

SOCIAL MEDIA AS AN INFLUENCE BUILDER FOR TRANSPORTATION PROJECTS



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Presentation Outline

- ▣ Introduction
- ▣ Social Media
 - Web 2.0
 - ▣ Gov 2.0
 - Public Participation (2.0)
- ▣ Role of Social Media In Transportation
 - How it is shaping communication trends in transportation
- ▣ Influencing/Decision-Making in Transportation
- ▣ Case Studies
- ▣ Conclusion

Introduction

- ▣ Transportation Engineer/ITS Specialist
- ▣ Contractor for the USDOT
 - Program Management Support
 - Social Media/Communications Advisor
- ▣ Blogger
 - Founder and Editor of www.Transportgooru.com
- ▣ Social Media Evangelist
 - Twitter: @Transportgooru
 - Facebook: www.facebook.com/transportgoorudotcom
 - LinkedIn: @Transportgooru
- ▣ Profile: www.about.me/transportgooru



Social Media

▣ The Usual Social Media Landscape Conversations:

- Twitter
- Facebook
- LinkedIn
- YouTube
- SlideShare, etc, etc

▣ Web 2.0

- Tech Advancement = Wider Participation =
More Sharing = More Knowledge =
Knowledge-Based Decision/Civic
Participation Among Citizens
- Gov2.0 – Unleash the Power of Data
 - ▣ Engaging the Citizens in Governance



Empowering People



The days of searching long and hard for data are over...

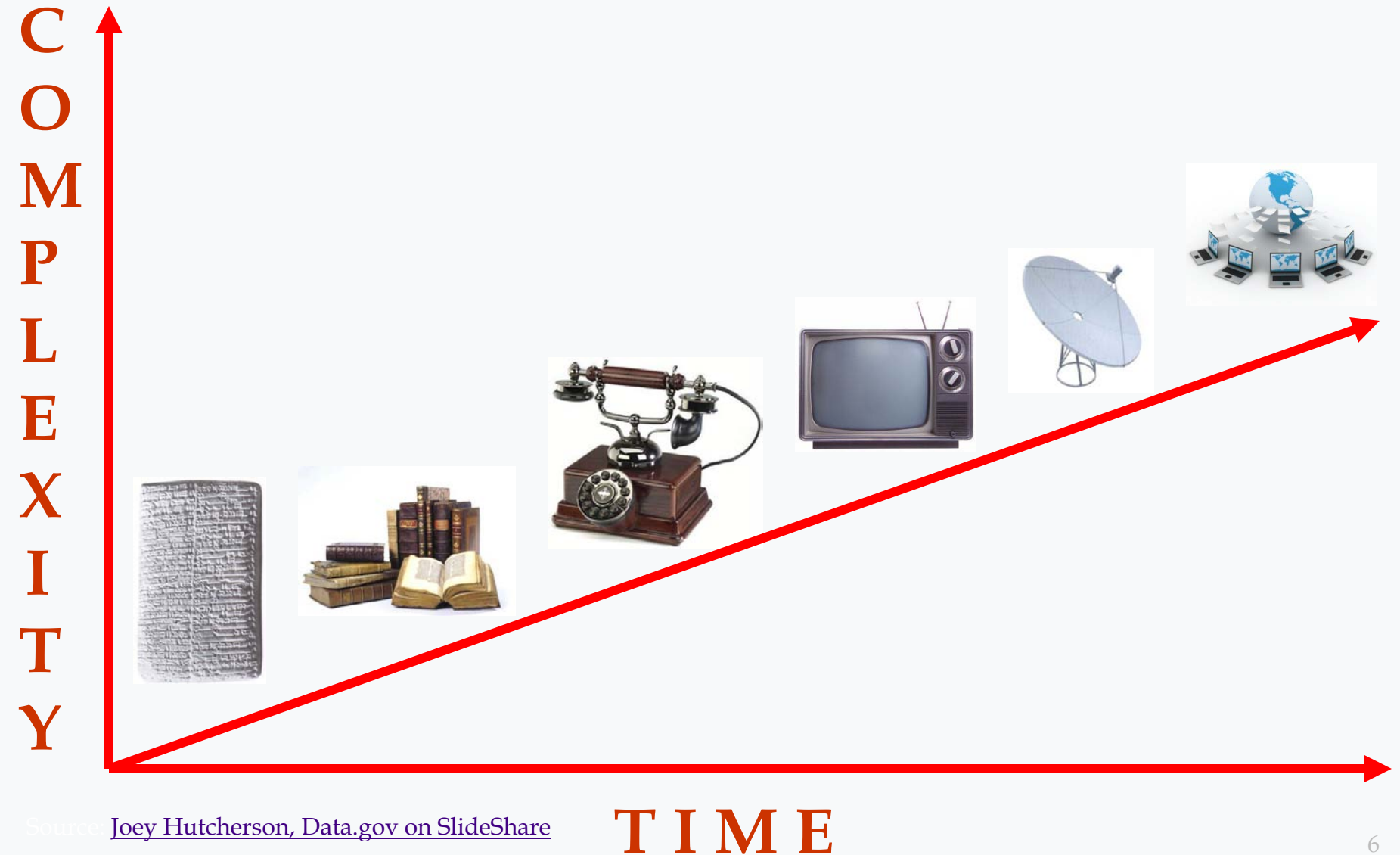


..Data is now brought to you and more easily available..



...To let people make more informed decisions every day!

The Communications Revolution



Source: [Joey Hutcherson, Data.gov on SlideShare](#)

T I M E

Public Participation 2.0

- ▣ Public Involvement and Transportation Decisions
 - A few examples:
 - ▣ High-Speed Rail Investment & political battles (R vs. D)
 - ▣ Cutting down bus routes
 - Decisions are not just made in the traditional ways
 - ▣ Traditional vs. Modern
 - Lobbying
 - ▣ Empowerment of Citizens
 - ▣ Got a voice beyond the K Street

Influence

- ▣ **in flu ence** - [in-floo-uhns] *noun, verb*
 - the capacity or power of persons or things to be a compelling force on or produce effects on the actions, behavior, opinions, etc., of others
 - to move or impel to some action



Influence Case Study - DC Street Cars

- ▣ DC Mayor (then Council Chairman) Vince Gray calls for funding cuts to proposed DC Street Cars (~2AM on Wednesday, May 26, 2010 just a few hours before the council voted)
- ▣ By 9 AM, transit advocates in DC, spearheaded by Greater Greater Washington (@ggwash) & other local blogs ([DCist](#), [We Love DC](#), [Prince of Petworth](#), [Frozen Tropics](#), [The Hill is Home](#), [H Street Great Street](#), [Life in Mount Vernon Square](#), the Sierra Club's [Streetcars4DC](#)), jumped into action:
 - Generated ~1000 calls from citizens to Council office
 - 388 clicks and 70 "shares" on Facebook
 - Several hundred tweets and retweets
- ▣ Owing to community reaction, the decision was reversed (3PM May 26, 2011)
- ▣ This is near-impossible with traditional media

Influence Case Study – Carmageddon

- I-405 in Los Angeles, CA
- ~500,000 vehicles/weekend
- Proposed repairs on a 10-mile stretch in ~36-48 hrs
- City officials – with the help of celebs – took to social media and urged motorists to stay home
 - Multiple public agencies and government officials were involved in communicating this effort to the public:
 - Word gets out via Social media – FB & Twitter play a vital role along with traditional media (TV, newspapers, etc)
- Community reacts
- Smooth ending with a lot of love from community



@tomhanks
Tom Hanks ✓

This weekend, LA! Avoid Carmageddon, Gas-zilla, 405-enstein, Grid-lock-apalooza! STAY HOME. Eat & shop local! Hanx



@KimKardashian
Kim Kardashian ✓

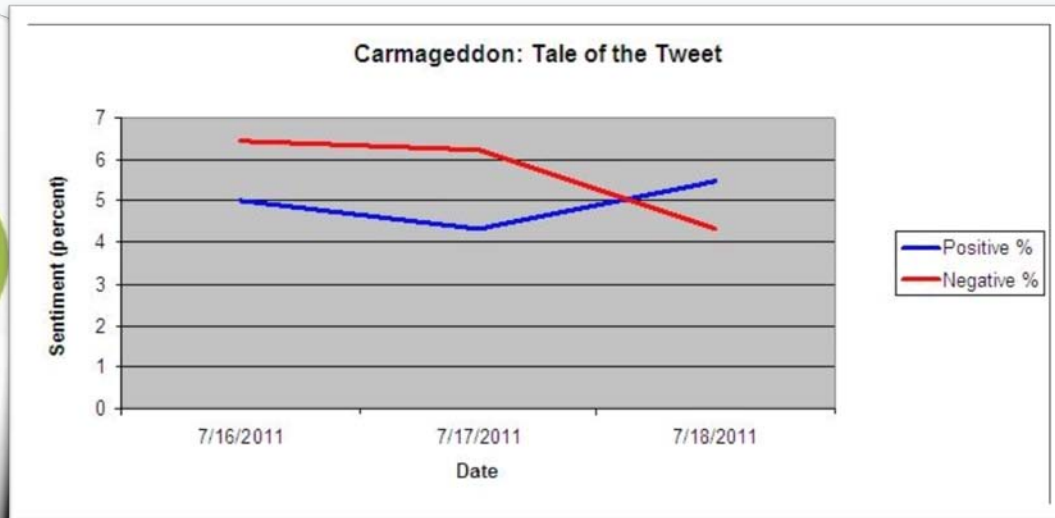
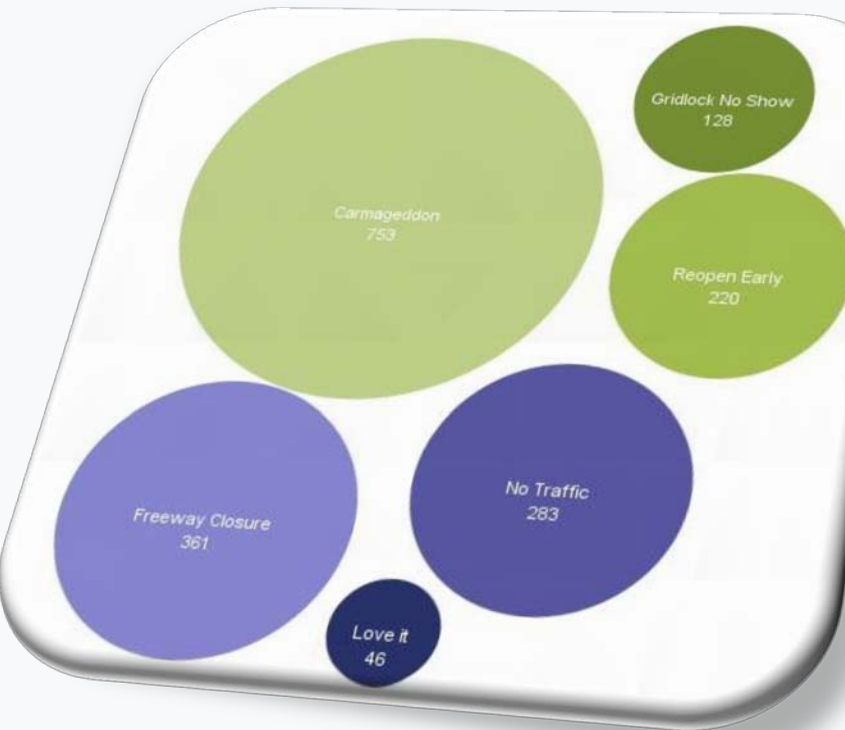
Make sure you stay away from the 405 Fwy the weekend of July 16 & 17, it will be closed between the 10 Fwy and 101 Fwy North & South!

11:44 AM · 17 Photos · 14 Retweets · 4 Replies

Retweeted by cForbiddenFruit and 100+ others



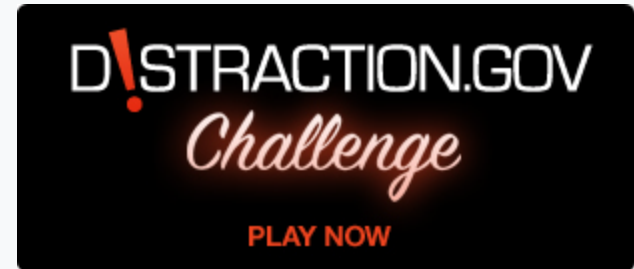
Influence Case Study – Carmageddon



IBM's Naveen Lamba: Negative sentiment starts out higher than positive sentiment at the start of the weekend. By Sunday positive Tweets begin an upsurge, as negative Tweets decline. By Monday morning, positive comments (like "no traffic!") outnumber negative (like "Carmageddon stinks!")

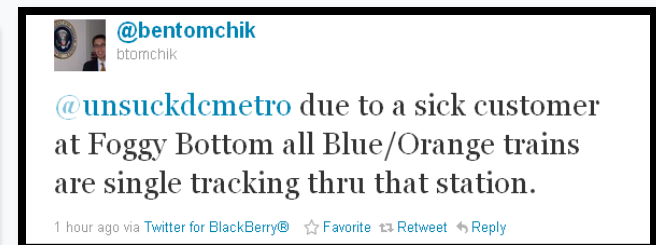
Influence Case Study - USDOT's "Faces of Distracted Driving" Campaign

- ▣ USDOT's leadership mounts a nationwide campaign against a deadly problem
- ▣ Social Media plays a vital role
- ▣ Targeted teen drivers, who are much more prone to digital distractions and careless driving
- ▣ Result = A very successful campaign



Influence Case Studies – WMATA

- ▣ WMATA & Unsuckdcmetro.com
 - Lack of coordinated response
 - ▣ Lack of interest on the agency's part
 - Community's desire to express/share avenues to vent
 - WMATA reactions/wakeup
 - ▣ Beefed up Outreach/PR activities
 - ▣ New Leadership, New Hires
 - @wmata goes live
- ▣ Reverse influence - If you don't listen, someone will be willing to listen and community will find a way to make you listen.



Influence Case Study – NYCDOT

A screenshot of a Tumblr page titled 'The Daily POTHOLE MILL & PAVE'. The page features a green and black logo, a description as a publication of New York City DOT, and statistics on road resurfacing. A large number '6,375+' is prominently displayed, representing the total miles of surface roads in NYC. The page also includes links for reporting potholes and viewing the weekly milling and paving schedule.

**The Daily POTHOLE
MILL & PAVE**

 A publication of New York City DOT    

 6,290,591 square yards resurfaced in 2011

 [Report a Pothole](#)

 [Weekly Milling & Paving Schedule](#)

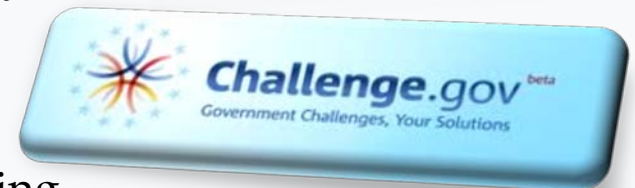
6,375+

total miles of surface roads in NYC

<http://thedailypothole.tumblr.com/>

Other Important Campaigns

- ▣ SeeClickFix
 - Crowdsourced community input about broken infrastructure (i.e, pothole)
- ▣ ITS JPO/USDOT Innovative Public Engagement Campaigns
 - **ITS Video Challenge**
 - ▣ Communities around US encouraged to submit best ITS solutions; Submissions showcased in YouTube Channel
 - **Connected Vehicle Challenge**
 - ▣ New national competition seeking ideas for using wireless connectivity between vehicles to make transportation safer, greener and easier – Challenge.gov
 - **Digital Technology Exchange (DTE)**
 - ▣ Connect citizens, business, governments, industry, entrepreneurs, and investors – creating a thriving online marketplace for transportation solutions



Conclusion

- ❑ If you don't talk about it, someone else will
- ❑ Individual users on social media influence network
- ❑ Social media's role as an influencer will continue to rise with proliferation of mobile devices
- ❑ Twitter and other social media outlets break news before TV gets it (Trending Topics)
- ❑ Unleash the power of data - Data.gov & Apps.gov
- ❑ Twitter Followers and Facebook Likes are like social currency
 - Divided school of thought
 - Some say Klout score as important as your credit score
- ❑ Social media offers great return on investment (ROI); but hard to measure
 - Very useful, especially in lean budget climates



...What they said about Telephone in 1898

A new century is at hand, and a fast spreading technology promises to change society forever. It will let people live and work wherever they please, and create dynamic new communities linked by electronics, improve the lot of the poor, and reinvent government . . .”

Contact Me

Profile: www.about.me/Transportgooru

let me **Google**[™] that for you

Google Search

I'm Feeling Lucky