

Engaging the Public

Questions

- retweet
 - hootsweet
 - tweetdeck
 - cotweet
 - twitter
 - see what they are using
 - what message you are trying to get across
- attendance
 - filled 3 tours
 - good weekend for weather
 - have happy hour
 - using email
 - used Twitter
 - Young Professionals
 - 220 people
 - biggest surprise
- choose tumblr over facebook
 - cross promote
 - have wider audience
 - design
 - easy to use blog
 - don't have to have account
 - facebook can't control design
 - harder to use
 - coolest blogging platform
 - more visual communication
 - video and pictures
- pushback
 - tried to get women apply for carfreediet
 - internal disagreement of DC fire EMS
 - how quickly should info be pushed out?

John Lisle

DC

- Old school
 - 48 hours
 - respond 30 days
 - voicemail 24 hours
- Today
 - almost immediate
 - d.ish blog
 - for documents
 - Scribd
- Twitter
 - greatest success
 - Potholepalooza campaign
 - 12-2009 740 followers
 - 2-2010 2748 followers
 - Twizzards
 - 3 blizzards
- first tweet
 - 10-20 in snow
 - retweeted
 - accepted responsibility
 - shared weather alerts
 - questions and comments
 - plowed
 - Carpe Diem
 - resource
 - authority
 - accessible
 - @DDOTDC
 - responsive
- important to listen
 - 8400 followers
 - take service requests to put in 311
 - ramp up during emergencies
- e.g.
 - earthquake
 - #DCEarthquake
 - #DCIrene
 - Hurricane Irene

Bobbi Greenberg

- good information
 - car-free diet skeptics
 - Arlington County VA
 - wrote a book
- create awareness
 - they did it - you can too!
 - social media
 - call for entries
 - voting
 - 3 phases
 - 30 day challenge
 - from Earth Day to Bike to Work Day
 - + 300 likes
- Season 1
 - sold car
 - Todd
 - rides bike
 - Ross
- Season 2
 - More social
 - the car free diet show
 - brand advocate

Neil Freeman

- Making Potholes Cool
- XLS spreadsheet
- The Daily Pothole
- microblogging
- Social network
- tumblr

Frank

- Drupal
- TRBVIZ.ning.com
- TED.COM
- 233 Members

Presentation

- Introduction
 - play with technology
 - blog - transportgooru.com
 - www.about.me/transportgooru
- Social Media
 - smart phone to flickr/YouTube
 - wider sharing
 - communications revolution
 - overload
- Role in Transportation
 - public participation
 - High Speed Rail & political battles
 - empower citizens
- Decision Making
 - influence
- Case Studies
 - DC Street Cars
 - funding cuts
 - social media pressure
 - Carmageddon
 - Subtopic
 - Distracted Driving
 - WMATA & Unsuckedmetro.com
 - doing better job listening
 - NYCDOT
 - the daily pothole
 - SeeClickFix.com
- Conclusion

Megan Anderson

- Port of Tacoma USA
- Economy Failed
 - Facebook 600+ likes
 - Twitter 1500+ followers
 - Flicker
 - YouTube
 - allowed audiences to grow organically
- Facebook Ads
 - 2 10 day campaigns
 - \$1000 budget
 - 100 per day
 - paid for clicks
 - photo ad did better than family version
 - changed image
 - linked to facebook event
 - rsvp button
 - more metrics
 - unique clicks
 - 7654 unique clicks
 - \$1.33 per click
 - 33 RSVP
 - 390 people saw the ad with name of friends
 - drove traffic to facebook page
 - 58% more post views
 - 128% increase post interactions
 - more to website
 - 4th most visited page - tours
 - about 2 minutes
- Summary
 - provide interesting content that resonates with your audience, they will interact
 - Continued conversation with audience