

Social Media Case Study Presentation Lynda Bybee Chief Communications Officer Metro Los Angeles

#### Change



social

Communication is being reinvented through the use of social media.

#### Social Media and its Affect on Transportation Behavior



"Carmageddon" and the Perfect Social Media Storm

#### "Carmageddon" and the perfect social media storm



#### Background





#### Media Blitz

Media crews swarm to record the demolition demolition of the Mulholland Bridge over the I-405





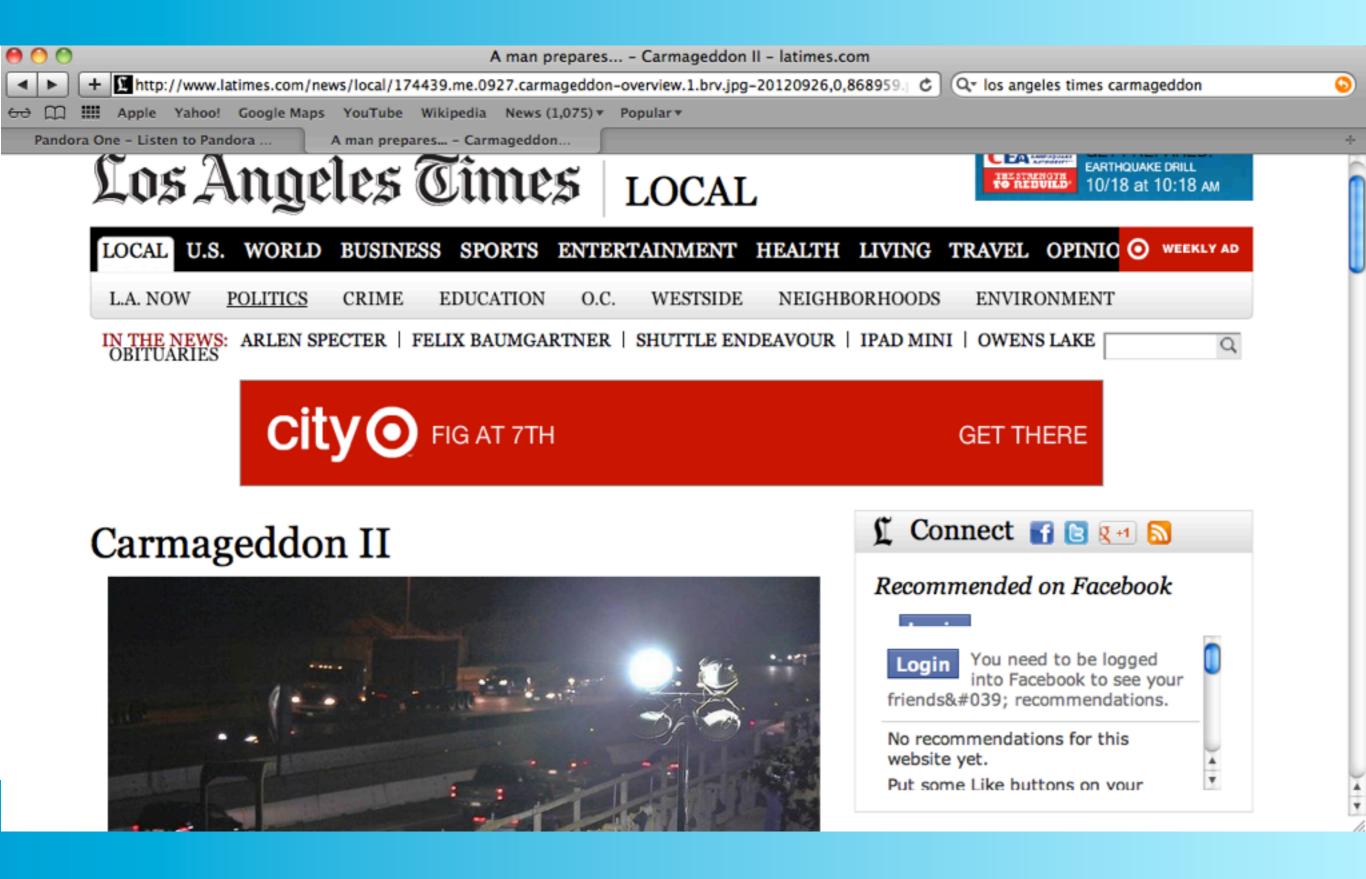
# Setting the Stage





#### Aging Transportation Management

# **Initial Reports**



## Mutually Beneficial Relationships







#### Liking Social Media



## The Coolness Factor



tomhanks Tom Hanks This weekend, LA! Avoid Carmageddon, Gas-zilla, 405-enstein, Grid-lock-apalooza! STAY HOME. Eat & shop local! Hanx



aplusk ashton kutcher LAPD askd me 2tweet: 405fwy btwn 10 & 101 will b closed July16-17. In xchange I would like a free pass on that stoplight tickt IT WAS YELLOW 30 Jun



RyanSeacrest Ryan Seacrest Wait, what!? There's stuff to do in LA that doesn't require a car? #nobodywalksinla http://on.fb.me/geAOPF #carmageddon

15 Jul



#### ConanOBrien Conan O'Brien

The LAPD asked me to warn you to avoid the 405 Fwy on July 16 & 17, or else the red light photo of me driving in a satin slip goes viral.

8 Jul

## The Coolness Factor



# about my trip to Costco."

#### Retaining User Interest

# I-405: Countdown to the Closure

Plan ahead, avoid the area, or stay home July 16-17.





#### Avoiding Social Media Blunders



Content sharing must take place along with relationship development

## Dangers of Social Media





# Be aware of pitfalls

#### The Plan





Convince public to stay home, stay local, take transit

## Target Audiences, Key Messages and Strategy





## Social Media Tactics



#### I-405: Countdown to the Closure



Cowntdown Widget

## Influencers and Networkers





# By the numbers





# By the Numbers





## By the numbers





#### By the Numbers





Equivalent of \$50 million in advertising dollars generated

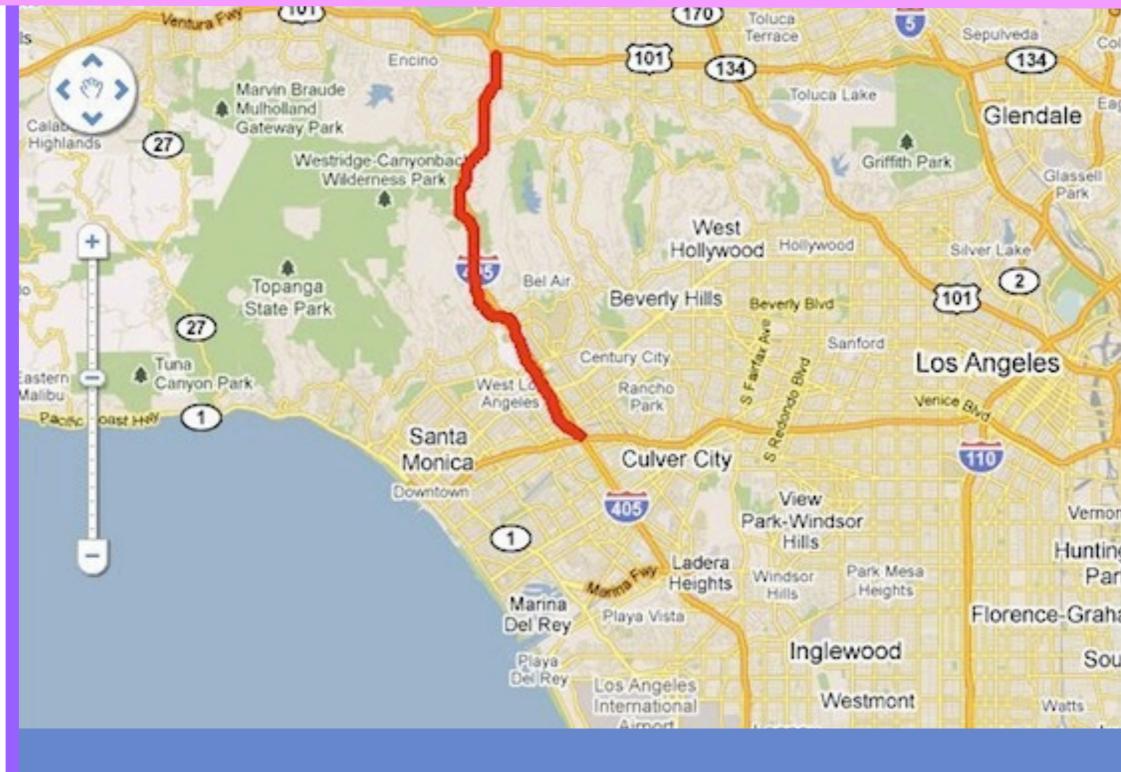
#### By the Numbers





#### Google and Mapquest Support

social



#### By the Numbers



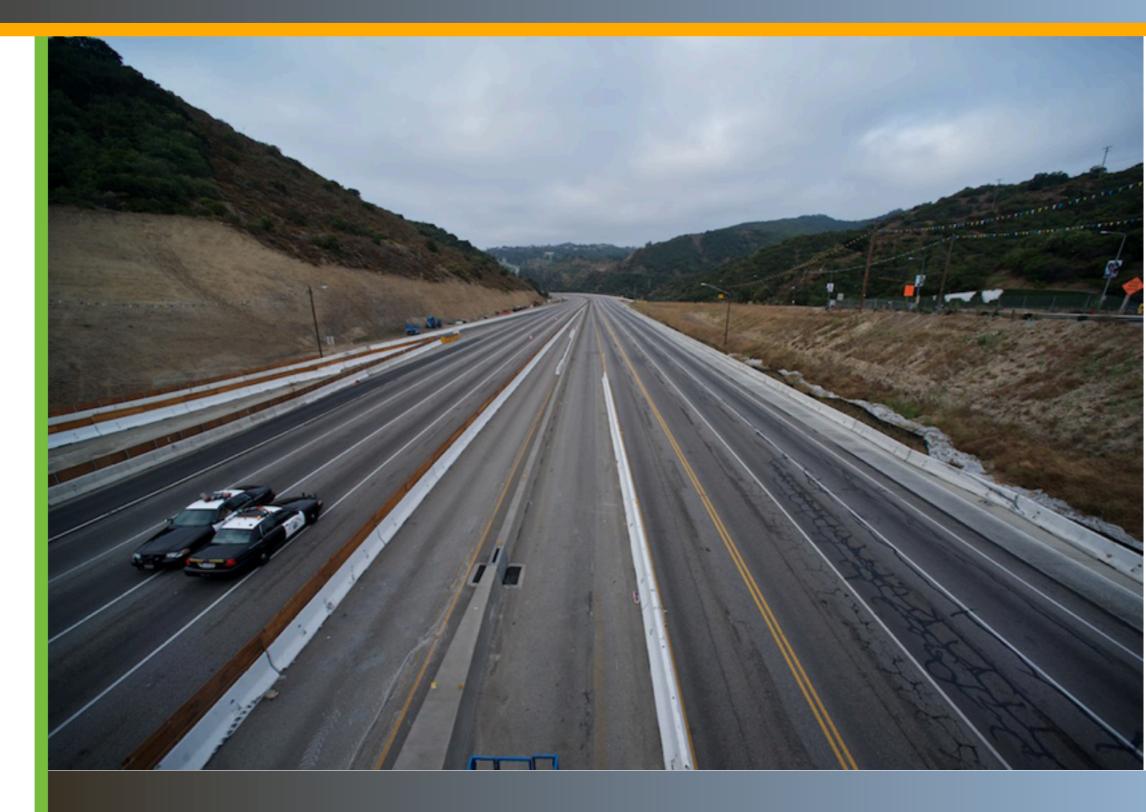
- 6% Newspaper
- 10% Radio
- 11% Email
- **11% TV**
- 17% Word of Mouth
- Over 41% Social Media/Web



•Successful second closure now on the books •Theme of "Eat, Play, Stay Local" resonated with freeway travelers •Rave reviews for map on HuffPost • By the numbers •Facebook: over 36 million pageviews >43% were new visitors >New "Likes" up 121% since month before •Twitter: 133,000 mentions •Online ads helped drive business



#### Outcome





#### Empty Freeways



# Digital Information Dissemination in the Public Sector





# Overview of Measure J



- Extends sales tax measure approved in 2008 for 30 years without increase
- Additional funds to sell bonds for accelerating:
  - 7 Transit Capital Projects
  - Up to 8 Highway Capital Projects
- Continues funding categories & oversight from existing sales tax
- Eases restrictions on shifting project funding between transit and highway projects:
  - funds must remain within same subregion
  - requires 2/3 Board vote
- LAEDC studies estimate will accelerate 250,000 jobs (direct, indirect & induced)



# **Reliance on Social Media**



- Restricted to informing and NOT advocating
- For LA this means:
  - Reliance on electronic communication sources such as:
    - Twitter
    - Facebook
    - Blogs (The Source & El Pasajero)
    - Web
  - No paid mentions in **any** traditional media, no matter how informational



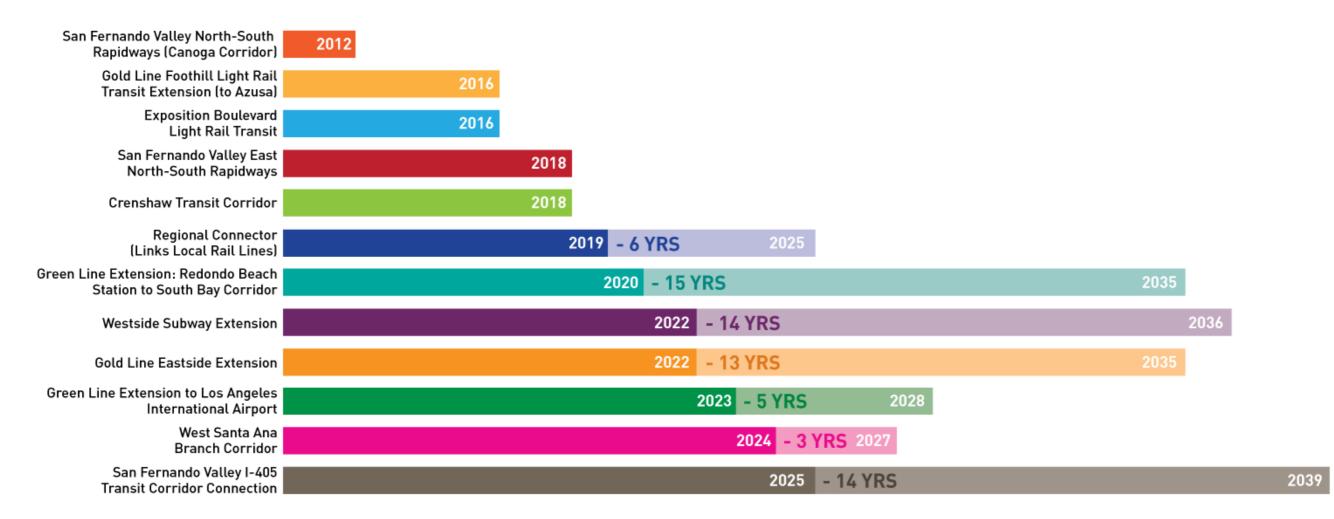
# **Online Map of Projects**







# Example of benefits (placed on website)



KEY

ACCELERATED COMPLETION DATE APPROXIMATED

# OF YRS ACCELERATED APPROXIMATED

ORIGINAL COMPLETION DATE



# How do we do it?





- Utilize the best electronic communications cost effective, fast, flexible
- Tweets by influencers create trust

   Partner agencies, celebrities, political allies, businesses, corporations, others that stand to benefit
- Update info on website often
   Map of expected benefits for each region
   Updated fact sheet
- QR codes lead to the website for more info
- Community meetings to inform public
- Attendance at events to distribute fact sheets
- Enlist others to advocate for us
- Eblasts to partners and allies



# We'll see!



