How to Optimize Online Engagement for Government Agencies

MetroQuest
Engagement...optimized

Dave Biggs
Chief Engagement Officer

Webinar Agenda

1. Who we are in 60 seconds
2. Best practices for Government
3. Practical examples with MetroQuest
4. Q&A

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Who we are in 60 seconds

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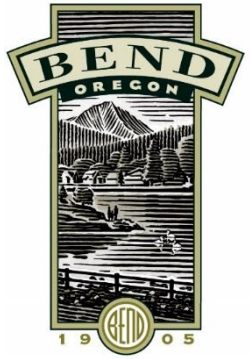
MetroQuest is Used Across the US

CITY OF
PALO
ALTO



MetroQuest is Used Across the Canada

MetroQuest is Used By Leading Firms

Years of Research into Best Practices

Poll: What are your top engagement priorities?

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Best Practices for Government Agencies

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Making the case to decision makers

We asked over 200 agencies "What does 'successful' mean?"

Quantity

Engage more people & a broader demographic

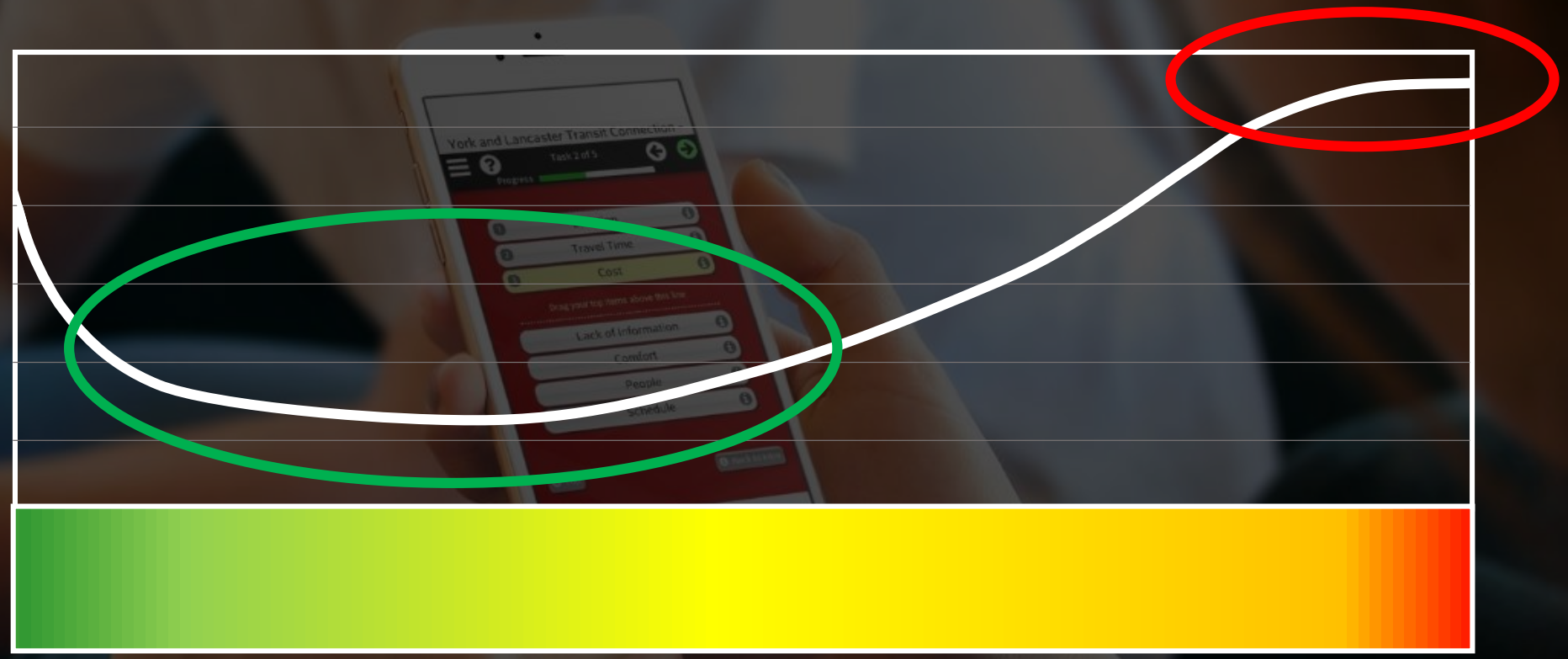
Quality

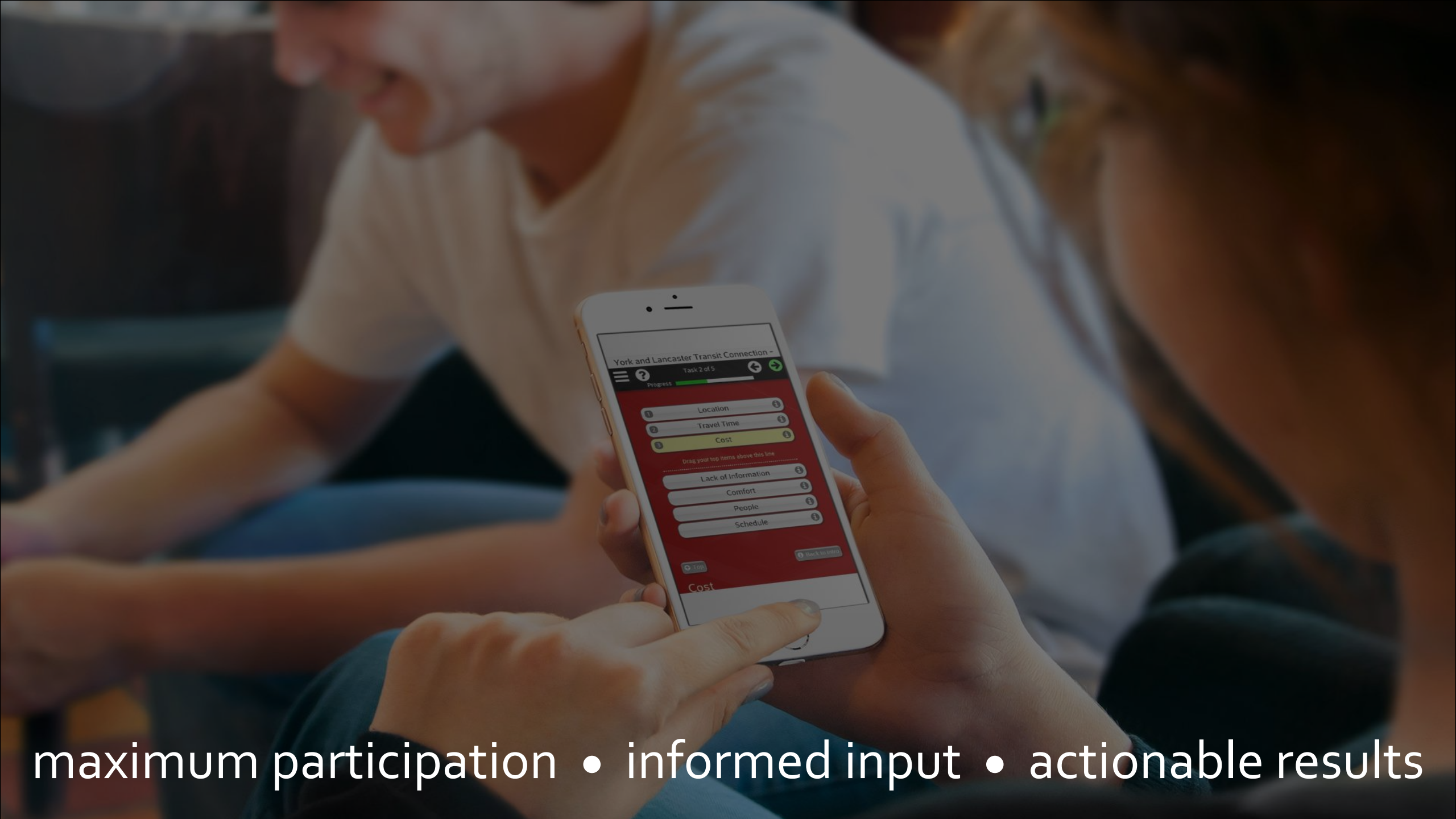
Collect informed & actionable input

EXIT
27:24 / 2:14:51

Same Ten People

Are you filtering out your supporters?



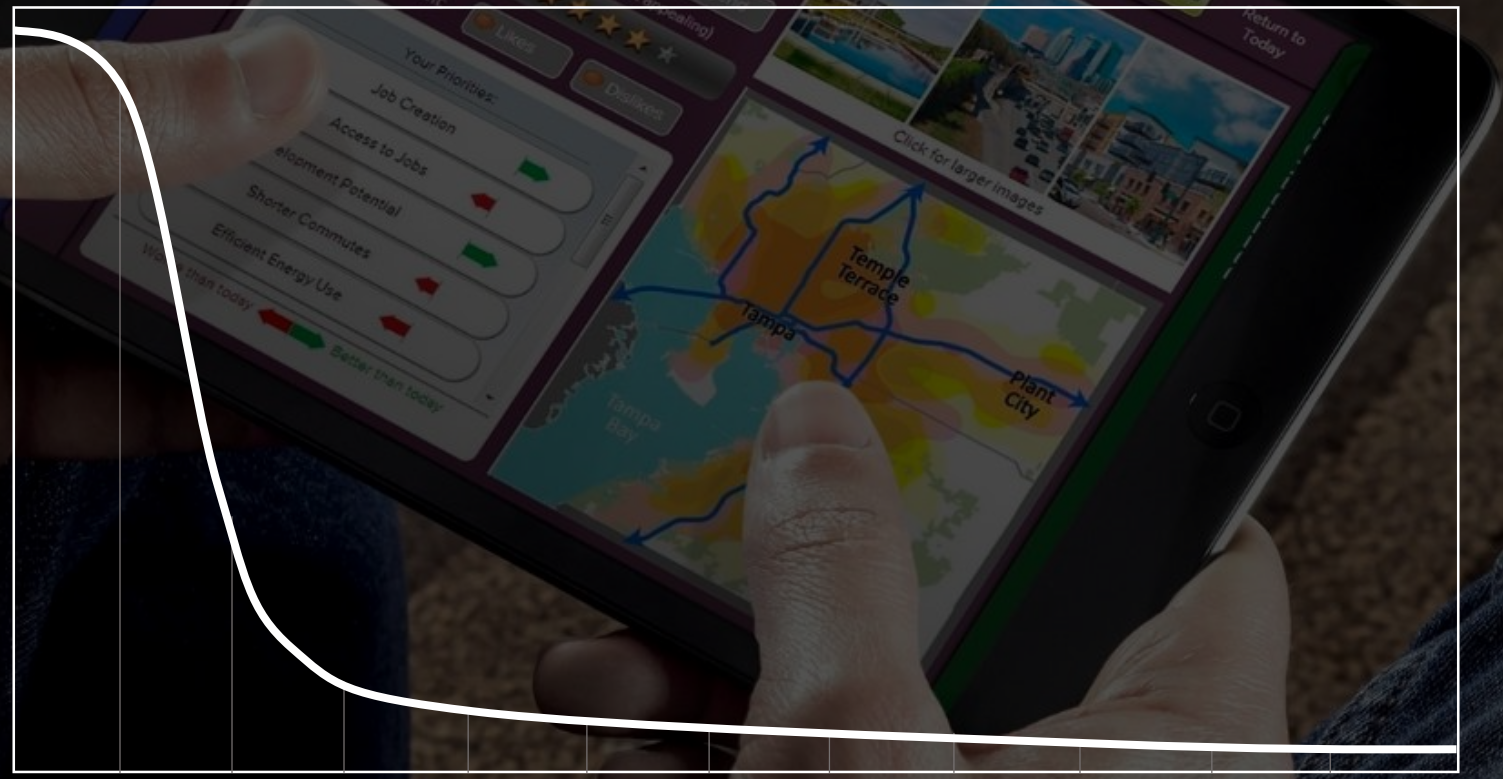


maximum participation • informed input • actionable results

How to Maximize Participation

maximum participation • informed input • actionable results

1 Aim for a 5-minute experience



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2 Go multi-channel

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3 Make it delightful

4 Monitor & adjust as needed

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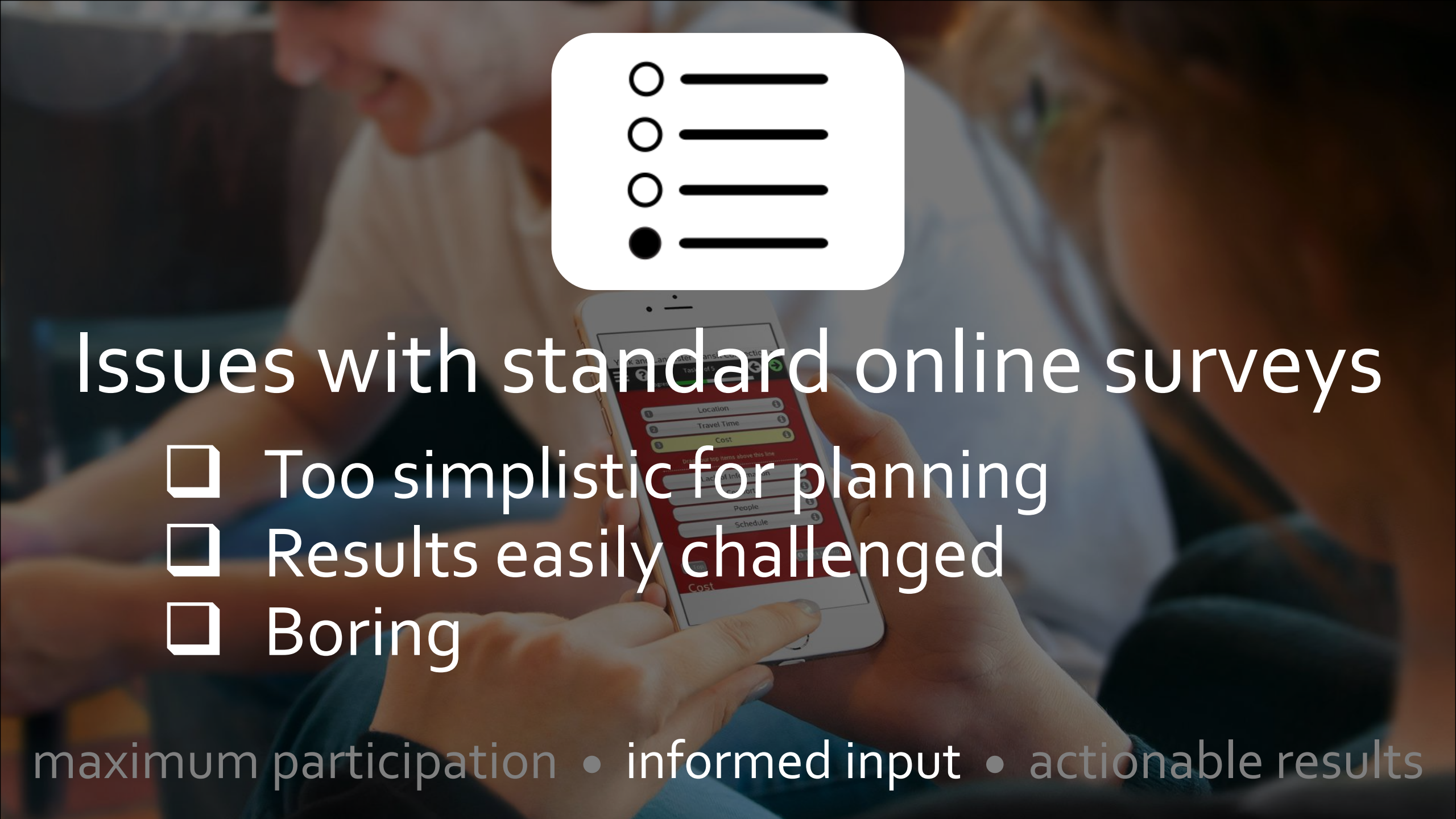
The Beginner's
Guide to
Effective Online
Engagement

How to Collect Informed Input You Can Trust

maximum participation • informed input • actionable results



Issues with standard online surveys

- ❑ Too simplistic for planning
- ❑ Results easily challenged
- ❑ Boring

maximum participation • informed input • actionable results

Alexandria Pineville MPO LRTP 2040

Progress

Your Community, Your Vision, Your Voice…

WELCOME | PRIORITIES | STRATEGIES | MAP MARKERS | STAY INVOLVED

Shaping the Future of our Alexandria/Pineville metro area

The Long Range Transportation Plan is the blueprint for addressing transportation needs of those living and working in the metro area. This is your opportunity to let us know about your vision, top transportation needs, and ideas.

View Metro Area (Map)

Begin

Brossard Multi-Purpose Centre Project

Progress

HOME | PRIORITIES | PREFERENCES | SURVEY | STAY INVOLVED

Visual preferences How many stars do you give this image?

Introduction | Building Architecture | Interior Ambience | Common Areas | Recreational Facilities | Health and Well-Being

What style of architecture do you prefer?

Cornwall Aquatic Centre, Cornwall

Image credit: Shoalts & Zaback Ltd

Please rate this image from 1 star (least preferred) to 5 stars (most preferred)

Previous | Optional comment | Next

Vancouver Street Funding

Progress

WELCOME | STREET SCENARIOS | FUNDING OPTIONS | FUNDING LEVELS | STAY INVOLVED

Funding Tool Choosing Levels

Slide the squares along notched lines below to choose funding levels.
Pick none, one or more to meet your street scenario target.
Go back and change prior selections if desired. Funding shown is estimated, annual.

Vehicle License — +$0 Per licensed vehicle

Business License — +$0 Per FTE

Property Tax — +$0 per $1,000

You have chosen not to increase funding. You can do so on Screen 2.

When an increased funding scenario is selected a bar graph of the related funding level will display here.

Lee County 2040 Transportation Plan

Progress

WELCOME | BIKE AND PED | TRANSIT | ROADWAY | STAY INVOLVED

Roadway Needs Where are the greatest needs?

Suggest another project

Widen SR 78

Does an improvement here make sense for Lee County?

Yes | No

Add Comment

Widen SR 78

Widen SR 78 from 4 to 6 lanes west of Santa Barbara Blvd to east of Pondella Rd in Lee County. Project length is 2.9 miles. Widening includes bicycle and pedestrian improvements, curb & gutter, and resurfacing of existing lanes. Estimated cost is $32M.

Kenai Spur Highway Rehabilitation

Progress

WELCOME | PRIORITIES | PHASING OPTIONS | MAP | STAY INVOLVED

Phasing Options What phasing plan makes sense?

Introduction | Direction | Safety Improvements | Schedule Decisions | Moose Mitigation | Alternatives

The first phase of work could either begin at the west end or the east end of the project.

Start east and work your way west

Project Area
Kenai Spur Highway

Strongly Dislike | Neutral | Like | Strongly

Northern Virginia Regional Bikeway and Trail Network Study

Progress

WELCOME | REGIONAL NETWORK | LEVEL OF COMFORT | FORT | YOU

Level of Comfort

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

Please rate your level of comfort cycling on a shared use path

Shared Use Path

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

Previous | Optional Comment | Next

Green Line Southeast

Progress

WELCOME | LAND USE PREFERENCES | STAY INVOLVED

What are your preferences for your station area?

Intro | Community Character | Primary Use | Density | Community Connections | Accessibility

Community Character

More historical / traditional

neutral

More modern / contemporary

York Region's Transportation Master Plan - Phase 2

Progress

WELCOME | FUTURE TRAVEL | FUTURE INVESTMENT | FUTURE GROWTH | STAY INVOLVED

How should York Region invest in transportation?

Introduction

The silver coins represent the approximate existing spending in each category in $ millions. Please drag the gold coins into the categories to the right to indicate your spending priorities. You can use the arrows under the gold coins to change them between 1s and 5.

Expand/ increase local transit service	Build new subways and Viva rapidways	Improve traffic flow	Widen roads
25	50	5	60

Maintain roads and bridges	Build new sidewalks/cycle paths	Build new HOV lanes
50	30	5	45

maximum participation • informed input • actionable results

How to Ensure Your Results Are Actionable

maximum participation • informed input • actionable results

Practical Examples with MetroQuest

MetroQuest

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MetroQuest in 3 Steps

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1. Set-up

2. Engage

3. Analyze

MetroQuest

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Springfield City Planning

Return to Dashboard

Replacing Screens:

Welcome — Copy

Map Marker — Copy

Priority Ranking — Copy

Visual Preference — Copy

Wrap Up — Copy

New Screen | Copy Existing

Screen Guide

Pick a Screen type to add a new Screen:

Priority Ranking | Strategy Rating | Image Rating | Visual Preference

Tradeoffs | Scenario Rating | Map Marker | Project Selection

Building
Springfield City Planning

Help Exit

Site Settings | Screen 1 Settings | Screen 1 Items | Text | Images

Editing: Intro text

The Springfield Corridor Project is underway to investigate how these three routes can work together most effectively for people driving cars, taking transit, riding bicycles and walking other words.

201 / 200 characters Check that text fits

Approximate limit of 200 characters
Enter text as space allows. Some formatting is allowed.

Admin length override ☐ Show html ☐

WELCOME | PRIORITIES T... | PRIORITIES | PREFERENCES | THANK YOU

Springfield Corridor Project

WELCOME

Help us design the Springfield Corridor!

The Springfield Corridor Project is underway to investigate how these three routes can work together most effectively for people driving cars, taking transit, riding bicycles and walking other words.

Begin

Did you know? Springfield is ranked the best county in Oregon for bicycle safety by the Oregon Office of Traffic Safety.

Springfield®

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2. Engage

3. Analyze

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Alexandria Pineville MPO LRTP 2040

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STAY INVOLVED

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REGIONAL NETWORK

LEVEL OF COMFORT

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50

Expand/ increase local transit service

Details

25

Build new subways and Viva rapidways

Details

50

Improve traffic flow

Details

5

Widen roads

Details

60

Maintain roads and bridges

Details

30

Build new sidewalks/cycle paths

Details

5

Build new HOV lanes

Details

45

1. Set-up

2. Engage

3. Analyze

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Data Center

← Back

Springfield

Comprehensive Test Site

https://35611102-draft.metroquest.com [no demo url yet]

Aug 06, 17 - Sep 16, 17

This Site will be live until: Sep 16, 17.
Data is updated daily.

Enter Print Mode

Testing start date: 2017-07-13 Apply

Data Center Introduction

1: WELCOME | 2: STRATEGY … | 3: IMAGE RATI… | 4: STANDARD … | 5: WRAP UP

PARTICIPANTS ▾ Total number of participants over time.

✱ *Participants are visitors who submitted data*

1: WELCOME

Type: Welcome Screen

Data points for this Site:

Participants: **0**

All data points: **0**

Excel downloads:

Traffic Data — Sep 25 Refresh

Generate Crosstab Data

Generate Session Data

Data Center

← Back

Springfield

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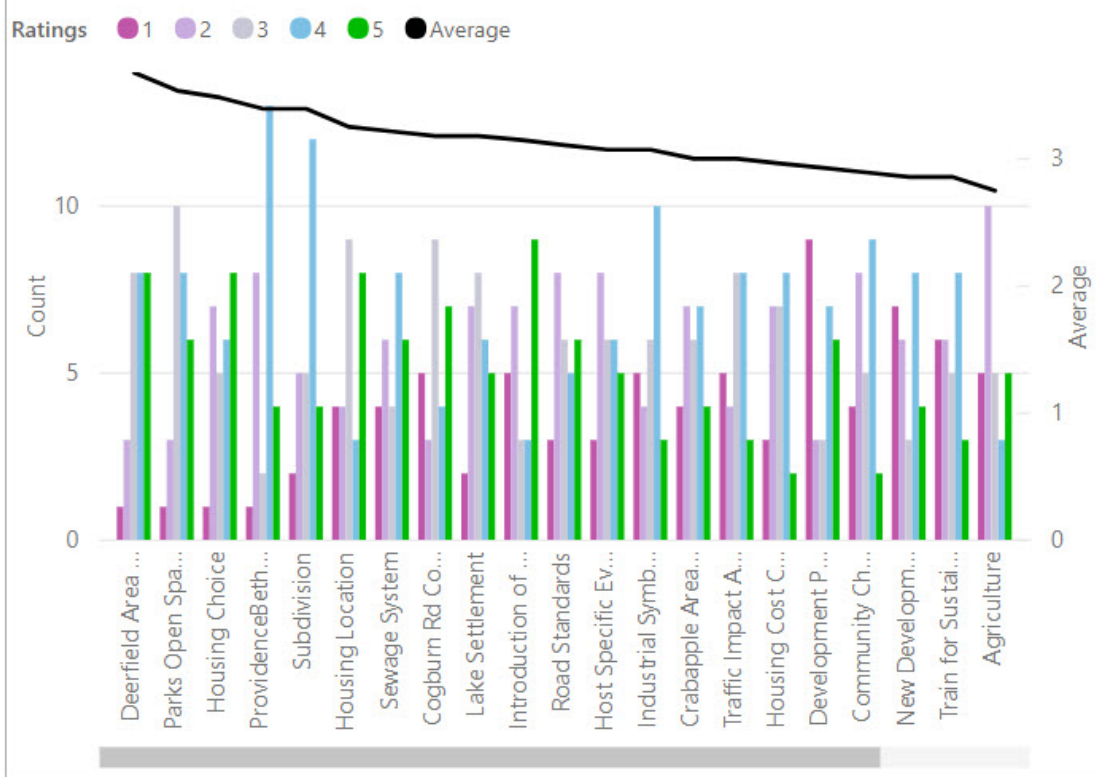
DISTRIBUTIONS ▾ Rating distributions and avarages by panel.



✱ *For star rating, the rating is the number of stars. For thumb rating, 1 is up, 2 is down.*

2: STRATEGY RATING

Type: Strategy Rating Screen

No activity yet

Excel downloads:

Screen Data Sep 25 Refresh

Below: Each rating item, showing how many times each item was given each rating, sorted by average rating.

How were your results with MetroQuest?
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"We increased our level of public participation by 1,900% on our very first project with MetroQuest."

Jamille Robbins, NCDOT

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"Our very first survey we had more than 7,000 responses from a broad demographic. That was really exciting and far more than we anticipated"

Melissa Roberts, Atlanta Regional Commission

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The Region's Plan Online Survey Phase 2 Results

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?

YES 86%

NO 8%

UNSURE 6%

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?

55% YES

45% NO

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:

- Affordable Housing 76%
- Services 60%
- Close to Work 56%
- Walkable 48%
- Quality School System 46%
- Proximity to Family 21%

Results represent approximately 7,000 online survey responses region-wide. Atlanta Regional Commission May 2015

The Region's Plan Online Survey Phase 2 Results

AUTONOMOUS VEHICLES

Have you heard of autonomous vehicles?

90% YES

9% NO

1% UNSURE

2015 2025 2035

Are autonomous vehicles realistic in a couple decades?

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

10% Very
2% Somewhat
70% Not at all
18% Unsure

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

UNSURE 14%
SAME DISTANCE 12%
NOT LIKELY TO MOVE 37%

CLOSER TO 23%

FARTHER FROM 14%

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	NO	UNSURE
65%	15%	20%

Results represent approximately 7,000 online survey responses region-wide. Atlanta Regional Commission May 2015

They went on to engage over 25,000 people

Why?
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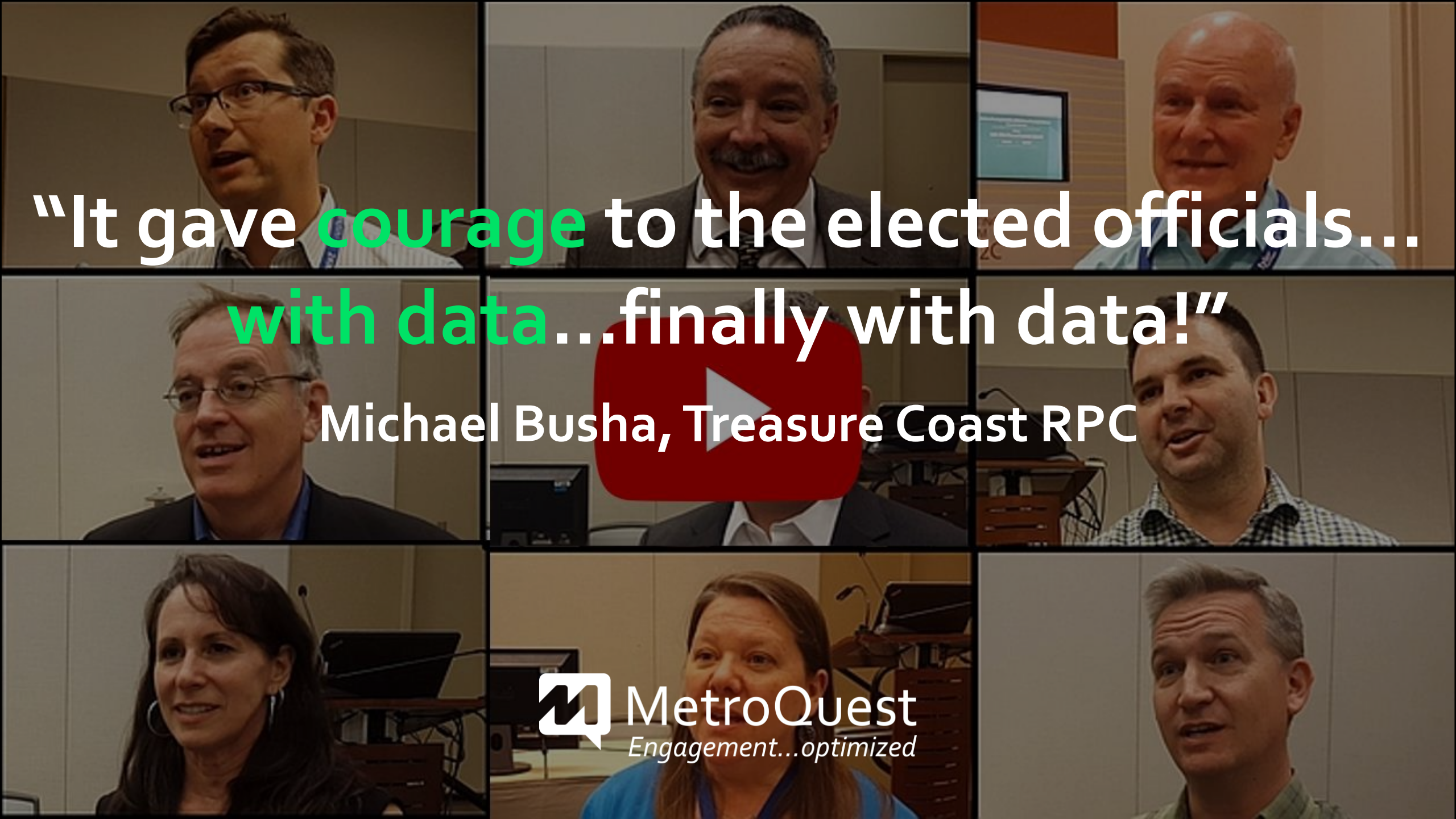
"It gave courage to the elected officials…
with data…finally with data!"
Michael Busha, Treasure Coast RPC
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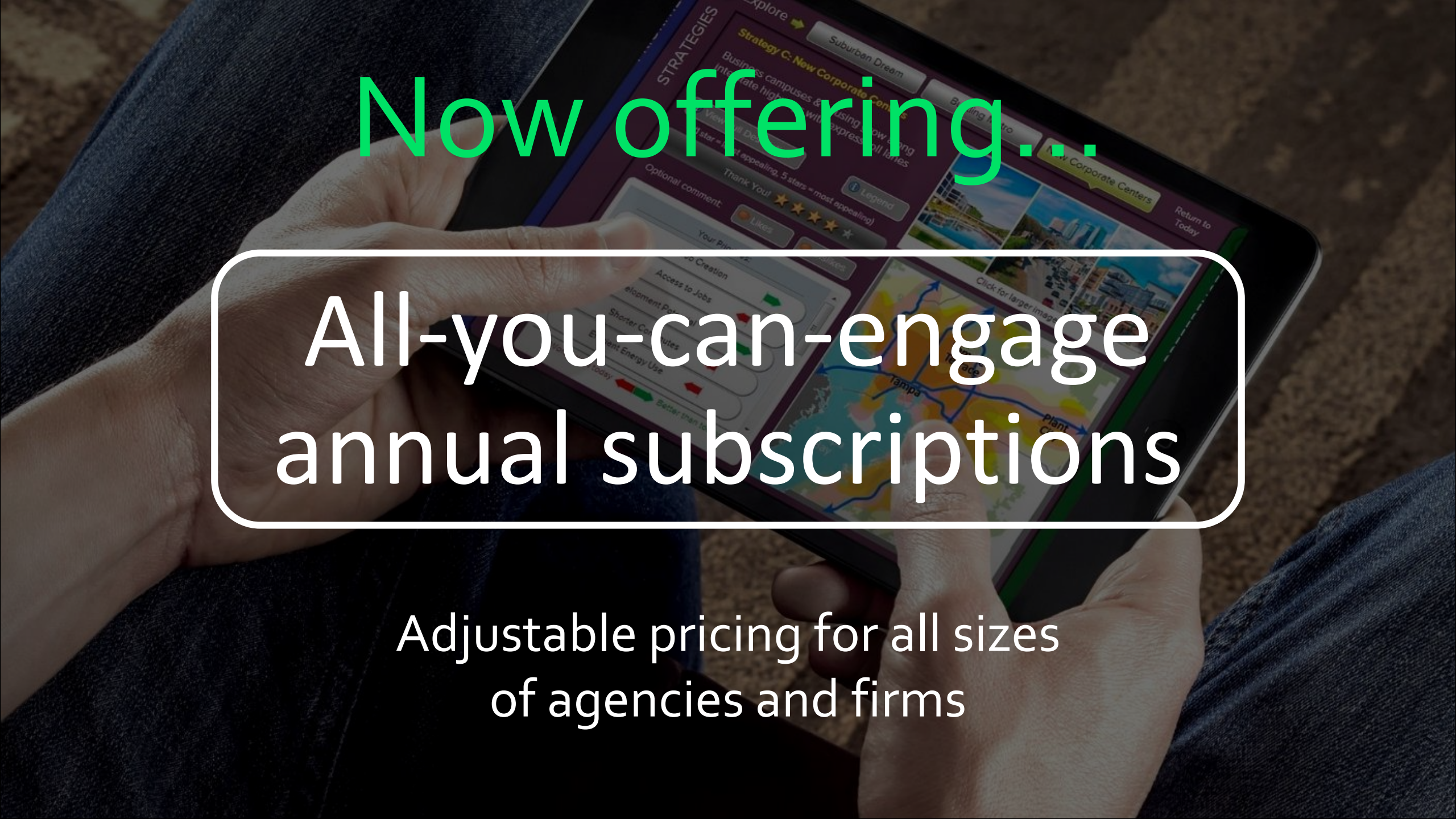
COST EFFECTIVENESS ($ PER INPUT)

Source	Cost per input
Events	$47
Focus group	$43
Lounges	$19
Community Conversation	$10
Textizen	$9
Book-a-Planner	$9
MySidewalk	$8
MetroQuest	$3


Now offering...
All-you-can-engage annual subscriptions
Adjustable pricing for all sizes of agencies and firms

Poll: What additional information would you like?

Questions?

(use the question tool in GotoWebinar)

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Thank you

Wishing you great engagement…

maximum participation • informed input • actionable results