2035 Regional Transportation Plan: Using Web 2.0 Channels to Engage Stakeholders in Better Public Policy

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Rail~Volution: Building Livable Communities with Transit

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“Social networks are effective at increasing **participation**—by lessening the level of **motivation** that participation requires.”

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**Word-of-mouth marketing (WOMM):** Highly credible form of advertising; People **who don't stand to gain personally** by promoting something put their reputations on the line, **every time** they make a recommendation. Satisfied [or dissatisfied!] customers **tell other people** how much they like [or dislike!] business, product, service, event.

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At four-thirty in the afternoon on Monday, February 1, 1960, four college students sat down at the lunch counter at the Woolworth's in downtown Greensboro, North Carolina. They were freshmen at North Carolina A & T, a black college a mile or so away.

“I'd like a cup of coffee, please,” one of the four, Ezell Blair, said to the waitress.

“We don't serve Negroes here,” she replied.

The Woolworth's lunch counter was a long L-shaped bar that could seat sixty-six people, with a standup snack bar at one end. The seats were for whites. The snack bar was for blacks. Another employee, a black woman who worked at the steam table, approached the students and tried to warn them away.
Lay of the Land: Audience

- 77% Internet users say they get their news from social media.
- Facebook is the 3rd biggest referral site for news articles.
- Online news readership grew 8.5% in 2010.
  - And fell for local TV (-1.1%); network TV (-3.4%); newspapers (-5%); cable TV (-11.4%); magazines (-12%).
- Those using social for political/civic activity are:
  - 96% more likely than other internet users to participate in offline civic activities; 85% more likely to sign petitions; 67% more likely to contact electeds; happier with their communities & their government by all measures.
Lay of the Land: Audience

- Journalists surveyed re: sources for story research:
  - 65% turn to sites like Facebook/LinkedIn
  - 52% use microblogging sites (Twitter)

- **Facebook users** are: more politically engaged; more trusting; have more close relationships; get more social support.

- Nearly **100%** of U.S. 18-24-year-olds use social media.

- 1 in 5 Web users searched for political info, posted views on issues, or engaged in other **civic activity** on a social network

- GovTwit: 1,000 accounts listed with “State-Local” tag
### Mixed views on social media outreach

<table>
<thead>
<tr>
<th>Activity</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Not too Important</th>
<th>Not at all Important</th>
<th>Don't know / Refuse</th>
</tr>
</thead>
<tbody>
<tr>
<td>Provide general information to the public on gov't websites</td>
<td>67</td>
<td>20</td>
<td>4</td>
<td>6</td>
<td>4</td>
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<tr>
<td>Allow people to contact officials on government websites</td>
<td>62</td>
<td>23</td>
<td>4</td>
<td>6</td>
<td>5</td>
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<tr>
<td>Allow people to complete tasks online</td>
<td>62</td>
<td>22</td>
<td>5</td>
<td>7</td>
<td>5</td>
</tr>
<tr>
<td>Post information and alerts on sites like Facebook or Twitter</td>
<td>21</td>
<td>25</td>
<td>19</td>
<td>24</td>
<td>12</td>
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<tr>
<td>Helps people be more informed about what gov't is doing</td>
<td>36</td>
<td>42</td>
<td>7</td>
<td>9</td>
<td>6</td>
</tr>
<tr>
<td>Makes government agencies and officials more accessible</td>
<td>33</td>
<td>41</td>
<td>10</td>
<td>10</td>
<td>6</td>
</tr>
<tr>
<td>Just delivers same government info in different ways</td>
<td>25</td>
<td>47</td>
<td>11</td>
<td>8</td>
<td>9</td>
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<tr>
<td>Is a waste of government money</td>
<td>17</td>
<td>24</td>
<td>29</td>
<td>23</td>
<td>7</td>
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</table>
Major Themes / Source Material - Shifting Middle Tennessee’s Transportation Investment Strategy
Guiding Principles - 2035 Plan (brand)

**Livability** – Enhance quality-of-life by supporting initiatives that increase opportunities for affordable housing, education, jobs, recreation, and civic involvement without increasing the burden on citizens to enjoy their community.

“Livability means being able to take your kids to school, go to work, see a doctor, drop by the grocery or Post Office, go out to dinner and a movie, and play with your kids at the park - all without having to get in your car.” ~Sec. Ray LaHood

**Sustainability** – Support growth/prosperity without sacrificing health, environment, natural & socio-cultural resources, or financial stability of this or future generations.

**Prosperity** – Contribute to continued economic well-being of greater-Nashville by investing in transportation solutions that increase access to education, jobs, & amenities, reduce the cost of living & doing business, and attract new investment to the region.

**Diversity** – Recognize the multitude of needs, variety of perspectives & backgrounds of the people that live+work in greater-Nashville, by promoting a range of transportation choices, designed with sensitivity to the desired context.
Regional Goals – 2035 Plan (brand)

- **Maintain & Preserve** the Efficiency, Safety, & Security of the Region’s **Existing** Transportation **Infrastructure** (“Fix-it-First”);
- Manage Congestion to **Keep People** and **Goods Moving**;
- **Encourage Quality Growth & Sustainable Development** Practices;
- **Protect** the Region’s **Health & Environment**;
- **Support** the **Economic Competitiveness** of Greater-Nashville;
- **Offer** Meaningful Transportation **Choices** for a Diverse Population (major trends: Boomers & Gen Y, increased ethnic diversity);
- **Encourage Regional Coordination**, Cooperation, Decision-Making;
- **Practice** Thoughtful, Transparent **Financial Stewardship** by Ensuring Transportation Improvements meet Regional Goals.
Three Major Policy Initiatives

#1

A Bold, New Vision for Mass Transit
Three Major Policy Initiatives

#2 Support for Active Transportation & Walkable Communities
Three Major Policy Initiatives

#3
Preservation & Enhancement of Strategic Roadways
“The newest computer can merely compound, at speed, the oldest problem in the relations between human beings, and in the end, the communicator will be confronted with the old problem, of what to say and how to say it.”

~Edward R. Murrow

Write to be Read. The Verb is the Story. Short. Simple. Active. Positive.
NashvilleMPO.org/Stay_Involved

Direct sign-up form for EMMA e-newsletter

Links to Social Media channels

Complete a survey, share your photos or videos

Come to one of regular meetings or special regional event/symposium

Explore Ways to Take Action!

1. Get EMMA Updated!
2. Links to Social Media channels
3. Public Participation Plan, Web 2.0 Policy, Upcoming Meetings Calendar, Current Work Program
4. Twitter feed window: @NashvilleMPO & its most relevant partner orgs (Walk/Bike Nashville, Clean Air Partnership of Mid TN, Transit Now Nashville, Smart Growth America)
5. Involvement options, Web 2.0 channel thumbnails appear on every page throughout site
A Regional Partnership for Mobility, Economic Prosperity, Environmental Sustainability, & Health through Quality Investments in Transportation.

PUBLIC PARTICIPATION IS WELCOME & ENCOURAGED. Comments here are moderated.

On Twitter @NashvilleMPO.

1. Think Broad
2. Don’t be a Bore
3. Permission to Get Wonky
4. Tell people you’re on FB!
5. Tag organizations/people
   (...Use facebook “as Nashville Area MPO”)
6. Web 2.0 Policy
   (http://SocialMediaGovernance.com/policies.php)
1. Listen First
2. Identity matters
3. Who’s tweeting?
4. Stroke egos WIIFM?
5. BREAKING NEWS
6. Accessible + authority = Trust
7. Timely & Active
(for the love..., NO automation!)
Follow & Be Followed

Who’s Following Us? (Focus on **Quality, Not Quantity**)

- **Partners/Advocates:** @WalkBikeNash, @TAllianceMidTN, @RWJF_PubHealth, @NCDC, @uscensusbureau, @aashtospeaks, @AARP_TN, @T4America
- **Media:** @tennessean, @nashvillebiz, *individual reporters* (@tnmetro, @joeygarrison)
- **For-profit/non-profit:** @Gresham_Smith, @NashHCC, @TheKeyAlliance, @graylinetn
- **Industry experts:** @urbandata, @EngagingCities, @StrongTowns
- **Bloggers:** @nashvillest, @Kleinheider, @Urban_Planning
- **Transport enthusiasts/programs:** @ebikespace, @ridetowork2011
- **Local events & arts/culture:** @ENashBeerFest, @nutcrackernash
- **Public sector & political:** elected officials, MPOs & other planning, transit ops, DOTs, federal agencies, our member municipalities

If you’re relevant to our business / major policy initiatives, or you’re a Nashville-area “Influencer,” **WE. FOLLOW. BACK.**

**Loves:** @grist, @urbanophile, @UrbanLandInst, @transpr, @CompleteStreets, @planetizen, @BikePortland, @RayLaHood, @America2050, @StreetsblogNet, @NextAmCity, @ttpolitic
Metrics: bit.ly is your friend

Shorten your links and share from here

#2010Census

- 52 out of 58
Metrics: Google Analytics is your friend

Referring Sites

Referring sites sent 241 visits via 43 sources

<table>
<thead>
<tr>
<th>Source</th>
<th>Visits</th>
<th>Pages/Visit</th>
<th>Avg. Time on Site</th>
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<th>Bounce Rate</th>
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<td>100.00%</td>
</tr>
</tbody>
</table>

Keep In Touch!

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