Using Social Networking to Improve Transport

Andrew Nash
GreenCityStreets.com

"Why is everyone's valuable input so stupid?"

GreenCityStreets
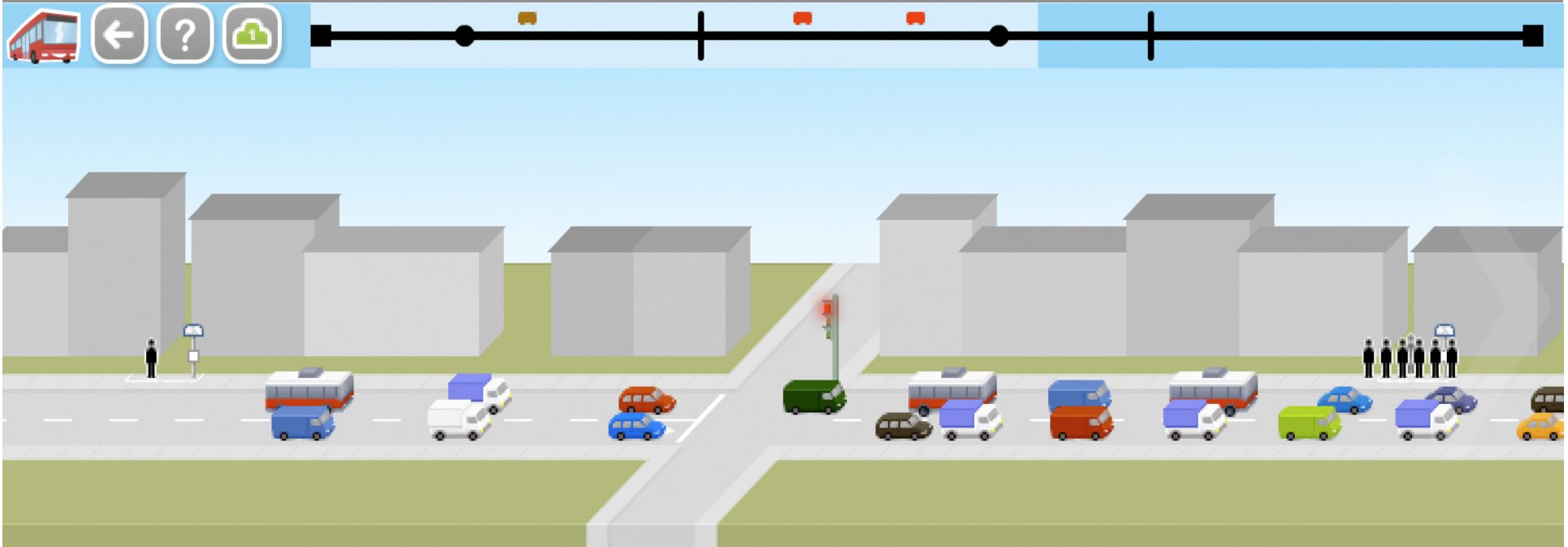
- *Game + wiki -* to learn about sustainable transport,

- *Social Network -* to submit and discuss ideas, and

- *Tools -* for agencies to effectively use public input.

Suggest   Play   Learn

BusMeister Game: A fun way to learn about public transport.
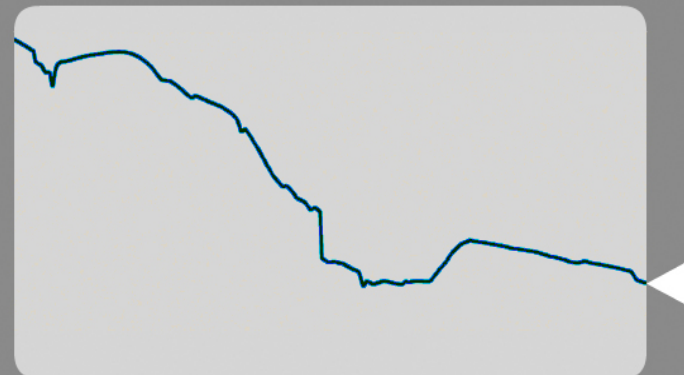
BusMeister wiki: For learning the details.

GreenCityStreets Forum: Social network for public transport.
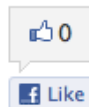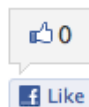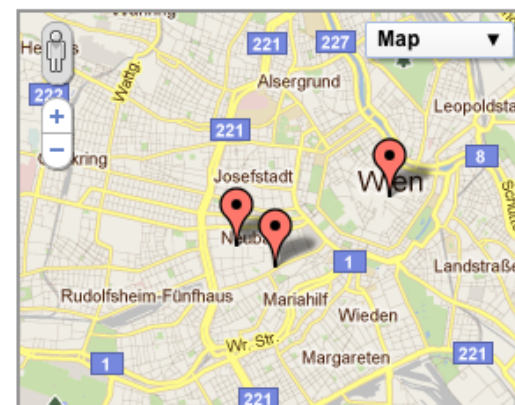
What did we learn?

1. It's **hard to build a fun game** – especially one designed to educate players.

2. We **needed a partner** – no participation in a vacuum.

3. We identified **many new social media** – that can improve public involvement.

What's next?

1. **Bicycle game** – simpler, less educational, linked to local bike advocacy groups.

2. **BusMeister** – game improvements and looking for real applications (projects).

3. **Research** – developing a framework for using social media in public involvement.

GreenCityStreets - Bike
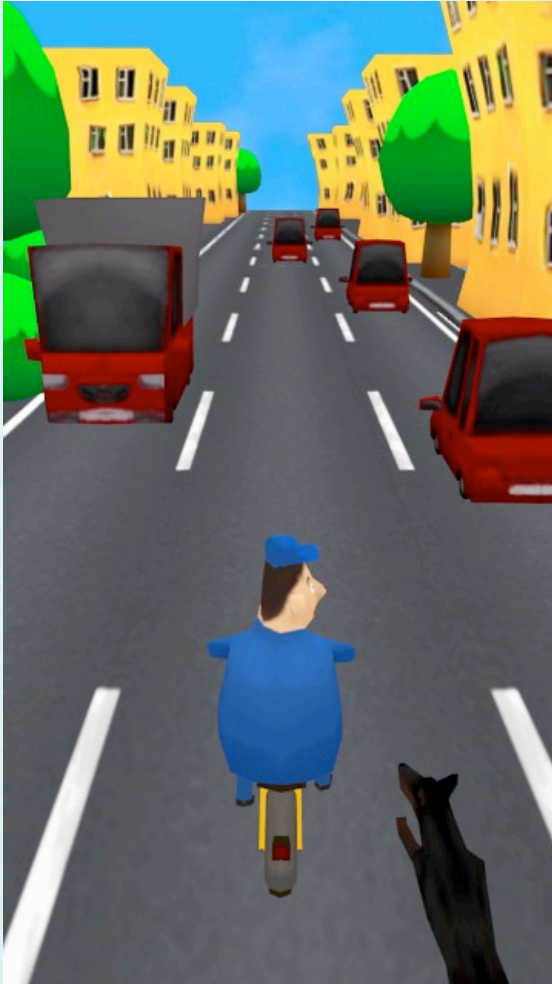
- **App-based Game**

- **Link to local bike advocacy groups.**

- **App purchases provide funds to bike advocacy groups.**

Coming: January 2013

Framework for using Social Media

1. **Reporting, problem identification** – SeeClickFix

2. **Provide Information – Allow Feedback** – BettaStop

3. **Geographic Information / Tracking** – MeineRadspur

4. **Strategic/Planning Input** – GreenCityStreets

5. **Crowd-sourced App Design** – Designing Chicago

6. **Community-based Sensors –** DYI Traffic Counter

7. **Relationship Building** – with public "customers"?

8. **Facilitating community organization** – change by us

Andrew Nash

andy@andynash.com
andynash.com

GreenCityStreets.com