Engaging People Where They Are

Social Media for Projects

Purdue Road School
March 11, 2015
Fish Where the Fish Are
U.S. Internet Users

87%

279,834,232

Social Media Usage

74%

207,077,331

http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/
Social Media Sites

71% Facebook

http://www.pewinternet.org/2015/01/09/social-media-update-2014/
Sites Being Used

Social media sites, 2012-2014
% of online adults who use the following social media websites, by year

- Facebook: 67, 71, 71
- LinkedIn: 20, 22, 28
- Pinterest: 15, 21, 28
- Instagram: 13, 17, 26
- Twitter: 16, 18, 23

http://www.pewinternet.org/2015/01/09/social-media-update-2014/
Mobile Devices

34 hrs

27 Hours on PCs

Mobile Apps

86%

14% Mobile Internet

Social Media does not replace other forms of communication and public participation. It must be used as part of a strategic public involvement plan.
TOP 3 TRANSPORTATION CHALLENGES FACING OUR REGION
ACCORDING TO 1,900 SURVEY RESPONDANTS

1. CONGESTION

2. Lack of Funding

3. Lack of Public Transportation Options

TOP 3 TRANSPORTATION ALTERNATIVES
- Safe Routes for Non-Drivers
- Pedestrian and Bicycle Facilities
- Stormwater Mitigation

39% of over 1,900 people said it was their first time participating with CAMPO

MOBILE MEETINGS
23 Meetings
700+ Reached

PUBLIC WORKSHOPS
6 Meetings
130+ Reached

SOCIAL MEDIA
920+ People Clicked Through to Learn More

YES

TOP PROJECTS ACCORDING TO 1,400 RESPONSES

1. SH 71 - 0.91 Mi East of CR 401 to Blaine County Line
2. SH 71 - 0.38 Mi East of CR 401 to 0.1 Mi East of CR 501
3. US 881 - N of arbuckle falls to S of Mount Joy Falls
   US 881 - left turn lane from RM 2147E to SH 71
   SH 71 - 0.201 Mi W of CR 401 to 0.201 Mi E of CR 401

Mobile Meetings
700

MindMixer
100

Survey 1
1,900

Survey 2
1,400

Public Meeting
130

Regional Summit
150

1. RM 620 - Anderson Mill Rd. to SH 71 W
2. Interstate 35 - Williamson County - SH 45 N to SH 105 N
3. Anderson Mill Rd. - Parmer Ln to Loop 1

1. FM 969 from the Travis County Line to SH 71
2. SH 71 West of Colorado River to East of Loco 150 East
3. SH 21 from SH 71 to Caldwell County Line

1. SH 21 - East of SH 130 to Bastrop County Line
2. SH 21 - Hays County Line west of Mustang Ridge to existing 4-lane section
3. SH 21 - FM 2001 to Caldwell - Hays County Line

WSP
PARSONS BRINCKERHOFF
Be relevant to your audience. Provide information and answers that are useful to them.
TRANSFORM WOODWARD

The Woodward Avenue Action Association (W3A) is a non-profit collaboration of public, private, local and regional partners working to preserve, enhance and promote Michigan’s iconic 27-mile Woodward Avenue, an All American Road® and one of the most significant roadways in the country.

Use this app to:
- Share your thoughts and pictures via Facebook and Twitter
- Visit our project website Transform1 for news and updates
- Take surveys on the project

WSP Parsons Brinckerhoff
Huey P. Long Bridge Widening Project

There will be a full 48-hour weekend closure of the Huey P Long Bridge. The closure will be all day Saturday, November 12 and Sunday, November 13 in order to place concrete for the new lanes in both directions on the bridge.
Hoy es el último día para recibir $5 en peajes gratis cuando usted se inscriba con nosotros en AAA (en línea también), Costco o tiendas Albertsons.
It is called “social” media for a reason. If you just want to post information, stick to your website.
Huey P. Long Bridge Widening Project

Sr. Construction Inspector Mike Neyman explains the concrete p...
Length: 1:02

314 People Reached · 8 People Talking About This

Like · Comment · Share · November 12 at 6:28am via mobile · 😊

👍 Henry Bauer IV and 3 others like this.

2 shares

Shane Steinkamp I know it's silly, but I'm kinda excited about this.
November 12 at 7:50am · Unlike · 😞 1

Huey P. Long Bridge Widening Project We are excited too. Tired, but excited.
November 12 at 10:39am · Like · 😊 1

Janice Finnie McGill This whole project is an awesome event that we are all sharing as part of our daily lives.....and we are learning a lot about bridge construction as well :)
November 12 at 11:04am · Unlike · 😞 2
Provide access and interaction people can’t get elsewhere.
Inaugural drive on new lanes.
Huey P. Long Bridge Widening Project added 17 photos to the album February 2013 Aerial Photos. Yesterday

Lee Findley, Miguel Pelaez Vesco, Delmo Crow and 41 others like this.

View 6 more comments

Jack Wilson cant wait to get down there and drive it!! great job!! Yesterday at 3:04pm · Like

Huey P. Long Bridge Widening Project Final new approaches set to open in the next couple weeks. Stay tuned! Yesterday at 3:07pm · Like
Use visuals such as photos, videos and links to other pages.
Hucy P. Long Bridge Widening Project

Not just a patriotic photo to kick off your morning. This is a milestone on the bridge widening. Old glory is flying because workers placed the final new piece of steel at the top of the bridge. Still work to be done, but this is great progress.

Like · Comment · Unfollow Post · Share · Edit · July 27

Thomas Bender and 32 others like this.

Jared Mixson
Send the chopper up and get a new pic of the whole bridge.
July 27 at 8:03am · Like

Daniel James Melancon
So all of the "secondary members" are in place???
July 27 at 5:05am · Like

Hucy P. Long Bridge Widening Project
Yes, all the secondary members are in place. Thanks!
July 27 at 9:42am · Like

Daniel James Melancon
GOOD JOB!!!!
July 27 at 9:50am · Like

David Barrett
AWESOME !!!!!!!
July 27 at 1:55pm · Like
The Huey P. Long Bridge in Jefferson Parish, La. is being constructed in four phases and is scheduled to be complete in 2013. The completed project will include three 11-foot travel lanes in each direction, inside and outside shoulders on the bridge and new signalized intersections to replace the traffic circles at Jefferson Highway and Bridge City Avenue. This is an animation of what the project will look like. For more information, visit www.hueybridge.com.
Identify and address issues before they become bigger problems.
Huey P. Long Bridge Widening Project

Again, sorry to all for the mistake we made this morning with the signal timing for the new Westbank Traffic signals. We know it wasn't easy on any of you. SORRY!

1,813 Impressions · 0.72% Feedback
Like · Comment · Share · May 25 at 10:10am · 🌟

👍 Stacy Nash Brack and 5 others like this.

Jennifer Taylor Apology accepted. Nobody's perfect. Let's hope it works better tomorrow!
May 25 at 10:14am via mobile · Like · 🌟 1

Mitchel J Frederick Thank you for keeping us informed. We appreciate your info.
May 25 at 10:15am · Like · 🌟 1

Roc Fangbanger Burns At least you apologized...I promise to forgive whoever screwed it up when it takes less than 5 minutes to get through those 2 lights and onto the bridge...
May 25 at 11:51am · Like · 🌟 1

Huey P. Long Bridge Widening Project Expect some adjustment by drivers of the new traffic patterns.
May 25 at 1:10pm · Like
Be part of the community. Recognize the larger context in which you are operating. Share content that is not directly related to your page.
Here is where you can find Jefferson Parish businesses that are open today.

Jefferson Parish is requesting businesses that are open and providing essential services to citizens following Tropical Storm Isaac, such as grocery stores, hardware or home improvement stores, gas stations, and restaurants, contact Jefferson Parish Emergency Management at (504) 349-3360 and provide name, location, and hours of operation.

Jefferson Parish will post the list for citizens to access on the parish website, www.jeffparish.net, and on all Jefferson Parish Government Access Television (JPTV) channels (Cox Channel 6 and AT&T U-verse Channel 98).

Thank you.

Update from Jefferson Parish President.

UPDATE:
Jefferson Parish Department of Public Works crews have begun clearing trees and debris from major parish thoroughfares and residential streets.
For the most part, debris has been cleared from major thoroughfares with the exception of some places where downed power poles or power lines are within close proximity of downed trees.
Public Works crews will continue clearing trees and debris from residential streets.

Curfew in effect for New Orleans.

New Orleans curfew will be enforced
www.nola.com

Anyone without a legitimate reason for being outdoors in New Orleans after 8 p.m. will be arrested or ejected, New Orleans Police Department Superintendent Ronal Serpas.
Louisiana TIMED Program
Transportation Infrastructure Model for Economic Development

- The largest transportation program in Louisiana's history
- Investment of $4.6 billion
  - $4.6 billion would buy over 26,000 homes—enough for nearly every resident of Shreveport, LA.

- Improved 536 miles of roadway
  - 536 miles stretches from Baton Rouge, LA to Gainesville, FL.
  - If each individual lane were placed end-to-end, they would stretch nearly 2,600 miles.

- Over 1.8 million tons of asphalt
  - This is the weight of over two Golden Gate Bridges.

- Over 21.5 million cubic yards of dirt excavated
  - This would fill the Great Pyramid of Giza over 6 times.

- Over 2.2 million square yards of concrete
  - This would fill all floor space of The Pentagon over 3 times.

- Almost 21 million cubic yards of embankment
  - This would overflow the Boeing Everett Factory, the largest building (by volume) in the world.

- About 17,500 tons of structural steel in the Huey P. Long Bridge's superstructure
  - This is equivalent to two Eiffel Towers.

- About 500,000 bolts used on the John James Audubon Bridge
  - If each bolt were placed end-to-end, they would reach from the earth to the moon.
Measure and share the results of your efforts – show your worth.
ExpressLanes 1 hour ago
Los clientes que viajan con frecuencia en transporte público pueden obtener créditos de peaje en los corredores Metro ExpressLanes.

jamucsb 1 hour ago
@ExpressLanes wow you speak Spanish too!

ExpressLanes 1 hour ago
@jamucsb Claro que sí - las ExpressLanes son para todos
Speak to people as they speak to each other. Be informal yet respectful. Be polite. Say, “Thank You!”
Thank you!!!!!!!!!!!!!