

Microlearning & Gamification:

How to Optimize MetroQuest Surveys for Informed Public Input





Dave Biggs
Chief Engagement Officer
MetroQuest



Online Engagement for Planners

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

Unlimited surveys with
your annual subscription!





Agenda

Top goals of public engagement for planning agencies

How to design MetroQuest surveys to collect informed public input

Q&A



20 years! Best practices research



Top public engagement goals



✓ Critical mass
✓ Diversity

✓ Informed input
✓ Quantifiable results

Improved decision making & greater public support

A man with grey hair and glasses, wearing a grey suit, is speaking at a wooden podium. He is gesturing with his right hand. In the background, a woman with long brown hair, wearing a pink top, is seated and looking towards the speaker. The scene is set in a room with wood-paneled walls.

Recipe for actionable results

- ✓ Critical mass
- ✓ Diversity
- ✓ Informed input
- ✓ Quantifiable results



Challenge: uninformed input

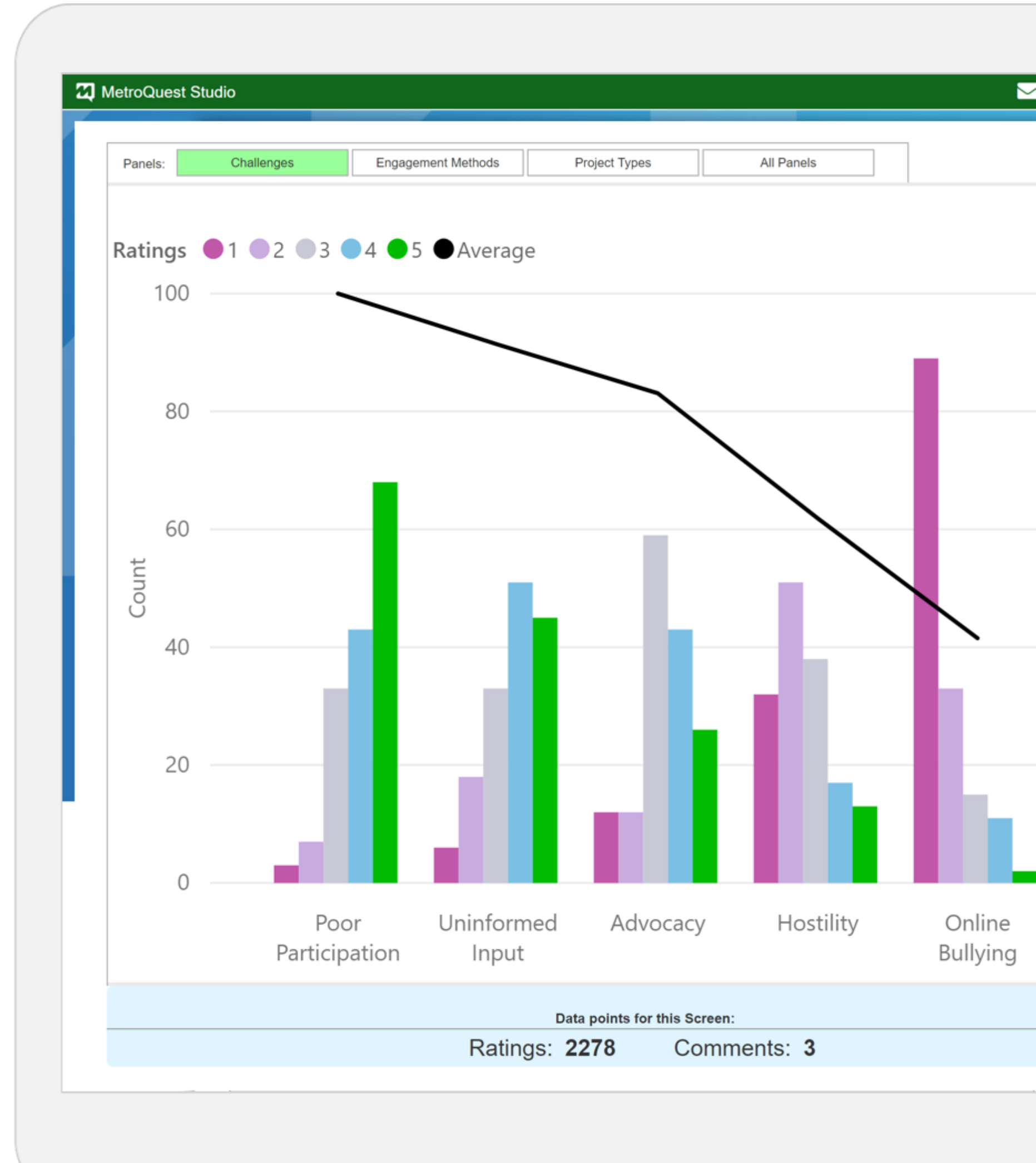
“Uninformed citizens trying to sway projects in a way they think they want to see.”


“Uninformed input spread as fact through Social Media.”

“Spread of dis-information. People only like to acknowledge their points of view. All others are wrong. People do not want to hear all sides or all information.”

“The public being uniformed at meetings and giving uninformed feedback.”

“Engaging people who are interested but may not have time to immerse themselves in a planning effort.”



A man with a beard and glasses, wearing a denim shirt, is sitting at a desk and smiling. A woman with long blonde hair, also in a denim shirt, is standing and giving him a high-five. They are in a bright office with large windows in the background. A green speech bubble-like shape is overlaid on the image, containing the text. On the desk, there is a purple mug, a white mug, and some papers.

How to optimize MetroQuest surveys for informed input

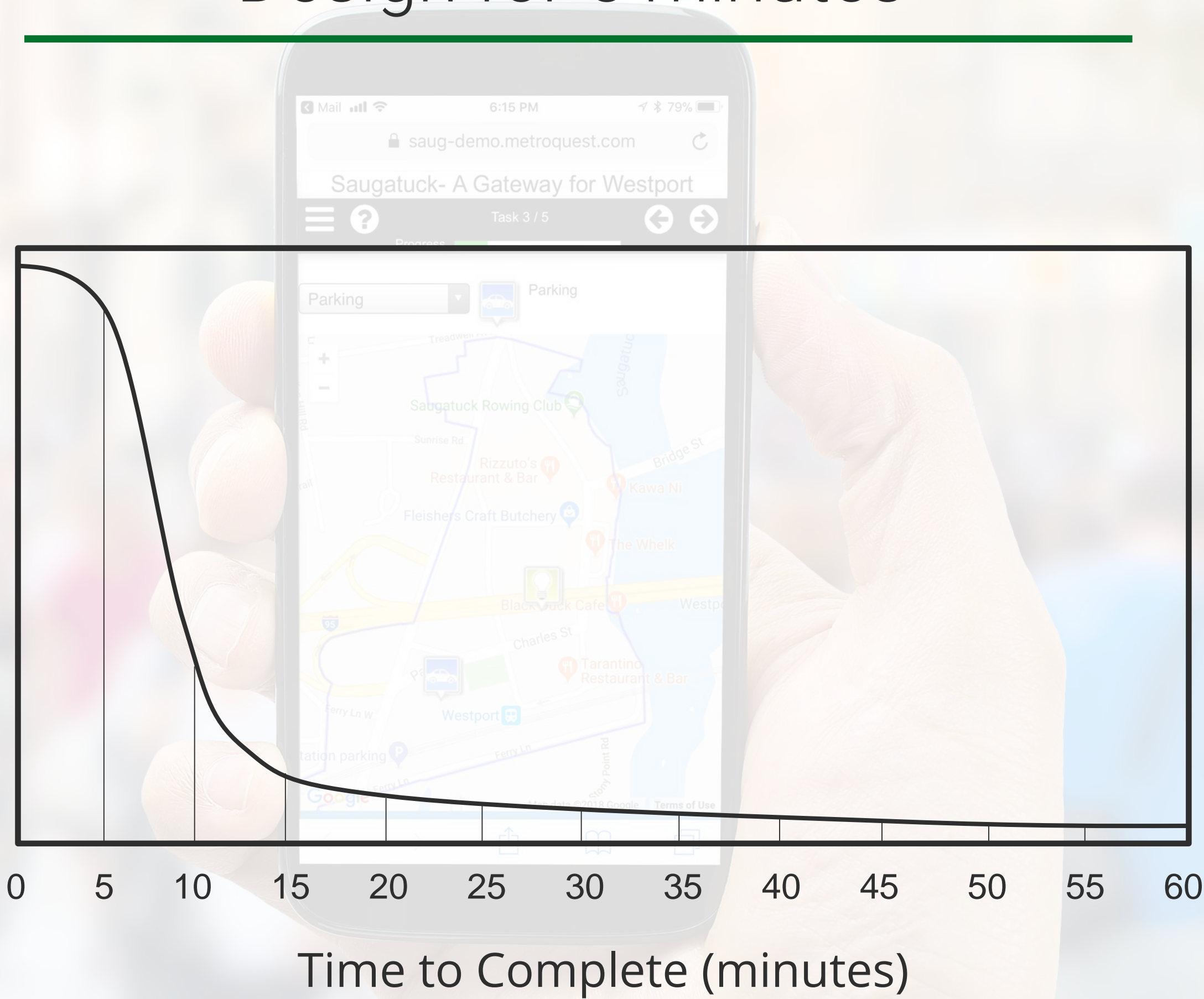


Offer privacy & convenience



Design for 5 minutes

Participants



...but planning is complex



SimCity 1.0



Gamify public engagement

Springfield City Plan - Stage 2

Progress

What to do

Next Task

3

4

5

WELCOME

BUDGET ALLOCATION

The project's budget is about \$1 billion/year. For every \$100 of the budget, about \$55 is allocated to specific investments (silver coins). How would you spend the remaining \$45 (gold coins)?

Drag coins to invest in the categories you prefer.

Roadways

Details

10

90

Expansion

Details

10

20

Safety

Details

1

2

Technology

Details

1

22

Accessibility

Details

1

12

Maintenance & Operations

Details

1

3

Cycling

Details

10

50

Walking

Details

1

3

18

Springfield City Plan - Stage 1

Progress

What to do

Next Task

5

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:

Map

Transportation

What is the transportation issue?

Do you have a suggestion?

Dangerous intersection

Submit

Google

Map data ©2018 Google

Terms of Use


Report a map error

Make engagement fun



Create microlearning moments

Springfield City Plan - Stage 1


Progress 

1 2 3 Development Scenarios 4 5


WELCOME PRIORITY RANKING SCENARIO RATING

City Center Art District Bi-Central Community-Based Industrial

City Center
Development focuses around the existing city center.


Please rate this scenario 

More about this




Legend

Culture
Community
Traffic
Sprawl
Environment

Worse than today 

Springfield City Plan - Stage 3

Progress 

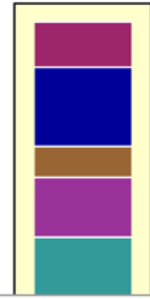
1 2 3 Funding Balance 4 5

WELCOME PRIORITY RANKING FUNDING

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






Source	Amount
Vehicle License	+\$60 per licensed vehicle
Fuel Tax	+6¢ per gallon
Adopt-a-Highway	+\$60 per mile
Luxury Brand Tax	+4% tax
Carbon Credits	+\$3 per ton

More funding required to meet target



BUDGET \$300.00 Millions
FUNDING \$275.00 Millions

STANDARD SURVEY WRAP UP

Avoid standard survey questions

Springfield City Plan - Stage 1

Progress

1 WELCOME 2 PRIORITY RANKING 3 What is your perspective? 4 MAP MARKERS 5 WRAP UP

Travel Patterns

Walking

Cycling

Transit

Driving

Travel Patterns

On a typical day when it is **sunny or mild**, what is your usual mode of transportation?

Select...

On a typical day when it is **rainy or cold**, what is your usual mode of transportation?

Select...

Next Category

f

Twitter

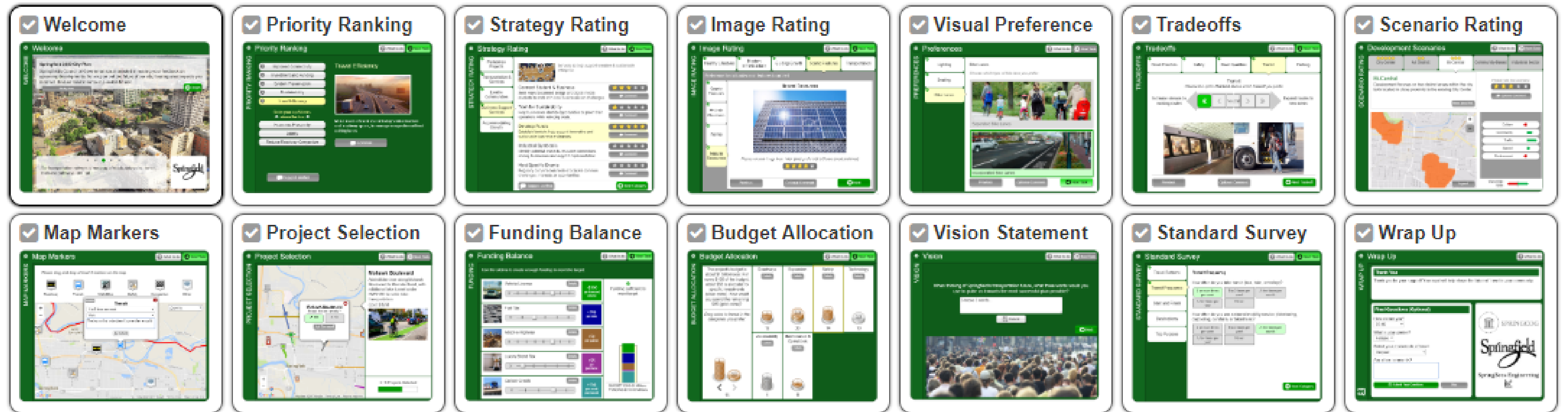
Email

Share

Springfield City Plan



Use templates optimized for planning



Select MetroQuest subscribers

State Agencies



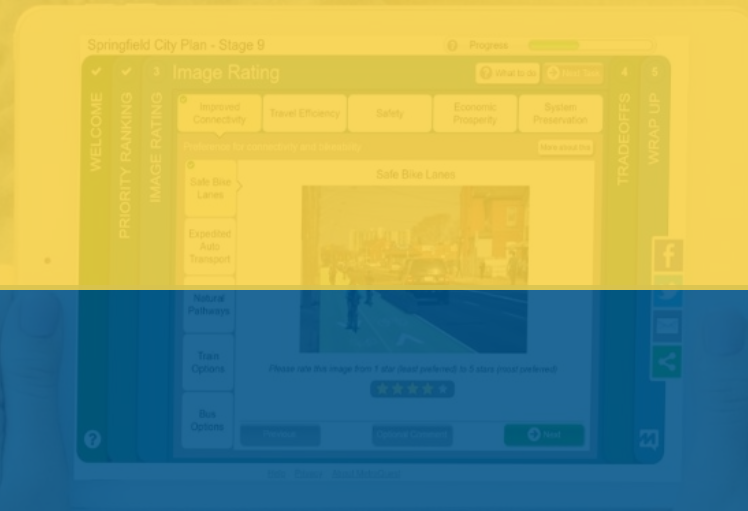
Local Agencies



Consulting Firms



Purpose
& scope



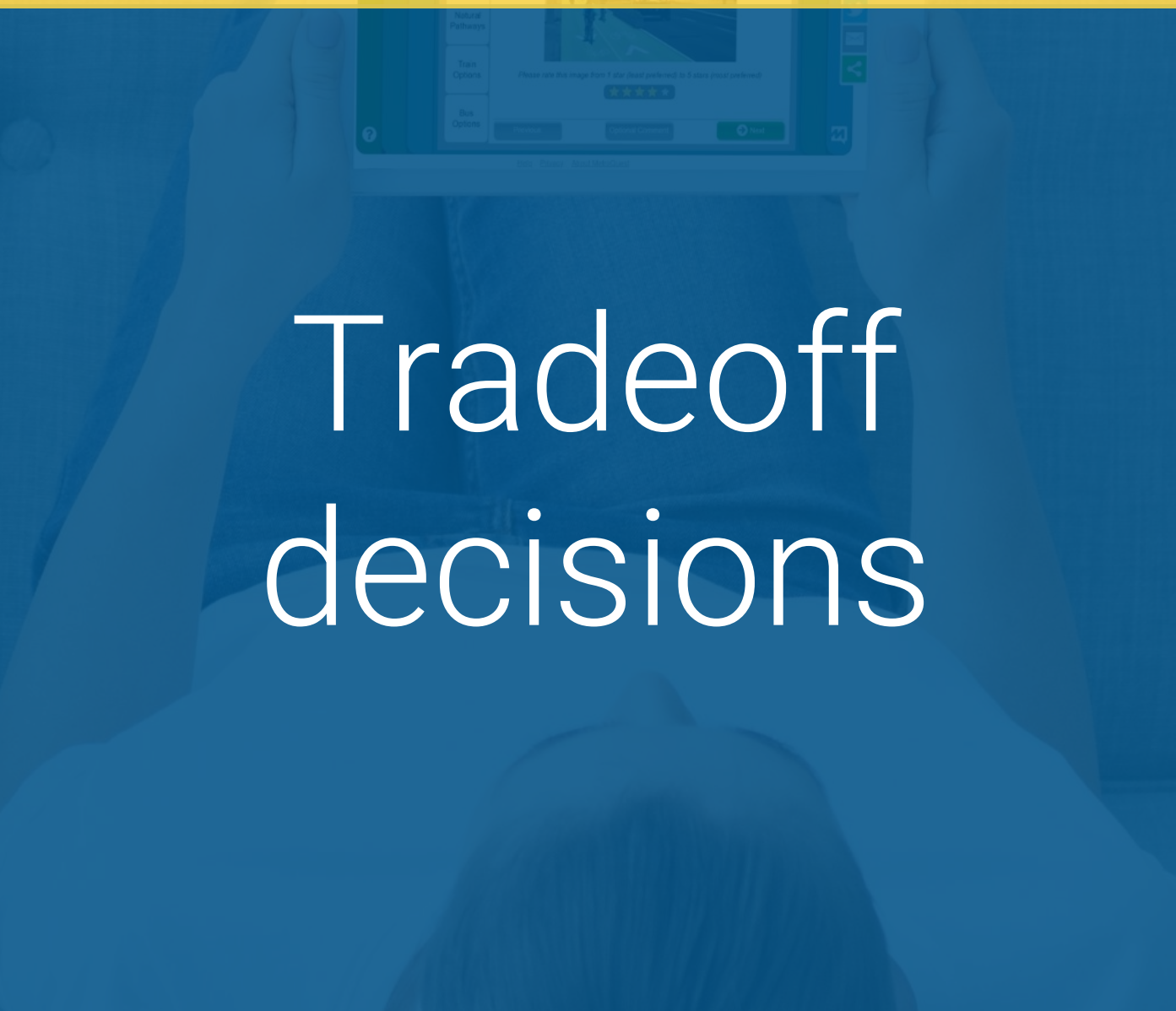
Range
of options



Limited
resources



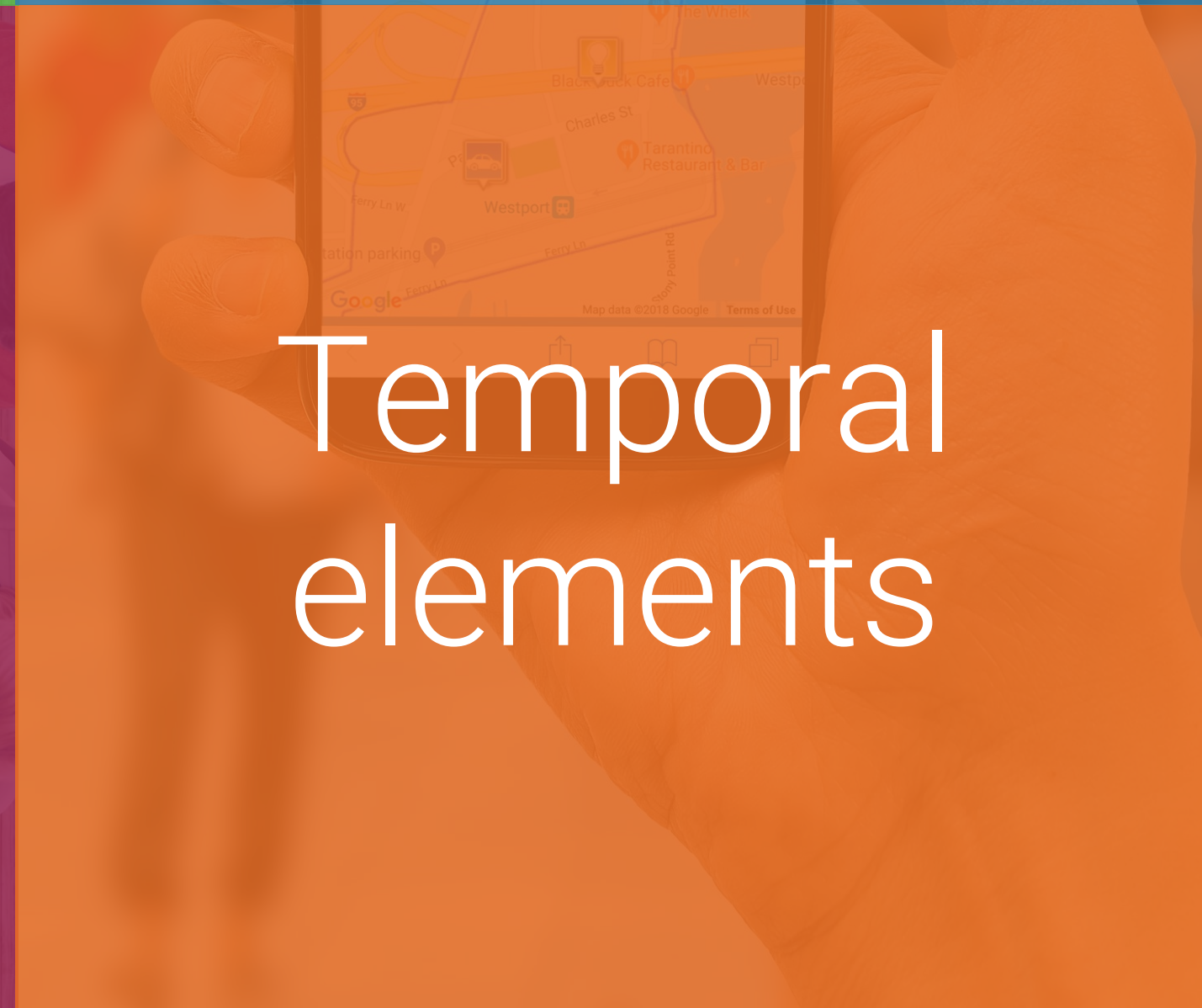
Tradeoff
decisions



Spatial
elements



Temporal
elements



Purpose & scope

- Budget: 45 seconds
- Who? What? Where? Why?
- What's at stake?
- What's in scope?
- Suggested templates:
 - Welcome
 - Priority ranking



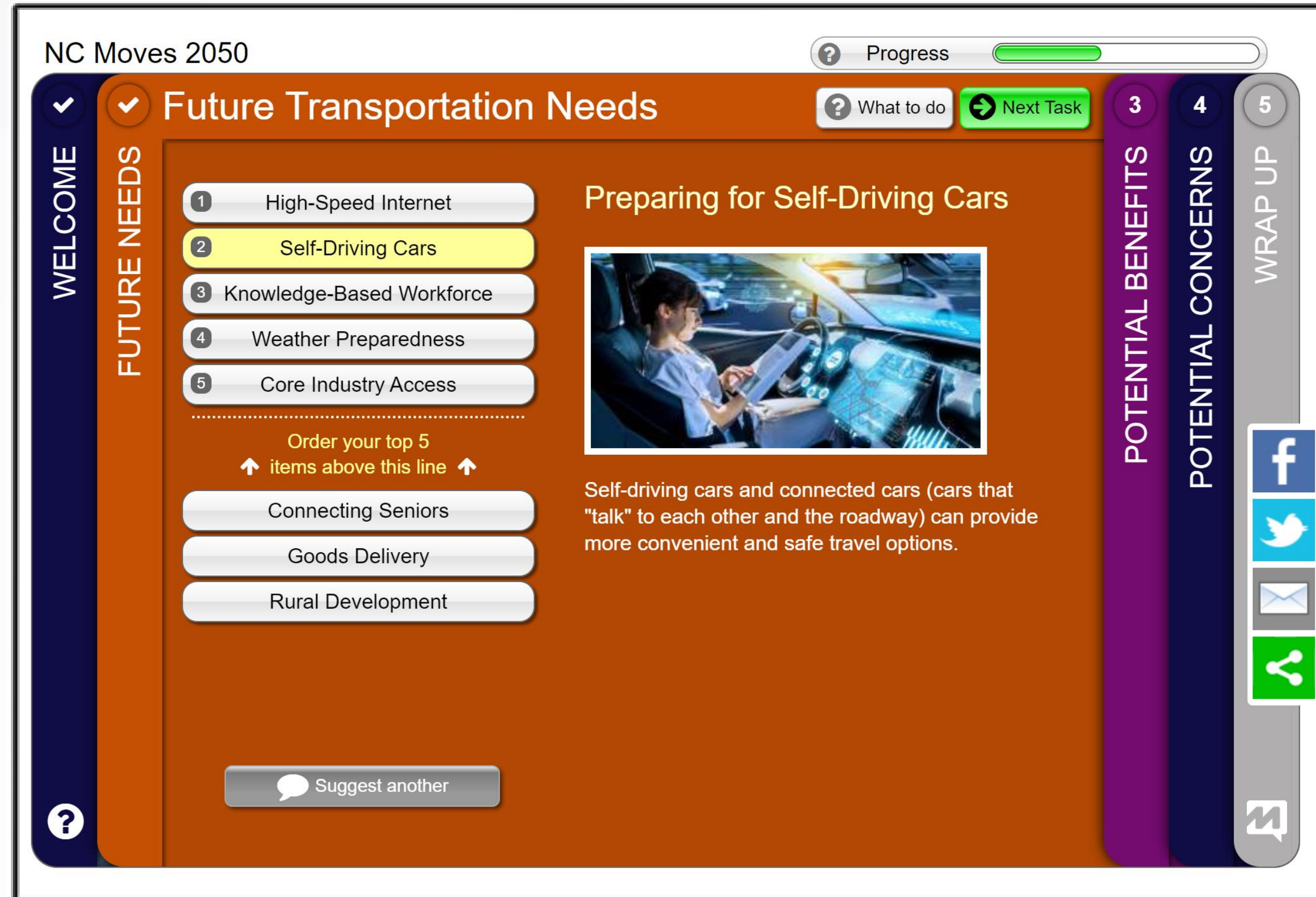
Welcome



10,000+ participants
325,000+ data points
900+ comments



Priority ranking

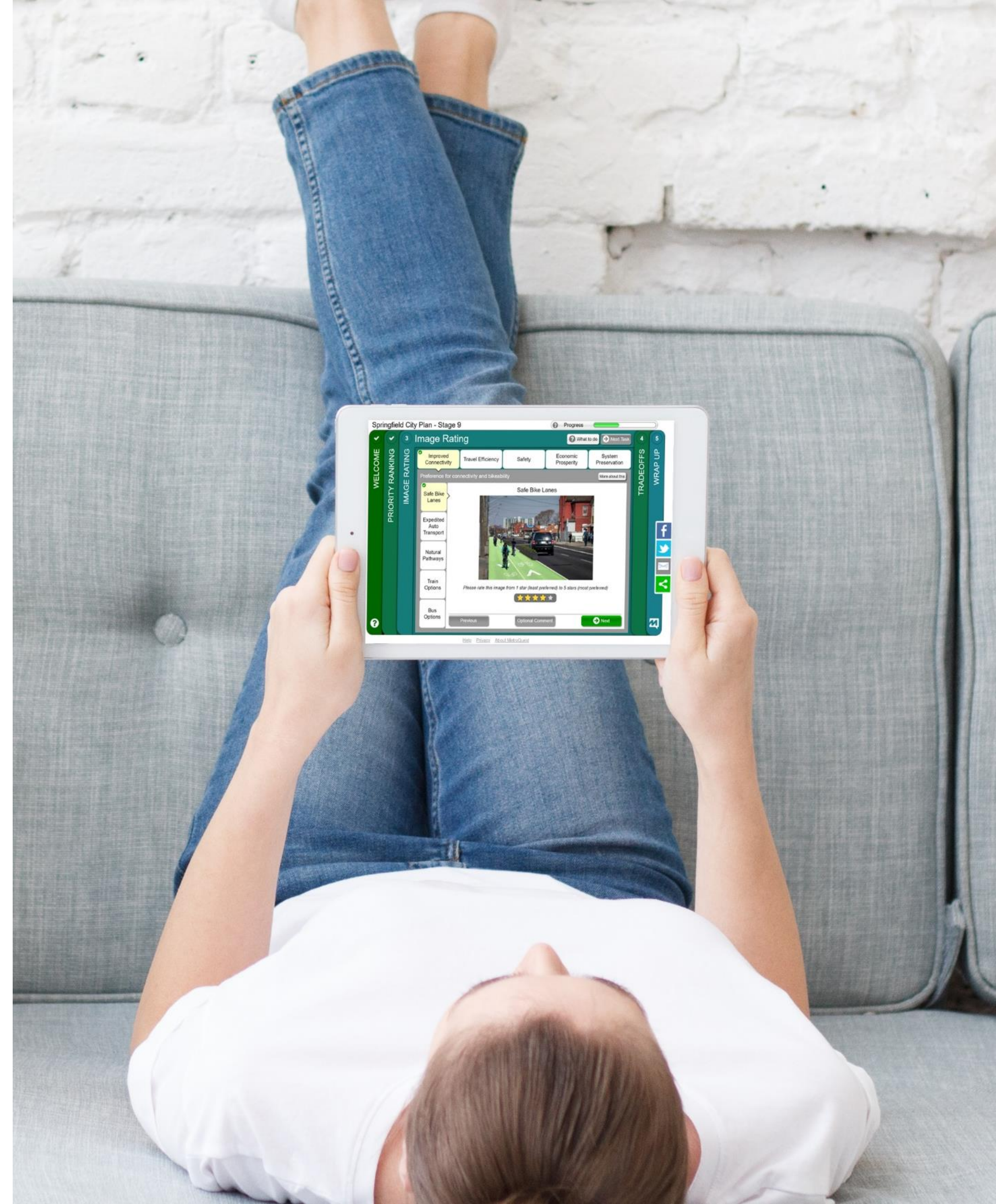


10,000+ participants
325,000+ data points
900+ comments




Range of options

- Budget: 60-90 seconds
- What options are available?
- Suggested templates:
 - Visual preference
 - Image rating
 - Strategy rating



Strategy ratings

Advantage Pinellas

Progress 

What to do Next Task

WELCOME

STRATEGIES

Which Options Do You Like?

Bicycle & Pedestrian


Bus Service

Emerging Solutions

Passenger Rail Service

Streets & Highways

BUS SERVICE



More Frequent Bus Service
Enhance service by having buses on existing routes come more often.

★★★★★

Comment

Dedicated Bus Lanes
Buses travel in a dedicated lane, or in conjunction with turning cars.

★★★★☆

Comment

Late Night Bus Service
Extend service hours so existing bus routes run later into the night.

★☆☆☆☆

Comment

Weekend Bus Service
Run existing bus service more frequently on the weekends.

★★★☆☆

Comment

Next Category

BUDGETING

IMAGES

WRAP UP

Facebook

Twitter

Email

Share

Pinellas

4,800+ participants
123,000+ ratings
5,000+ comments

Visual preference

1,350+ participants
32,400+ data points
1,200+ comments



Washoe County Survey

Progress

3 Visual Preference

What to do Next Task

WELCOME

SERVICES & GROWTH

HOUSING

Type of Housing Needed

Type of Lots Needed

Your Housing

Type of Lots Needed

Outside of the city limits of Reno and Sparks, what type of residential lots do you think Washoe County needs more of? (Select one that is most needed.)

Suburban lot (under 1 acre)

Small rural lot (1-5 acres)

Large rural lot (over 5 acres)

Previous

Optional Comment

Next Choice

4 INFRASTRUCTURE

5 THANK YOU

f

Twitter


Email

Share

Washoe County

Image rating

Midlothian Downtown Plan Survey

Progress 

What to do Next Task


More About Your Priorities

Business/Service Use Mix Public Buildings & Plazas Entertainment / Nightlife Walking Environment Employment and Tourism

Rate the desirability of the following activities

Live Music Health & Fitness Nightlife Events and Festivals Youth & Water Features

Health & Fitness



★★★★★

Previous Optional Comment Next

DOWNTOWN MIDLOTHIAN PRIORITIES ISSUES CHARACTER & DESIGN WRAP-UP

Facebook Twitter Email Share

1,100+ participants
32,000+ data points
1,300+ comments

Limited resources

- Budget: 60-90 seconds
- There are finite funds and resources
- Suggested templates:
 - Budget allocation
 - Funding balance
 - Project selection



Budget allocation

1,350+ participants
32,400+ data points
1,200+ comments

Washoe County Survey

See Results Progress

What to do Next Task 5

WELCOME SERVICES & GROWTH HOUSING INFRASTRUCTURE

Budget Allocation

Prioritize utilities, infrastructure and services by allocating funding based on how important each category is to you.

Drag coins to invest in the categories you prefer.

Roads & Traffic	Water & Sewer/Septic	Flood Control & Planning	Law Enforcement Response Time
10 20	1 1	10 10	10 20
Fire Response Time	Public Transit	Parks & Open Space (Except Trails)	Sidewalks, Trails & No-Motor Paths
1 20	1 4	10 20	1 1

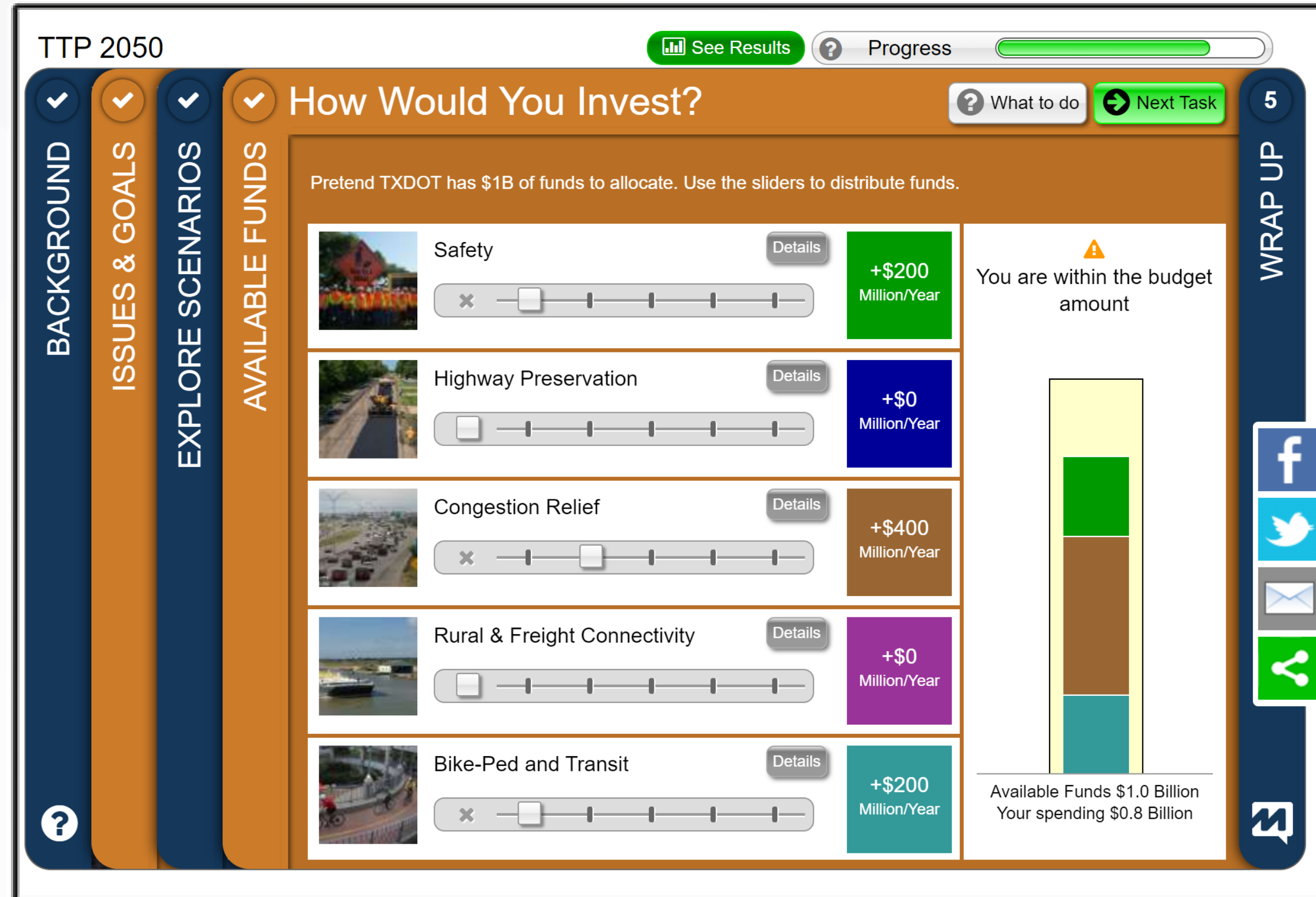
1 2

THANK YOU

f



Funding balance



1,150+ participants
26,600+ data points
850+ comments

Tradeoff decisions


- Budget: 60-90 seconds
- Planners face either/or options
- Suggested templates:
 - Tradeoff
 - Scenario rating
 - Project selection



Tradeoff

1,050+ participants
11,050+ data points
2,150+ comments

Placer Regional Transportation Plan

Progress 

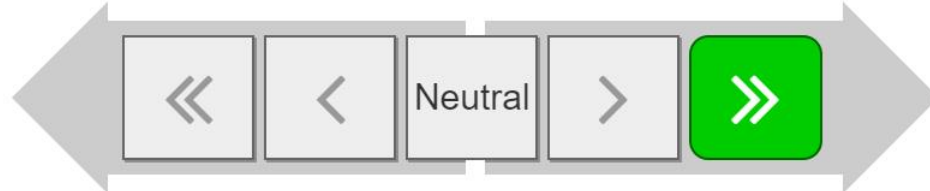
2 Choose Between Options



What to do Next Task

WELCOME TRADEOFFS PRIORITIES ISSUES STAY INVOLVED





Transit Local Roads Highways Biking & Walking Technology

Local Road Repair **OR** Local Road Widening
Choose the option that best shows which tradeoff you prefer

Fixing Potholes  Adding Lanes

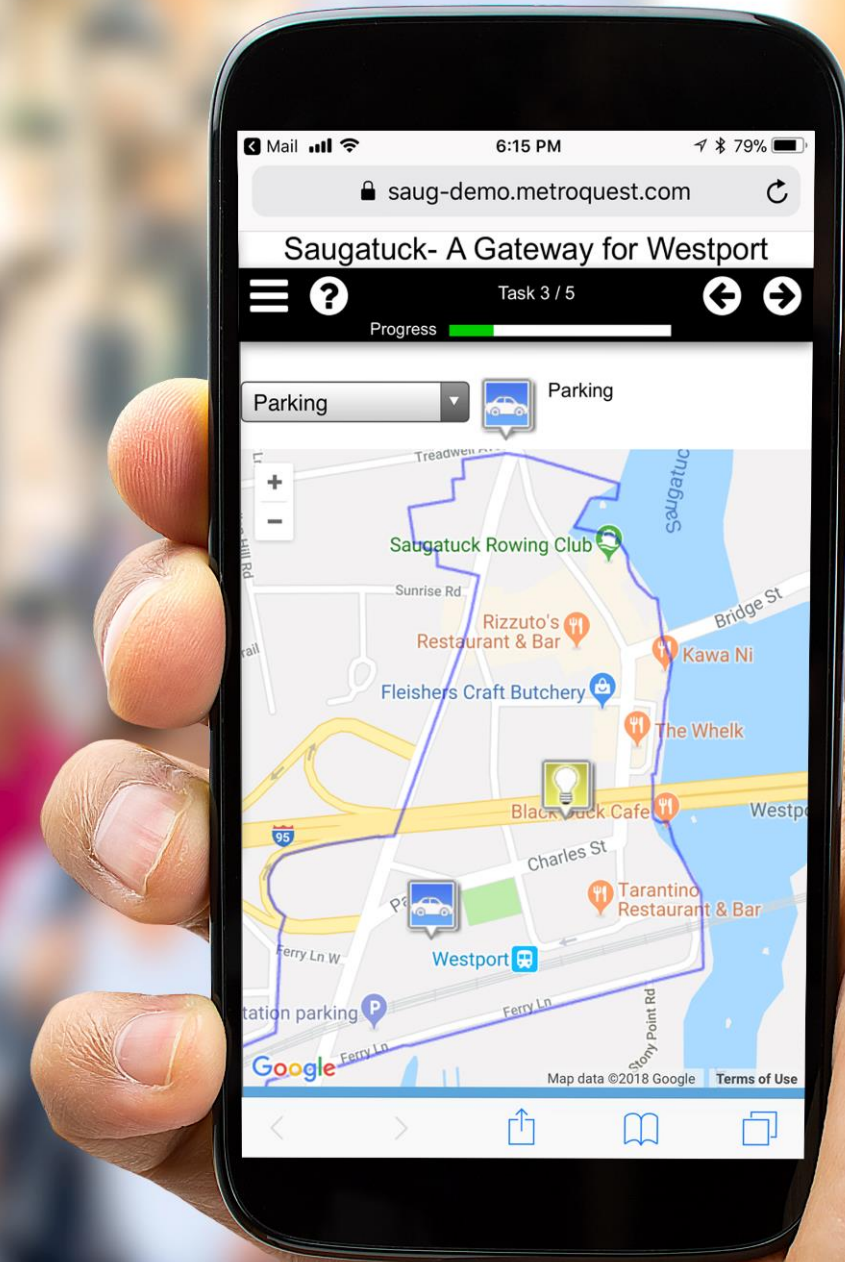
 

Previous Optional Comment Next Tradeoff

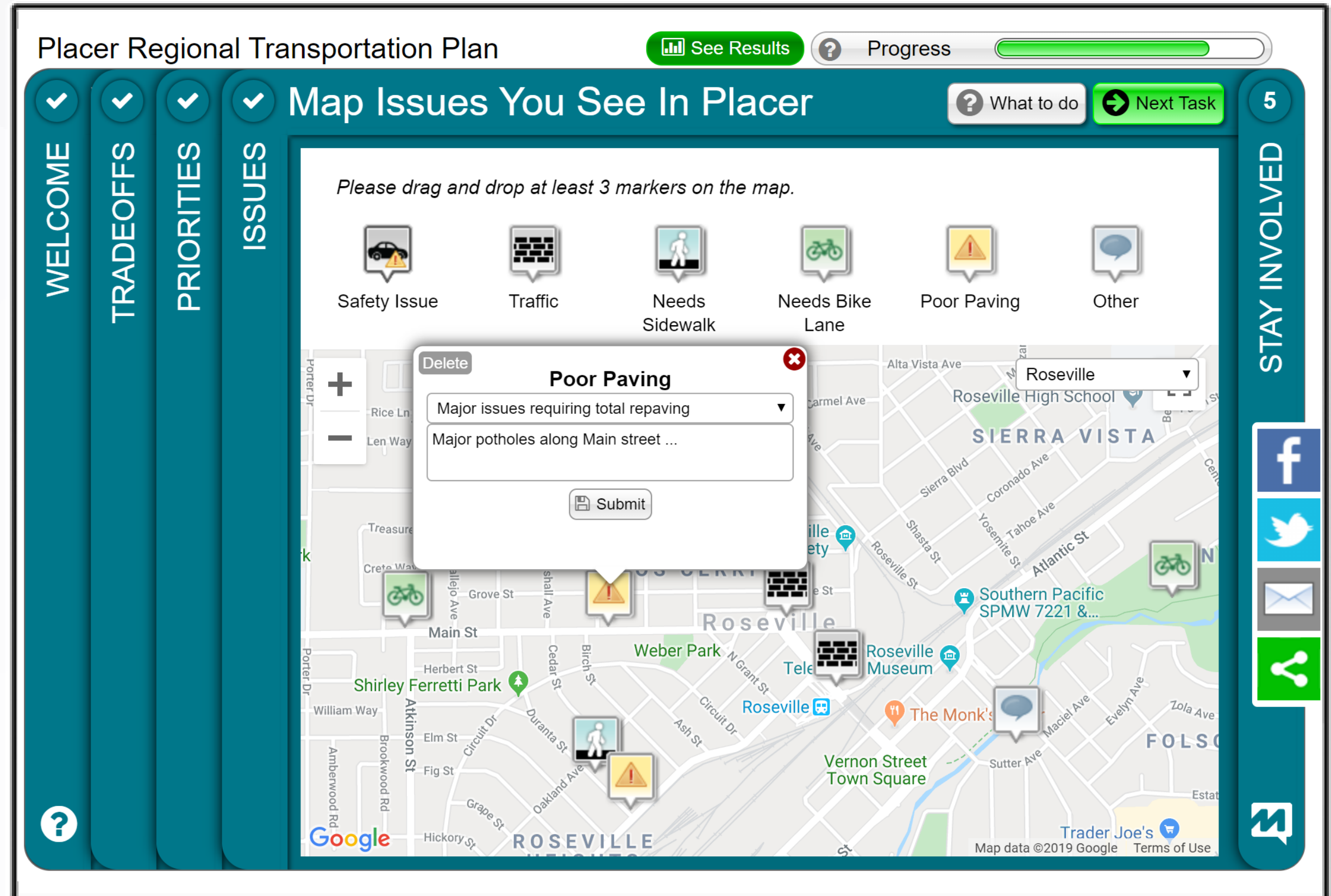
Spatial elements

- Budget: 60 seconds
- Planners deal with geographies of competing needs
- Suggested templates:
 - Map marker
 - Project selection
 - Scenario rating




Map marker

1,050+ participants
2,500+ map markers
8,250+ attributes



Project selection

OC Transit Vision

Progress 

2 Transit Opportunity Corridors

What to do Next Task

WELCOME

CORRIDOR PROJECTS

I-5 Corridor

From the Fullerton Park-and-Ride to Mission Viejo/Laguna Niguel Station on I-5

I-5 Corridor

Should this be a priority?

☒ Yes ☐ No

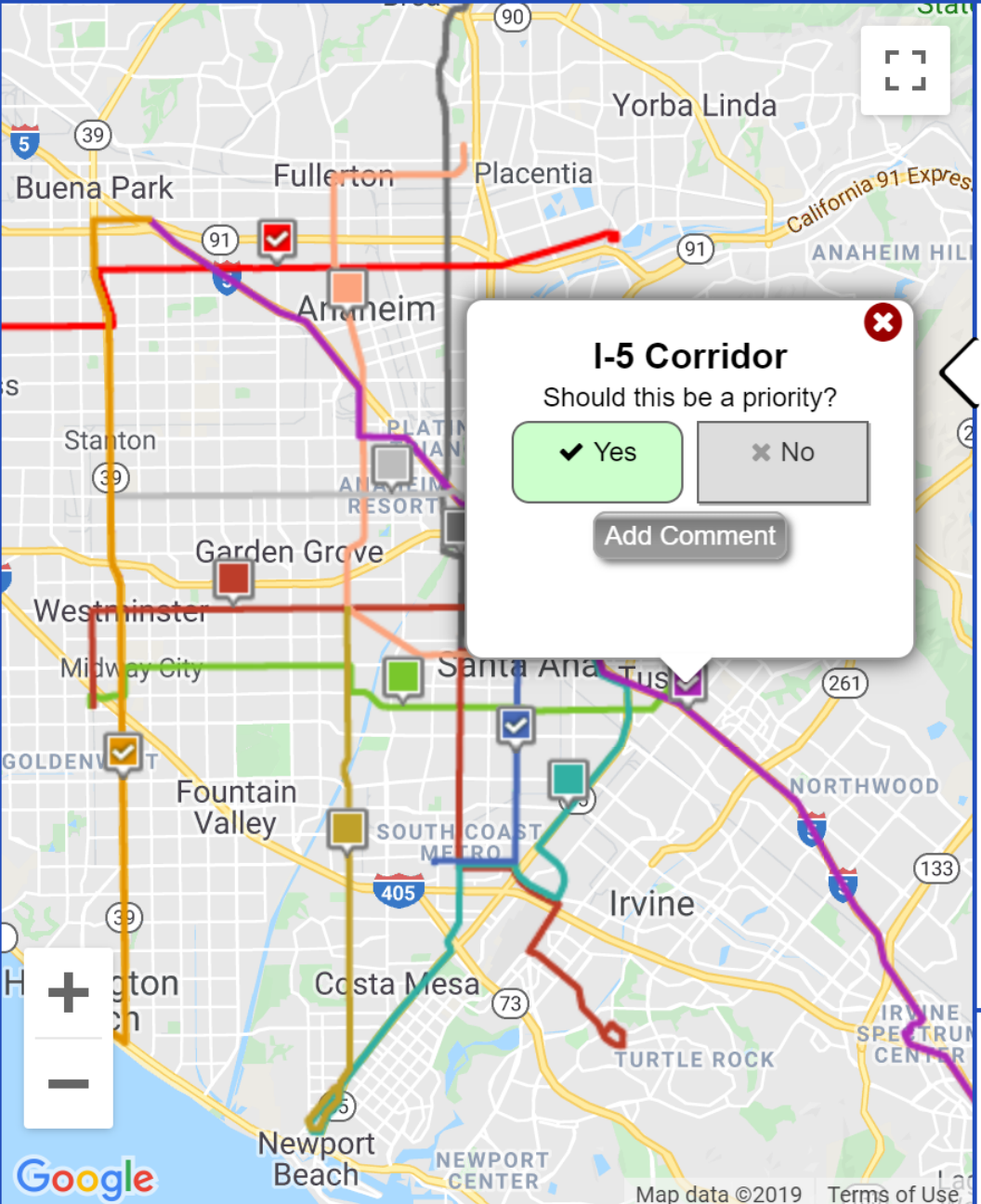
Add Comment

TRANSIT OPTIONS

STRATEGIES

WRAP UP

4 / 5 Projects Selected



Google

Map data ©2019 Terms of Use

1,000 participants
12,360+ data points
490+ comments




Dynamic & temporal elements

- Budget: 90 seconds
- Planners face if/then decisions that play out over time
- Suggested templates:
 - Scenario rating



Scenario rating

TTP 2050

Progress 






What is More Important to You?



Business as Usual ★ Keep it Smooth ★★★ Congestion Relief ★★★★★ Reliably Connect Texas ★★★★★

Reliably Connect Texas
Prioritize access, connectivity, and reliability.
This strategy focuses on intercity and intermodal connectivity, bus transit access, bicycle and pedestrian facilities, mobility for rural and underserved populations, and overall travel time reliability.

Please rate this scenario:
★★★★★
Optional Comment

Indicators:

Safety	
Highway Preservation	
Congestion Relief	
Rural/Freight Connectivity	
Multimodal Travel Options	

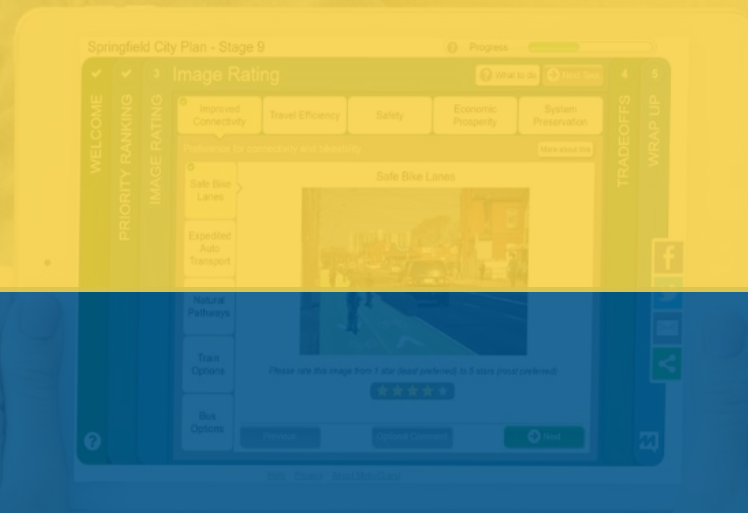
Worse than today  Better than today 

BACKGROUND ISSUES & GOALS EXPLORE SCENARIOS AVAILABLE FUNDS WRAP UP

Facebook Twitter Email Share

1,150+ participants
26,600+ data points
850+ comments

Purpose
& scope



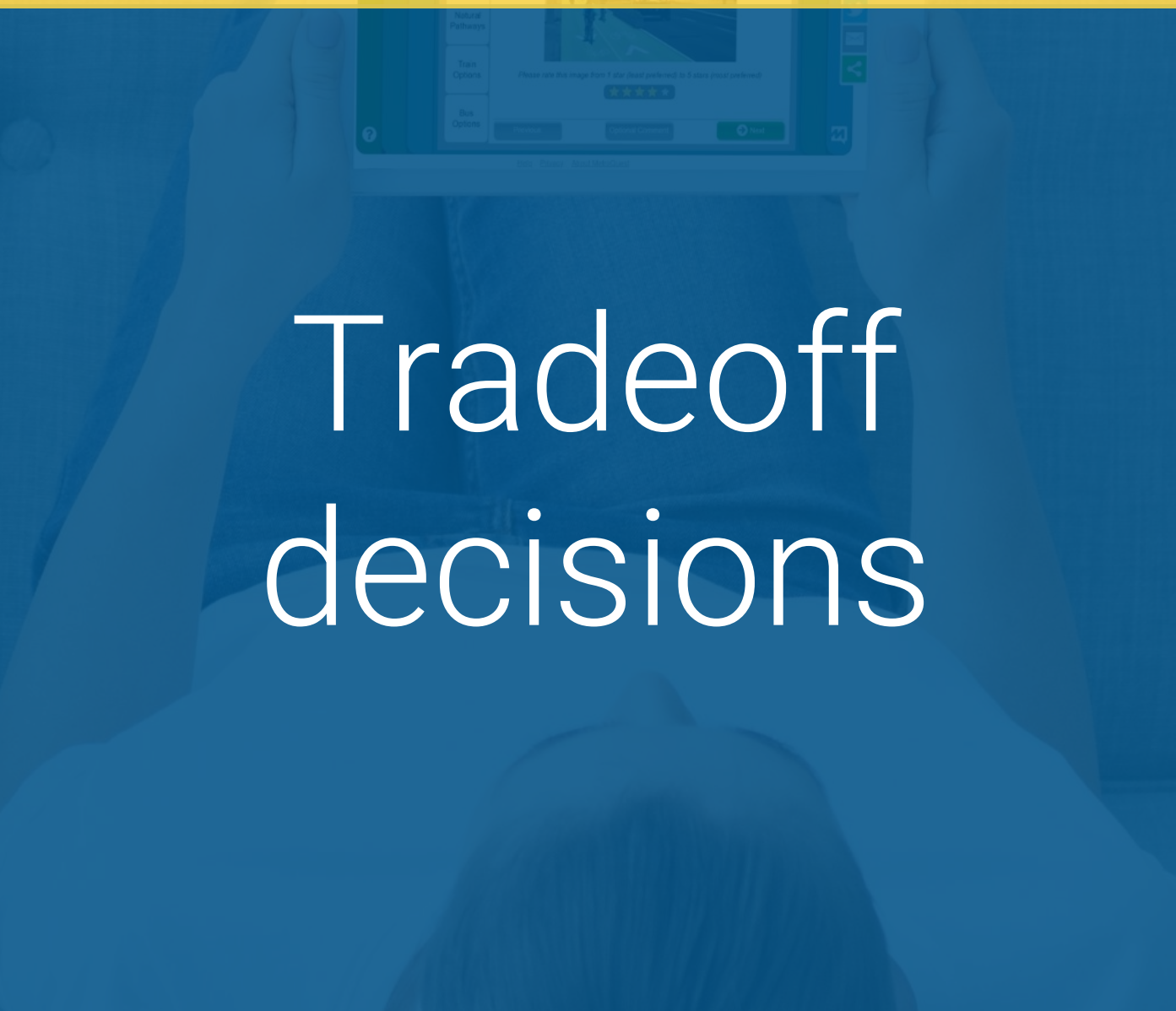
Range
of options



Limited
resources



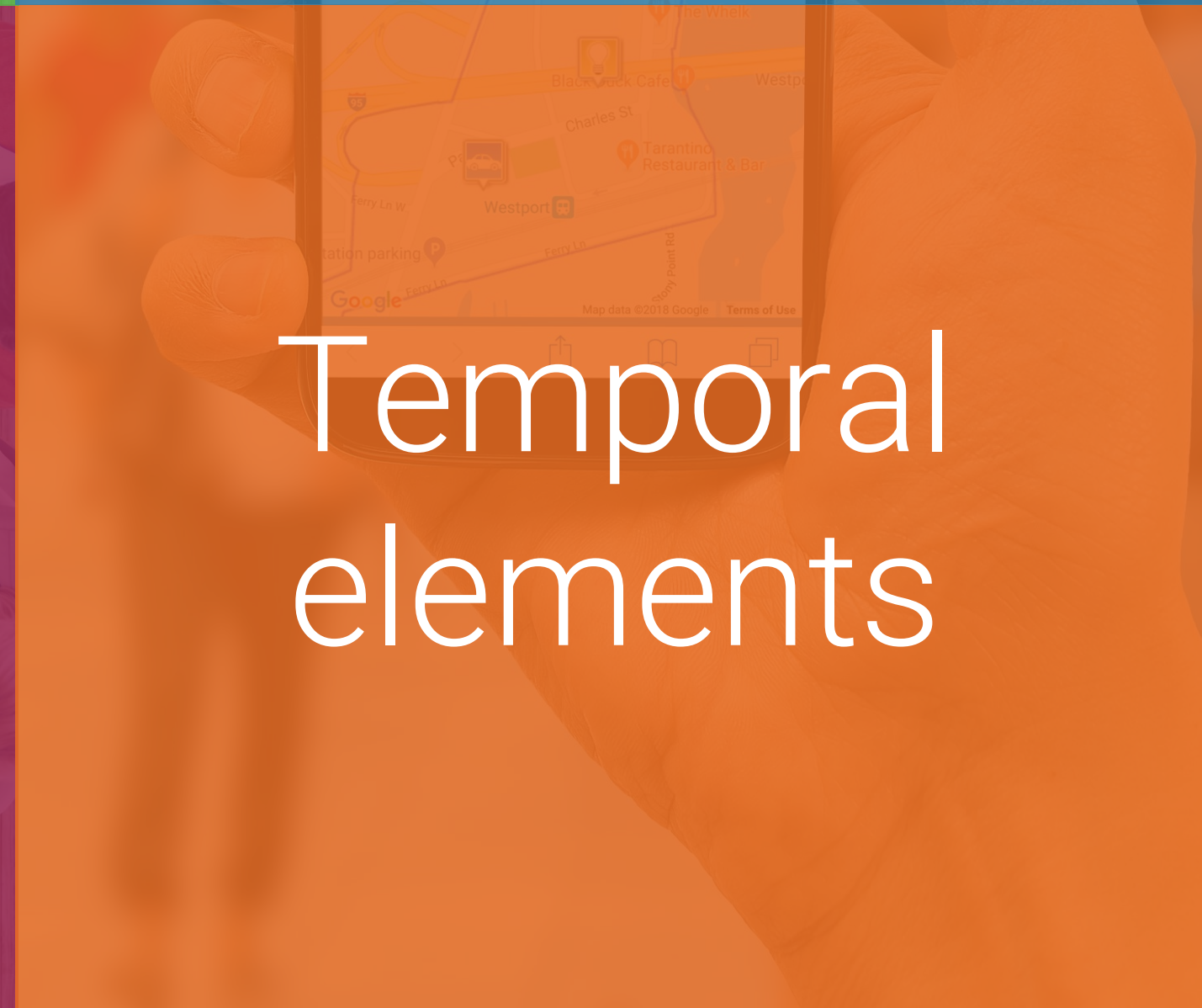
Tradeoff
decisions



Spatial
elements

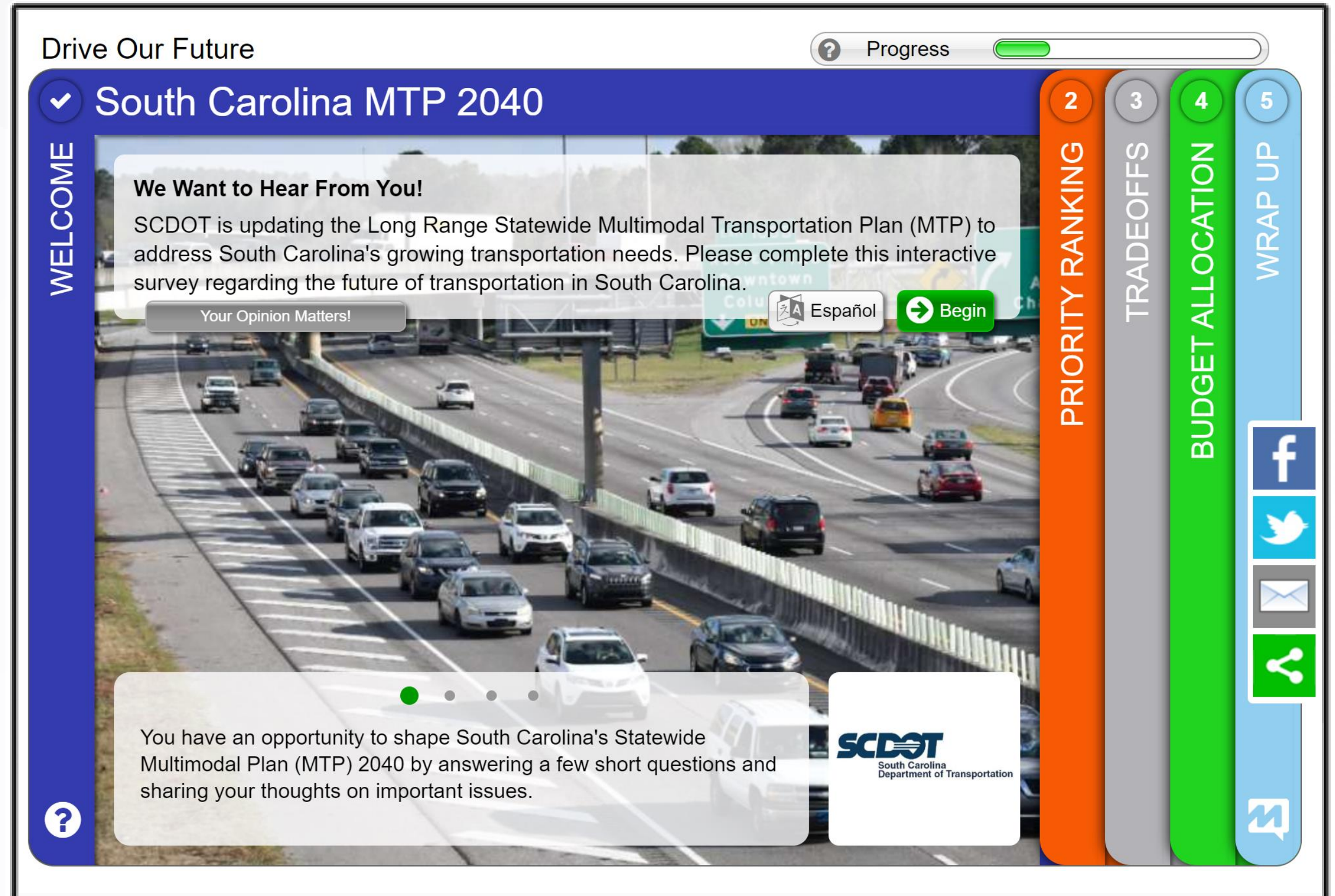


Temporal
elements



When it all comes together ...

13,200+ participants
287,000+ data points
70,400 rankings
46,900 ratings



Top public engagement goals



✓ Critical mass
✓ Diversity

✓ Informed input
✓ Quantifiable results

Improved decision making & greater public support

POLL What
additional info
would you like?





What projects is MetroQuest designed for?



Urban
design



LRTPs



Transit



Bike &
pedestrian



Land
use



Comprehensive

POLL What types of projects are coming up for you? Send me examples for:



FREE eBook

Public Engagement: 6 Drawbacks of Multiple Choice Surveys

- 6 pitfalls to avoid
- 18 tips for online engagement
- Featured case study



Questions?




Dave Biggs

Chief Engagement Officer

MetroQuest



A background image showing three people in a professional setting. A man with short brown hair, wearing a brown cardigan over a striped shirt, is looking towards the left. Behind him, a woman with dark hair and glasses is also looking in the same direction. In the foreground, a woman with long red hair is looking down, possibly at a laptop. The scene is brightly lit, suggesting an office or meeting room.

Thank you for participating!

AICP CM: <https://planning.org/events/course/9191950/>

