

# A Recipe for Award-Winning Online Community Engagement

Featuring special guests



nashvillenext

Metropolitan Nashville Planning Department



MetroQuest  
Public Involvement Software

Dave Biggs  
Chief Engagement Officer





Same Ten People

Look familiar?



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# Same Ten People



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# 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

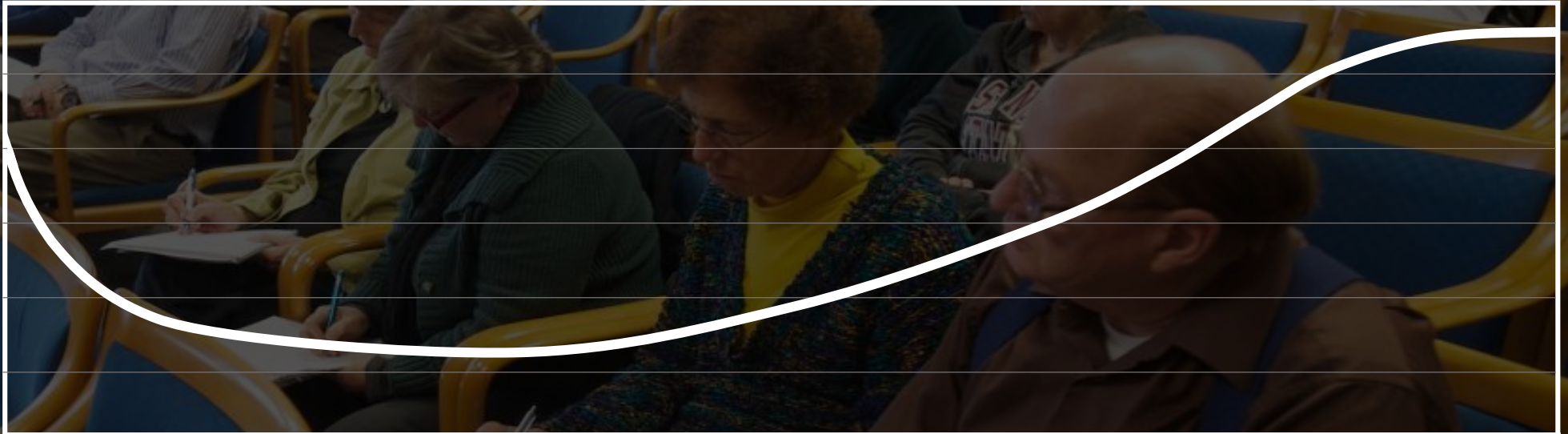


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# Who shows up?

Level of  
Motivation



Positive

Moderate

Negative



# How high are your hurdles?



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# Seven Key Lessons Emerged

1

2

3

4

5

6

7



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# **Public Involvement Software User Guide**



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1

# Choose your tools carefully

Participants

2,000

1,500

1,000

500

0

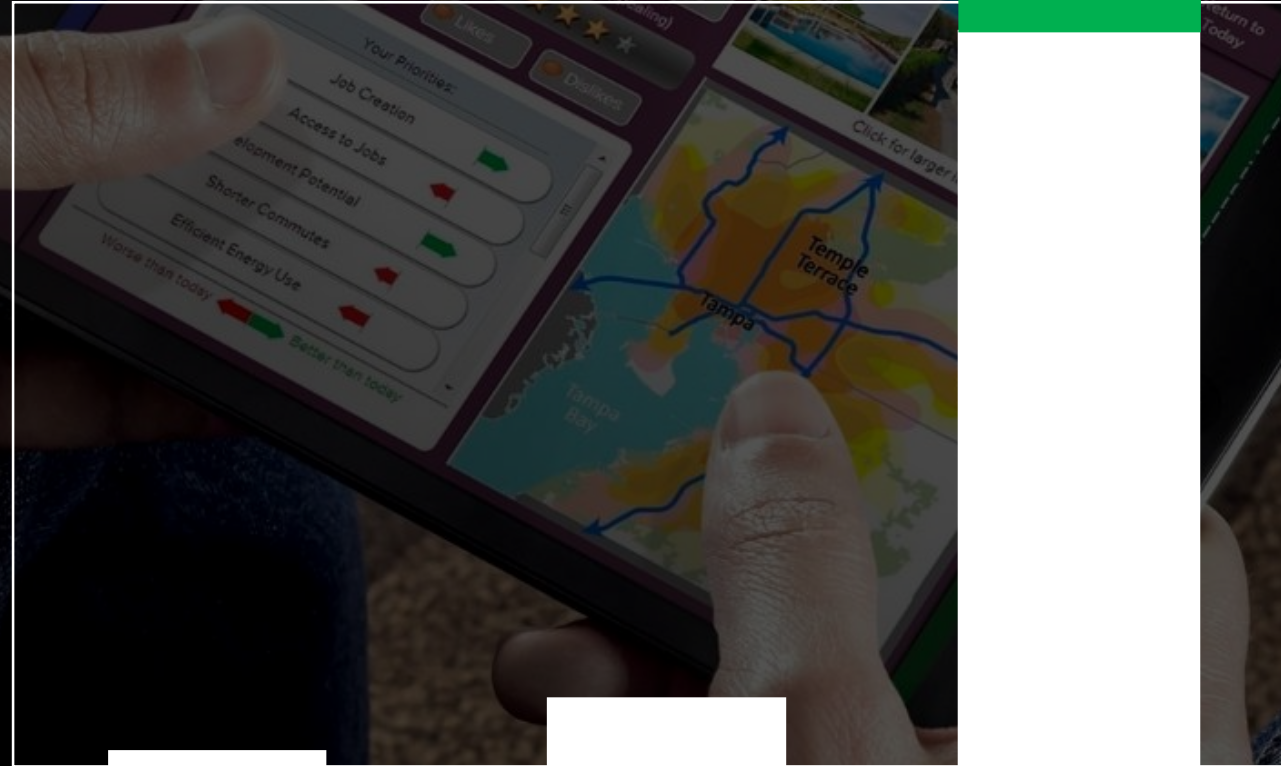
Public  
Meetings

Online  
Crowdsourcing

Online  
Surveys



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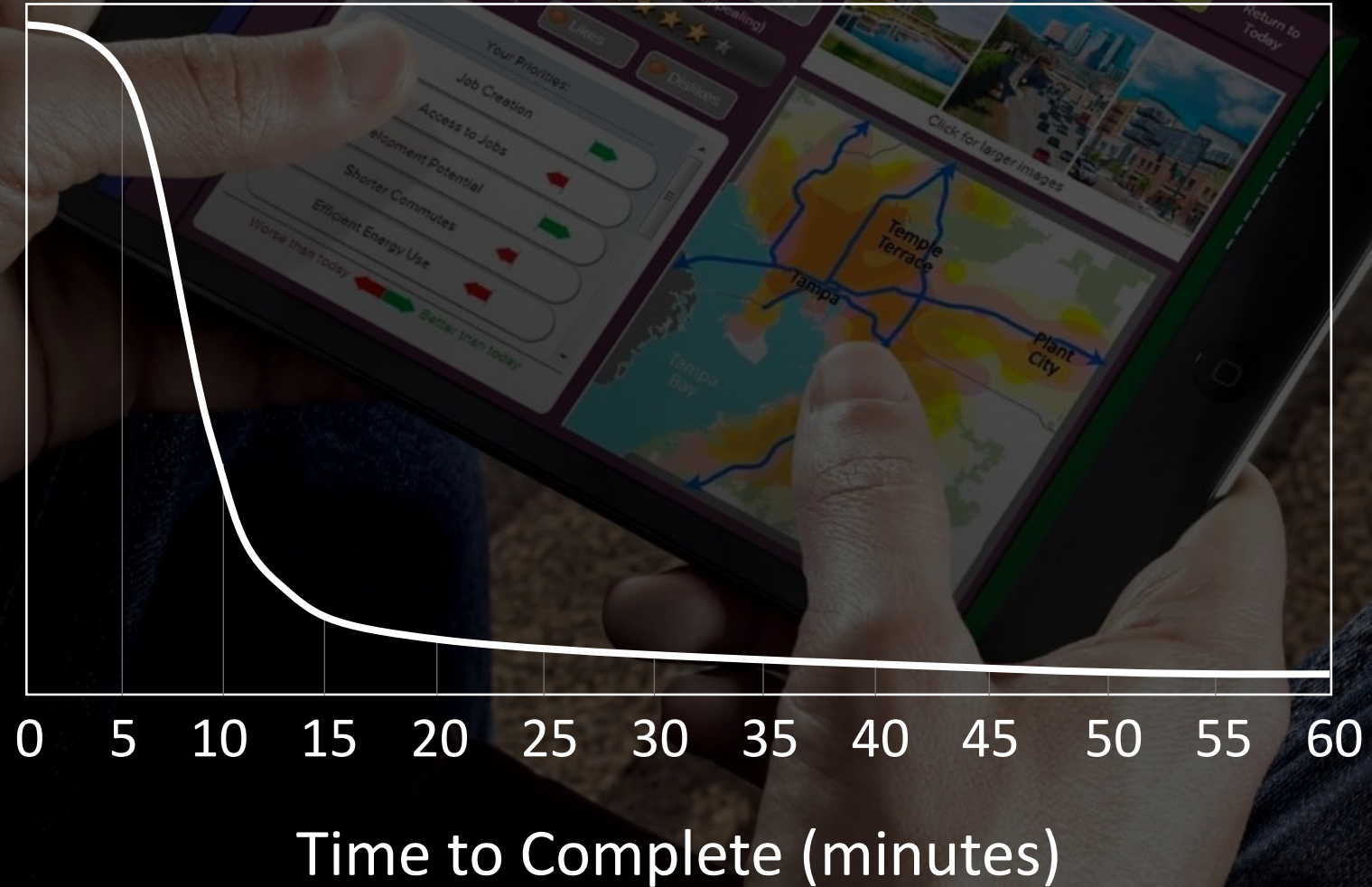




2

## Aim for a 5-minute experience

Participants



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3

# Do not require registration

## Create an Account

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

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

**move dc**  
Our Transportation Future

slide 3 of 3  
This survey is one way that you can influence the plan.

[Begin](#)

APPROACHES 3  
PRIORITIES 4  
STAY INVOLVED 5

Share  
[f](#)  
[t](#)  
[e](#)  
[+](#)

[Begin](#)

= 10x



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4

# Offer many ways to engage



WEB



PHONE



KIOSK



TABLET



WORKSHOP



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5

# Make it insightful & 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"/>

Level of Comfort

Introduction Path **Bike Lane** Shoulder Shared Lane Marking Mixed Traffic

Please rate your level of comfort cycling on a bicycle lane

Designated Bicycle Lane



★★★★★

Rate this image from 1 star (Very Uncomfortable) to 5 stars (Very Comfortable)

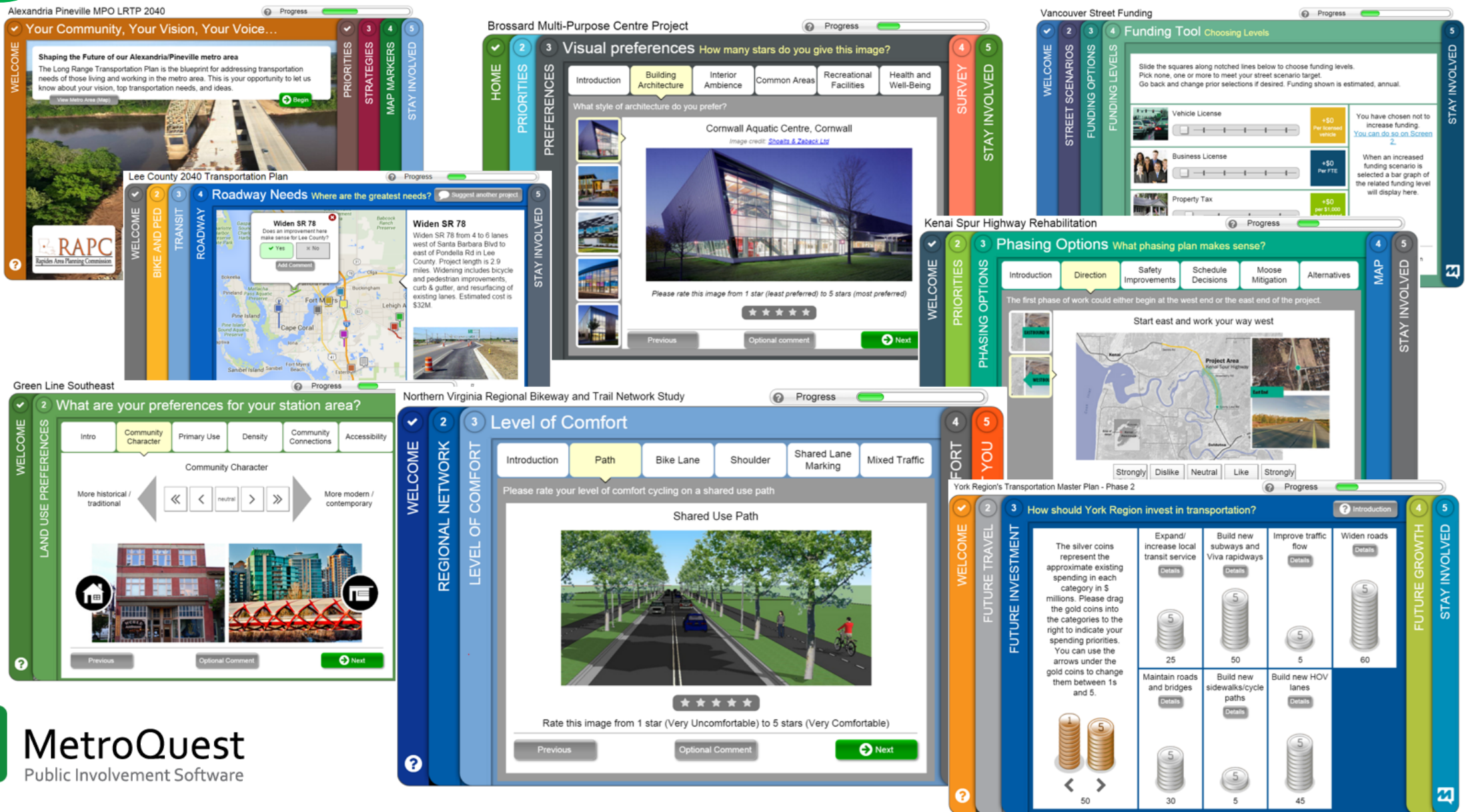
Previous Optional Comment Next



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# 5 Make it insightful & delightful



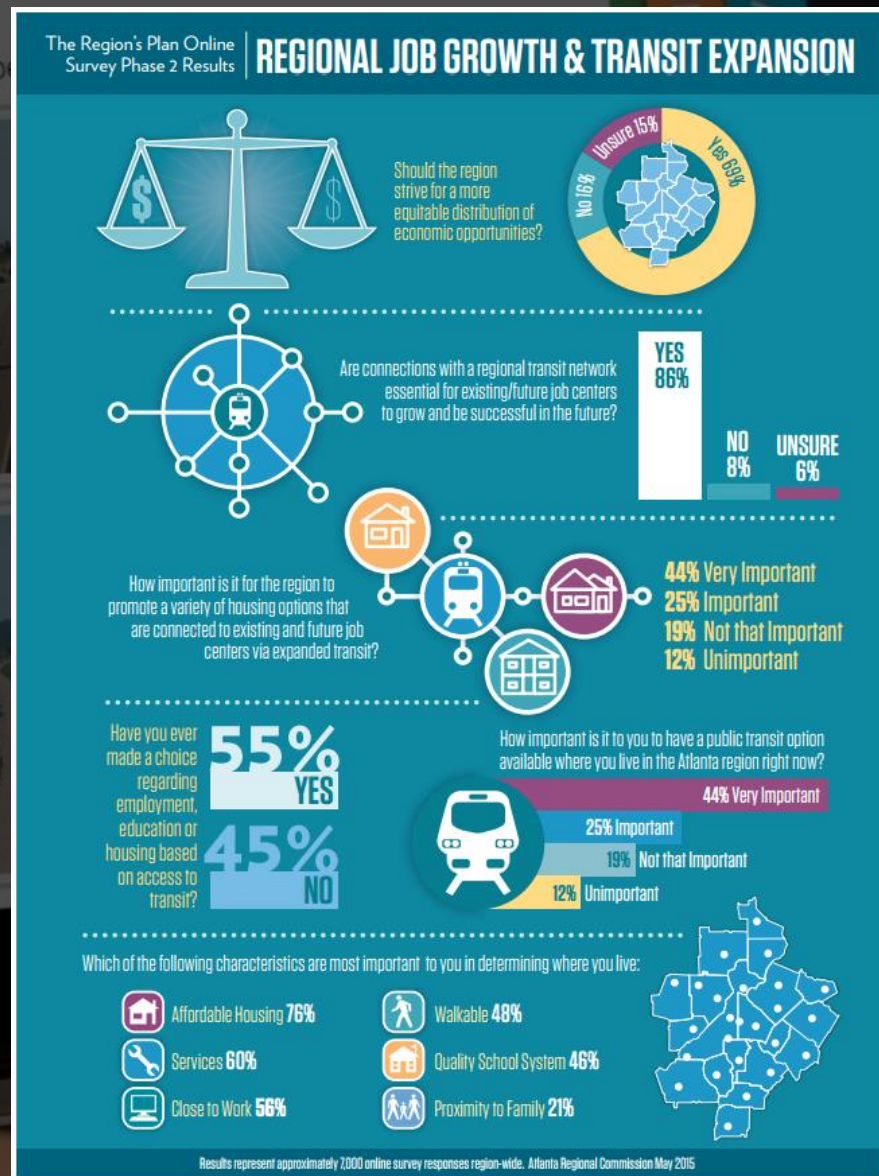


# 5 Make it insightful & delightful

Even the reports!



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A man in a dark suit and tie is sitting at a desk in a dimly lit office. He is looking off to the side with a serious expression. On the desk, there is a rotary telephone and a desk lamp. The background is dark and out of focus.

6

## Promote like a pro

- You've got 5 seconds...
- then you get 5 minutes...
- then they tell 50 friends.
- Create compelling calls to action
- Leverage supporters & partners



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7

# 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. Make it insightful & delightful
6. Promote like a pro
7. Monitor & adjust as needed



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# **Public Involvement Software User Guide**



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## The Challenge

How would you plan for our region's future?

WELCOME

The metro Atlanta Region is a dynamic metropolitan area that has experienced explosive growth over the past three decades. We expect our growth to continue and add nearly 3 million new residents over the next 25 years. How can we continue to grow and protect the quality of life we enjoy here?

We need your input to help us create a vision for our future. Tell us how we can sustain the things we love about our communities and...

- Be more economically competitive.
- Improve our health and protect the environment.
- Enhance our housing and transportation choices.



 Click here to begin



En Español

### PLAN 2040

PLAN 2040 is the region's current plan to ensure growth, prosperity and a high quality of life for the next 25 years. The vision you help develop now will guide the plans for our region's future.

2

RANK PRIORITIES

3

CHOOSE SOLUTIONS

4

STAY INVOLVED



help







LIFE

# CITY LEADERS WANT IDEAS TO BETTER ATLANTA



11:14

81°

GOATS ON GREENWAY

VIRAL WEDDING VIDEO

GSU FOOTBALL



00:01

02:00

City leaders want ideas





# Share Kits

## 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](http://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](http://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](http://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/1BJ0Jsu>

Help us plan for the future of metro [#Atlanta](#). Take [#TheRegionsPlan](#) survey 2 and tell us MORE: <http://bit.ly/1BJ0Jsu>

Driverless cars? Uber? How will they impact [#Atlanta](#)'s traffic challenges? Tell us!  
Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

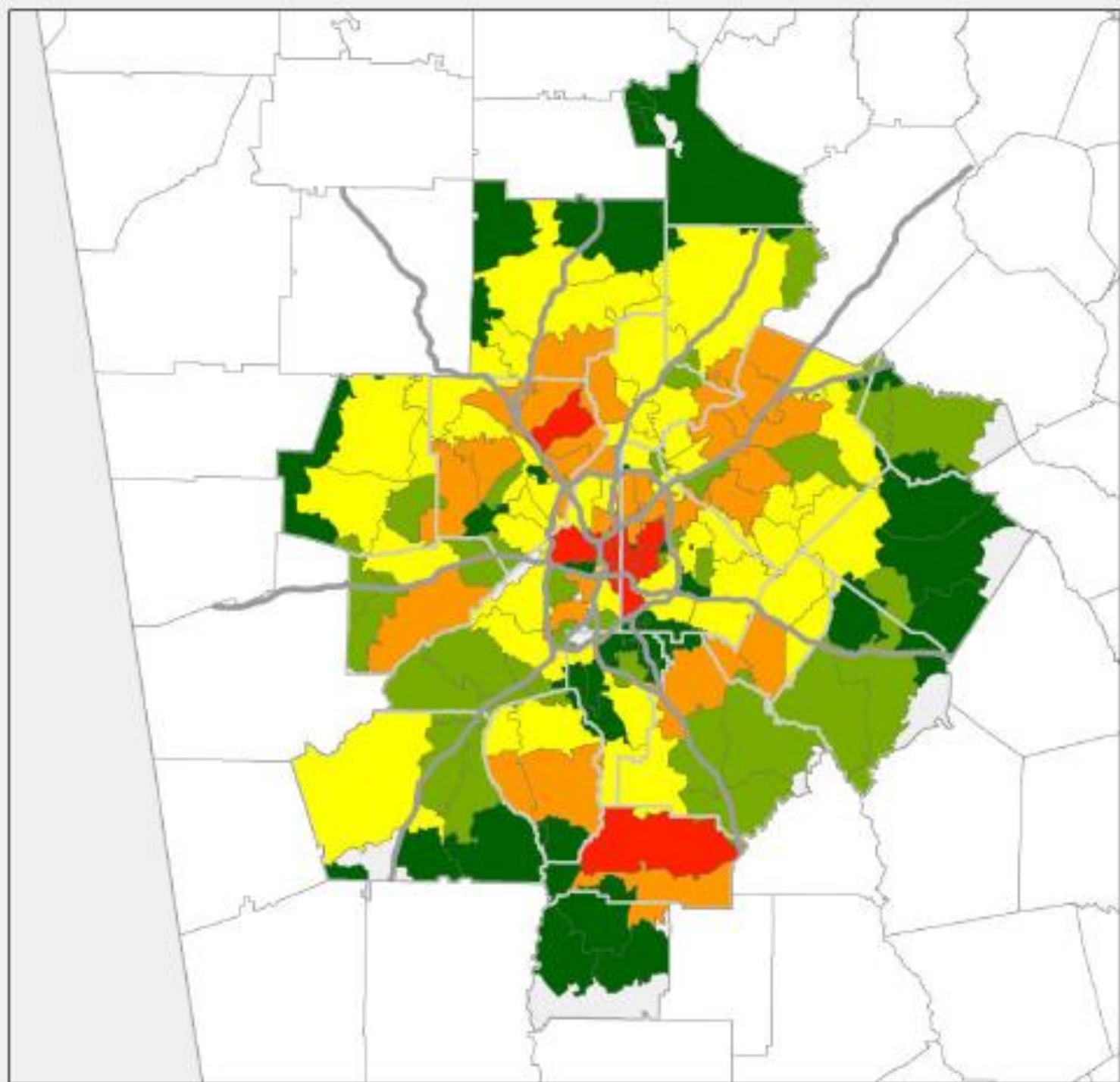
We're planning for metro [#Atlanta](#)'s future and we need your help. Take [#TheRegionsPlan](#) Survey 2: <http://bit.ly/1BJ0Jsu>

## Graphic:





# Monitor & Adjust





# Pop-up Engagement

*Survey respondents at Atlanta Creative Economy Panel Discussion, hosted by ONE Music Fest*



*Survey respondent at Center for Civic Innovation Kick Off*



*Survey station at Paulding County Comprehensive Transportation Plan Public Meeting*







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via Candy Chang





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via Neighborland

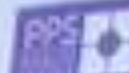


etroit  
to great places,  
made right away!

pps  
PUBLIC PARTICIPATION



What amenities to make downtown public  
spaces more comfortable?



What amenities  
spaces more



Unique Play Equipment



Green & Family Art



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via Project for Public Spaces



# The Region's Plan

## PHASE II SURVEY REPORT



May 2015



Table 12: Autonomous Vehicle Responses by Age

		0-18	19-24	25-34	35-44	45-54	55-64
Have you heard of autonomous vehicles?	Yes	62%	94%	94%	89%	88%	90%
	No	29%	6%	6%	10%	11%	8%
	Unsure	10%	0%	0%	1%	1%	2%
Are autonomous vehicles realistic in a couple decades?	Yes	68%	63%	65%	60%	57%	57%
	No	14%	22%	16%	21%	21%	19%
	Unsure	18%	15%	19%	20%	22%	25%
If autonomous vehicles led to less traffic, how likely would you be to move?	Very	18%	12%	12%	13%	10%	10%
	Somewhat	18%	30%	26%	24%	25%	19%
	Not at all	41%	37%	43%	46%	48%	55%
	Unsure	23%	21%	19%	18%	17%	16%
If you would move, would it be closer or further from work?	Closer to	28%	28%	24%	23%	24%	22%
	Further from	17%	16%	13%	14%	16%	14%
	Same Distance	22%	10%	15%	16%	13%	11%
	Not Likely to Move	17%	31%	35%	33%	36%	39%
	Unsure	17%	14%	14%	13%	11%	13%
How comfortable would you be to transfer driving control to an autonomous vehicle?	Definitely	5%	33%	28%	23%	20%	19%
	Some	64%	37%	44%	42%	40%	41%
	Not at all	23%	23%	18%	20%	23%	22%
	Unsure	9%	8%	11%	15%	17%	19%



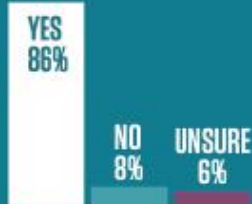
## REGIONAL JOB GROWTH & TRANSIT EXPANSION



Should the region strive for a more equitable distribution of economic opportunities?



Are connections with a regional transit network essential for existing/future job centers to grow and be successful in the future?



How important is it for the region to promote a variety of housing options that are connected to existing and future job centers via expanded transit?



44% Very Important  
25% Important  
19% Not that Important  
12% Unimportant

Have you ever made a choice regarding employment, education or housing based on access to transit?



How important is it to you to have a public transit option available where you live in the Atlanta region right now?



Which of the following characteristics are most important to you in determining where you live:



## AUTONOMOUS VEHICLES



Have you heard of autonomous vehicles?



Are autonomous vehicles realistic in a couple decades?



If autonomous vehicles led to less traffic, how likely would you be to move?

10% Very  
22% Somewhat  
50% Not at all  
18% Unsure



If you would move, would it be closer or farther from work?



How comfortable would you be to transfer driving control to an autonomous vehicle?

DEFINITELY 22%  
SOME 40%  
NOT AT ALL 23%  
UNSURE 15%



Are driverless cars a viable option for people who cannot drive themselves?



Should the State of Georgia support the implementation of autonomous vehicles?

YES 65% NO 15% UNSURE 20%







They engaged over 18,000!



A large group of squirrels, mostly brown and grey, are gathered on a light-colored, gravelly ground. Many of the squirrels are sitting or standing, and some are holding and eating nuts. The background is filled with more squirrels, creating a dense crowd. The overall scene suggests a feeding station or a natural gathering place for these animals.

Engage **more** people from a **broader** demographic &  
collect **informed** & **actionable** input



# A Recipe for Award-Winning Online Community Engagement

Featuring special guests



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Metropolitan Nashville Planning Department



Winners of this years' American Planning Association  
2016 Daniel Burnham Award for a Comprehensive Plan.

Greg Claxton


Metro Nashville Planning Commission



*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. In the background, there are trees and a playground structure. The text "All right, Nashville. It's time to pick." is overlaid on the right side of the image.

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

Maurice, age 3



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





# Thank You

- Webinar follow-up
- AICP CM credit #9102565
- Follow-up questions

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