

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

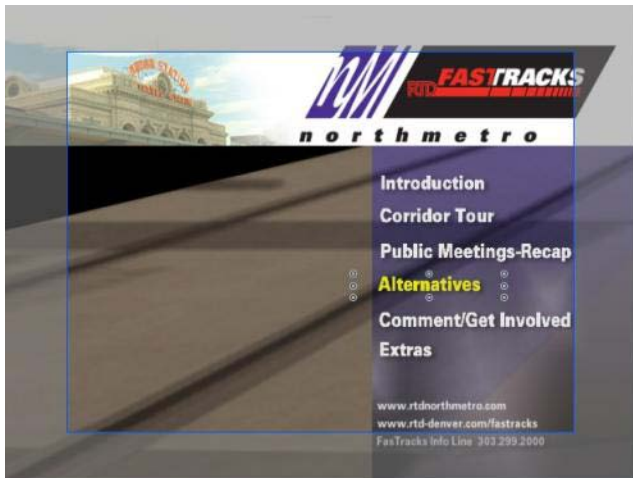


- Technical:** Digital divide, skills, equipment, software – **use many tools/ invest**
- Logistical:** Personal vs. professional identity – **choose!**
- Legal:** Record keeping, NEPA administrative record – **monitor!**
- Regulatory:** Lack of procedures - emerging best practices
- Political:** Inappropriate 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 the BART website interface. At the top, the browser address bar displays the URL <http://www.bart.gov/news/barttv/?ct=07&cat=27&id=342>. The website header includes the BART logo and navigation links for Site Map, Contact Us, Search BART, Stations & Schedules, Tickets, Rider Guide, News, About BART, and Home. The main content area is titled "BARTtv News" and features a video player with a "PLAY" button. Below the video player, there is a section for "Recent NEWS and EVENTS" with links to "BART to install electronic bike lockers" and "Track work may cause minor delays on Pittsburg/Bay Point line". 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

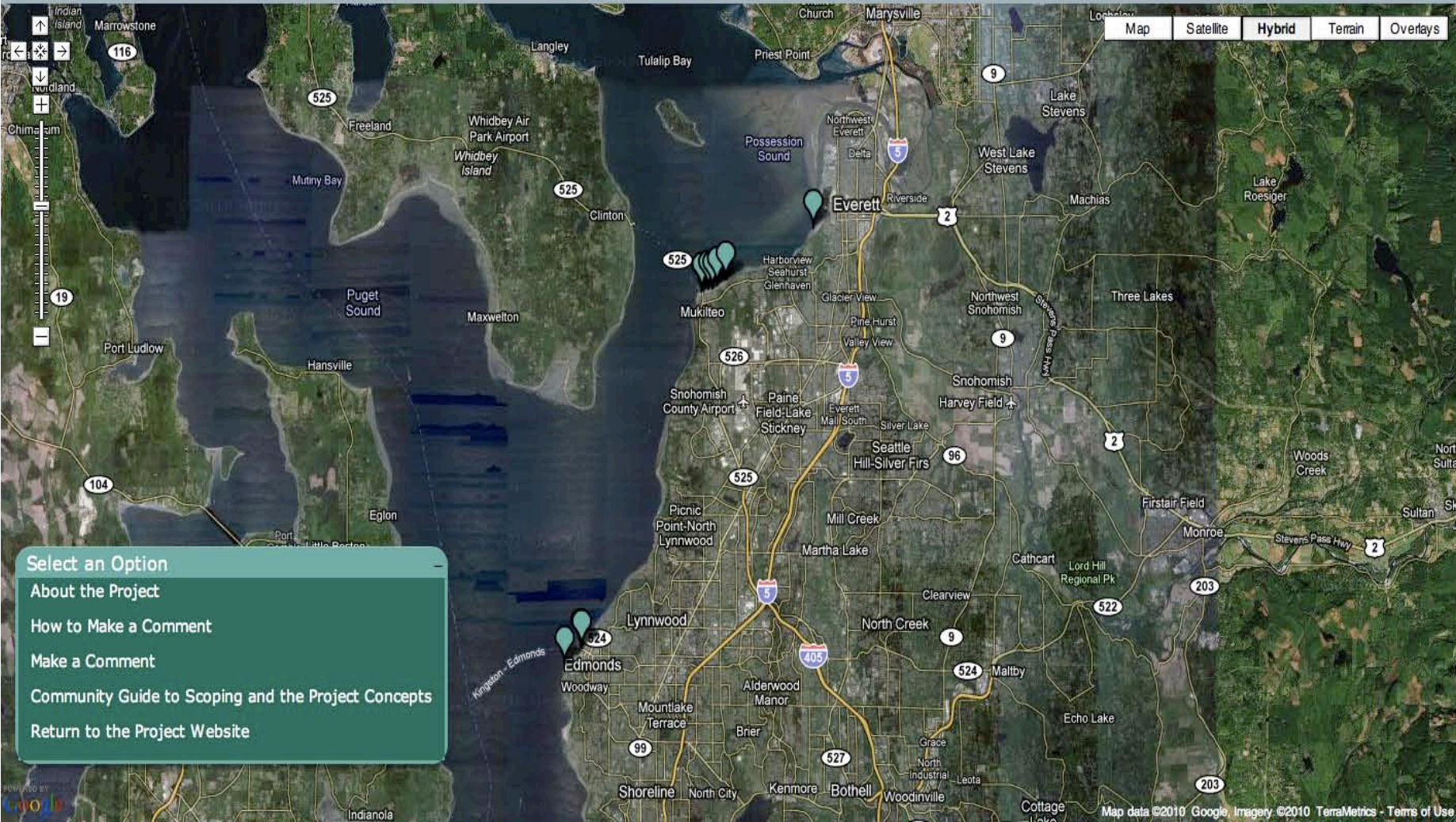


<http://www.facebook.com/WestsideSubwayExtension>

Mapping Mash Ups

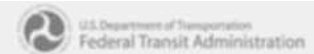
Mukilteo Multimodal Project

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

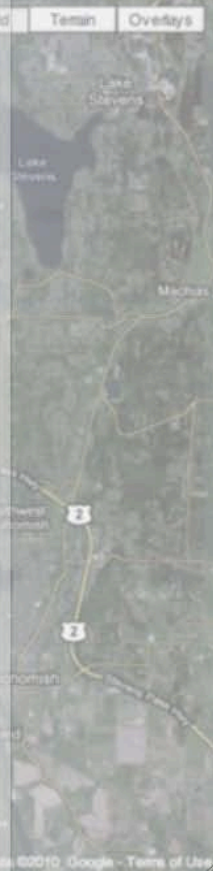
- Traffic
- Parking
- Safety
- Environment
- Noise
- Connections to bus,train,bike
- Public access to waterfront
- Economic Opportunities
- Other

Other Comments

Submit

Cancel

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



Scalable Screens Providing Details

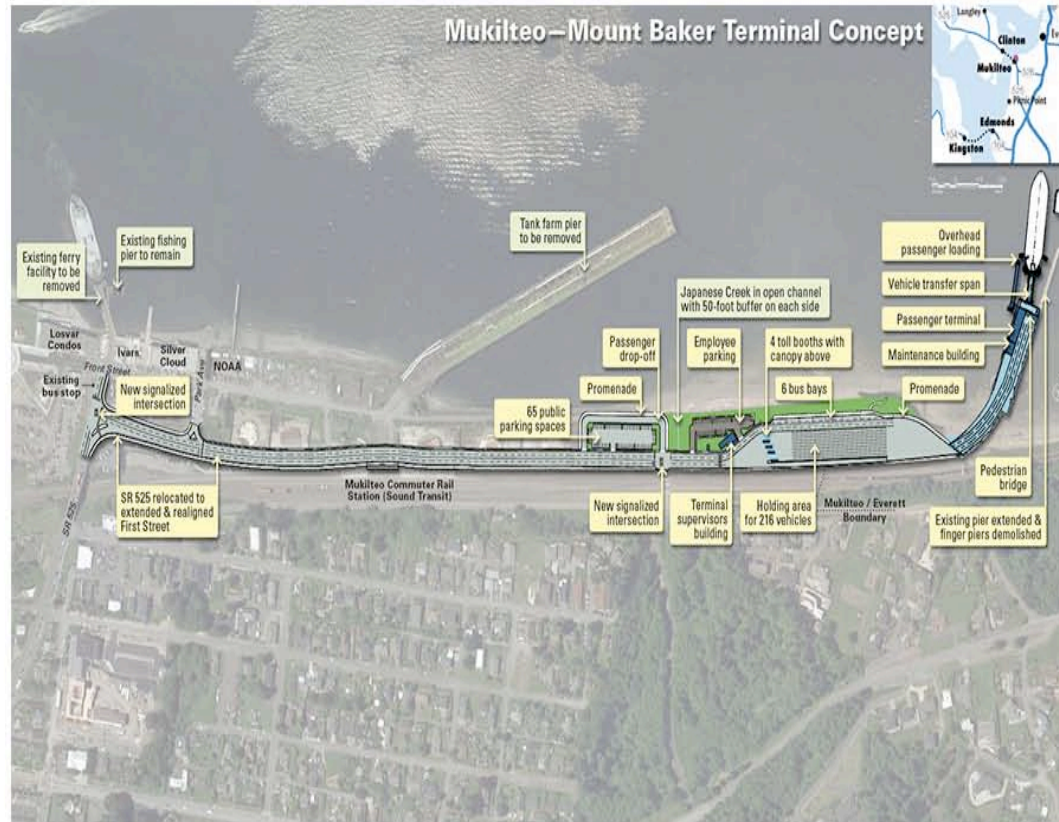
Mukilteo Multimodal Project

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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