

A photograph of a wooden desk with a laptop, a glass of water, and a notebook with a smartphone on it. The laptop screen displays the text 'Go Viral'.

Go Viral

Best Practices for Online Public Engagement for Transportation



MetroQuest

Dave Biggs
Chief Engagement Officer



Look familiar?



Look familiar?

Research Question

What do successful online engagement projects have in common?



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What does “successful” mean?

Quantity

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

Quality

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



MetroQuest

Which projects fit best?

- Long Range Transportation Plans (LRTP)
- Transportation Improvement Program (TIP)
- Corridor Plans, Context Sensitive Solutions (CSS)
- NEPA/EIS Studies
- Bike/Ped, Transit, Freight, Multimodal Plans...

1

Choose your tools carefully

Participants

2,000

1,500

1,000

500

0

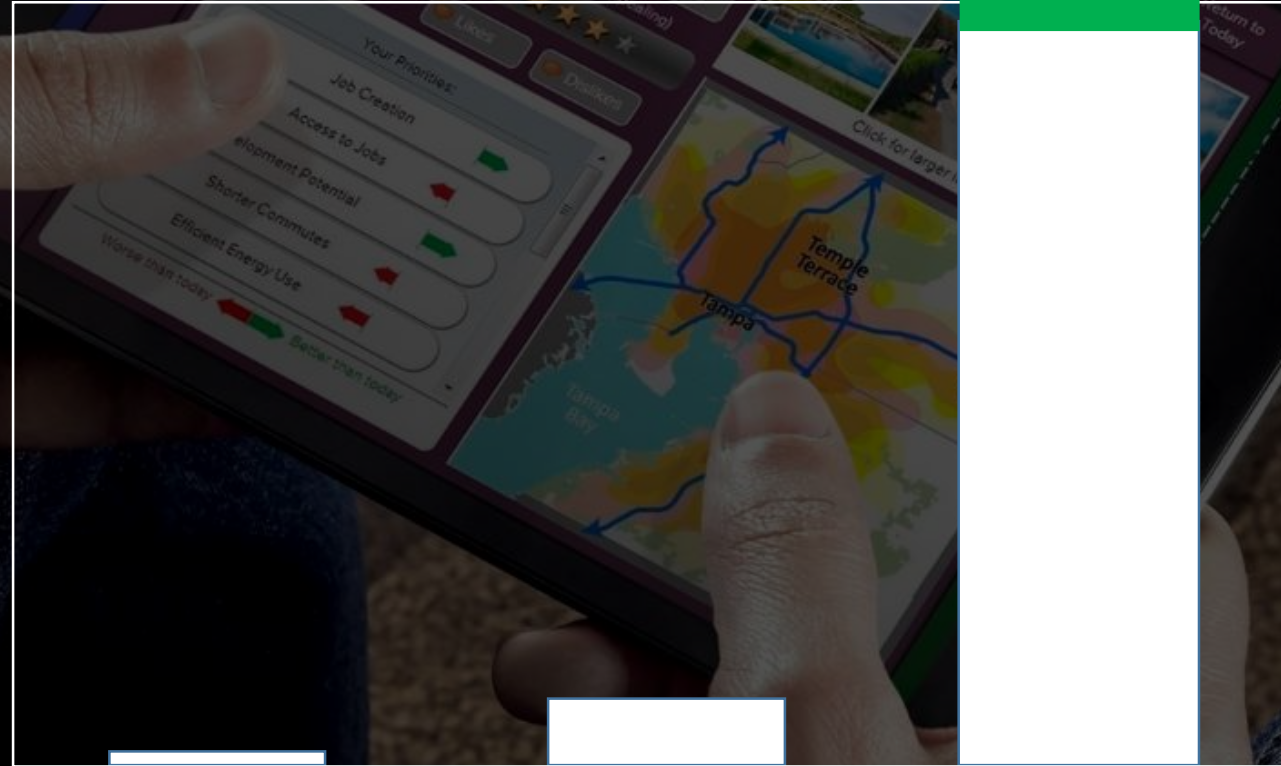
Public
Meetings

Online
Crowdsourcing

Online
Surveys



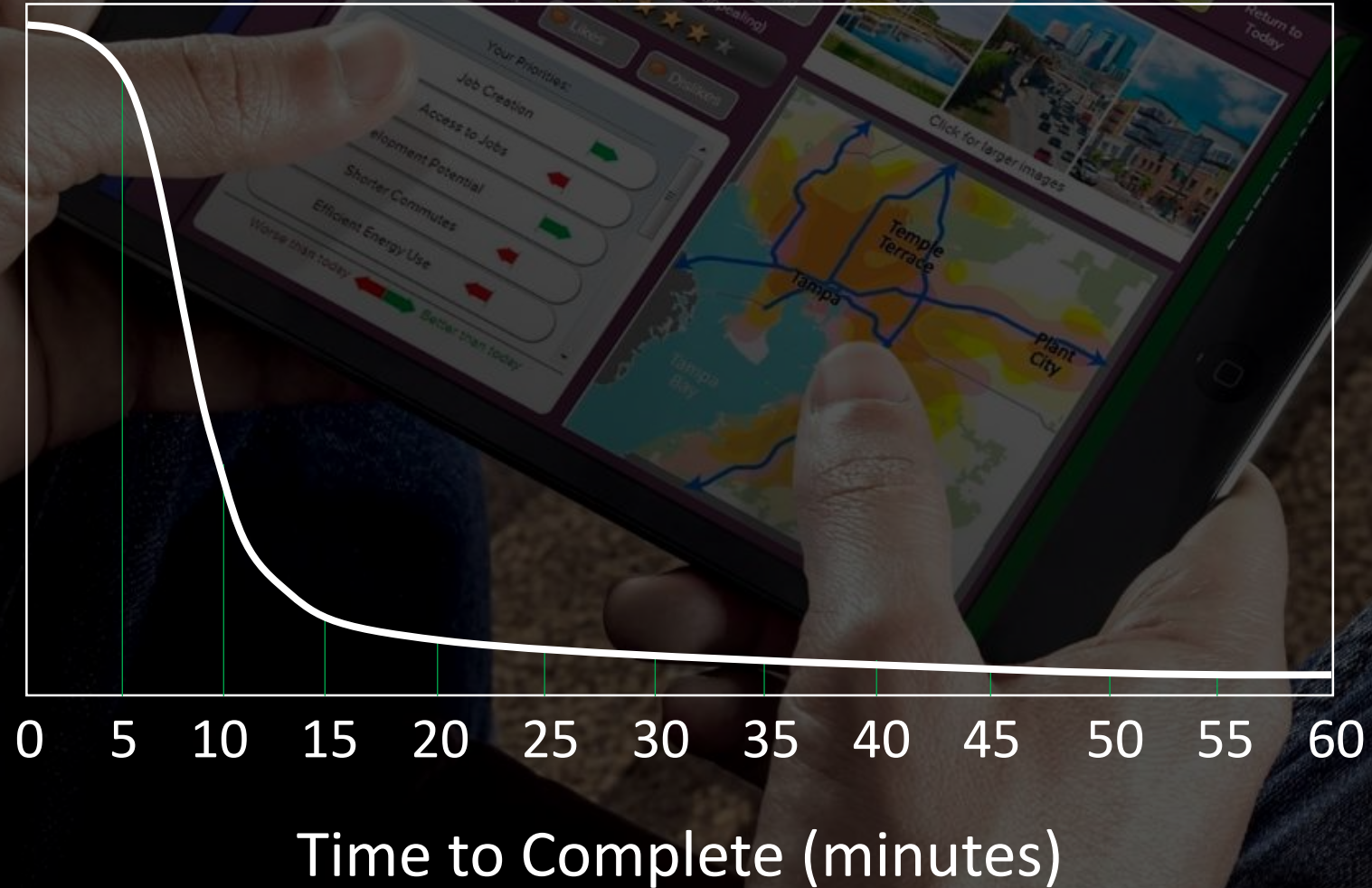
MetroQuest



2

Aim for a 5-minute experience

Participants



MetroQuest

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.



= 10x

4

Offer many ways to engage



MetroQuest

5

Educate before asking

Welcome

Ranking Priorities

Map Input

Trade-offs

...if you
want
informed
input.

Project Selection

Visual

Strategies

You

6

Make each step 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"/>

Photo Rating What do you like?

Introduction Environmentally Sustainable Landscaping Pedestrian and Bicycle Access Streetscape Enhancements Use of Public Art

These images show different types of pedestrian/bicycle mobility enhancements. Please review these 5 images to share your preference.

Landscaped Access

Strongly Dislike Dislike Neutral Like Strongly Like

Previous Optional Comment Next

6 Make each step delightful



Welcome



Priority Ranking



Map Marker



Tradeoffs



Project Selection



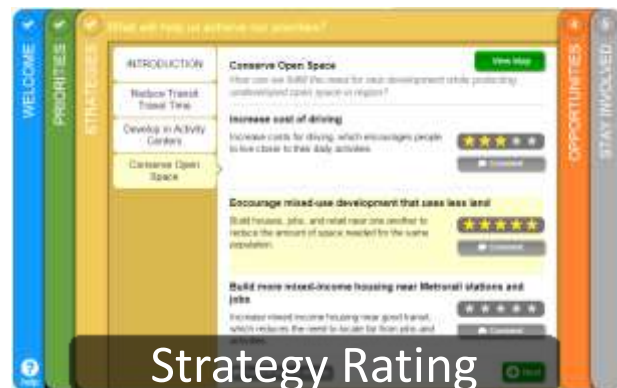
Visual Preference



Scenario Rating



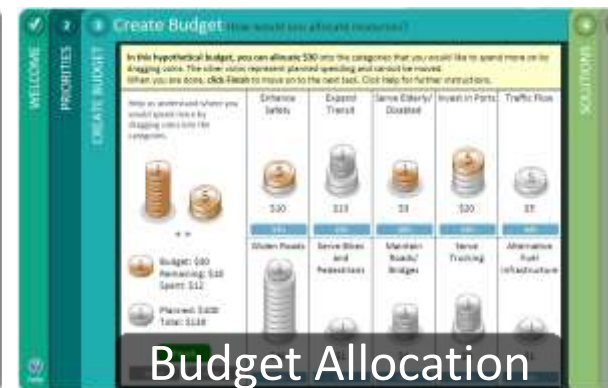
Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up

WELCOME

MOVING INTO THE FUTURE

ENHANCING OUR CONNECTIONS





4

5

TRAIN STATION OPTIONS

STAY INFORMED

Share



✓ Opportunities Identifying travel needs and improvements within the Oasis Rail Corridor

➔ Drag and drop places you frequent in your daily routine on the first map. Add suggestions for improvements on the second map. Zoom in if you like, using the "+/-" for more accuracy.

My Destinations

Desired Bus Stop


New Bike Connection

Roadway Improvement



New Pedestrian Enhancement


Streetscape Improvement

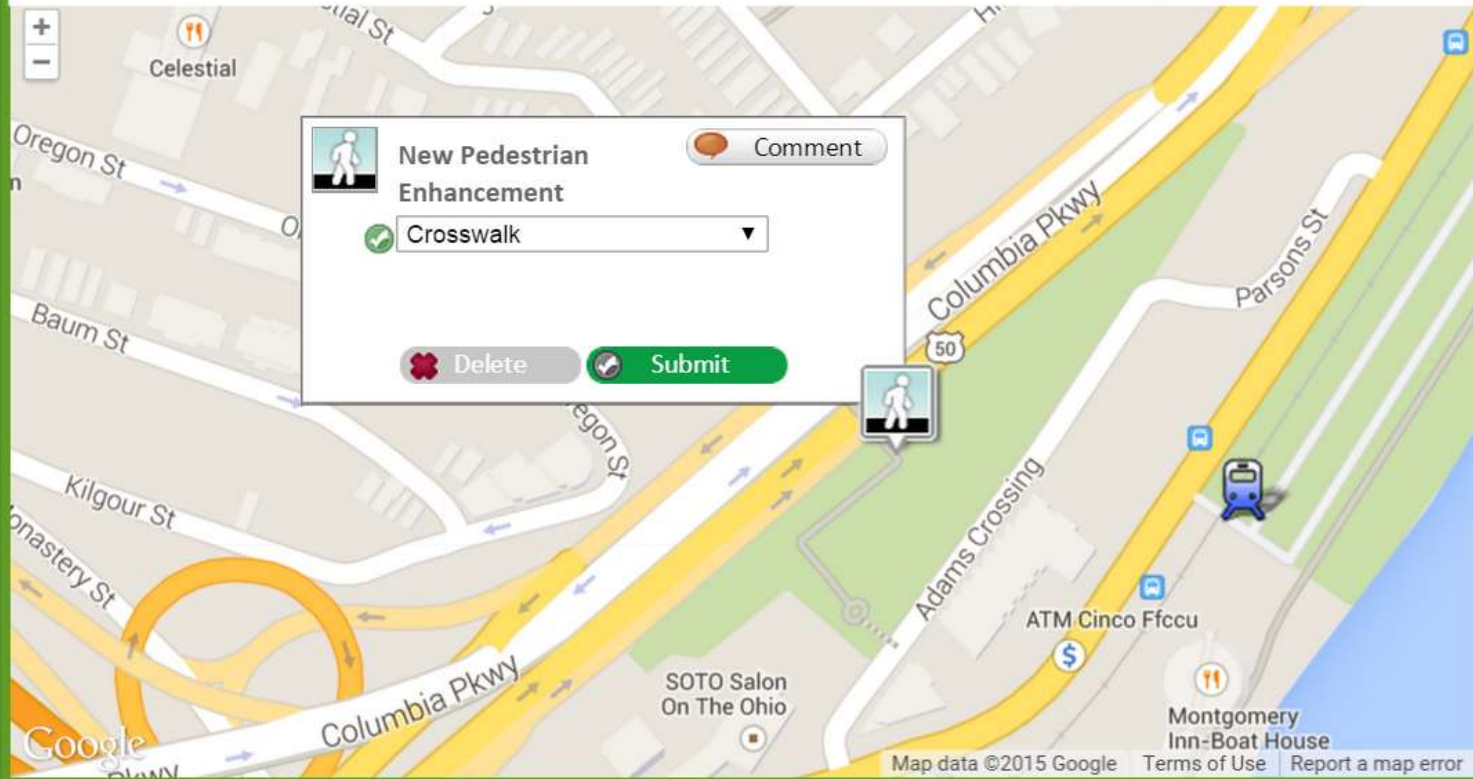
Neighborhood Enhancement

 New Pedestrian Enhancement

☒ Crosswalk

 Delete  Submit

 Comment



Map data ©2015 Google Terms of Use Report a map error

1

WELCOME

2

PRIORITIES

3

OPTIONS

4

CHARACTER

Buildings

Parks, Greenways

Public Spaces

Streetscapes

Landscapes

5

STAY INVOLVED



help

These images show how the Town Centre might look, regardless of which option is chosen. Please work through the 5 categories of images to share your preferences.



What do you think the Town Centre should look and feel like in 2030?

Rate each of the images below by choosing "like" or "dislike".



Like



Dislike

Comment

(Optional)

Next



1
2
3
4
5

Corridors

Choose high priority corridors


WELCOME

PRIORITIES

FUNDING

CORRIDORS

SURVEY



I-11
New interstate and system interchange.

☒ Yes ☐ No

Add Comment

This map shows the Arizona Commerce Corridors where transportation improvements may open the state to Global markets.

Select the three corridors you feel should be a priority for improvements (any mode).

Black circles indicate ports.

You've made 1 / 3 'Yes' Votes

When you are done:

➔ Continue

WELCOME

Priorities

What travel experiences are important to you?

Introduction

3

4

5

SURVEY

MAP IT

STAY INVOLVED

1 Livability & Environment

2 System Preservation

3 Safety and Security


Order your top 3 priorities
↑ above this line ↑

Connectivity & Economy

Operational Efficiency

Multimodal Integration

Livability and Environmental Sustainability



Preserve the social and environmental character of the region through an integrated approach that incorporates both transportation strategies and land use considerations.

Comment

Next



WELCOME



PRIORITIES

3

SCENARIOS

Explore and Rate Scenarios

[Show Introduction](#)

4

STAY INVOLVED

Trend

Spreading Out

Filling In

Transit-Focused

Scenario C: Transit-Focused

Growth is similar to Scenario B, but with greater focus on the CSX/Seminole Gulf rail corridor or U.S. 41 served by enhanced transit service such as passenger rail or Bus Rapid Transit. Development includes a mix of residential and commercial/office uses focused around transit corridors and stations. Transportation improvements include significant investments in bicycle, pedestrian, and transit.

[Full description](#)

Please rate this scenario:

1 star = least appealing, 5 stars = most appealing



Optional Comment:



Like



Dislike

Your Priorities:

Access to Transit



Preserve Rural Land



Reduce Greenhouse Gas



Grow in Undeveloped Areas



Walking and Bicycling



Other Priorities:

Water Conservation



Worse than trend



Better than trend



help

Share



WELCOME

2 FUTURE TRAVEL

3 What are your preferences for travel?

4 STAY INVOLVED

Intro

Drive

Transit

Walk / Bike

Freight - Truck

Freight - Rail


Transit

Choose the option that best shows which tradeoff you prefer


Focus on improving existing transit service

« < Neutral > »

Focus on expanding transit service



Courtesy of: Pace



Courtesy of: Pace

Previous

Optional Comment

Next

4

WELCOME

2

RANK PRIORITIES

3

CHOOSE SOLUTIONS

4

STAY INVOLVED

Thank you! Your input makes our region stronger.

Privacy Policy

Thank you for your time and input!

We hope we'll hear from you again.
Please stay connected and help us craft a plan worthy of our great region.

Email us at:
regionalplan@atlantaregional.com

2014
EXPLORE
Goals & Strategies

2015
CREATE
Final Vision

2016
UPDATE
Regional Plan

Explore @ atlantaregional.com/TheRegionalPlan
July 2014 - March 2016

About you: (required)

Zip code

Please tell us more about yourself (optional):

Age... Gender... Race/Ethnicity...

Enter email to receive information on
follow-up surveys/events:

Email Address...

If you work, please tell us where:

Zip Code...

Additional Comments:

Type...

Submit

Fill the progress bar to activate this:

Compare Yourself

ARC

ATLANTA REGIONAL COMMISSION

regional impact + local relevance

Powered by
MetroQuest

help

6 Make each step delightful



Welcome



Priority Ranking



Map Marker



Tradeoffs



Project Selection



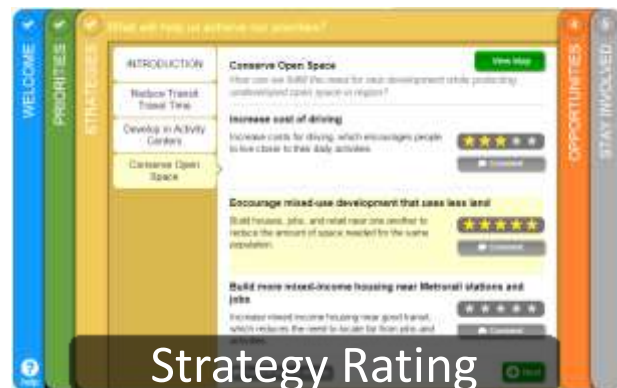
Visual Preference



Scenario Rating



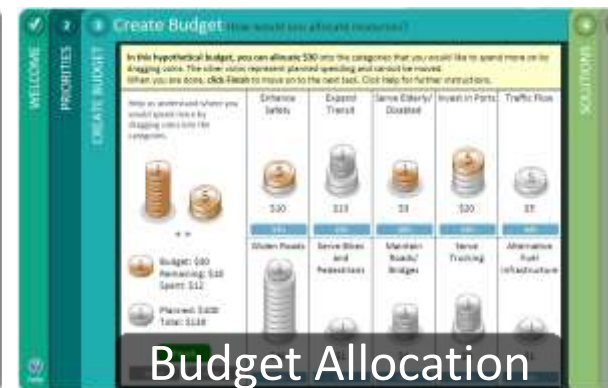
Vision Statement



Strategy Rating



Funding Balance



Budget Allocation



Wrap-up

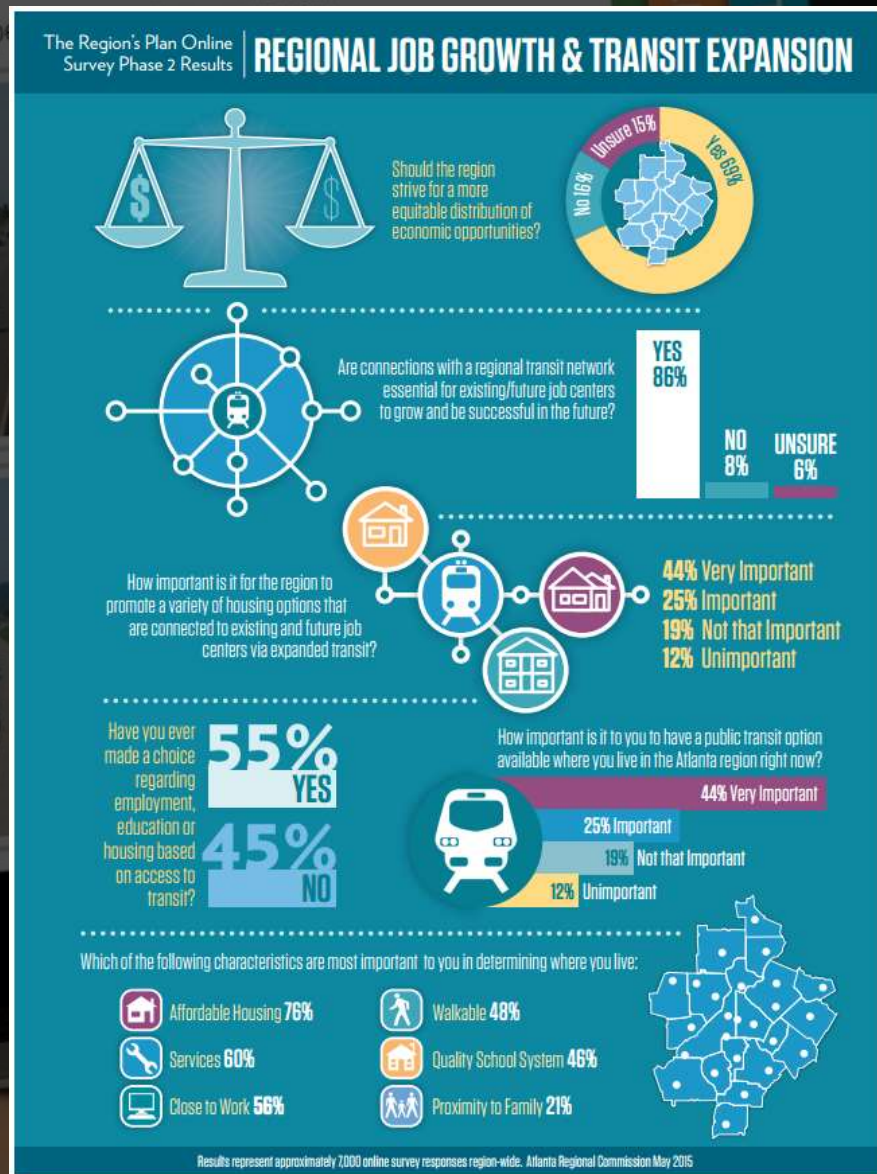
6

Make each step delightful

Even the reports!



MetroQuest



7

Create hyper-relevant content

- **Who** do you need to engage?
- **What** are their immediate priorities?
- **How** do they express them?
- **Why** should they engage?

It's about them!



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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. A desk lamp is visible on the left, and a rotary phone is on the desk. The background is dark and out of focus.

8

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 hair, wearing a red and white plaid shirt, stands in a grassy park. He is holding a small acoustic guitar with a white body and a red headstock. The background is a blurred park scene with trees and a bench.

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

Maurice, age 3

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



9

Monitor & adjust as needed

- Monitor demographics
- Target gaps



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60 second case study: Meet Ray Chiaramonte



Solution

- Web campaign
- Kiosks
- Community Events

✓ How should we grow?

WELCOME



By 2040, Hillsborough County will have up to 600,000 new residents and about 400,000 new jobs.

Let's **work together** to turn the challenges that come with growth into opportunities for a **thriving future**.

Imagine 2040

The vision you help develop now will guide the plans that are the roadmap to the future...

The 2040 Transportation Plan and the Comprehensive Plans for Tampa, Temple Terrace, Plant City and Hillsborough County.

➔ Begin



PRIORITIES

3

STRATEGIES

4

PREFERENCES

5

STAY INVOLVED

Share



help



WELCOME



PRIORITIES

3

STRATEGIES

Explore ➔

Suburban Dream

Bustling Metro

New Corporate Centers

Return to
Today

4

PREFERENCES

5

STAY INVOLVED

Share

**Strategy B: Bustling Metro**

Fill vacant lots & revitalize older areas around rapid transit stations

[View Full Description](#)[Legend](#)

(1 star = least appealing, 5 stars = most appealing)

Thank You! ★★★★★

Optional comment:

☐ Likes☐ Dislikes

Your Priorities:

Redevelopment Potential



Available Bus or Rail Service



Access to Jobs



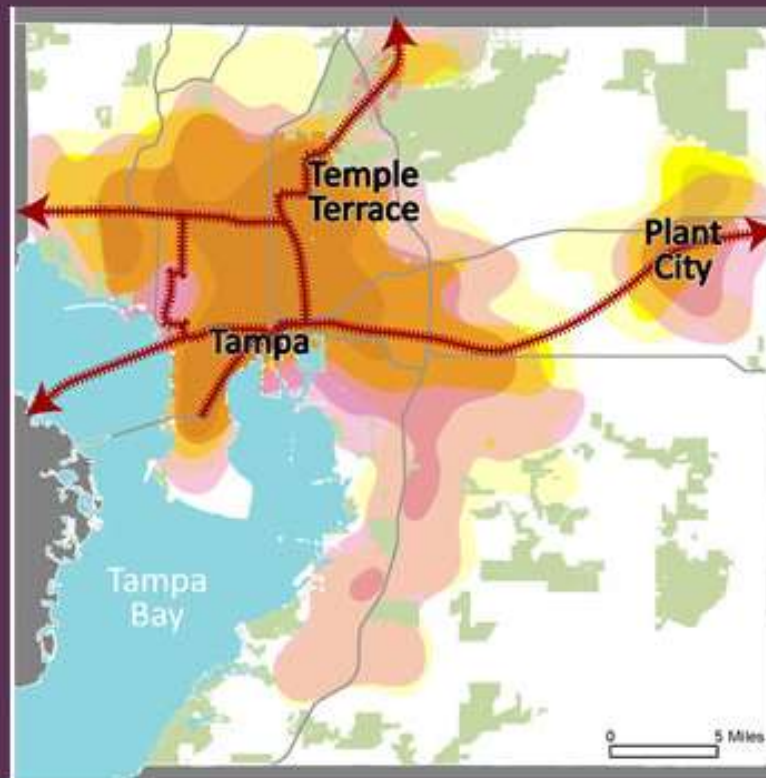
Infrastructure Cost



Traffic Congestion



Worse than today ← → Better than today

[Click for larger images](#)

Results

- Record-breaking participation
- 85% for “Bustling Metro”
- Unanimous approval
- Rapid changes





APA

AECOM

Kimley»Horn

URS

ATKINS

HDR

DIALOG



PARSONS
BRINCKERHOFF



HNTB

If you'd like MetroQuest to be considered...
“...an online engagement tool (e.g. MetroQuest)....”

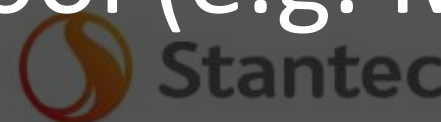
Michael Baker

JACOBS

FREGONESE
ASSOCIATES



DESIGNWORKSHOP



DOVER, KOHL & PARTNERS
town planning

CALTHORPEASSOCIATES
URBAN DESIGNERS, PLANNERS, ARCHITECTS



McBride DALE
CLARION



Thank You & Next Steps

- Webinar follow-up
- Questions/projects
- Monthly best practices & case studies
 - metroquest.com/sign-up



Dave Biggs, Chief Engagement Officer

+1 (604) 317-6200

dave.biggs@metroquest.com