



Getting to Know More

Lessons Learned from New Public Participation Strategies at CVMPO

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January 21st, 2020

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**



Project Type	Funding Allocation
Roadway Safety Improvement Projects	26%
Bicycle and Pedestrian Projects	21%
New Roads Projects	18%
Intercity Passenger Rail Projects	15%
Air Services Projects	12%
Transit Projects	8%

Centerfest in Bedford

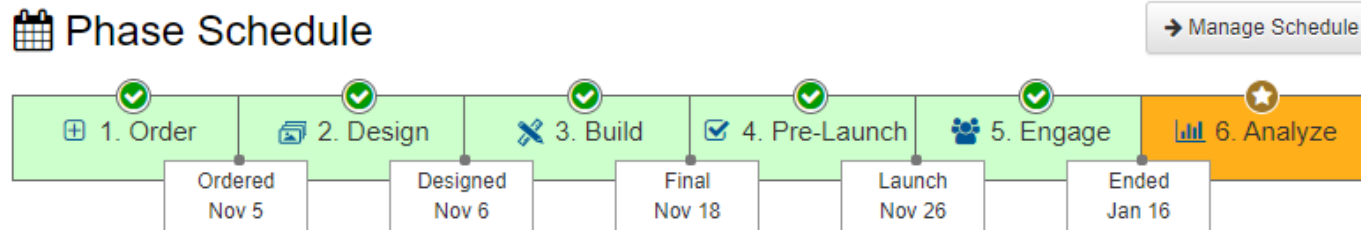
- Largest street festival in the Town of Bedford
- EPR/CVMPO setup a booth with the same money game as Get Downtown!
- 33 Participants



Project Type	Funding Allocation
Roadway Safety Improvement Projects	31%
Bicycle and Pedestrian Projects	20%
New Roads Projects	20%
Intercity Passenger Rail Projects	13%
Transit Projects	9%
Air Service Projects	7%

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
- <http://support.metroquest.com/getting-started-2/site-manager-tutorials/>
- 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



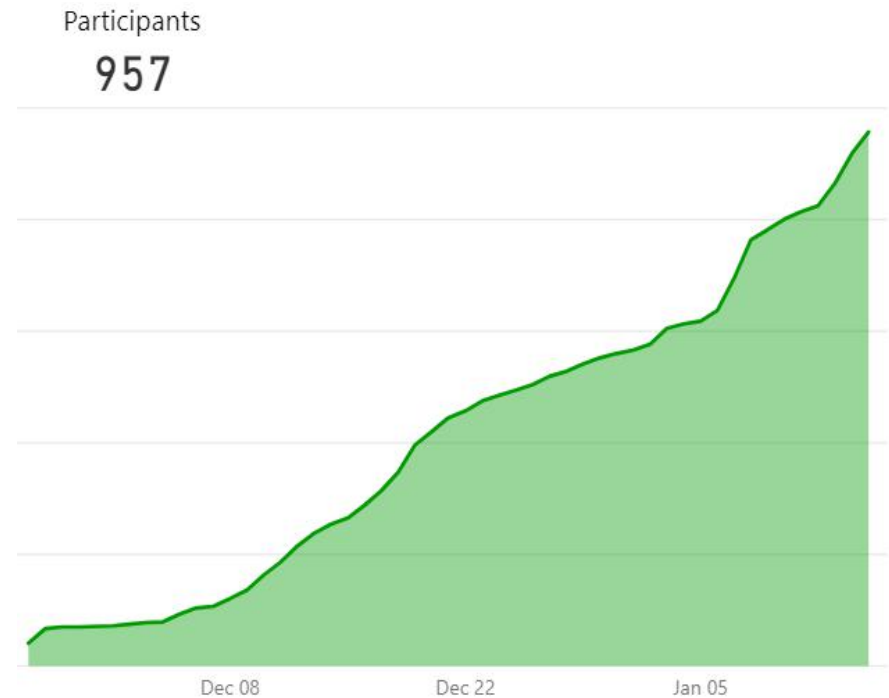
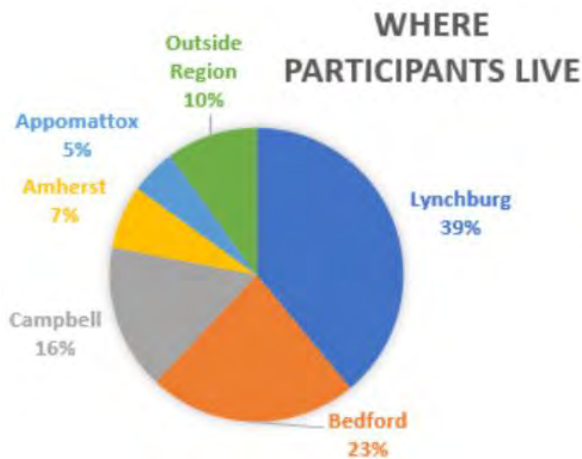
CVMPO MetroQuest Survey

- 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

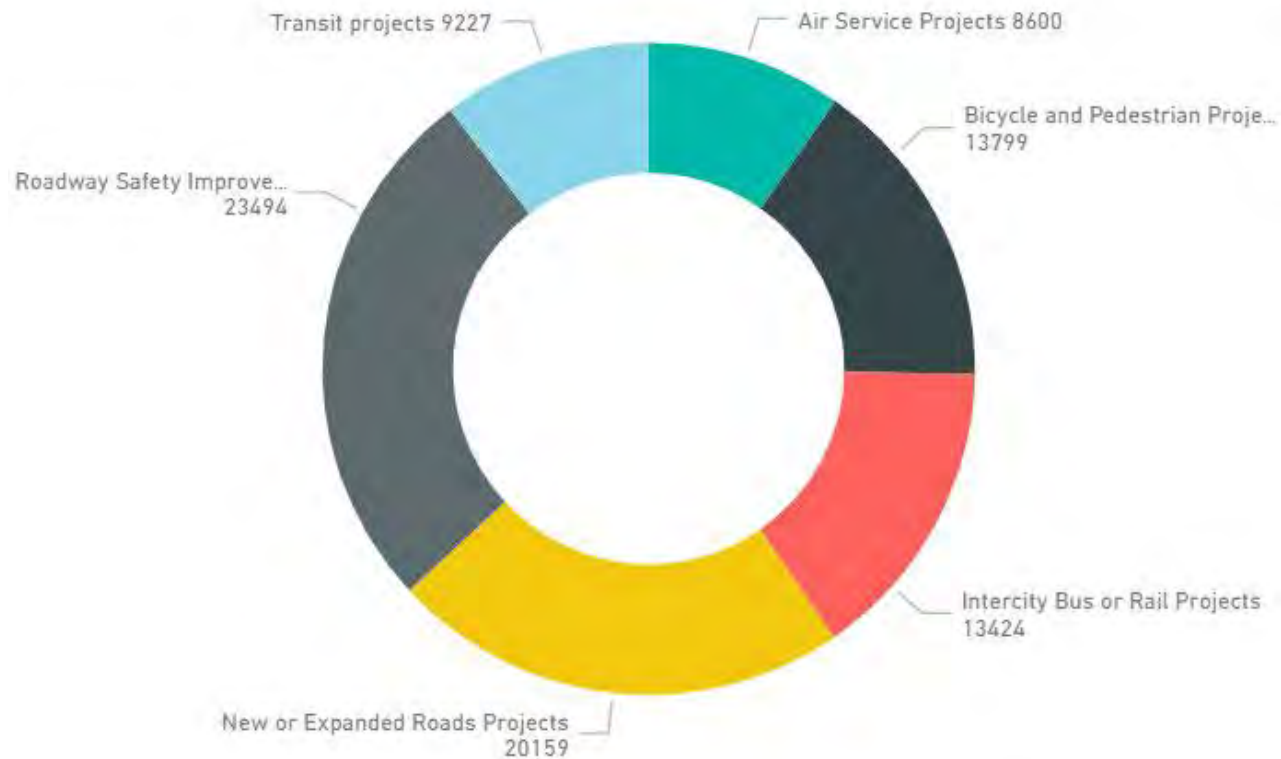


CVMPO MetroQuest Survey Results

- 957 participants
- 14 times as many participants as the 2040 CVMPO LRTP Update
- Participation by geography was:

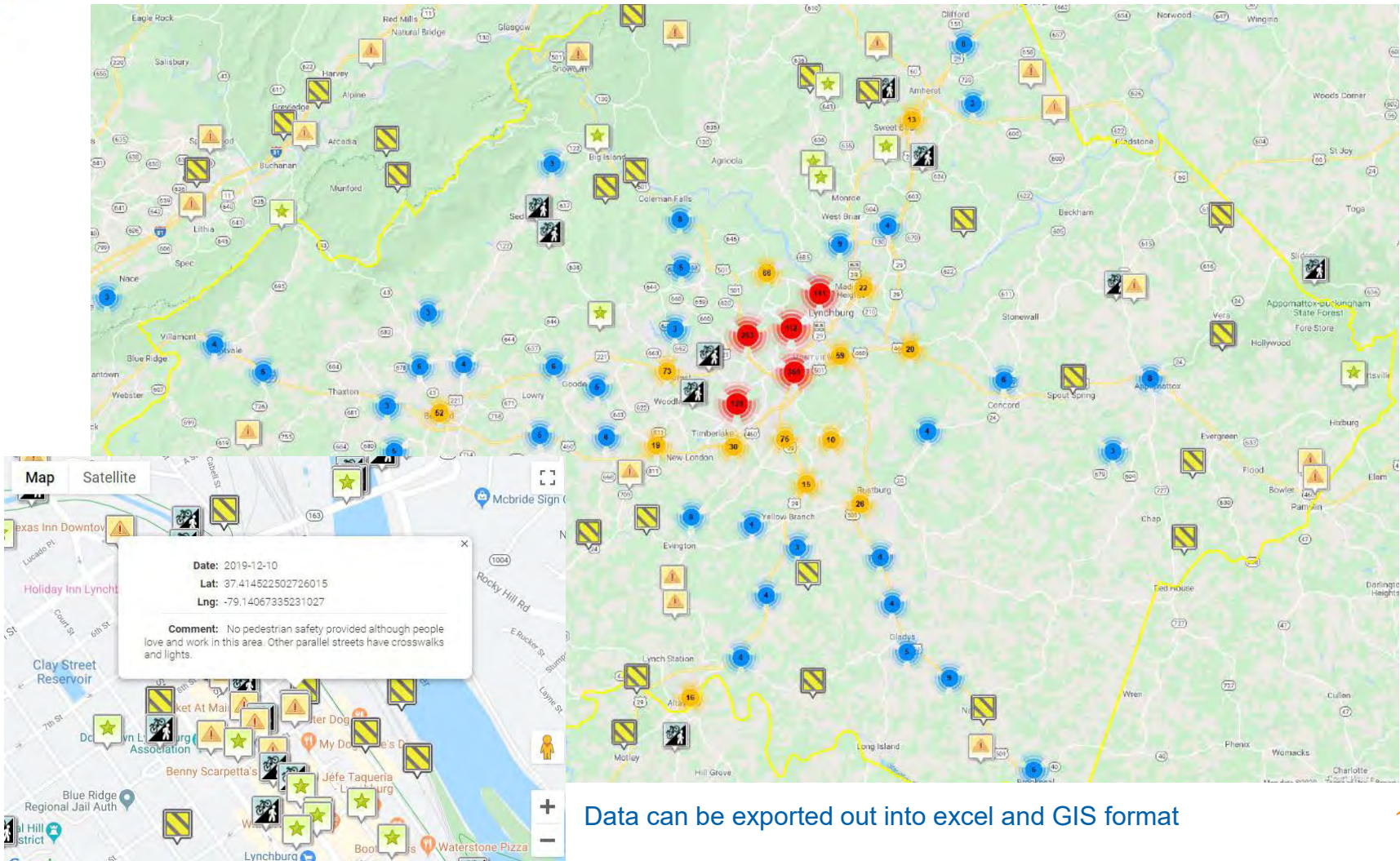


CVMPO MetroQuest Survey: Budget Game



CVMPO MetroQuest Survey: Interactive Map

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



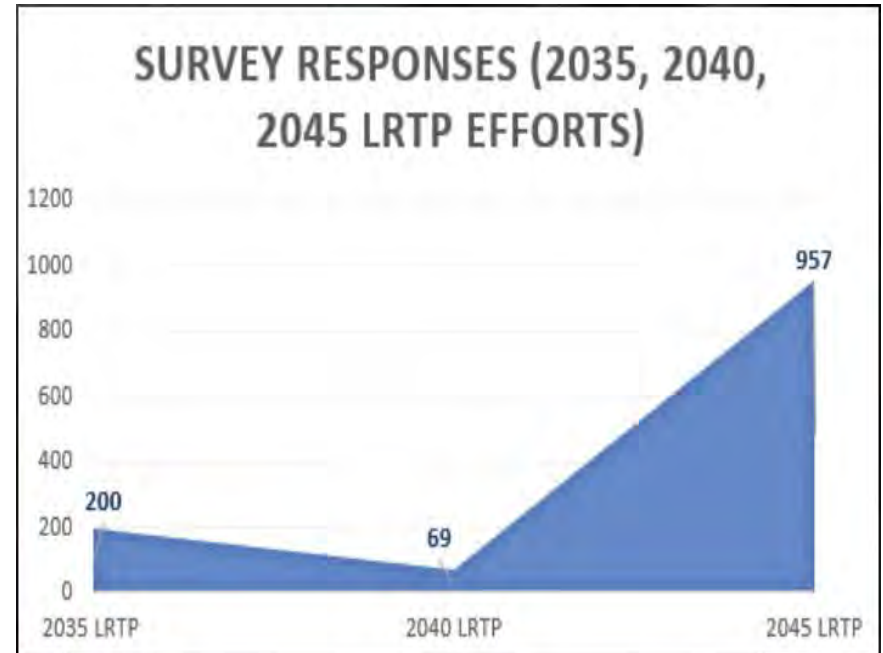
Data can be exported out into excel and GIS format

CVMPO MetroQuest Survey: Standard Survey

<p>What are the three most pressing transportation i</p> <hr/> <p>548 Comment</p> <hr/> <p>548 Total</p>	<p>What is the most critical transportation problem</p> <hr/> <p>536 Comment</p> <hr/> <p>536 Total</p>	<p>Panel 3 Question 1</p> <hr/> <p>359 O2 Widening existing roads 208 O8 Building more sidewalks a 186 O1 Building new roads 165 O6 Providing more frequent b 128 O5 Building paved offroad bi 128 O7 Enhancing bus stops ie ad 121 O4 Building safer bike lanes 101 O3 Building more bike lanes 87 O9 Using zoning to increase</p> <hr/> <p>1483 Total</p>
<p>Panel 3 Question 2</p> <hr/> <p>303 O1 Using public transportati 228 O4 Walking 223 O2 Driving 222 O3 Biking</p> <hr/> <p>976 Total</p>	<p>How much would expanding the offroad bike network</p> <hr/> <p>315 Not Very Much 164 A Little Bit 102 Significantly</p> <hr/> <p>581 Total</p>	<p>Panel 4 Question 1</p> <hr/> <p>271 O2 Airport conne 231 O4 Passenger rai 202 O1 Park and ride 188 O3 Intercity bus 99 O6 Ride sharing 79 O7 Bike share 75 O5 Car share ser 75 O8 Electric scoo</p> <hr/> <p>1220 Total</p>
<p>Panel 1 Question 2</p> <hr/> <p>313 O7 Those modes take too 299 O1 Lack of safe infrast 249 O6 Inconsistent sidewal 126 O4 Adverse weather cond 93 O5 Lack of bus shelters 68 O3 No showers at destin 53 O2 Lack of bike racks</p> <hr/> <p>1201 Total</p>	<p>What is your primary mode of transportation</p> <hr/> <p>624 Car 33 Public Transportation 9 Walking 8 Bike 2 Carpooling 1 Ride sharing service like Uber</p> <hr/> <p>677 Total</p>	

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.**