Getting to Know More
Lessons Learned from New Public Participation Strategies at CVMPO

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Old Ways no Longer Effective

- General public continues to lose interest in attending traditional open house style public meetings
- Participation in traditional public meetings tends to be constrained to very specific age groups, levels of engagement, and backgrounds
- There is a need to increase participation from all demographic and socioeconomic groups for LRTP Plan Updates to get broad input
New Ideas and Fresh Thinking

- CVMPO is currently updating its Long Range Transportation Plan with EPR working as the lead consultant on the plan
- The MPO decided to go a new route substituting traditional public meetings with public intercepts
  - Large-scale Festivals and Public Events
  - Get Downtown! In Lynchburg and Centerfest in the Town of Bedford
- Public intercepts were cheaper to implement and require less material than a traditional open house public meeting
- Higher levels of engagement than traditional meeting
- More productive engagement among the public than traditional meeting
- New survey method
Get Downtown! in Lynchburg

- Festival draws 10,000 – 15,000. Held September 6th
- Held in downtown Lynchburg. Broad representation of Lynchburg area citizens
- EPR/MPO setup a booth with a fun money/budget game and free swag and candy to draw folks in
- 329 individuals participated
Centerfest in Bedford

- Largest street festival in the Town of Bedford
- EPR/CVMPO setup a booth with the same money game as Get Downtown!
- 33 Participants
MetroQuest Survey Tool

• New service available to VDOT for VDOT funded studies and Long-Range Transportation Plans
• #1 public engagement solution for transportation plans
• Fun and engaging experience
• Consultants working on MPO studies/plans funded by VDOT have access, but MPO/PDC Staff do not
• VDOT can work on behalf of the MPO/PDC if necessary
• Much broader outreach utilizing social media and targeted outreach

**Phase Schedule**

- 1. Order  - Ordered Nov 5
- 2. Design - Designed Nov 6
- 3. Build  - Final Nov 13
- 4. Pre-Launch - Launch Nov 26
- 5. Engage - Ended Jan 16
- 6. Analyze

[Manage Schedule]
CVMPO MetroQuest Survey

- EPR and VDOT developed the survey on behalf of CVMPO
- VDOT staff acted as survey site manager
- Held staff meetings with CVMPO staff to ensure that their input into the survey was captured
- Provided weekly progress reports to CVMPO during survey period and allowed them to recommend changes as necessary during build stage
- Survey took three weeks to develop (2 weeks build phase and 1 week MetroQuest pre-launch phase)
- https://connectcentralvirginia-demo.metroquest.com/
- Survey was open from November 26th to January 15th
CVMPO MetroQuest Survey Results

- 957 participants
- 14 times as many participants as the 2040 CVMPO LRTP Update
- Participation by geography was:
CVMPO MetroQuest Survey: Budget Game
CVMPO MetroQuest Survey: Interactive Map

1,848 map features (741 safety, 576 infrastructure, 302 bike/ped, 230 general. 1,426 comments

Data can be exported out into excel and GIS format
### CVMPO MetroQuest Survey: Standard Survey

#### Panel 1 Question 2
- 313 O7 Those modes take too long
- 299 O1 Lack of safe infrastructure
- 249 O6 Inconsistent sidewalk
- 126 O4 Adverse weather conditions
- 93 O5 Lack of bus shelters
- 68 O3 No showers at destination
- 53 O2 Lack of bike racks

1201 Total

#### Panel 3 Question 2
- 303 O1 Using public transportation
- 228 O4 Walking
- 223 O2 Driving
- 222 O3 Biking

976 Total

#### Panel 4 Question 1
- 271 O2 Airport connections
- 231 O4 Passenger rail
- 202 O1 Park and ride
- 188 O3 Intercity bus
- 99 O6 Ride sharing
- 79 O7 Bike share
- 75 O6 Car sharing services
- 75 O8 Electric scooters

1220 Total

#### Panel 1 Question 2
- 624 Car
- 33 Public Transportation
- 9 Walking
- 8 Bike
- 2 Carpooling
- 1 Ride sharing services like Uber

677 Total

#### Panel 3 Question 1
- 359 O2 Widening existing roads
- 208 O8 Building more sidewalks
- 186 O1 Building new roads
- 165 O6 Providing more frequent bus service
- 128 O5 Building paved offroad bike trails
- 120 O7 Enhancing bus stops
- 121 O4 Building safer bike lanes
- 101 O3 Building more bike lanes
- 87 O9 Using zoning to increase green space

1483 Total
MetroQuest Improvement in Public Engagement

- CVMPO’s use of MetroQuest resulted in a 1,300% increase in number of participants from the last LRTP Update
- Significant increase in number of participants and meaningful input
Moving Forward

• By engaging the public through public intercepts at big festivals and utilizing the broader outreach of MetroQuest surveys, CVMPO was able to engage many times more citizens than in previous LRTP plan updates.

• Next step is to analyze all the data provided from the public intercepts and MetroQuest survey and see where hotspots show up for safety, multimodal, infrastructure, and bike/ped issues and see what new recommendations can be added to the plan from public information.

• Danville MPO is following CVMPO’s example and has had one public intercept at the downtown Danville Food Truck rodeo which garnered input from 94 participants.

• Danville will also be developing a MetroQuest survey to broaden outreach with EPR helping to build the survey and VDOT managing.