

# Millennials to Boomers

## How MDOT Involved 6,300 for Its LRTP!







Dave Biggs

Chief Engagement Officer  
MetroQuest





# Agenda

---

4 Challenges with Public Involvement for LRTPs  
Inside the Michigan Mobility 2045 Success Story  
Best Practices for Public Involvement on LRTPs  
Q&A





# 4 Challenges with Public Involvement for LRTPs







Long time frame







2

Large scale







3

Policy-oriented







4

Complex issues





# These result in:

1. Low participation
2. Narrow demographics
3. Uninformed input





# Michigan Mobility 2045 Success Story







Bradley Sharlow  
Supervisor  
Urban Travel Unit  
MDOT



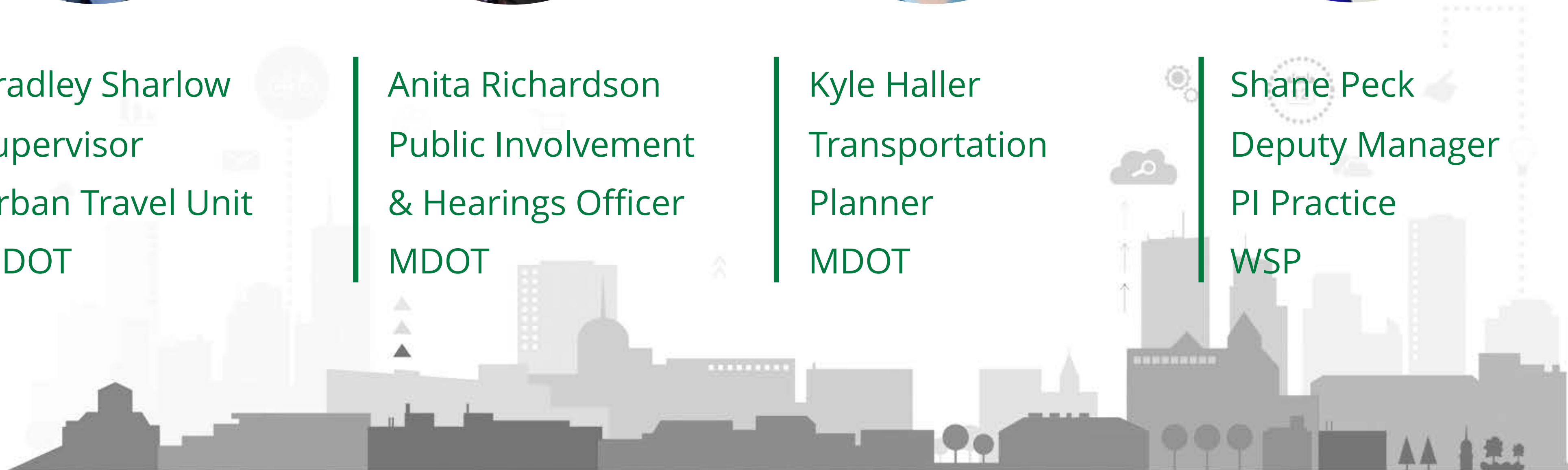
Anita Richardson  
Public Involvement  
& Hearings Officer  
MDOT



Kyle Haller  
Transportation  
Planner  
MDOT



Shane Peck  
Deputy Manager  
PI Practice  
WSP







# Millennials to Boomers

Public engagement strategies for the development of Michigan's state long-range transportation plan

6/12/2019

## Michigan Department of Transportation (MDOT)

Bradley Sharlow – Project Manager – MDOT

Shane Peck – Public Engagement Lead – WSP

Anita Richardson – Public Involvement and Hearings Officer – MDOT

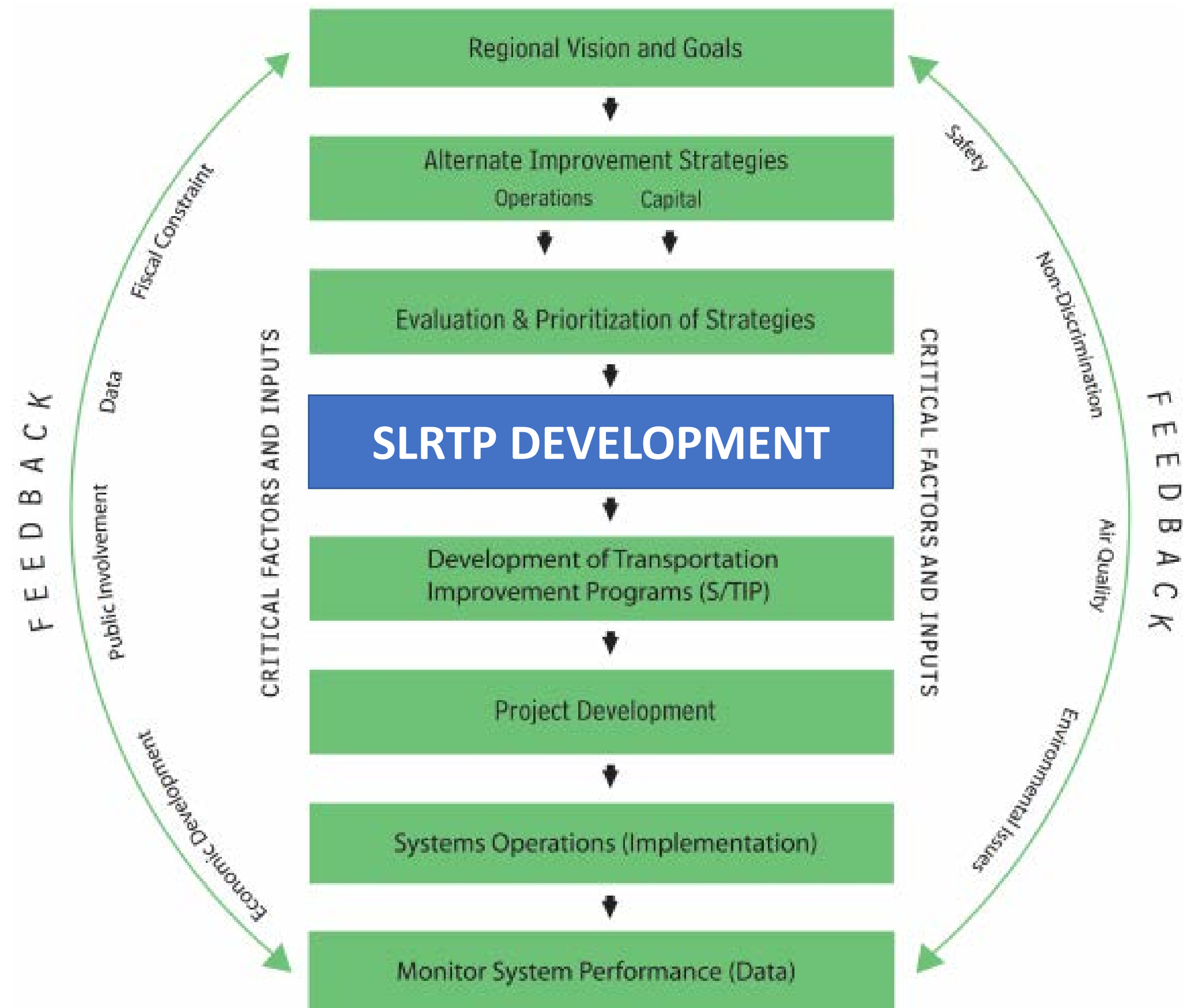
Kyle Haller, AICP – Deputy Project Manager – MDOT



# What is a State Long-Range Transportation Plan (SLRTP)?

- **Multi-modal policy-based planning document**
- **Establishes the following for Michigan's transportation system:**
  - Vision
  - Goals
  - Objectives
  - Key Strategies
  - Performance Measures and Targets
- **Federally required**
- **20+ Year Planning Horizon**
- **Public and Stakeholder Engagement**

## Transportation Planning Process









# Plan Integration

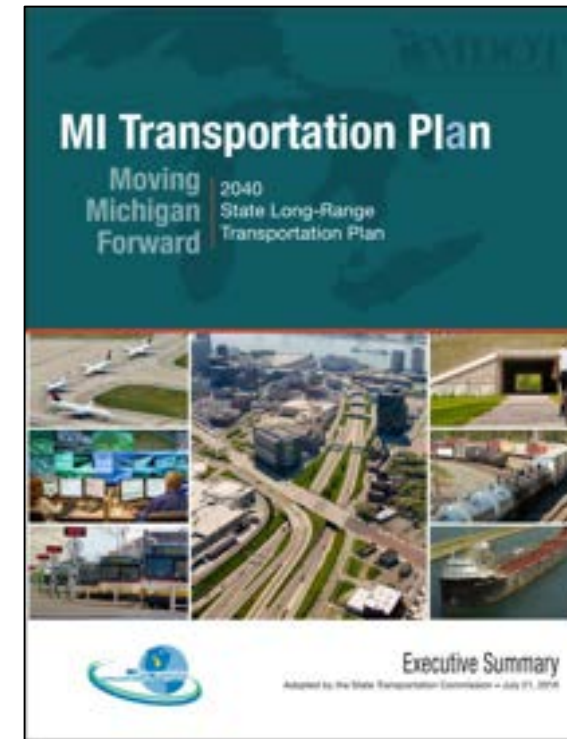


## Michigan Mobility: 4 plans in 1

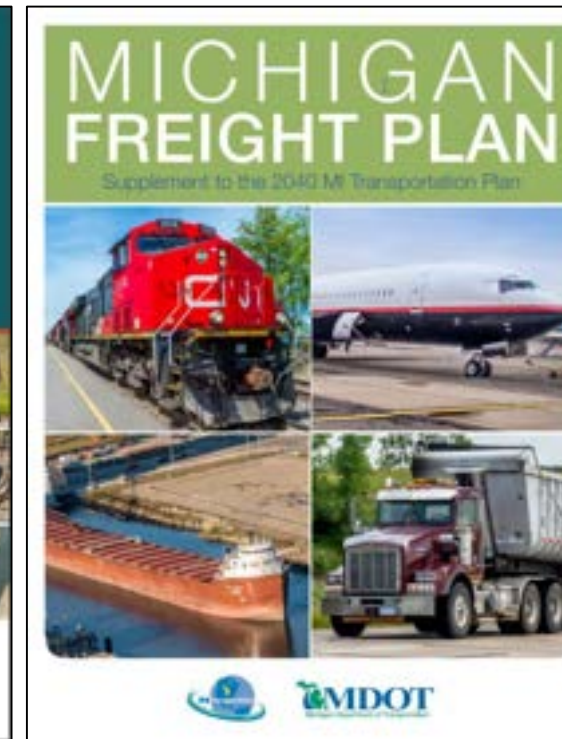
- State-Long Range Transportation Plan
- State Freight Plan
- State Rail Plan
- State Active Transportation Plan

## 1<sup>st</sup> of its kind in the country

- In cooperation with federal agencies
  - Federal Highway Administration (FHWA)
  - Federal Transit Administration (FTA)
  - Federal Railroad Administration (FRA)



Long-Range



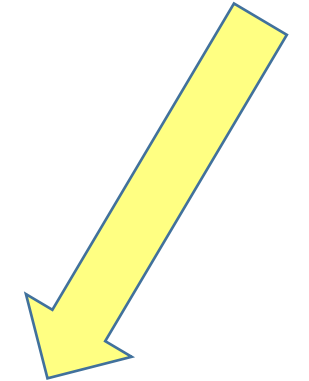
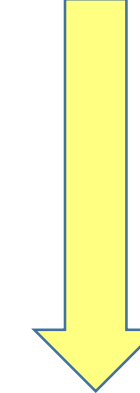
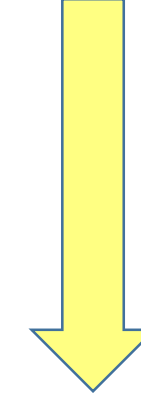
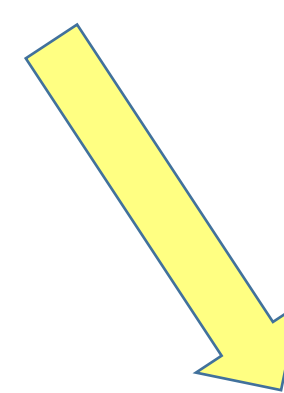
Freight



Rail



Active





# Public and Stakeholder Participation

- Developed a Public & Stakeholder Participation Plan
  - 45-day comment period
- Visioning – 1<sup>st</sup> round of engagement
  - Jan. 2019 – May 2019
  - MetroQuest
  - Public Meetings
  - Website
  - Social Media
  - Telephone Townhalls
- Mixed approach to reach a diverse population





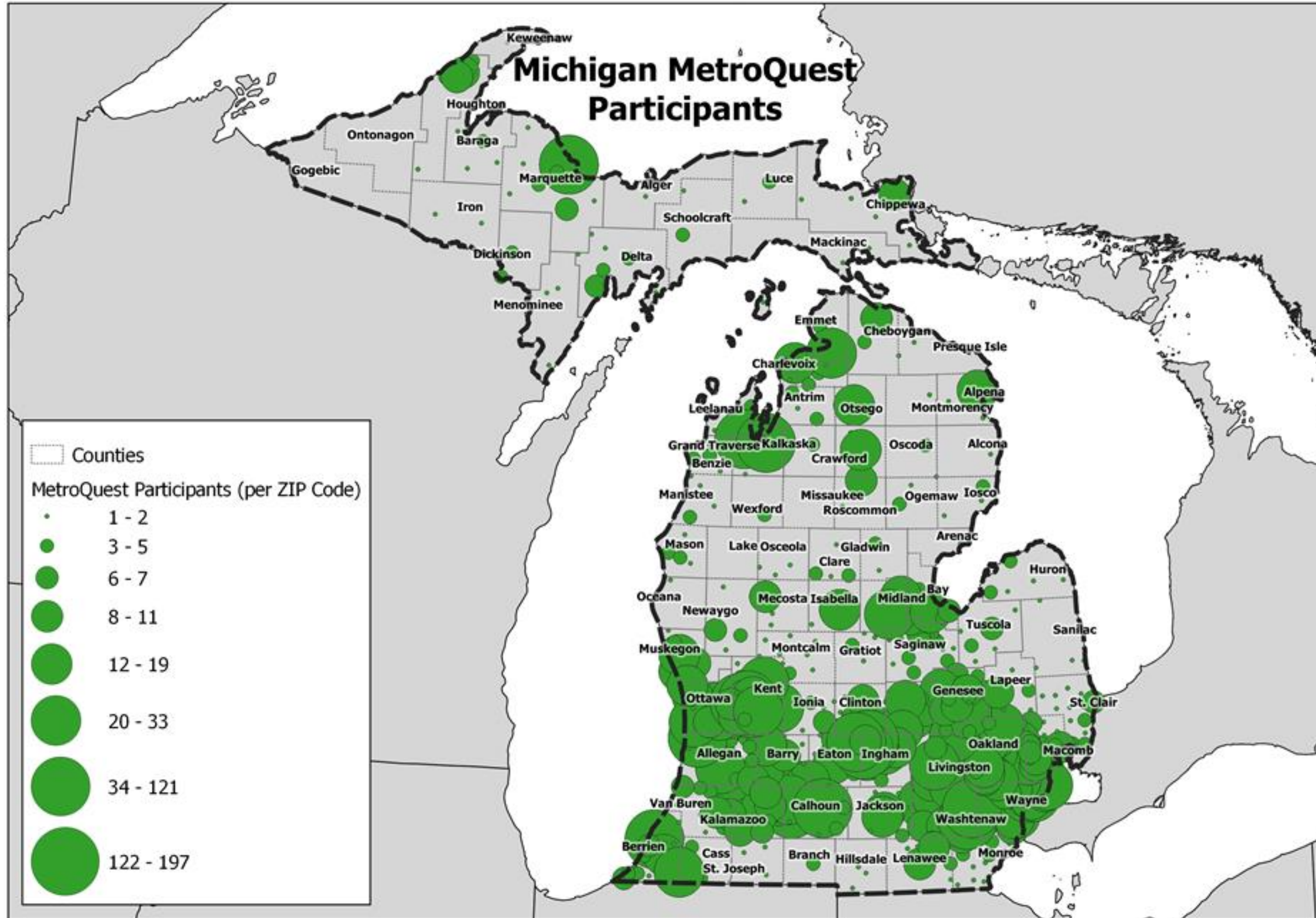
# MetroQuest



- Available from January 1-April 15, 2019
- Promotion through news releases, Facebook ads, mass distribution emails, MDOT social media, stakeholder letters, SLRTP and MDOT websites, etc.



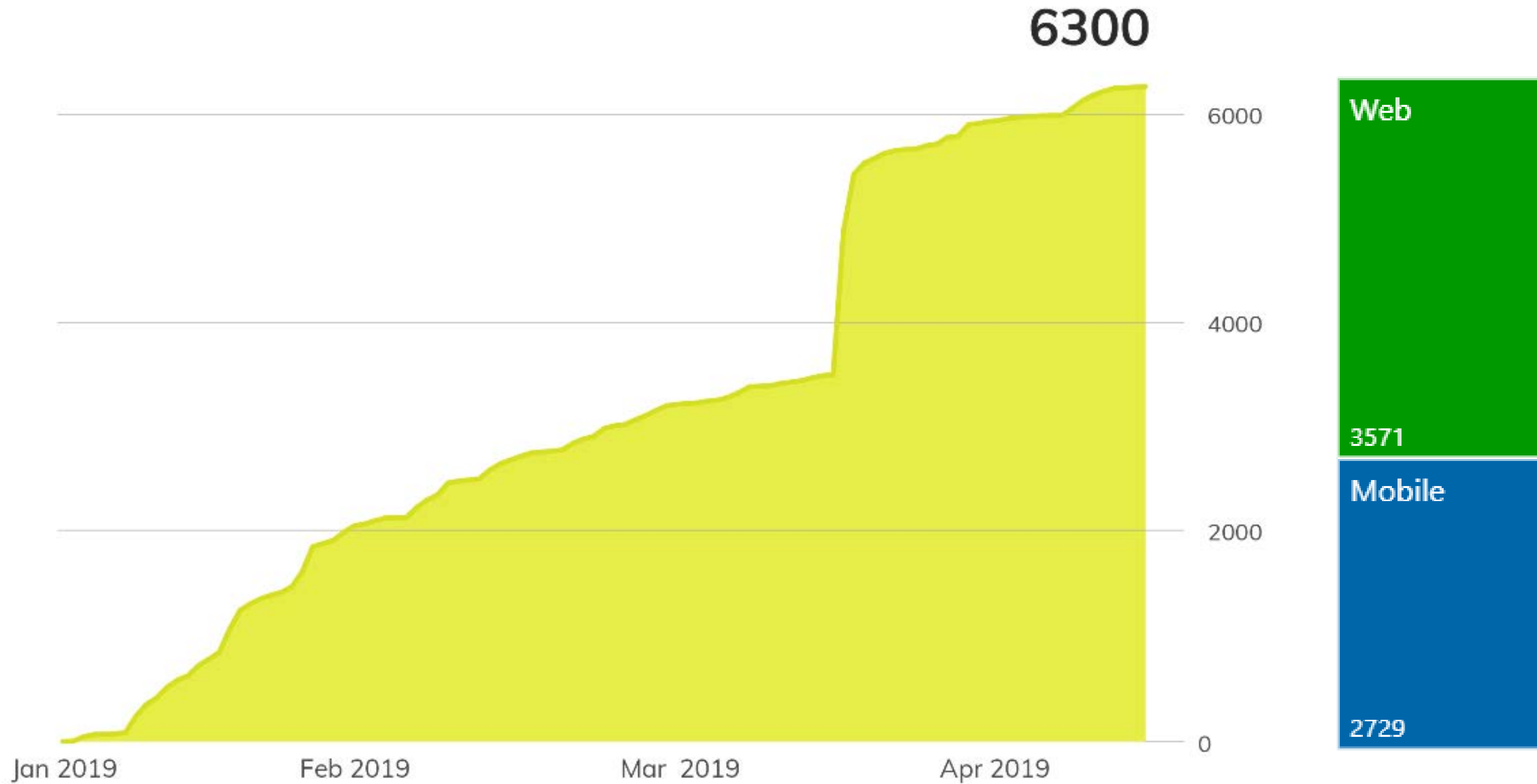








## Total number of participants over time







### What other comments do you have

1732 Comment

1732 Total

### How many people live in your household

2108 2

1018 1

869 3

831 4

312 5

121 6 or more

5259 Total

### How would you describe your race

4529 WhiteCaucasian

195 Other

193 BlackAfrican American

106 AsianPacific Islander

98 HispanicLatino

30 Native American

5151 Total

### What is your age group

1572 25 to 34

1064 35 to 44

820 45 to 54

773 55 to 64

555 65 or older

536 17 to 24

35 16 or younger

5355 Total

### What is your yearly household income

1891 100000 or more

1045 50000 to 74999

1006 75000 to 99999

771 25000 to 49999

342 Less than 25000

5055 Total

### What is your ZIP code

*Too many responses have been given for this view.  
 See excel download for data.*





For the disabled or accessibility needs, call 517-335-4381

 Progress
 





WELCOME

?

2

What is Important to You?

?

 What to do
 

Next Task

3

TRADEOFFS

4

BUDGET ALLOCATION

5

FINAL QUESTIONS



Order your top 5 items above this line

Quality of Service

Safety and Security

Transportation Choices

Travel Time Reliability

Trans. System Expansion

Trans. System Maintenance

Quality of Life

Quality of Life









Transportation system investment that improves the quality of life for Michigan residents. This may include investment that promotes health, sustainability, air and water quality, and multimodal transportation options that are accessible and reliable.





Shows the number of times the issue was ranked in the top 5

	<b>Transportation System Maintenance</b>	<b>3521</b>
	<b>Quality of Service</b>	<b>3429</b>
	<b>Quality of Life</b>	<b>3366</b>
	<b>Safety and Security</b>	<b>3333</b>
	<b>Travel Time Reliability</b>	<b>3077</b>
	<b>Transportation Choices</b>	<b>3058</b>
	<b>Transportation System Expansion</b>	<b>2710</b>

### Provided Definitions:

#### Transportation System Maintenance

Invest in repairing, maintaining or replacing highways and bridges, structures, transit systems, ports, airports, and technologies to better communicate with the public.

#### Quality of Service

Increase the use of technologies to enhance transportation services and communication to maintain customer satisfaction. Also, invest in enhanced public transit services and vehicles to better serve the traveling public.

#### Quality of Life

Transportation system investment that improves the quality of life for Michigan residents. This may include investment that promotes health, sustainability, air and water quality, and multimodal transportation options that are accessible and reliable.

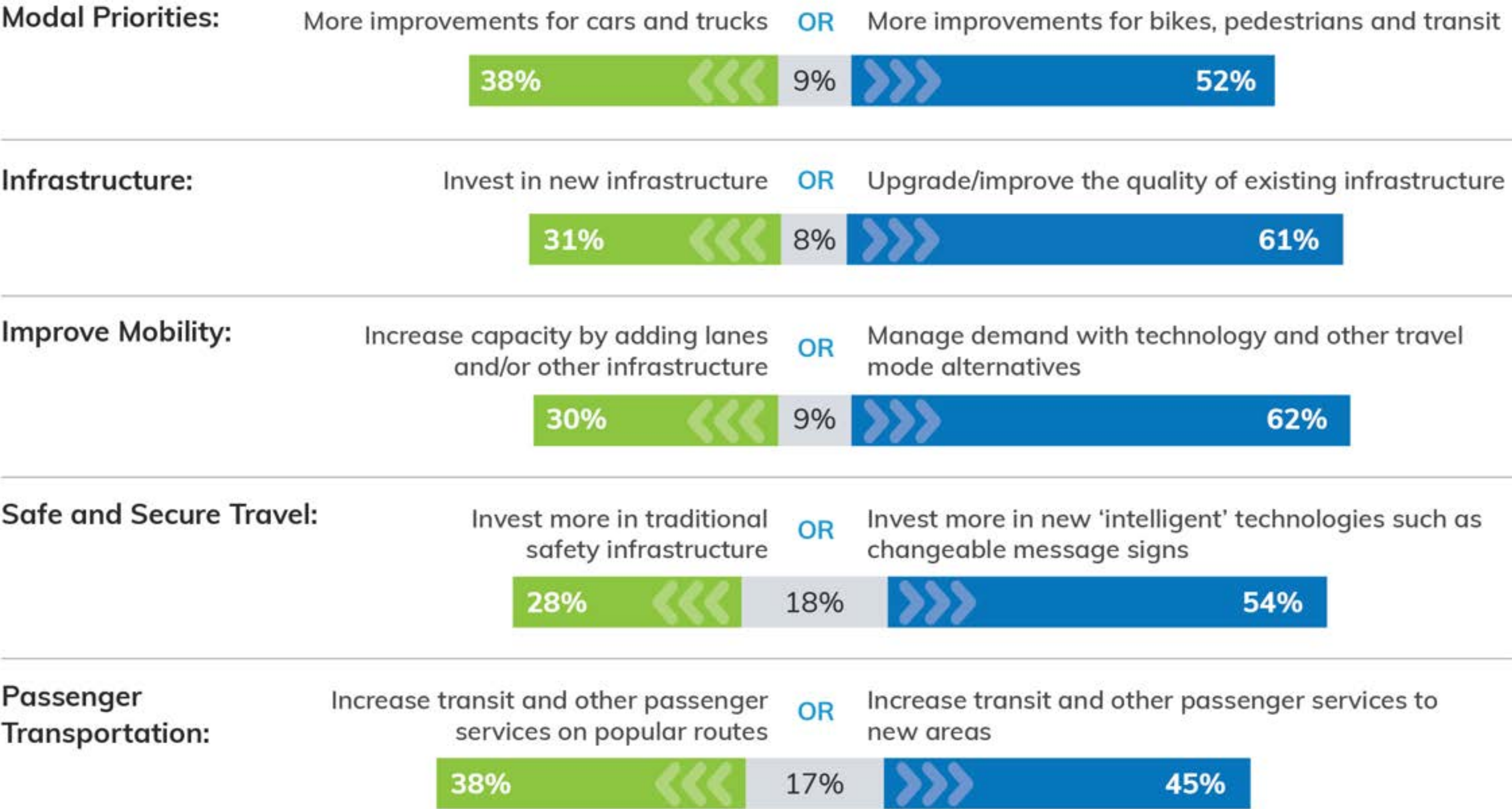


Next Task

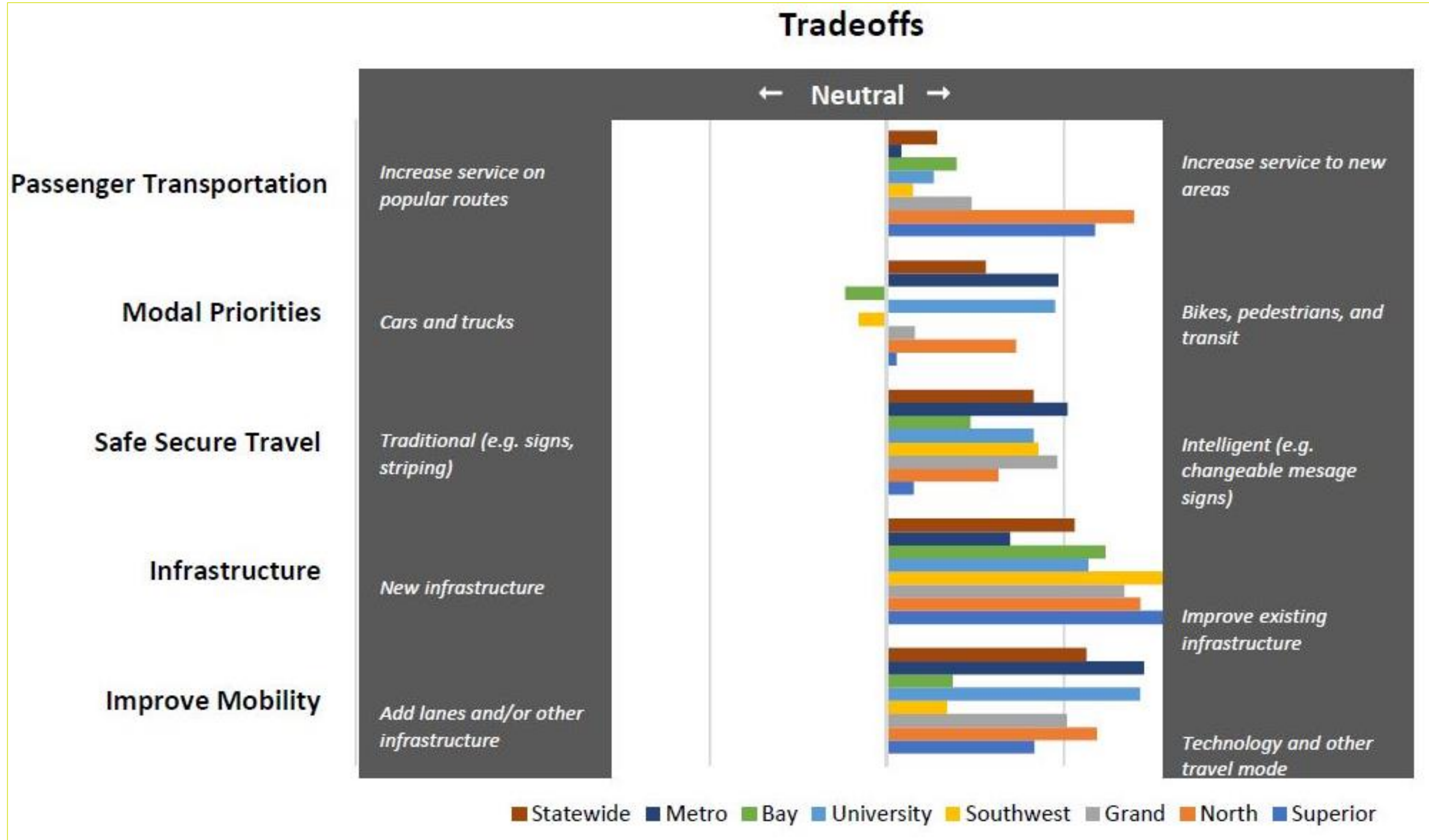




 = "Neutral"



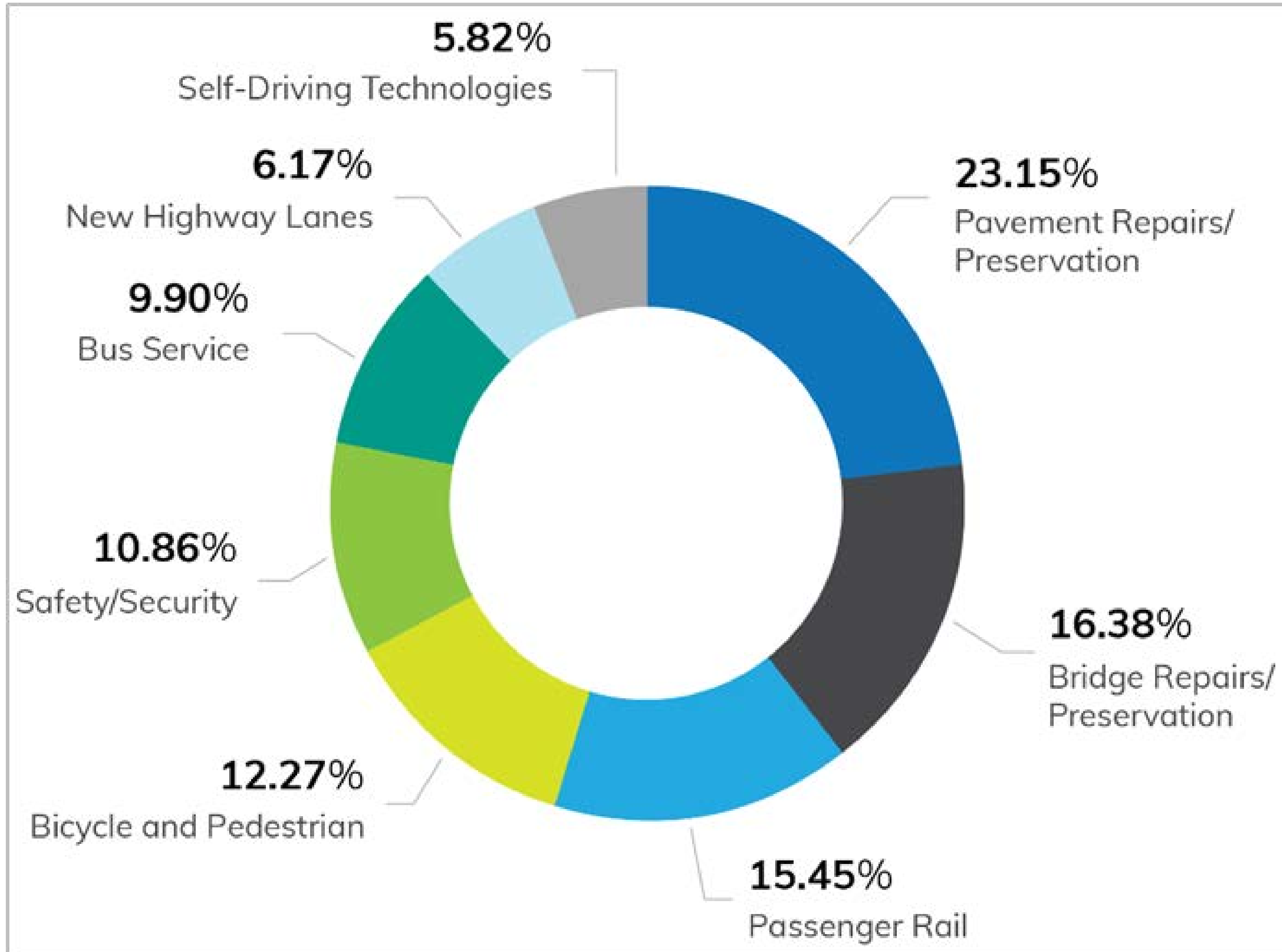








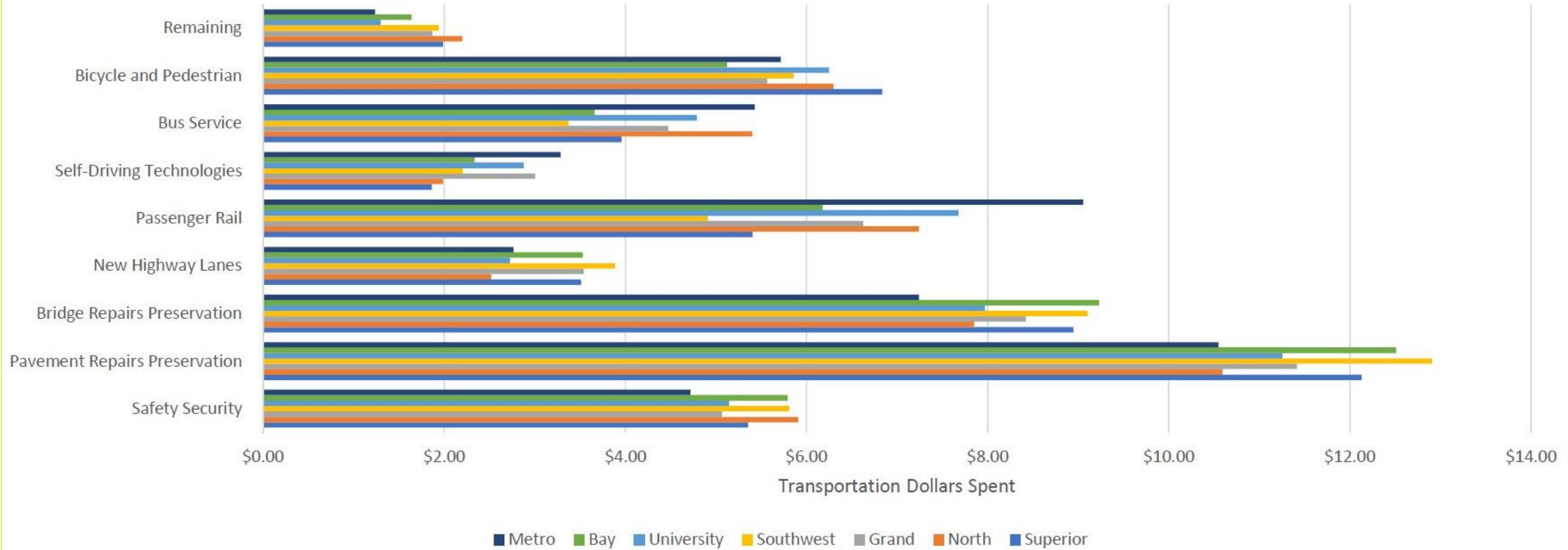








## Investing in Transportation







	Safety Security	Pavement Repairs Preservation	Bridge Repairs Preservation	New Highway Lanes	Passenger Rail	Self-Driving Technologies	Bus Service	Bicycle and Pedestrian	Remaining
BCATS (Battle Creek)	\$6	\$14	\$9	\$6	\$3	\$3	\$3	\$4	\$2
BCATS (Bay City)	\$6	\$13	\$11	\$3	\$5	\$1	\$4	\$6	\$1
GCMPC	\$6	\$13	\$9	\$5	\$5	\$2	\$4	\$4	\$2
GVMC	\$5	\$10	\$8	\$4	\$8	\$3	\$5	\$6	\$2
JACTS	\$6	\$14	\$10	\$4	\$4	\$2	\$4	\$4	\$2
KATS	\$6	\$12	\$8	\$4	\$6	\$3	\$4	\$6	\$2
MACC	\$5	\$10	\$7	\$3	\$8	\$3	\$5	\$7	\$1
MATS	\$7	\$12	\$9	\$2	\$6	\$2	\$3	\$7	\$2
NATS	\$7	\$15	\$11	\$2	\$4	\$1	\$2	\$7	\$2
SCCOTS	\$6	\$11	\$8	\$3	\$7	\$2	\$4	\$8	\$0
SEMCOG	\$5	\$10	\$7	\$3	\$9	\$3	\$5	\$6	\$1
SMATS	\$6	\$12	\$9	\$3	\$7	\$3	\$4	\$6	\$1
TCRPC	\$6	\$13	\$9	\$3	\$6	\$3	\$4	\$6	\$1
TwinCATS	\$6	\$11	\$8	\$2	\$5	\$1	\$4	\$11	\$1
WATS	\$4	\$10	\$7	\$2	\$10	\$3	\$6	\$7	\$1
WESTPLAN	\$5	\$12	\$9	\$3	\$5	\$2	\$4	\$7	\$2



# Targeted Outreach



- GO WHERE THE PEOPLE ARE!
- 30+ meetings and events around the state
  - Pre-existing meetings
  - Conferences
  - Public Events
  - Targeted environmental justice populations
    - Minority
    - Low income
- MetroQuest Survey
  - Paper Copies
  - Computer
  - Mobile Device
- 1,298 people were reached through participation in public meetings in every MDOT region



# ADA Community



**Michigan 2045 Mobility**

Take a minute to tell us what you think about

Work out a new vision for a vibrant multi-modal transportation system, we need to hear from Michiganders like you!

**Michigan Mobility 2045?**  
 an integrated, performance-based state long-range transportation plan that will  
 a vision for all modes of transportation in Michigan and guide state transportation  
 decisions for 25 years.

**Why is it important?**  
 the goals and strategies to achieve this vision.

**Why does it matter?**  
 can create a vision for a 21st century transportation system.

**How can I get involved?**  
 ed!  
 leave a comment, participate in an interactive survey, or  
 electronic mailing list, visit [www.MichiganMobility.org](http://www.MichiganMobility.org).

**Michigan 2045 Mobility**

**Bradley Sharlow**  
 Project Manager

Michigan Mobility 2045  
 Michigan Department of Transportation  
 John Wagoner Transportation Building  
 Box 30050  
 Lansing, MI 48909

website address:  
[www.MichiganMobility.org](http://www.MichiganMobility.org)  
 e-mail: MDOT-MichiganMobility  
 @Michigan.gov



# Existing Communications Channels

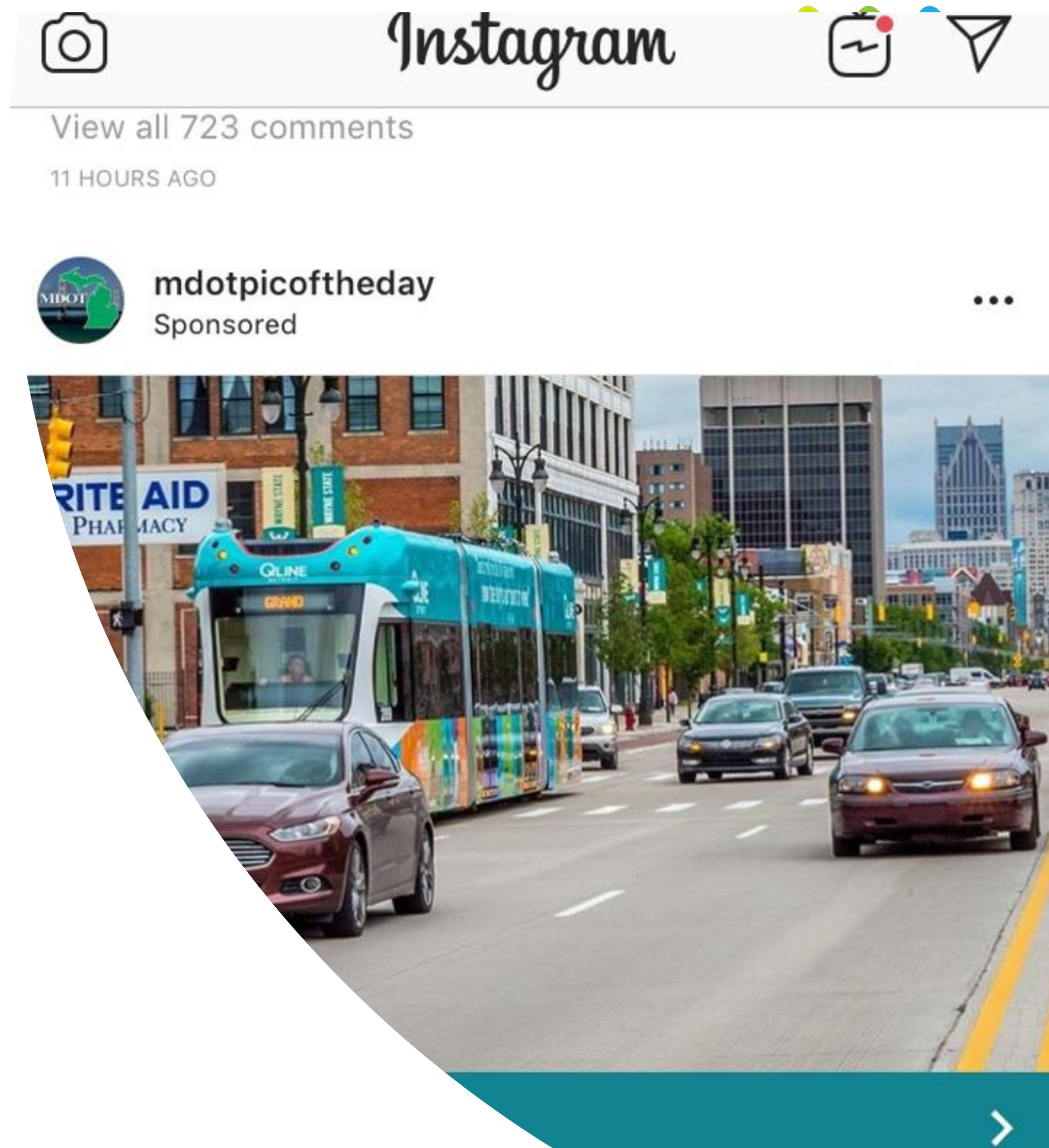
- Utilized MDOT resources
  - GovDelivery Email Blasts
  - MDOT Facebook, Twitter, YouTube, Instagram and LinkedIn Pages
  - Live Streaming and Recorded Video
  - MDOT Website
  - Meetings/Conferences/Presentations
  - Stakeholder Liaisons – Tribal Governments, Bike/Ped, Transit, Aviation, etc.
  - Employees
  - News Releases





# Social Media Advertisements

- Facebook/Instagram Advertisements ran February 6 to March 31, 2019
- Promoted the MetroQuest site, alerted social media users to MM2045 and demonstrated MDOT's good faith efforts to get public input
- 498,515 people reached
- 1,236,280 impressions (opportunities to see the ads on one of the sites)
- Clicked 1,793 times taking people to the MetroQuest survey
- Shared by users on their pages 22 times








# Dedicated Website

- Partial launch in October 2018
  - Posting of plan for 45-day comment period
- Full launch in January 2019
- 4,999 users
- 11,723 page views
- 68 comments submitted

[www.michiganmobility.org](http://www.michiganmobility.org)



**2045 State Long-Range Transportation Plan**

A vibrant multimodal transportation system is vital to Michigan's future economic viability and competitiveness. Michigan's geography, manufacturing prowess, and outstanding higher education institutions position our state to lead in transportation innovation... a transportation system that will support improved safety, infrastructure conditions, system reliability and drive statewide economic investments.


[Learn more](#)

**FIND**  
**Corridors of Highest Significance**  
[Explore the Interactive Map](#)

**ENGAGE**  
**Public & Stakeholder Participation Plan**  
[Outreach Activities](#)

**ENGAGE**  
**Tell us your priorities for transportation in Michigan**  
Survey has closed

The MM 2045 survey, available online Jan 1 – Apr 13, 2019, is now closed. Survey results will be posted on the website soon. [Contact us](#) for questions or input about MM 2045 Michigan State Long-Range Transportation Plan development.

 **MetroQuest**

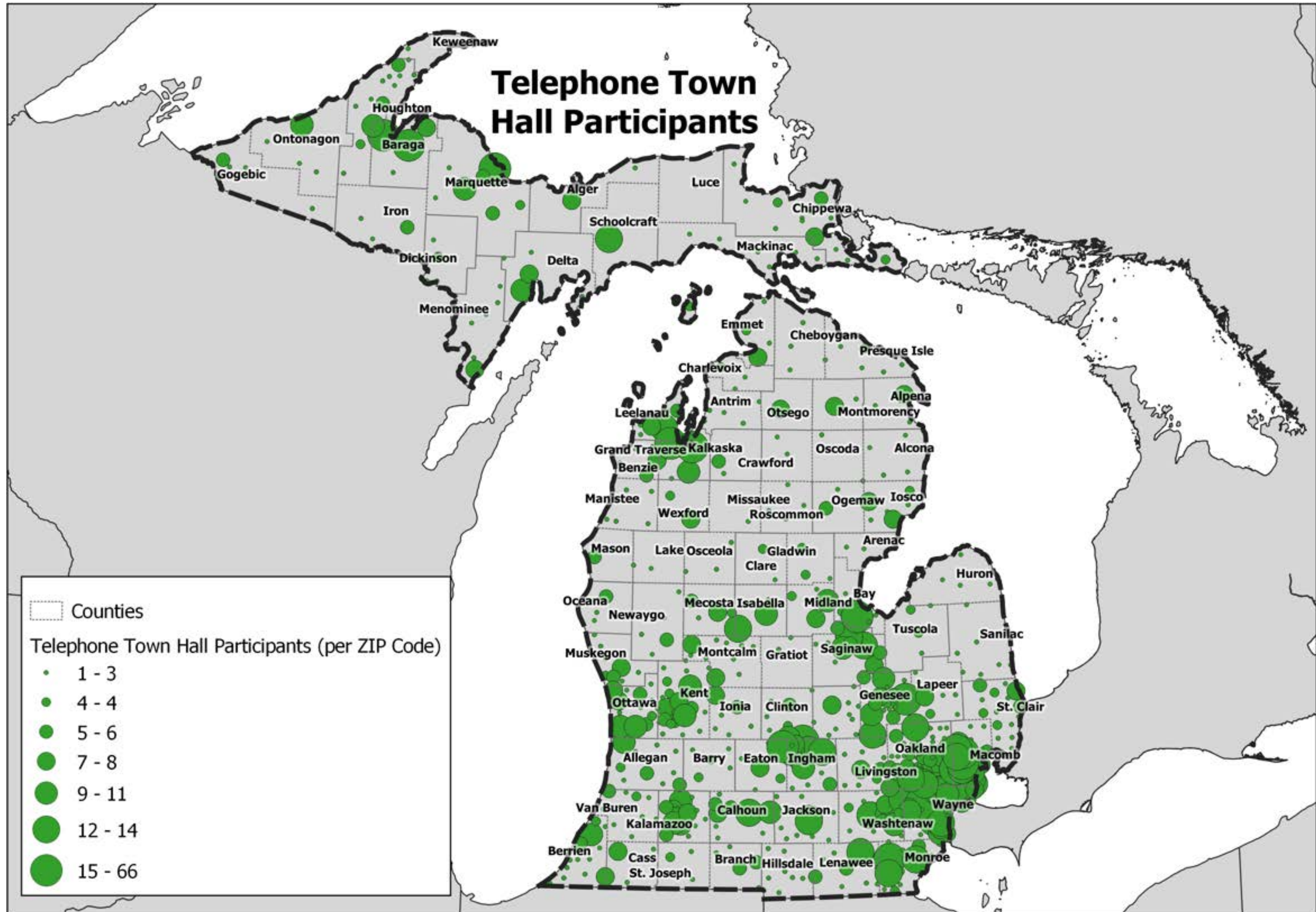


# Telephone Town Halls

- Two telephone town halls in February 2019
- Phone calls to 25,271 potential participants in Michigan
- Online “Opt-In” form was publicized and 6,000 text messages were sent
- 3,048 people chose to join
- Maximum number of participants at one time was 621
- People joined on average for 5.91 minutes
- Common question topics included repairing existing roads, bus service, transit, public transportation for the elderly, roundabouts, funding/taxes, and bicycle and pedestrian accommodations









# Findings



- Repairing and maintaining existing roads is the top priority
- Improvements to existing bridges ranked high
- Maintaining existing transportation systems was a major theme
- Quality of life -- investment that promotes prosperity, health, sustainability, air and water quality, and multimodal transportation options that are accessible and reliable
- Transportation options for the elderly and disabled
- Addressing traffic congestion
- Issues that consistently ranked as low priorities were preparing for self-driving vehicles and expansion of the transportation system, such as, adding new lanes to highways.

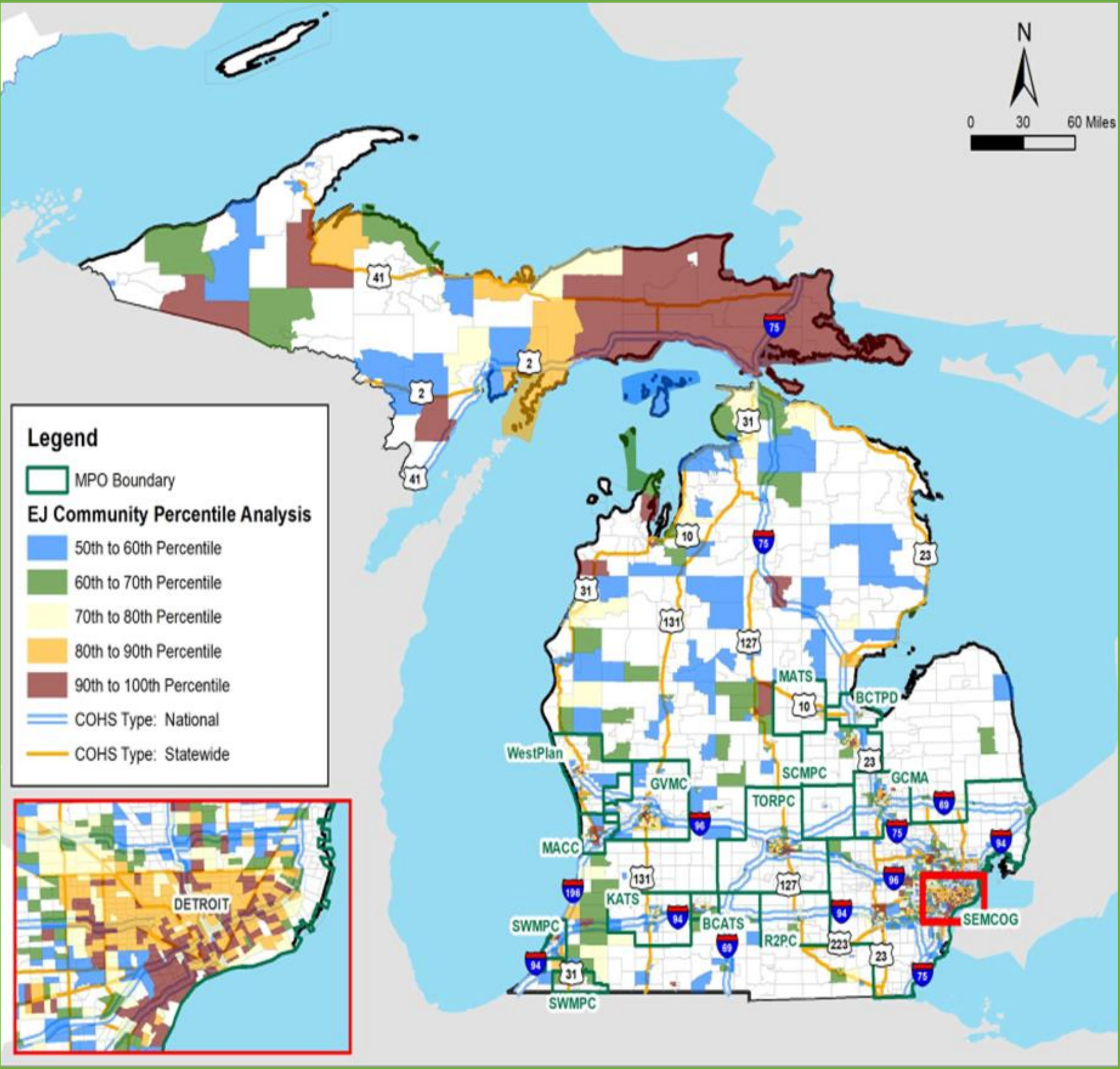




- Promote the survey
  - Social Media
    - Organizational Accounts
    - Outside partners
    - Advertisements
  - Meetings
    - Public Meetings and Events
    - Existing meetings from your agency
    - Partnering Agency Meetings
- Design the survey to be user friendly
  - Avoid industry terminology
- ADA accessible
  - Work with MetroQuest to provide e-reader compatible versions of the survey

## Lessons Learned







# Next Steps



---

## Michigan Mobility 2045 - Timeline

January – April 2019	Initial Public Input (visioning, priorities)
May – August 2019	Draft Vision and Goals
Fall 2019	Public Comment Period (objectives, strategies)
Fall 2020	Draft Plan – Public Comment Period
January 2021	Adopt Plan





Thank you for your time!

Bradley Sharlow – Project Manager

Shane Peck – WSP

Anita Richardson – Public Involvement and  
Hearings Officer

Kyle Haller, AICP – Deputy Project Manager

[MDOT-MichiganMobility@michigan.gov](mailto:MDOT-MichiganMobility@michigan.gov)



# 20 years best practices research

---



Association of  
Metropolitan  
Planning  
Organizations



Federal Transit  
Administration

**NCHRP** NATIONAL  
COOPERATIVE  
HIGHWAY  
RESEARCH  
PROGRAM







# Public Involvement for LRTPs

## Tips for Success







1

Increase  
participation

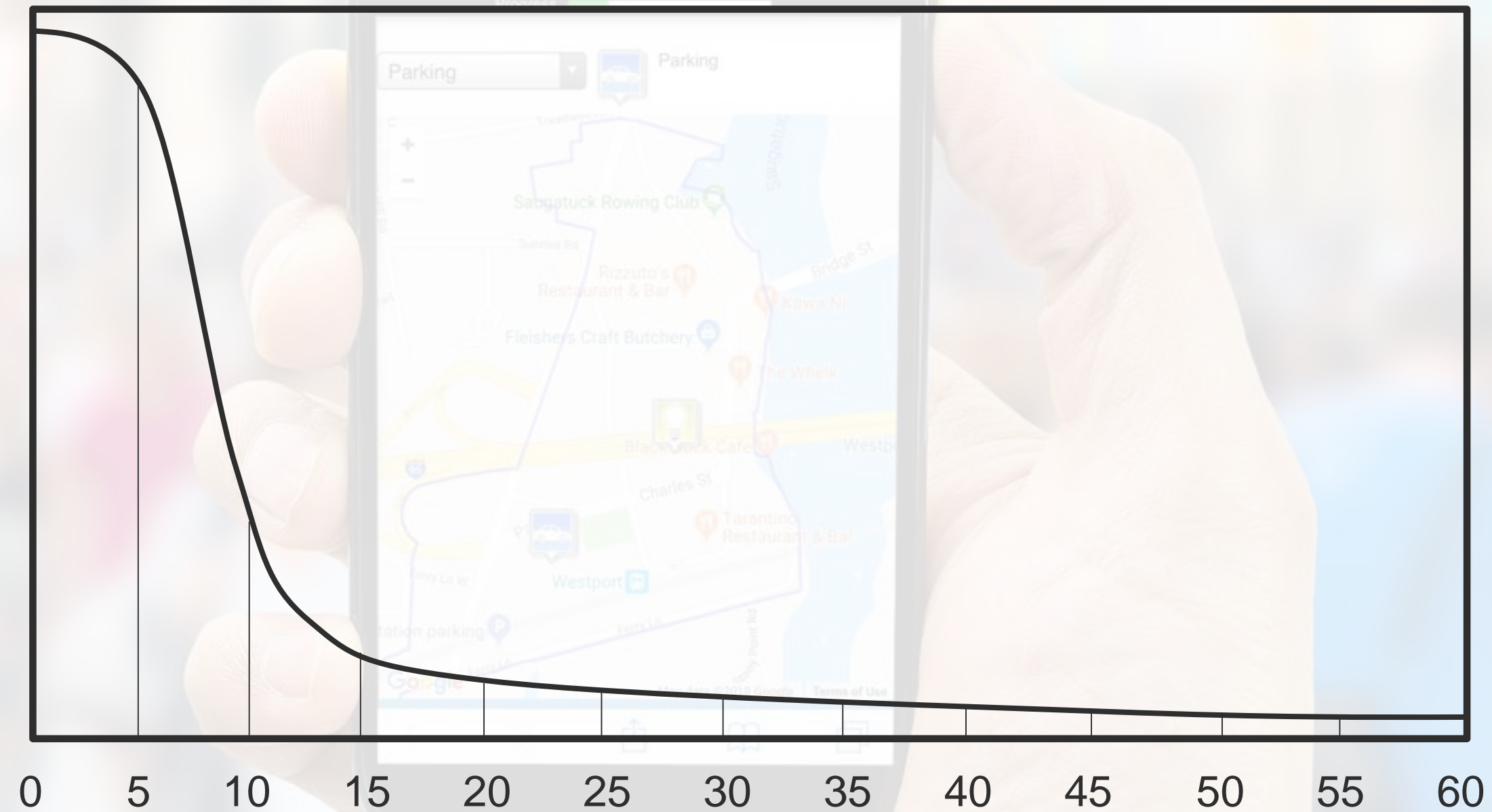




# Keep it short - aim for 5 minutes

---

Participants



Time to Complete (minutes)





Offer it anytime online

---





# Make it fun with visuals



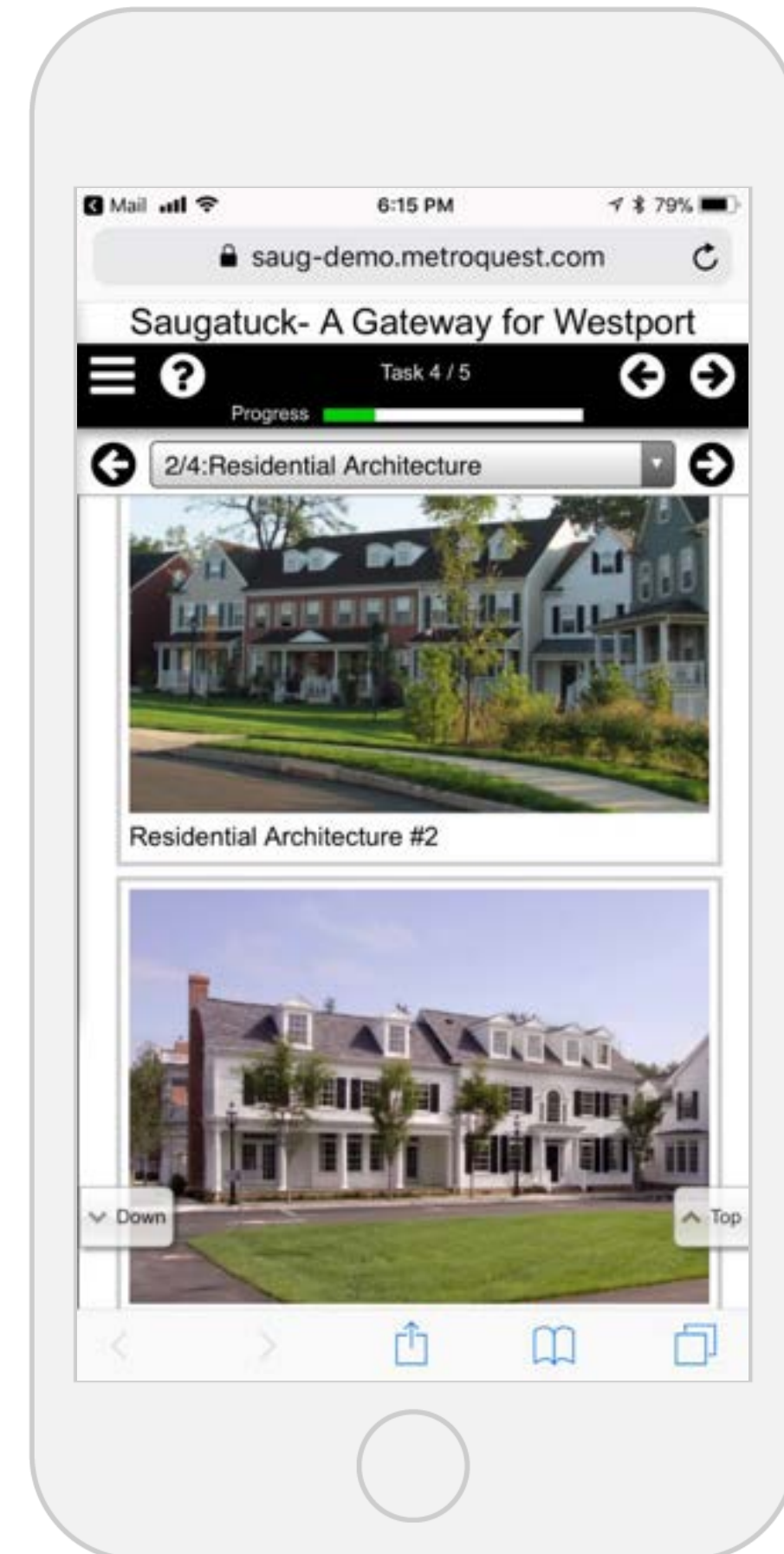
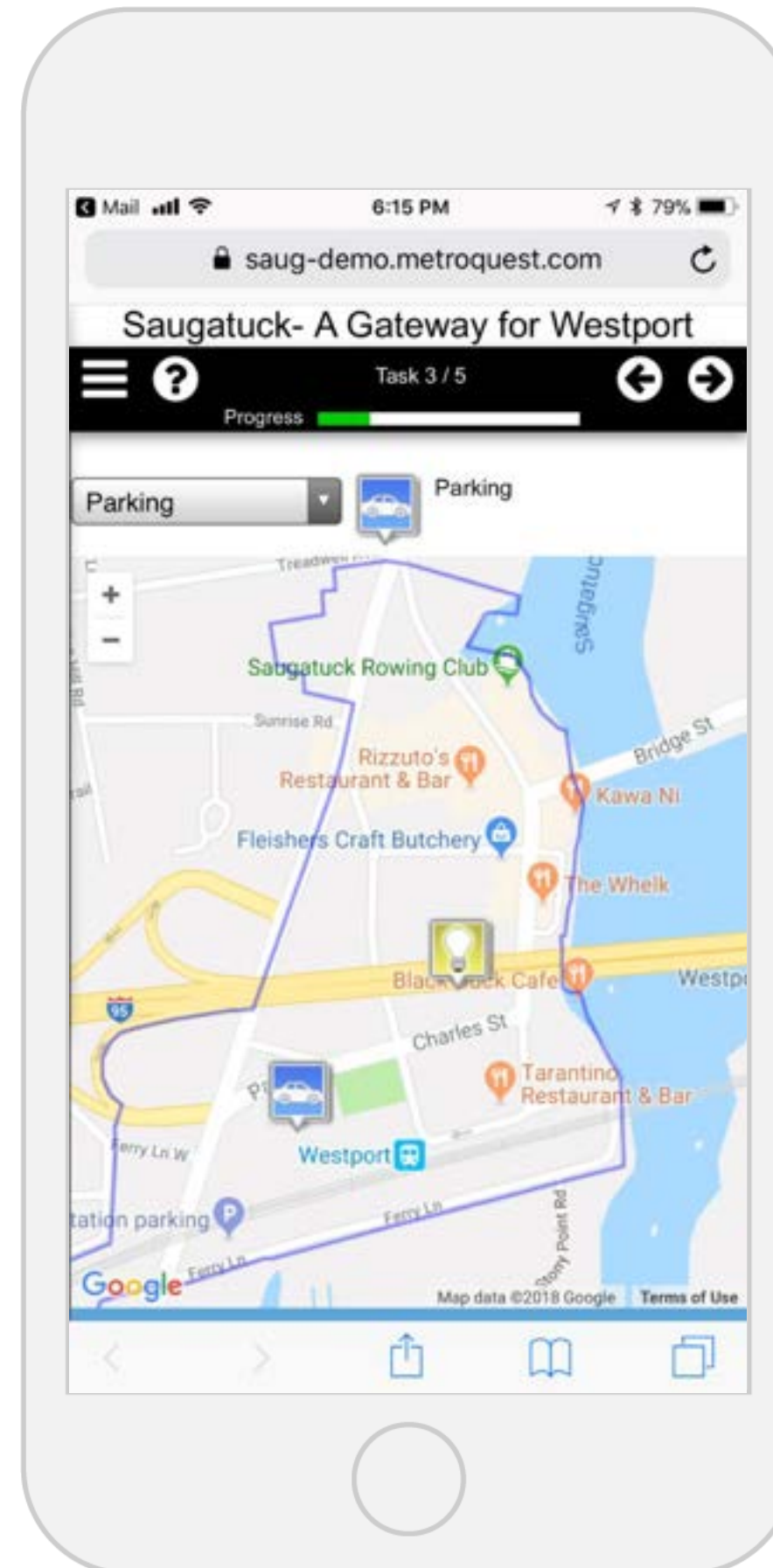


# Provide many ways to engage





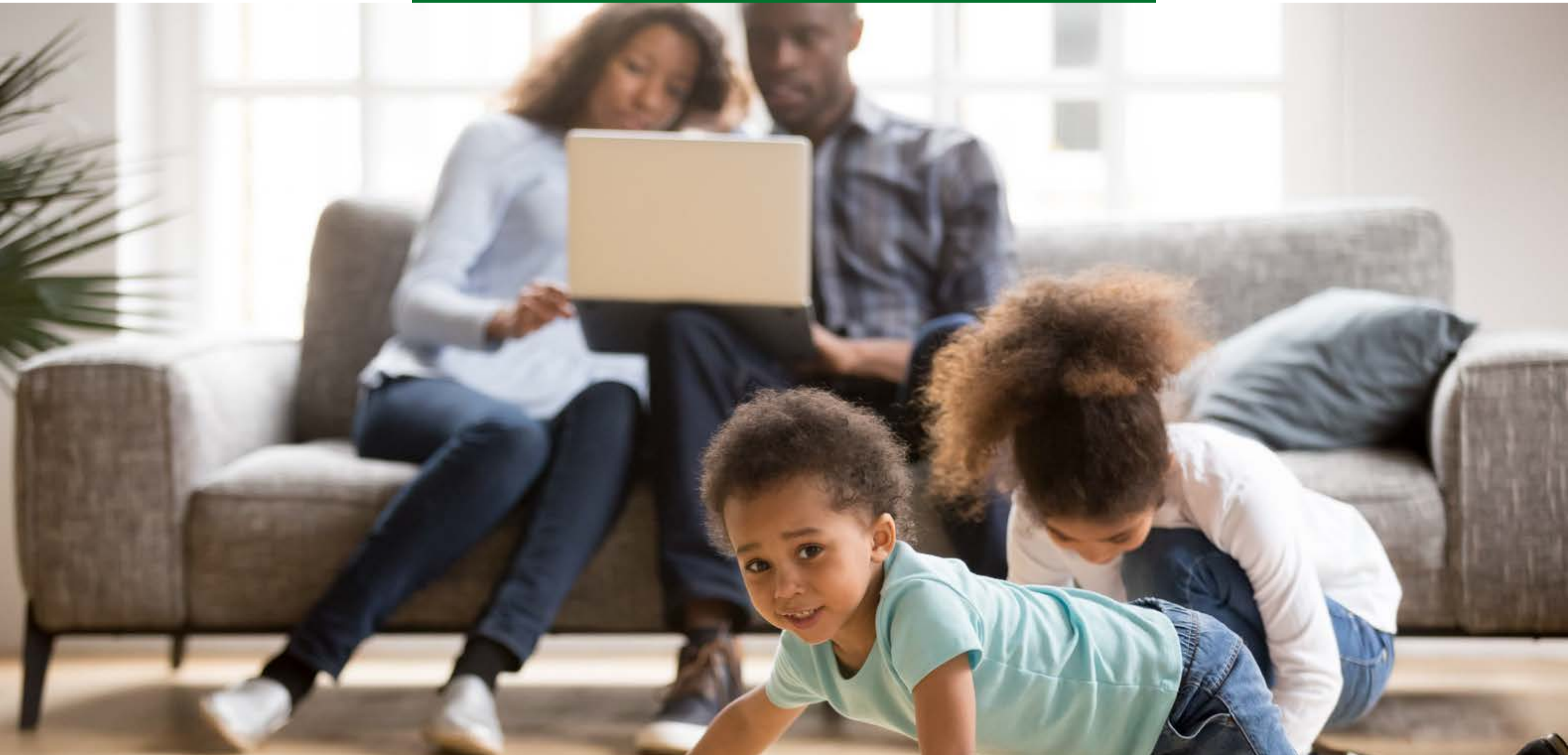
# Make it delightful on mobile





Offer a safe & private option

---







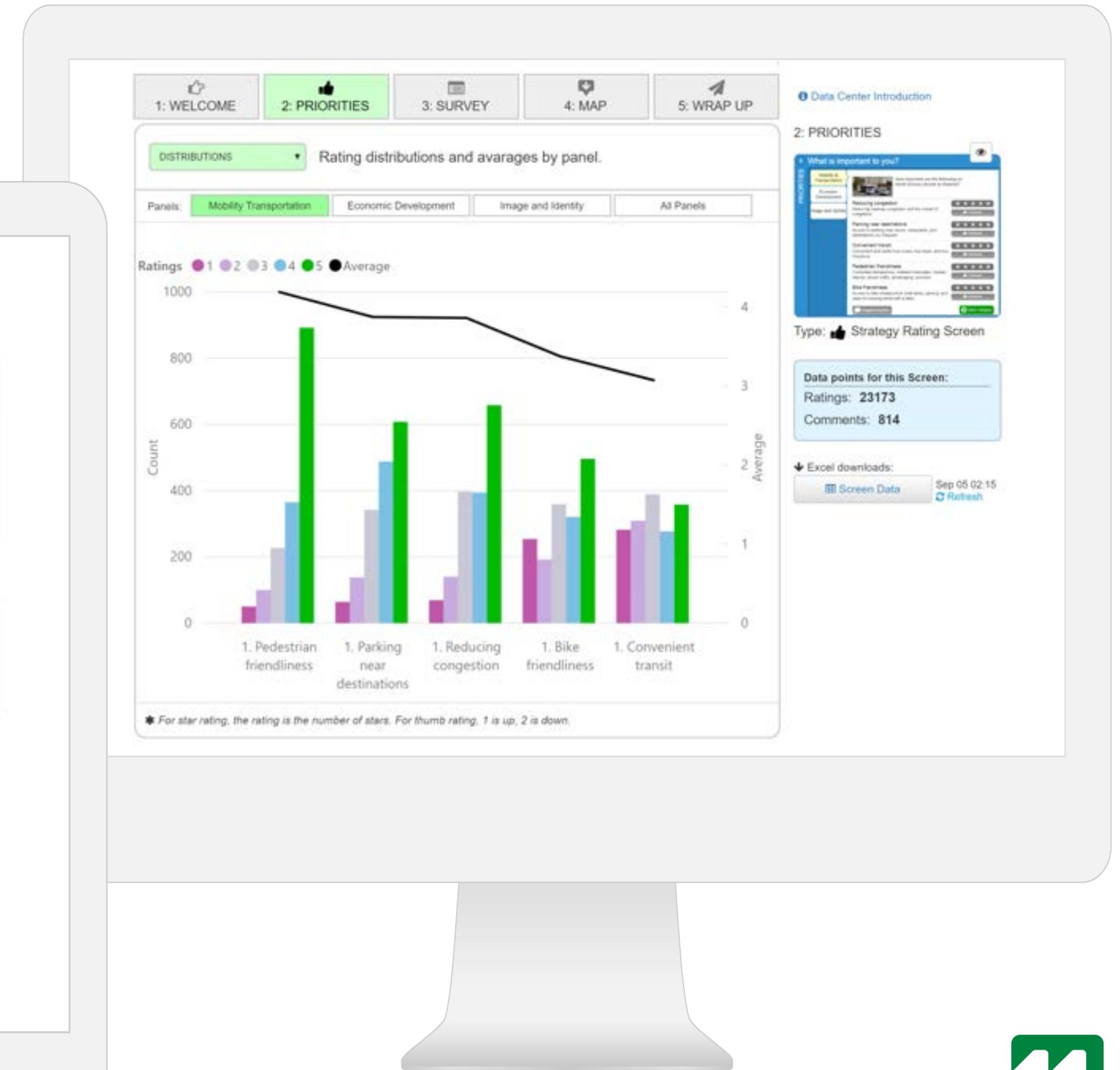
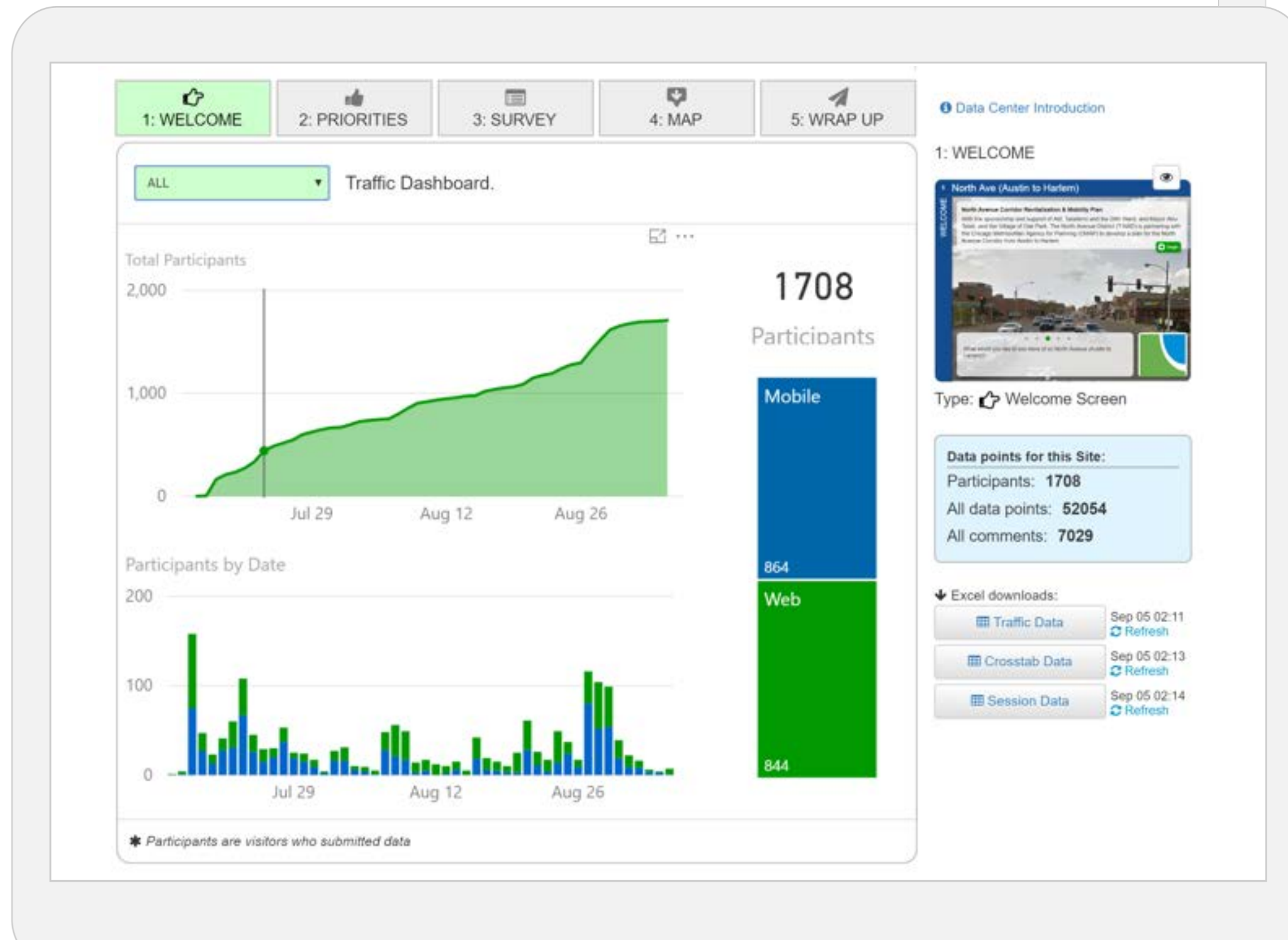
2

Broaden  
demographics





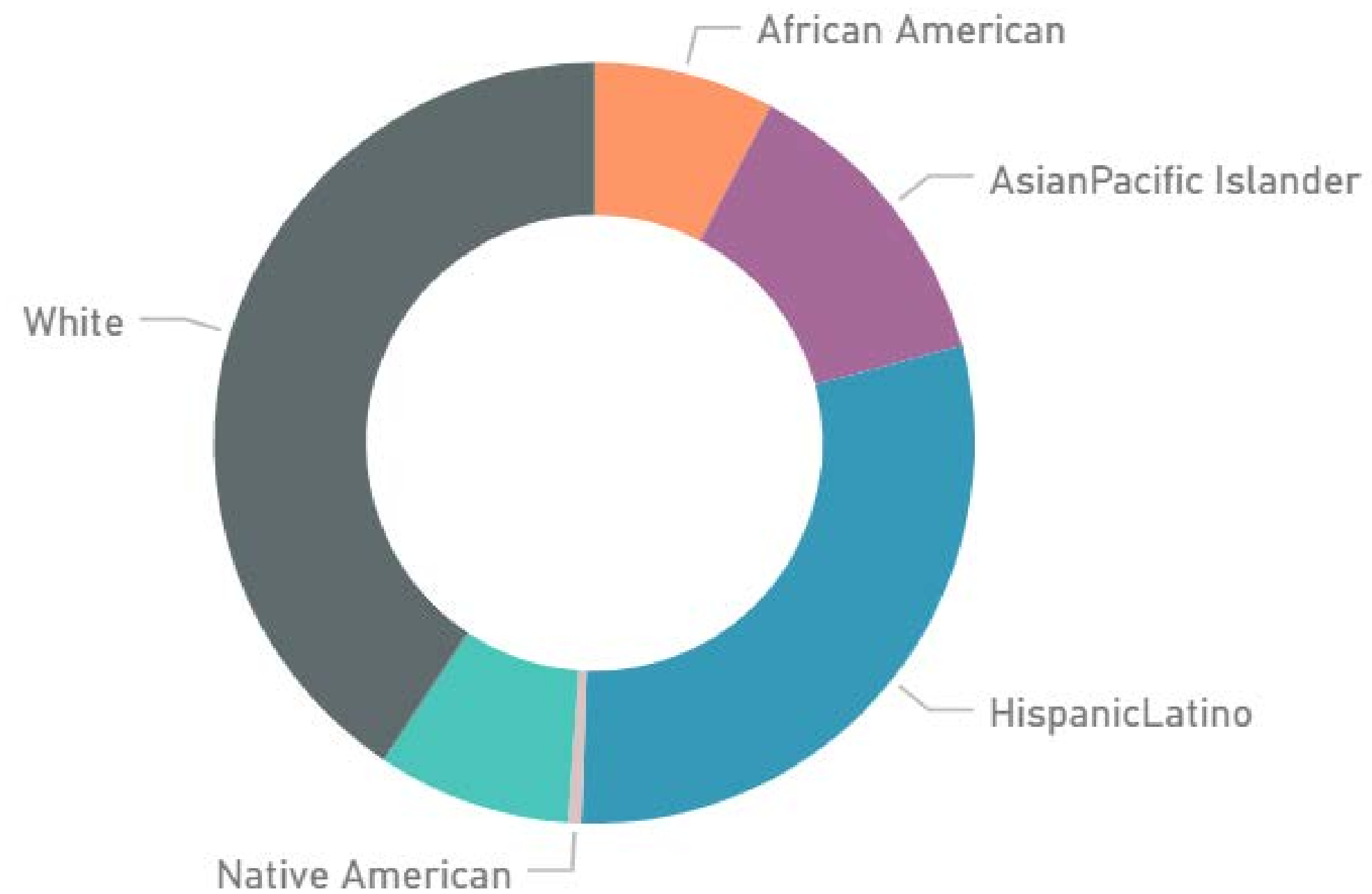
# Monitor dashboards for results





# Track demographic engagement

---





# Go to them for inclusivity

---

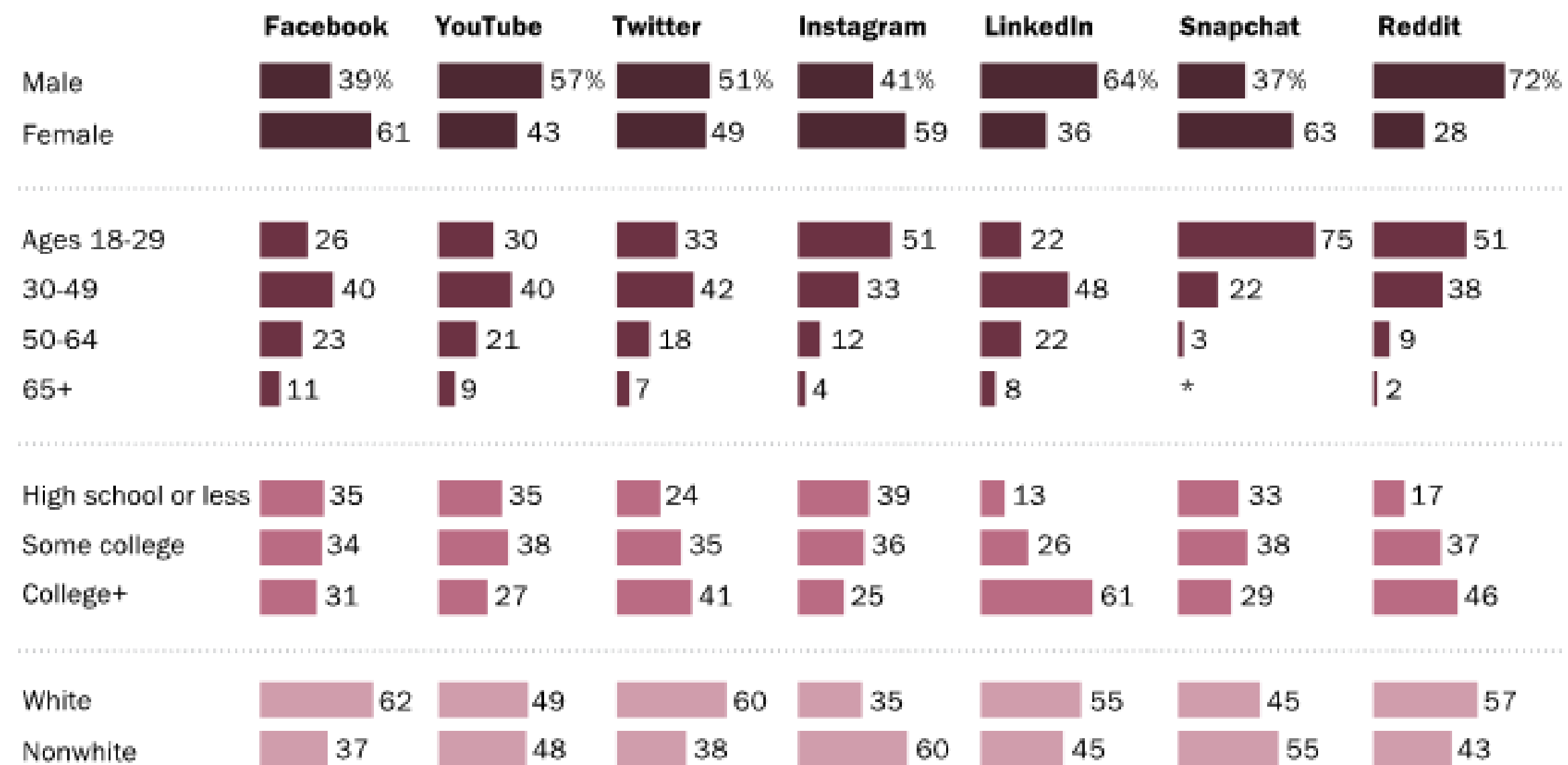




# Use social targeting

## Profiles of social media news consumers

*% of each social media site's news consumers who are ...*



Note: Tumblr and WhatsApp not shown. Nonwhite includes all racial and ethnic groups, except non-Hispanic white.

Source: Survey conducted July 30-Aug. 12, 2018.

"News Use Across Social Media Platforms 2018"

PEW RESEARCH CENTER







3

Weave in  
education





# Create microlearning moments

---





# Focus on priorities

NC Moves 2050

Progress

2 Future Transportation Needs

What to do

Next Task

WELCOME

FUTURE NEEDS

1 Self-Driving Cars

2 Connecting Seniors

3 Goods Delivery

Order your top 5 items above this line

Rural Development

Weather Preparedness

High-Speed Internet

Core Industry Access

Knowledge-Based Workforce

Suggest another

Preparing for Self-Driving Cars



Self-driving cars and connected cars (cars that "talk" to each other and the roadway) can provide more convenient and safe travel options.

POTENTIAL BENEFITS

POTENTIAL CONCERNS

WRAP UP

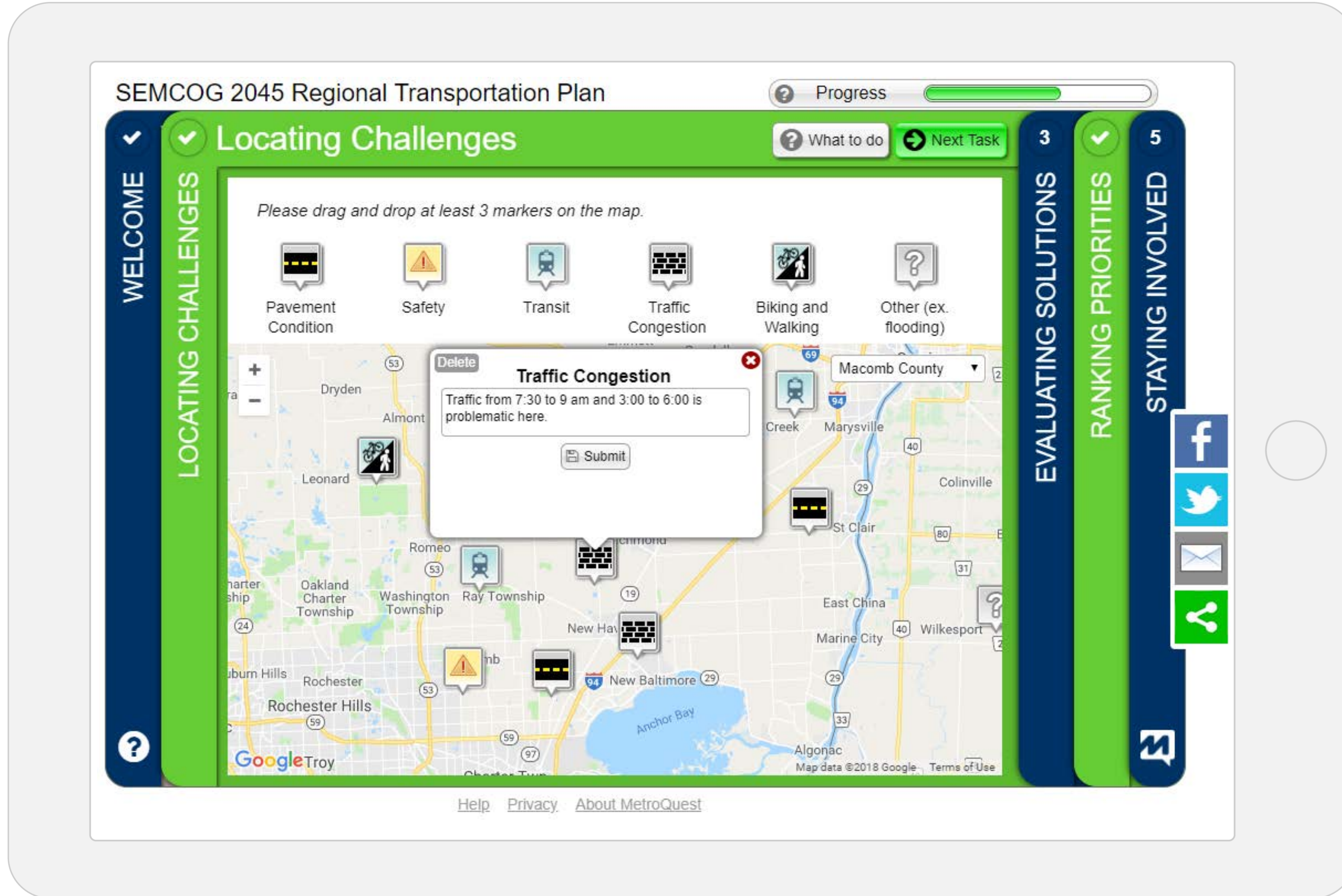
?

Help Privacy About MetroQuest






# Put citizens in the planner's seat





# Foster appreciation for trade-offs

Truckee Meadows Regional Plan Update 2017

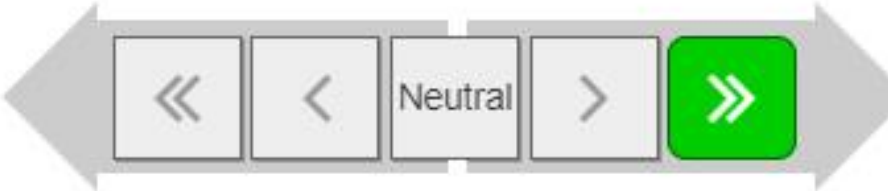
Progress 



1 OVERVIEW 2 RANK CONCERNS 3 ADDRESS CHALLENGES 4 Identify Tradeoffs 5 STAY ENGAGED

What to do Next Task

Growth Housing **Transportation** Services/Facilities


What does our region need?  
Choose the option that best shows which tradeoff you prefer

More Roads  More Public Transportation

[Image Credit: constructionequipmentguide.com](#) [Image Credit: cartalk.com](#)

Previous Optional Comment **Next Tradeoff**





# Gamify constraints & budgeting

Saskatoon Active Transportation Plan (ATP)

Progress

WELCOME

ATP BUDGET

Budget Allocation

What to do:Next Task

3STRATEGIES

4PROJECT SELECTION

5WRAP UP

The ATP contains a number of strategies and actions to improve walking, cycling and other forms of active transportation (AT) in Saskatoon. Assuming you had \$100 to spend, how would you spend your money?

Drag coins to invest in the categories you prefer.

110

24

Expand/Improve Bike Network <div>Details</div> <div>10</div>	Expand/Improve Sidewalks <div>Details</div> <div>10</div>	Expand/Improve Pathways <div>Details</div> <div>40</div>	Bridges, Overpasses and Underpasses <div>Details</div> <div>0</div>
Intersection Safety & Convenience <div>Details</div> <div>5</div>	Maintenance and Accessibility <div>Details</div> <div>10</div>	Improve Lighting <div>Details</div> <div>1</div>	Invest in Street Amenities <div>Details</div> <div>0</div>



# Ask structured questions

Springfield City Plan - Stage 1

Progress

1

WELCOME

?

2

PRIORITY RANKING

3

Development Scenarios

City Center

Art District

Bi-Central

Community-Based

Industrial Sector

City Center

Development focuses around the existing city center.

More about this

DAVIDSON CO.

NASHVILLE

Lakewood

Donelson

Berry Hill

Oak Hill

Forest Hills

Brentwood

Bellevue

John C. Tune Airport

Nashville International Airport

Cap O'Leir

Legend

Please rate this scenario:

★ ★ ★ ★ ★

Optional Comment

Culture

Community

Traffic

Sprawl

Environment

Worse than today

4

MAP MARKERS

5

WRAP UP

f

Help

Privacy

About MetroQuest







4

Ask the right  
questions at  
the right time...





# At the start...

## Rank priorities

## Mark issues

Springfield City Plan - Stage 1

Progress

2 Priority Ranking

What to do Next Task

WELCOME

PRIORITY RANKING

1 Reduce Roadway Congestion

2 Sustainability

3 Economic Prosperity

Order your top 5 items  
↑ above this line ↑

Safety

Travel Efficiency

System Preservation

Improved Connectivity

Investment and Funding

Comment

Suggest another

SCENARIO RATING

MAP MARKERS

WRAP UP

Reduce Roadway Congestion



In 2014, more than 12.1 million gallons of excess fuel was consumed in our region due to congestion and total annual cost was estimated to be 623 million dollars. This equates to each commuter paying an additional \$1,262 per year due to congestion.

Help Privacy About MetroQuest

Springfield City Plan - Stage 1

Progress

4 Map Markers

What to do Next Task

WELCOME

PRIORITY RANKING

SCENARIO RATING

MAP MARKERS

WRAP UP

Please drag and drop at least 3 markers on the map.

Housing

Parks/Open Space

Bikes & Pedestrians

Transportation

Businesses

Other

Zoom to:

Delete

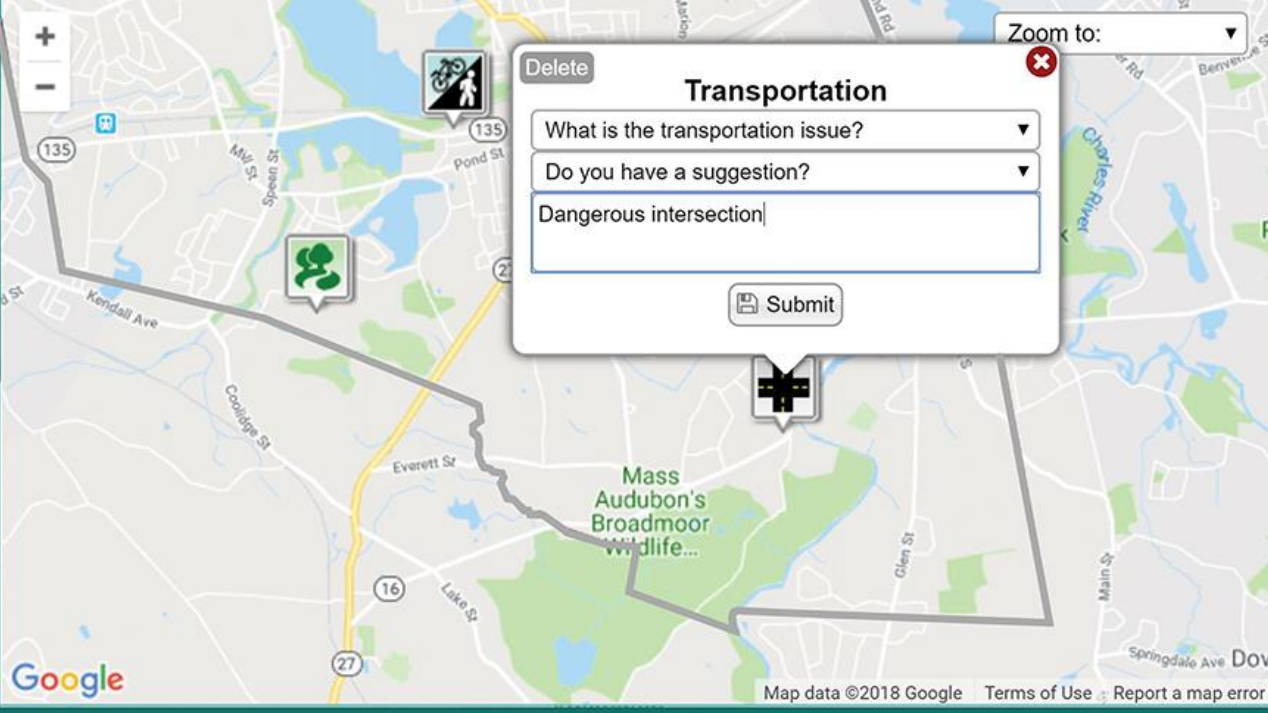
Transportation

What is the transportation issue?

Do you have a suggestion?

Dangerous intersection

Submit



Map data ©2018 Google Terms of Use Report a map error

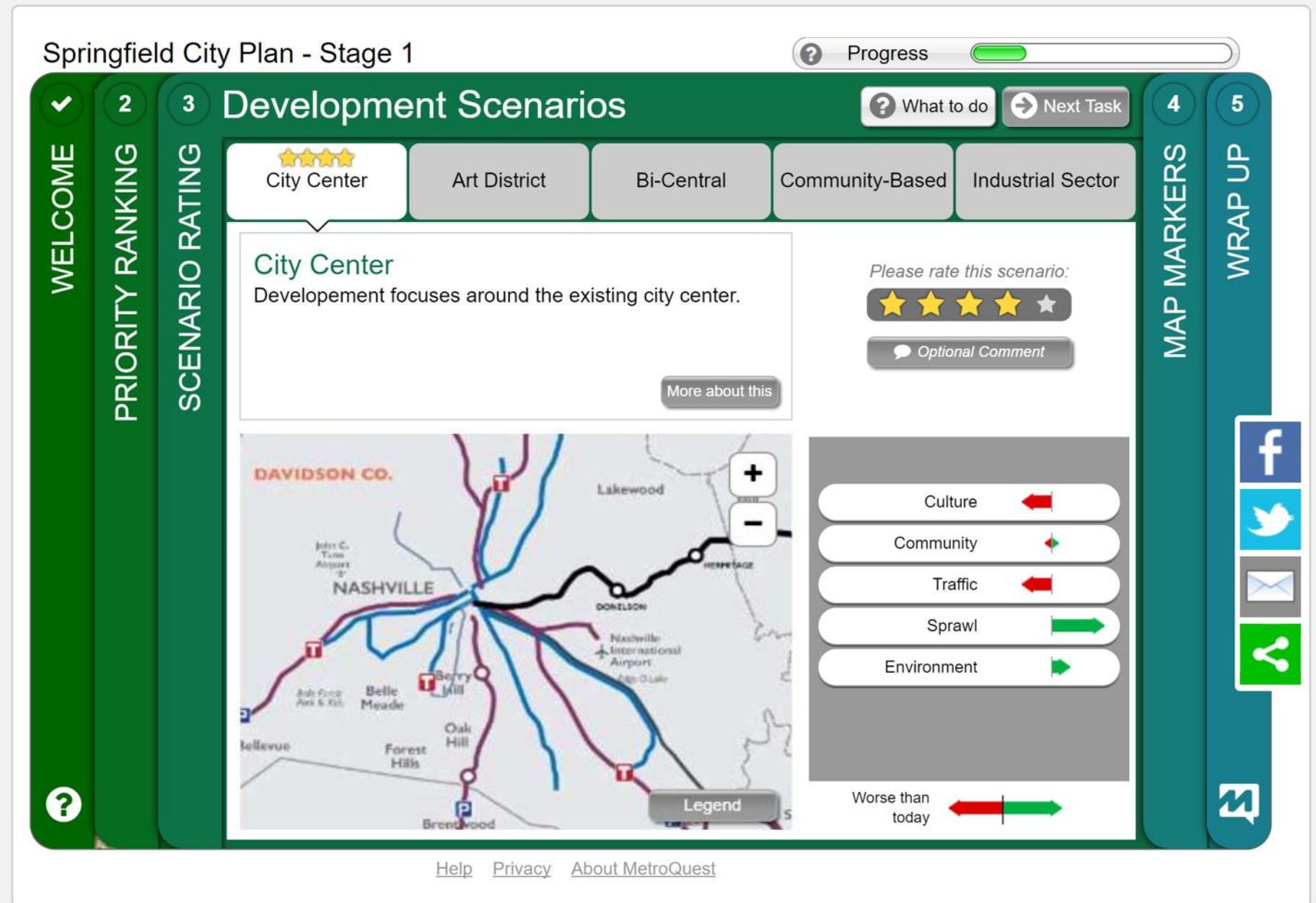
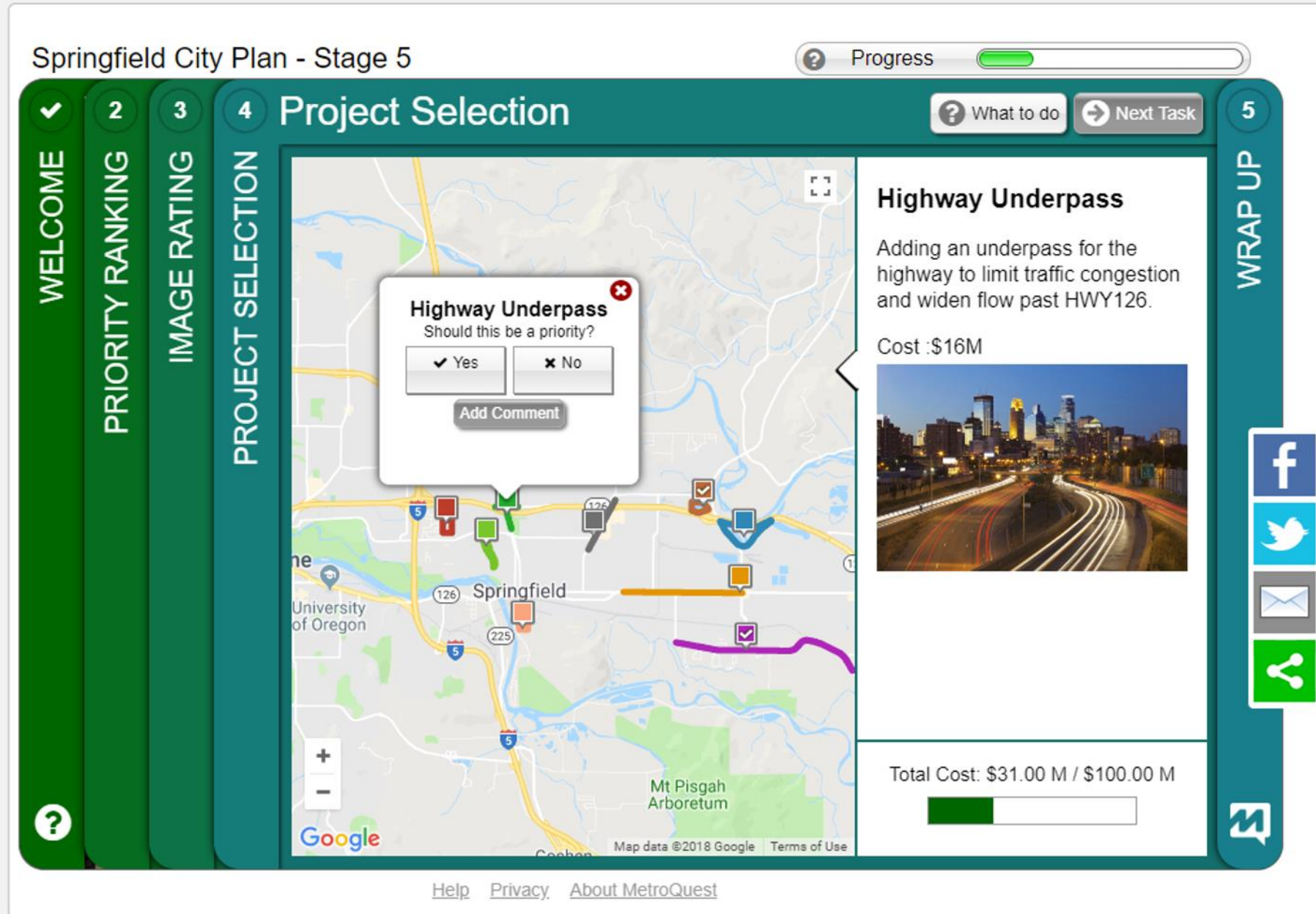
Help Privacy About MetroQuest



In the middle...

Select projects

Rate scenarios





# Toward the end...

Springfield City Plan - Stage 5

Progress

WELCOME 2 PRIORITY RANKING 3 Image Rating 4 PROJECT SELECTION 5 WRAP UP

Improved Connectivity Reduce Roadway Congestion System Preservation Travel Efficiency

Preference for connectivity and bikeability

Protected Bike Lanes



How much do you like this image?

Strongly Dislike Dislike Neutral Like Strongly Like

Previous Optional Comment Next

Rate images

## Balance budgets

Rim Of The World Active Transportation Plan

Progress

WELCOME 2 RANKING 3 SHOW US 4 Revenue Tools 5 WRAP UP

Use the sliders to create enough funding to meet the target.

Non-Profit Fundraising	5%
Grants	10%
Property Tax	40%
Sales Tax	20%
Volunteer Labor	0%

More funding required to meet target

TARGET 100.00% FUNDING 75.00%





# Public Involvement for LRTPs

## Tips for Success





# MetroQuest – Engagement Optimized

- ✓ Engage thousands online
- ✓ Involve a diverse audience
- ✓ Educate the public
- ✓ Collect informed input
- ✓ Deliver actionable results



Unlimited surveys with your annual subscription!





# Select MetroQuest users

## State Agencies




## Local Agencies



## Consulting Firms





A photograph of two women in an office. The woman in the foreground is a Black woman with curly hair and glasses, wearing a white shirt, smiling and looking at a laptop screen. The woman in the background is a white woman with blonde hair, also looking at the screen. A blue semi-transparent box is overlaid on the left side of the image, containing white text.

Poll: What  
additional information  
would you like?





# Promotional Playbook

---

## 12 Ways to Promote Your Online Survey Like a Pro

- 12 proven promotional strategies
- 70+ tips & tricks
- We will email you a PDF copy!

Thank you: MetroQuest subscribers!





# Next Webinar: NCDOT!

---

## Beyond Fear: Public Views on Emerging Transportation Technologies

- Wednesday, July 17
- 11 am Pacific | 2 pm Eastern (1 hour)
- Educational Credit: 1.0 (APA AICP CM)



Jamille Robbins

Public Involvement Group Leader

NCDOT



Nastasha Earle-Young

Statewide Initiatives Engineer III

NCDOT



Colin Mellor

Environmental Policy Advisor

NCDOT





# Next Webinar: NCDOT!

---

## Beyond Fear: Public Views on Emerging Transportation Technologies

Wednesday, July 17

Poll: Yes, save  
me a seat!





# Questions?

---



Bradley Sharlow



Anita Richardson



Kyle Haller



Shane Peck





# Thank you for participating!

AICP CM: <https://planning.org/events/course/9179355>

