



NASHVILLE AREA

**Metropolitan Planning Organization**

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

Mary Beth Ikard, APR – Communications Director  
Transportation Research Board – Social Media Webinar  
September 21, 2011

# Let's Be Real: Social Media ≠ Social Activism

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

## Word-of-mouth marketing (WOMM):

One of the most credible forms of advertising because 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!] a business, product, service, event.



## THE NEW YORKER

ANNALS OF INNOVATION

### SMALL CHANGE

*Why the revolution will not be tweeted.*

BY MALCOLM GLADWELL

OCTOBER 4, 2010

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.



*Social media can't provide what social change has always required.*

# Lay of the Land: Audience

- ➔ 65% of Americans consider themselves social media users
- ➔ 4 of 5 Internet users visit social networking site monthly
- ➔ 77% users say they get their **news** from social media
- ➔ facebook now 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%)
- ➔ People now spend as much time on their mobile as they do reading newspapers or magazines *combined*.
- ➔ 250+ million people use facebook on a daily basis
  - 27% of Americans report looking at facebook while in the bathroom 😊

# Lay of the Land: Audience

- ➔ Journalists surveyed re: sources for story research: 65% turn to sites like Facebook/LinkedIn; 52% use microblogging sites (Twitter)
- ➔ 83% of Americans now own *some* type of cell phone; 31% of Americans with cell service own a smart phone.
  - 62% of Americans are part of a wireless, mobile population that participates in digital activities away from home or work.
- ➔ 58% of people combine TV-viewing with other types of media.
- ➔ 50 million Tweets are issued daily (6,000 per second).
- ➔ 79% Fortune 100 companies using Twitter, FB, YouTube or a blog
- ➔ 1 in 5 Internet users searched for political info, posted views about issues, or engaged in other **civic activity** on a social network
- ➔ GovTwit: 1,000 accounts listed with “State-Local” tag



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

# NashvilleMPO.org/Stay\_Involved



## Explore Ways to Take Action!

### Get Email Updates!

To sign up to receive periodic email updates on the 2035 Regional Transportation Plan and other matters, please fill in the following fields and hit submit. Thanks, and welcome!

First name:

Last name:

Postal code:

E-mail:

Interests:  2035 Regional Plan  
 Transportation Improvement Program  
 Unified Planning Work Program  
 Walking & Bicycling  
 Transit  
 Roadways  
 Freight Movement  
 Air Quality  
 Land Use & Urban Design

Required

### Follow Us!

Become a fan, track our tweets, watch videos, and view photographs using your favorite social media tool!



### Share With Us!

Enough about us, what about you? We are interested in hearing from you and we've provided several ways for you to share your opinions, stories, lessons learned, photos, videos, ideas, ideas, with your input is valued in hearing from you about better ways to hear from you.

- Share your Photos or Videos of examples of good transportation, land use, or urban design
- Complete a Survey
- Send us your Imagery by Email
- Contact your MPO Board Representatives

### You're Invited!

The MPO's Technical Coordinating Committee and Executive Board meet regularly. These gatherings are integral to regional planning. Citizens, advisory groups, businesses, and others are welcome to attend - time for public comment is included on every agenda. The MPO also holds community meetings on its studies and major projects, as well as collaborative, educational symposiums on topics related to regional growth, transit, and more. For details on when & where we'll be next, check out our [Calendar of Upcoming Events](#).

Related:  
[View Photos & Videos from Previous Regional Executive & Executive Learning Events](#)

### Invite Us to Speak!

### FOR MORE INFORMATION

Mary Beth Hunt, APT  
Communications Director  
910-480-2400  
[MBH@nashvillempo.org](mailto:MBH@nashvillempo.org)

### RELATED RESOURCES

- Stay Involved
- Learning Meetings
  - For Public Hearing & Comment
  - MPO's Public Participation Plan
  - What Our Policy Statement
  - Transportation Projects

### SUBSCRIBE

- News & News (PDF)
- Website Updates (PDF)

Locally, regionally, statewide. Serving

### NashvilleMPO

RT @BrentJewell: When it comes to Green Building, where you live & work is important. As what you build through our region's energy infrastructure.

MPO's monthly webinars at 10am in the 10th floor meeting room. See you for next: <http://bit.ly/1KzU00T> @nashville

The Other Side of The Tracks | January 31, 2013 <http://www.nashvillempo.org> via [Facebook](#) & [Twitter](#)

Congratulations to @SherryWebster, a former @WalkBikeNashville board member, on the state senate primary victory in Tennessee's 12th district.

RT @sherry: Smarter planning, weather-resilient roads - how adding smart urban infrastructure can help.

[Join the conversation](#)

### STAY INVOLVED

Select >

### FOLLOW US:

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Select Language:

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Public Participation Plan, Web 2.0 Policy, Upcoming Meetings Calendar, Current Work Program

Twitter feed window: @NashvilleMPO & its most relevant partner orgs (Walk/Bike Nashville, Clean Air Partnership of Mid TN, Transit Now Nashville, Smart Growth America)

Involvement options, Web 2.0 channel thumbnails appear on every page throughout site

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

# facebook.com/NashvilleMPO



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Nashville Area MPO



**Pedestrian fatalities rise slightly, reversing trend - USATODAY.com**

[www.usatoday.com](http://www.usatoday.com)

The nation saw a slight uptick in pedestrian fatalities in the first half of last year, a surprise coming amid a drop in overall traffic deaths.

5 minutes ago · Like · Comment



**Nashville Area MPO** "The environmental effect of all this congestion is downright gross: in 2009, 3.9 billion gallons of fuel were wasted--equal to 130 days of flow in the Alaska Pipeline."



**New report quantifies just how much a car commute crushes your soul**

[www.grist.org](http://www.grist.org)

The Texas Transportation Institute at Texas A&M University has released its annual Urban Mobility Report, which includes data on how much time, money, and mental health urban-area car commuters lose to congestion every year. Spoiler alert: Car commuting is expensive, crazy-making, and bad for the en

about an hour ago · Like · Comment



**Nashville Area MPO** "Cars are a leading cause of climate change. Your feet are zero-pollution transportation machines." (via Walk Score)

Yesterday at 11:54am · Like · Comment



Sally Robertson, Pat Clements and Emily Ogden like this.



**Sally Robertson** So are bicycles.

23 hours ago · 1 person · Flag



**Nashville Area MPO** More information on the RTA vote from this morning.



**Regional Transportation Authority passes key measure for mass transit | Nashville Business Journal**

[www.bizjournals.com](http://www.bizjournals.com)

Nashville, TN News - View Daily Local Business News, Resources & more in Nashville, Tennessee.

Wednesday at 1:41pm · Like · Comment



**Nashville Area MPO** Important news: Middle Tennessee's Transit Authority JUST voted to reconstitute itself as a major next-step toward establishing a regional \*dedicated funding\* source for the expansion / sustainability of transit infrastructure & operations.

Wednesday at 9:19am · Like · Comment



Terri Hammond Sterling, Eric Howell, Ron Yearwood and 6 others like this.



**Nashville Area MPO** More info on the 2009 Tennessee enabling legislation for regional dedicated [transit] funding- <http://bit.ly/eqNarX>

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.

520 People Like This



Rondi Watson



Sharyna AngelDremer



Mahmoud Hamid



Rip Rick Luker



Celebrate Nashville



Joel Coody

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Tennessee Public Transportation Association



Historic Nashville, Inc.



Recovery.gov

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>)



Find us on Facebook

[nashvillempo.org](http://nashvillempo.org)

# Twitter.com/NashvilleMPO



@USATODAY: Pedestrian fatalities rise while overall traffic fatalities decline. What do you think is goin' on? <http://usat.ly/gzBE6J>

19 minutes ago via web

RT @UrbanLandInst New Report: Buses Are America's Fastest Growing Transportation Mode <http://bit.ly/dGrgat> #transit

2:00 PM Jan 20th via web

grist The U.S. has as many as eight parking spaces per car. - <http://bit.ly/fE06wQ> @mims reports

12:34 PM Jan 19th via TweetDeck

Retweeted by NashvilleMPO and 15 others

"Cars are a leading cause of #climate change. Your feet are zero-pollution transportation machines." via @walkscore

1:55 PM Jan 20th via web

@nashvillebiz on reconstitution of @MiddleTN\_RTA as next-step toward dedicated funding for regional #transit - <http://bit.ly/g4XHv>

3:44 PM Jan 19th via web

@MiddleTN\_RTA JUST voted to reconstitute itself as major next-step toward establishing dedicated funding 4 #transit ops <http://bit.ly/eqNgrX>

11:23 AM Jan 19th via web

urbandata Since 1960s: US vehicle miles traveled per capita have tripled, #obesity rate has increased from 14% to 35%.

#publichealth via @NashvilleMPO

1:21 PM Jan 18th via HootSuite

Retweeted by NashvilleMPO and 15 others

transportdata @NashvilleMPO is giving webinar talk on how #publichealth can be incorporated into #urbanpolicy around #transit, active transport.

1:17 PM Jan 18th via HootSuite

Name Nashville Area MPO  
Location Greater Nashville, TN  
Web <http://NashvilleM...>  
Bio A Regional Partnership for Mobility, Economic Prosperity, & Environmental Sustainability through Quality Investments in Transportation. Public Input Encouraged.

732 following 597 followers 64 listed

Tweets 548

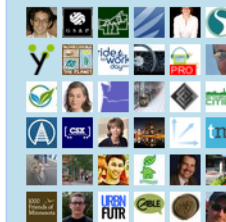
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Lists

@NashvilleMPO/nashville-mpo-partners

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Following



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RSS feed of NashvilleMPO's tweets

1. Listen First
2. Identity matters
3. Who's tweeting?
4. Stroke egos
5. BREAKING NEWS
6. Accessible + authority = Trust
7. Timely & Active



# Follow & Be Followed



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

- ➔ **Partners/Advocates:** @WalkBikeNash, @transitnash, @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 members

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



Livability. Sustainability. Prosperity. Diversity.

*Keep In Touch!*

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