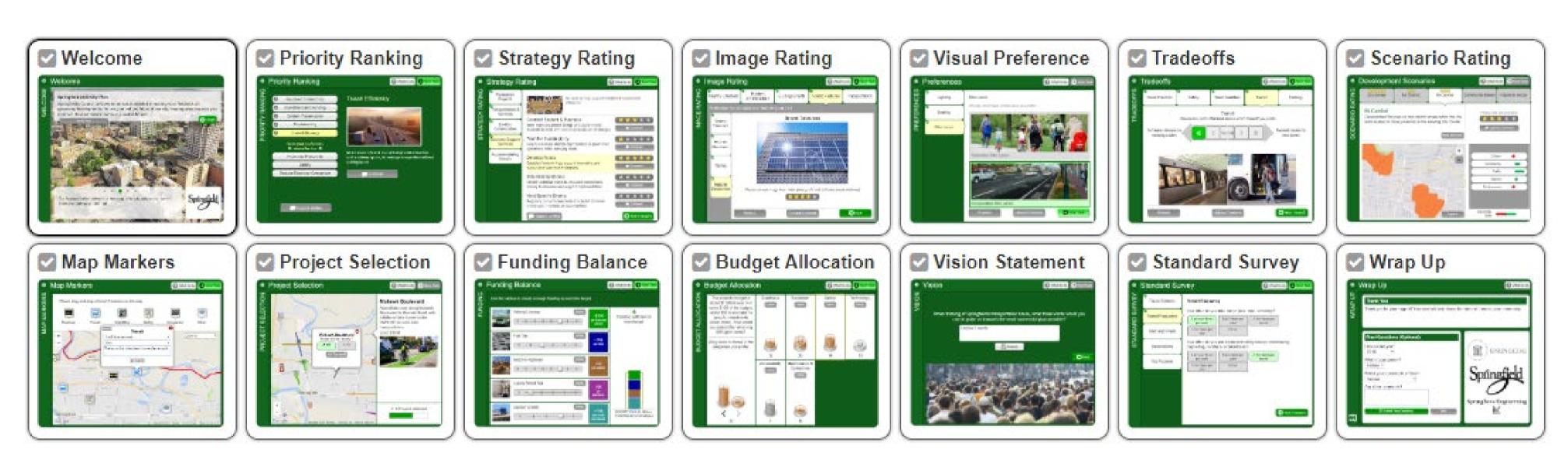


A 60 second intro to MetroQuest





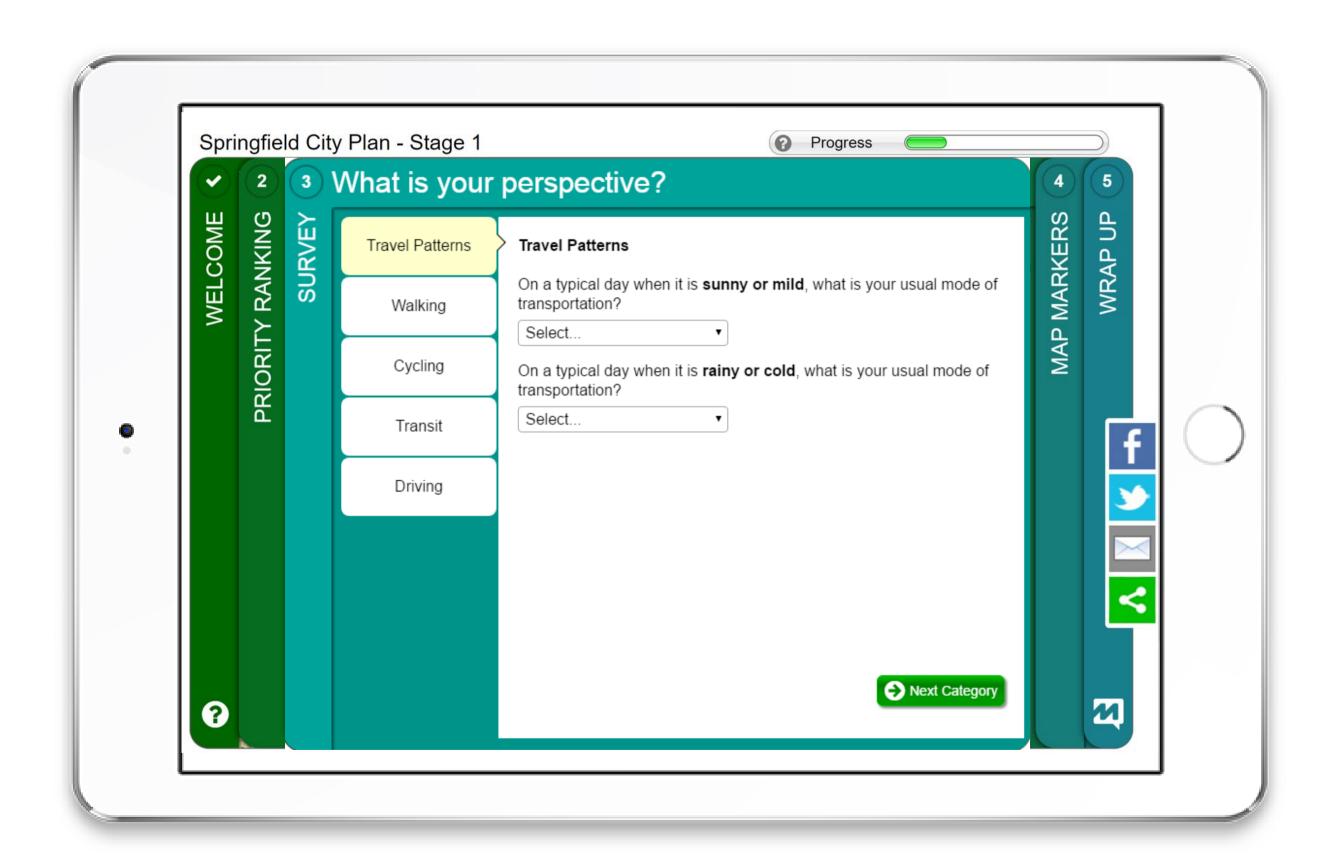
MetroQuest has templates optimized for planning



Pick 5 screens for any survey & add your content

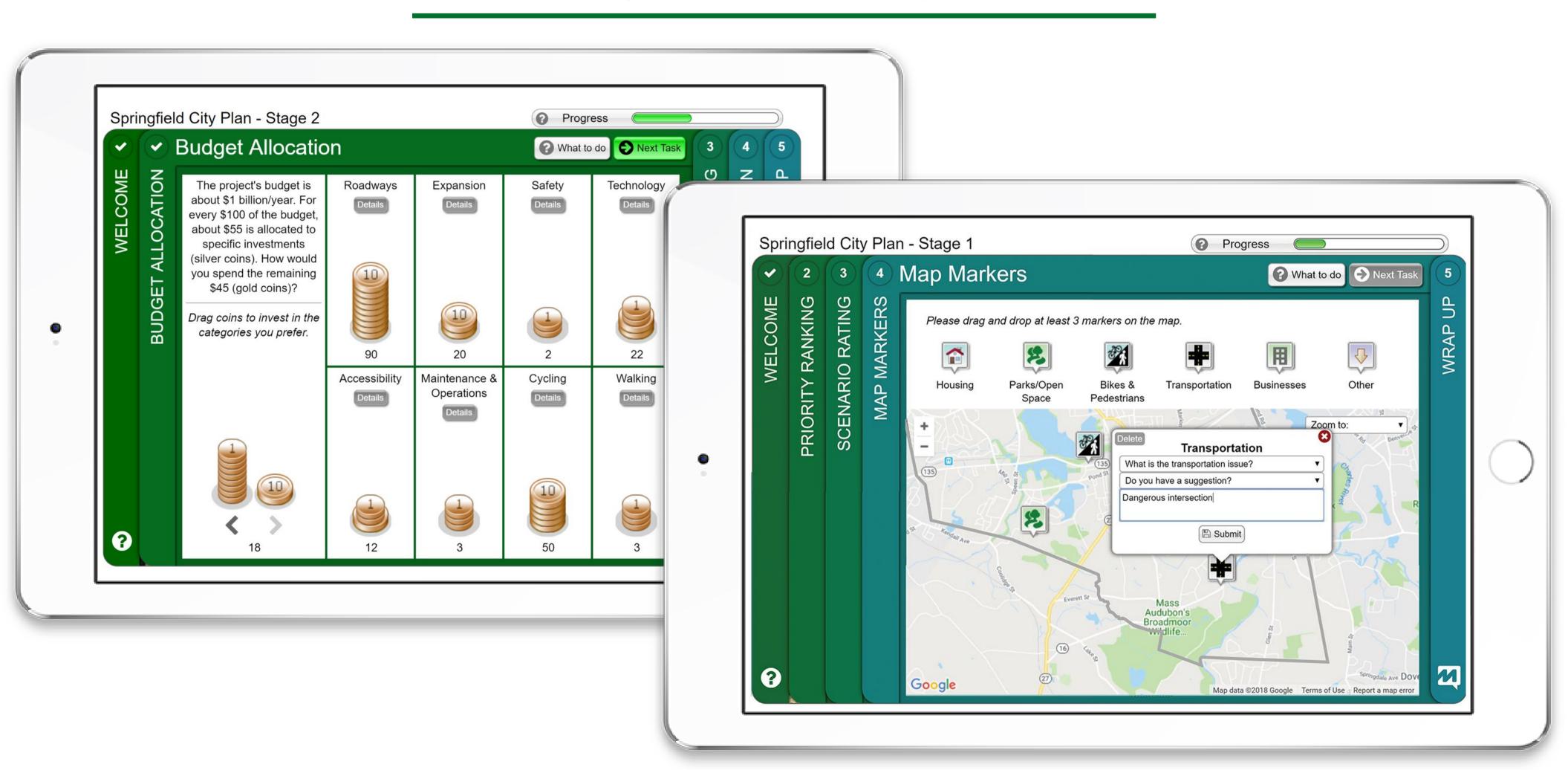


Avoid standard survey questions





Gamify public engagement



Create microlearning moments



Thank you for sharing your great surveys

State Agencies

























Local Agencies

























Consulting Firms

BARTON PARTNERS

























Purpose & scope Range of options

Limited

Saug-demo.metroquest.com

Calculation of the sauge of the sau

You've got 5 minutes to engage on....

Tradeoff decisions

Spatial elements

Alternative futures



Purpose & scope

- Budget: 45 seconds
- Who? What? Where? Why?
- What's at stake?
- What's in scope?
- Suggested templates:
 - Welcome
 - Priority ranking



Welcome

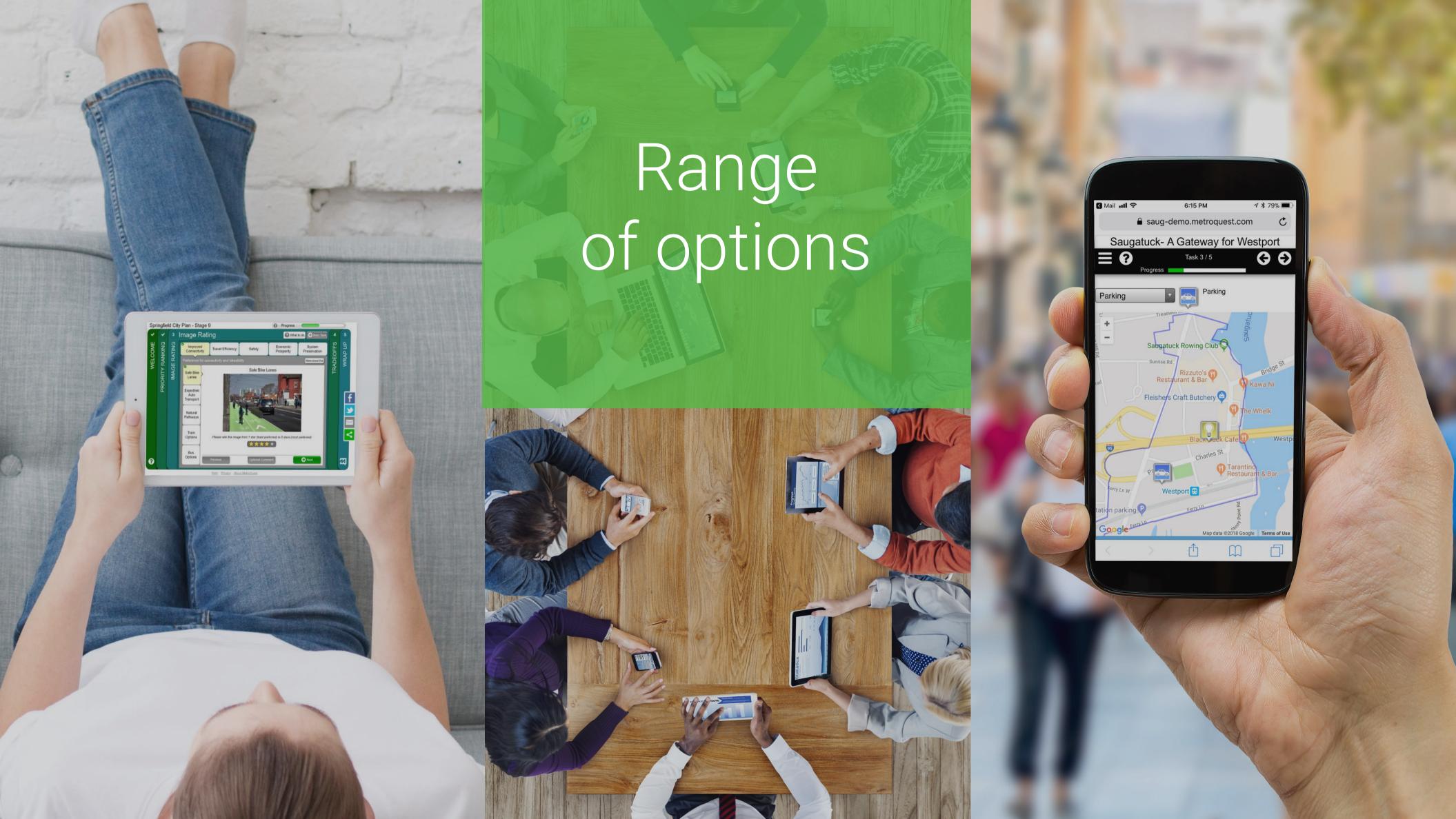


10,000+ participants
325,000+ data points
900+ comments



Priority ranking



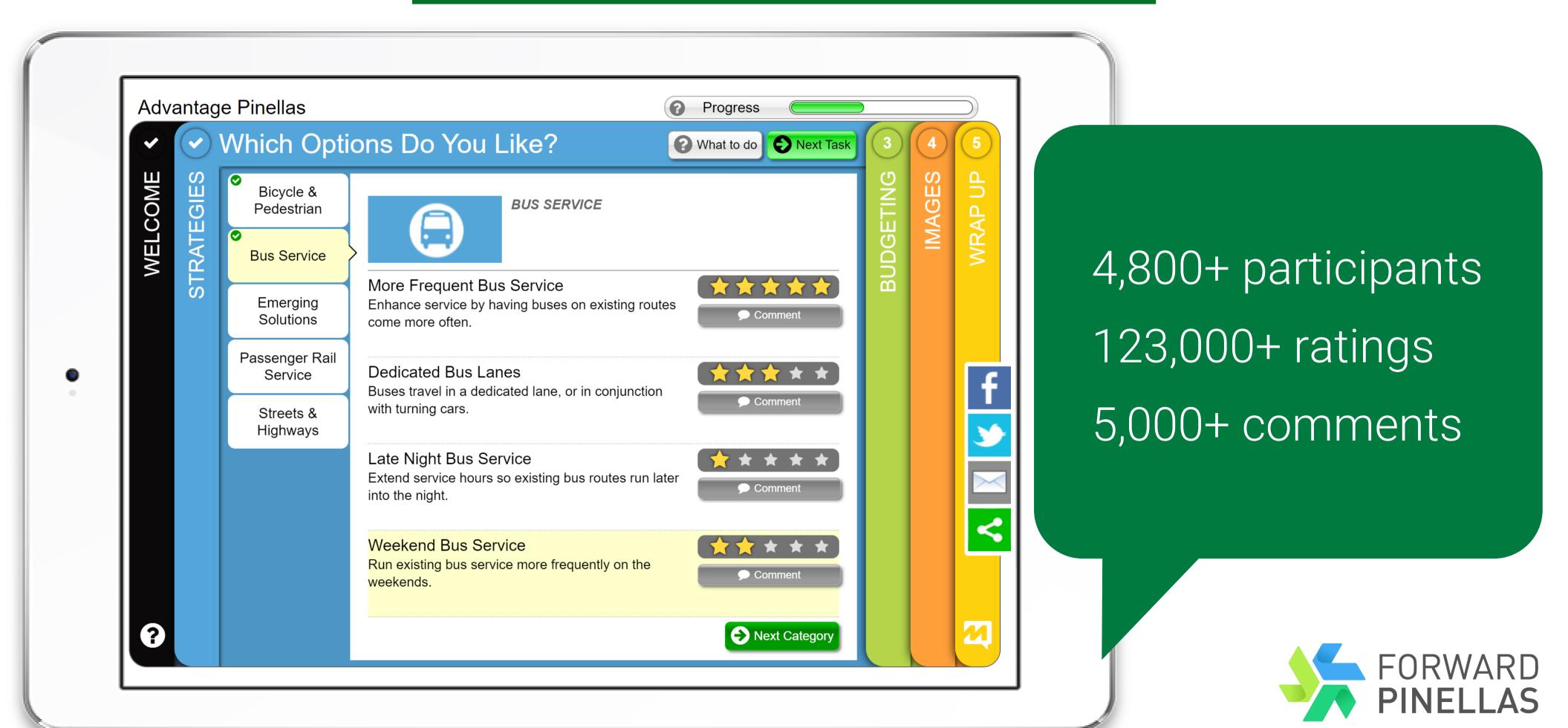


Range of options

- Budget: 60-90 seconds
- What options are available?
- Suggested templates:
 - Visual preference
 - Image rating
 - Strategy rating



Strategy ratings



Visual preference

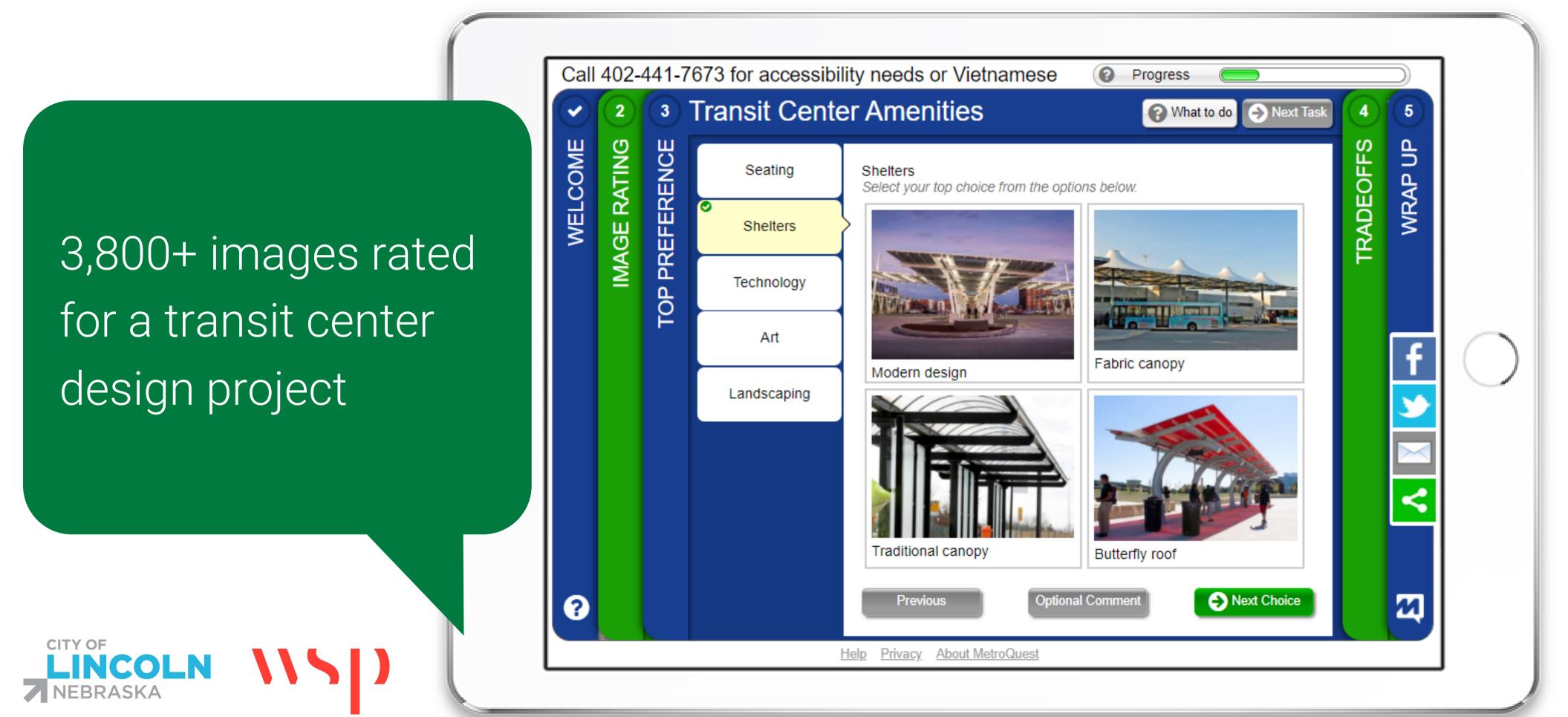
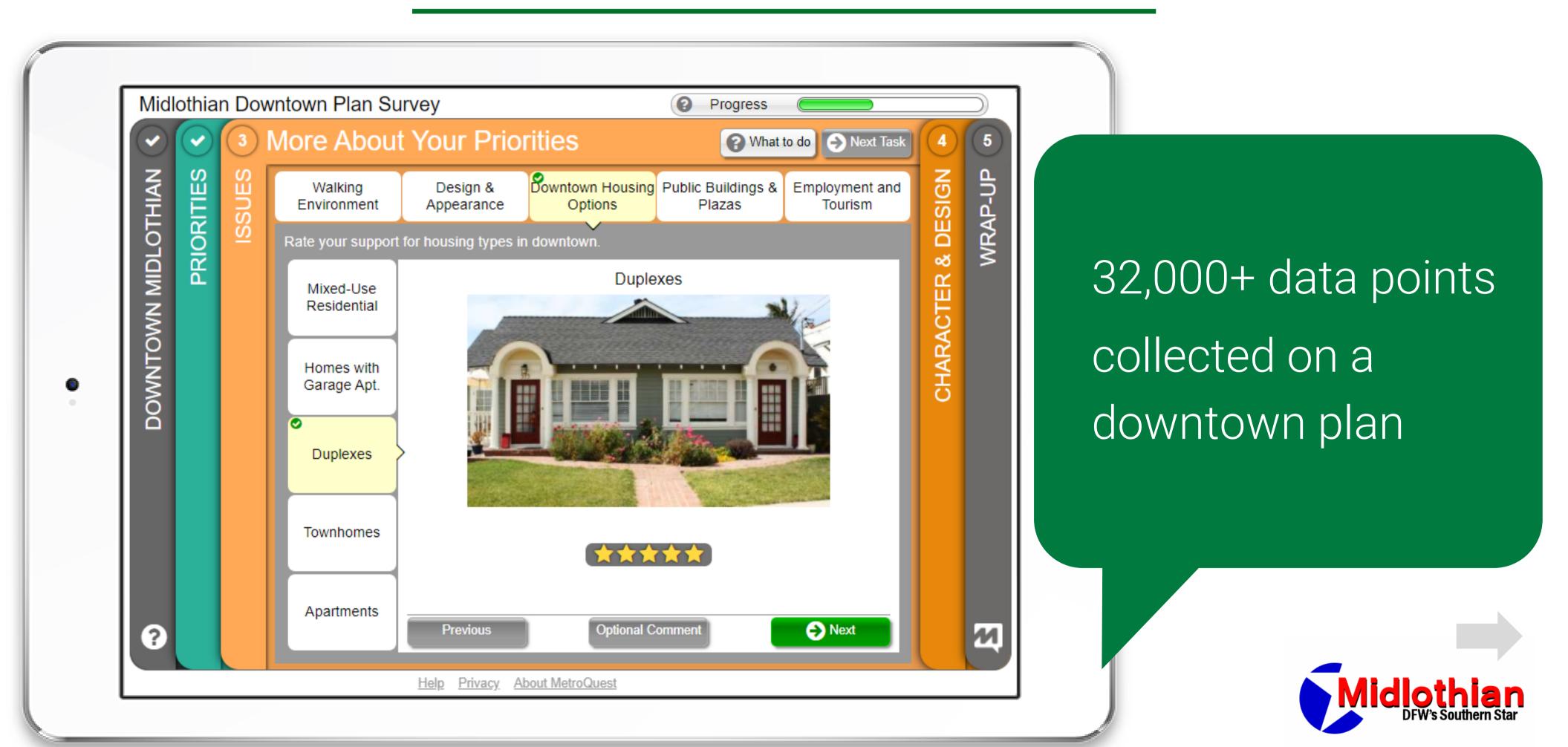


Image rating





Limited resources

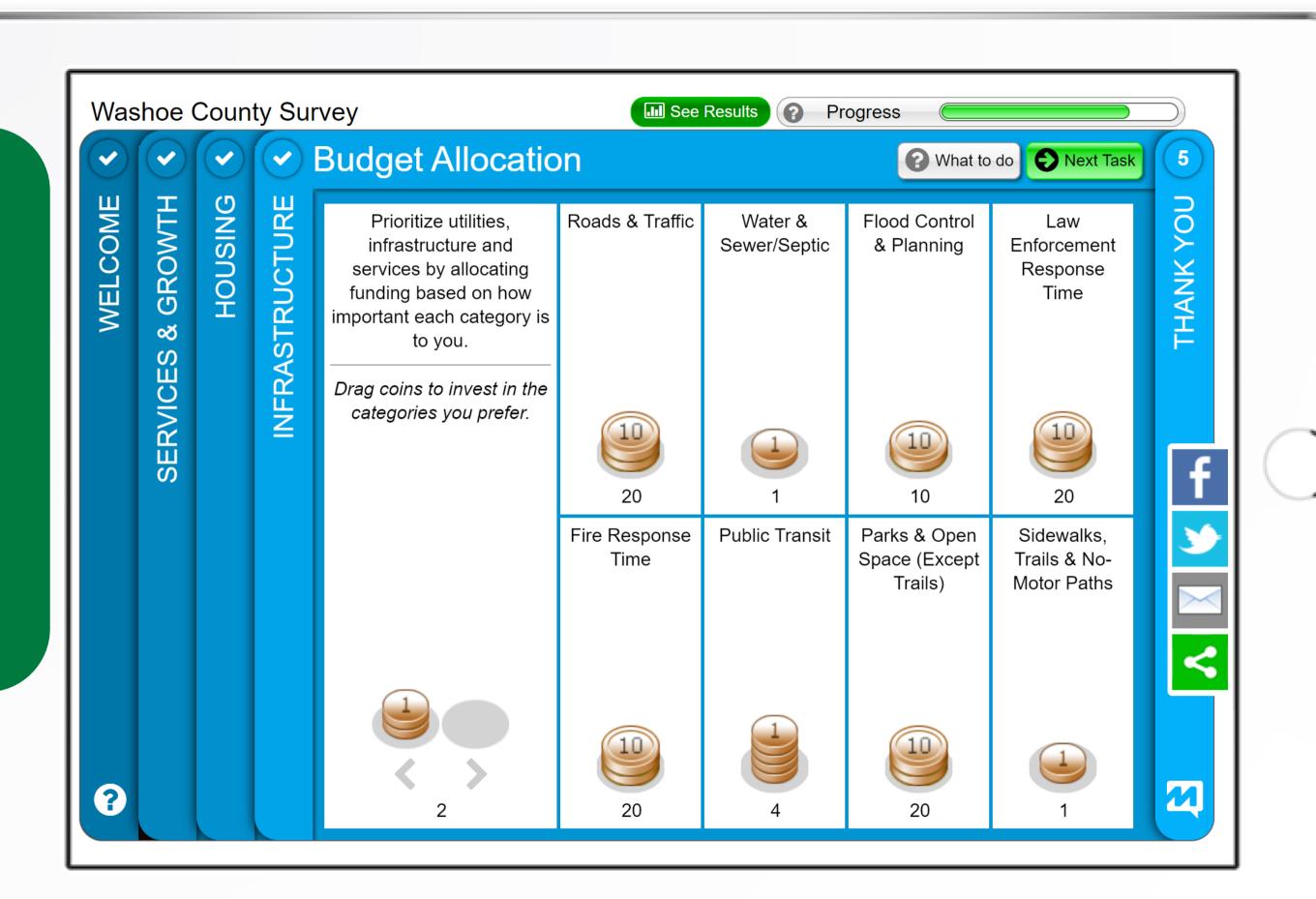
- Budget: 60-90 seconds
- There are finite funds and resources

- Suggested templates:
 - Budget allocation
 - Funding balance
 - Project selection



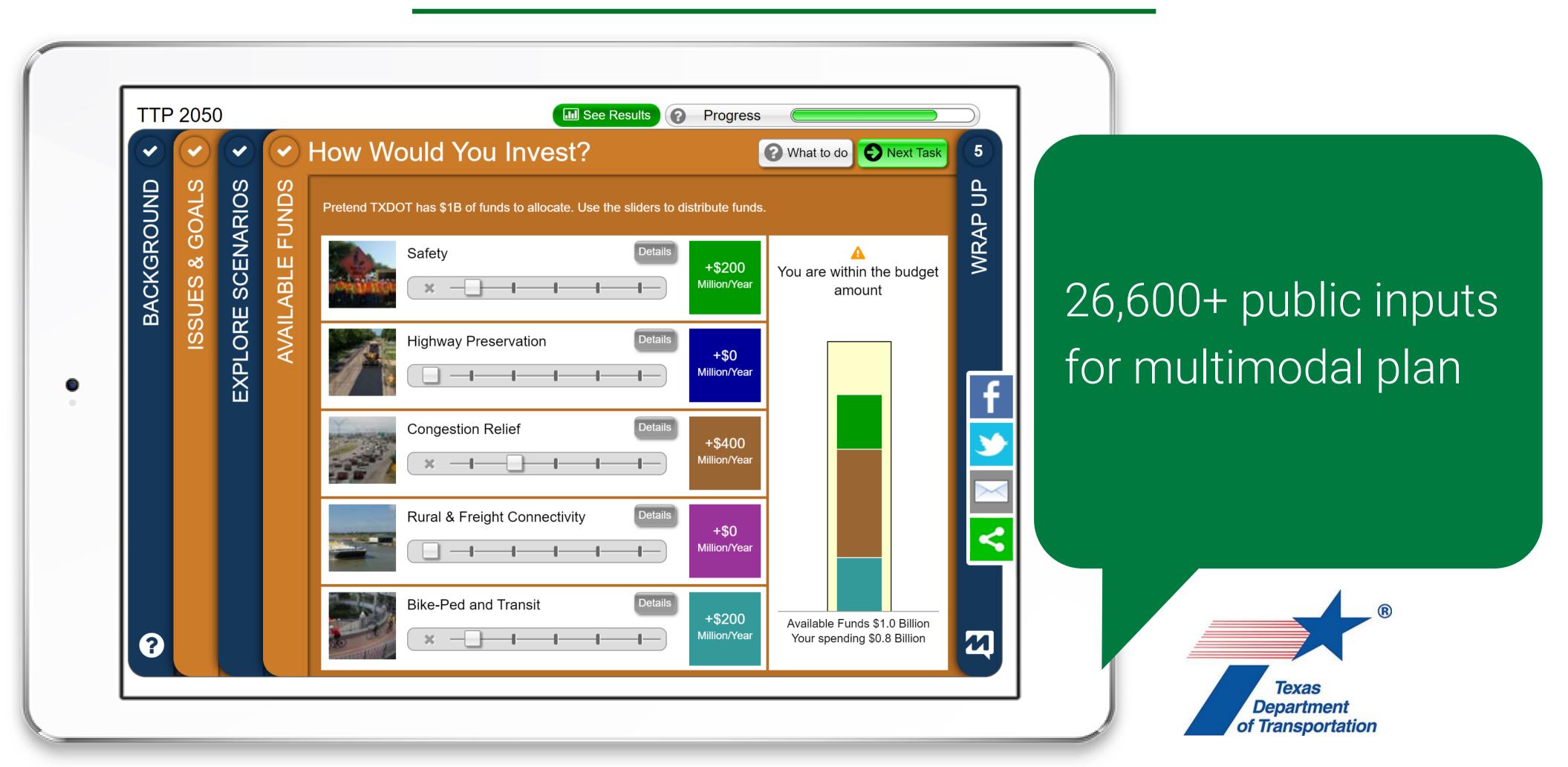
Budget allocation

32,400+ data points of public input on a country master plan





Funding balance





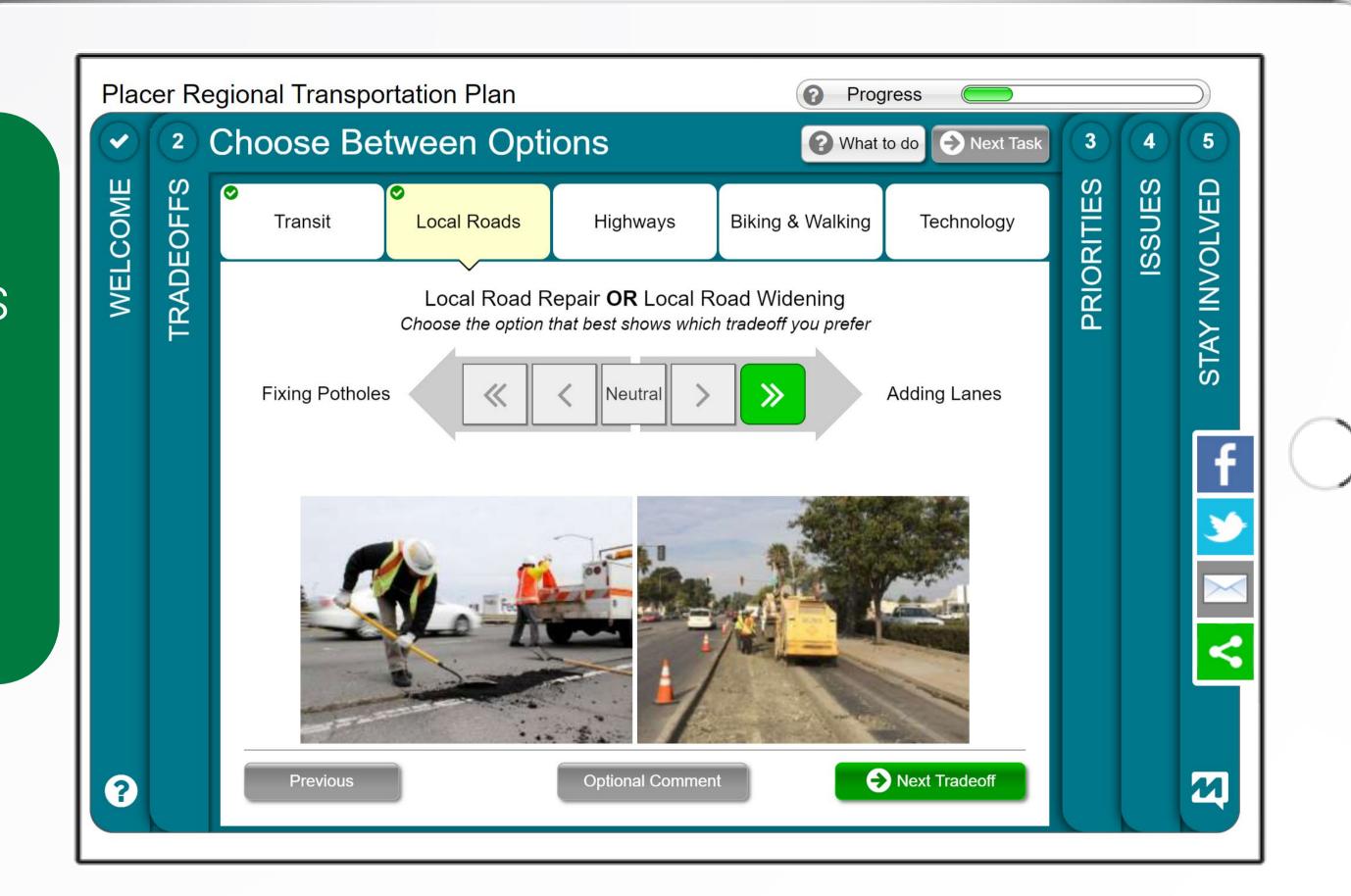
Tradeoff decisions

- Budget: 60-90 seconds
- Planners face either/or options
- Suggested templates:
 - Tradeoff
 - Scenario rating
 - Project selection

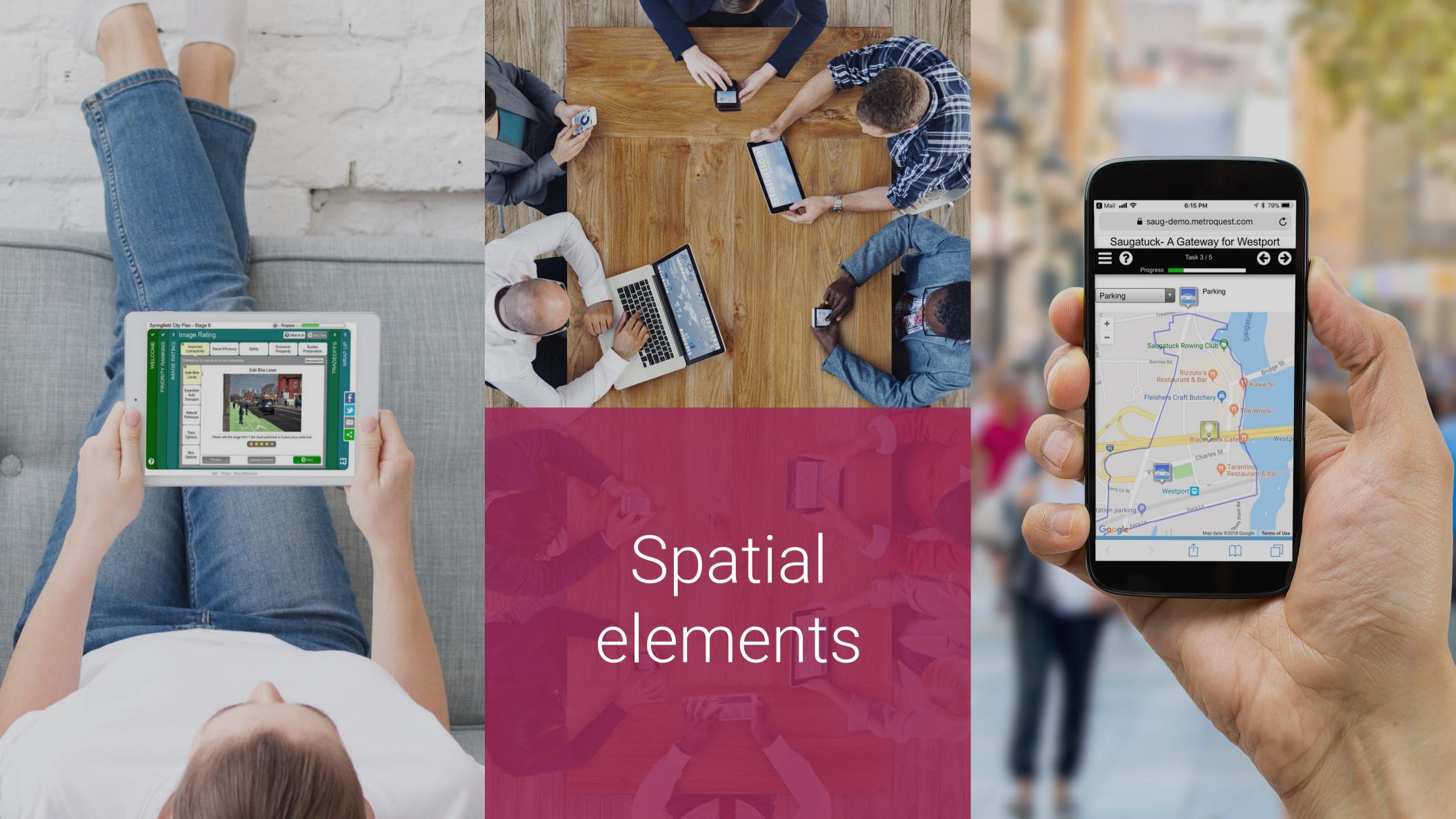


Tradeoff

11,000+ public inputs for a regional transportation plan

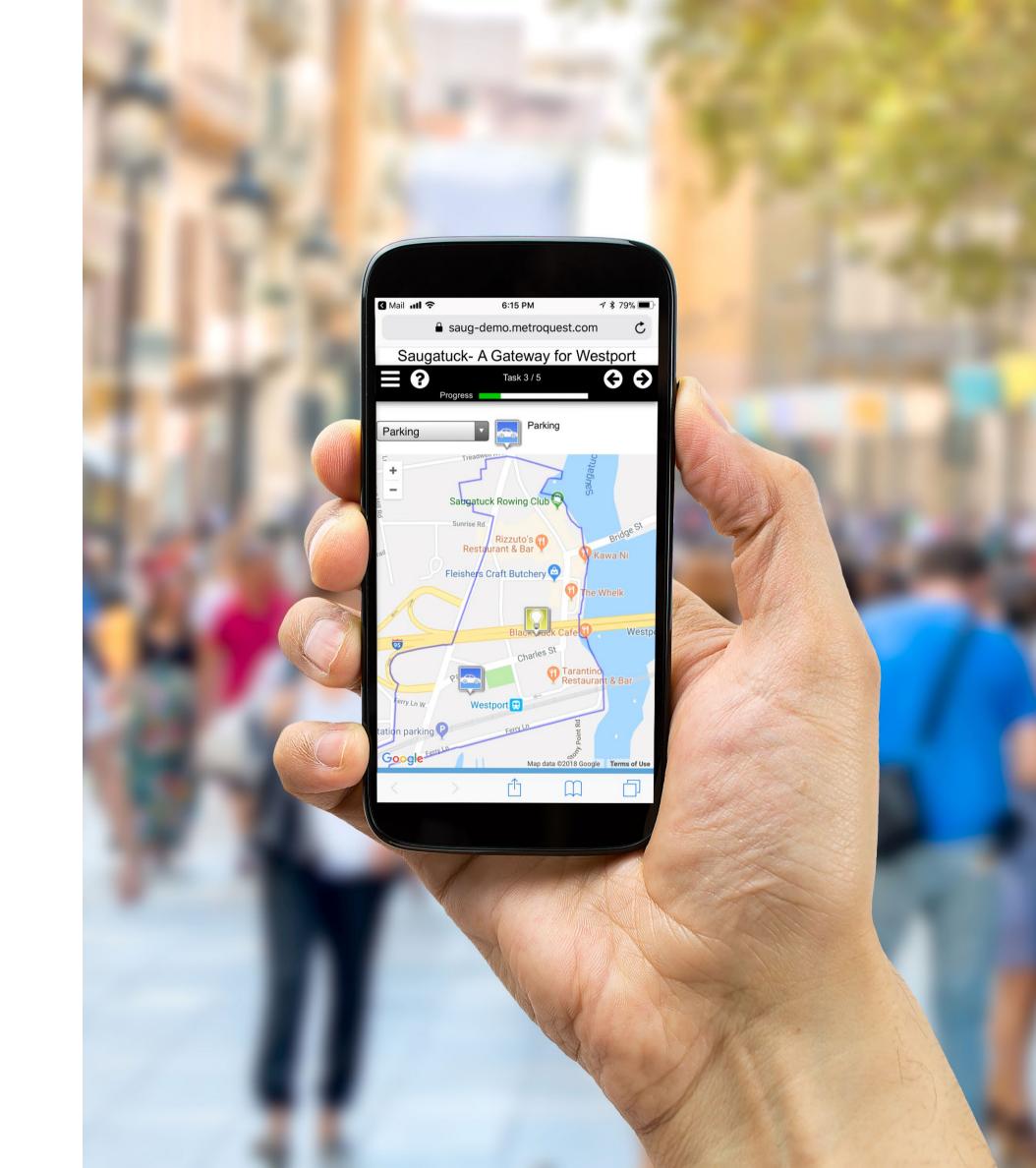






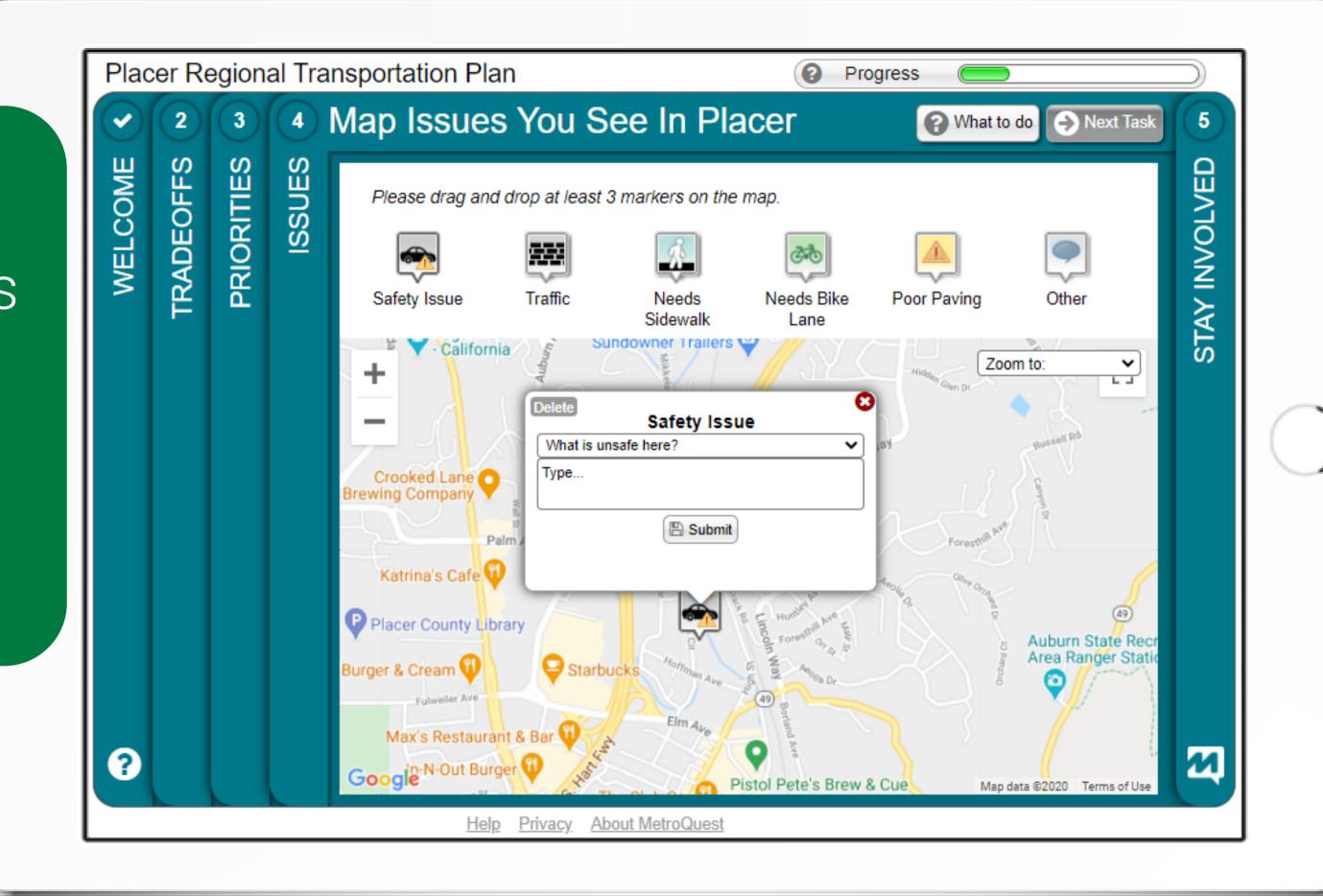
Spatial elements

- Budget: 60 seconds
- Planners deal with geographies of competing needs
- Suggested templates:
 - Map marker
 - Project selection
 - Scenario rating



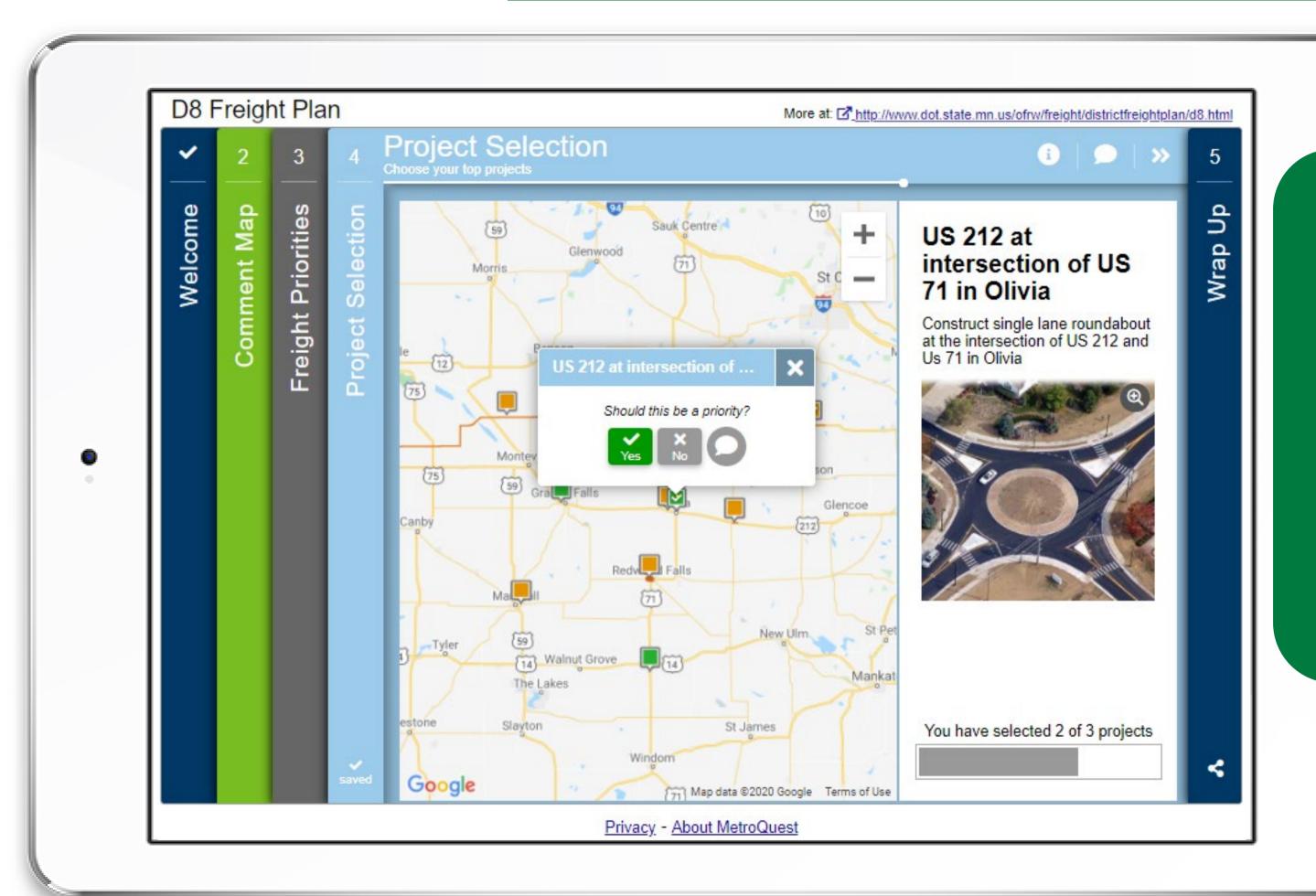
Map marker

11,000+ public inputs for a regional transportation plan





Project selection



1,000 inputs in one month on a freight plan for a single district!!



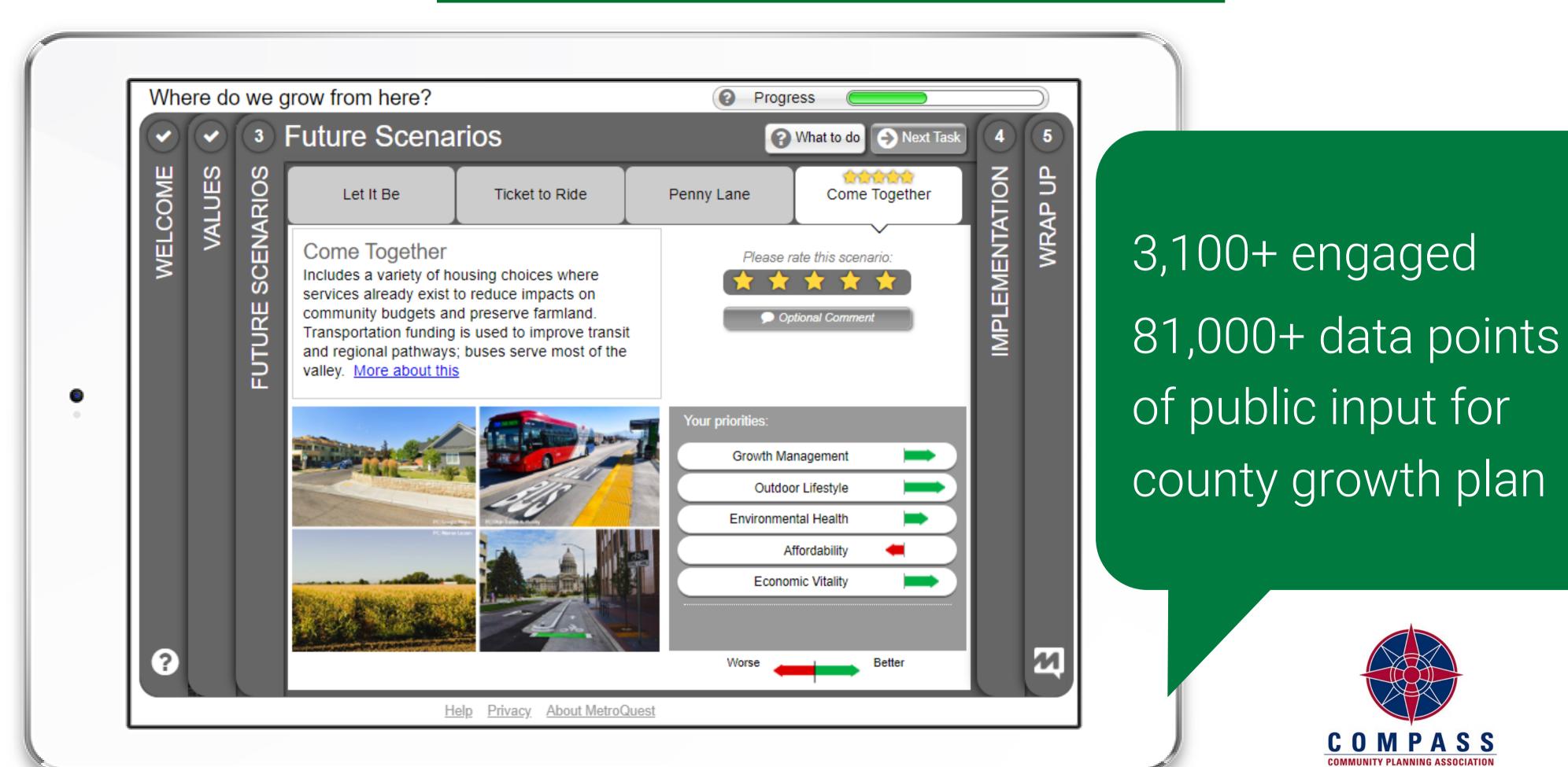


Alternative futures

- Budget: 90 seconds
- Planners face if/then decisions that play out over time
- Suggested templates:
 - Scenario rating



Scenario rating



Purpose & scope Range of options

Demographic data

Tradeoff decisions

Spatial elements

Alternative futures

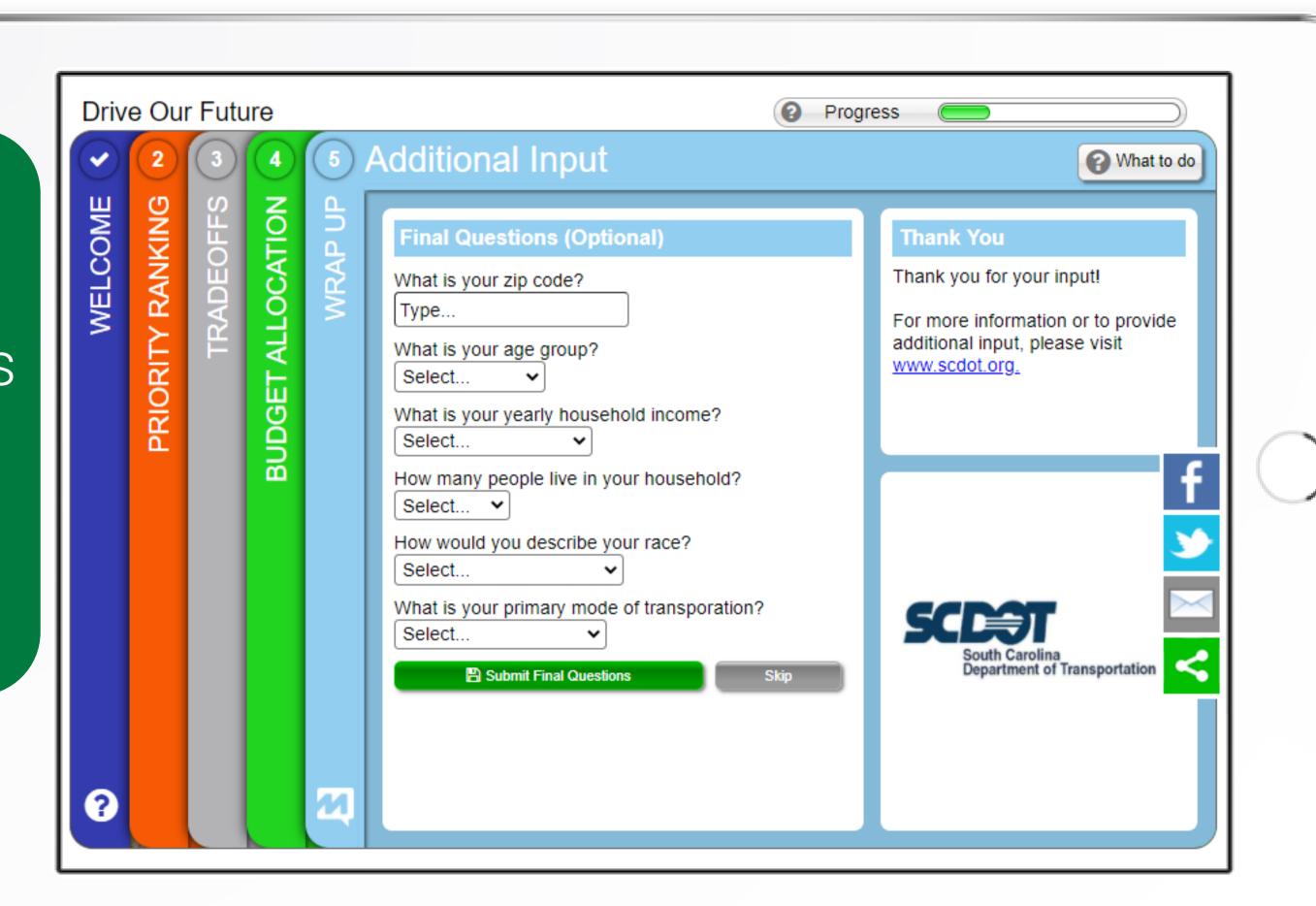
Demographic data

- Budget: 45 seconds
- Planners need to know who they are hearing from
- Suggested template:
 - Wrap up



Wrap up

13,200+ participants
287,000+ data points
70,400 rankings
46,900 ratings





When it all comes together ...



Top public engagement goals



Improved decision making & greater public support







Questions?



