International Association of Public Participation
Effective Social Media Engagement Options for Minnesota’s Diversifying Population

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Public engagement benefits

2015 Minnesota Transportation Results Scorecard

**Accountability, Transparency & Communication**

- **Public Trust**: Share of survey respondents agreeing with the statement “MnDOT can be relied upon to deliver Minnesota’s transportation system”
  - Target: > 80%
  - Result Score: 84% (2015)
  - Analysis: The majority of Minnesotans trust MnDOT’s ability to deliver the transportation system. This result has been stable over the last five years.

- **Workforce Participation**: Percent of Total Headcount for Women & Minorities in Highway Construction Workforce on Federally Funded Projects (Form FHWA-1392)
  - Target: N/A
  - Result Score: 5.9% women, 8.6% minority (2014)
  - Multi-Year Trend: 4.8% women (2011), 5.6% women (2012), 5.6% women (2013), 5.6% women (2014)
  - Analysis: During the last full week of July 2014, 5.9% of the people working on a federally funded highway construction project were women and 8.6% were minorities.

- **Small Business Participation**: Disadvantaged Business Enterprise program awards as a share of MnDOT administered federal funding
  - Target: > 10.3% “13-15”
  - Result Score: 7.4% (2015)
  - Analysis: In 2015, 7.4% of federal highway construction dollars administered through MnDOT were awarded to a DBE contractor. MnDOT has identified achievement of DBE goals as a key component of an internal initiative focused on earning customer trust.

**Traveler Safety**

- **Fatalities**: Total number of fatalities resulting from crashes involving a motor vehicle
  - Target: < 300 by 2020
  - Analysis: There were 411 people who died on Minnesota roadways in 2015, an increase of almost 14% over 2014, and the most since 2010.

- **Serious Injuries**: Total number of serious injuries resulting from crashes involving a motor vehicle
  - Target: < 850 by 2020
  - Result Score: 1,127 (2015)
  - Analysis: Serious injuries resulting from vehicle crashes rose by almost 8% in 2015 to 1,127. While a substantial long-term reduction has been realized, the stagnant trend over the last five years and the increase in 2015 are
SOCIAL MEDIA
Research Questions

1) How many participate in a transportation public policy or decision-making process and how does it vary across diversity markers

2) How does use of social media vary across select diversity markers?

3) How interested in using social media for select public involvement processes, and how does that interest vary across diversity markers?
Methods

- Land & cell phones
- Randomly selected within household
- Sample = 820
Results preview

• **Participate?** At most, ~21% participated in a transportation public policy or decision-making process in last 12 months
  - Education & income differences

• **Use?** ~72% use social media
  - Facebook & YouTube highest overall & daily/every other day
  - Inconsistent education, age, race, location, gender & income differences

• **Interest to use SM to participate?** ~36% interested in social media use for transportation public policy or decision-making processes
  - Age, race & location differences
Implications...

- Desired levels?
- Comparisons difficult
  - State or local metrics?
- Opportunity for social media?
  - Majority use social media
  - ~1/3 interested for transportation
  - 16% actually use in transportation

• Integration of differences in platform use & interest by diversity markers
Q1: Participate in transportation public policy or decision-making process last 12 months (n=820)
Q1: Income & education differences in current participation (n=820)
Q2: Majority use social media (n=820)

72%
Q2: Social media use differs by 6 of 6 diversity markers (n= 820)

Y > M > O

F > M

Metro > Greater MN

Non White > W
Q2: 2 platforms dominate social media ever used (n=576-585)
Q2: Platform use differs by 5 of 6 markers (n=576-585)

- Age
- Greater MN/Metro
- Gender
- White/non-White
- Education
Q3: Interest in using social media for transportation engagement differs by 3 markers (n=813-816)

- **Non-White > Metro >**
- **30-49 > 65**
- **30-49 > 65**

- **Receiving info**
- **Providing feedback**
- **Making suggestions**

- **All respondents**
- **Social media users**
Transportation engagement participation rates?

- Desired levels?
- Comparisons difficult
  - State or local metrics?
- Opportunity for social media?
  - Majority use social media
  - 1/3 interested for transportation
  - Actually use in transportation
  - Integration of differences in platform use & Interest by diversity markers
Optimizing Social Media Strategies
Diversity marker differentiation...

• Age

• Multiple platforms

• Messaging considerations
Platform participation suitability differs...

Inform

Crowdsource

Consult/Involve
/Collaborate

?
Social media for engagement...

Part of the whole...

Strategic...
Platforms must be continually evaluated...
• Participation targets & social media?
• Social media complimentary
• Align with dominant platforms with eyes ahead
• Age segments use & interest
• Outreach vs purpose
• More research!
  • Gap between interest & use
  • Limitations: small ns, singular marker considerations
MnDOT & LRRB implication sharing
Conclusion & next steps...

(Toscano, 2017)
Thank You
Extra slides
Q2: 2 platforms dominate social media use of any frequency
(n=576-585)

Facebook

YouTube

Pinterest

Instagram

Twitter

Snapchat

Other

% use

% daily use

Percent use
Q2 Discussion: **MN adult platform use > U.S. adult**

(Pew Research Center, 2013a; Pew Research Center, 2016a; Pew Research Center, 2016b)
Q2: Discussion MN & U.S. frequent platform use

(Pew Research Center, 2016a)
Results: Individual Effects  

(Plouegheft & Schneider, 2017)

- Nonwhites approx. 2x as likely
- > 65 approx. half as likely
- Making Suggestions / Providing Feedback