

# 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



**MetroQuest**  
Public Involvement Software

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2. **Cost-Effective** – Increase ROI (less cost/participant)

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4. **Quantifiable** – Produce actionable data

build support



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6. **Protection** – Avoid embarrassment to agency



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Public Involvement Software

# What would Don Draper do?



# What would Don Draper do?

Know your audience



# Who shows up?

Positive

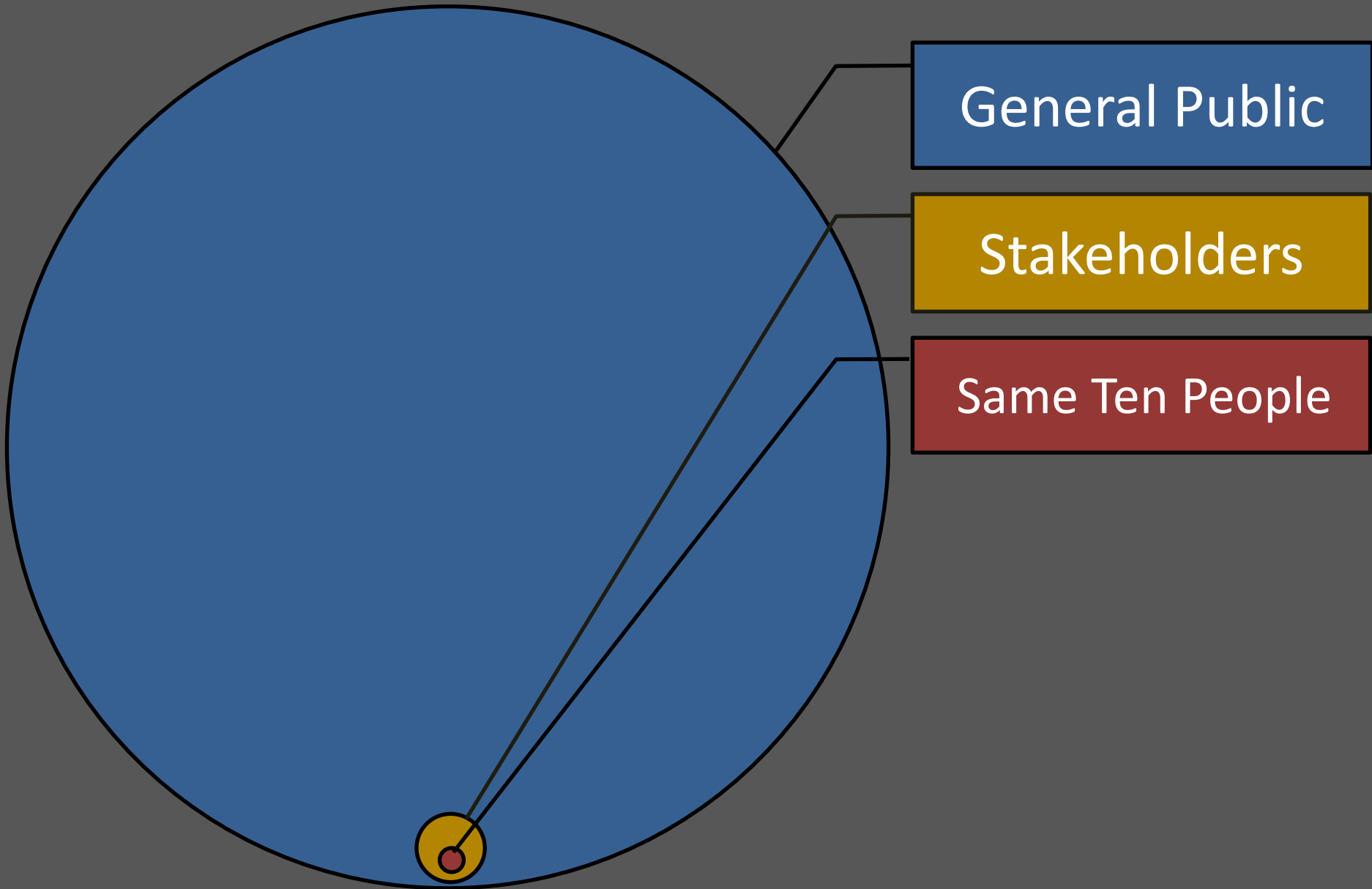
Moderate

Negative



**Lowest barrier**

# Who are the “public”?





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.**



A young boy with short hair, wearing a red, white, and blue plaid shirt, stands in a grassy park. He is holding a small, light-colored acoustic guitar with a red headstock. The background shows a park with trees and a fountain. The text "All right, Nashville. It's time to pick." is overlaid on the right side of the image.

*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



# mySidewalk

- Social network
- Crowdsourcing
- Survey

mySidewalk

**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

- Social network
- Crowdsourcing
- Survey



Sign In

Help

[Home](#) [How It Works](#) [Examples](#) [Survey Services](#) [Plans & Pricing](#)

## 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

Customer Satisfaction

Education

Events

Market Research

Human Resources

# Textizen

- Social network
- Crowdsourcing
- Survey



[MEET TEXTIZEN](#)

[HOW IT WORKS](#)

[USE CASES](#)

[LET'S TALK](#)

[BLOG](#)

[LOGIN](#)

## 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



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Public Involvement Software

engage thousands • gain insight • build support



WEB



PHONE



TABLET



KIOSK



WORKSHOP





# MetroQuest

Public Involvement Software



WEB



PHONE



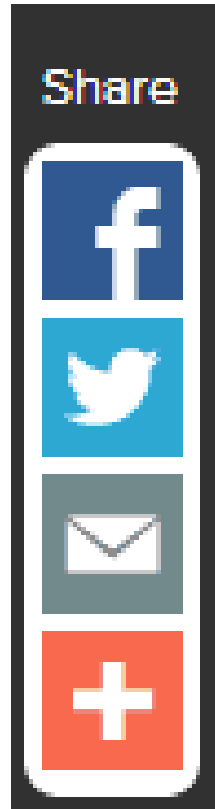
TABLET



KIOSK



WORKSHOP



ENGAGE THOUSANDS...





# Consider...what type of input do you need?

**WELCOME**

## BERGSTROM EXPRESSWAY 183 SOUTH

Help shape the future of the Bergstrom Expressway through Context Sensitive Solutions (CSS).

Please take a few minutes to tell us what you think.  
[Click here to begin](#)

Did you know?  
The roadway sits in the Blackland Prairie. Primarily used as farming land until the late 1950s, the Blackland Prairie was once covered by a sea more than \$4 million years ago.  
Source: Wikipedia

**Welcome**

PRIORITIES  
CSS VISION  
MAP INPUT  
STAY INVOLVED

**CHALLENGE**

## Priorities what is important to you?

Higher Priority

- Provide Cost-effective Service
- Reduce Congestion
- Shorten Walk Times
- Provide Regional Service
- Reduce Wait Times
- Run Buses Later at Night
- Increase Weekend Service
- Fast Cross-town Travel
- Expand City Coverage

Drag your 3 highest priorities above this line.



**Provide Cost-effective Service**

Public transit service should focus on main corridors that move the most people possible such as Sunnyside, Downtown, NAU, and Flagstaff Mall.

Priority ranked 1 of 2.  
Would you like to add a comment?

**Ranking Priorities**

VISIONS  
STAY INVOLVED

**WELCOME**

## Map Input Show us how you use PCH and how to improve it.

Drag markers to identify the destinations you go, the safety concerns you have, and transportation improvements you would like to see.

Destinations Safety Concerns Transportation Improvements

Sidewalks Crosswalks Bike Facilities Parking Raised Medians Traffic Signal Other Improvements



**Map Input**

SHOW US  
STAY INVOLVED

**INTRODUCTION**


## Site Character Make recommendations for the project's "look and feel."

Intro Planting Curbs Bulb Outs Trees Paving Sidewalk

Please click each image and indicate the 4 most and 4 least appropriate out of all 24.

Please use the "Add Additional Comment" button to tell us why! (yes = most appropriate, no = least appropriate)

Yes No



**Visual Preference**

PRIORITIES  
SITE IMPROVEMENTS  
STREET IMAGE  
STAY INVOLVED

**WELCOME**

## Explore Suburban Dream Bustling Metro Near Corporate Centers Return to Today

**Strategy B: Bustling Metro**

Fill vacant lots & revitalize older areas around rapid transit stations

1 View Full Description 2 Legend (Star = most appealing, 5 stars = most appealing)

Rate this strategy: ★ ★ ★ ★ ★

Optional comment: Like Dislike

Your Priorities:

- Redevelopment Potential
- Access to Jobs
- Job Creation
- Traffic Congestion



**Scenario Voting**

PREFERENCES  
STAY INVOLVED

**WELCOME**

## Explore A - South of 23rd Street B - Bridge North C - St. George's Focus

Option A - South of 23rd Street  
Generally the same location as existing CRC with the exception of the Memorial Gym site.  
More about this option...



**Visualization**

EXPLORE OPTIONS  
PROVIDE INPUT  
STAY INVOLVED

**WELCOME**

## Priorities What are the best Priorities?

To create healthy and stable neighborhoods, we need to provide many types of housing for residents of all income levels - from apartments to homes on large lots.

Healthy Communities Economic Development Education Transportation Environment Housing Public Engagement and Equity

Direct new residential development to existing and proposed mass transit corridors

Prioritize development opportunities that fill in vacant lands in urban areas to reduce the pressure to develop on open space, on the fringe of town, or in rural areas

Locate housing near job centers and other services, such as retail, recreation and other amenities to decrease spending on transportation

Create communities with a mix of uses

Increase mixed income and affordable housing options throughout the region

**Strategies**

CHOOSE PRIORITIES  
OPPORTUNITY SITES  
PLEASE JOIN US  
STAY INVOLVED

**WELCOME**

## Choosing the Tools Where will the investment come from?

Use the sliders below to select the revenue tool or combination of tools to invest in transportation and meet the needs of your plan.

To learn more about each funding mechanism, or to change which ones you have selected, return to the previous screen.

Highway Tools +8¢ per km

Congestion Levy +\$6 per vehicle

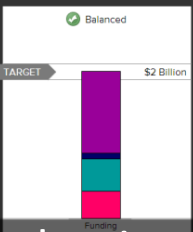
Fuel Tax +5¢ per litre

HOV or Express Lanes +10¢ per km

Vehicle Registration Tax

Target: \$2 Billion

Balanced



**Funding & Budgeting**

FUNDING  
BUDGET  
STAY INVOLVED

**WELCOME**

## Stay Involved

The City of Los Angeles thanks you for your feedback. Stay involved!

This tool will evolve as the project moves forward.

Please visit the EMPOWER home page to learn more about this project.

Please visit the participation registration page to enter your email address and stay informed about the project.

Tell us about yourself (optional)  
Please enter as much information as you are comfortable providing. This information helps us understand your input better.

Name: \_\_\_\_\_  
Email: \_\_\_\_\_  
Age: \_\_\_\_\_

Winington Empower  
32 people like Winington Empower.

LADOT  
Having LA Forward

FEHR + PEERS  
arellano

**Thank You**

STAY INVOLVED  
SURVEY  
DESIRED OUTCOMES  
FACILITY PREFERENCES  
STAY INVOLVED

WELCOME

PRIORITIES

Introduction

3 SURVEY

4 MAP IT

5 STAY INVOLVED

1 Livability & Environment

2 System Preservation

3 Safety and Security


Order your top 3 priorities  
↑ above this line ↑

Connectivity & Economy

Operational Efficiency

Multimodal Integration

### 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.

Comment

Next

# Ranking Priorities

Sioux Falls MPO with Kimley-Horn







3

Explore →

Suburban Dream

**Bustling Metro**

New Corporate Centers

Return to Today

4

5

WELCOME

PRIORITIES

STRATEGIES

PREFERENCES

STAY INVOLVED

### Strategy B: Bustling Metro

Fill vacant lots & revitalize older areas around rapid transit stations

[View Full Description](#)

[Legend](#)

(1 star = least appealing, 5 stars = most appealing)

Rate this strategy: ★★★★★

Optional comment:

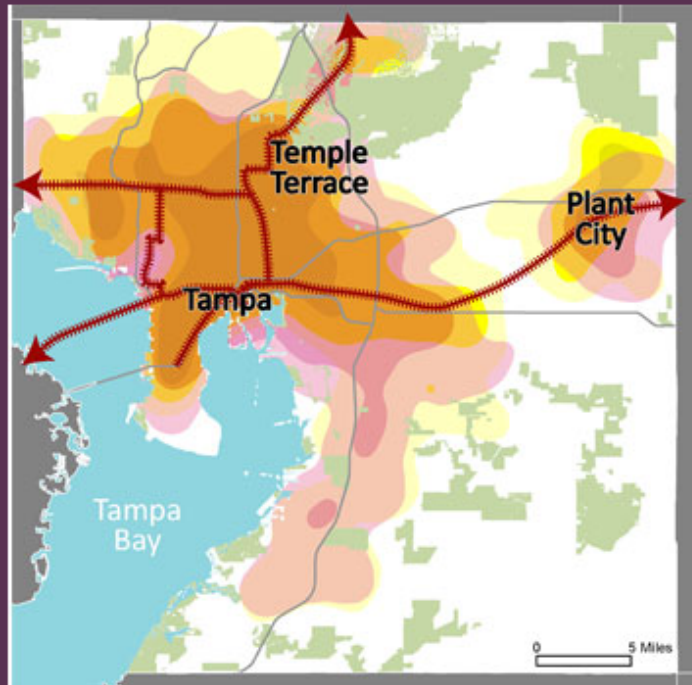
Your Priorities:

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

Worse than today  Better than today



Click for larger images



help

Share



## Voting on Scenarios

Hillsborough MPO with Jacobs



1

WELCOME

2

PRIORITIES

3

VISUAL PREFERENCE SURVEY

# Photo Rating *What do you like?*

- Introduction
- Environmentally Sustainable
- Landscaping
- Pedestrian and Bicycle Access
- Streetscape Enhancements**
- Use of Public Art

These images show different types of streetscape enhancements. Please review these 4 images to share your preference.



Enhanced Intersections



- Strongly Dislike
- Dislike
- Neutral
- Like
- Strongly Like**

Previous

Optional Comment

Next



4

MAP INPUT

5

STAY INVOLVED

## Visual Preferences

Texas DOT with Atkins





WELCOME



PRIORITIES



STRATEGIES

### What will help us achieve our priorities?

#### INTRODUCTION

Reduce Transit Travel Time

Develop in Activity Centers

Conserve Open Space

#### Conserve Open Space

[View Map](#)

*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.



[Comment](#)

#### 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.



[Comment](#)

#### 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.



[Comment](#)

[Suggest another strategy](#)

[Next](#)

4

OPPORTUNITIES

5

STAY INVOLVED



help

## Rating Strategies

Metro (WMATA) with AECOM







WELCOME

2

MOVING INTO THE FUTURE



ENHANCING OUR CONNECTIONS


## Opportunities

Identifying travel needs and improvements within the Oasis Rail Corridor


➔ Drag and drop places you frequent in your daily routine on the first map. Add suggestions for improvements on the second map. Zoom in if you like, using the "+/-" for more accuracy.

### My Destinations


Desired Bus Stop



New Bike Connection




Roadway Improvement




### My Suggested Improvements


New Pedestrian Enhancement

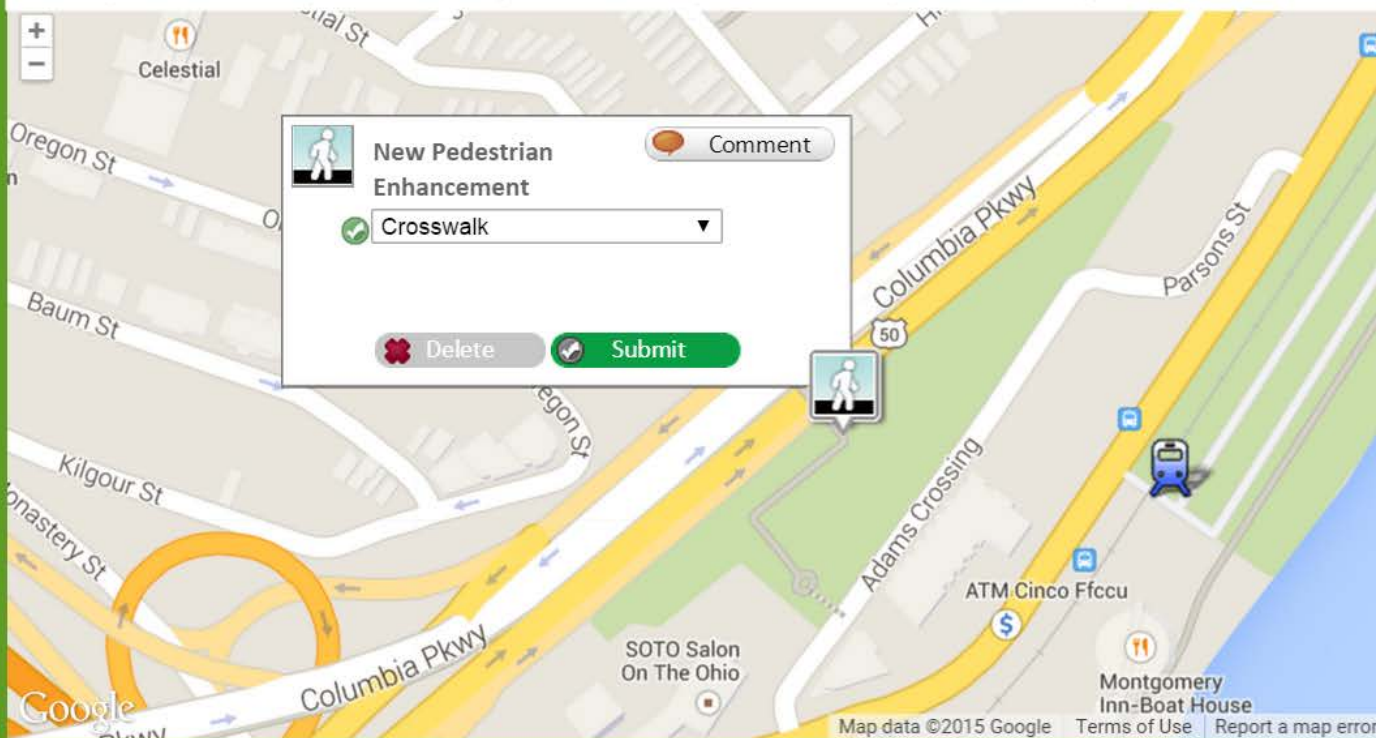



Streetscape Improvement




Neighborhood Enhancement









**New Pedestrian Enhancement**

Comment 

 Delete
 Submit


4

TRAIN STATION OPTIONS

5

STAY INFORMED

Share



help

## Input on Maps

SW Ohio Regional Transit Auth. with HDR

1

WELCOME

2

PRIORITIES

3

CREATE BUDGET

# Create Budget

How would you allocate resources?

4

SOLUTIONS


5


STAY INVOLVED

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.

Help us understand where you would spend more by dragging coins into the categories.













 Budget: \$30  
Remaining: \$18  
Spent: \$12

 Planned: \$100  
Total: \$130

**Finish**

Reset

Help

Enhance Safety	Expand Transit	Serve Elderly/Disabled	Invest in Ports	Traffic Flow
				
\$10	\$13	\$3	\$20	\$5
<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>
Widen Roads	Serve Bikes and Pedestrians	Maintain Roads/Bridges	Serve Trucking	Alternative Fuel Infrastructure
				
\$46	\$1	\$4	\$9	\$1
<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>	<a href="#">info</a>

## Budgeting/Funding

North Florida TPO with HNTB



help



1

WELCOME

2

PRIORITIES

3

FUNDING

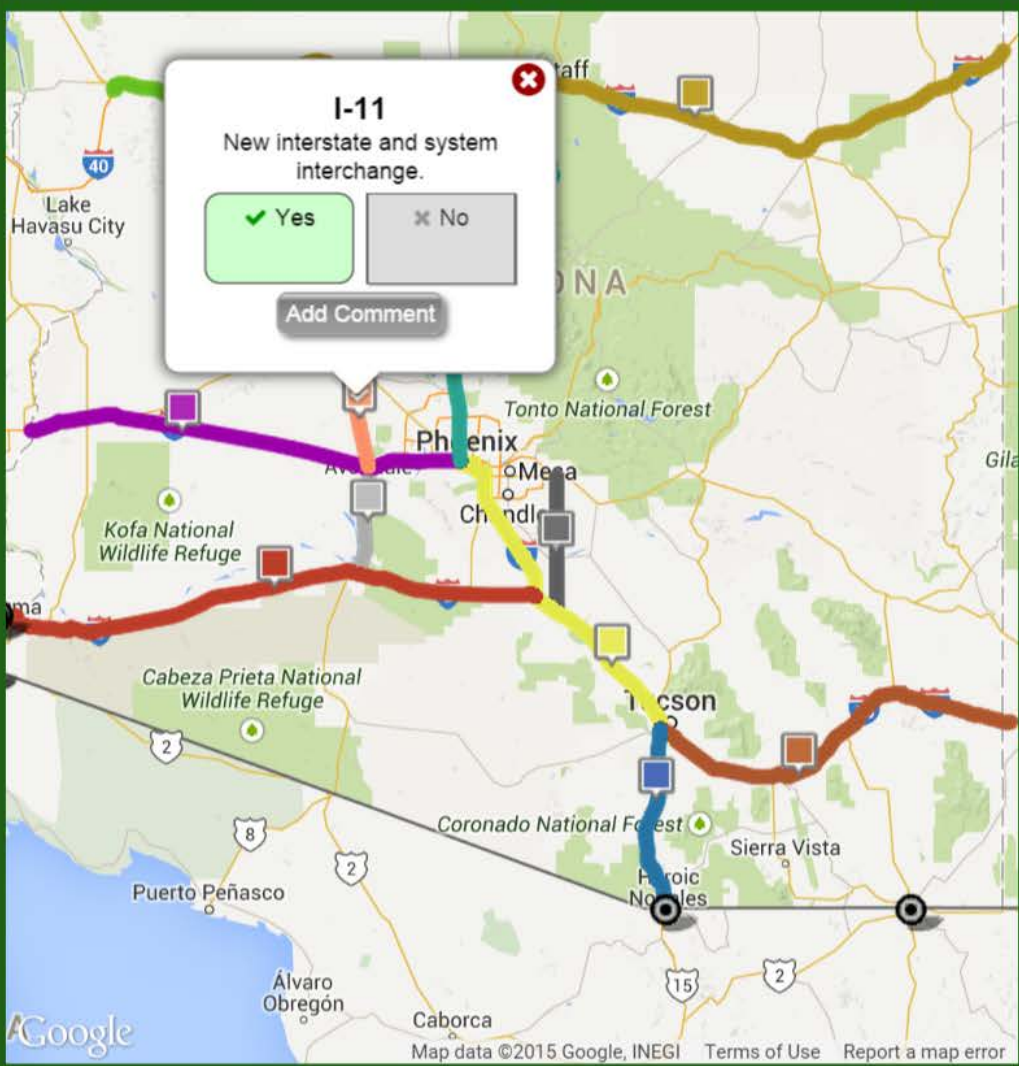
4

CORRIDORS

# Corridors Choose high priority corridors

5

SURVEY



This map shows the Arizona Commerce Corridors where transportation improvements may open the state to Global markets.

Select the three corridors you feel should be a priority for improvements (any mode).

Black circles indicate ports.



You've made 1 / 3 'Yes' Votes

When you are done:

 Continue

## Choosing Projects

ACEC AZ with Michael Baker International



- 1 WELCOME
- 2 RANK PRIORITIES
- 3 CHOOSE SOLUTIONS
- 4 STAY INVOLVED

# Thank you! Your input makes our region stronger.

[Privacy Policy](#)

**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](mailto:regionalplan@atlantaregional.com)



**About you: (required)**

Please tell us more about yourself (optional):

Age... ▾ Gender... ▾ Race/Ethnicity... ▾

Enter email to receive information on follow-up surveys/events:

If you work, please tell us where:

Additional Comments:

Submit

Fill the progress bar to activate this:

Powered by MetroQuest

help

## Demographic Info





Online tools can help you go from this...





**Engage**  
Thousands

**Gain**  
Insight

**Build**  
Support

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