# Engaging the Silent Majority (finally)

**TRAFINZ – 12TH NOVEMBER 2018**

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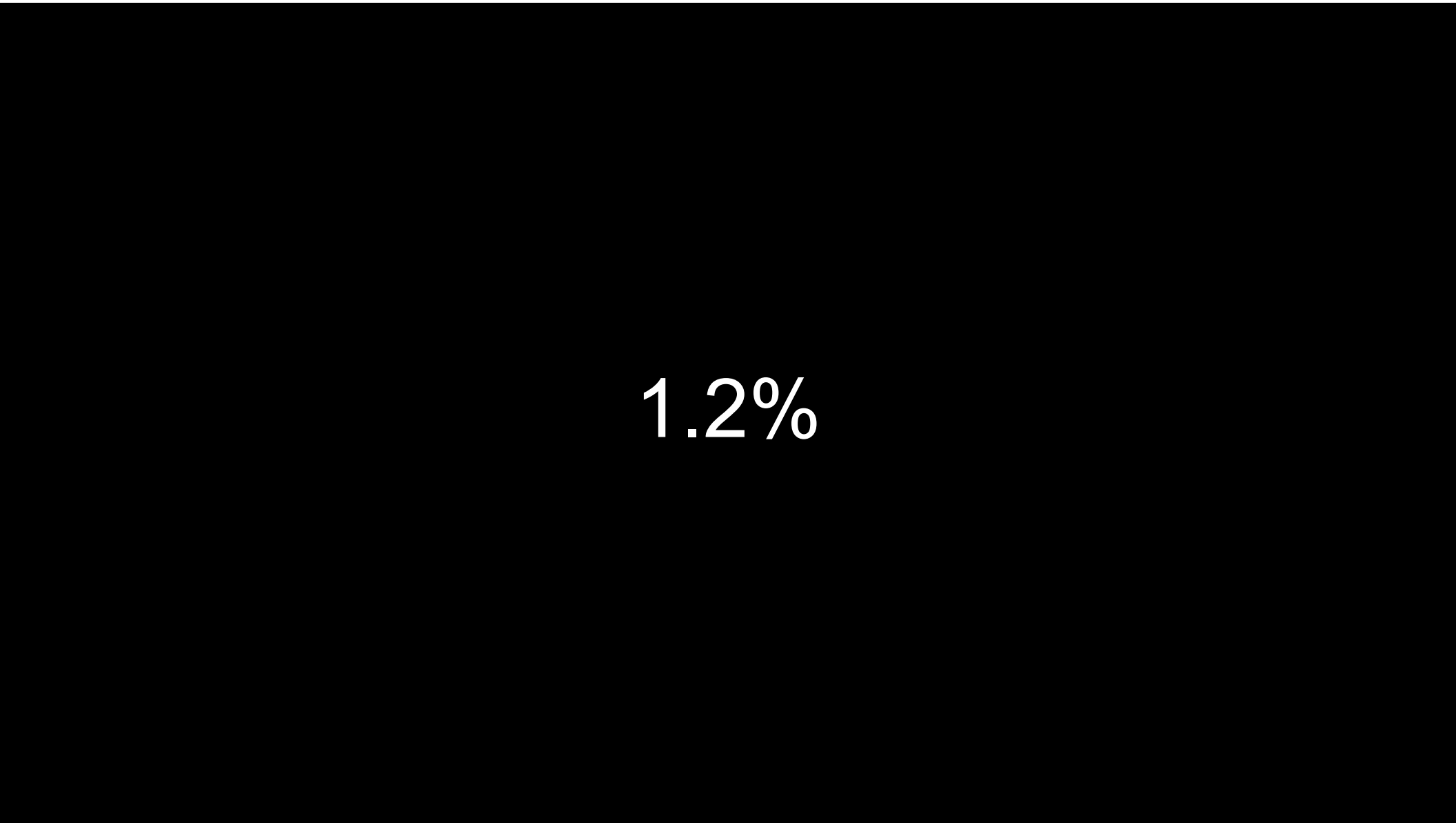
@matthewensor

Prioritising for People.

# Do we hear the voices of the “silent majority”?

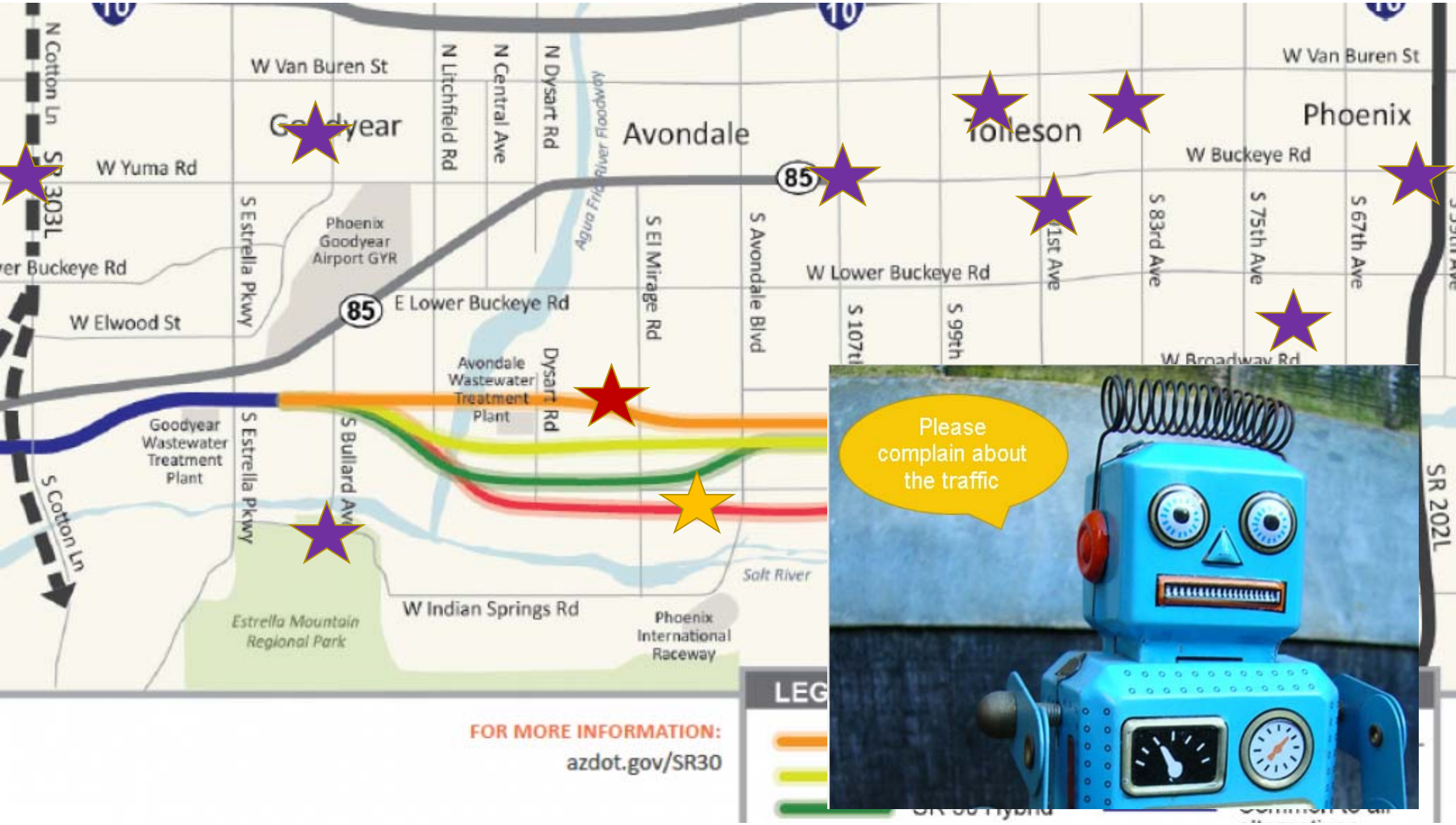
$16.5 Billion


1.2%

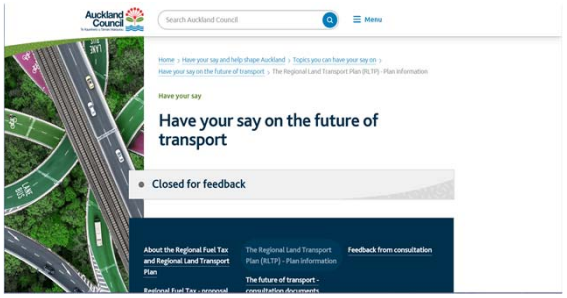
But, have you complained to someone about the traffic?

# The Behavioural Sciences

# Hyperlocalism


W Van Buren St
Goodyear
Avondale
Tolleson
Phoenix
W Yuma Rd
W Buckeye Rd
N Cotton Ln
SR 303L
N Litchfield Rd
N Central Ave
N Dysart Rd
Agua Fria River Floodway
S Estrella Pkwy
Phoenix Goodyear Airport GYR
85
E Lower Buckeye Rd
W Lower Buckeye Rd
W Elwood St
S El Mirage Rd
S Avondale Blvd
S 107th
S 99th
1st Ave
S 83rd Ave
S 75th Ave
S 67th Ave
W Broadway Rd
Avondale Wastewater Treatment Plant
Dysart Rd
Goodyear Wastewater Treatment Plant
S Bullard Ave
S Cotton Ln
Salt River
W Indian Springs Rd
Estrella Mountain Regional Park
Phoenix International Raceway
SR 202L
Please complain about the traffic
FOR MORE INFORMATION:
azdot.gov/SR30

Consultation




Annual Survey

Focus Groups

Focus Groups

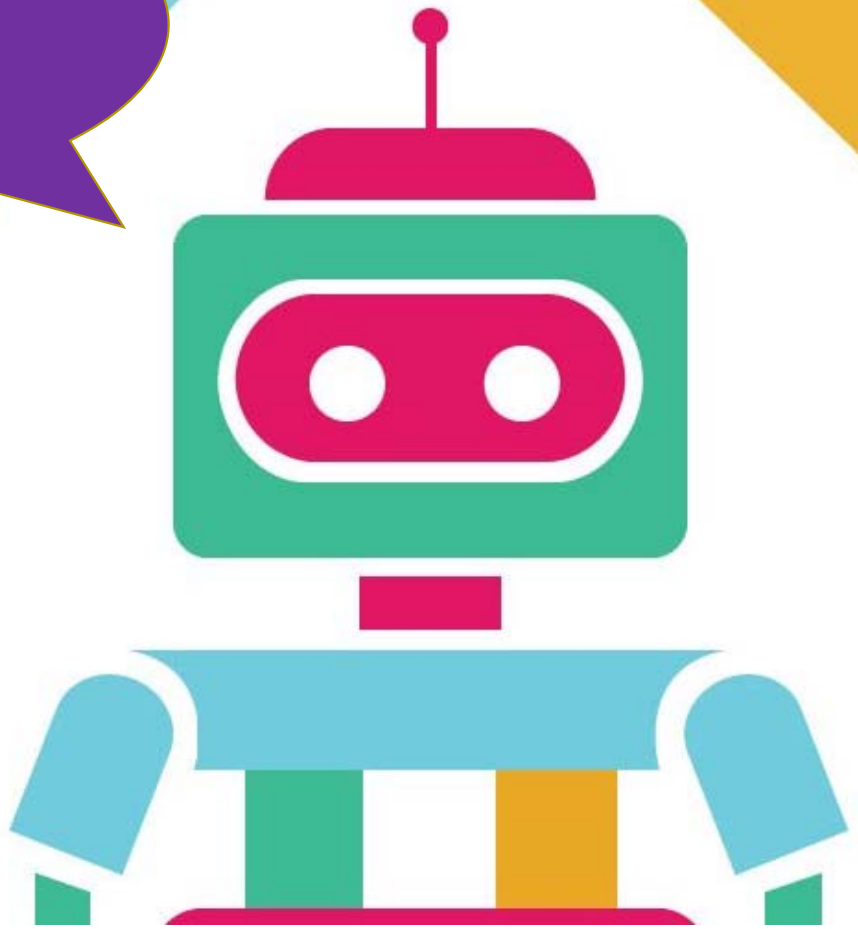
Focus Groups

Conversational Artificial Intelligence

Insights and Analytics

Beca

Hi, let's talk!



Speed

Cost

Scale

Artificial Intelligence

Beca

# *Conversational AI* to hear from the silent majority

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**Person starts 'hyperlocal' conversation**

Open Questions from Chatbot

Specific Questions from Chatbot

User Opt-In for follow up

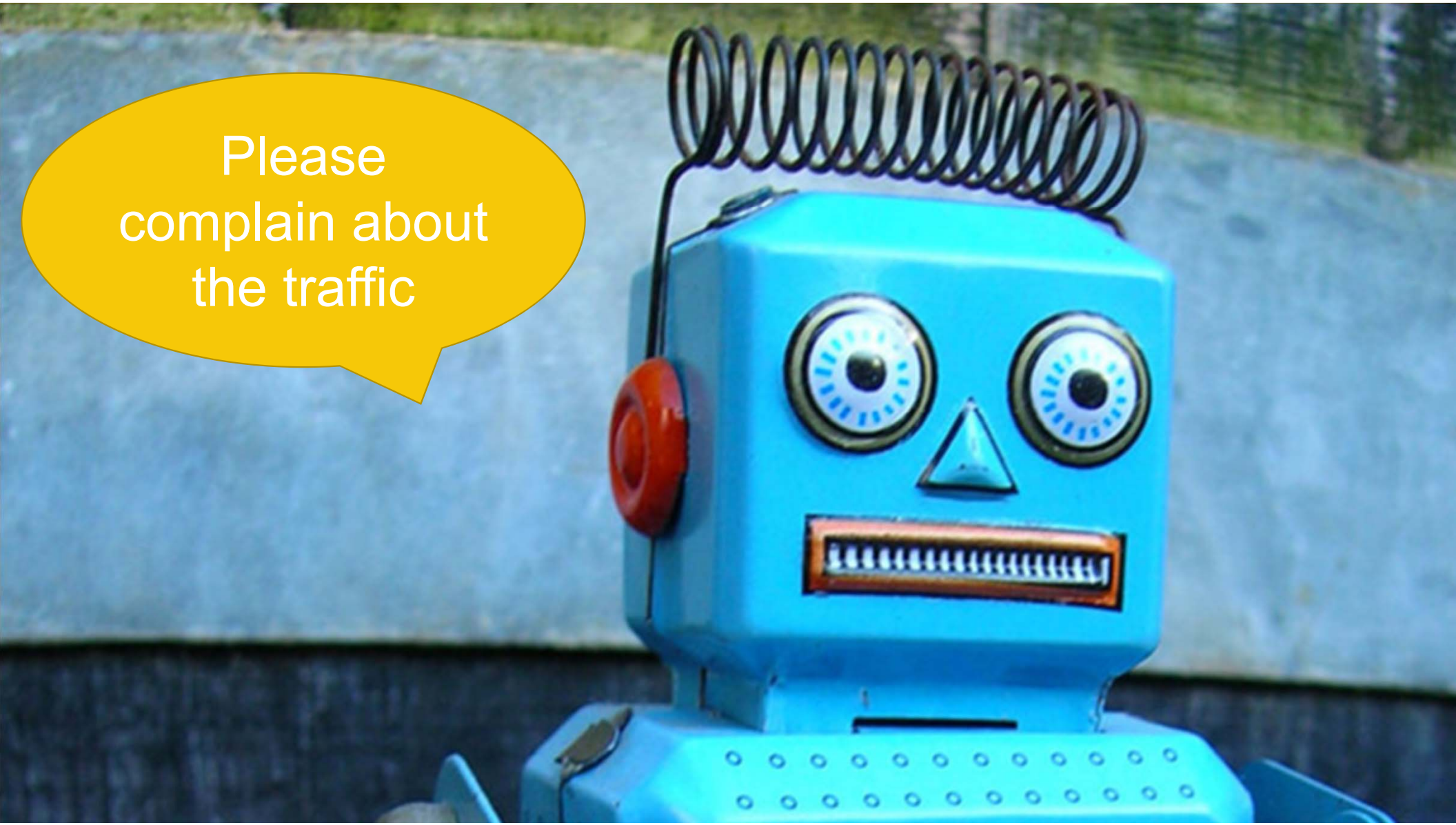
**Can remain anonymous**

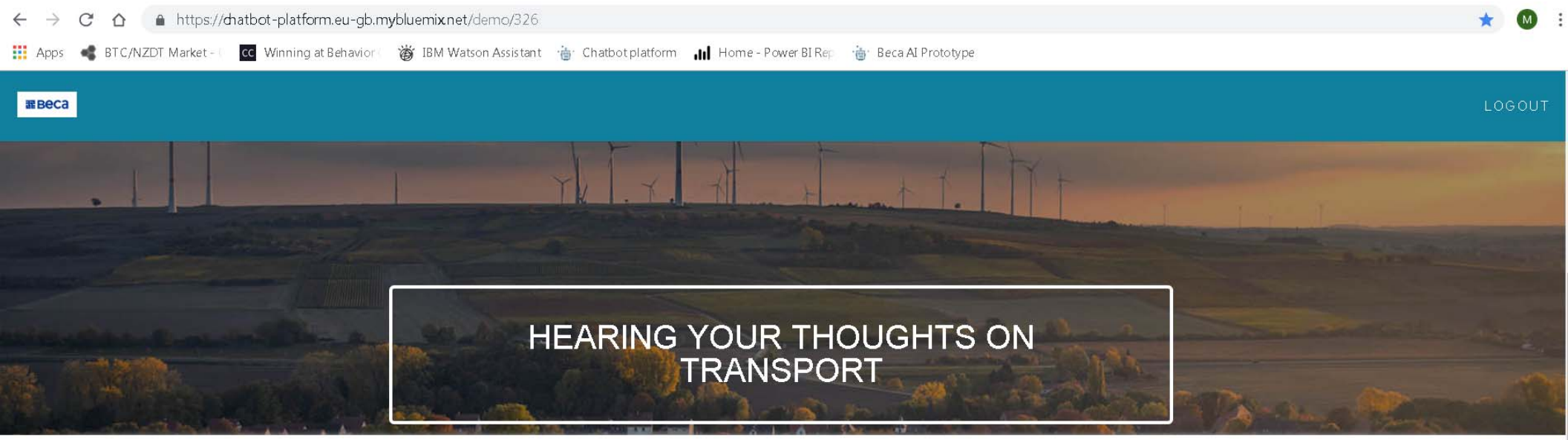
Re-Contact

Re-contact if opted-in

Data Analytics

Relevant Issues or Projects


Please
complain about
the traffic


https://chatbot-platform.eu-gb.mybluemix.net/demo/326
Apps
BTC/NZDT Market -
Winning at Behavior
IBM Watson Assistant
Chatbot platform
Home - Power BI Rep
Beca AI Prototype
Beca
LOGOUT
HEARING YOUR THOUGHTS ON TRANSPORT
W
Hello. I am a prototype chatbot (version 0.89) developed at Beca to help us hear your views on transport issues.
You don't need to provide any details about yourself if you don't want to, but it does help me be friendly!
W
What would you like me to call you?
Made with love by Watson iLab. Powered by our brains and a bit of Watson

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# Talk about things people want to talk about

- Autonomous Vehicles
- Dockless micro-mobility
- Vision Zero
- Cycle lanes / Shared Paths
- E Scooters
- Private Sector MaaS
- Speeding, *etc.*

- **Hyperlocal Issues**

# Engaging Communities with the “Transport Revolution”

- Most people are disengaged with transport planning even though they do have strong opinions!
- **Our traditional approaches will see us “fighting” project by project.**
- We can use emerging technology to better engage people with our transport plans.
- As retailers have shown, AI can enable scale and personalisation without the traditional cost.

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make
everyday
better.

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