Online Public Involvement Tools for Transportation Agencies: Rationale, Best Practices & ROI

Dave Biggs
Chief Engagement Officer, MetroQuest

MetroQuest
Public Involvement Software
Look familiar?
Look familiar?
Common Engagement Goals of Agencies

- engage thousands
- gain insight
- build support
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What would Don Draper do?
What would Don Draper do?

Know your audience
Who shows up?

Positive  Moderate  Negative

Lowest barrier
Who are the “public”?

- General Public
- Stakeholders
- Same Ten People
What does it take to engage them?

General Public
What would Don Draper do?

Know your audience

“7 Second Rule”
All right, Nashville.
It’s time to pick.
All right, Nashville.
It’s time to pick.

Maurice, age 3
All right, Nashville.
It’s time to pick.
what do you think?
What would Don Draper do?

Know your audience

“7 Second Rule”

“7 Minute Rule”
Taxonomy of Online Public Engagement Tools

- Social networks – great for promoting participation
- Crowdsourcing – great for generating new ideas
- Survey – great for collecting project specific input
Facebook, twitter, YouTube

• Social network
• Crowdsourcing
• Survey
Share your ideas. Shape your community.
Find topics of interest near you.

Be more informed, inspired and involved.

Exchange ideas with people who share your local interests.

Weigh in when community leaders want public input on new projects.

Be informed of new initiatives, announcements, and events near you.
SurveyMonkey

Create Surveys. Get Answers.

Design
Build your own surveys or choose from our templates.

Collect
Choose how to distribute and start collecting responses.

Analyze
Use our powerful analytical tools for intelligent insights.

Start Today
Pro Sign Up
Unlimited Surveys & Responses

Sign Up FREE
Just the Basics
Connect, Engage, Remind, and Inspire

Textizen’s web platform sends, receives, and analyzes text messages so you can reach the people you serve with the technology already in their pocket, 24/7.

✓ Accessible to anyone
  Over 90% of Americans have text. Open participation to people across demographics, no matter where they live.

✓ Input you can really use
  Our SMS engine collects open and structured data, to inform any decision-making need.

✓ Activate once, connect forever
  Send project updates, event reminders, or follow-up surveys to build a more informed, more connected constituency — one text at a time.
MetroQuest • Social networks • Crowdsourcing • Survey

engage thousands • gain insight • build support
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ENGAGE THOUSANDS...

DESIGN HILLSBOROUGH'S FUTURE NOW!
Consider... what type of input do you need?
Livability and Environmental Sustainability

Preserve the social and environmental character of the region through an integrated approach that incorporates both transportation strategies and land use considerations.

Order your top 3 priorities above this line

1. Livability & Environment
2. System Preservation
3. Safety and Security
4. Connectivity & Economy
5. Operational Efficiency
6. Multimodal Integration

Comment

Ranking Priorities
Sioux Falls MPO with Kimley-Horn
Strategy B: Bustling Metro

Fill vacant lots & revitalize older areas around rapid transit stations

Rate this strategy: ★ ★ ★ ★ ★

Optional comment: Likes Dislikes

Your Priorities:
- Redevelopment Potential
- Access to Jobs
- Infrastructure Cost
- Job Creation
- Available Bus or Rail Service

Worse than today Better than today

Voting on Scenarios
Hillsborough MPO with Jacobs
Visual Preferences
Texas DOT with Atkins
Rating Strategies
Metro (WMATA) with AECOM

What will help us achieve our priorities?

Conserve Open Space
How can we fulfill the need for new development while protecting undeveloped open space in region?

Increase cost of driving
Increase costs for driving, which encourages people to live closer to their daily activities.

Encourage mixed-use development that uses less land
Build houses, jobs, and retail near one another to reduce the amount of space needed for the same population.

Build more mixed-income housing near Metrorail stations and jobs
Increase mixed income housing near good transit, which reduces the need to locate far from jobs and activities.
Input on Maps

SW Ohio Regional Transit Auth. with HDR
## Create Budget
How would you allocate resources?

In this hypothetical budget, you can allocate $30 into the categories that you would like to spend more on by dragging coins. The silver coins represent planned spending and cannot be moved. When you are done, click Finish to move on to the next task. Click Help for further instructions.

<table>
<thead>
<tr>
<th>Category</th>
<th>Budget</th>
<th>Spending</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance Safety</td>
<td>$10</td>
<td>$10</td>
<td>info</td>
</tr>
<tr>
<td>Expand Transit</td>
<td>$13</td>
<td>$13</td>
<td>info</td>
</tr>
<tr>
<td>Serve Elderly/Disabled</td>
<td>$3</td>
<td>$3</td>
<td>info</td>
</tr>
<tr>
<td>Invest in Ports</td>
<td>$20</td>
<td>$20</td>
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</tr>
<tr>
<td>Traffic Flow</td>
<td>$5</td>
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<tr>
<td>Widen Roads</td>
<td>$46</td>
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<td>info</td>
</tr>
<tr>
<td>Serve Bikes and Pedestrians</td>
<td>$1</td>
<td>$1</td>
<td>info</td>
</tr>
<tr>
<td>Maintain Roads/Bridges</td>
<td>$4</td>
<td>$4</td>
<td>info</td>
</tr>
<tr>
<td>Serve Trucking</td>
<td>$9</td>
<td>$9</td>
<td>info</td>
</tr>
<tr>
<td>Alternative Fuel Infrastructure</td>
<td>$1</td>
<td>$1</td>
<td>info</td>
</tr>
</tbody>
</table>

**Budget:** $30  
**Remaining:** $18  
**Spent:** $12  
**Planned:** $100  
**Total:** $130

- Finish
- Reset
- Help
Choosing Projects

ACEC AZ with Michael Baker International
Thank you for your time and input!

We hope we'll hear from you again. Please stay connected and help us craft a plan worthy of our great region.

Email us at: regionalplan@atlantaregional.com
Online tools can help you go from this...
Engage Thousands
Gain Insight
Build Support
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+1 (855) 215-0183 toll free
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