



Breakout 3: Engagement

Stephanie Brooks
Baker Engineering

Social media has led to true engagement



Iceland Lets Facebook Fans Help Write New Constitution



Free Burma

One Blogpost Oct 4 2007



Increased professional use here in the
US

Over **65%**

of Fortune 1000
Companies utilize online
communities

Over **68%**

of State DOTs use
either Facebook or
Twitter

We find an invaluable transportation tool

- Connects people & ideas | creates community
- Citizens feel heard and validated
- Bottom-up participation and decision-

what's your view? calendar & events contact us en Español

driving95
what's your view?

The I-95 Corridor Planning and Finance Study
is a tremendous opportunity to create a clear view for the future of one of our state's vital transportation lifelines. **Let's plan it together.**

EUGENE A. CONTI JR., Secretary of Transportation, NCDOT

Driving95
What's your view?

Interstate 95 is a vital stretch of highway through North Carolina – serving commuters, accommodating vacationers and connecting area residents. The road has distinctive meaning to each and every user, as well as to the adjacent communities.

The North Carolina Department of Transportation (NCDOT) is working to determine how best to renew I-95 through our state. With your help, the I-95 Corridor Planning and Finance study will provide the ideal approach for improved safety, connectivity and efficiency along this highway.

QUICK LINKS

- [Calendar of Events](#)
- [Contact Information](#)
- [External Resources](#)
- [Frequently Asked Questions](#)
- [Data & Reports](#)

JOIN US ONLINE

[f](#) [t](#) [You Tube](#) [RSS](#)

More For LOOP 1604

"More involvement... for a better understanding."

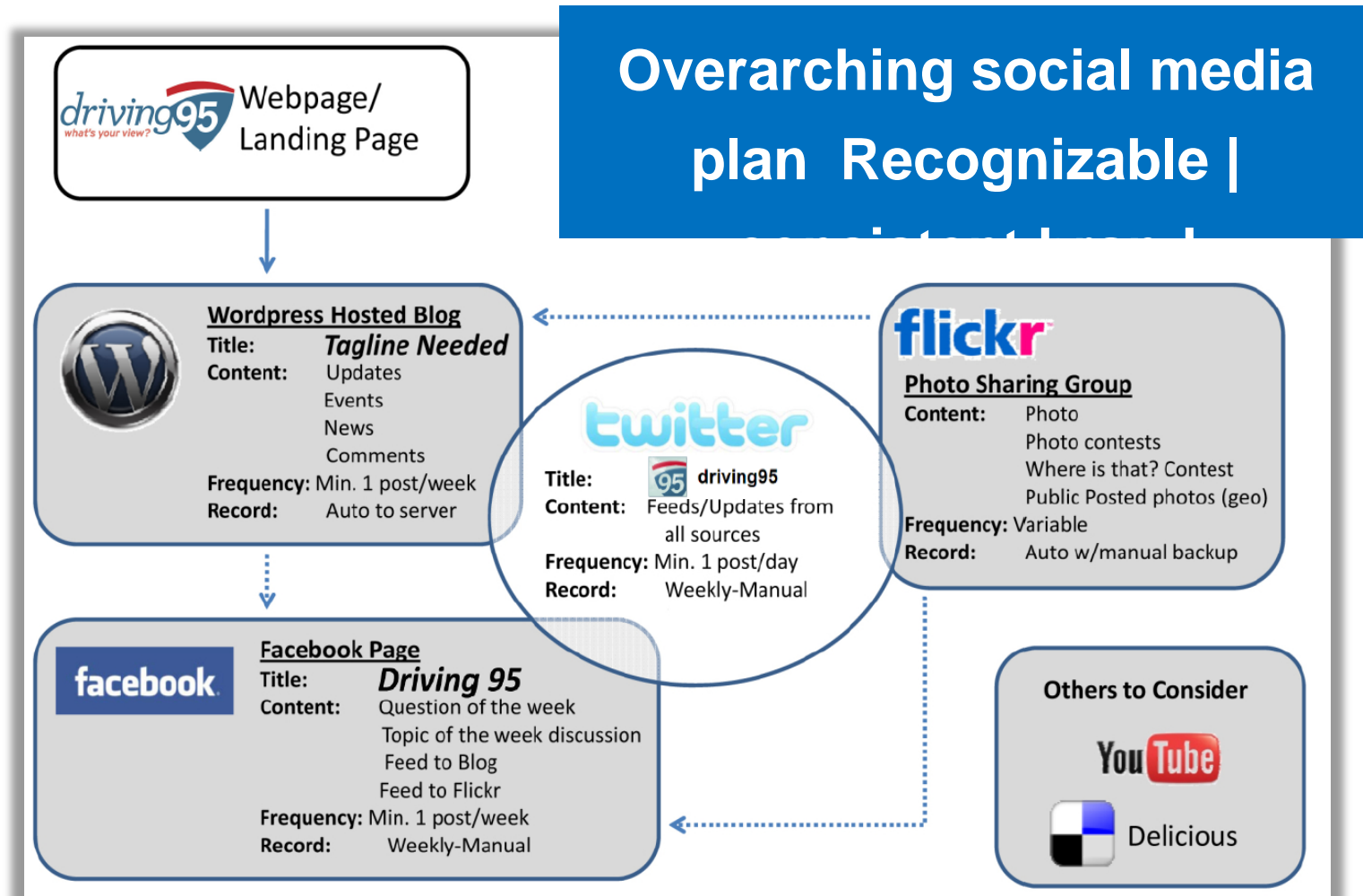
SOCIAL MEDIA TRAINING GUIDES

- [Facebook Getting Started Guide](#)
- [Facebook Tutorial: How to Create a Facebook Profile](#)
- [How to use Twitter Guide](#)
- [How to use flickr: Basics and Beyond](#)
- [How to Use flickr to Share Photos Online Video Series](#)

DISCLAIMER: Comments made on these sites will not be evaluated as part of the EIS decision-making process. These social networking tools are only intended to encourage public dialogue about the project.

Contact Us | Events Calendar

Planning + Strategy = Effectiveness



How well do you know your audience?

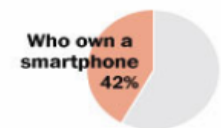
True engagement not always assured

- Cannot replace face-to-face relationships
- Access not universal | usually not a standalone tool

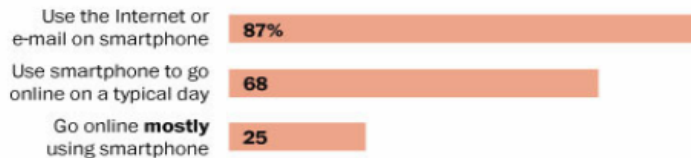
Smartphone usage

A large majority of smartphone owners use it for the Internet and e-mail, and one in four uses it as their primary method to go online.

Percentage of all cell phone owners



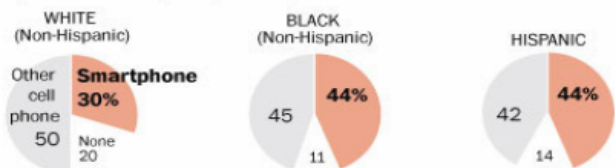
Of those who **own a smartphone**:



Those smartphone owners who go online **mostly using their cellphone**



Smartphone owners by race/ethnicity



Source: Pew Research Center's Internet and American Life Project, April 26-May 22, 2011 Spring Tracking Survey, The Washington Post. Published on July 11, 2011, 8:11 p.m.

Including other outreach tools

AL TALLER PÚBLICO AUDIO DE LA I-95

La Carretera 95 a través de Carolina del Norte sirve a pasajeros, a turistas y a la comunidad residente del área. El NCDOT está trabajando para determinar la mejor manera de renovar la I-95 a lo largo de nuestro estado. Con su ayuda el Estudio de Planificación y Financiamiento de la Carretera I-95 proporcionará el enfoque ideal para mejorar la seguridad, conectividad y eficiencia a lo largo de esta carretera.

¡Nos da mucho gusto tenerle aquí! Revise los materiales, haga muchas preguntas... y por favor ¡comparta sus opiniones con nosotros!

QuéPasa Radio
el grupo de la radio

1590 AM
Greensboro
Winston-Salem
High Point

La Más Buena
¡Aquí es Buena!

Ensuring access for all

communities

**social media = better
engagement**

How do we make this equation