

# TRB SOCIAL MEDIA WORKSHOP

*Keeping up with Communication Technology*

## **EMERGING BEST MANAGEMENT PRACTICES FOR USING SOCIAL MEDIA IN A PUBLIC INVOLVEMENT PROGRAM FOR A TRANSPORTATION PROJECT**



# Social Media: Challenges and Strategies

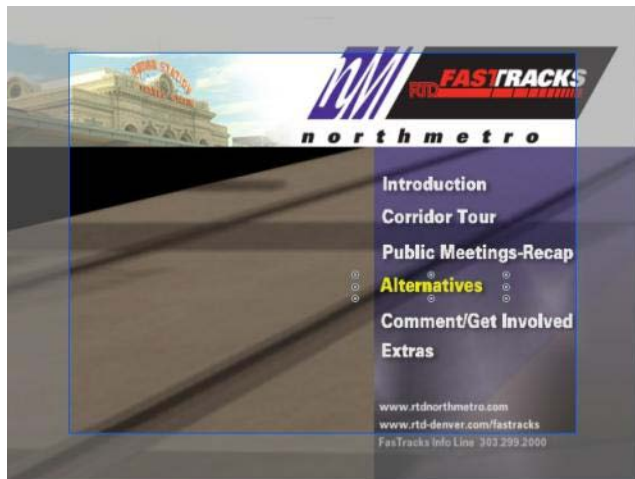


- Technical:** Digital divide, skills, equipment, software – **use many tools/ invest**
- Logistical:** Personal vs. professional identity – **choose!**
- Legal:** Record keeping, NEPA administrative record – **monitor!**
- Regulatory:** Lack of procedures - emerging best practices
- Political:** Inappropriate communications and messaging – **protocol!**
- Customer Service:** Outreach - **go where they are/use the tools they use**
- Branding Protection:** Loss of control – lead and adapt with the community
- Institutional:** Internal traditions and requirements – **lead and adjust!**
- Funding:** Additional costs - better use of existing expenditures



# Denver Regional Transportation District: North Metro Corridor EIS: Educational Video Series

Corridor Tour, Public Meeting Recap, Invitations, Short Subjects...



# Video: What's Happening and What's Next....

YouTube Channel  
AASHTO Channel  
BARTtv

Your Channel...



The screenshot shows a web browser window with the URL <http://www.bart.gov/news/barttv/?ct=07&cat=27&id=342>. The page is titled "BART - News, BARTtv News" and features a navigation menu with links for "Stations & Schedules", "Tickets", "Rider Guide", "News", "About BART", and "Home". The main content area is titled "BARTtv News" and displays a video player for "BART Trial Tests Paying Fares & Food with Mobile Phones". Below the video player, there is a "PLAY" button and a "BART Trial Tests Paying Fares & Food with Mobile Phones" link. To the right of the video player, there is a "Browse Video" section with a search bar and a list of "Top Stories" including "BART Trial Tests Paying Fares & Food with Mobile Phones", "BARTable Black History Destination Oakland Museum of California", "A Guide To Passenger Safety", "BARTable Destination: The Asian Art Museum", and "BART and Tully's Coffee Thank Riders With Fair Trade Coffee".

# Facebook: Who's Got the Best Site? LA Transit!

Westside Subway Extension: Jody Litvak

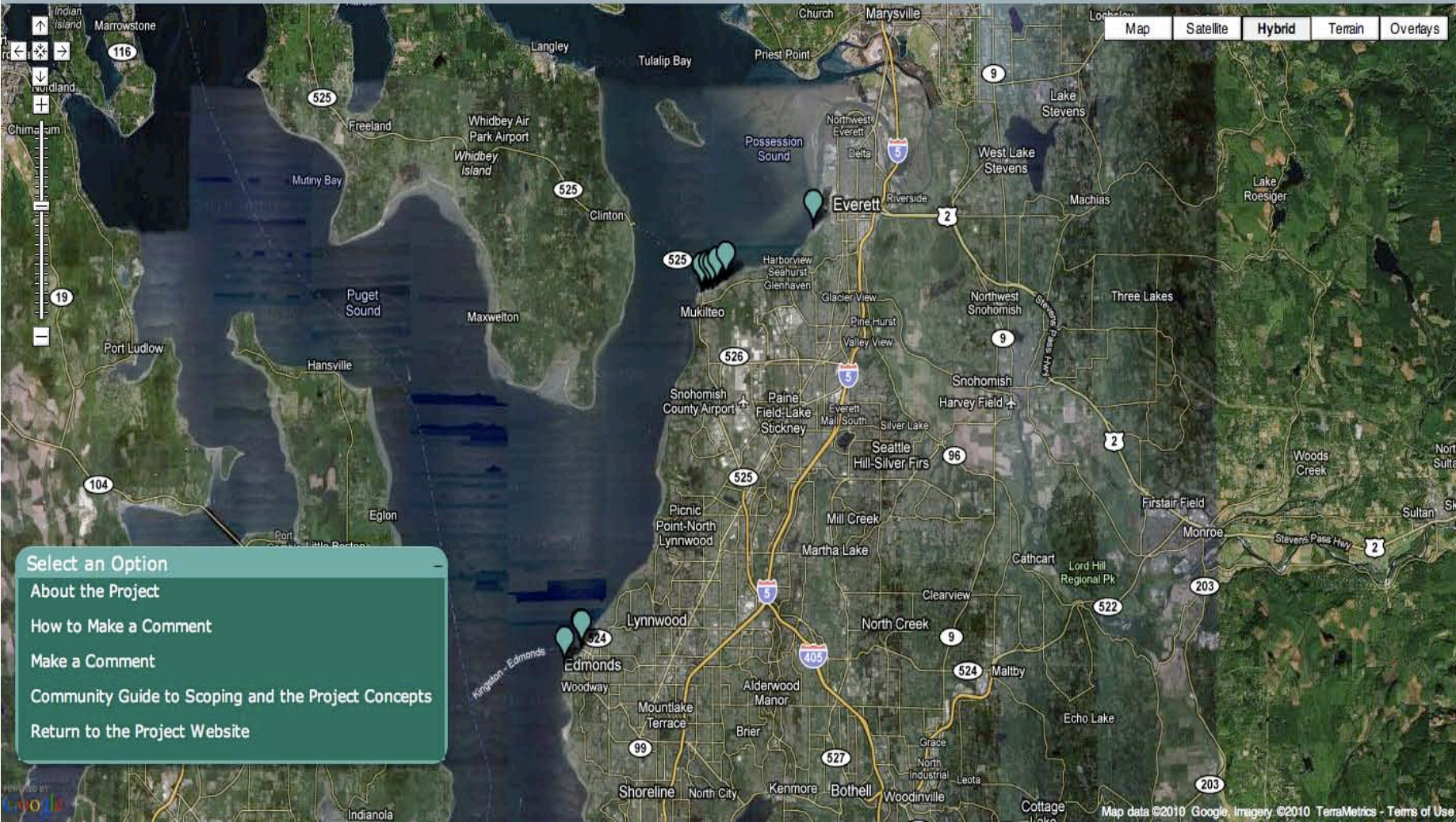


<http://www.facebook.com/WestsideSubwayExtension>

# Mapping Mash Ups

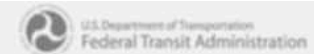
## Mukilteo Multimodal Project

## NEPA/SEPA Scoping Comment Period Fall 2010



# Sorted and Geo-Coded Comments

## Mukilteo Multimodal Project NEPA/SEPA Scoping Comment Period Fall 2010 Mukilteo - Mount Baker Terminal



Concept Image   **Make a Comment**

### General Comment Form

Affiliation

First Name

Last Name

Address

Apt / Suite No.

City

State **Washington** ▼

Zip Code

Email

Would you like to be added to our email list?  Yes  No

What is the primary reason you are interested in the Mukilteo Multimodal Project? Select One

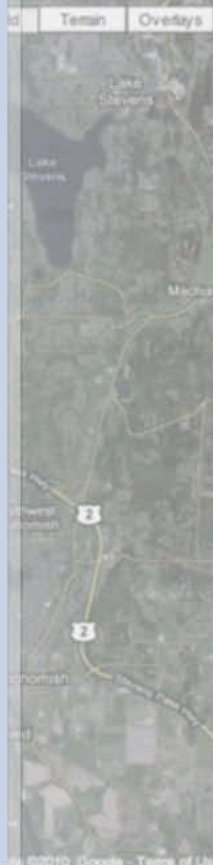
- I live nearby
- I'm a regular ferry rider
- I'm an occasional ferry rider

What issues are most important to you about this project? Select any that apply

- Traffic
- Parking
- Safety
- Environment
- Noise
- Connections to bus,train,bike
- Public access to waterfront
- Economic Opportunities
- Other

Other Comments

- Select an Option
- About the Project
  - How to Make a Comment
  - Make a Comment**
  - Community Guide to
  - Return to the Project



# Scalable Screens Providing Details

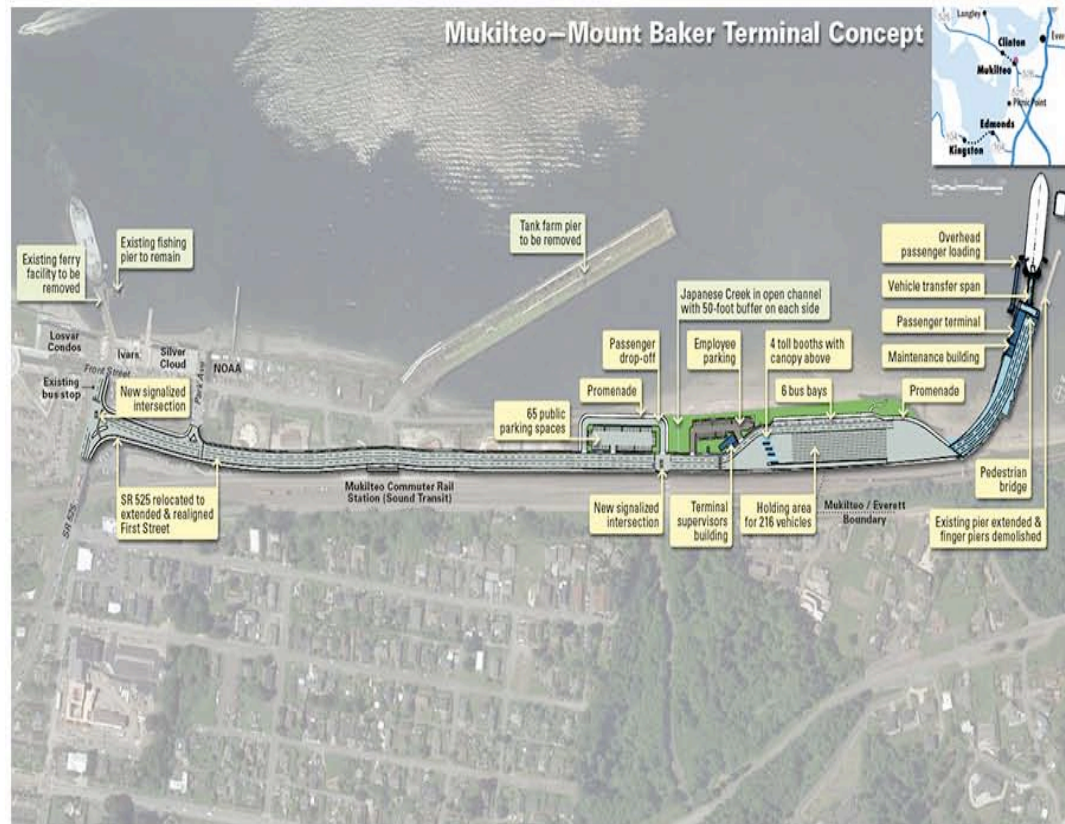
## Mukilteo Multimodal Project

### NEPA/SEPA Scoping Comment Period Fall 2010



#### Mukilteo - Mount Baker Terminal

Concept Image [Make a Comment](#)



Select an Option

About the Project

How to Make a Comment

Make a Comment

Community Guide to

Return to the Project

# Integrated Mash Ups: What if we could put it all together?



### WE WANT TO HEAR FROM YOU

Submit a comment through the [Feedback Form >>](#)

Use the Map to submit a comment linked to a specific geographic area

Use your cursor to select a point at which a dialog box will appear. Complete the form fields and your comment will be associated with that geographic location. [See the quick video tutorial on geo-comments >>](#)

### FUN WAYS TO CONTRIBUTE AND CONNECT

**Join in on the conversation on Facebook**  
Leave a comment, share your story, and check out our links, photos, and videos.

**Follow the project on Twitter**  
Catch up on the latest news on the City of Centennial Master Transportation Plan, find out about events.

**Tune in and contribute on YouTube**  
Watch videos on the Transportation Plan's progress and contribute your videos.

### DOCUMENT LIBRARY

- Accessory Dwelling
- Affordable Housing
- Case Study
- Citizen Participation
  - Charrette Handbook: The Essential Guide for Accelerated, Collaborative Community Planning. (2008)
  - Choosing Our Community's Future. (2009)
  - Choosing Our Community's Future: A Citizen's Guide to Getting the Most Out of New Development
  - Creating a Community Outreach Plan. (2006)
  - Creating a Community Outreach Plan
- Community Development
  - Density
  - Environment
  - Examples
  - Financing
  - General

### Welcome back

In the past week...  
5 New Resource Docs   32 New Comments   3 New Citizen Videos

GeoFlow   MapZoomer

Traffic   More...   Map   Satellite   Terrain

### Community News

**Centennial Honored by Southeast Business Partnership Today, May 29,** the City of Centennial and Mayor Randy Pye received the 2009 Eagle Award from the Southeast Business Partnership. [\[Read on...\]](#)

**Centennial Youth Commission Application Deadline Extended** The City of Centennial Youth Commission is currently seeking applicants for the 2009/10 school year. [\[Read on...\]](#)

**Opening of The Streets at SouthGlenn - Welcome Back!** The Streets at SouthGlenn will celebrate its opening August 28 - 30 with events and activities for the whole family... [\[Read on...\]](#)



# Thank You



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