



**Productivity First-Round Winner**  
Innovations Challenge

**April 2017**

Prepared by Transportation Planning  
Missouri Department of Transportation

## Social Media Surveys

### Description

For the past 10 years, the Right Transportation Solution survey has been conducted to gauge the public's perception of MoDOT's performance to specific projects across the state. Each district chose a small, medium and large project to include in the annual survey which was mailed to 600 residents within each project area. A consultant compiled and analyzed the results and prepared a final report.

A team brainstormed other methods and selected an online survey using social media (via a MoDOT Facebook targeted ad) as an alternative survey mechanism. Team members created a simpler version of the 2015 mailed survey in SurveyMonkey® at no cost to MoDOT. The I-64 Daniel Boone Missouri River Bridge project in the St. Louis District was selected as a pilot project as it was recently completed and included a bike/pedestrian component. The St. Louis District also created a communications and marketing plan to complement the Facebook ad, which targeted people who lived within a certain radius of the project.

### Benefits

**Reduced cost:** The Facebook ad cost \$506.74 for one project in 2016 compared to a cost of approximately \$2,200 per project for the 2015 mailed survey.

**Improved response rate:** The 2016 online survey obtained 612 responses for one project compared to the 2015 mailed survey which had an average number of responses per project of 160 (with the highest number received for one project at 268).

**Real-time results:** With the 2016 online survey, results were received and analyzed immediately. With the 2015 mailed survey, MoDOT received a final report several months after the completed project date as the survey was mailed once a year.

**Real-time dialogue:** The MoDOT and District Facebook sites allow for a dialogue, rather than just the completion of a survey. MoDOT was able to engage respondents as well as allow the public to engage with each other. Some respondents answered questions by other users in a positive way. This allowed MoDOT the opportunity to educate. A mailed survey does not allow for real-time dialogue.

**Survey customization:** In the 2016 online survey, MoDOT kept the core set of questions but tailored them to the specific project and included a photo to help the public understand what the survey was about. For the 2015 mailed survey, we used the same standard set of questions with no customization. For the online survey, MoDOT is not limited to any number of projects per district. For the 2015 mailed survey, we were constrained to three projects per District.

**Demographic information:** The Facebook ad results showed an equal representation of male/female as well as age ranges. This demographic information was gleaned even though no demographic questions were asked in the survey itself – it's a feature automatically provided by Facebook. No demographic questions were included in the 2015 mailed survey.

**Repeatable:** This method of survey deployment can be repeated for any size project in a district. Given the positive results and benefits already cited for the pilot project, each District can conduct this easily implementable survey and use the results to improve, validate and continue their public engagement process.



### **Materials and Labor**

10 hours of staff time per person (40 hours total). Total materials cost of \$2,200. Estimated reoccurring cost of \$10,500 for seven districts and 21 surveys.

### **For More Information Contact:**

Nicole Hood at [Nicole.Hood@modot.mo.gov](mailto:Nicole.Hood@modot.mo.gov) or (573) 526-6997. Alternate contacts: Patrick Wood, Karen Miller and Marie Elliott

Additional photos or videos can be seen by accessing the Innovations Challenge SharePoint page at: <http://sharepoint/systemdelivery/TP/Documents/InnovationsChallenge.aspx>.