



## PRESENTATION OVERVIEW FORM

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Presentation details			
Presentation title	Engaging the Silent Majority (finally)		
General comment/s	This dynamic presentation demonstrates an innovation underway that can transform the way that local government engages with people on the transport system and safety initiatives.		
<b>Presentation overview</b> (250 words maximum) This presentation will cover some great work that started this year on increasing public engagement with transport programmes, projects, and initiatives. Traditional public consultation methods are important but seldom engage a fully representative sample of urban and rural communities and responses are much more likely from those who feel negatively affected. Public debate in social and mass media can also be dominated by un-representative views. We may assume majority support for our initiatives but it is expensive to collect the information to justify that. The BECA.AI approach is leveraging technology more often associated with the retail and customer service markets to transform the way individuals in the community engage with transport projects and programmes. We can now understand better the views of the 'silent majority', build trust, and track community sentiment before, during and after projects and safety initiatives.			

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