

# TRANSPORTATION VOTE



Photo credit: Ecstaticist via Flickr

## The Project

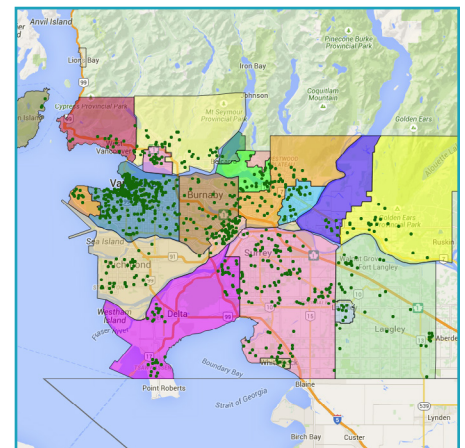
All News radio, NEWS 1130, launched an online consultation across Metro Vancouver on the region's 2015 Transit Plebiscite in an online poll and discussion forum powered by PlaceSpeak. The NEWS 1130 website integrated a PlaceSpeak iFrame widget to provide the public with an easy entry point to register their response. On-air news coverage promoted the poll and shared results on an ongoing basis from February 10th until May 29, 2015.

## PlaceSpeak's Contribution

PlaceSpeak's ability to verify participants and authenticate their location led to higher quality feedback for the broadcaster, its audience, the community and its decision-makers.

With the raw data gained from PlaceSpeak's unique geographically segmented reports, NEWS 1130 was able to provide its audience with detailed analysis on the distribution of votes in each of the 22 municipalities - a feature exclusive to the NEWS 1130's poll.

PlaceSpeak's verification process greatly reduced the result-skewing trolling and gaming that often takes place during online discussions and polls. The result was a far more enhanced and genuine reading of the region's sentiments, attitudes and opinions.



**Feb. 2015 - May 2015**

### Engagement Features

- iFrame widget
- discussions
- resources
- polls

### Analytics

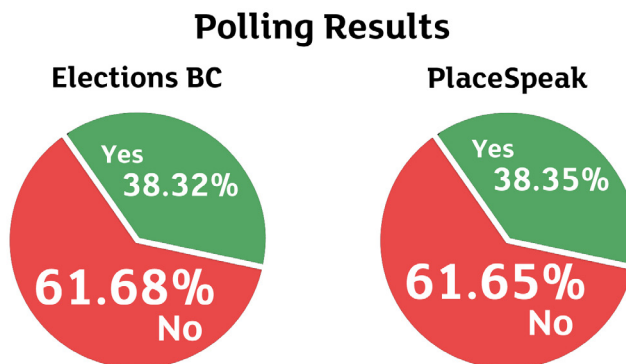
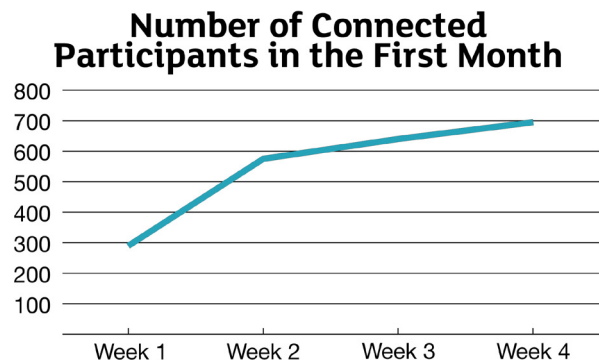
 **+5500**  
unique views

 **+905**  
connected participants

 **+965**  
discussion comments

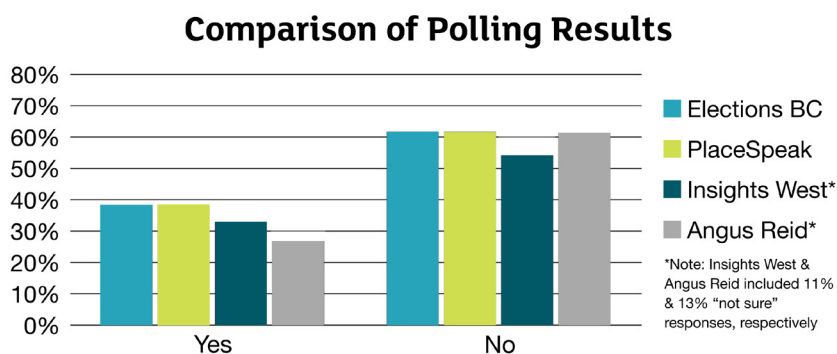
## The Outcome

Teaming up with PlaceSpeak proved to be the right choice as the poll quickly gained traction, attracting hundreds of residents within the first few days of its launch. The coverage was also cited as the “Most Read in Feb” topic on the NEWS 1130 website. As a direct result, NEWS 1130 experienced a spike in traffic to their website, expanded their reach to new audiences and produced 13 engaging news stories highlighting poll data supplied by PlaceSpeak.



## Key Findings

- Spatial variation of responses by municipality week over week
- Authentic, civil and ‘troll-free’ discussion forum despite large volume of discussion comments
- Results comparable to Elections BC and traditional public opinion polls (Insights West, Angus Reid)



“ In early 2015, NEWS 1130 partnered with PlaceSpeak to engage our listeners and web/social media followers in their thoughts during the Metro Vancouver transportation plebiscite. We were pleased to find PlaceSpeak allowed us to venture into a deeper and more meaningful understanding of how people feel about this important vote and issues directly related to specific neighbourhoods in the region. We captured elements of differences across the region. As a result, our news reports contained true stories of impact based on geography. Great content! Moreover, working with Colleen and the PlaceSpeak team was a terrific experience.

-Bruce Claggett, Senior Managing Editor - NEWS 1130 at Rogers Communications

## Sample Media Coverage

- Feb. 16, 2015 - People in Vancouver and Surrey on opposite sides of the transportation vote (Article)
- Mar. 16, 2015 - Strong ‘no’ majority in the transportation vote, except Vancouver (Article)
- May 29, 2015 - On final day of transportation plebiscite voting, ‘no’ side still has more support (Article)

## Topic Page

[www.placespeak.com/transportationvote](http://www.placespeak.com/transportationvote)