

The Final Frontier

Engaging Vulnerable & Disadvantaged People in Planning



MetroQuest

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Chief Engagement Officer

What does “successful” mean?

Quantity

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

Quality

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



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Vulnerable & disadvantaged

- Low income (limited access, different priorities)
- Physically disabled (impaired vision, mobility)
- Low education (limited understanding/reading)
- Immigrants (other languages/cultures)
- Isolated (not connected in community)
- Busy people (limited time)



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Key barriers & challenges

- limited reading ability
- impaired vision
- limited time
- limited mobility
- limited access
- other languages
- limited understanding
- different priorities
- other cultures
- not connected in community

"Final frontier" engagement matrix

Barrier/Challenge	Face to face workshops	Peer to peer	Pop-up events	Accessible text options	Online	Smartphone	iPad one on one	Kiosks	Educational surveys	Make it visual, less reading	Keep it short	Support multiple languages	Listen early & reflect it	Leverage local champions
Limited reading ability	•	•	•	•	•	•	•	•	•	•	•			
Impaired vision	•		•	•	•					•				
Limited time			•	•	•	•	•		•	•				
Limited mobility			•	•	•									
Limited access	•	•	•			•	•							
Other languages		•	•	•	•	•	•		•		•		•	
Limited understanding	•	•	•	•	•	•	•	•	•			•	•	
Different priorities/perspectives	•	•	•	•	•	•	•	•				•	•	
Other cultures	•	•	•			•		•	•		•	•	•	
Not connected in community			•		•	•	•	•						
	Tactics								Design					



1

Listen early & reflect it

- **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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2 Strategy: online + face to face

Well-designed online engagement
complimented by
Various face to face events

3

Design, monitor & adjust

- Monitor demographics
- Target gaps



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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

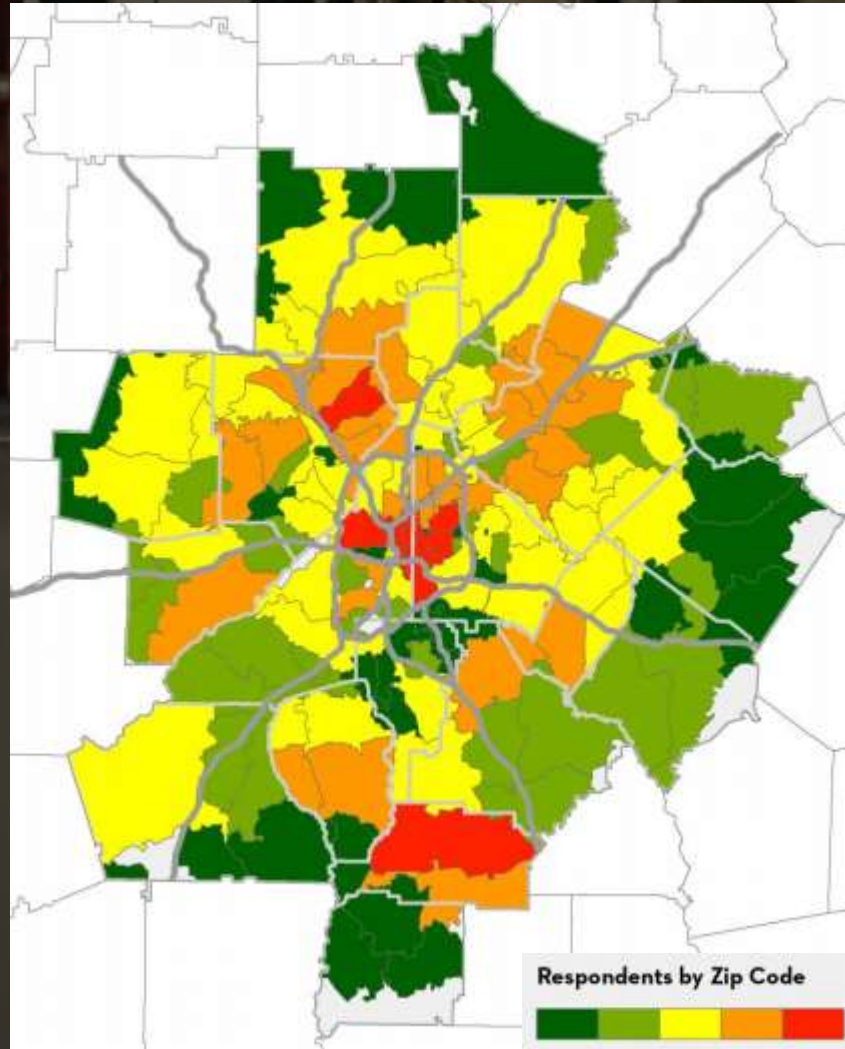
regional impact + local relevance

Powered by
MetroQuest

help

3

Design, monitor & adjust



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3

Design, monitor & adjust

Demographics	Unweighted Sample	Weighted Sample
Region		
Downstate Illinois	52%	49.1% ●
Chicago Metropolitan	47.9%	50.9% ●
Gender		
Female	58.6%	52.8% ●
Male	41.4%	47.2% ●
Age		
16-24	5.6%	17.0% ●
25-34	8.9%	16.8% ●
35-44	12.0%	18.2% ●
45-59	35.5%	24.7% ●
60-74	26.8%	15.3% ●
75 and older	11.1%	8.0% ●
Education		
Less than High School	3.7%	10.0% ●
High School diploma	21.1%	28.4% ●
Some college/ trade school	32.9%	26.3% ●
College degree +	42.3%	35.2% ●
Race/Ethnicity		
White/Caucasian	77.1%	64.6% ●
Black/ African-American	13.1%	14.0% ●
Hispanic	5.1%	16.1% ●
Other	4.6%	5.2% ●
Annual Income		
Less than \$15,000	6.8%	11.3% ●
\$15,000-\$30,000	14.5%	16.5% ●
\$30,001-\$45,000	13.6%	15.8% ●
\$45,001-\$60,000	11.4%	10.2% ●
\$60,001-\$75,000	11.0%	10.7% ●
\$75,001-\$100,000	15.7%	12.6% ●
More than \$100,000	23.9%	18.7% ●
Disability status		
With disability	13.1%	12.4% ●
Without disability	86.8%	87.5% ●



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4

Offer many ways to engage



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4 Offer many ways to engage

Even
paper!



Tell us what you think! *Imagine Milbrough 2040*

What is important to you? *(See page 8-9)* Choose your 5 most important priorities. Only 5.

<input type="checkbox"/> Job Creation	<input type="checkbox"/> Shorter Commute	<input type="checkbox"/> Efficient Energy Use	<input type="checkbox"/> Agriculture/Farming Impact
<input type="checkbox"/> Traffic Congestion	<input type="checkbox"/> Access to Jobs	<input type="checkbox"/> Efficient Water Use	<input type="checkbox"/> Natural Resources
<input type="checkbox"/> Bus or Rail Service	<input type="checkbox"/> Infrastructure Cost	<input type="checkbox"/> Water Quality	<input type="checkbox"/> Redevelopment Potential

Suggest another priority: _____

Rate Strategies and Preferences: 1 star = least appealing, 5 stars = most appealing

Strategy A: Suburban Dream *(See page 3)* Rate this Concept: ☆☆☆☆☆
New homes & businesses sprout out around the county.

What do you like?

What do you dislike?

Strategy B: Bustling Metro *(See page 6)* Rate this Concept: ☆☆☆☆☆
Fill vacant lots & revitalize older areas around rapid transit stations.

What do you like?

What do you dislike?

Strategy C: New Corporate Centers *(See page 7)* Rate this Concept: ☆☆☆☆☆
Business campuses & housing grow along interstate highways.

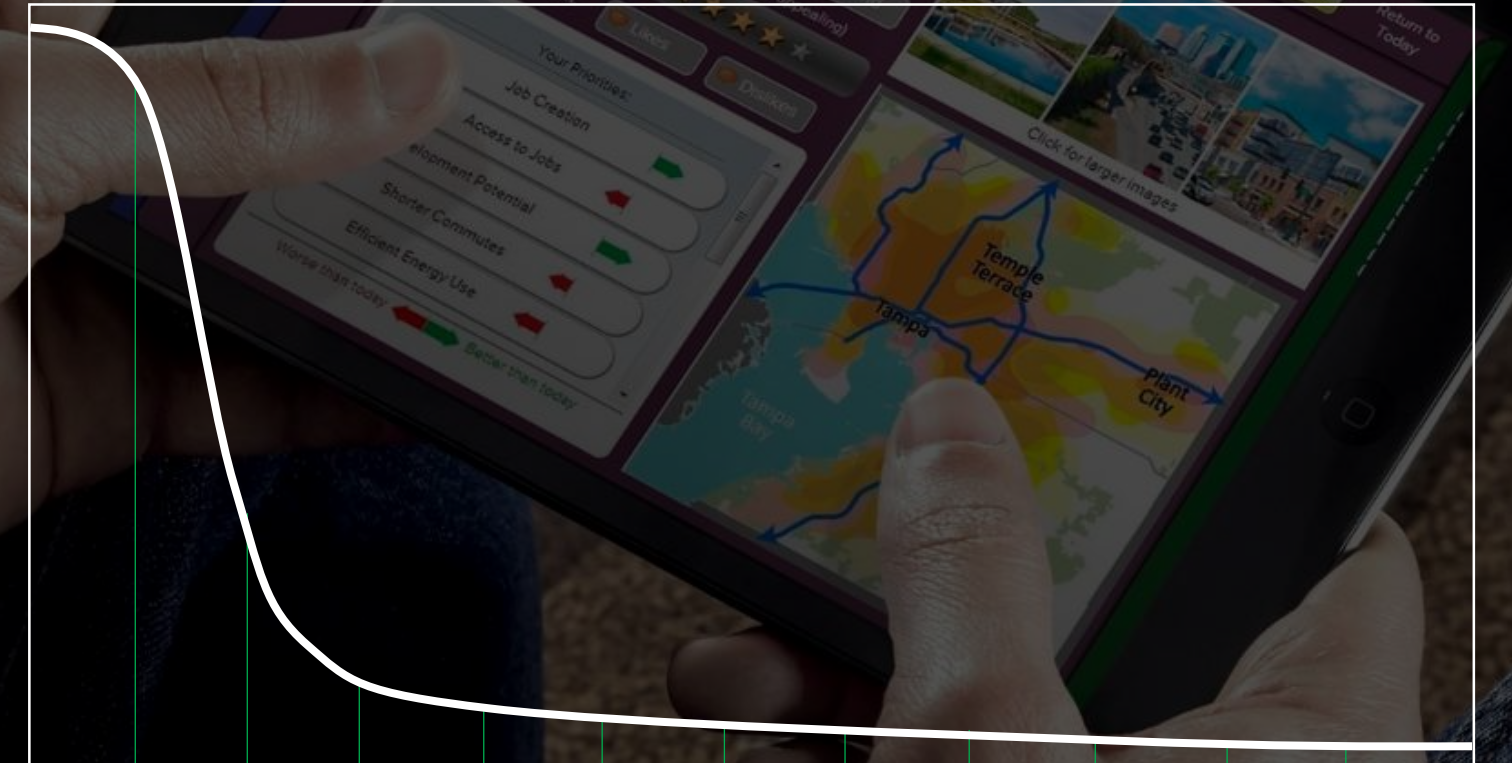
What do you like?

What do you dislike?

5

Keep it short

Participants



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Time to Complete (minutes)

5 Keep it short – no 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](#)

APPROACHES
PRIORITIES
STAY INVOLVED

Share
f
t
e
+

6

Weave in education

Welcome

Ranking Priorities

Map Input

Trade-offs

...for people
who aren't
planners.

Project Selection

Visual Preference

Strategies

Funding

The screenshot shows the 'Explore' screen of a simulation. The top navigation bar includes 'WELCOME', 'PRIORITIES', 'STRATEGIES', 'PREFERENCES', and 'STAY INVOLVED'. The 'STRATEGIES' tab is active, showing 'Strategy B: Bustling Metro' with a description: 'Fill vacant lots & revitalize older areas around rapid transit stations'. Below this is a 'View Full Description' button and a 'Legend' button. A rating section shows 'Rate this strategy' with five stars and an 'Optional comment' section with 'Likes' and 'Dislikes' buttons. A 'Your Priorities' section lists five categories with sliders: 'Redevelopment Potential' (green arrow pointing right), 'Job Creation' (green arrow pointing right), 'Infrastructure Cost' (red arrow pointing left), 'Access to Jobs' (green arrow pointing right), and 'Shorter Commutes' (green arrow pointing right). At the bottom, a slider indicates 'Worse than today' (red arrow pointing left) and 'Better than today' (green arrow pointing right). On the right, there are three images of urban development and a map of Tampa Bay with red arrows indicating transit routes. The map labels include 'Temple Terrace', 'Plant City', 'Tampa', and 'Tampa Bay'. A scale bar shows 0 to 5 miles. Social media sharing icons (Facebook, Twitter, Email, and a plus sign) are at the bottom right.

7

Make it visual, less reading

1 WELCOME

2 PRIORITIES

3 OPTIONS

4 CHARACTER


5 STAY INVOLVED



Buildings Parks, Greenways Public Spaces Streetscapes Landscapes



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

WELCOME

2

PRIORITIES

3

Create Budget

How would you allocate resources?

4


SOLUTIONS


5

STAY INVOLVED

In this hypothetical budget, you can allocate \$30 into the categories that you would like to spend more on by dragging coins. The silver coins represent planned spending and cannot be moved. When you are done, click **Finish** to move on to the next task. Click **Help** for further instructions.

Help us understand where you would spend more by dragging coins into the categories.


\$10












\$5

1 Budget: \$30
Remaining: \$18
Spent: \$12

1 Planned: \$100
Total: \$130

Finish

Reset Help

Enhance Safety	Expand Transit	Serve Elderly/Disabled	Invest in Ports	Traffic Flow
 \$10	 \$13	 \$3	 \$20	 \$5
info	info	info	info	info
Widen Roads	Serve Bikes and Pedestrians	Maintain Roads/Bridges	Serve Trucking	Alternative Fuel Infrastructure
 \$46	 \$1	 \$4	 \$9	 \$1
info	info	info	info	info

1

WELCOME

2

BIKE AND PED

3

TRANSIT

4

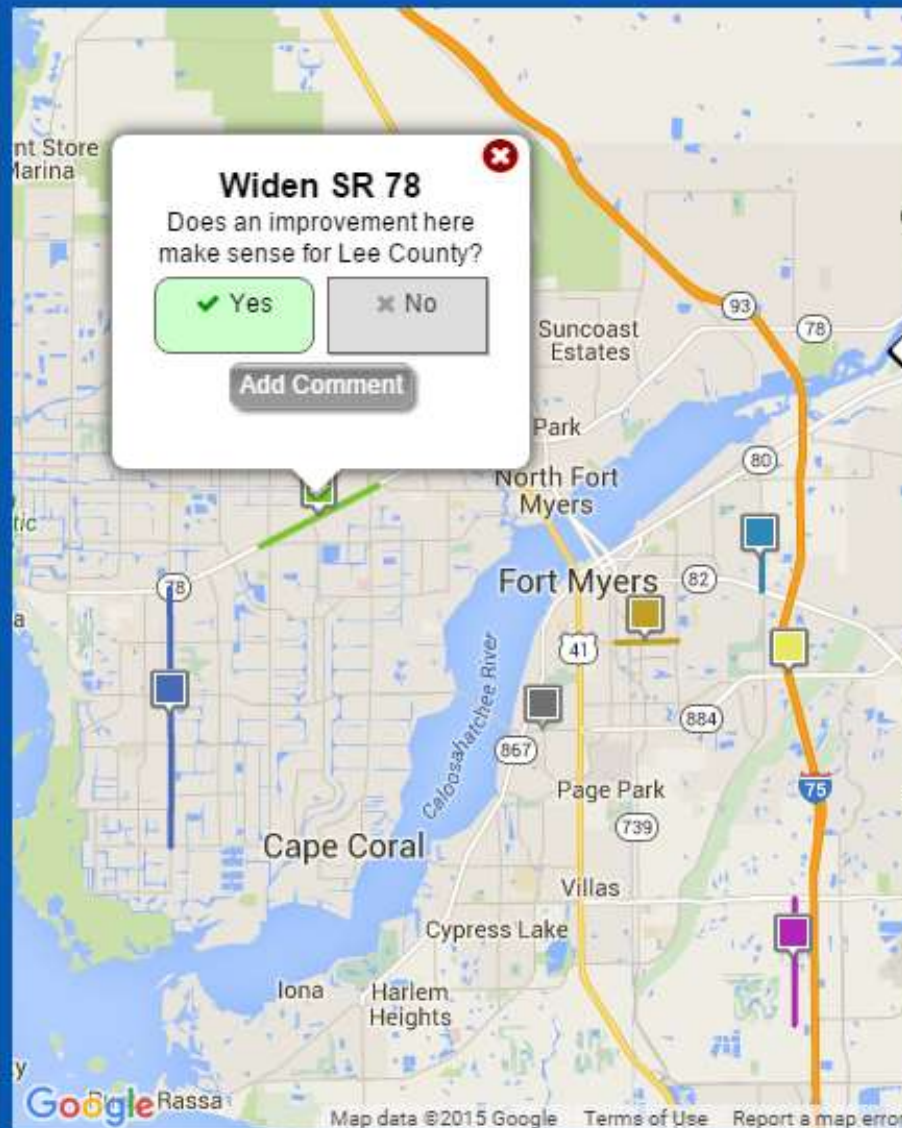
ROADWAY

Roadway Needs Where are the greatest needs?

Suggest another project

5

STAY INVOLVED



Widen SR 78

Widen SR 78 from 4 to 6 lanes west of Santa Barbara Blvd to east of Pondella Rd in Lee County. Project length is 2.9 miles. Widening includes bicycle and pedestrian improvements, curb & gutter, and resurfacing of existing lanes. Estimated cost is \$32M.



Image Source: bceo.org

1 / 5 Projects selected



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

?

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

Priority Ranking - Sioux Falls MPO

Kimley»Horn

WELCOME

MOVING INTO THE FUTURE

ENHANCING OUR CONNECTIONS





4

5

TRAIN STATION OPTIONS

STAY INFORMED

Share



2

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

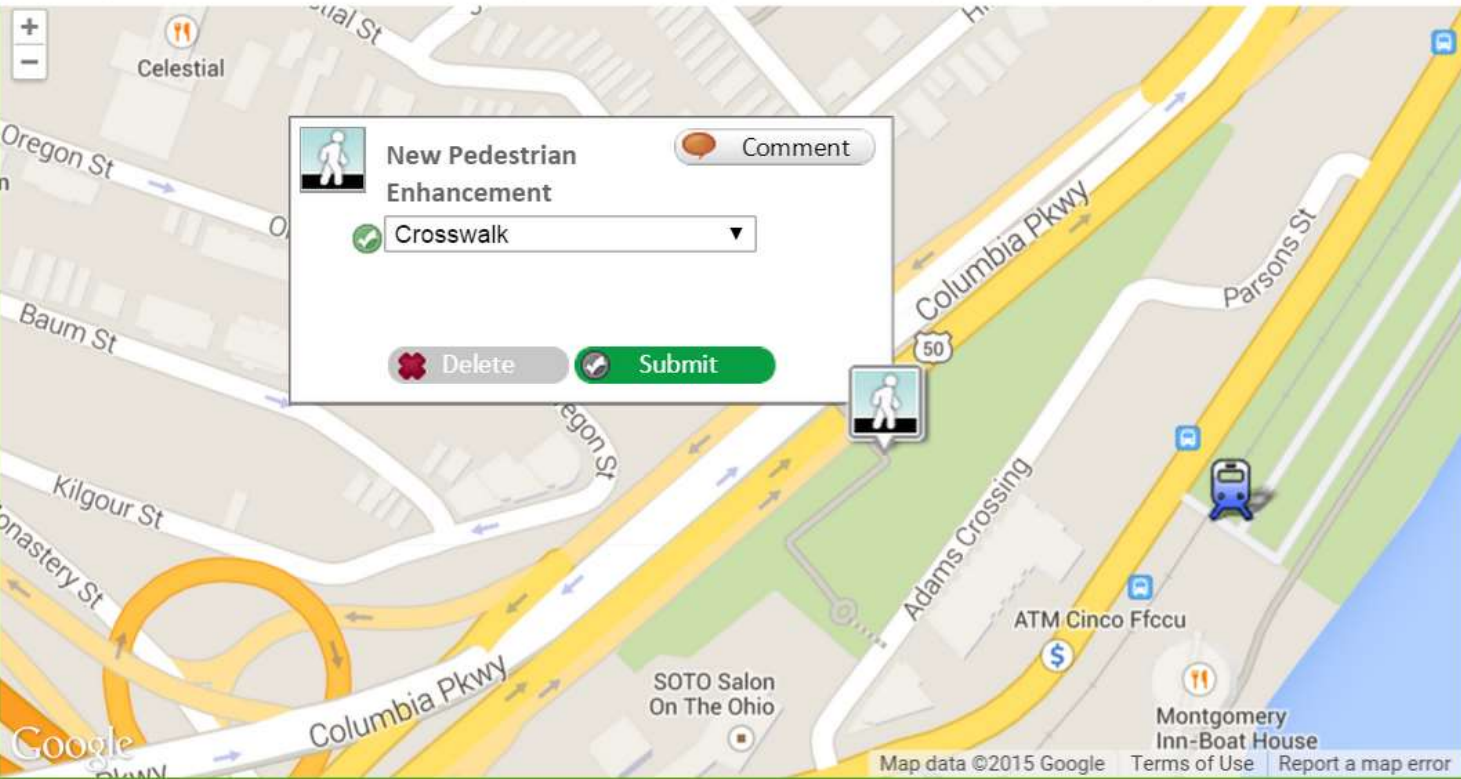
New Bike Connection


Roadway Improvement

New Pedestrian Enhancement

Streetscape Improvement

Neighborhood Enhancement





New Pedestrian Enhancement

Crosswalk

Comment

Delete

Submit

Map data ©2015 Google

Terms of Use




Report a map error

8

Support multiple languages

✓ Project Overview: Help us plan for San Francisco's urban watersheds!

INTRODUCTION



As part of the Sewer System Improvement Program, the San Francisco Public Utilities Commission (SFPUC) is planning infrastructure improvements in each of San Francisco's eight watersheds. These improvements may include both "grey" infrastructure such as pipes and tunnels, and "green" infrastructure such as rain gardens and permeable pavement.

The SFPUC wants your input on potential green infrastructure improvements for the Richmond, Sunset and Lake Merced Watersheds! Please take a few minutes to complete this brief survey.


En Español

中文

Click here to begin

We want to hear from you! Take this quick survey and tell us about your ideas and preferences on:

- Benefits of green infrastructure
- Green infrastructure project types
- Potential project locations in the Richmond, Sunset and Lake Merced Watersheds



help

2

COMMUNITY VALUES

3

GREEN INFRASTRUCTURE





4

PROJECT LOCATIONS

5

STAY INVOLVED

Share



8

Support multiple languages

✓

INTRODUCTION

2

Priorities: Which of these additional benefits do you value the most?

COMMUNITY VALUES

Higher Priority
↑

Pedestrian Improvements

Drag your top 3 priorities above this line


Neighborhood Beautification

Educational Opportunities

Bicycle Improvements

Improve Open Space

Improve Habitat Connectivity



Pedestrian Improvements

Green infrastructure can provide facilities to increase pedestrian safety and convenience.

Priority ranked 1 of 1.

Would you like to add a comment?

+

Suggest another Priority

+

Add comment about this priority

3

GREEN INFRASTRUCTURE

4

PROJECT LOCATIONS

5

STAY INVOLVED

Share

f

t

m

+

help

8

Support multiple languages

✓

INTRODUCCIÓN

2

Prioridades: ¿Cuál de estos beneficios adicionales más valora?

Mejoras peatonales

Arrastre sus 3 prioridades principales por encima de esta línea

Mejorar el Espacio Abierto

Mejoras de Bicicletas

Embellecimiento del Vecindario

Mejorar la Conectividad del Hábitat

Oportunidades Educativas



Mejoras Peventales

Las Mejoras Peventales de infraestructura verde pueden proporcionar instalaciones que aumentan la seguridad de los peatones y su conveniencia.

Prioridad clasificados 1 de 1.

Añadir comentario acerca de esta prioridad

Sugerir otra Prioridad

ayuda

3

INFRAESTRUCTURA VERDE

4

UBICACIONES DEL PROYECTO

5

SIGUE INVOLUCRADO

8

Support multiple languages

✓

簡介

社區價值

2 優先事項： 在這些額外好處中，您最為關注哪一項？

改善行人環境

將您認為最優先的 3 個事項拖至這條線的上方。

教育機會

美化街區環境

改善開放空間

改善自行車出行環境

提高生態環境的關聯



改善行人環境

改善行人環境 綠色基礎建設可提供增加行人安全和便利的設施。

列為優先事項排序 1 中的 1.

添加有關此優先事項的意見

+

提議另一個優先事項

幫助

3 綠色基礎建設

4 工程項目位置

5 繼續參與

 MetroQuest

9 Provide accessible options

Minnesota DOT Freight Plan

Progress

Our Challenge How Should We Plan for the Future?

WELCOME

What should we do to improve the freight system in the state of Minnesota?

Minnesota GO

The Minnesota Department of Transportation is asking for your assistance in developing the Minnesota Statewide Freight System Plan. We appreciate your input!

Click here to begin

This plan will assess the multimodal freight transportation system and develop a "Freight Action Agenda" to guide the safe, reliable, and efficient movement of goods within and through Minnesota.

A text version of the survey is available by clicking [here](#).
If additional assistance is needed, please contact adarequest.dot@state.mn.us or call 651-366-4718

OVERVIEW

PRIORITIES

INTERACTIVE MAP

STAY INVOLVED

York Region's Transportation Master Plan

Progress

Your Community, Your Say...

WELCOME

Shaping the Future of Transportation in York Region

The Transportation Master Plan is York Region's blueprint for addressing transportation and mobility needs of those living and working in the Region over the next 25 years. This is your opportunity to let us know about your top transportation issues, hot spots, and ideas.

Accessibility Information

Click here to begin

Accessible formats or communication supports are available upon request by contacting the Transportation Master Plan project team at TMP@york.ca or 905-830-4444 ext. 75056.

Did You Know?

York Region has spent approximately \$500-million on new, expanded, or renewed roads since 2010. There are over 3,500 lane kilometres of Regional Roads in York.

PRIORITIES

YOUR COMMUTE

YOUR STRATEGIES

STAY INVOLVED

10

Leverage local champions

- Community/cultural groups
- Faith community
- Community/recreation centers
- Special events
- Schools
- Seniors centers
- Homeless shelters/soup kitchens



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10

Leverage local champions

Short
add-on
events



Ideally peer to peer

10

Leverage local champions

- Share kits
 - Blog posts
 - Sample Facebook, Twitter Posts
 - Graphics
 - Contact information

Sample Newsletter blurb (200 words):

Is Metro Atlanta Ready for a High-Tech Future?

How often do you think about the impact of faster, better technology on our future? Have you heard of driverless cars? How could advanced teleworking technology impact the way you live and work? Or, when if you had an app on your phone that would match your transportation need with the most appropriate, efficient mode available (think bus, Uber, taxi, etc)? If additional transit-connected employment centers emerge in the south, east and west of the region, how would this impact you?

An online regional survey being conducted by the Atlanta Regional Commission poses these questions and more to find out how you think new technologies that may impact where and how we travel and

Sample Facebook posts:

What does the future of Metro Atlanta look like? Take this survey, open through the end of March, to let your regional elected officials know what you think should be in The Region's Plan!

www.atlantaregional.com/theregionsplansurvey

How could faster, better technology impact greater Atlanta over the next 25 years? Take this survey to influence the policies adopted by The Region's Plan!

www.atlantaregional.com/theregionsplansurvey

What technology innovations would you like to see in Metro Atlanta? Take this survey to ensure that The Region's Plan represents your thoughts on the future!

www.atlantaregional.com/theregionsplansurvey

Sample Twitter posts:

You told us your priorities for metro [#Atlanta](#). Now we want you to tell us more. Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1Bv0Jau>

Help us plan for the future of metro [#Atlanta](#). Take [#TheRegionsPlan](#) survey 2 and tell us MORE: <http://bit.ly/1Bv0Jau>

Driverless cars? Uber? How will they impact [#Atlanta](#)'s traffic challenges? Tell us! Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1Bv0Jau>

We're planning for metro [#Atlanta](#)'s future and we need your help. Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1Bv0Jau>

Graphic:



Test multiple calls to action

- **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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11

Plan pop-up events



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11

Plan pop-up events



MetroQuest



11

Plan pop-up events



MetroQuest

11

Plan pop-up events



MetroQuest

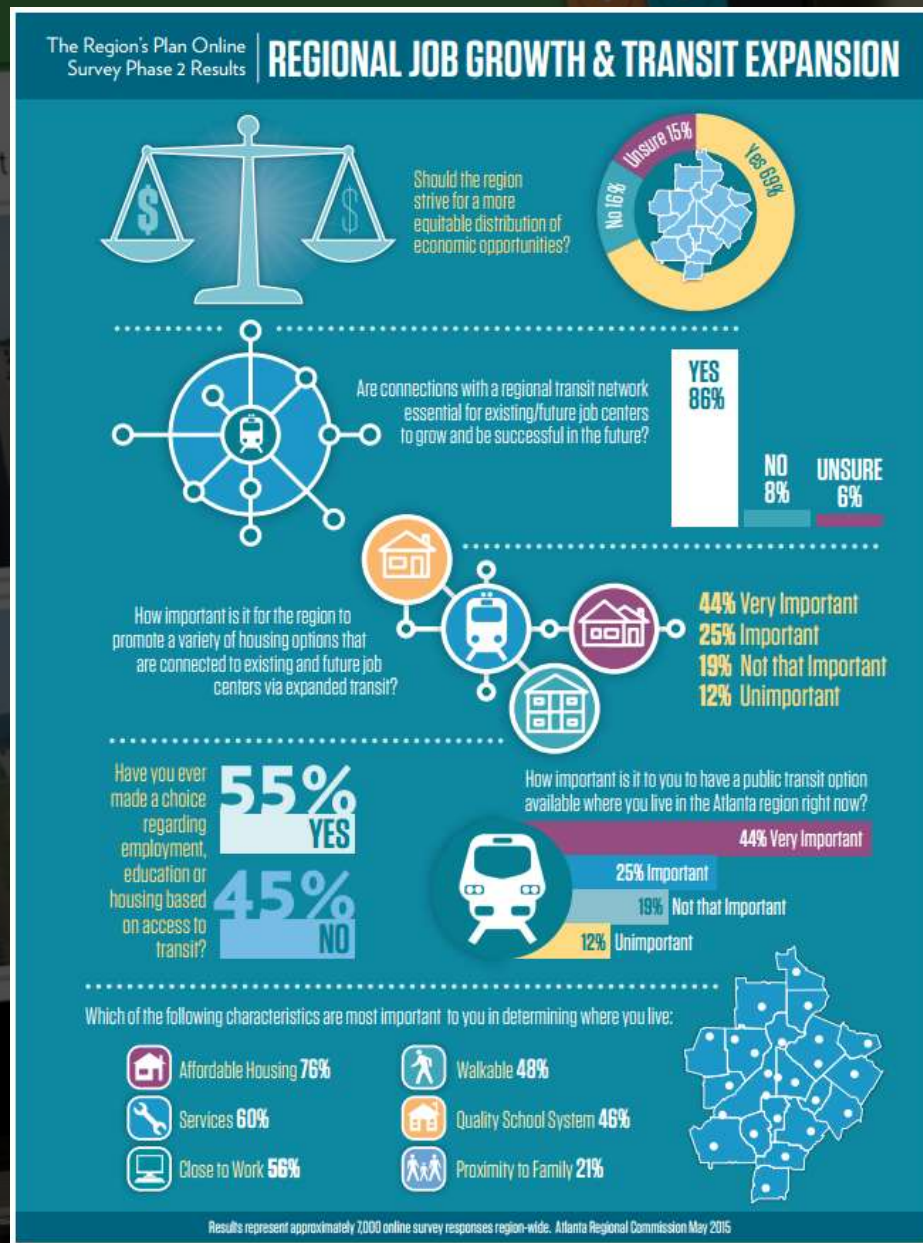
12

Build a culture of engagement

Illustrate how public input impacted the outcome



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"Final frontier" engagement matrix

Barrier/Challenge	Face to face workshops	Peer to peer	Pop-up events	Accessible text options	Online	Smartphone	iPad one on one	Kiosks	Educational surveys	Make it visual, less reading	Keep it short	Support multiple languages	Listen early & reflect it	Leverage local champions
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Limited time			•		•	•	•	•		•	•			
Limited mobility			•		•									
Limited access	•	•	•			•	•							
Other languages		•	•		•	•	•	•		•		•		•
Limited understanding	•	•	•		•	•	•	•	•	•			•	•
Different priorities/perspectives	•	•	•		•	•	•	•	•				•	•
Other cultures	•	•	•			•	•	•	•		•	•	•	•
Not connected in community			•		•	•	•	•						
	Tactics								Design					

Summary

1. Listen early & reflect it
2. Strategy: online + face to face
3. Design, monitor & adjust
4. Offer many ways to engage
5. Keep it short
6. Weave in education
7. Make it visual, less reading
8. Support multiple languages
9. Provide accessible options
10. Leverage local champions
11. Plan pop-up events
12. Build a culture of engagement

Thank You & Next Steps

- Webinar follow-up
- Questions/projects
- Monthly best practices & case studies



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