



Go Viral

Strategies for Online Public
for Transit Agencies

[illegible]

Dave Biggs

Research Question

What do successful online engagement projects have in common?



What does “successful” mean?

Quantity

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

Quality

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



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Key Transit Engagement Challenges

- Spatial scale
- Environmental Justice community
- Special interest groups
- Long time horizons
- Multiphase projects
- Complex subject matter



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Look familiar?



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Look familiar?



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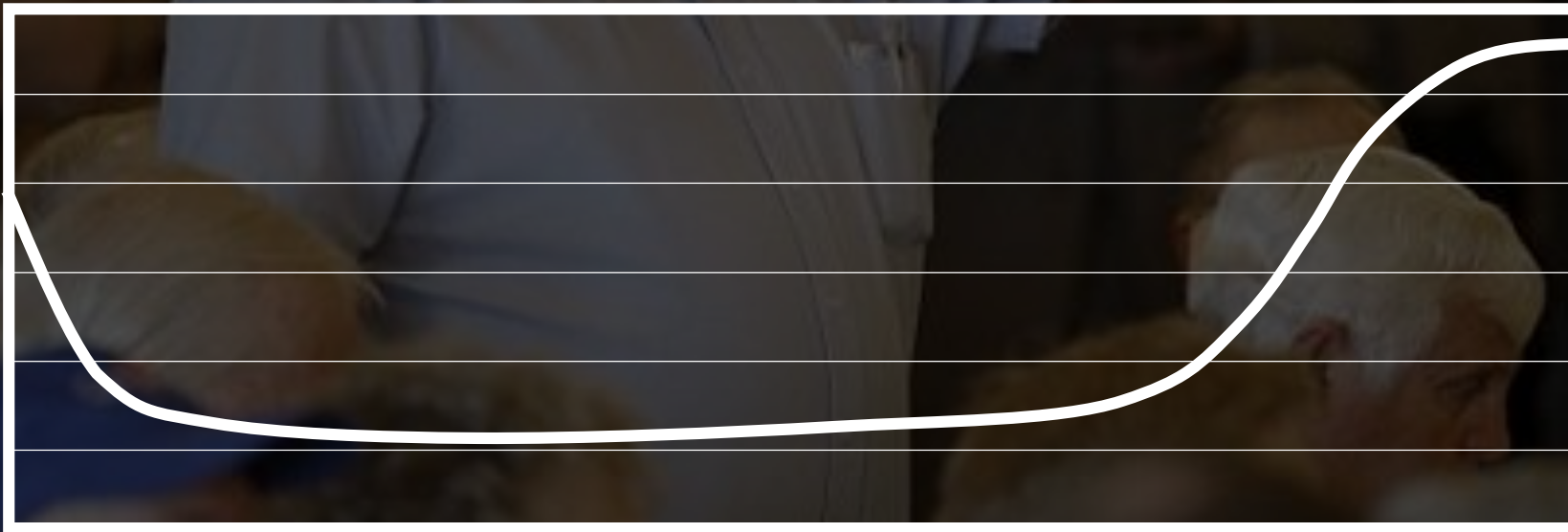
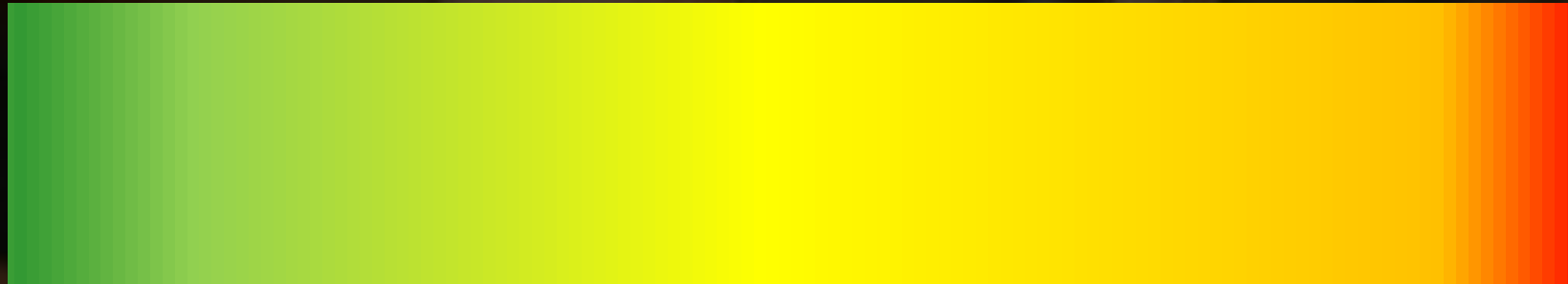
Look familiar?

Who shows up?

Positive

Moderate

Negative



Level of motivation



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How high are your hurdles?



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Nine Key Lessons Emerged

1

2

3

4

5

6

7

8

9



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1

Choose your tools carefully

Participants

2,000

1,500

1,000

500

0

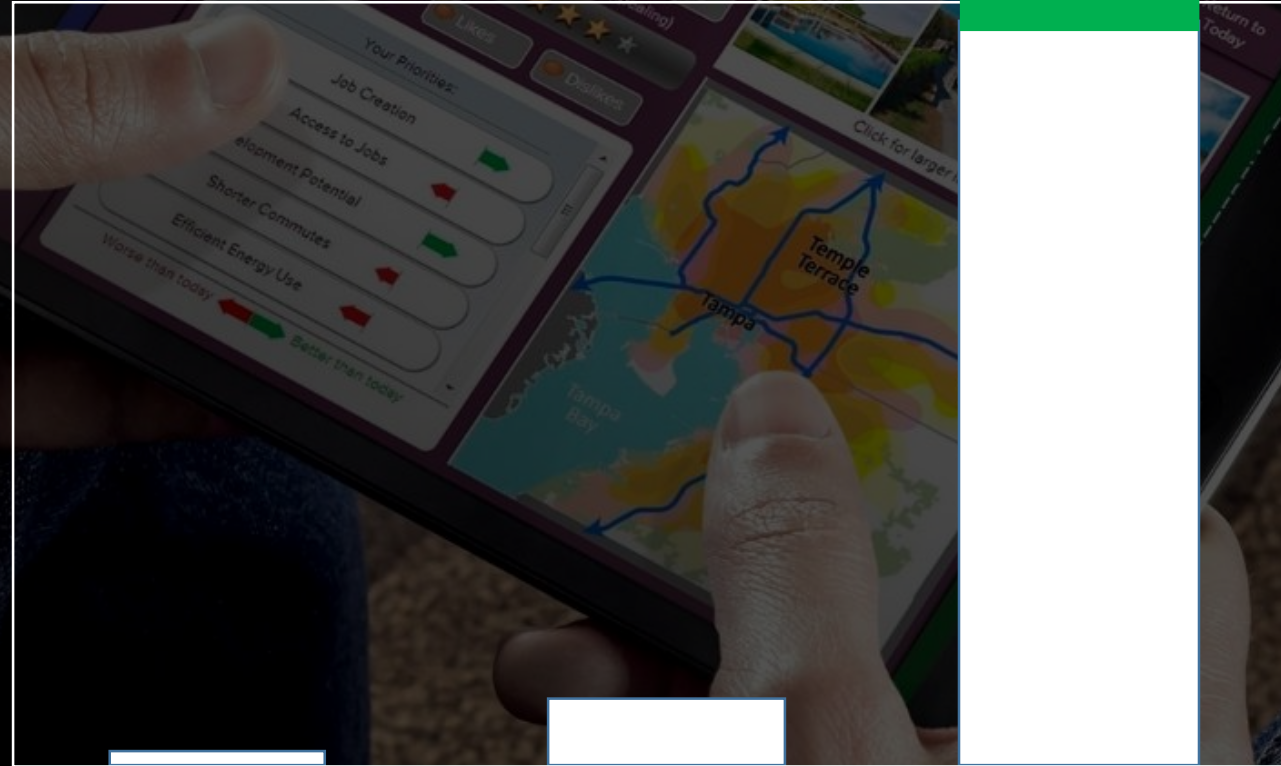
Public
Meetings

Online
Crowdsourcing

Online
Surveys

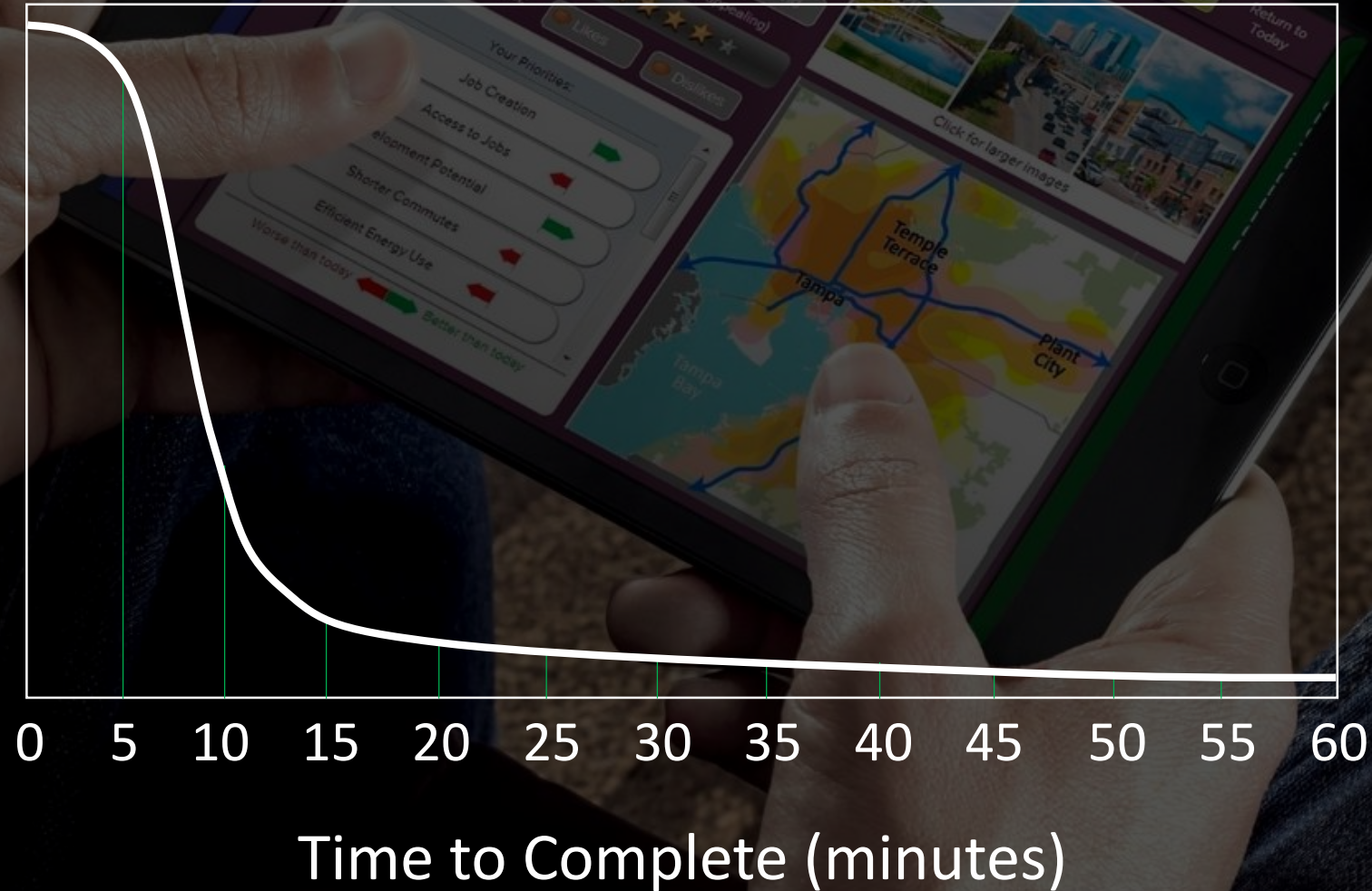


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2 Aim for a 5-minute experience

Participants



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3

Do not require registration

Create an Account

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

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



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4 Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



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Educate before asking



Public Involvement Strategies



6

Make it insightful & delightful

vs.

= 7.5x

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

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

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

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

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

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

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

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

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

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

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

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

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

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

3 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

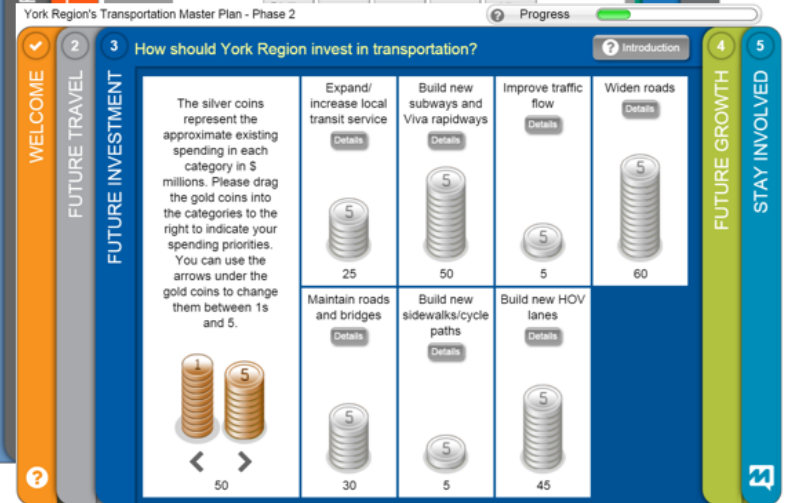
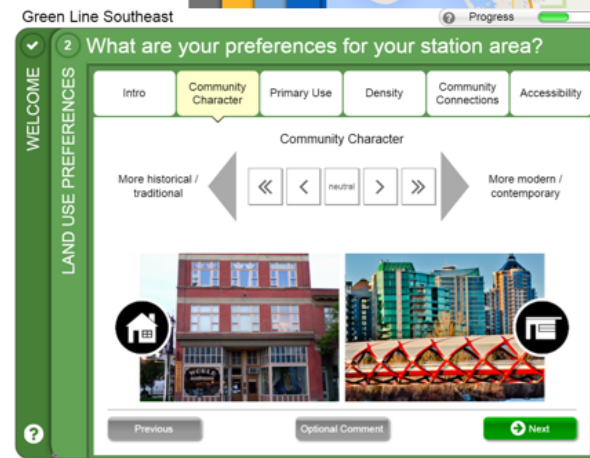
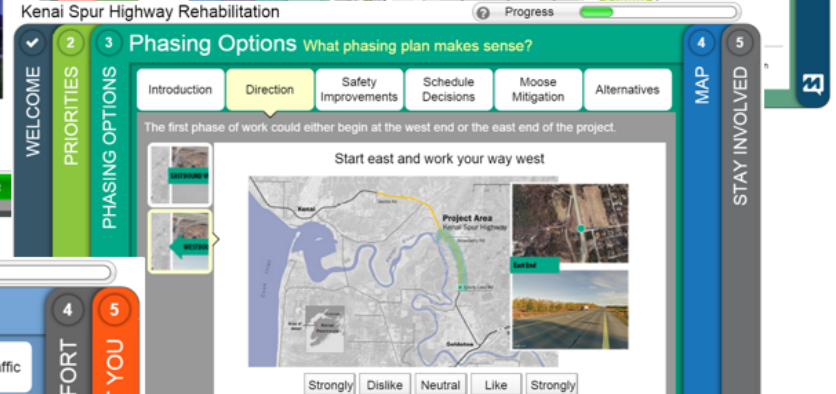
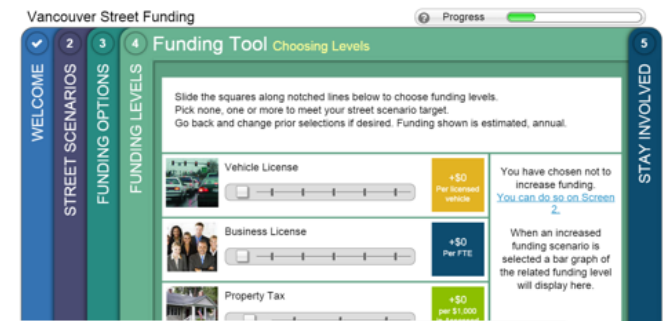
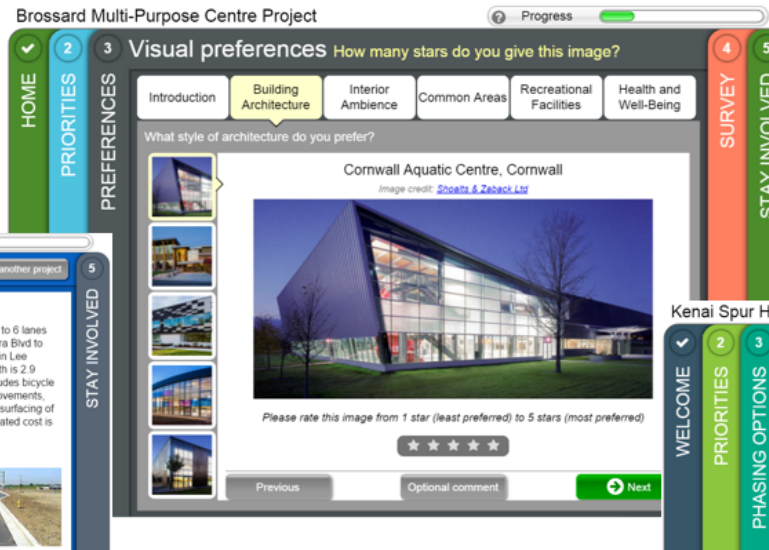
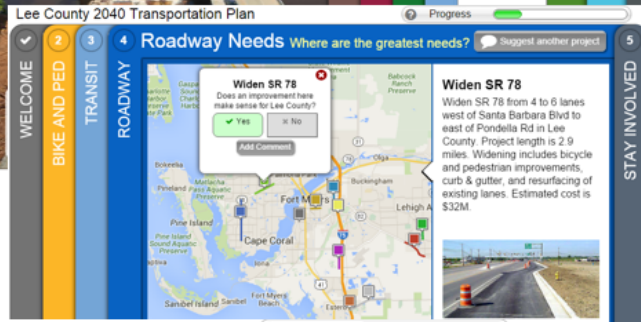
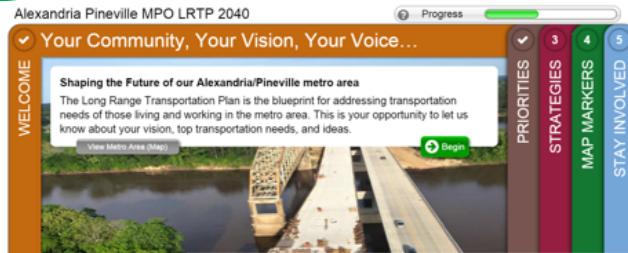
Previous Optional Comment Next



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6

Make it insightful & delightful



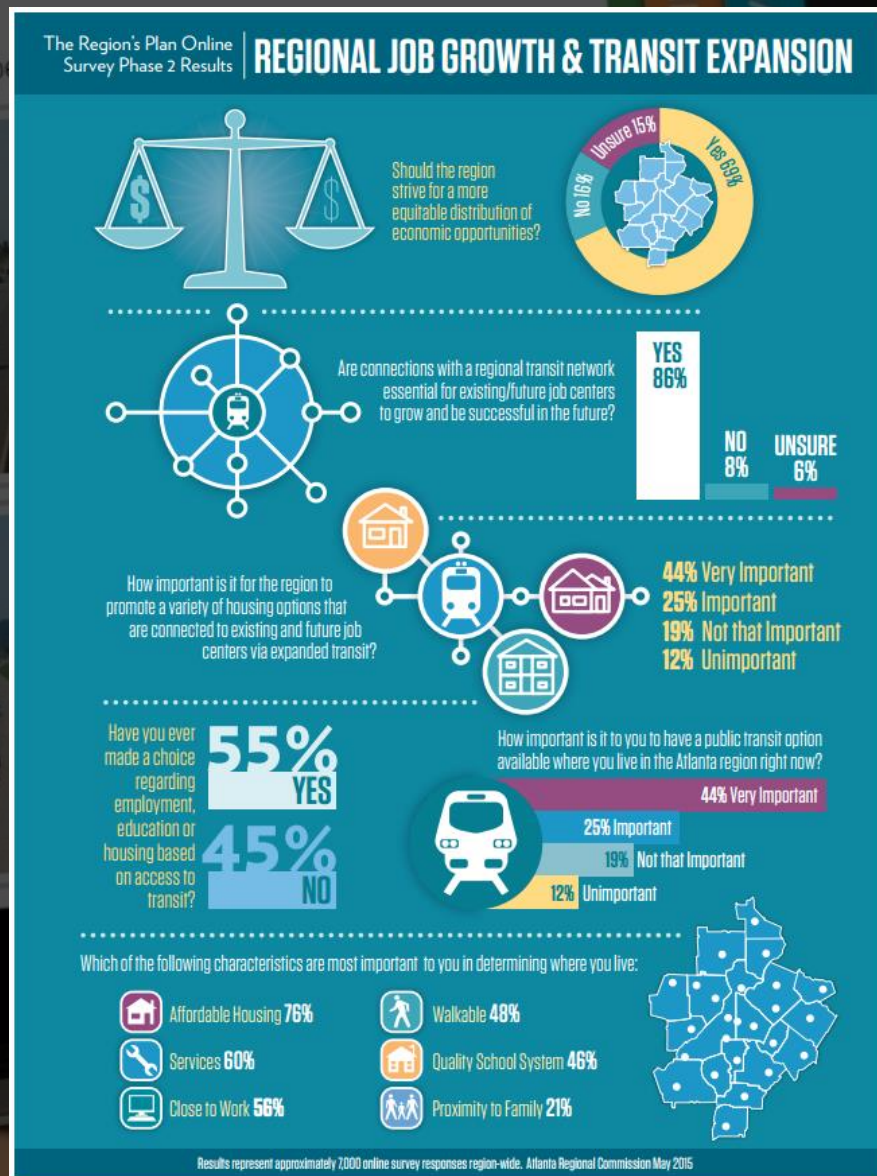
6

Make each step delightful

Even the reports!



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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.



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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 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 park 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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Key Success Factors

1. Choose your tools carefully
2. Aim for a 5-minute experience
3. Do not require registration
4. Offer many ways to engage
5. Educate before asking
6. Make it insightful & delightful
7. Create hyper-relevant content
8. Promote like a pro
9. Monitor & adjust as needed



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Thank You & Next Steps

- Webinar follow-up
- Questions/projects