

# Not Your Grandmother's Public Meeting: Innovative Engagement Strategies for 21st Century Projects

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# Who is HRT?





# Public Involvement at HRT

- High Capacity Transit Studies
- Connect Hampton Roads
- Title VI
- Transit Development Plan



## Peninsula Corridor Study

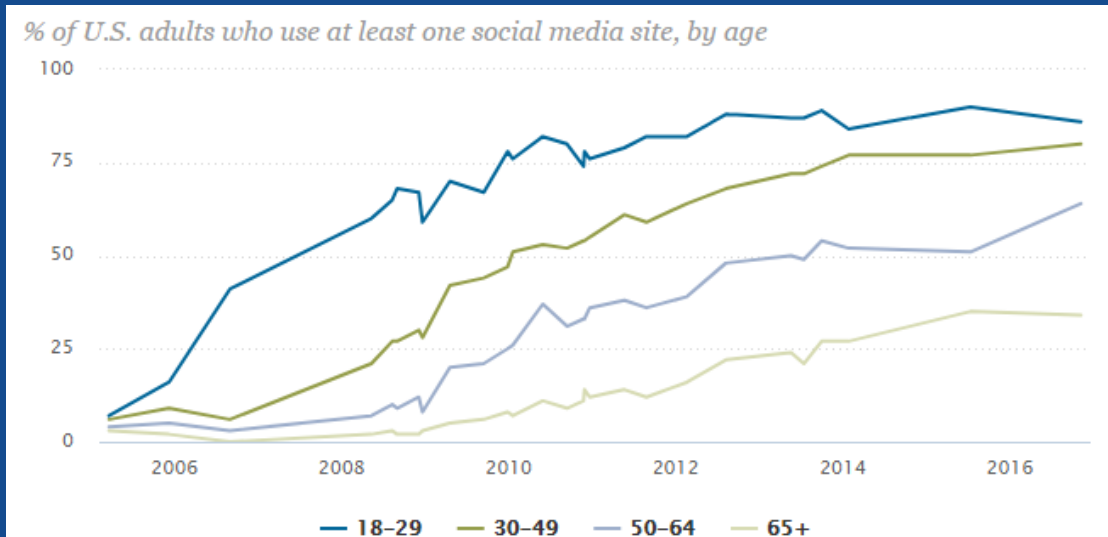
# The Problem With Traditional Engagement

- Public Meetings/Workshops Often Poorly Attended
- Only Reaches a Narrow Audience
- Not Enough Data Points
- Fails to Leverage New Technologies to Gain Better Insights



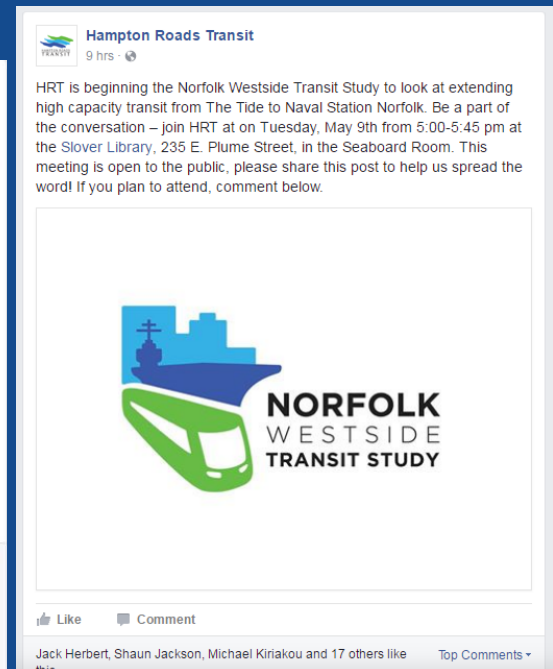
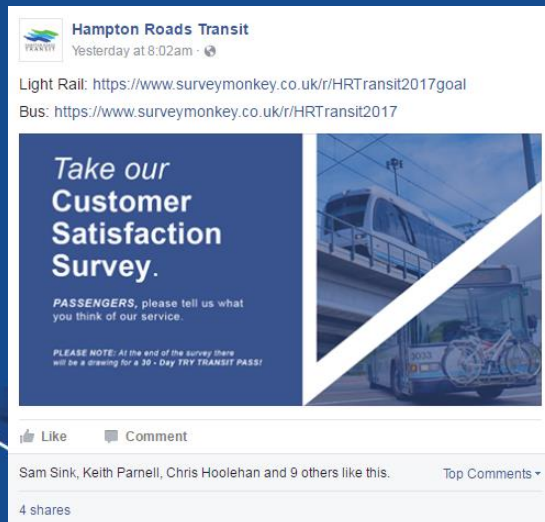
# There Are Other Ways To Reach Your Target Audience

- 88% of HRT Riders Own a Smartphone
- 69% of Adults Use Social Media
- People Don't Have to Come to You; Meet Them Where They Are



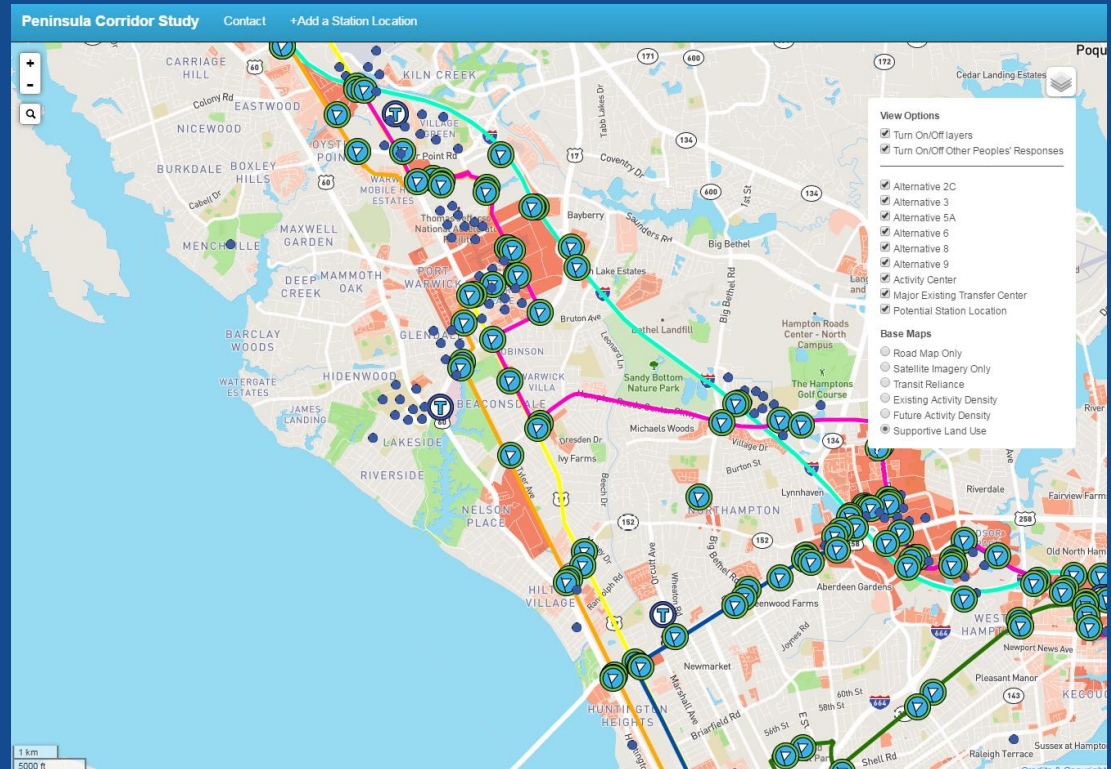
# Social Media

- Leverage Your Partnerships
- Pay for Ads
- Find Ways to Spread Your Hashtags



# Interactive Mapping

- Stations
- Routing
- Activity Centers





# Public Involvement Software

## The MetroQuest Screen Library





# Pop-Up Meetings

- Cost Effective
- Diverse Audience
- Flexible Level of Input



# Making A Pop-Up Successful

- Eye-catching Display
- Swag
- <5 Minutes of Interaction
- Location Where People Mill Around
- 1 Sentence Hook



# Thank You



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Source: <http://seniorhomecareservices.com/5-reasons-why-seniors-need-tablets-ipads/>