The Final Frontier

Engaging Vulnerable & Disadvantaged People in Planning

MetroQuest

Dave Biggs
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

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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
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**				

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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

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3 Design, monitor & adjust

- Monitor demographics
- Target gaps

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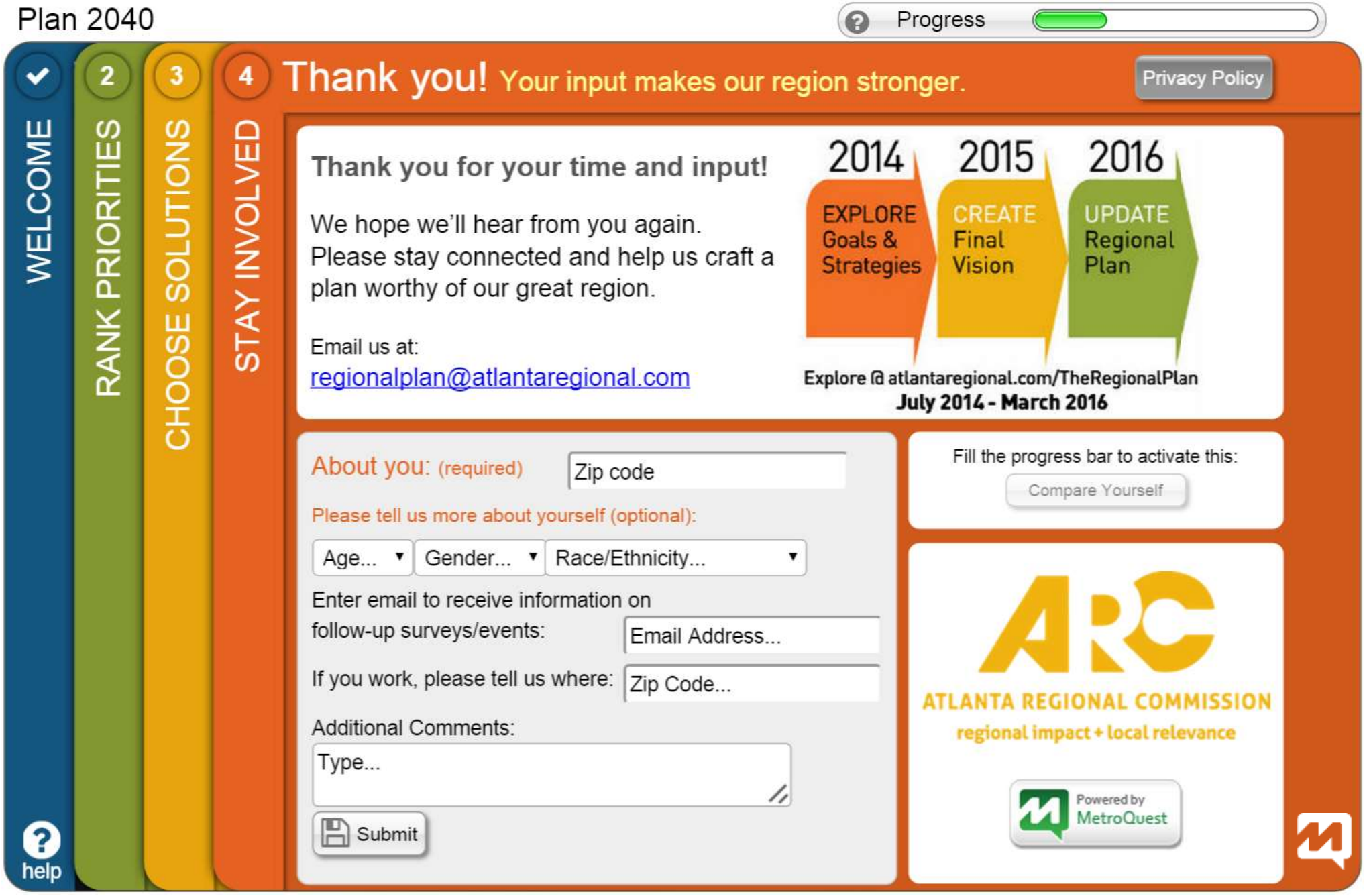
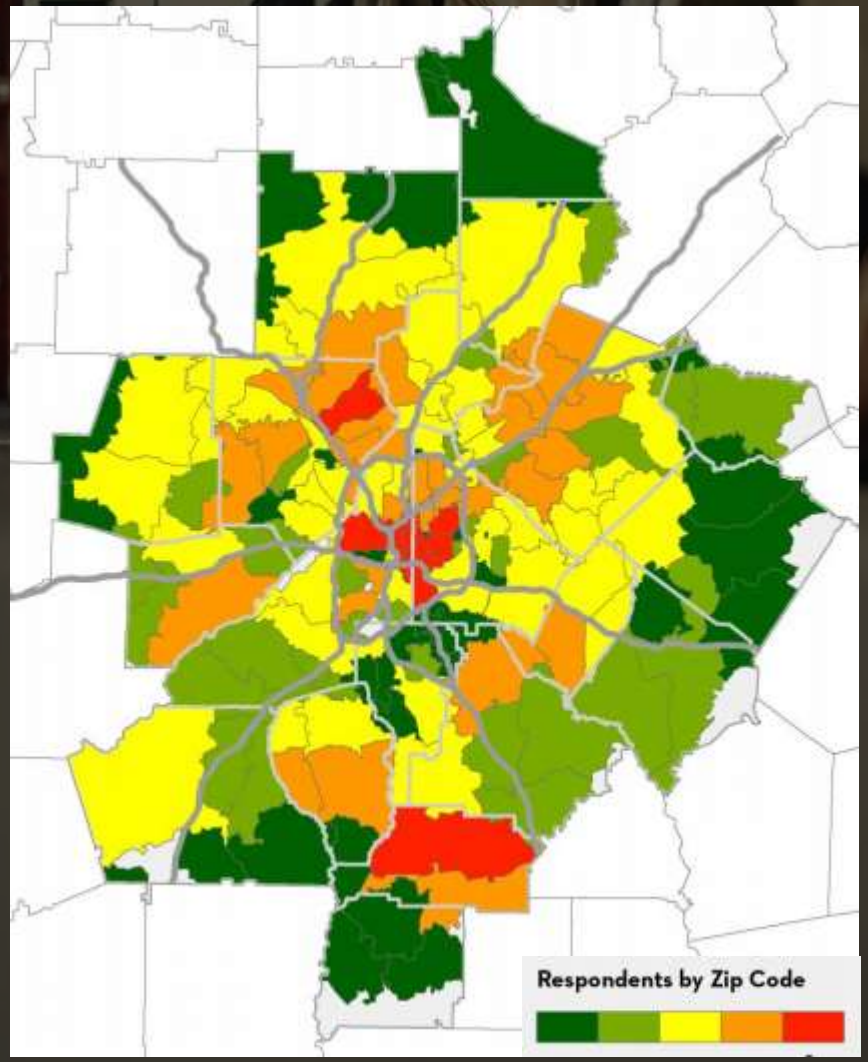
Plan 2040



Wrap-up – Atlanta Regional Commission

PARSONS BRINCKERHOFF

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!

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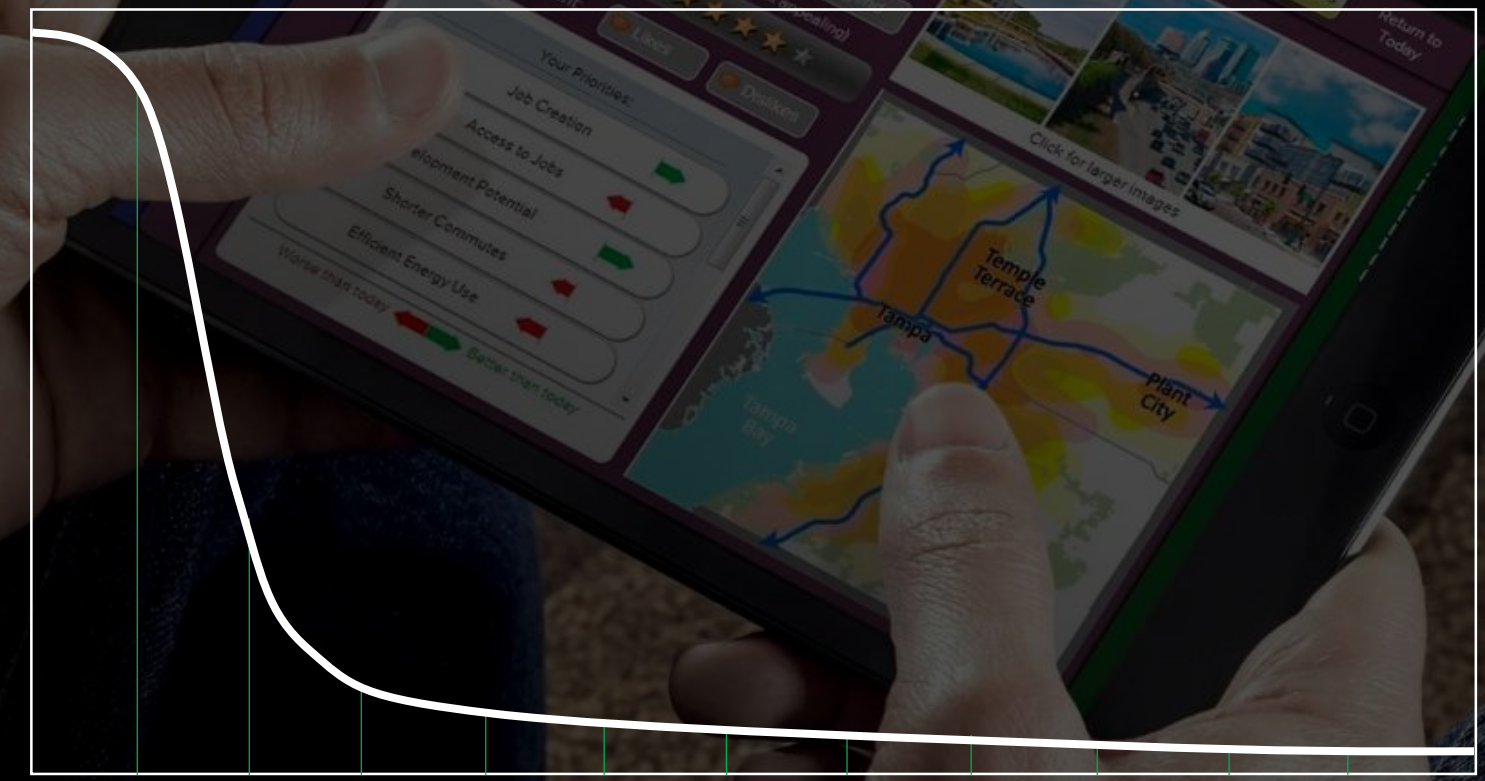
5 Keep it short



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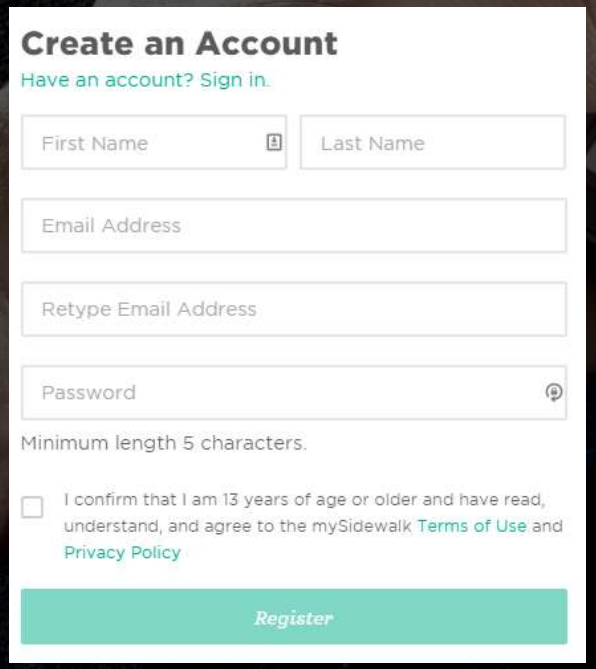
5 Keep it short – no registration



vs.

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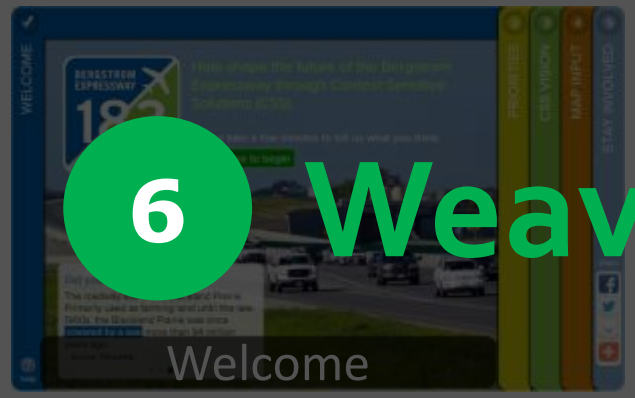
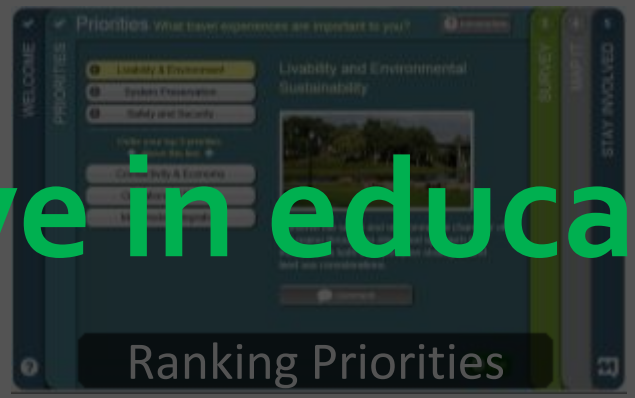
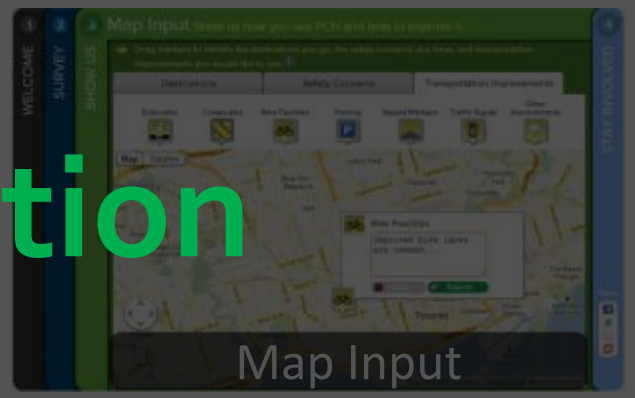
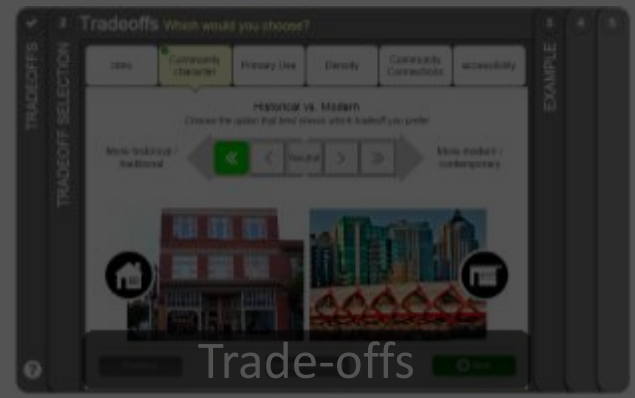
6 Weave in education

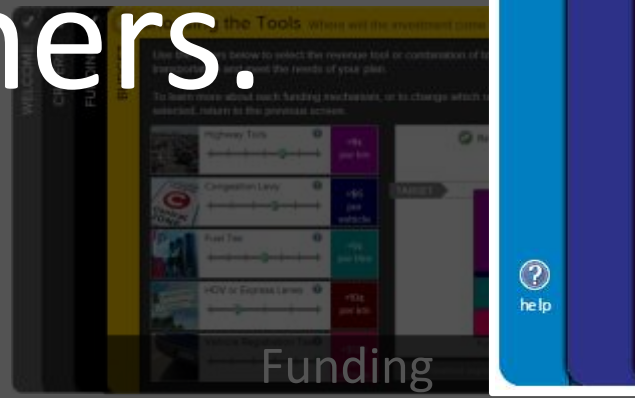


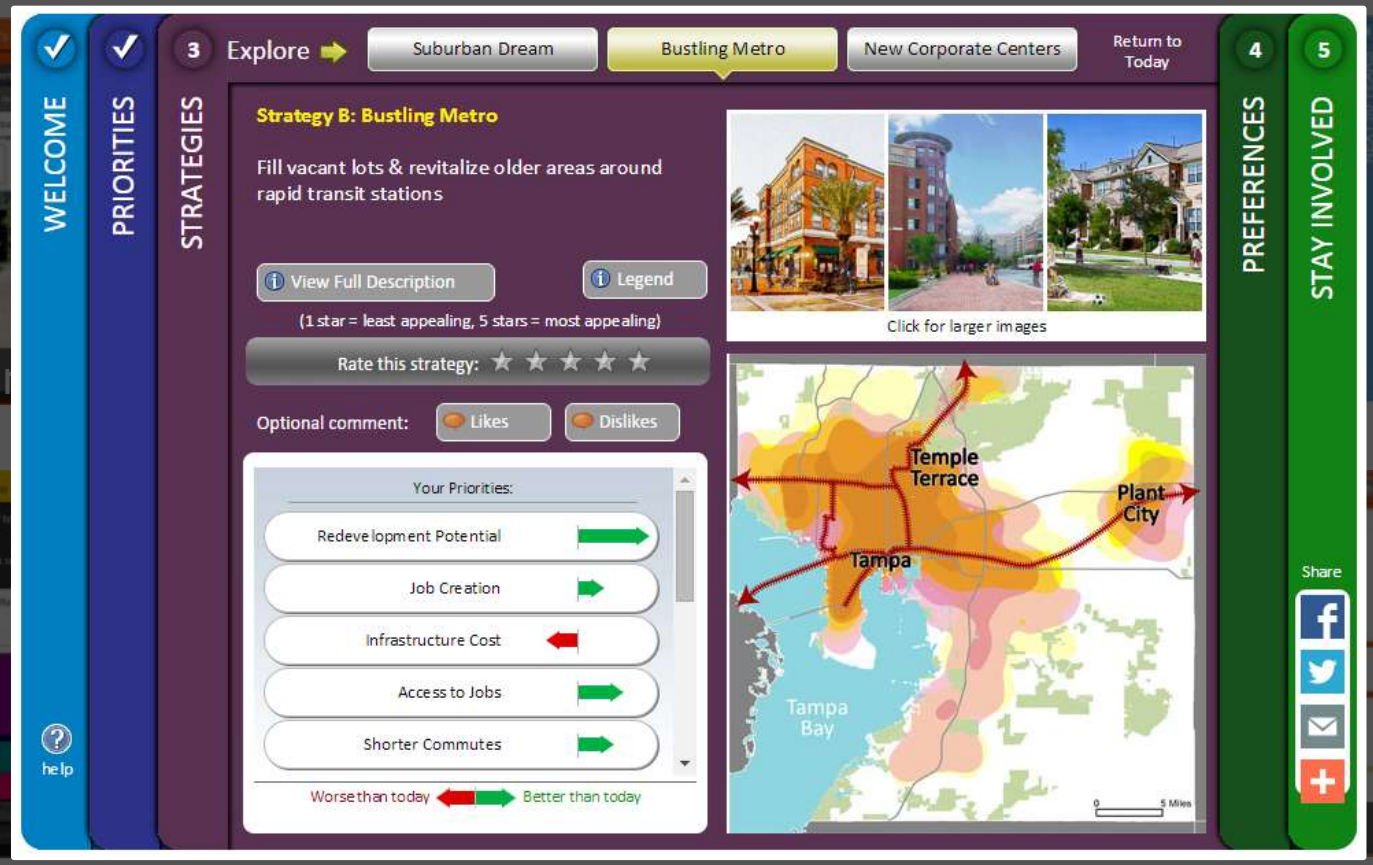




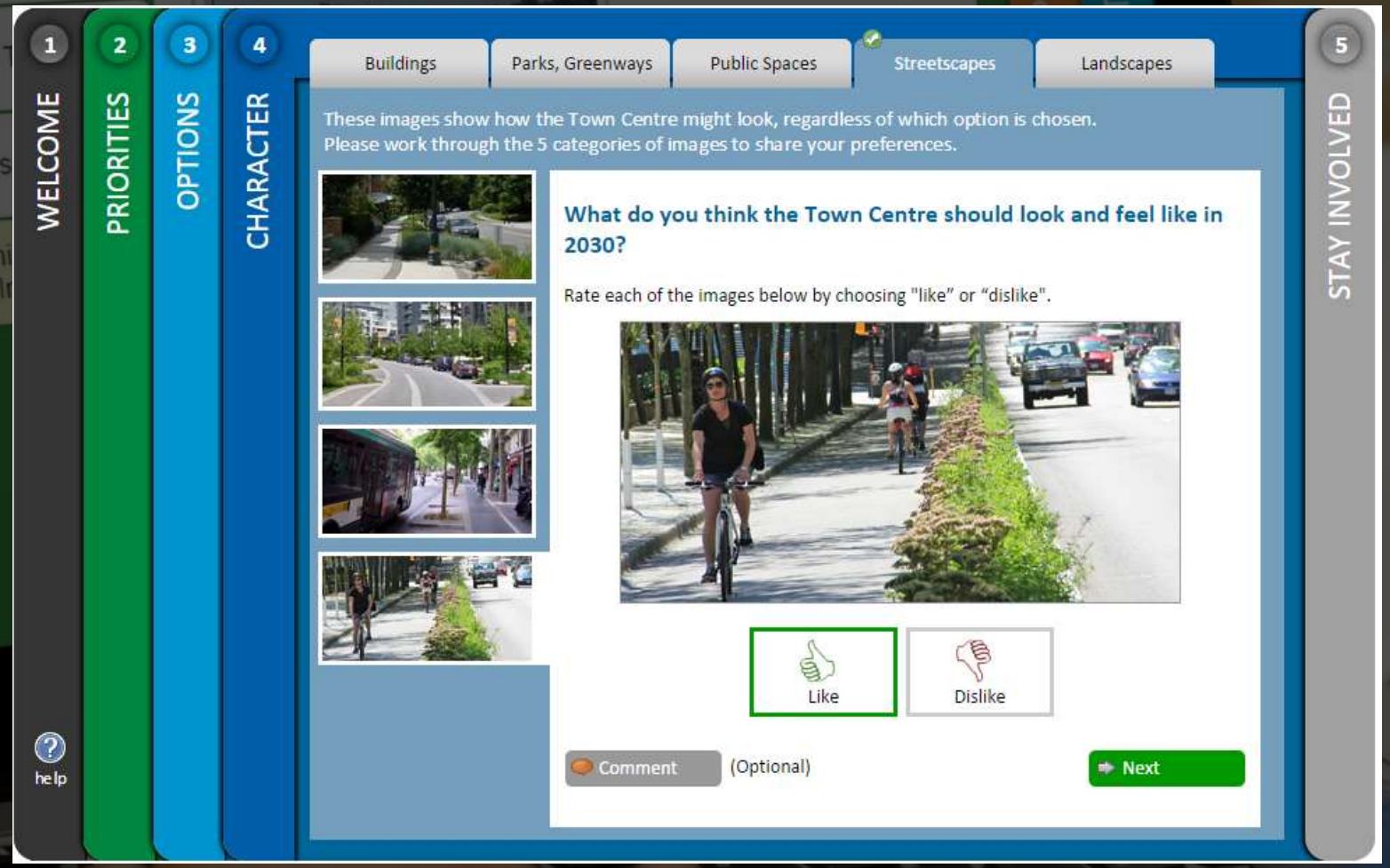


…for people who aren't planners.





7 Make it visual, less reading



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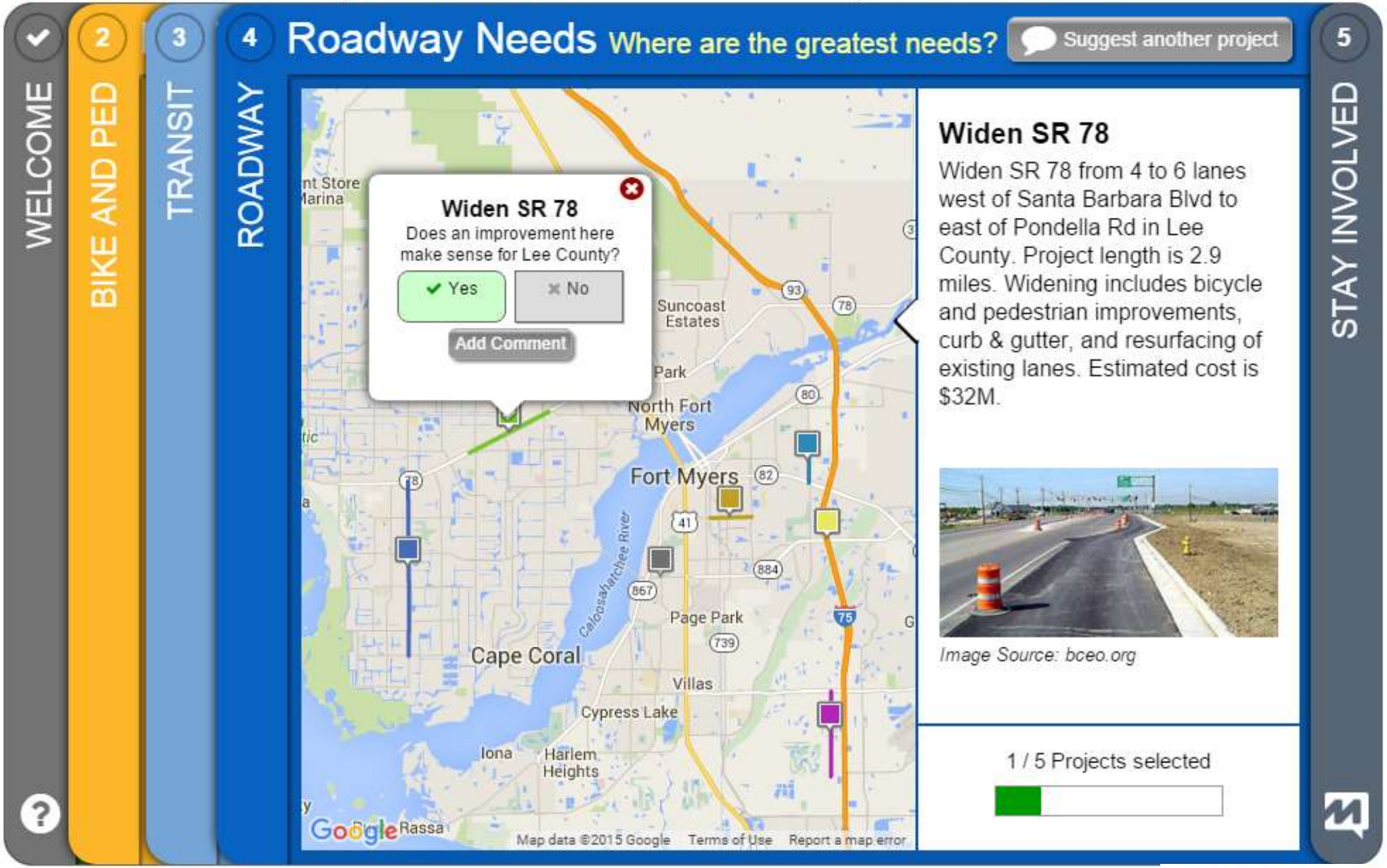
Budget Allocation - North Florida TPO

HNTB

Lee County 2040 Transportation Plan



Project Selection – Lee County MPO

JACOBS

Will Connects 2040 Phase 2

Progress

WELCOME

2 FUTURE TRAVEL

3 TRAVEL PREFERENCES

4 STAY INVOLVED

What are your preferences for travel?

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 › »

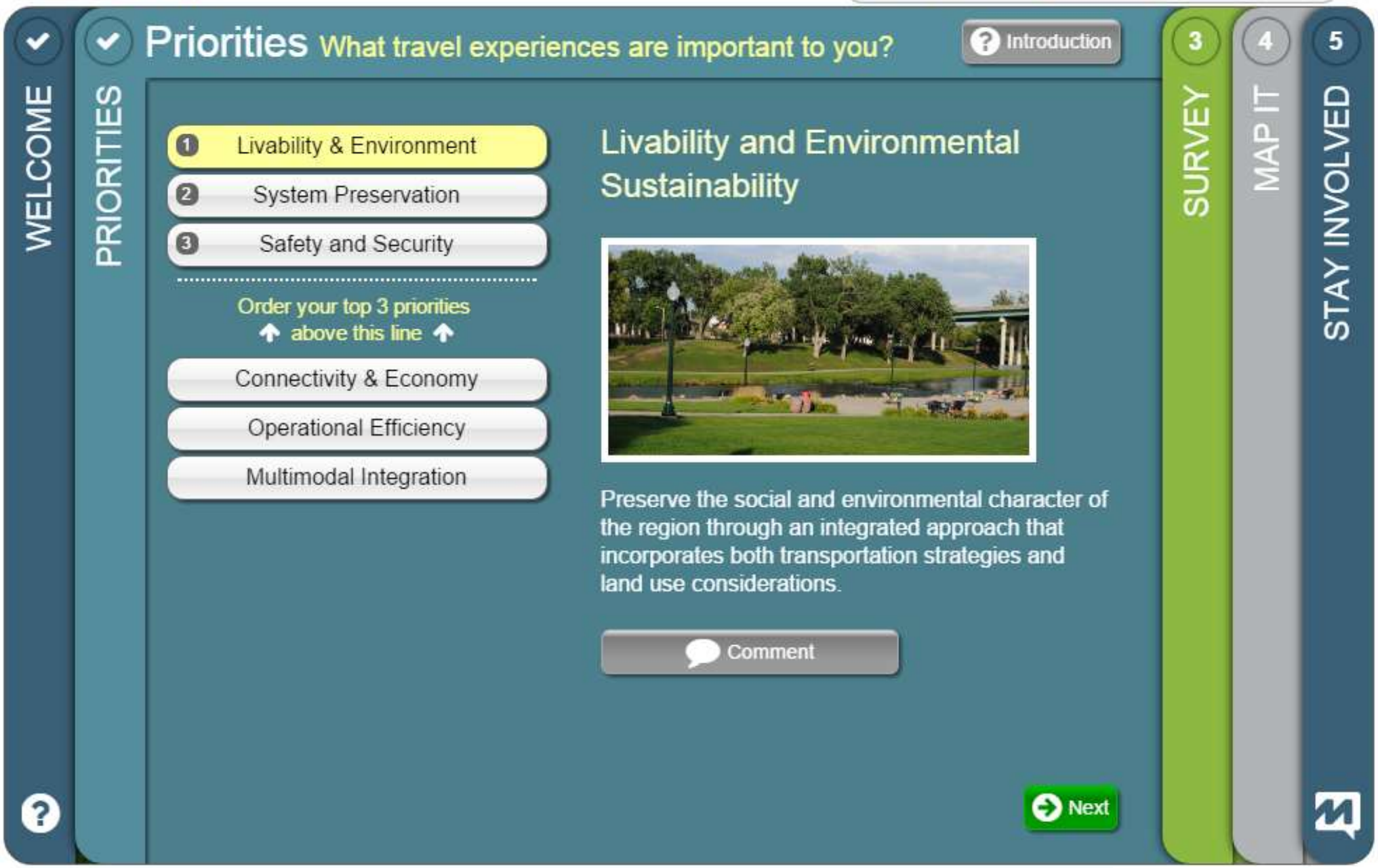
Focus on expanding transit service

Previous | Optional Comment | Next

Tradeoffs

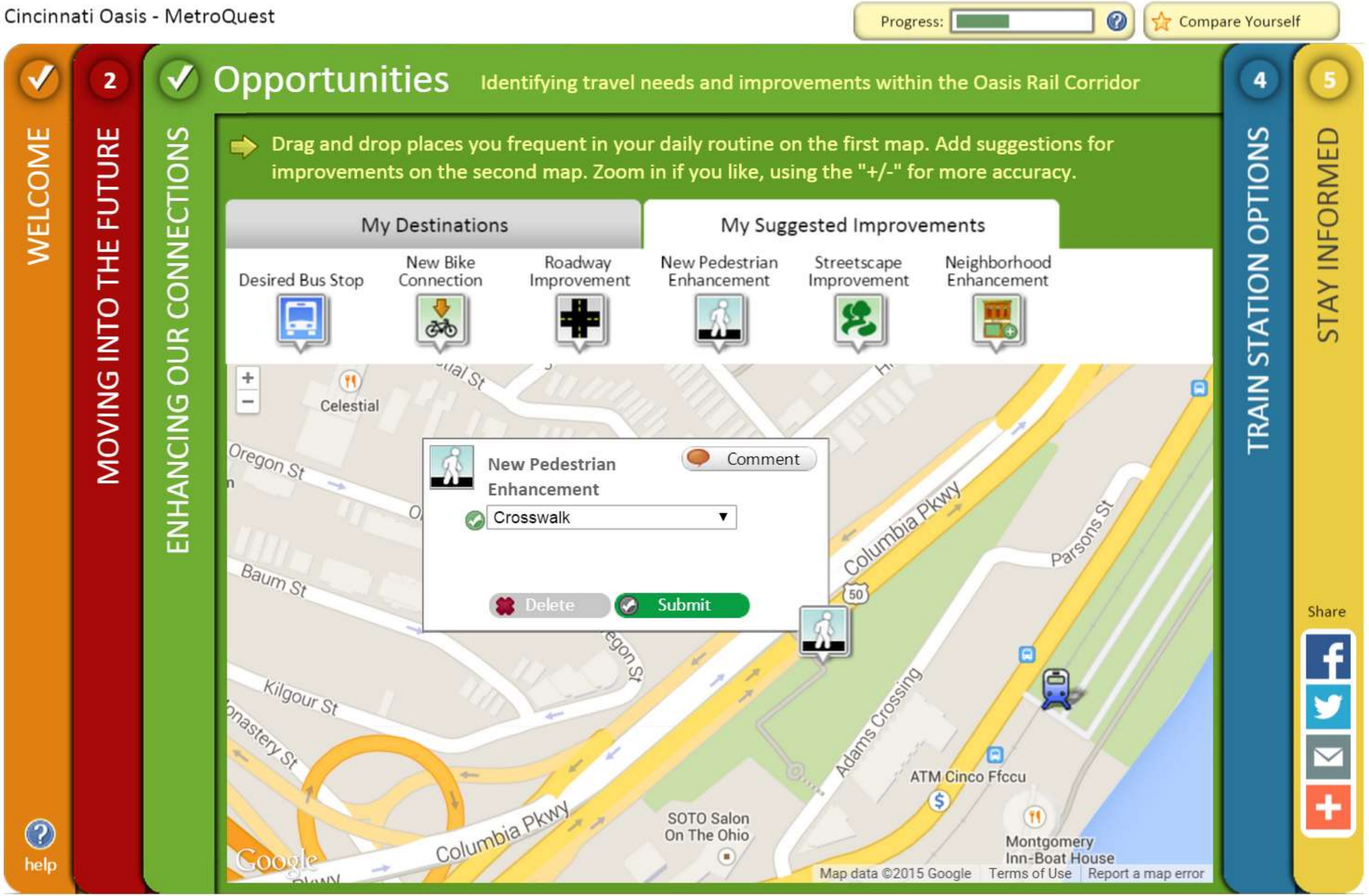
Michael Baker INTERNATIONAL

Go Sioux Falls



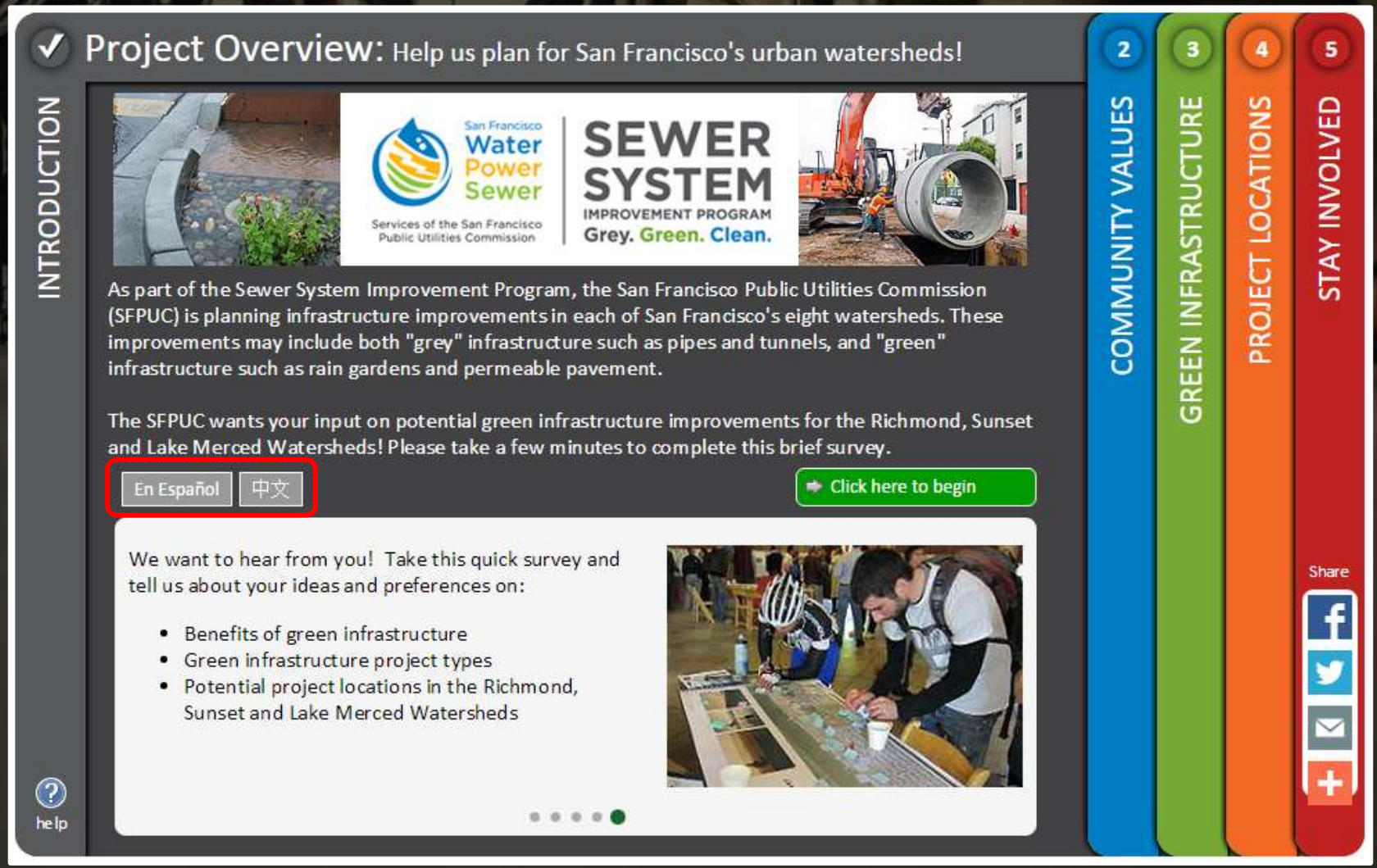
Priority Ranking - Sioux Falls MPO

Kimley»Horn



Map Markers - SW Ohio Regional Transit Authority

8 Support multiple languages



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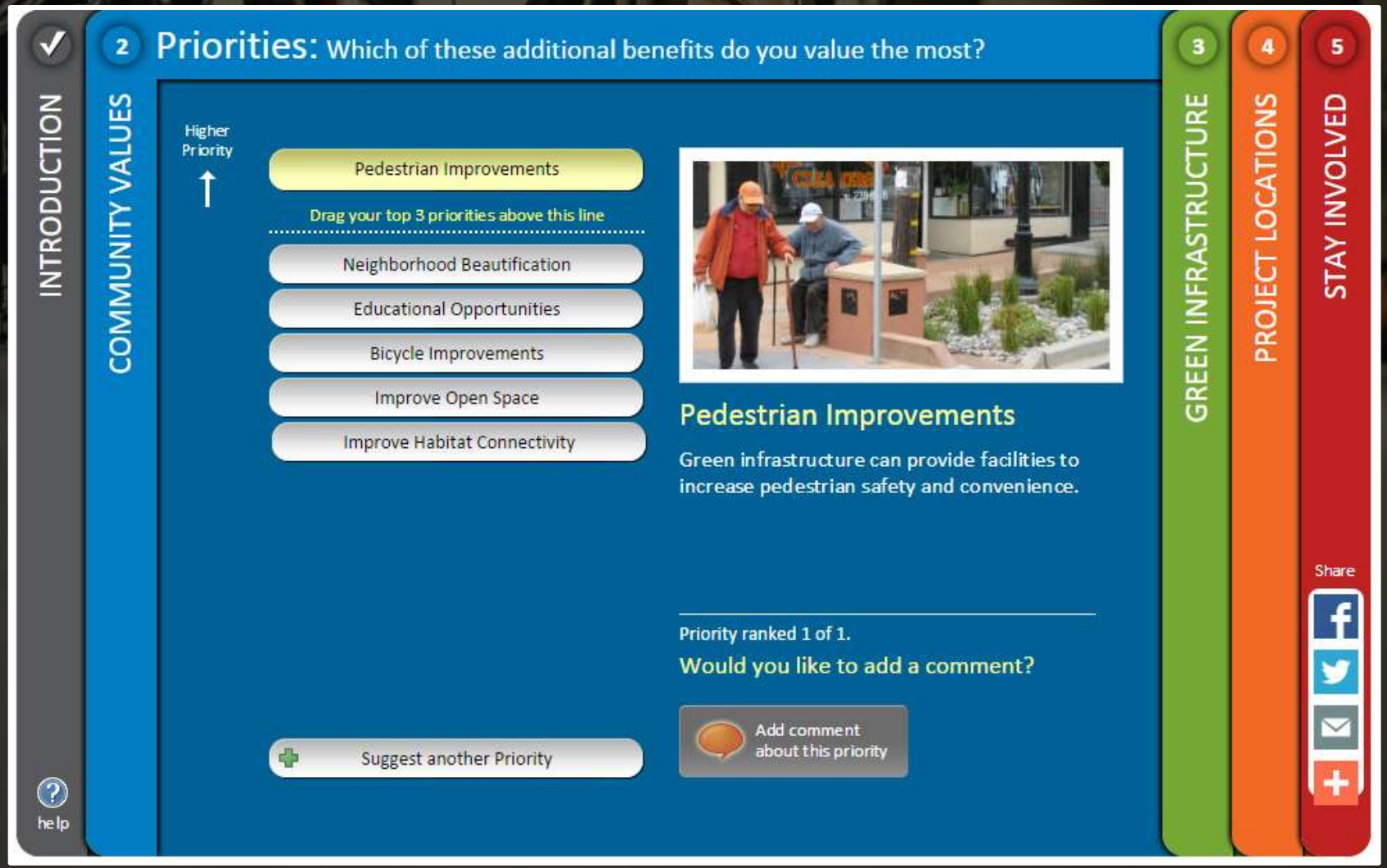

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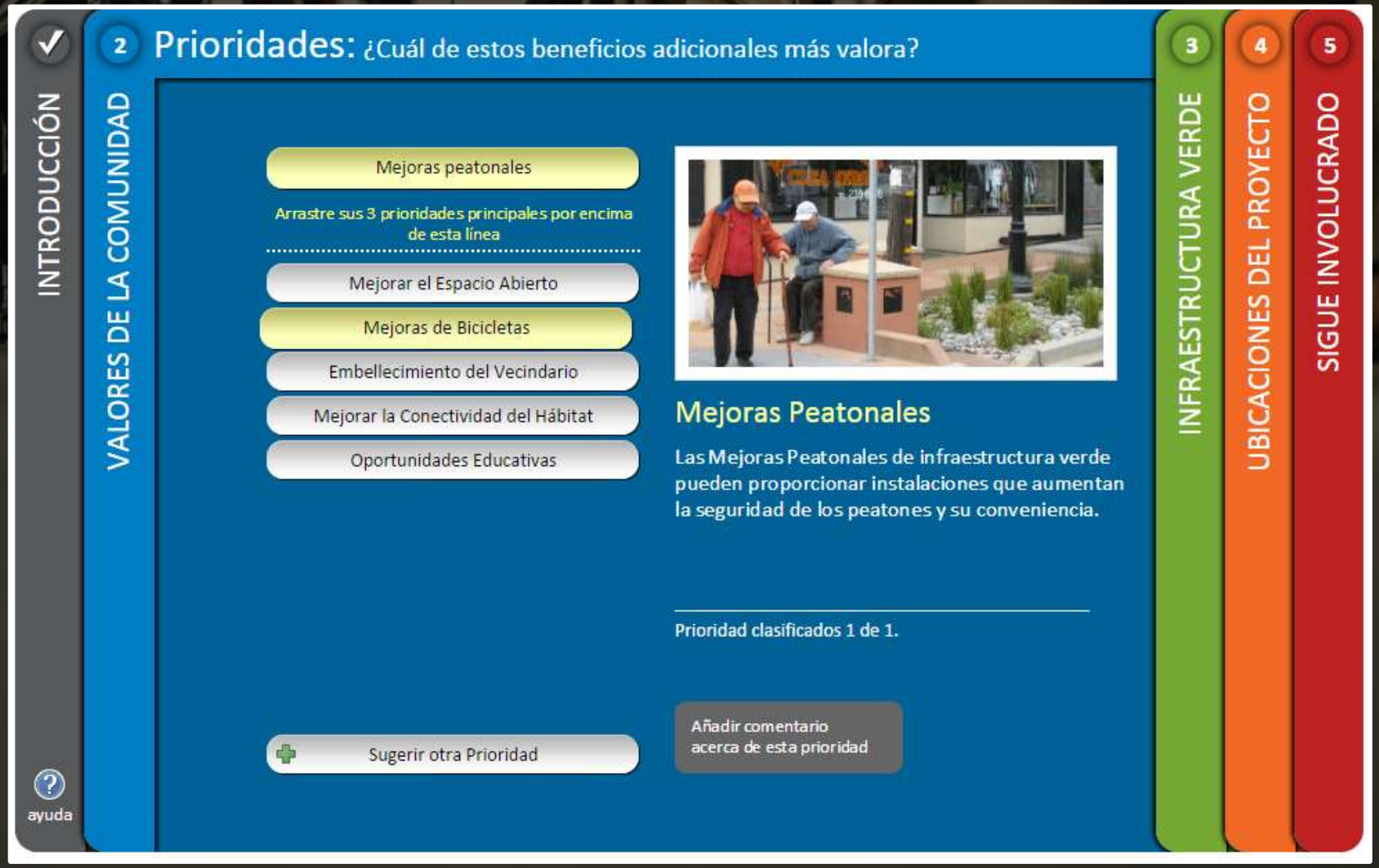

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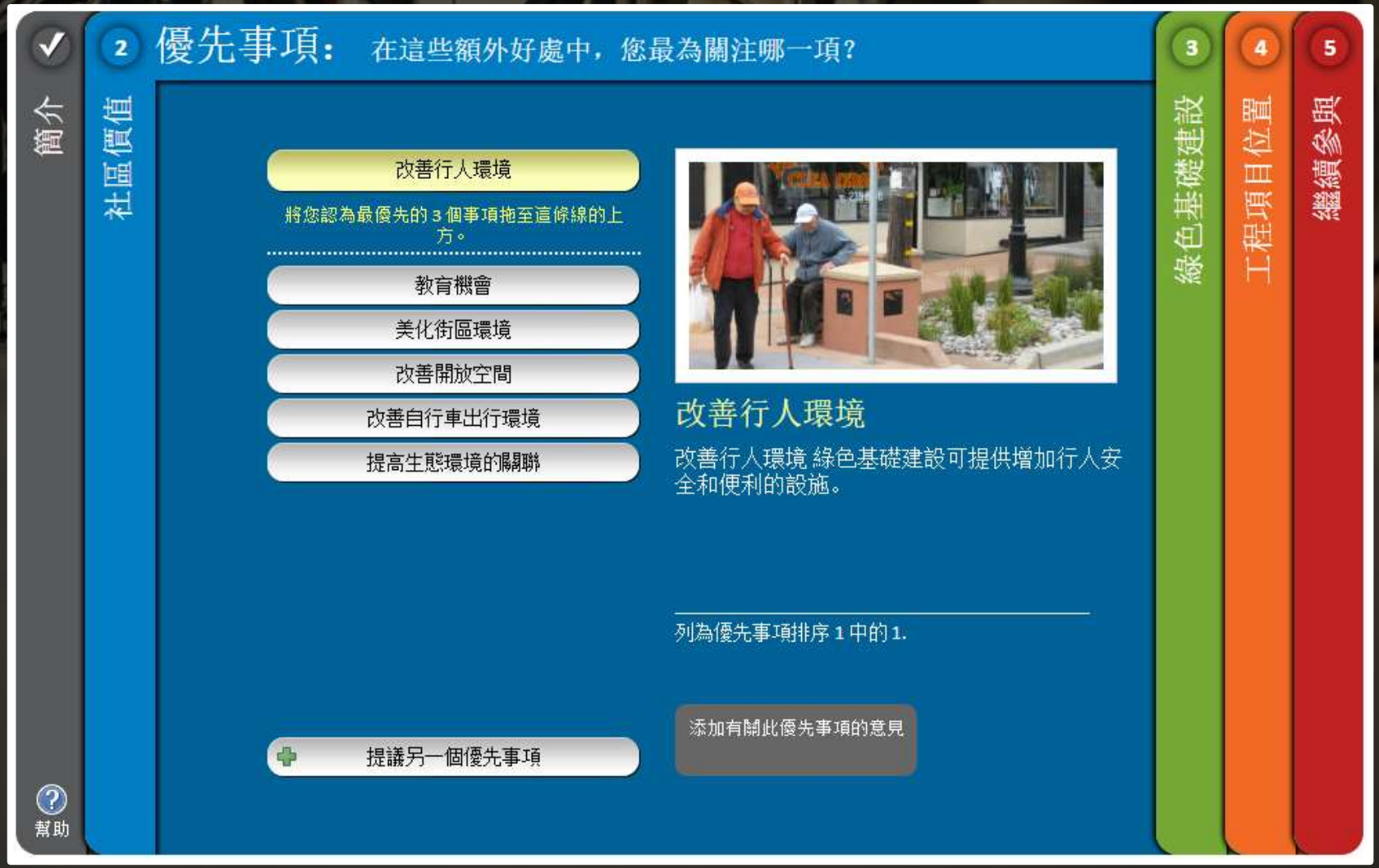

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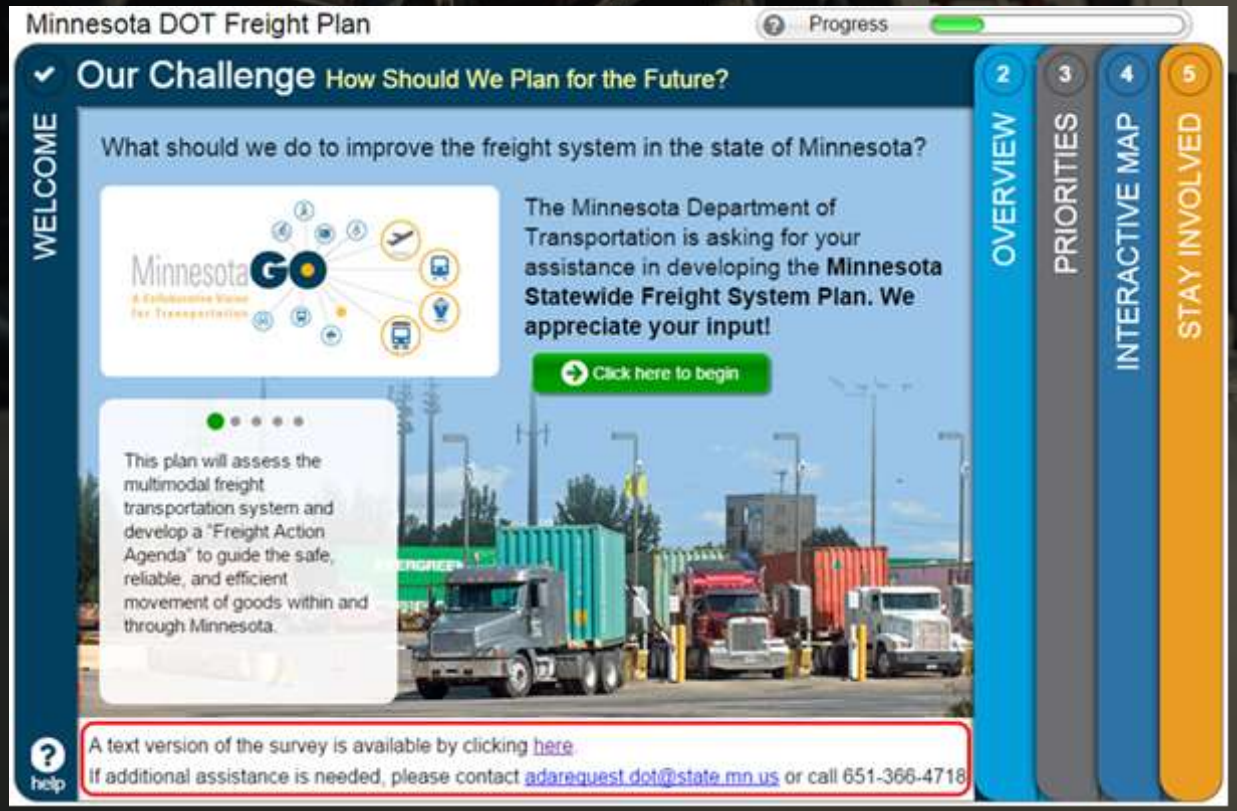
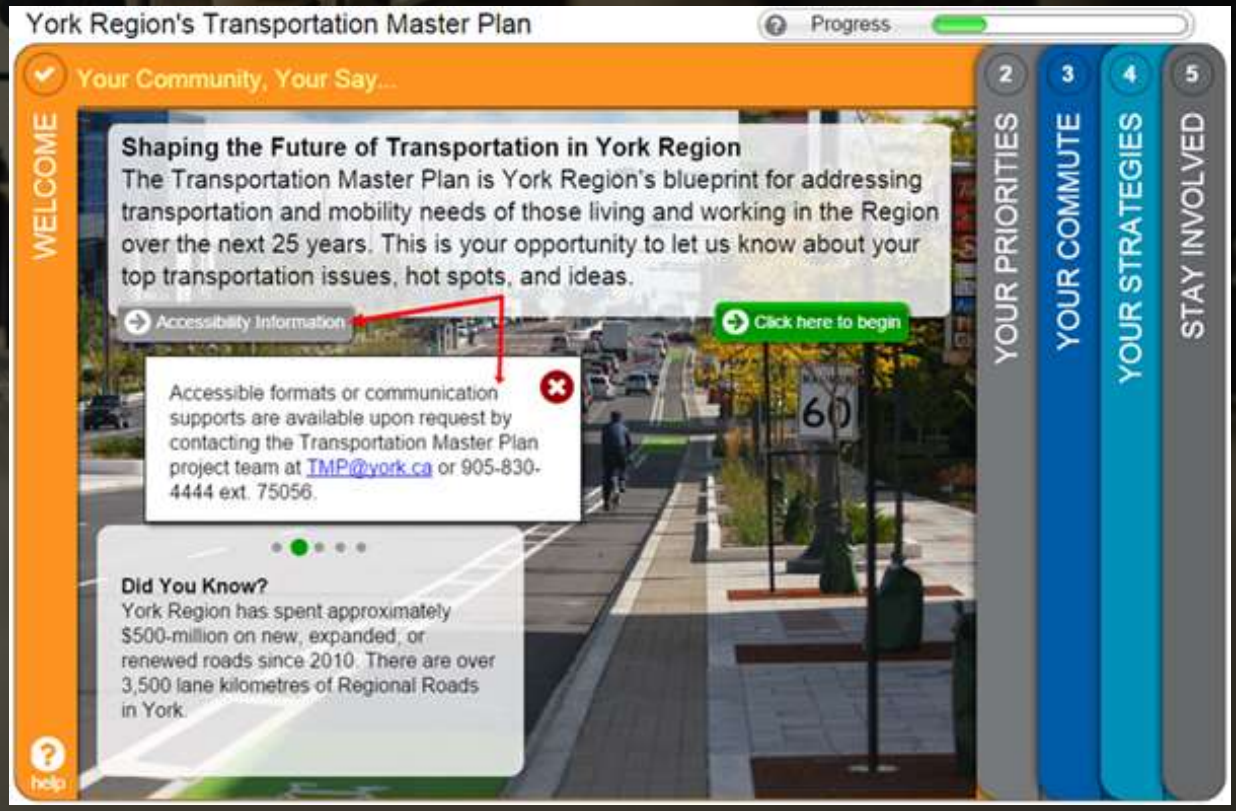
9 Provide accessible options





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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

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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, what 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/1BJDJeu

Help us plan for the future of metro #Atlanta. Take #TheRegionsPlan survey 2 and tell us MORE: http://bit.ly/1BJDJeu

Driverless cars? Uber? How will they impact #Atlanta's traffic challenges? Tell us! Take #TheRegionsPlan Survey 2: http://bit.ly/1BJDJeu

We're planning for metro #Atlanta's future and we need your help. Take #TheRegionsPlan Survey 2: http://bit.ly/1BJDJeu

Graphic:

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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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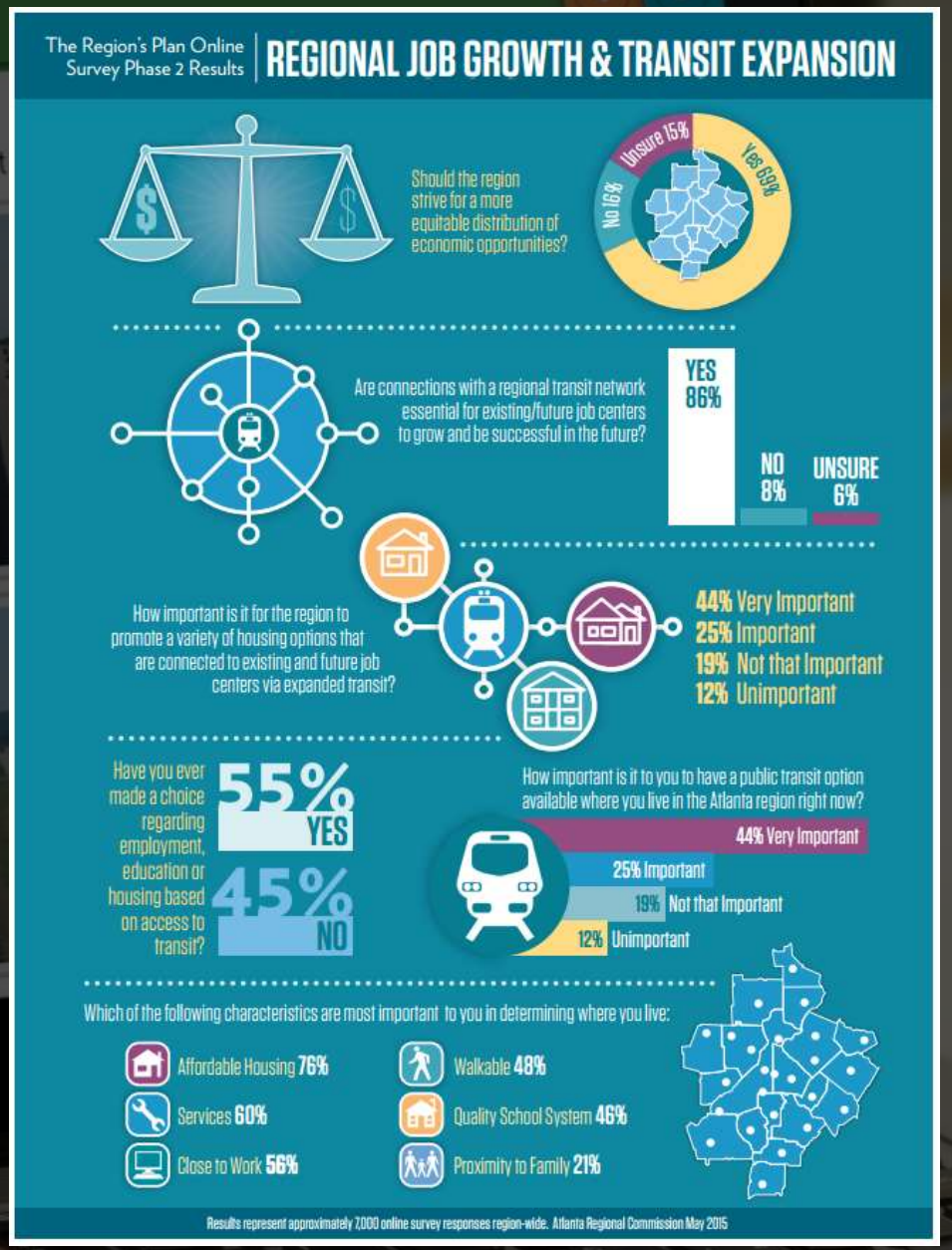
12

Build a culture of engagement

Illustrate how public input impacted the outcome



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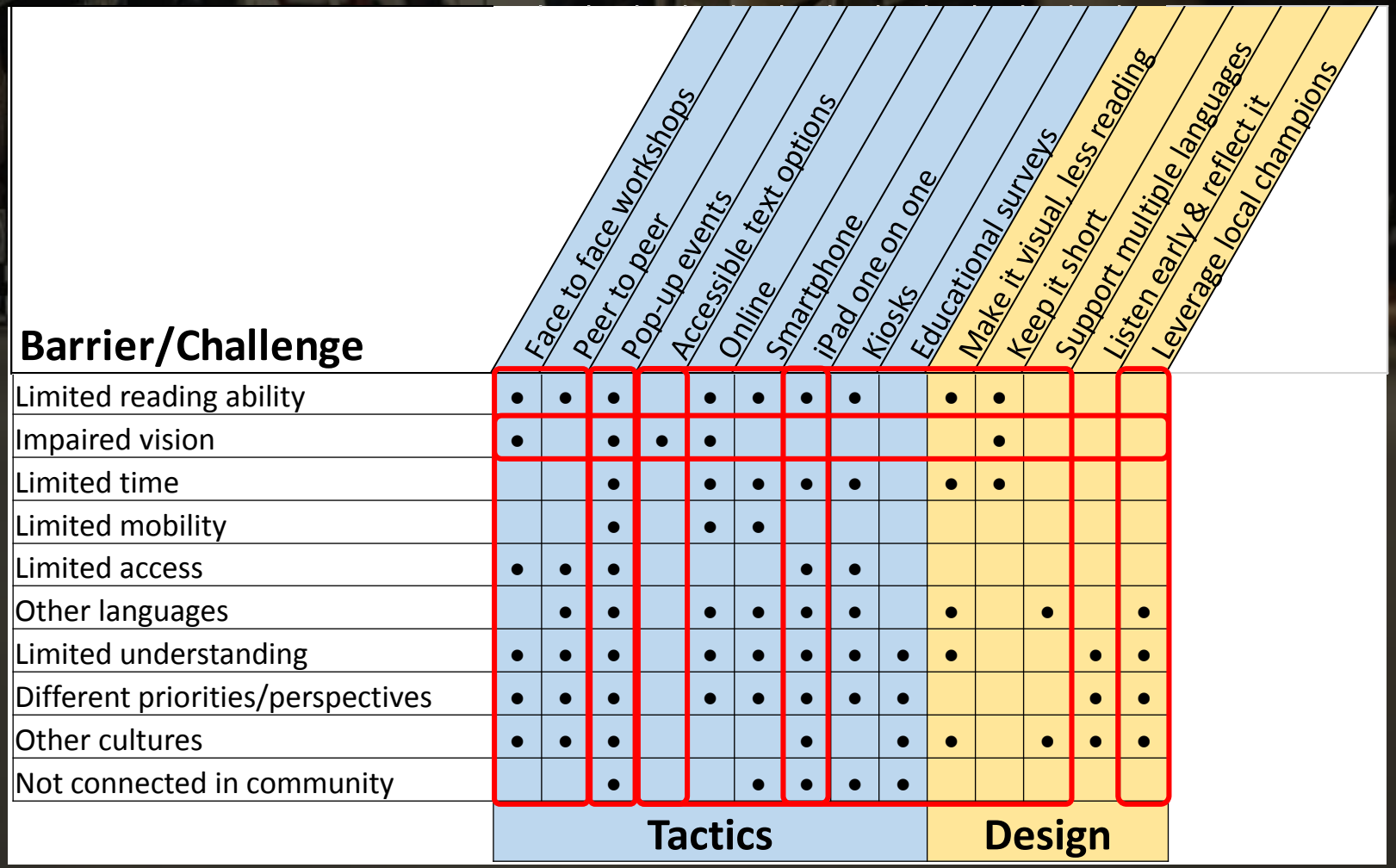
“Final frontier” engagement matrix



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**				

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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

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Thank You & Next Steps

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

Dave Biggs, Chief Engagement Officer
+1 (604) 317-6200
dave.biggs@metroquest.com

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