AI Powered Engagement

Real-Time, Engaging Public Feedback for Smarter Roadway Design

Megan Farian

Gresham Smith

Agenda

- The Engagement Gap
- The Challenge
- Principles for the Future
- Platform Overview / Teaser
- Outcomes
- Implementation
- Call-to-Action

Engagement Gap

- The public engagement process is broken
- People are busy
- People don’t feel heard
- People don’t enjoy it
- We over-collect opinions and under-communicate trade-offs

The Big Challenges

- Barrier: TIME – childcare, jargon, “black box” feedback
- Loudest Voices Typically Dominate
- Trust Erodes

We need fewer, more impactful meetings.

We need to create better experiences.

We need to provide more channels and clearer communication.

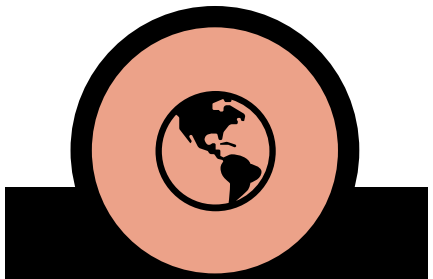
Principles for the Future

- Lower friction (scan, speak, tap)
- Show tradeoffs, not just choices
- Make it fun!
- Engage on their terms
- Privacy-first, inclusive by default

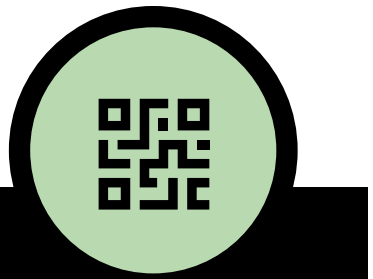
Future of Engagement: Platform Overview

- In-room + online
- Real-time feedback and explanation
- Data-driven insights live + AI analysis
- Emotional and verbal sentiment analysis
- Generative AI visualizer
- Embedded map

FutureEngage.studio

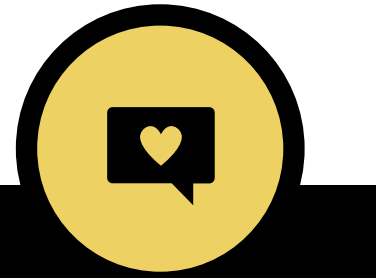


Online Project Creation



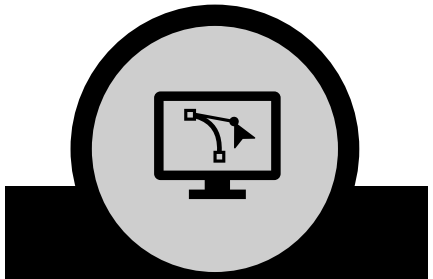
Automated Check-in

Participant Tracking

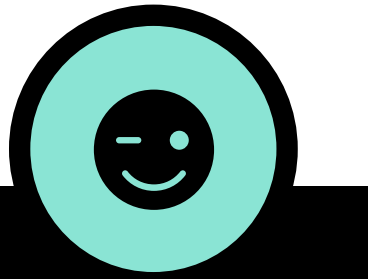


Feedback Analyzer

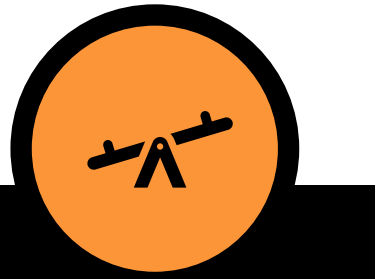
E-Map Data Collection



Realtime AI Visualizer



AI Sentiment Analysis



Trade-off Calculator

Data Dashboard

Delivery Agnostic