



# Reimagining Public Engagement for Planning During COVID-19: A Peer-to-Peer Exchange





Dave Biggs

Chief Engagement Officer  
MetroQuest





**Bob Bini**

AICP, Director for  
Transportation Planning,  
Lancaster County, PA



**Shane Sawyer**

Multimodal Programs Manager  
Virginia DOT



**Stephen Stansbery**

AICP, Vice President  
Kimley-Horn & Associates

# Agenda

---

Are your planning projects maintaining momentum?


What barriers are you facing?

How can we adapt public engagement?

What advice would you offer your peers?

Live polls and Q&A





Are you managing to engage the  
public to maintain momentum  
on your key planning projects?  
What types of projects?





**POLL** When are you next planning/hoping to engage the public in planning?





**POLL** What key challenges  
are you facing with  
public engagement?



What barriers are you facing with public engagement for planning projects? How are you adapting your public participation plans? What tools are you using?





Bob Bini, AICP

Director for Transportation Planning

LANCASTER COUNTY  
**PLANNING  
COMMISSION**



# Challenges and barriers

---

- Past practices outmoded/unsuited
- Limited experience using online engagement tools
- Federal/State expectations
- Tight deadlines



# Solutions and tools

---

- Online surveys
- Story maps
- Focus group / community group connections
- Intercept surveys
- Virtual meetings

## Reports and Presentations from LCPC Staff

Scott Standish, Executive Director  
Dean Severson, Director for Community Planning  
Bob Bini, Director for Transportation Planning

LANCASTER COUNTY  
PLANNING  
COMMISSION

Ray Marvin

Ed Fisher

Scott Standish

Kelly Eck

scott haversick

Terry Martin

Tom Jones

26 4

LANCASTER COUNTY  
PLANNING  
COMMISSION

Connects 2040


? Progress 

## What's Your Vision?

WELCOME

### Lancaster 2040 Metropolitan Transportation Plan (MTP)

The MTP is a collaborative long-term vision for Lancaster County's transportation system. It will include local policy and program direction for various modes of transportation - vehicular, bicycle, pedestrian, transit, freight or air. Complete this survey to help us develop a shared vision for transportation in Lancaster County!

 Español

 Begin



The MTP is updated every 4 years to reflect current conditions and address future challenges through transportation policies, programs, and project selection.



- PRIORITIES
- 3 STRATEGIES
- FUNDING
- 5 STAY INVOLVED



2,838 participants  
78,278 data points  
33,338 strategy ratings



Shane Sawyer  
Multimodal Programs Manager





# Challenges and barriers

---

- Magnitude of pandemic & restrictions
- Institutional restrictions – no public meetings
- Federal & State regulatory requirements
- Can't circumvent public engagement
- Limited Virtual Public Involvement experience



## Solutions and tools

---


- Increase public engagement early in the planning process
- Expand amount and reach of public engagement (i.e., traditionally under-represented groups)
- Demonstrate the effectiveness of VPI
- Utilization of FHWA VPI resources
  - Project websites
  - Online surveys (i.e., MetroQuest)
  - Videos
  - Virtual public meetings
  - Social media

# Great online engagement results

---

Survey Name	Participants	All Data Points	All Comments	Mobile	Web
Route 50 STARS Safety and Operation Improvements - Falls Church	962	30222	2136	355	607
1-95 corridor Improvement Plan	586	11567	514	376	210
Route 28 Centreville Road Survey 1	652	18461	1003	346	306
Route 50 Arlington	927	29386	1795	426	501
Route 28 Centreville Road Survey 2	698	24091	583	523	175
Route 460 Operational Improvements Study	1055	33798	1784	613	442
Route 288 (US Route 1 to 1-95) Corridor Study	471	8120	218	421	50
Route 17 Isles of Wight	1808	47489	2146	1276	532
West Broad Street STARS Study	870	24696	908	666	204
US-250 Augusta County / City of Waynesboro	942	9831	457	722	220
STARS US-11 Harrisonburg	872	11359	382	694	178
Route 50 Chantilly STARS Study	619	10614	497	520	99
VDOT STARS Route 36	466	9739	99	417	49
Pleasant Valley Road Improvements Study	840	20594	473	690	150

## Route 28 Centreville Road Improvements Study

? Progress 

### Welcome

WELCOME

#### Centreville Road / Route 28 Operational Improvements Study

This study is assessing potential safety and operational improvements along two miles of Route 28 (Centreville Road) in Prince William County between the Fairfax County line and Blooms Quarry Lane.

[View Study Area Map](#)

[Begin](#)

28

Concepts include innovative intersections, improved signal timing/operations, turn lane improvements, access management, new medians, and pedestrian enhancements including crosswalks and new sidewalks.

**STARS**  
STRATEGICALLY TARGETED AND  
AFFORDABLE ROADWAY SOLUTIONS

2

STRATEGY RATING

3

OPTIONS RATING

4

OPTIONS RATING

5

WRAP UP



698 participants  
24,091 data points  
22,513 option ratings



Stephen Stansbery, AICP  
Vice President

# Kimley»»Horn

Expect More. Experience Better.



# Challenges and barriers

---

- Maintaining relevancy and attention
- Reluctance of leadership
- Focus on *Techniques* without a *Strategy*
- Unreasonable expectations



# Solutions and tools

---

- *Re-define Success*
- Mine recent plans for relevant data
- Allow flexibility to your process
- Apply a people-first and equity mindset
- Get to the point...quickly
- Seek out partnerships and guidance materials

**Kimley»Horn**

[www.kimley-horn.com/digital-public-involvement/](http://www.kimley-horn.com/digital-public-involvement/)

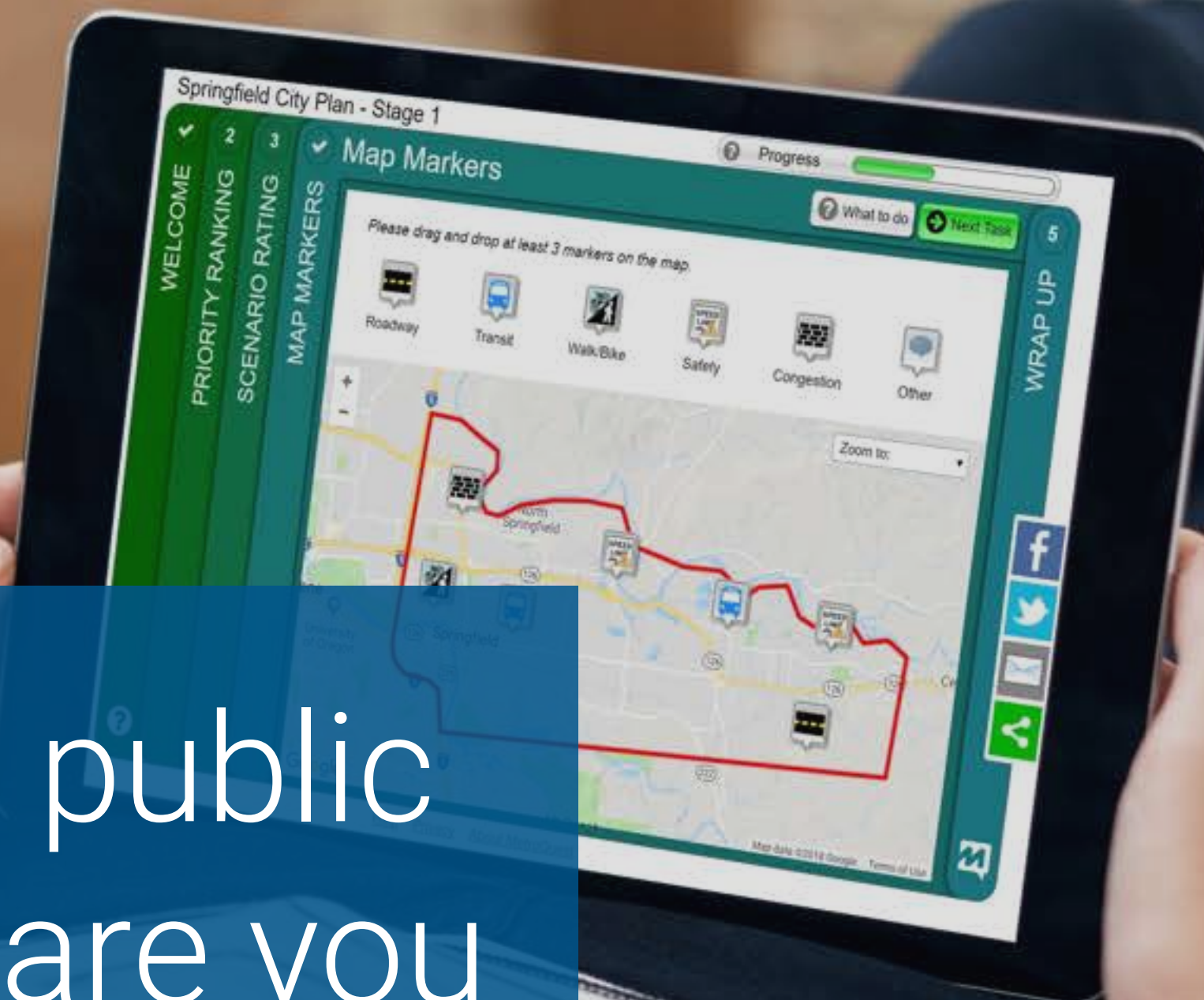
[www.planning.org/apanews/9198750/new-online-public-engagement-resources/](http://www.planning.org/apanews/9198750/new-online-public-engagement-resources/)





3,185 participants  
172,644 data points  
38,033 scenario ratings

**POLL** What online public engagement tools are you using or planning to use?





What final advice would you  
offer to your peers?



# Select MetroQuest subscribers

## Local Agencies



## State Agencies



## Consulting Firms



# MetroQuest – Online Engagement for Planning

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

Unlimited surveys with  
your annual subscription!



# NEXT Webinar

---

## Optimizing Online Engagement for Planning with MetroQuest

Wednesday, May 6<sup>th</sup>

1 hour | 11 am Pacific | 2 pm Eastern

Educational Credit: 1.0 (APA AICP CM)

**POLL** Save your seat!



A photograph of a city street with historic buildings, streetlights, and trees, overlaid with a semi-transparent yellow filter.

Urban  
design

An aerial photograph of a city street grid with green spaces and trees, overlaid with a semi-transparent green filter.

LRTPs

A photograph of a blue and white bus with the number 14R and the text 'MISSION RAPID Daly City BART' on its front, overlaid with a semi-transparent blue filter.

Transit

A photograph of a city street with a dedicated bike lane marked with blue bicycle symbols, overlaid with a semi-transparent blue filter.

Bike &  
pedestrian

An aerial photograph of a city neighborhood with a mix of residential and commercial buildings, overlaid with a semi-transparent purple filter.

Land  
use

A photograph of a city skyline with several wireless signal icons overlaid on the buildings, overlaid with a semi-transparent orange filter.

Comprehensive



**POLL** What types of projects are coming up for you?



**POLL** Would you prefer to join a peer-to-peer group on Facebook or LinkedIn?



# FREE Playbook

---

## 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!



Thank you: MetroQuest subscribers!



# Questions?



**Bob Bini**

Director for Transportation  
Planning, Lancaster County, PA



**Shane Sawyer**

Multimodal Programs Manager  
Virginia DOT



**Stephen Stansbery**

AI/CP, Vice President  
Kimley-Horn & Associates

# Thank you for participating!

AICP CM: <https://www.planning.org/events/course/9199260/>

