



# Winning Tactics for Community Engagement in the New Normal



MetroQuest







**Dave Biggs**  
Chief Engagement Officer  
MetroQuest





# Agenda

---

Our panel shares their winning tactics

- How has community engagement changed since March?
- What tools and tactics are getting results now?

Q&A





# 20 years of best practices research

---



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







**Nicole Riddle**

Public Involvement  
Coordinator & Biologist,  
SCDOT



**Amy Livingston**

Infrastructure Public  
Involvement Specialist,  
CDM Smith



**Liz McHardy**

CEO,  
LURA Consulting






2020: The Pivot

---

How has your approach to  
community engagement  
changed since March?






**POLL** Where are you in  
your online engagement  
journey?







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





1



Set-up

2



Engage

3



Analyze



1

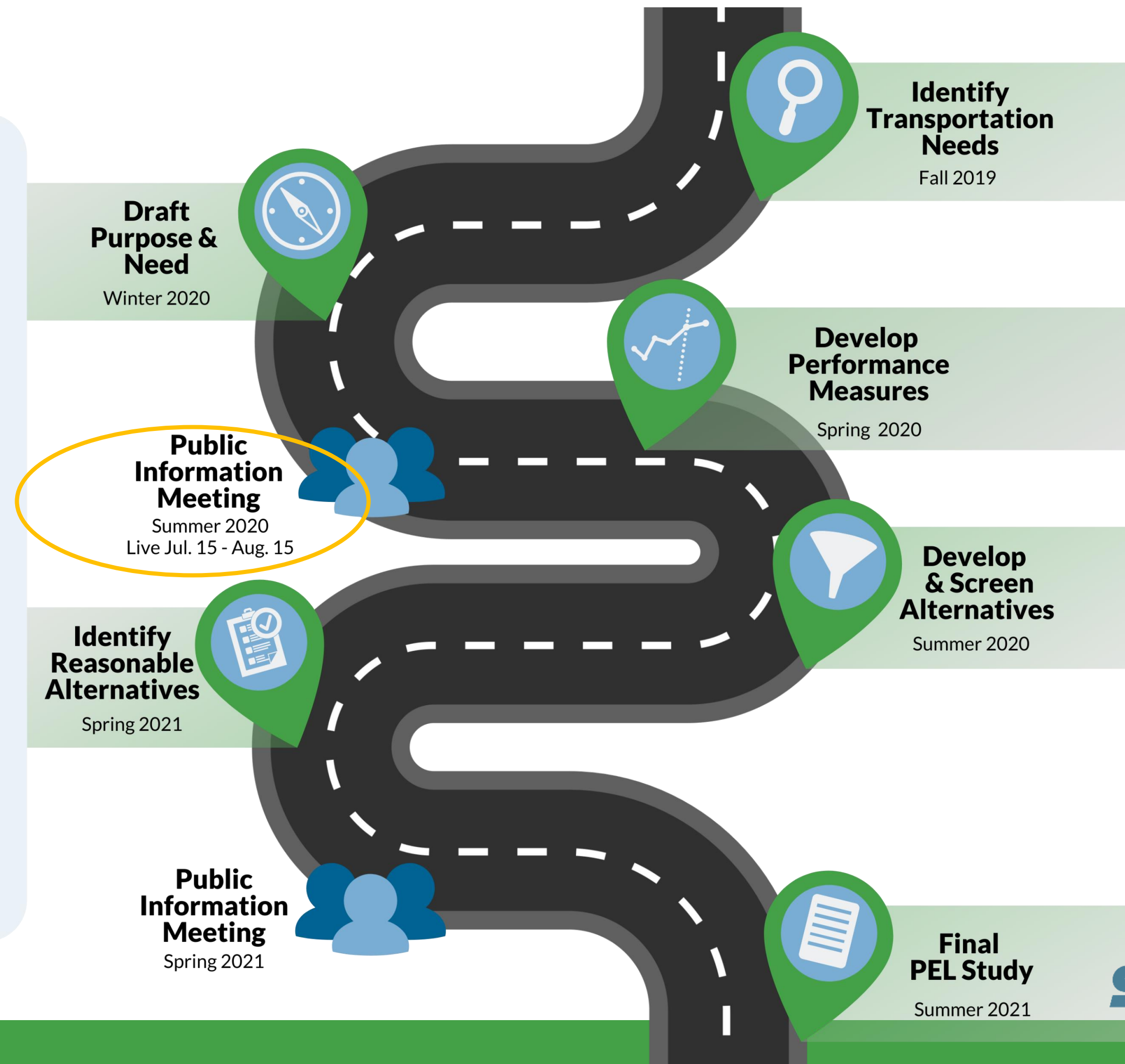
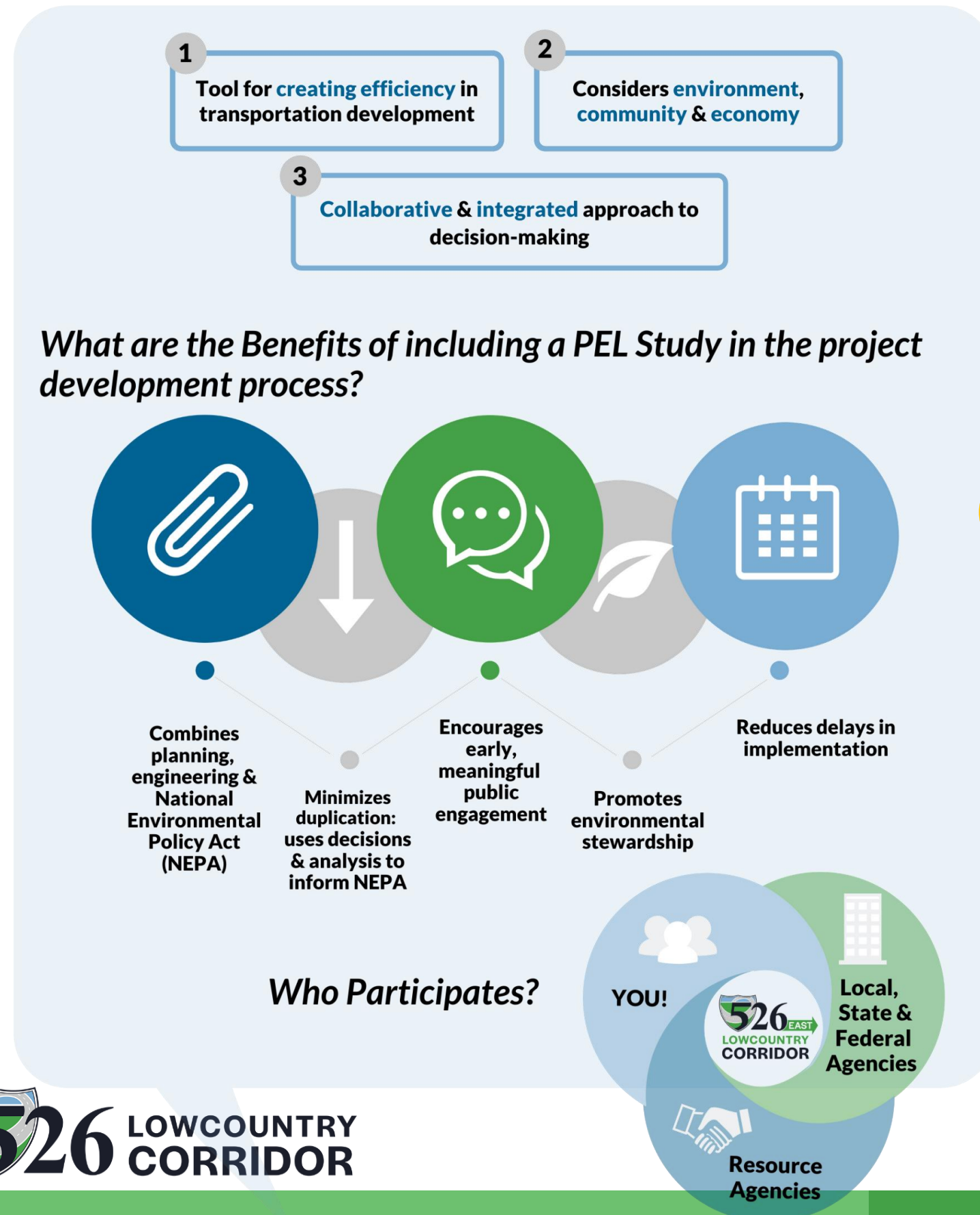


Set-up





# Content Creation – What do we need to know to advance the project?





# Content Creation: User Experience



Easily digestible



Make it simple



Use survey as  
an educational  
tool

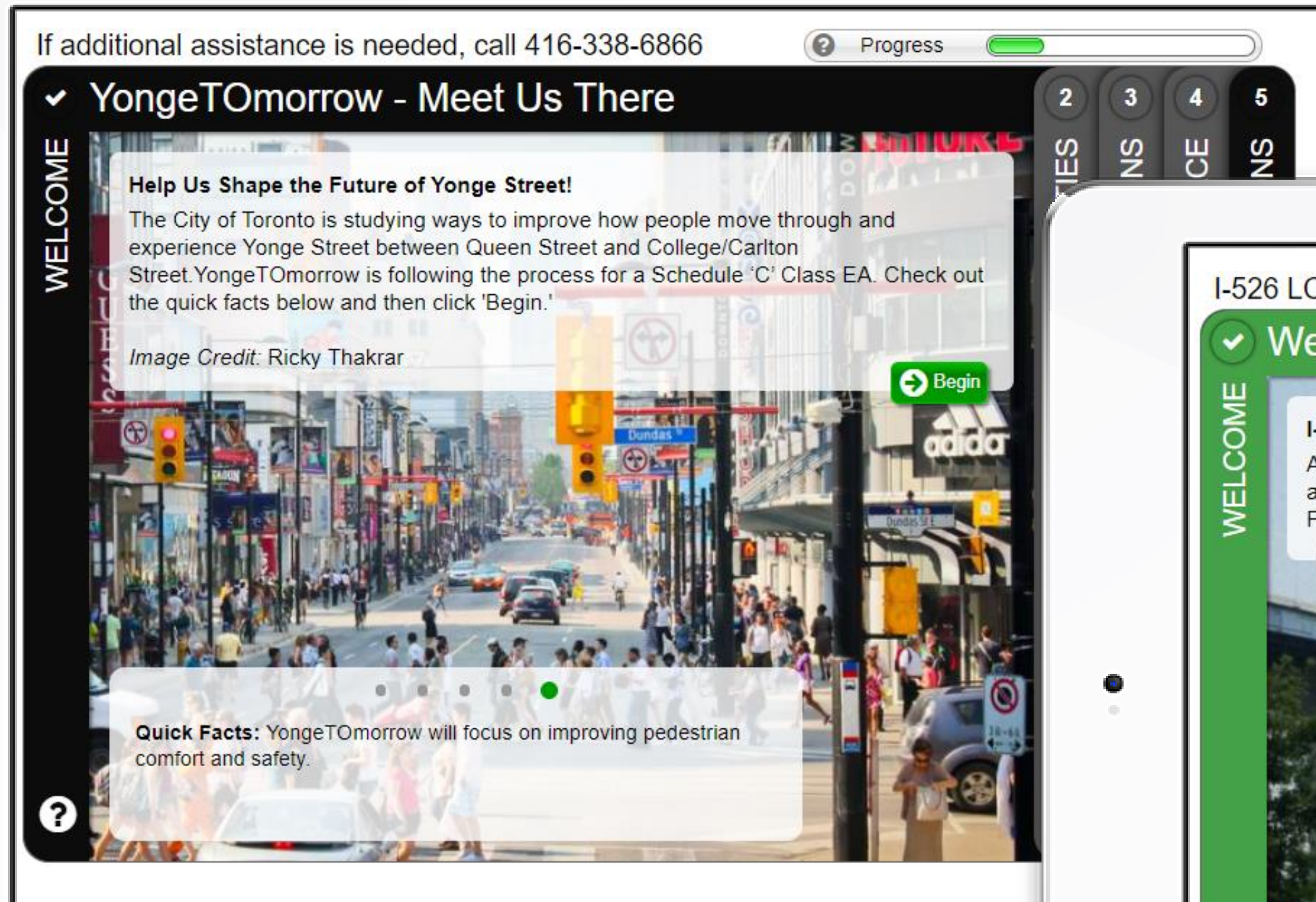








# The finished products!



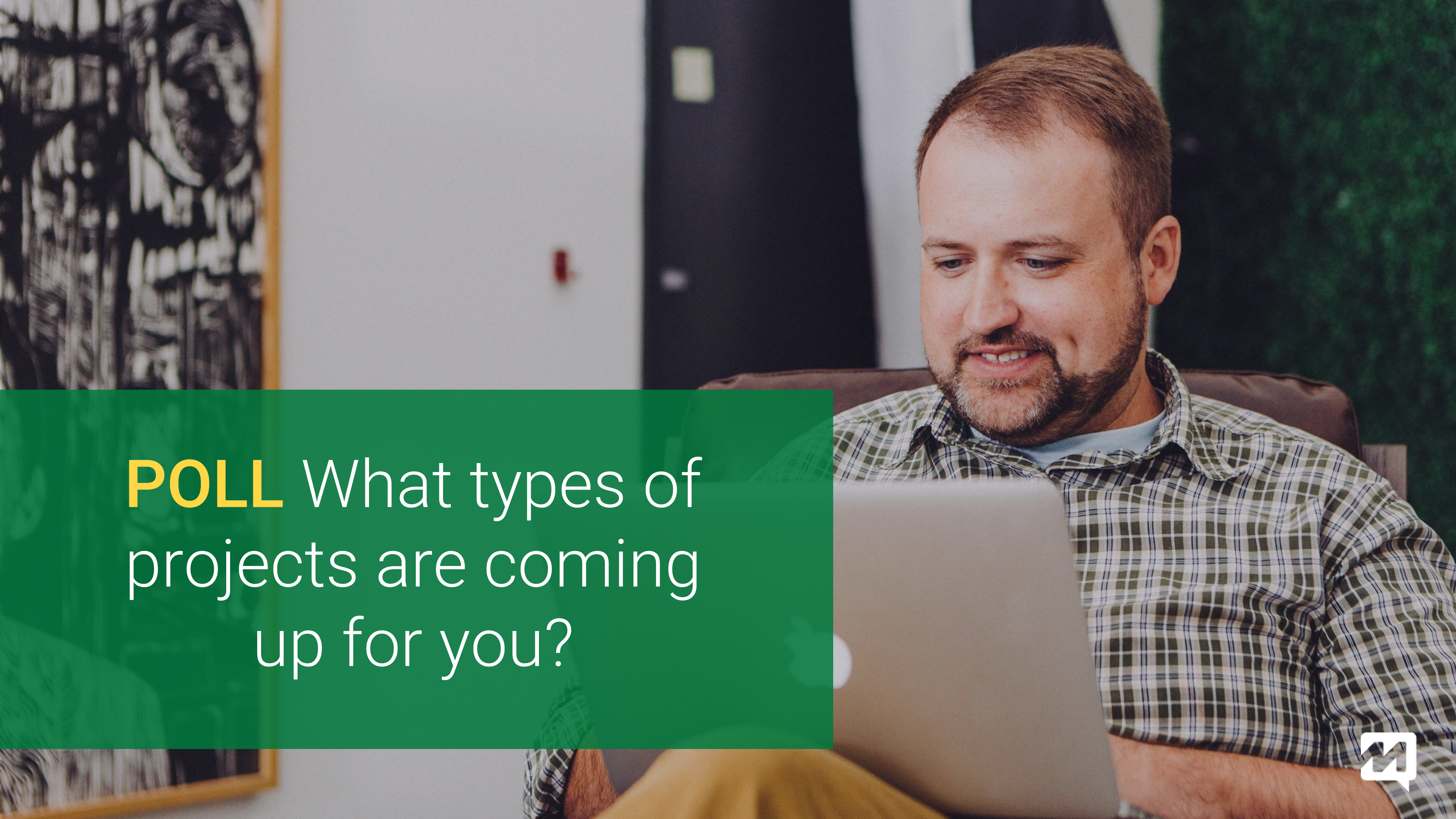


# What is MetroQuest?

- ✓ Online public engagement surveys
- ✓ Purpose-designed for planning
- ✓ 14 Screen Templates
- ✓ Visually compelling & interactive







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







2



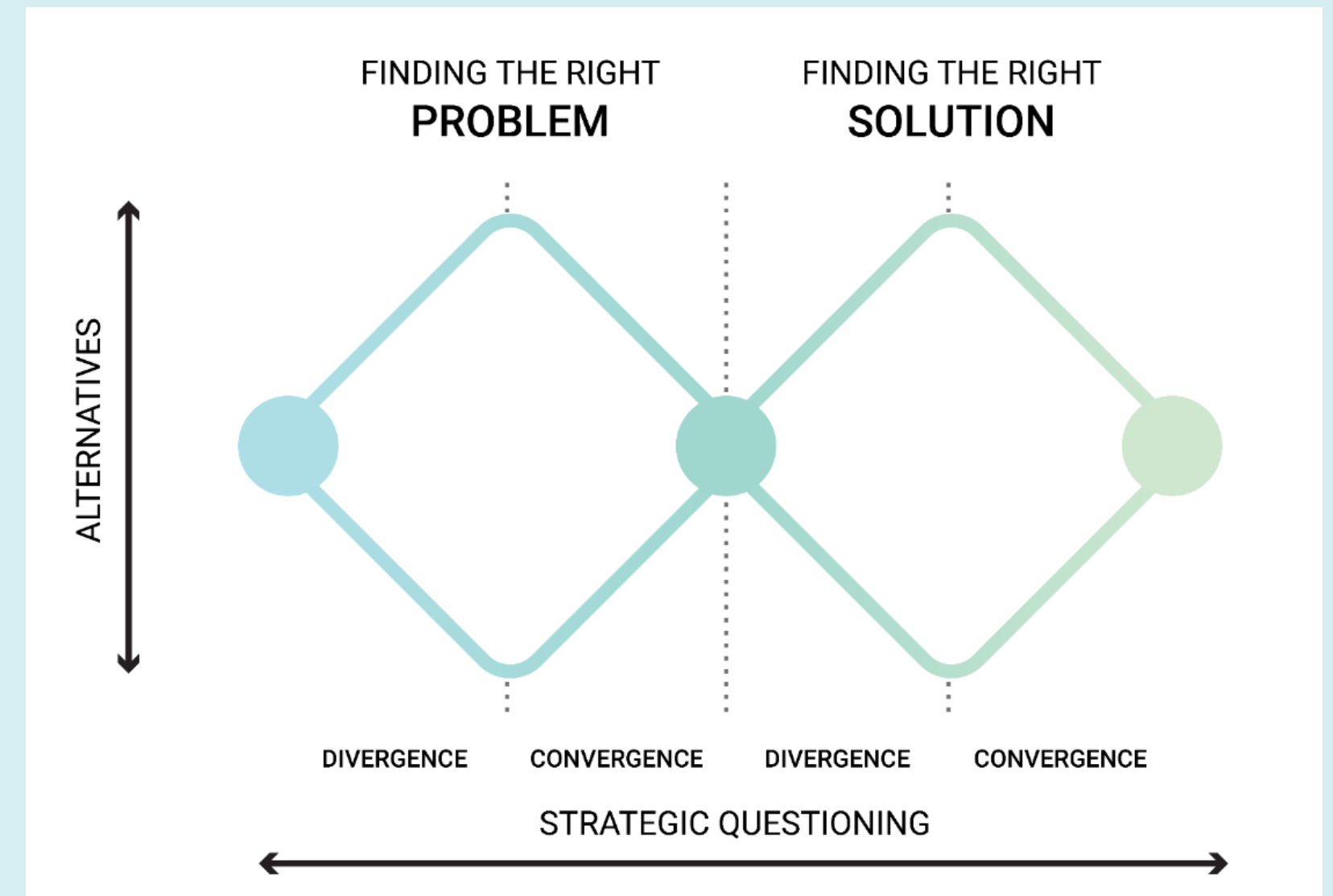
Engage





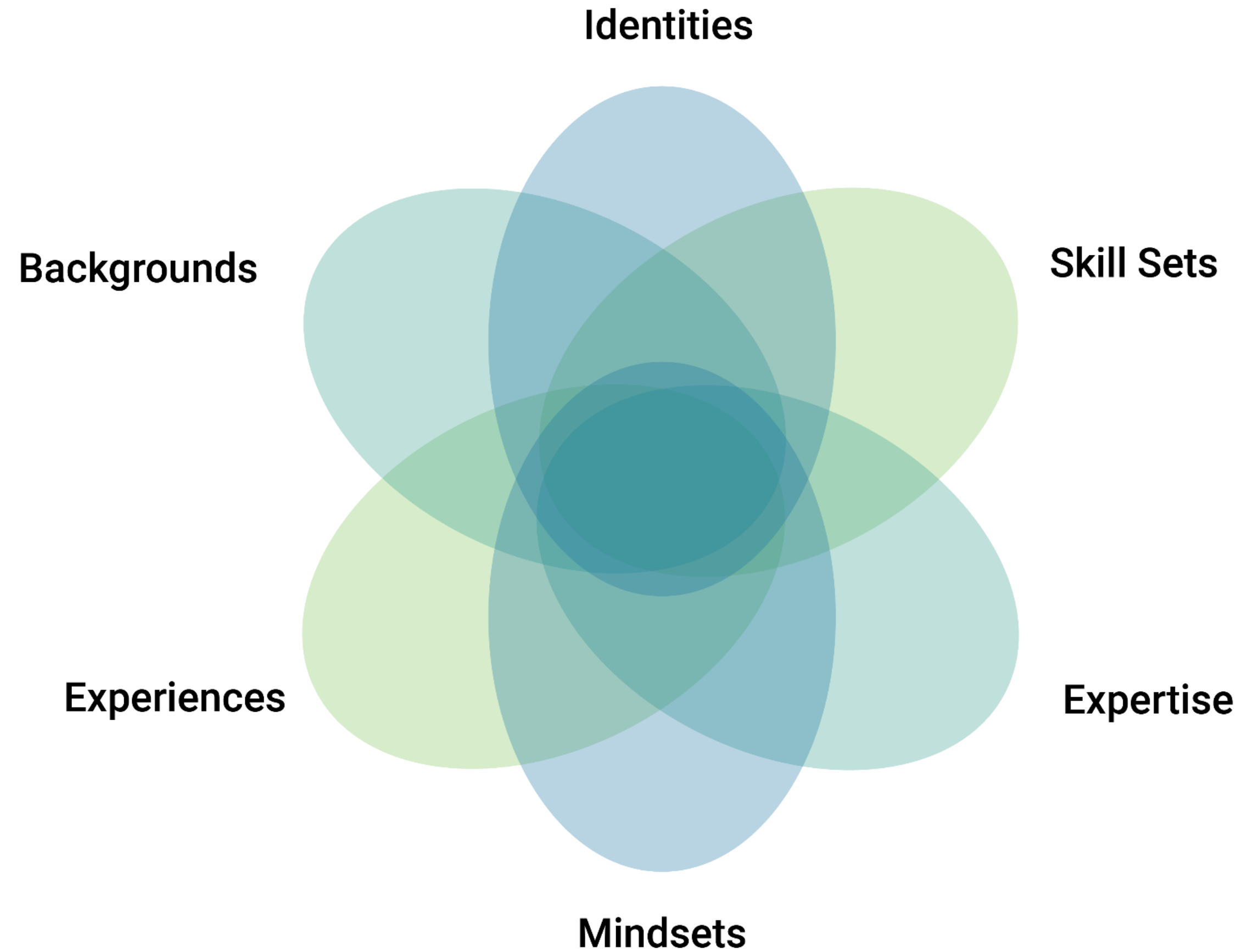
# Lens We Need to Apply

- Communications Strategy + Engagement Strategy
- Use a multi-tooled approach
- Ensure no one is left behind
- Equity and inclusion
- Perform audience based analysis
- Promote engagement
- Define issues and key messages early





# A Diversity of Perspectives





# Some Stories of People Who May Not Participate



**Busy Parent**



**Youth**



**Someone Without Internet**



# High Touch: Postcards

- Geofencing
- Large, Unusual size

**YOU ARE INVITED TO PARTICIPATE VIRTUALLY!**

Provide input on  
**I-526 Lowcountry Corridor EAST**

**Public Information Meeting**  
now **online only** for your health and safety!

*More details on back*

Public Information Meeting and Survey Available Until Aug. 15, 2020 at:  
[526LowcountryCorridor.com](http://526LowcountryCorridor.com)

**526 LOWCOUNTRY CORRIDOR EAST**  
A Planning & Environmental Linkages Study  
Virginia Ave in North Charleston to US 17 in Mount Pleasant

**PUBLIC INFORMATION MEETING**

[www.526LowcountryCorridor.com](http://www.526LowcountryCorridor.com)

The I-526 LCC EAST Public Information Meeting will be live online from **Wednesday, July 15 to Saturday, August 15**

*Disponible en Español*

**Take Our Survey Online!**

**We value your input!**

- Draft Purpose & Need
- What is a Planning & Environmental Linkages Study?
- Study Schedule
- Traffic Analysis
- Next Steps & How to Stay Engaged

info@526LowcountryCorridor.com  
526LowcountryCorridor.com  
526Corridor  
@526Corridor  
843.258.1135  
866.632.5262 (Toll Free)

Make an appointment at our Community Office:  
5627 Rivers Avenue

SCDOT Project Manager: Joy Riley, PE

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



# High Touch: Real Estate Boxes

- High Traffic Areas
- Postponed during COVID but returning now





# Low Touch: Social Media

- Geotargeting
- Catchy Hashtags (especially for twitter)

## I-526 Lowcountry Corridor Sponsored · 🌐 ...

Did you know that in just three years there were 850 total crashes on the portion of I-526 that runs from Virginia Ave. in North Charleston to Hwy 17 in Mount Pleasant? Explore some of the trends and challenges along the EAST corridor, then provide your input to help us best identify possible improvements!



526LOWCOUNTRYCORRIDOR....  
**We Want to Hear From You!**

LEARN MORE

👍 😮 😞 Lydia Co... 55 Comments 18 Shares

👍 Like    💬 Comment    ➦ Share

## I-526 Lowcountry Corridor Sponsored · 🌐 ...

Take our short survey and have a voice in the I-526 LCC EAST study! Provide input on our draft purpose and need, your priorities in the corridor, and the strategies you think we should explore to improve your current commuting challenges. [#I526Corridor](#) [#I526EAST](#)



METROQUEST.COM

**We Need Your Input!**

MetroQuest is North America's ...

LEARN MORE

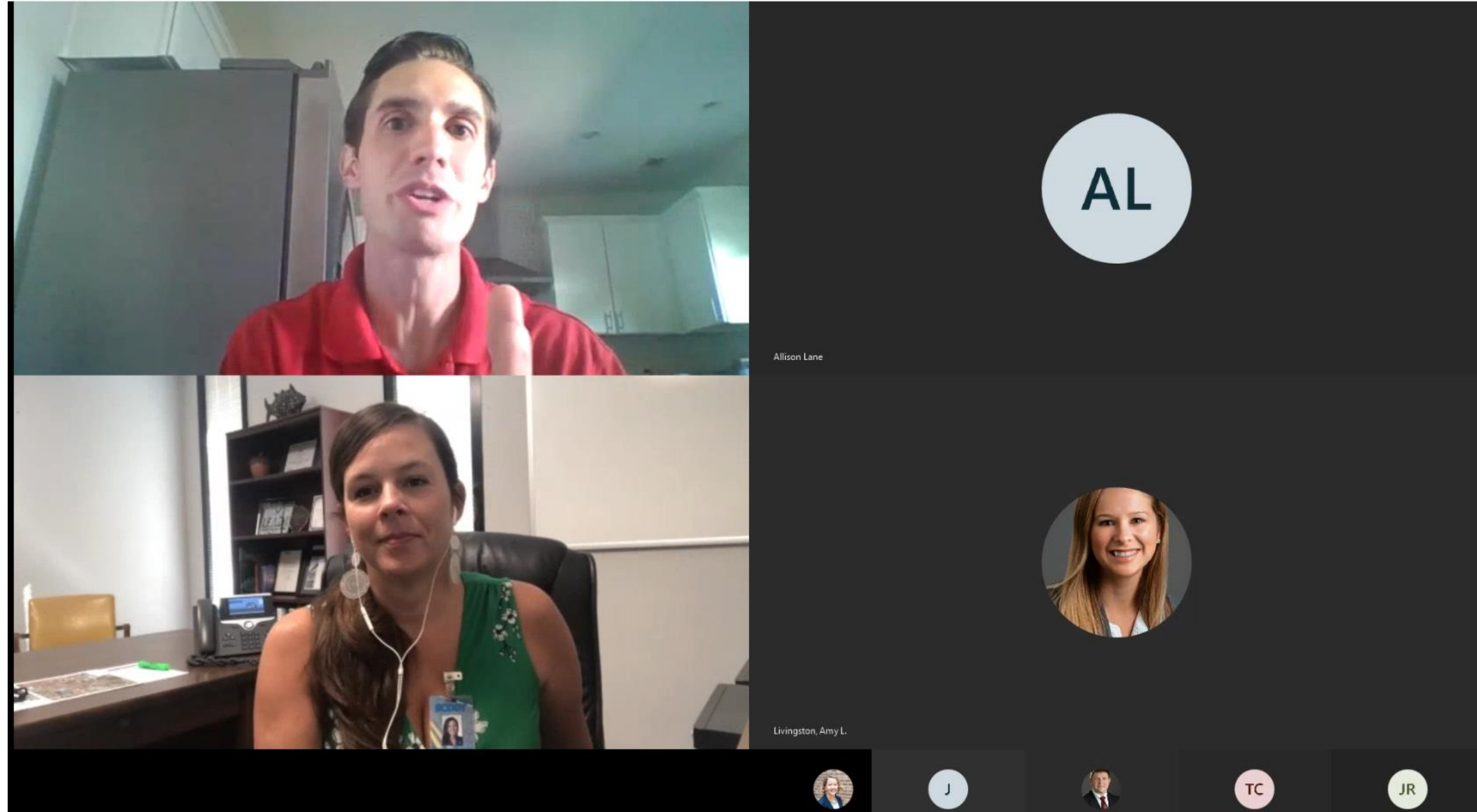
👍 😂 You, Lydia ... 30 Comments 47 Shares

👍 Like    💬 Comment    ➦ Share



# Low Touch: Virtual Media Event

- FREE!
- Individualized appointments
- Shape the message





# Low Touch: Emails & Newsletters



Have a voice in the I-526 LCC EAST PEL study by taking our short survey.



## I-526 LCC EAST Metroquest Survey

Despite the current uncertainty our region and nation are facing, the I-526 Lowcountry Corridor (I-526 LCC) project team continues to move forward with important planning work. Public feedback is a critical component to the success of the [I-526 LCC EAST PEL study](#), so we've created a [short survey](#) so you can easily share your concerns about the corridor and the strategies you would like to see us explore to help improve them.

**We want to know about your first-hand experience using the I-526 LCC EAST corridor, which extends from Virginia Avenue in North Charleston to U.S. Hwy 17 in Mount Pleasant.**

- When do you experience congestion?
- What safety issues do you typically experience when using this corridor?
- What are your main transportation concerns, and where do you see the highest occurrence of them?



# 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!







3



Analyze



*Most people are using the corridor daily for:*

work, shopping,  
entertainment, & recreation



*Travelers are experiencing congestion during morning & afternoon/evening commutes*



*Most people travel the corridor using their **personal vehicle***



*Travelers are experiencing these top safety-related issues:*



Congestion



Truck Merging



Aggressive/  
Distracted  
Drivers

Speeding



*Most people want to see these improvements along the corridor:*



Truck-only Lanes

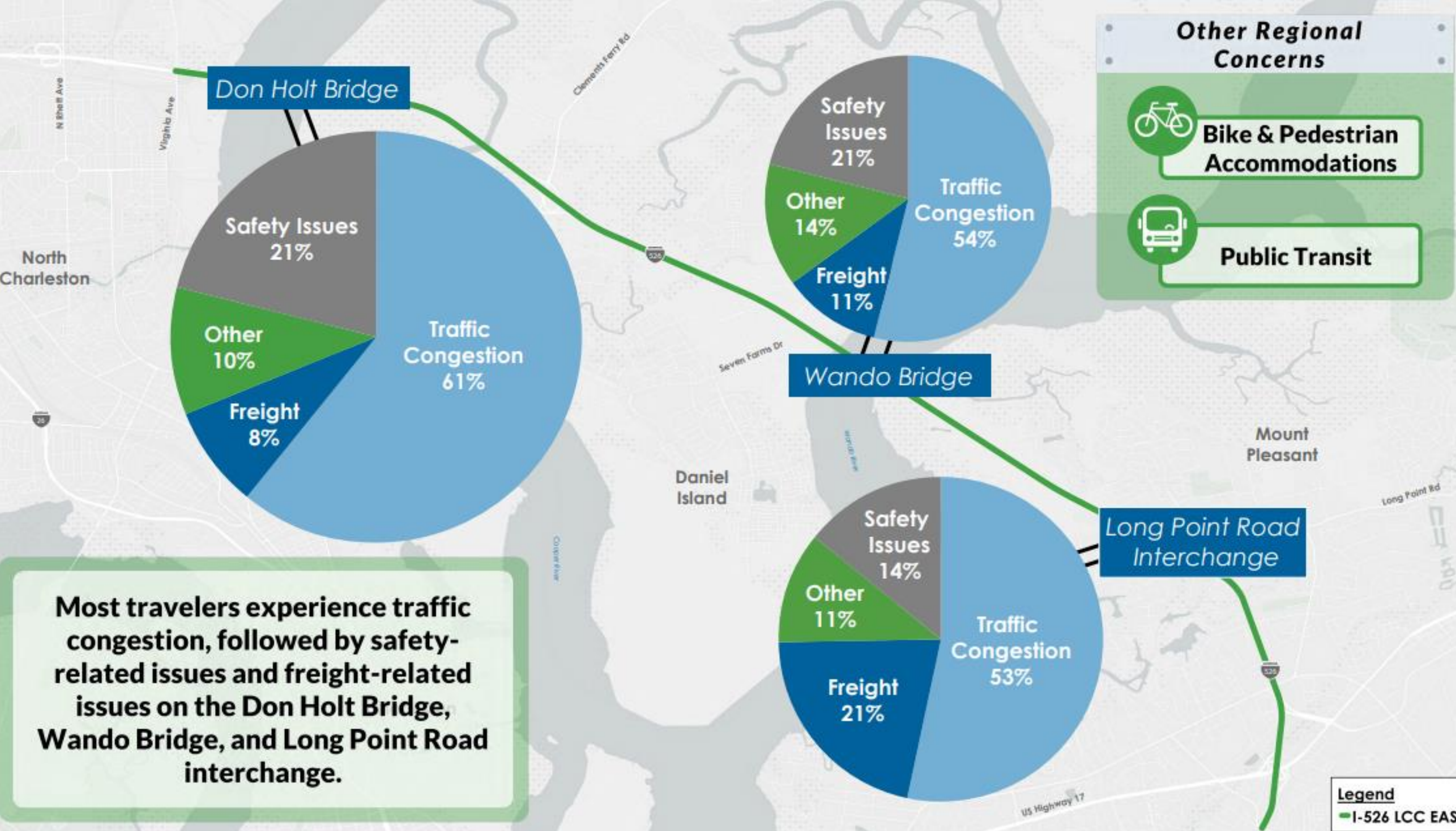
High Occupancy  
Vehicle (HOV)



Carpool Lanes

\$ High  
Occupancy  
Toll (HOT)







# Analyzing the Data



## I-526 Lowcountry Corridor EAST MetroQuest Survey *What we heard!*

**Survey Live:**  
May 14 - August 15, 2020

**3,103**  
*Responses*

### Top Comments & Concerns:

Most people are using the corridor daily for:

work, shopping,  
entertainment, & recreation



Most people travel the corridor using their personal vehicle



Travelers are experiencing these top safety-related issues:



Congestion

Speeding



Truck Merging



Aggressive/  
Distracted  
Drivers

Most people want to see these improvements along the corridor:



Truck-only Lanes

High Occupancy  
Vehicle (HOV) Lanes  
or Carpool Lanes



High  
Occupancy  
Toll (HOT)  
Lanes



## I-526 Lowcountry Corridor EAST Public Information Meeting *What we heard!*

**Meeting Live:**  
July 15 -  
August 15, 2020

526LowcountryCorridor.com

**84**  
*Comments*

83 Online Comments  
1 Emailed Comment

### Top 5 Comments & Concerns:

**21%**

Concerned with Noise Impacts



**13%**

Concerned with Neighborhood Impacts



**10%**

Wanted Alternative Truck/ Freight Routes



**6%**

Wanted Trucks in the Right Lane/ Truck-Only lanes



**5%**

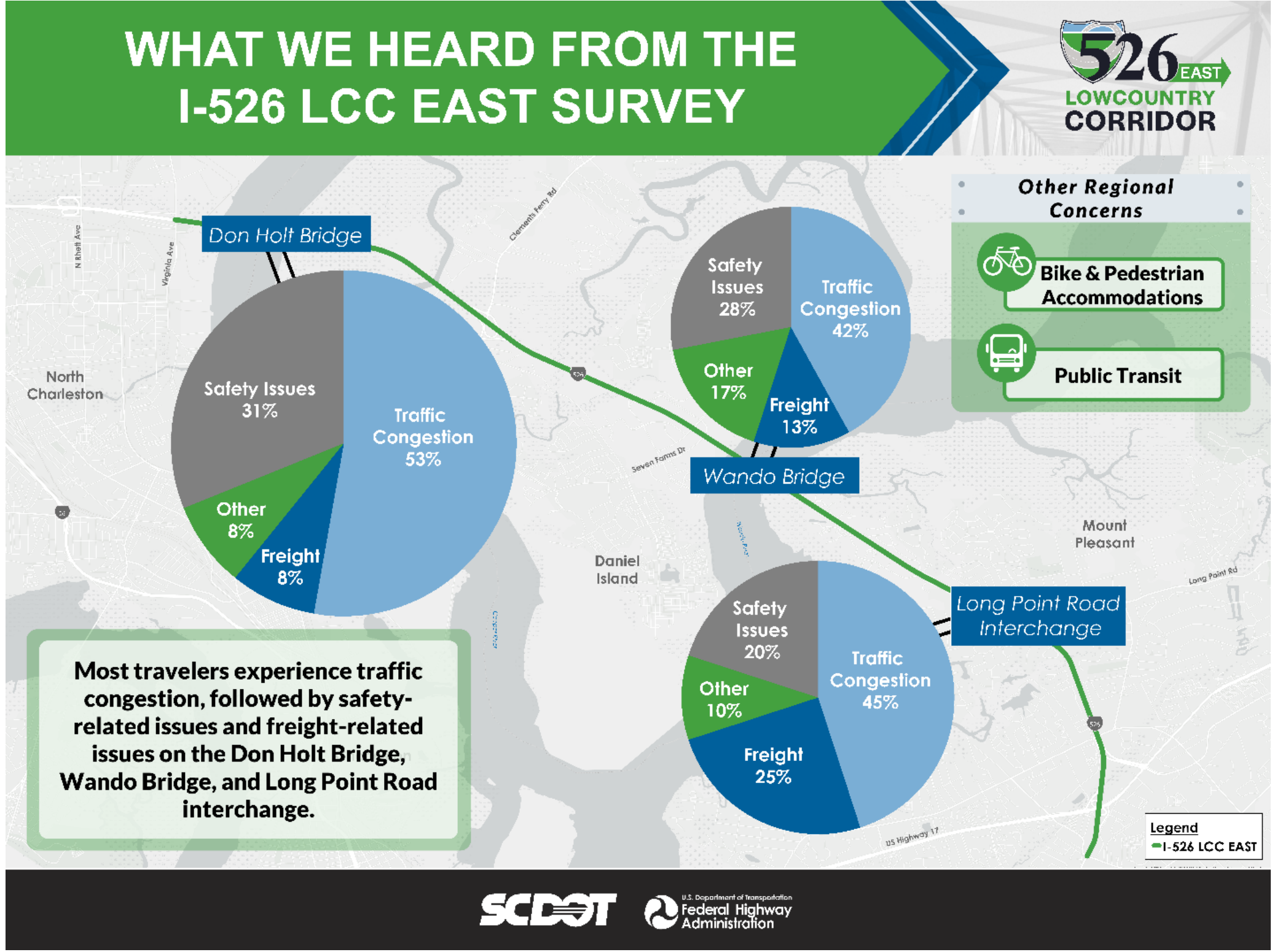
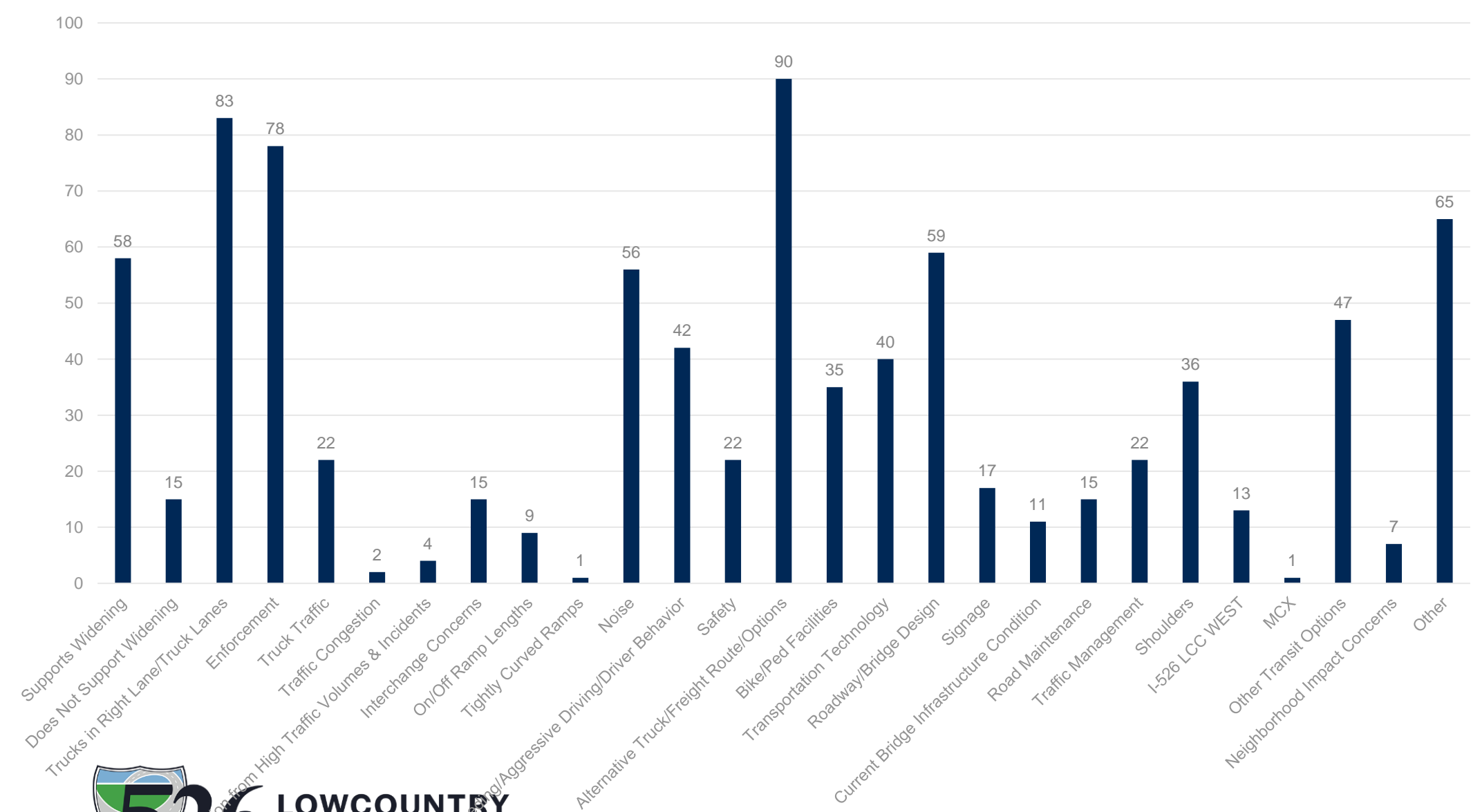
Support Widening



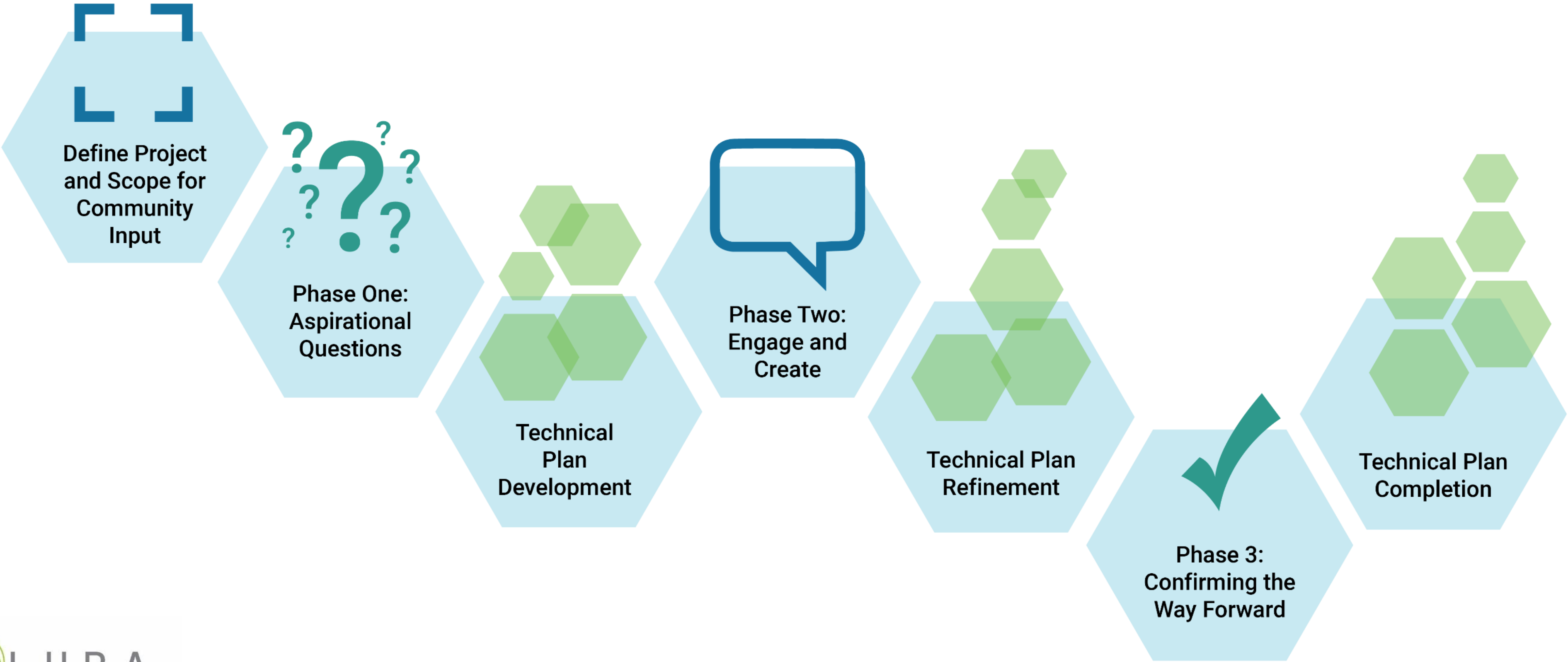


# Analyzing the Data

Breakdown of Comments Received by Topic - MetroQuest









1



Set-up

2



Engage

3



Analyze



- ✓ Keep it short
- ✓ Ensure a slick mobile experience
- ✓ Focus on questions that impact decisions
- ✓ Use visuals wherever possible
- ✓ Build in education about constraints, trade-offs, options
- ✓ Use clear and accessible language
- ✓ Ensure most input is quantitative or mappable •



SET-UP  
FOR SUCCESS



- ✓ Create an audience-based comms strategy
- ✓ Tailor promotions to each audience
- ✓ Focus on what's at stake
- ✓ Be inspiring, and relatable, and personal
- ✓ Monitor demographics and retarget
- ✓ Leverage social media promotion platforms
- ✓ Leverage the media
- ✓ Partner with community groups
- ✓ Post cards, real estate boxes, etc... ●

A photograph of two women in business attire sitting at a table, looking at documents. The image is overlaid with a semi-transparent red filter. The text 'PROMOTE LIKE A PRO' is written in large, white, sans-serif capital letters across the bottom right of the image.

PROMOTE  
LIKE A PRO



- ✓ “What we’ve heard so far” teasers
- ✓ Create compelling summary infographics
- ✓ Subset responses by demographic group
- ✓ Analyze comments by cluster (i.e. safety)
- ✓ Build each phase off input from last one
- ✓ Circle back with public to build trust •



ANALYZE/  
REPORT TO BUILD  
CONFIDENCE



# Questions?

---



**Nicole Riddle**

Public Involvement  
Coordinator &  
Biologist, SCDOT



**Amy Livingston**

Infrastructure Public  
Involvement Specialist,  
CDM Smith



**Liz McHardy**

CEO,  
LURA Consulting



**Dave Biggs**

Chief Engagement  
Officer,  
MetroQuest



Thank you for participating!

AICP CM: <https://planning.org/events/course/9205705/>

