APPLICATION FORM

All applications must include the following information. Separate applications must be submitted for each eligible program. **Deadline: June 3, 2019.** Please include this application form with electronic entry. If you do not receive an email confirming receipt of your entry within 3 days of submission, please contact Gage Harter.

PROGRAM INFORMATION

County: Loudoun County

Program Title: SmartScale Crowdsourcing/Public Engagement Tool

Program Category: Communications

CONTACT INFORMATION

Name: Mary Frances Forcier

Title: Deputy Public Affairs and Communications Officer

Department: Office of the County Administrator

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SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: _____ Tim Hemstreet

Title: County Administrator

Signature: _____

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Smart Scale Public Engagement: Crowdsourcing Map

Loudoun County Government

CHALLENGE

Virginia's SMART SCALE program is about picking the right transportation projects for funding and ensuring the best use of limited tax dollars. The program specifies that localities with a population at or above 200,000, such as Loudoun, may submit a maximum of ten applications for consideration.

To help determine which projects to put forward for SMART SCALE consideration, Loudoun County's Department of Transportation and Capital Infrastructure requested the county's Public Affairs and Communications team develop a method for gathering public input to prioritize possible transportation projects.

With 18 possible projects under consideration for SmartScale, public input was needed to get the list down to ten.

By working collaboratively with the Loudoun County Mapping and GIS team, the Public Affairs and Communications team was able to go far beyond DTCI's original request.

While the original plan was to use an email address to collect residents' comment (and then possibly a simple Survey Monkey tool), the Public Affairs team worked with the county's Mapping and GIS staff to make an interactive map of the sites that would include more info, such as a short narrative on the project, as shown below. The project was completed within 10 days of the original request.

See the entire map
here: http://loudoungis.maps.arcgis.com/apps/CrowdsourcePolling/index.html?appid=d7c7bfe552ca42eb8417be42983bbd9d

The comments were geolocated on a map; individuals could add comments on particular projects, as seen above on the "Northstar Blvd New Segment" project. Residents could vote for a project by "liking" it, as indicated by the hearts below (for example, Route 7 widening received 876 votes).
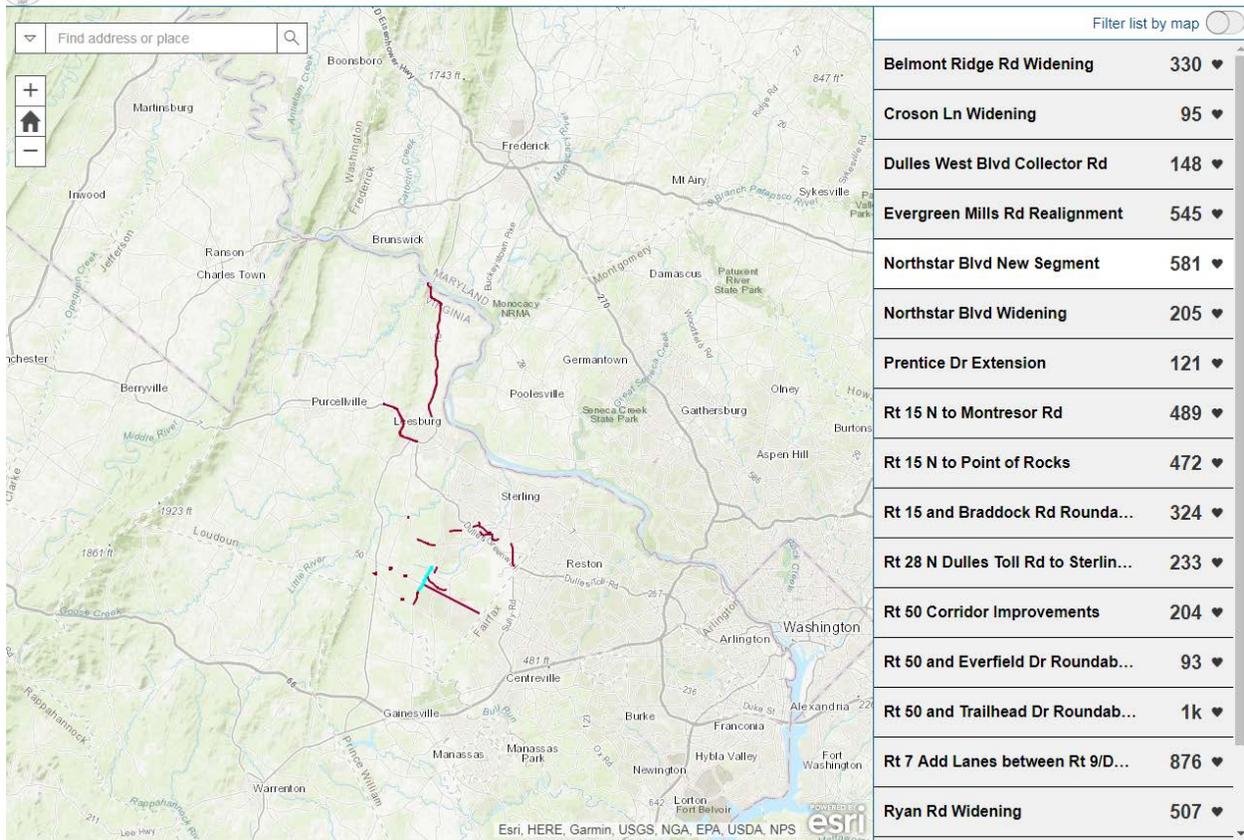
Public Affairs and Communications also supported the project with news releases and social media promotions, generating great interest from the community.
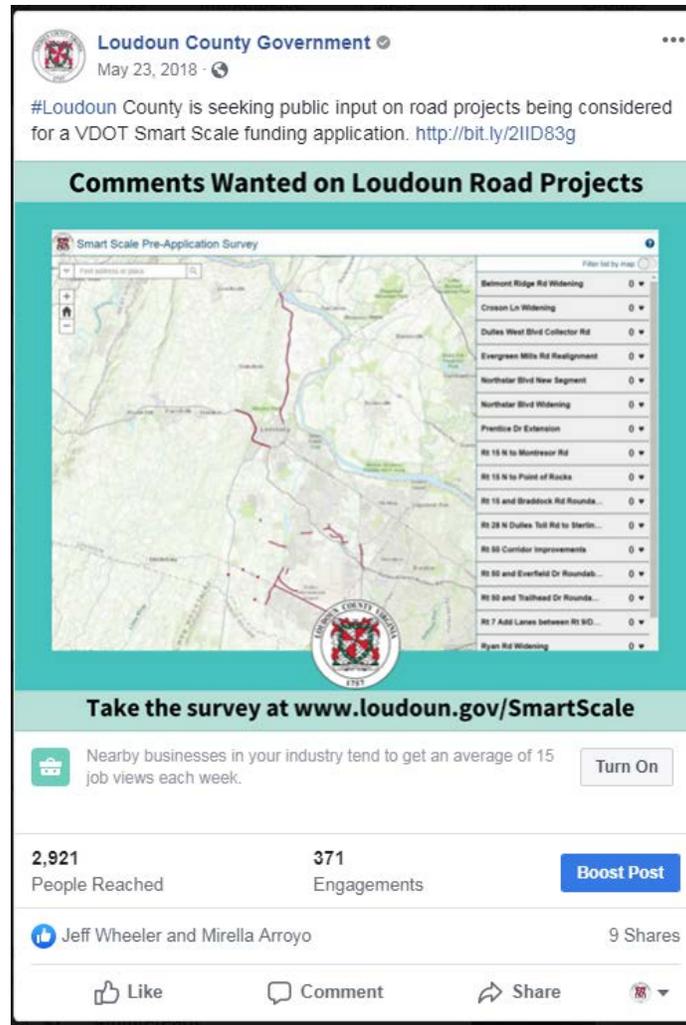
RESULTS

More than 8000 comments were collected from the public – far beyond the department's original expectations.

This engagement tool exceeded our expectations, engaging residents throughout the county and providing important data to staff and policymakers.

The "heart" voting gave a quick sense of which projects seemed to be favorites, while the comments are associated with a zip code identifier, which helped us sift through the data and apply context to the comments for the Board.

As of June 11, 2018		Summary of Comments		
PROJECT	Liked	Some Improvement is needed (either what the description stated, or another suggested)		No Improvement wanted

Rt 50 and Trailhead Dr Roundabout	1568	179	1
Shellhorn Rd Extension	943	124	4
Rt 7 Add Lanes between Rt 9/Dulles Greenway	865	91	1
Trailhead Dr and Braddock Rd Roundabout	747	96	3
Evergreen Mills Rd Realignment	516	71	1
Rt 15 N to Montresor Rd	469	218	11
Ryan Rd Widening	469	104	4
Rt 15 N to Point of Rocks	446	165	8
Northstar Blvd New Segment	380	79	14
Belmont Ridge Rd Widening	302	64	2
Rt 15 and Braddock Rd Roundabout	270	53	5
Rt 28 N Dulles Toll Rd to Sterling Blvd	217	39	1
Northstar Blvd Widening	162	19	11
Rt 50 Corridor Improvements	159	99	1
Dulles West Blvd Collector Rd	117	27	7
Prentice Dr Extension	111	31	3
Croson Ln Widening	87	17	6
Rt 50 and Everfield Dr Roundabout	68	20	12

Our Board of Supervisors, for whom transportation is a major initiative in this rapidly growing county, valued the opportunity to hear from so many of their constituents and to map the intersections and areas in the county that are of particular interest and need.