



# Community Engagement During COVID-19: Planning Ahead for 2021



MetroQuest







Dave Biggs

Chief Engagement Officer  
MetroQuest





# Agenda

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2020 – The perfect storm

1. What's worked best since March
2. The essential engagement toolbox
3. Skills and resources needed to succeed
4. Predictions and advice for 2021

Q&A





# 20 years of best practices research

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Federal Transit  
Administration



U.S. Department of Transportation  
**Federal Highway Administration**



Association of  
Metropolitan  
Planning  
Organizations



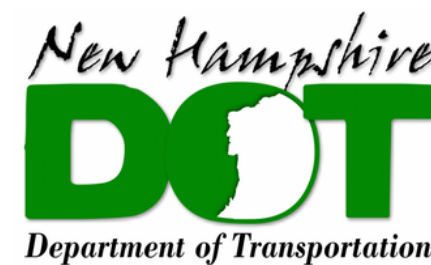


# Select MetroQuest subscribers

## Local Agencies



## State Agencies



## Consulting Firms





- Pandemic (no public meetings, stress/tension, Zoom)
- Civil rights protests
- NEPA modernization
- Online engagement platforms tested & ready

## 2020 Hindsight







**Jamille Robbins**

Public Involvement  
Group Leader,  
NCDOT



**Darrel Cole**

VP Communications &  
Public Involvement,  
WSP



**Lisa Hummel**

Communications & Public  
Involvement Specialist,  
WSP





LET'S TALK ABOUT

*your last 9 months in community engagement*

Your process?  
What's changed?  
What's working?





LET'S TALK ABOUT

*the essential online engagement toolbox*



## Virtual townhalls – educate & interact

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# Online surveys – collect input

Accessibility needs: (719) 302-6752


Progress

## WELCOME PACOG Moves the Region

**Your input will help prioritize investments**

PACOG Moves the Region 2045 is a transportation plan that will guide Pueblo area investments for the next 25 years. Once complete, this plan will provide a list of priority transportation projects that meet current and future needs of the region.

[Begin](#)



Investments in our community for safe, efficient, reliable transportation are the foundation of a thriving community and economy.

**PACOG MOVES THE REGION 2045 LRTP**

[Help](#) [Privacy](#) [About MetroQuest](#)

For Special Assistance, call 212-383-7203

Progress

## WELCOME Safety and Security

**Moving Forward**

The region's next transportation plan proposes a vision of a transportation system that ensures the safety and security of people and goods across all transportation users and transportation modes.

[View Study Area \(Map\)](#) [Español](#) [Begin](#)



5) Improve the safety and security of system operations.

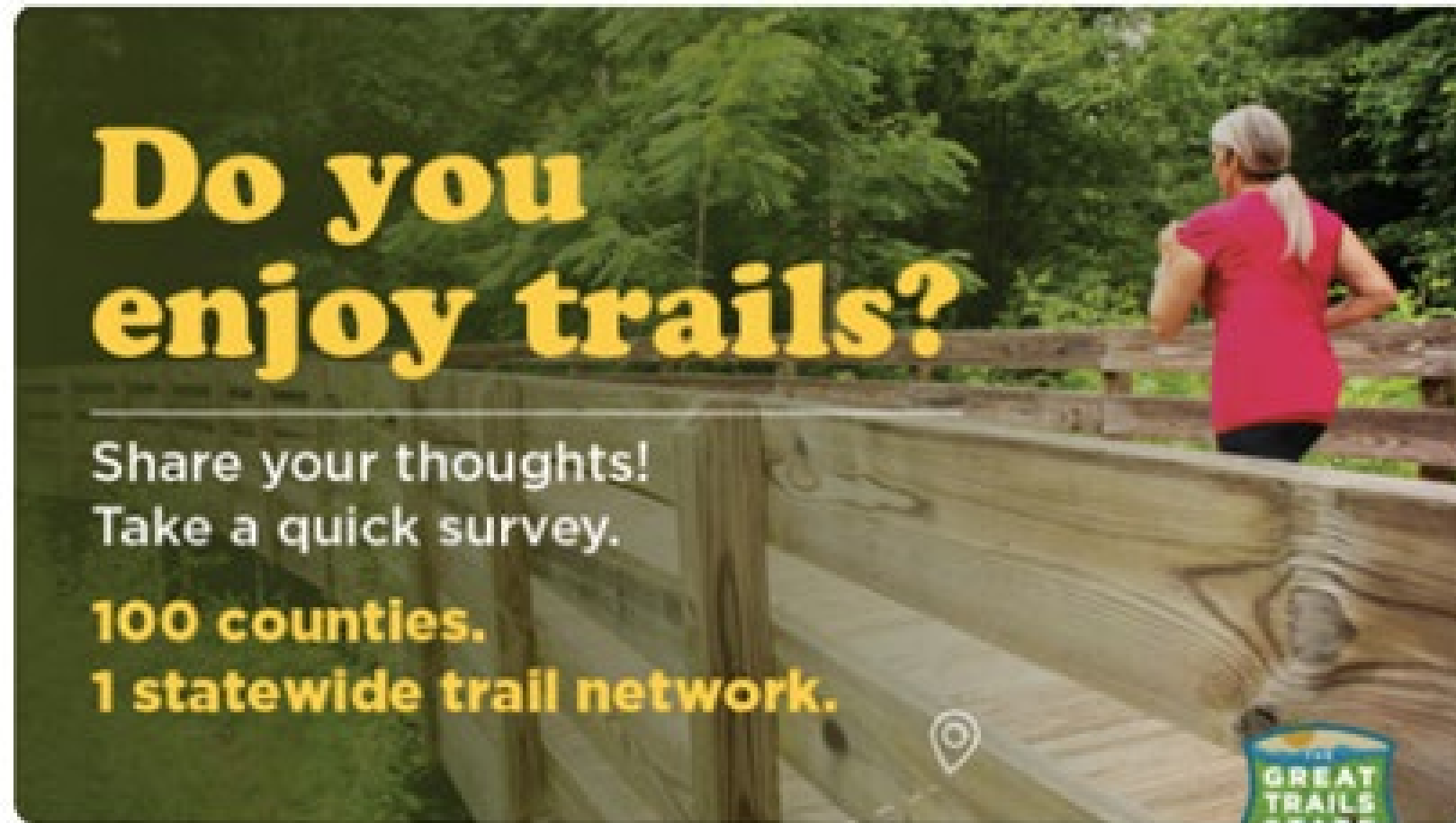
**Moving Forward**  
Your Region, Connected  
The Next Regional Transportation Plan for  
NYL, Long Island, and the Lower Hudson Valley

**BUDGET ALLOCATION** **SAFETY PRIORITIES** **TRADEOFFS** **THANK YOU**

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# Social media - amplify promotions



Great Trails State! Hey, neighbors!

Many of us are spending more time outdoors these days, exploring North Carolina's trails and greenways by walking or biking. Take a moment and imagine one statewide trail network that connects all 100 counties.

The N.C. Department of Transportation and North Carolina State Parks need your help to develop the Great Trails State Plan!

Take a minute and fill out this short survey. >> [bit.ly/39leOwN](https://bit.ly/39leOwN)

Posted to **Subscribers of North Carolina Department of Transportation** in 62 areas

Like 76 Comments

325 · 275746 Impressions

 **North Carolina Department of Transportation** ...  
Published by Aaron Schoonmaker [?]  
Page Liked · June 1 · ⚙

Do you travel on U.S. 70? Check out this new video series on the James City project and learn about what the new improvements could look like and potential impacts to your commute.

These videos will help you understand the project design, construction process and schedule. They are now live >> <https://www.ncdot.gov/jamescity>

Tag Photo Add Location Edit





# Social media - amplify promotions

M

Metro Los Angeles

August 28, 2018 ·

Virtually prioritize bus service budget, choose trade-offs and identify frequent destinations on a movable map. The tool is available until Oct. 2

NextGen Bus Study

Progress

2 What Is Important To You?

WELCOME

SET YOUR BUDGET

If you had \$100 dollars to spend on the bus system in Los Angeles County, how would you spend it?

Drag coins to invest in the categories you prefer.

More peak hour frequency

More midday frequency

More evening service

More weekend service

What Is Important To You?

If you had \$100 dollars to spend on the bus system in Los Angeles County, how would you spend it?

Drag coins to invest in the categories you prefer.

Done

More

100

0

0

0

0

THESOURCE.METRO.NET

NextGen Bus Study introduces online engagement tool

25

5 C

Like

Comment

Share


M

Metro Los Angeles

Sponsored

ID: 685933655449471

Rutas realineadas y horarios mejorados empiezan el 13 de diciembre de 2020.



MYBUS.METRO.NET

Metro Los Angeles

Learn More

## Hispanic senior women

[Summary](#) [Usage](#) [History](#)

### Audience Name

Hispanic senior women

### Size

54,000

### Type

Saved Audience

### Created

—

### Last Updated

—

### Saved Audience Details

Location - Living In: United States: Los Angeles County California

Age: 60 - 65+

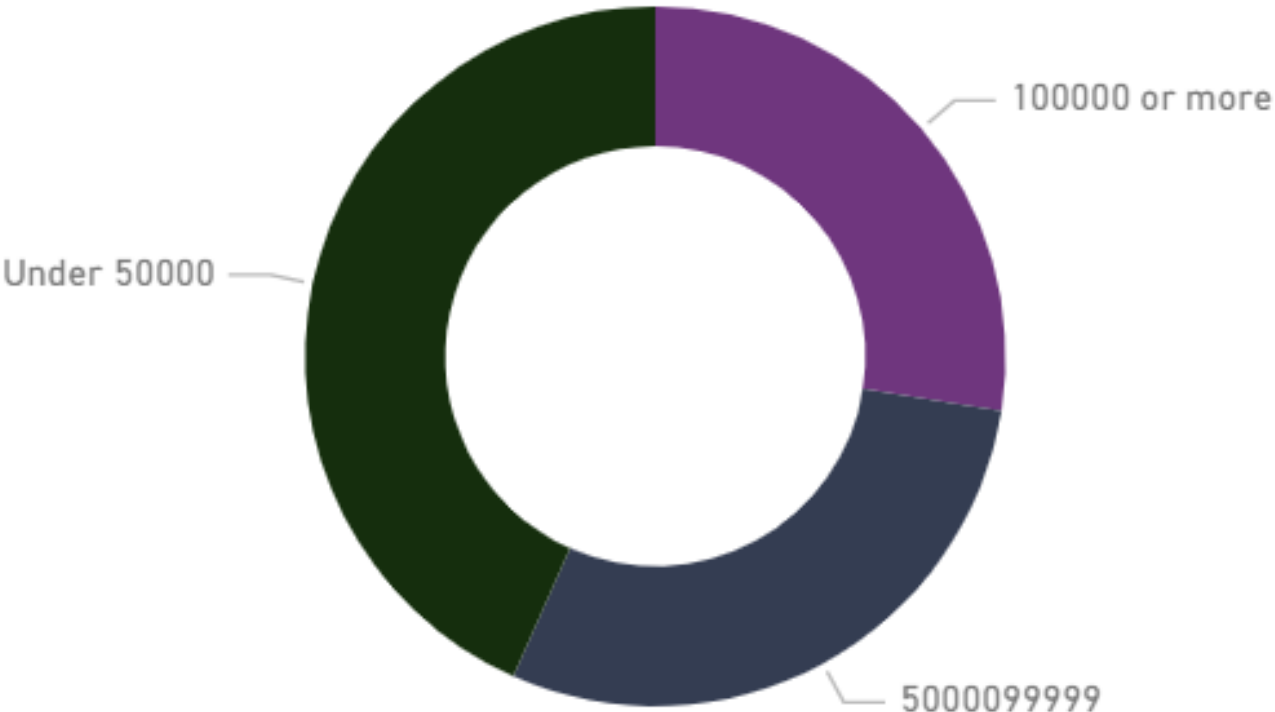
Gender: Female

Language: Spanish or Spanish (Spain)

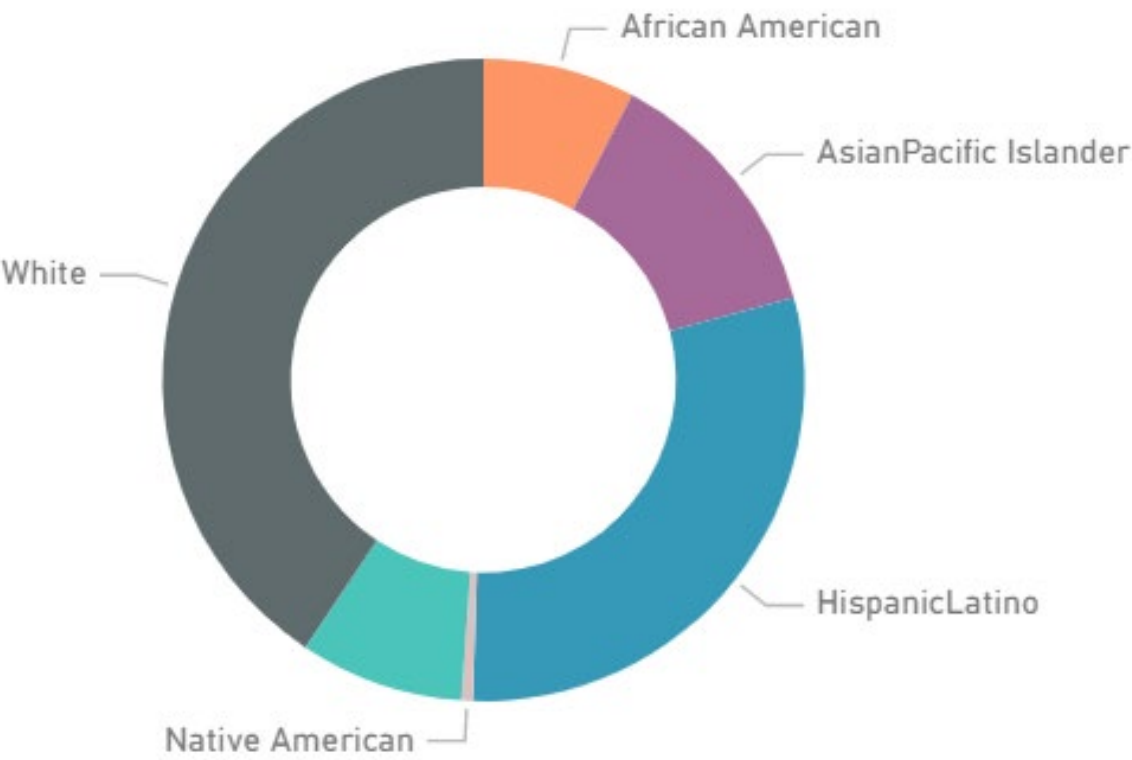
People Who Match: Interests: Hispanic culture or Public transport



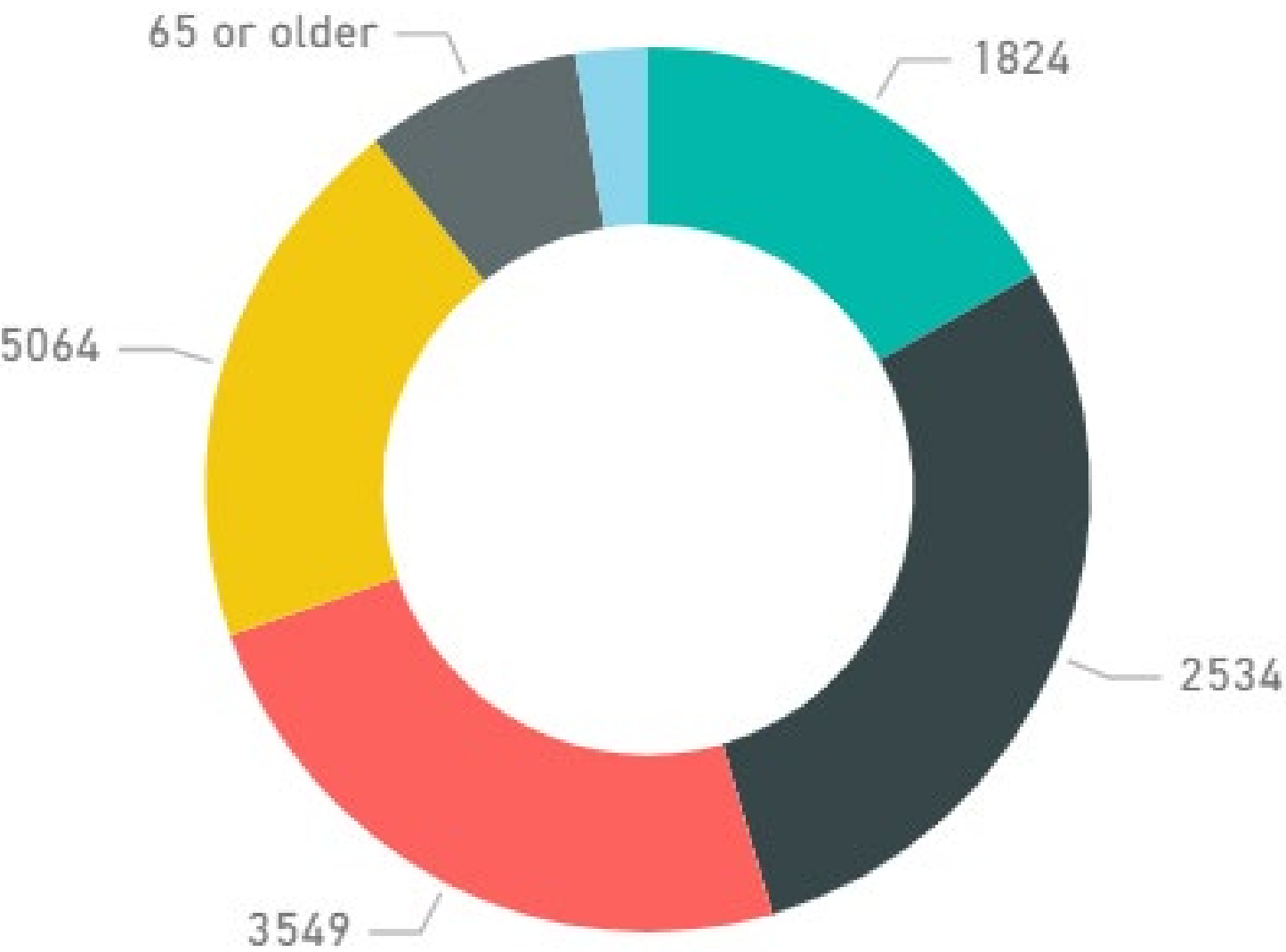
# All income levels



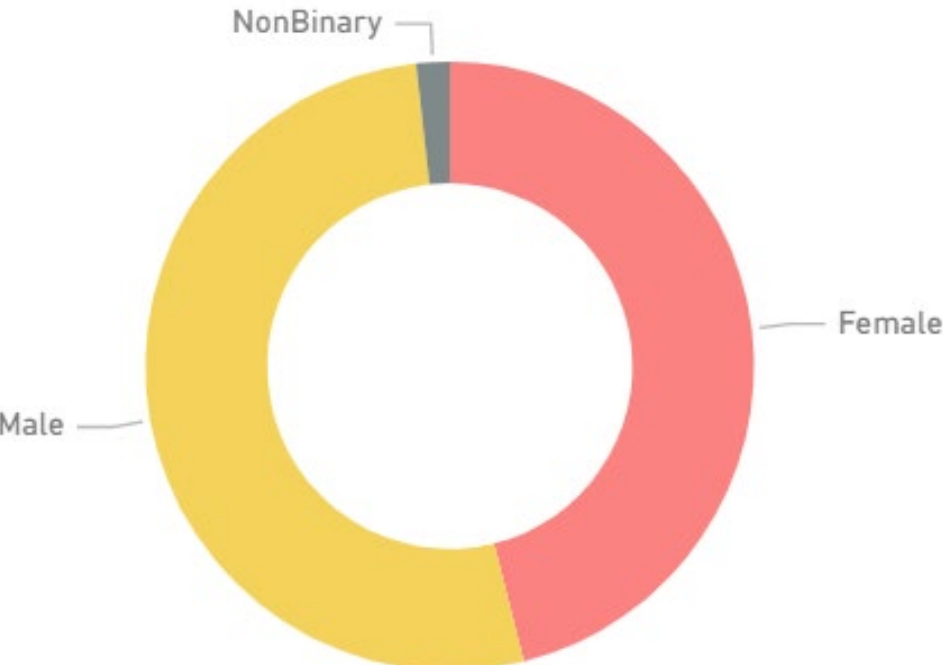
# All ethnicities



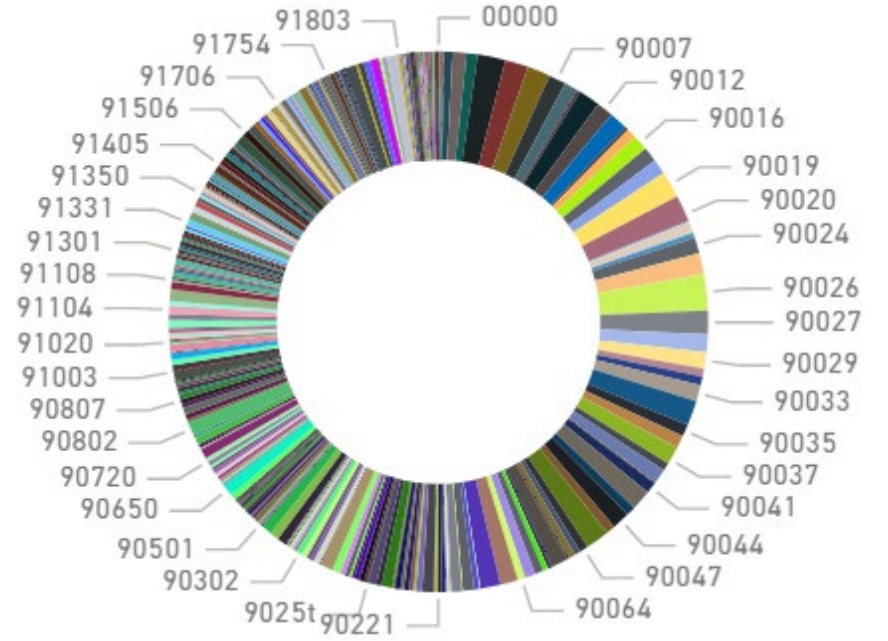
# All ages



# Gender balanced



# All zip codes





A woman with dark hair is focused on her laptop in a classroom. In the background, other students are visible, some working on their own laptops. The scene is overlaid with a semi-transparent orange filter.

LET'S TALK ABOUT

*the skills and resources needed for success*



# Use these 12 promotional tools

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

- 12 proven promotional strategies
- 70+ tips & tricks
- Real-world examples

We will email you a PDF copy!








LET'S TALK ABOUT

*your predictions and advice for 2021*






**POLL** How many outreach projects does your organization conduct annually?





A photograph of a group of people in a meeting or conference. In the foreground, a woman with blonde hair, wearing a white shirt and a lanyard, is smiling and gesturing with her hand. To her left, a woman with dark hair is looking towards the camera. In the background, several other people are visible, some looking towards the camera and others looking away. The image has a green overlay on the left side where the text is located.

**POLL** What additional information would be helpful from MetroQuest?





## Next Webinar

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# How Online Public Engagement Goes Viral

Wednesday, January 20<sup>th</sup> at 2 pm Eastern (AICP CM 1.0)



Jasmine Thompson

WSP



Darrel Cole

WSP

**POLL** Save your seat!





# Questions?

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Thank you for participating!

AICP CM: <https://planning.org/events/course/9209958/>

