Making use of Social Media

Misinformation on Facebook: A Case Study

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Remember when...

- ...we didn’t know how to use cell phones?
- ...we faxed documents instead of scanning and emailing?
- ...we took rolls of film to a store to have them developed?
- ...when drafting meant using a pencil and a T-square?
Technology changes-and keeps changing!
Social Media Tools

- Pinterest
- Facebook
- Twitter
- LinkedIn
- Flickr from Yahoo!
Should KYTC use Social Media?

- People will use these tools even if KYTC does not.
- If we use these tools, we have the opportunity to build trust.
- We can be the best source of accurate and timely information.
- We can help shape opinions and attitudes based on facts (not myths, stereotypes, speculation, etc.).
KYTC’s Social Media Policy

- COT Office of Enterprise Technology: CIO-061
- Four pages of (mostly) common sense guidelines
- The goal:
  “The Commonwealth’s goal is to have a web presence that offers visitors multiple ways to receive agency updates and information.”
As co-workers, we are part of a team. Will our attitudes be...?

- Exclusive: leading to a dysfunctional team
- Inclusive: leading to an efficient, high-performing team

In our various roles will we...?

- Embrace people with a servant attitude
- Be paralyzed by fear of the unknown
Which brings us to...

Floyd Co. 12-1085 Garrett Bridge on KY 777
Project Location

[Map showing the location of Garrett, West Virginia]
Existing Conditions

Sufficiency Rating: 3 (out of 100)
Western Abutment
Eastern Abutment
Rusting Beams
Deck and Sidewalk Issues
The Pre-Design Scoping Study (DNA)

Pre-Design Scoping Study

Data Needs Analysis

Floyd County KY 777 @ Garrett
Replace Bridge and Approaches Over Right Fork of Beaver Creek
M.P. 0.186 to M.P. 0.205
Item Number 12-1085.00
Prepared by:
Kentucky Transportation Cabinet
Department of Highways District 12
Division of Planning
2/17/2011
Project Overview

Bridge Location
Aerial Photo
Aerial Photo (looking south)
Historic Issues
Community Issues
Drainage Issues
What were the options?

• No Build (create a pedestrian bridge, close to vehicular traffic)
• Repair the Existing Structure
• Replace in Same Location (One-Lane or Two-Lane?) and create a “monument” out of the old bridge
• Replace Downstream of existing (leaving old bridge in place)
• Others???
Data Collection
The Facebook Comments Began...

"...we are in danger of losing our landmark bridge."
...and received immediate interest.

20 “Likes” and 10 Comments within 12 hours

“I will make special trips to Garrett just to cross the bridge!”

“When I go I will sure to drive over a few dozen times.”

“I will let everyone know about the old bridge...”
So how should KYTC respond?

District 12’s Public Information Officer replied to the original poster...

• “If we can get public input at the front end of the process...we can make smarter decisions.”
• “We have never used social media to gather this kind of input before...”
So how should KYTC respond?

Then posted the topic on the District 12 Facebook page:

- “The Garrett Bridge (pictured here) is old and needs major repairs if it to remain usable…”
- “…should this bridge be replaced?”
- “Should it be restored…?”
- “We want to start a conversation here…”
- “What do you think?”
What feedback did we receive?

Here are some of the comments:

• “…I believe in preserving history…”

• “…would like to see it restored…but I know safety and cost are gonna play a big role in this.”

• “…why don’t you keep the old bridge, but widen and add a walkway and face lift…”

• “Garrett bridge has always been a landmark…”
The Outcome...

Was it worth it to embrace the use of Facebook on our project? **ABSOLUTELY!**

Was KYTC obligated to agree with the direction recommended by the public? **No**
The Project Team’s Role

We still had to consider the overall project issues:

• Engineering & Safety
• Costs
• Historic
• Community Preferences
• Aesthetic
• Environmental
• Social Justice
The Project Team’s Options...

Alternates
- No Build Alternate
- Alternate 1
  - Repair existing structure
- Alternate 2
  - Replace with spread box beam bridge
- Alternate 3
  - Replace with thru-girder bridge
- Alternate 4
  - Replace with truss bridge
The Project Team’s Decision

The Project Team recommended the Repair Option based on:

- Bridge Condition
- Historic Impacts
  - Cost
- Community Context
Thank You!