

Belo Horizonte was building transport policy & needed to prioritize actions and projects in a **multi-year strategic plan**

Public engagement was key because this would effect so many peoples' lives... and it needed to be right so it wouldn't be changed every few years

LOGIT is a consultancy specialized in transportation planning for cities across the world, and decided to use TransparentChoice to support the delivery this project

More than **5m people** live in Belo Horizonte, so integrating their diverse needs into a coherent, deliverable development plan was key to enhancing the quality of life & opportunity for many



transparent
choice

Cognitive mapping process was used to build criteria, through capturing & clustering objectives into AHP framework

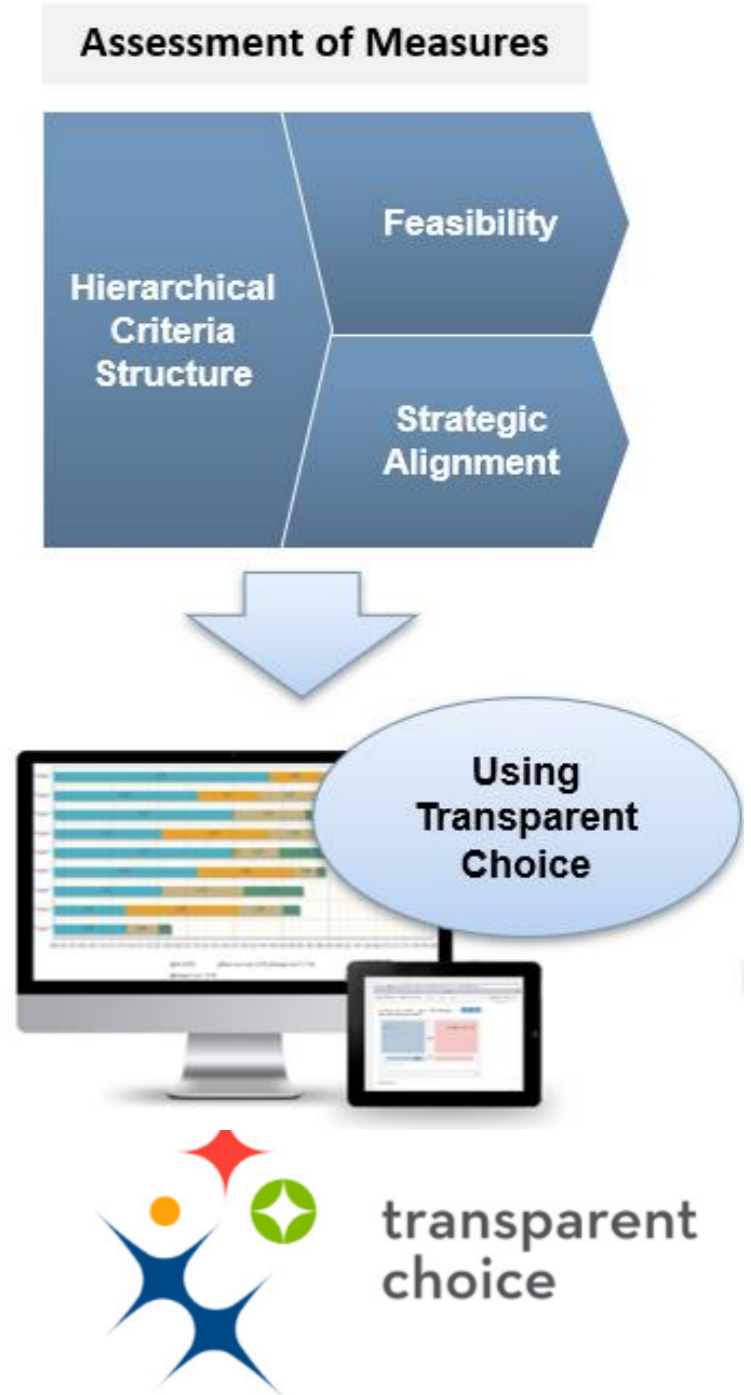
Pairwise weighting was completed via public consultation, with >100 people voting, working in small groups to discuss their scores, and then loading them directly into the software

Participation brought together **diverse stakeholders**, with an open door venue welcoming groups from NGOs, Taxi Drivers & disability groups to local transport agents

230 projects were **split into 3 portfolios** of similar solutions

Forms sent out to >100 people to vote on the Alternatives, generating a **score for Strategic Alignment**

Feasibility was overlaid to factor in finance, social acceptability & difficulty with smaller SME group scoring



Actionable strategy delivered

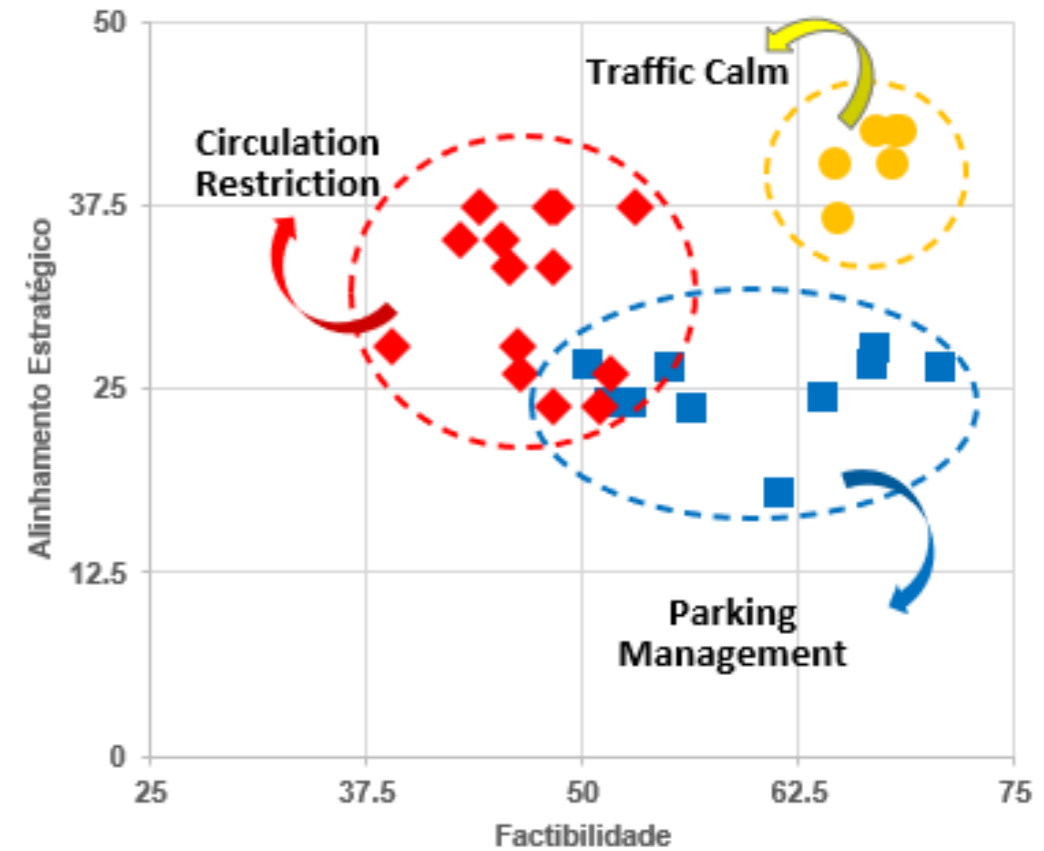
Strategic Alignment vs Feasibility matrix split into 3 portfolios – with quick wins identified around **Traffic Calming**

“You look at the project... to get 230 projects scored with so many people.., and **you think that’s impossible to do**... but we got it done, and had a very good result”



Learn more by listening to [Rodrigo’s story](#) on our YouTube channel

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The **client was very very very happy**.. They saw that the discussion considered the opinions of everyone

