PRESENTATION OUTLINE

• What is the Metropolitan Transportation Plan (MTP)
• Describe our previous public participation methods
• Introduce the Web Map
• Outreach efforts
• Results and lessons learned
WHAT IS THE MTP?

• Identifies transportation strategies and projects for next 20+ years
• Updated on a 4-year cycle
• Submitted to ODOT and FHWA
WHY SEEK PUBLIC INPUT?

• Public participation improves public acceptance and buy-in of plans.

• It ensures that decisions are made in consideration of public needs and preferences.

• Early and continuous public involvement brings diverse viewpoints to the decision-making process.

• It is required of MPOs by federal law.
TRADITIONAL METHODS OF PUBLIC INPUT

Indicate your opinion about the following statements using the scale below:

- = Strongly disagree, ● = Disagree, ○ = No opinion, ■ = Agree, △ = Strongly agree

- J.J. Picard is a better starship captain than J.T. Kirk
- A Klingon Bird of Prey has no match for a Death Star
- Aged spoq tastes better than fresh spoq
WHY DO WE SEEK INNOVATION IN PUBLIC INPUT?

- Can't we just keep doing what we've been doing?
- Have you ever given a presentation to an almost empty room?
- Purpose is to supplement – not replace – traditional public input methods.
ANECDOTE: MOBILE TECHNOLOGY

• The Nokia 5300 was one of the hottest phones of 2007.
• 30 million sold
• Was released in the US just months before the first iPhone.

HOW IT TIES TOGETHER

• Public Participation
• Capital Works planning
• Mobile Devices
• Planning Innovation

Image source: mobilesiri.com
MEET “THE COMMENTATOR”

(As I like to call it...)

apps.morpc.org/mtp2040
OUR INTERACTIVE MAP GAVE YOU A CANVAS
HOW THE MAP WORKS – SUGGESTING A PROJECT

Click to start drawing

Start a drawing session

Suggest a project

- Stand-alone Bicycle/Pedestrian Project
- Transit Project
- New Roadway or Freeway
- Widening of Roadway
- New Interchange
- Interchange Modification
- Intersection Modification
- Other Roadway Modification
- Other Transportation Project

Thank you for submitting project suggestions! The project(s) you submitted will be visible to you until you end your work session by losing or refreshing your web browser.

At that time, your suggestions won’t be visible in the map.

Your suggestions will be reviewed by MORPC staff and added to the map as a candidate project within two business days, unless you receive notification otherwise, using the email or phone number provided in the pop-up form.

Once added to the candidate projects, your suggestions will be open to public comment.

Double-click to complete
AND YOU SAY IT’S “LIKE” SOCIAL MEDIA?

- Why do I say this is inspired by social media?
- The ability to comment in real time fosters a conversation
- The ability to “vote” on a project is similar to liking something on Facebook or LinkedIn.
- As with other web maps, it is easy share on Facebook, Twitter, and Linked In.
WORKFLOW / DATA FLOW

Master projects DB → Model Builder → SDE geodatabase

Version

Static Map → Webmap

Image source: www.salesforceben.com
MAKING THE MAP MOBILE

• Drawing works on a tablet – intuitive drawing mode.

• On smaller devices like phones the drawing mode is disabled but users can still make comments.

Image source: www.currys.co.uk
MAKING THE MAP MOBILE

- The apparent correlation in the charts at left are not surprising.
- Social media and smartphones have grown up together – they’re best buddies.

Data source: statista.com
SO IS THIS REALLY A MOBILE APPLICATION?

• Depends on how you look at it
• Not “mobile-first design”
• Best practice: scale up not down
• Mobile friendly website vs. app – easier to maintain a single code-base

Image source: www.currys.co.uk
CONSIDERATIONS & CHALLENGES

- Determining best level of info exchange
- Private drawing session with no login
- Like/dislike function – easy quantification of positive/negative reaction to project
- Internal reviewer map
- Legacy database
- Keeping up with demand
- Making the map mobile
USING THE MAP IN THE PLANNING PROCESS

- Project suggestion period: June-August
- Comments accepted throughout, still available for viewing
- Future info sharing
- The comments are still available for viewing
GETTING THE WORD OUT

Tools: 📚 📢 📄 📷 📖 Search for an address 🌐 Need Help?

Share this webmap

Use the links below to share this webmap on Facebook, Twitter, LinkedIn or Email.

facebook, twitter, linkedin

2016-2040 Columbus Area Metropolitan Transportation Plan

We're currently taking comments on our draft long-range transportation plan, all of which is available at the link below. We appreciate all of the feedback and comments we receive from the public, so be sure to check it out before the comment period ends April 12th!

2016-2040 Columbus Area Metropolitan Transportation Plan

Draft 2016-2040 Metropolitan Transportation Plan

Like Comment Share

2 likes 2 comments 2 shares

Regional Resource NEWSLETTER

Suggest A Transportation Project Using MORPC's New Interactive Map

Tired of sitting in traffic? Would you like a link that takes you home? Do you have concerns about your safety as you walk across a particular intersection?

Identifying transportation needs and potential projects within MORPC's transportation planning area is a key aspect of completing our 2016-2040 Metropolitan Transportation Plan (MTP).

Now and through the end of the summer, residents who live, work, and travel in the area can suggest their own projects, as well as review and comment on other candidate projects using MORPC's new interactive web map available at www.morpc.org/transport.
## GETTING THE WORD OUT

![Graph showing sessions over time]

<table>
<thead>
<tr>
<th>Social Network</th>
<th>Sessions</th>
<th>% Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Facebook</td>
<td>3,201</td>
<td>77.36%</td>
</tr>
<tr>
<td>2. Twitter</td>
<td>506</td>
<td>12.23%</td>
</tr>
<tr>
<td>3. reddit</td>
<td>329</td>
<td>7.95%</td>
</tr>
<tr>
<td>4. LinkedIn</td>
<td>99</td>
<td>2.39%</td>
</tr>
</tbody>
</table>
BEFORE & AFTER
INTERACTIVE WEBMAP RESULTS

Source: wordclouds.com
INTERACTIVE WEBMAP RESULTS

Total Comments Received

- Webmap: 1,020
- Email: 51
- Facebook: 5
- Webmap Help Request: 4
INTERACTIVE WEBMAP RESULTS

Comments Received Compared to Previous Plan

- **2012-2035 MTP**: 100 comments
- **2016-2040 MTP**: 1,200 comments

- **Webmap**
- **Email**
- **Facebook**
- **Webmap Help Request**

OTEC 2016
PROJECT 700
LESSONS LEARNED

• Turn-around time for vetting suggested projects
• People like to be heard! Prepare your staff for a deluge of ideas
• Did not establish protocol for responding to comments
• Split public input into phases (i.e. first request suggestions, then have a response phase)

• Mobile-first design: build up to full-size instead of down
• While the commenting was inspired by social media and we did our best to emulate them, there are things that could have made it catch on even more:
  ▪ Encourage more of a forum
  ▪ Upvoting / Downvoting(?) / Liking comments
  ▪ Some included #hashtags
  ▪ Downsides, if people CHOOSE TO LEAVE MEAN REPLIES (didn’t happen).

Image source: cobaltpm.com
Nick Gill  
Assistant Director Transportation Systems and Funding  
Email: ngill@morpc.org  
614.233.4151

Daniel Eisenberg  
Senior Planner, Data & Mapping  
Email: deisenberg@morpc.org  
614.233.4164

Maria Schaper, AICP  
Senior Planner, Transportation Systems & Funding  
Email: mschaper@morpc.org  
614.233.4153

Web: apps.morpc.org/mtp2040  
Demo: apps.morpc.org/MTPComments/demo/index.html

Image source: ifisa.info