Online engagement tools

Rail~Volution 2011
I’d attend the meeting, but…

Isn’t there just someway that I can do this online????

I am not sure it is even relevant.

I work in the evenings.

I don’t have a babysitter.
Online tools are part of the solution

- Comment maps
- Games and interactive exercises
- Questionnaires and online open houses
Metro was preparing a long-range plan for future high capacity transit investments.

Region is big – 25 cities and three counties.

Needed to engage community members across the region.
Build-a-System tool overview

- Interactive
- Realistic – including budget
- Learning and input
Step 2: Learn about the centers
Step 3: Start building your system

Benefits and impacts reflected here

Line selected
Step 4: Complete your system

Benefits and impacts of system reflected here

Multiple lines selected
Budget cap

Milwaukie to Clackamas

Information about this transit corridor:

- Capital cost: $[progress bar]
- Operating cost: $[progress bar]
- Ridership: [progress bar]
- Environmental benefits: [progress bar]
- Transit travel time (mins): [progress bar]

Budget limit met
This corridor cannot be selected because selecting it would exceed your maximum budget. If you would like to add this line, you'll need to remove a line from your system.

Close
Step 5. Compare your systems

<table>
<thead>
<tr>
<th>System</th>
<th>Attributes</th>
<th>Review</th>
</tr>
</thead>
<tbody>
<tr>
<td>System #1</td>
<td>Capital cost $</td>
<td>Review</td>
</tr>
<tr>
<td></td>
<td>Operating cost $</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ridership</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Environmental benefit</td>
<td></td>
</tr>
<tr>
<td>System #2</td>
<td>Capital cost $</td>
<td>Review</td>
</tr>
<tr>
<td></td>
<td>Operating cost $</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Ridership</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Environmental benefit</td>
<td></td>
</tr>
</tbody>
</table>

This is a list of the systems you've saved. You can delete a system from your list by selecting the checkbox associated with the system and choosing 'Delete'.

[Image of a UI showing previous systems with attributes and review options]
Step 6. Submit system and provide feedback

Going places

High Capacity Transit System Priorities

The next four (4) questions will ask you about the goals for our high capacity transit system.

1. The build-a-system tool limited your spending to allow you to compare the relative benefits and costs of the corridors. While not exact, the limit in the tool reflects the Regional Transportation Plan’s expectation of spending $2.7 billion on high capacity transit and other major transit improvements between now and 2035. This represents about 30% of our expected total spending on transportation between now and 2035.

This represents a lower rate of spending than over the past 25 years. If we were to continue to invest in high capacity transit at the same rate for the next 25 years as in the past 25 years, we would spend about $7.5 billion and would construct about 2 miles of new transit each year.

Does $2.7 billion seem like the right amount to invest in new high capacity transit?

- Too much on transit
- About right
- Too little on transit

2. How important were each of the system-wide criteria, when you developed your system?

<table>
<thead>
<tr>
<th>Environmental benefits (e.g. greenhouse gas)</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not at all Important</th>
<th>Not sure/No opinion</th>
</tr>
</thead>
</table>

Other examples: Build a Bridge

<table>
<thead>
<tr>
<th>Category</th>
<th>Maximum Possible Score</th>
<th>Your Bridge's Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Quality of Life</td>
<td>18.1</td>
<td></td>
</tr>
<tr>
<td>Auto, Freight, Emergency Vehicles</td>
<td>16.1</td>
<td></td>
</tr>
<tr>
<td>Bike &amp; Pedestrian</td>
<td>14.6</td>
<td></td>
</tr>
<tr>
<td>Mass Transit</td>
<td>11.3</td>
<td></td>
</tr>
<tr>
<td>Natural Environment</td>
<td>8.1</td>
<td></td>
</tr>
<tr>
<td>Aesthetics</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td>8.0</td>
<td></td>
</tr>
<tr>
<td>Cost</td>
<td>7.1</td>
<td></td>
</tr>
<tr>
<td>Seismic</td>
<td>6.0</td>
<td></td>
</tr>
<tr>
<td>Material Use</td>
<td>2.7</td>
<td></td>
</tr>
<tr>
<td><strong>Total Score</strong></td>
<td>100</td>
<td></td>
</tr>
</tbody>
</table>

* The maximum score for each category was determined by the Community Task Force (CTF) and represents the relative importance of a category to the community goals.

** Values are rounded to the nearest hundredth (0.00) and may not add up to the exact total score. Total scores ranged from 72.97 to 42.84. It is possible that no alternative attained 100% of the maximum possible score within a...
Other examples: comment maps

"The crosswalk buttons on the East side of the intersection between Armitage Rd and N Game Farm Rd do not work (they don't change the light)."

acoury
01-17-2011
You must Sign in to Vote
Just because you build it, doesn’t mean they’ll come

- Outreach and advertising matters
  - Post on relevant blogs
  - Email specific user groups
  - Add information to e-newsletters
  - Posts on social media sites

- Consider using tools in public places
  - Gather input at events
  - Use at workshops
Success!

- **Build a Bridge**: Visited by over 6,500 people
- **Build a System**: Viewed by nearly 6,000 (over 600 completed the online comment form)
- **Eugene Comment Map**: Over 500 comments
Lessons learned

- Consider how you’re going to summarize and use the information ahead of time
- Consider issues like requiring a log-in, compatibility for different browsers, accessibility
- Think about how to engage low-income and elderly populations
- Expect lots of hits (if you reach out)!
Contact

**Kristin Hull**
Senior Project Manager and Public Involvement Specialist
CH2M HILL
503-736-4160
kristin.hull@ch2m.com
This is your “Title and Content” layout to use for bulleted content.
- bullet level 2
  • bullet level 3
This is your “Title and Content” layout to use for bulleted content.

- bullet level 2
  - bullet level 3

Highlight the main selling point from this slide in this box.