

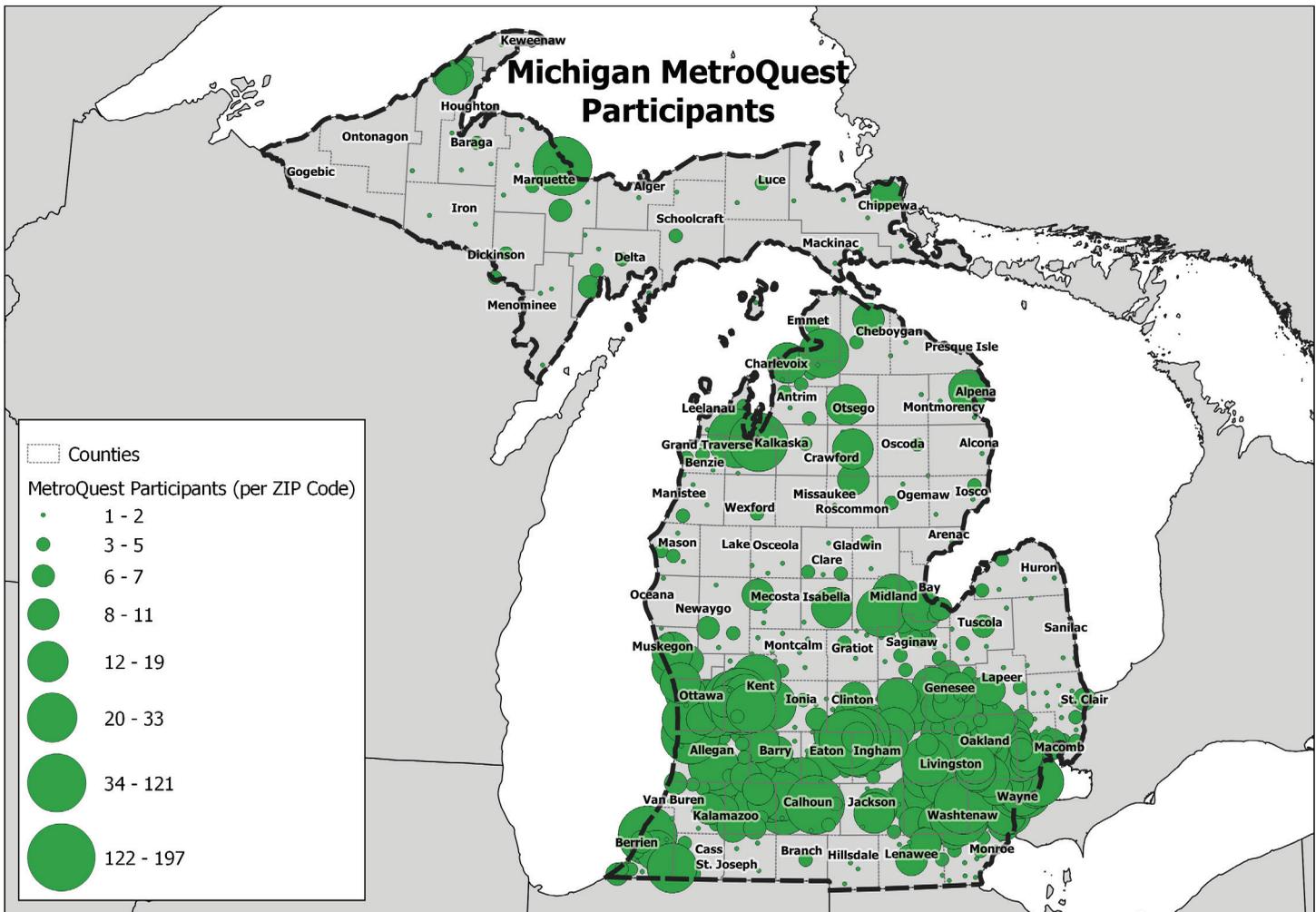
# Public & Stakeholder Participation Results



# MetroQuest Survey

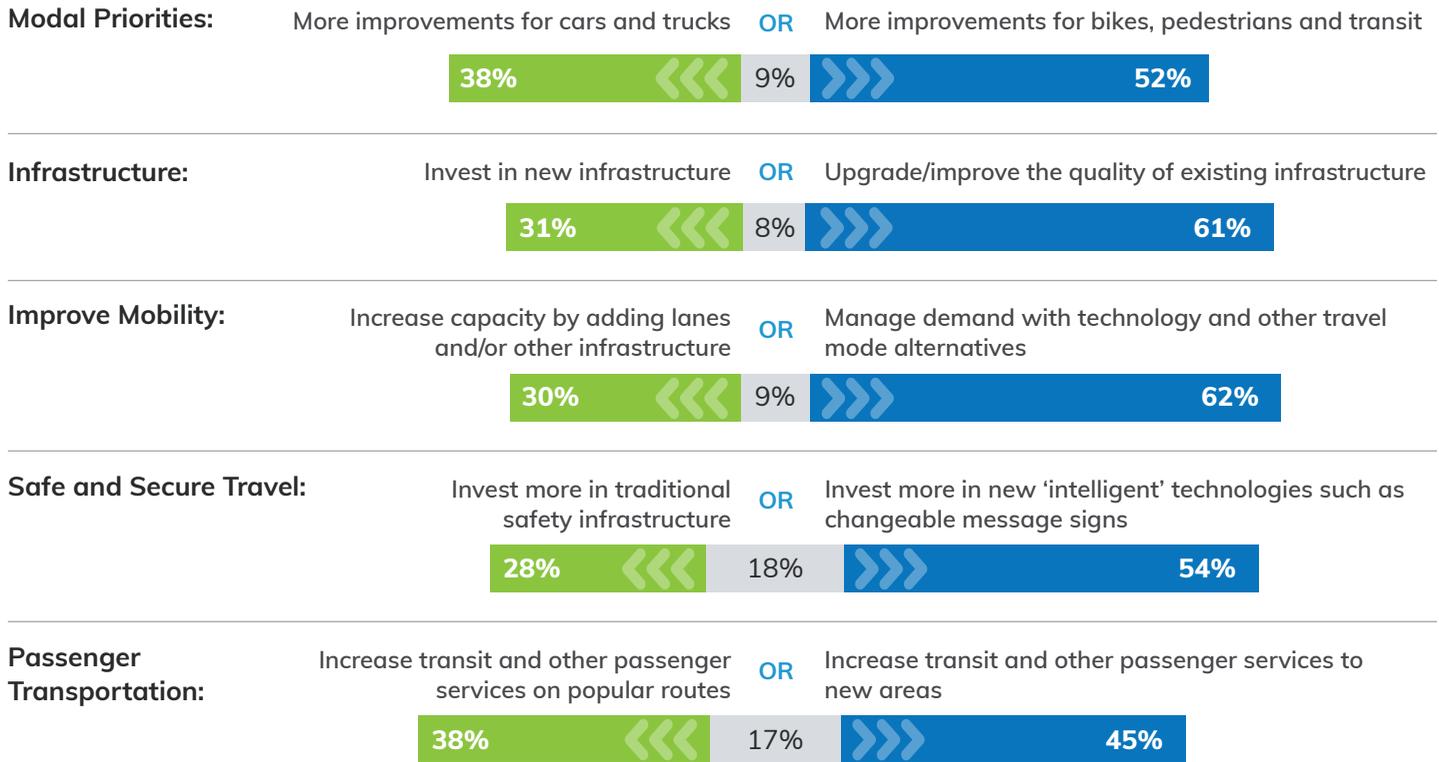
An interactive, online survey tool called MetroQuest was used to provide general information about the SLRTP, to identify the public's transportation priorities, to show the tradeoffs that occur when choosing one priority over another, and to gather general public input. The success of using the platform, in terms of engaging as many people as possible, depended on informing the public and stakeholders about its availability and capabilities. Therefore, a proactive outreach campaign was conducted to direct people to the MetroQuest page. This effort included social media ads and posts, prominent positioning on the SLRTP website, news releases, mass distribution e-mail "blasts", links in letters to stakeholders, promotion through presentations, and other communications efforts.

- The MetroQuest site was available from **January 1 to April 15, 2019**.
- There were **10,108** visitors to the MetroQuest site.
- There were **6,300** surveys completed through the MetroQuest site.



# Tradeoffs

■ = "Neutral"



Source: MetroQuest survey

## Priority Ranking

Shows the number of times the issue was ranked in the top 5



Source: MetroQuest survey

### Provided Definitions:

#### Transportation System Maintenance

Invest in repairing, maintaining or replacing highways and bridges, structures, transit systems, ports, airports, and technologies to better communicate with the public.

#### Quality of Service

Increase the use of technologies to enhance transportation services and communication to maintain customer satisfaction. Also, invest in enhanced public transit services and vehicles to better serve the traveling public.

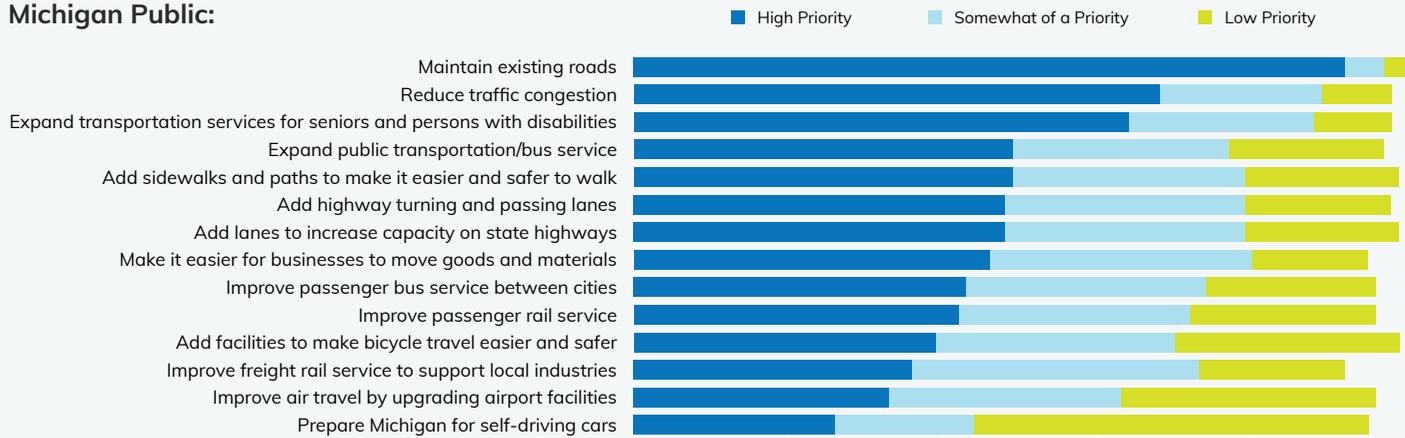
#### Quality of Life

Transportation system investment that improves the quality of life for Michigan residents. This may include investment that promotes health, sustainability, air and water quality, and multimodal transportation options that are accessible and reliable.

# Priority of Michigan Transportation Issues

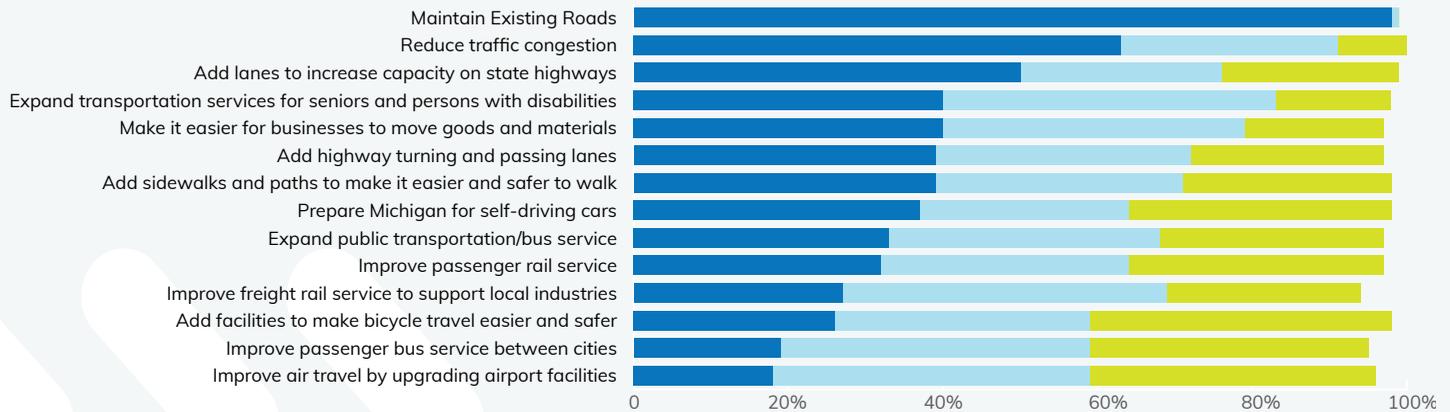
Q: What type of priority should Michigan place on each of the following issues?

## Michigan Public:



Source: A&P survey

## MDOT Employees:

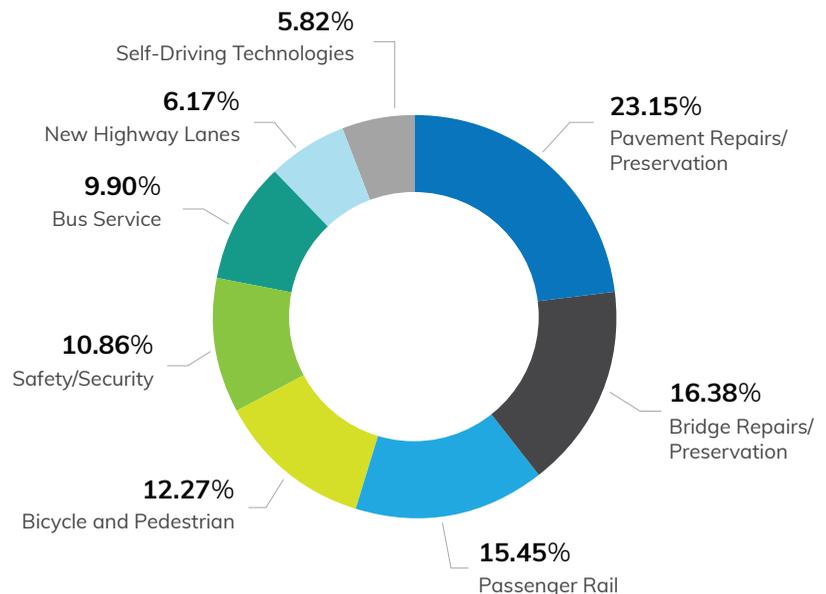


Source: MDOT Employee survey

# Budget Allocation

The fourth MetroQuest screen asked participants to indicate how they would spend transportation funds. Survey respondents were given the equivalent of \$50 in virtual stars (nine \$5 stars and five \$1 stars) to distribute into eight different transportation categories.

Source: MetroQuest survey



# Telephone Town Halls

Telephone town hall meetings were held at 5:30 pm on February 5, 2019 and 10 am February 6, 2019. The town halls provided members of the public the opportunity to take part in a public forum without having to leave their homes. Phone calls were made to 25,271 potential participants in Michigan who were given the opportunity to join a conference call to learn about the SLRTP, ask questions and offer comments.

People receiving the calls could opt to join the town hall, where they heard a brief introduction about the SLRTP and could ask questions through a facilitated process. Questions that could not be answered during the calls were answered on the MM2045 website.

- A total of **3,048** people chose to join the call for some duration of time.
- The maximum number of participants at any one time during the calls was **621**.
- People joined the town halls on average for **5.91** minutes.

