



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  
*Rail~Volution: Building Livable Communities with Transit*

October 18, 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):** Highly credible form of advertising; 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!] business, product, service, event.



## THE NEW YORKER

ANNALS OF INNOVATION

### SMALL CHANGE

*Why the revolution will not be tweeted.*

BY MALCOLM GLADWELL

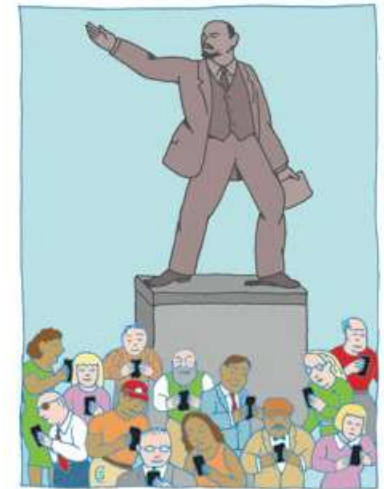
OCTOBER 4, 2010

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

- ➔ 77% Internet users say they get their **news** from social
- ➔ facebook 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%)
- ➔ Those using social for political/civic activity are:
  - 96% more likely than other internet users to participate in offline civic activities; 85% more likely to sign petitions; 67% more likely to contact electeds; **happier with their communities & their government** by all measures

# Lay of the Land: Audience

- ➡ Journalists surveyed re: sources for story research:
  - 65% turn to sites like Facebook/LinkedIn
  - 52% use microblogging sites (Twitter)
- ➡ **Facebook users** are: more politically engaged; more trusting; have more close relationships; get more social support.
- ➡ Nearly **100%** of U.S. 18-24-year-olds use social media.
- ➡ 1 in 5 Web users searched for political info, posted views on issues, or engaged in other **civic activity** on a social network
- ➡ GovTwit: 1,000 accounts listed with “State-Local” tag

# Mixed views on social media outreach

In general, how important do you feel it is for a government agency to...

(% of adults)



Provide general information to the public on gov't websites



Allow people to contact officials on government websites



Allow people to complete tasks online



Post information and alerts on sites like Facebook or Twitter



The proportion (%) of all adults who agree/disagree that having a way to follow and communicate online with government using tools such as blogs, social networking sites, services like Twitter, or text messaging ...



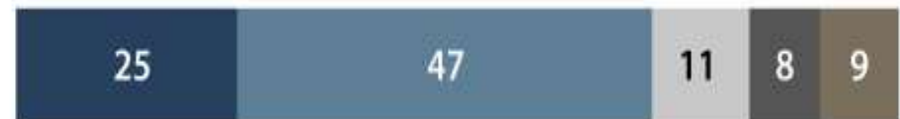
Helps people be more informed about what gov't is doing



Makes government agencies and officials more accessible



Just delivers same government info in different ways



Is a waste of government money





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**

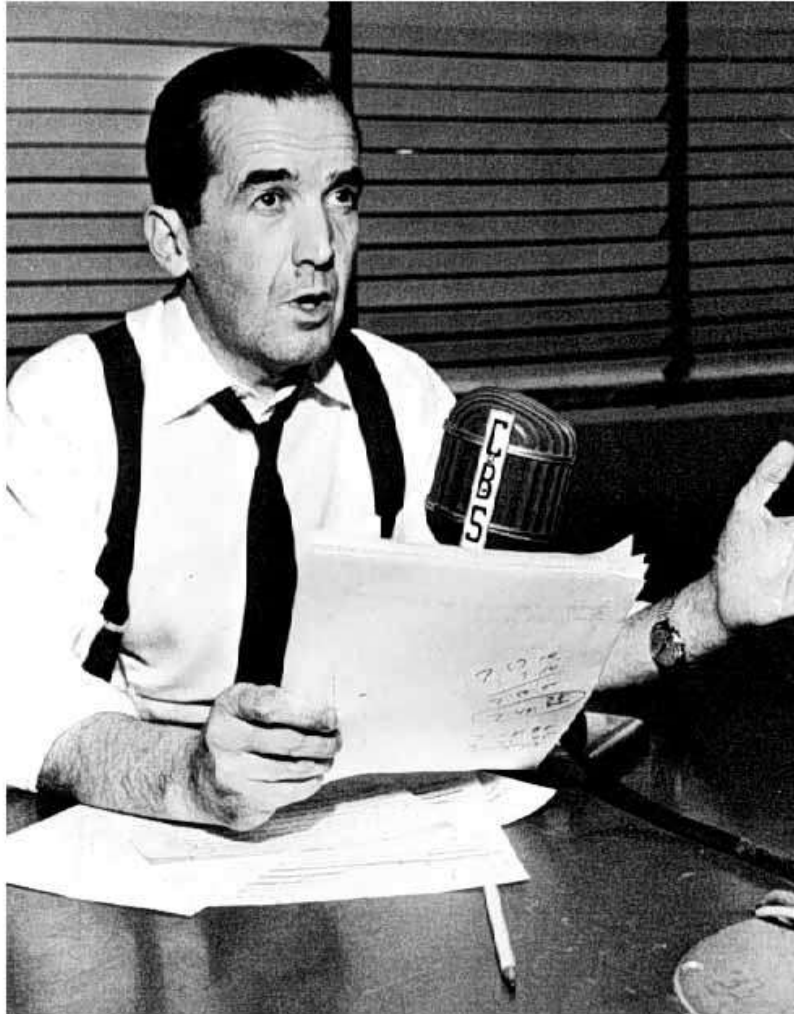
Support for Active  
Transportation &  
Walkable Communities

# Three Major Policy Initiatives

**#3**

Preservation &  
Enhancement of  
Strategic Roadways

# Think like a reader: Narrow the focus.



“The newest computer can merely compound, at **speed**, the oldest problem in the **relations** between **human** beings, and in the end, **the communicator** will be confronted with the old problem, of **what** to say and **how** to say it.”  
~Edward R. Murrow

*Write to be Read. The Verb is the Story.*  
Short. Simple. Active. Positive.

# 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
- Land Use Planning Work Program
- Walking & Bicycling
- Transit
- Roadways
- Freight Movement
- Air Quality
- Land Use & Urban Design

\* Required

**Follow Us!**

Discover a lot, reach our friends, watch videos, and view photographs using your favorite social media tools!

**Share With Us!**

Enough about us, what about you? We are interested in hearing from you and want to provide several ways for you to share your opinions, ideas, observations, photos, videos. Share, write, post, or comment on hearing from you about better ways to live from you.

- [Share your Photos or Videos on our page or post transportation, land use, or urban design](#)
- [Complete a Survey](#)
- [Send us your thoughts by Email](#)
- [Contact your MPO Board Representative](#)

**You're Invited!**

The MPO's Technical Coordinating Committee and Executive Board meet regularly. These gatherings are crucial to regional planning. Citizens, advisory groups, businesses and others are welcome to attend - data for public comment is included on every agenda.

The MPO also holds community meetings on its studies and major projects. We will use collaborative, educational symposiums to explore 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 Events & Previous Learning Events](#)

**Invite Us to Speak!**

**FOR MORE INFORMATION**

Mary Beth Ward, APD  
 Communications Director  
 615-259-6222  
[AWard@nashvillempo.org](mailto:AWard@nashvillempo.org)

**RELATED RESOURCES**

Stay Involved

- Learning Institute
- Plan Public Review & Comment
- MPO's Public Participation Plan
- Web Live Policy Statements
- Transportation Projects

**SUBSCRIBE**

- News & News (RSS)
- Website Updates (RSS)



**STAY INVOLVED**

Select:

**FOLLOW US:**

Select Language:

Powered by [Google Translate](#)

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



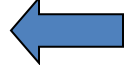
Public Participation Plan, Web 2.0 Policy, Upcoming Meetings Calendar, Current Work Program



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



# facebook.com/NashvilleMPO



Nashville Area MPO [Like](#)

[Wall](#) [Info](#) [Photos](#) [Events](#) [Twitter](#) [Flickr](#)

Filters



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

Favorite Pages

6 of 58 Pages

See All



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://NashvilleMPO.org>  
**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

**Favorites**

**Lists**  
[@NashvilleMPO/nashville-mpo-partners](#)  
[View all](#)

**Following**

[View all...](#)

**RSS feed of NashvilleMPO's tweets**

1. Listen First
2. Identity matters
3. Who's tweeting?
4. Stroke egos **WIIFM?**
5. **BREAKING NEWS**
6. Accessible + authority = Trust
7. Timely & Active *(for the love..., NO automation!)*



# Follow & Be Followed



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

- ➔ **Partners/Advocates:** @WalkBikeNash, @TAllianceMidTN, @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 member municipalities

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

# Metrics: bit.ly is your friend



bit.ly search your bit.ly links Shorten & Share Analyze Public Timeline nashvillempo

Shorten your links and share from here

Shorten Share

Share settings Active:

bitly.Pro Use bit.ly for business! Easy Setup Custom Short Links Pro Dashboard Learn More >>

Link & Bundle History: 10 - 20

26 clicks this week

View: All | Bundles  New! Create a bundle of links from your link history. Bundle

<input type="checkbox"/>	Clicks	Links	Info Plus	Date	Options
<input type="checkbox"/>	1 out of 8	Light Rail Transforming Cities, Guiding Development : NPR <a href="http://www.npr.org/2010/12/27/132283143/light-rail-transforming-cities-guiding-development?ft=1&amp;f=1006">http://www.npr.org/2010/12/27/132283143/light-rail-transforming-cities-guiding-development?ft=1&amp;f=1006</a>	<a href="#">Info Page+</a>	January 13	Options
<input type="checkbox"/>	2 out of 2	Franklin Mayor John Schroer named TDOT commissioner   tennessean.com <a href="http://www.tennessean.com/article/20110105/NEWS02/101050354/Franklin+Mayor+John+Schroer+named+TDOT+comr">http://www.tennessean.com/article/20110105/NEWS02/101050354/Franklin+Mayor+John+Schroer+named+TDOT+comr</a>	<a href="#">Info Page+</a>	January 11	Options
<input type="checkbox"/>	4 out of 4	<a href="http://blogs.tennessean.com/opinion/2010/12/25/communities-design-matters-to-drive-time-quality-of-life/">http://blogs.tennessean.com/opinion/2010/12/25/communities-design-matters-to-drive-time-quality-of-life/</a> <a href="http://blogs.tennessean.com/opinion/2010/12/25/communities-design-matters-to-drive-time-quality-of-life/">http://blogs.tennessean.com/opinion/2010/12/25/communities-design-matters-to-drive-time-quality-of-life/</a>	<a href="#">Info Page+</a>	December 28	Options
<input type="checkbox"/>	52 out of 58	<a href="http://2010.census.gov/news/img/apport_chart2_poppct.jpg">http://2010.census.gov/news/img/apport_chart2_poppct.jpg</a> <a href="http://2010.census.gov/news/img/apport_chart2_poppct.jpg">http://2010.census.gov/news/img/apport_chart2_poppct.jpg</a>	<a href="#">Info Page+</a>	December 21	Options

#2010Census

# Metrics: Google Analytics is your friend

Google Analytics

nashvillempo@gmail.com | Settings | My Account | Help | Sign Out

Analytics Settings | View Reports: [www.nashvillempo.org](http://www.nashvillempo.org)

My Analytics Accounts: [www.nashvillempo.org](http://www.nashvillempo.org)

## Dashboard

Intelligence <sup>Beta</sup>

Visitors

Traffic Sources

Overview

Direct Traffic

Referring Sites

Search Engines

All Traffic Sources

AdWords

Keywords

Campaigns

Ad Versions

Content

Goals

Custom Reporting

## My Customizations

Custom Reports

Advanced Segments

Intelligence <sup>Beta</sup>

Email

## Help Resources

About this Report

Conversion University

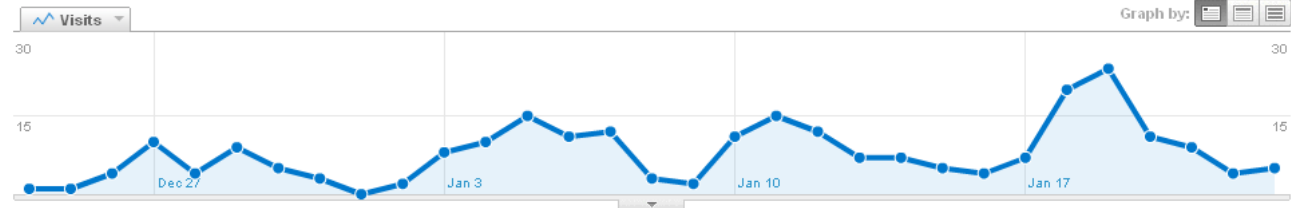
Common Questions

Export | Email | Add to Dashboard | Visualize | Advanced Segments: All Visits

Overview >

## Referring Sites

Dec 24, 2010 - Jan 23, 2011



Referring sites sent 241 visits via 43 sources

Site Usage | Goal Set 1 | Views: [Table] [List] [Line]

Visits	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate		
<b>241</b> % of Site Total: 17.59%	<b>2.90</b> Site Avg: 3.01 (-3.35%)	<b>00:02:42</b> Site Avg: 00:02:39 (1.92%)	<b>73.44%</b> Site Avg: 52.34% (40.33%)	<b>45.64%</b> Site Avg: 49.34% (-7.50%)		
Source	None	Visits ↓	Pages/Visit	Avg. Time on Site	% New Visits	Bounce Rate
1. <a href="http://nashville.gov">nashville.gov</a>		138	2.72	00:01:56	77.54%	47.83%
2. <a href="http://tdot.state.tn.us">tdot.state.tn.us</a>		18	4.22	00:04:39	33.33%	16.67%
3. <a href="http://ampo.org">ampo.org</a>		11	4.64	00:01:41	54.55%	18.18%
4. <a href="http://t4america.org">t4america.org</a>		6	5.33	00:05:39	16.67%	33.33%
5. <a href="http://walkbikenashville.org">walkbikenashville.org</a>		5	3.60	00:03:29	40.00%	40.00%
6. <a href="http://hvilletn.org">hvilletn.org</a>		4	1.00	00:00:00	100.00%	100.00%
7. <a href="http://linkedin.com">linkedin.com</a>		4	4.50	00:03:59	100.00%	0.00%

Internet | 100%



Livability. Sustainability. Prosperity. Diversity.

*Keep In Touch!*

[ikard@NashvilleMPO.org](mailto:ikard@NashvilleMPO.org)

[LinkedIn.com/in/mbikard](https://www.linkedin.com/in/mbikard)

[@MaryBethIkard](#) | [@NashvilleMPO](#)