

**Wisconsin Department of Transportation  
Transportation Library Connectivity Pooled Fund Study  
TRB Annual Meeting, January 10-14, 2010  
Session Summary and Value**

**Attendee:** Maggie Sacco

**Date/time:** 1/10/10 9AM-12PM

**Session title/number:** 103 Everything You Need to Know About Web 2.0: Using Communication and Collaboration to Improve Transportation

Presiding officer: Jason Bittner - University of Wisconsin, Madison

Introduction to Government 2.0 and Social Media (P10-0884) – Andrew Krzmarzick - GovLoop.com

Using Web 2.0 Tools at Georgia Department of Transportation (P10-0892) – Georgene Geary - Georgia Department of Transportation

Transportation Security Administration's Blog and Idea Factory (P10-0937) – Curtis Burns - Transportation Security Administration

Mashtrans.org: Looking at Transportation with a Web 2.0 lens (P10-0890) – Kendra Levine - University of California, Berkeley

**Key points from this session.**

- Social media is mobile - we present information anywhere customers may be using Web 2.0 applications and mobile technology. The interactive, user-generated content is valuable and verifiable. Practitioners and the public possess serious, scientific, expert, fact-based information.
- Government 2.0 is transparent, open and participatory. See the YouTube video at <http://usnowfilm.com>. Web 2.0 tools are enablers of Government 2.0.
- Content management systems are part of the Web 2.0 environment but are less intuitive and interactive. A good example is <http://transportationresearch.org>, which is on the MS SharePoint platform.
- What is next? WEB 3.0 is the future of the Web, employing 3-D environments, clouds, mobile technology, and aggregation of information. Will Government 2.0 ride this wave?
- Government agencies' fears of IT security vulnerability and unproductive employees are often overblown and can be easily addressed by tools already in place by IT and clear policies on Web 2.0 use on the network. Policies are needed for social media to structure employee time use and behavior. The main question is: How are we using this to be successful in our mission? Moderate the forums and use backend privacy, permissions and security settings that are built in to the applications. GSA has public record and access agreements with many of these tools that can be used as guides.
- Fears about public participation and use of information are legitimate, but may be overstated. The trick is to get out ahead of it and set the parameters and framework.
- Methods for adoption of 2.0 apps? How to overcome barriers? Training with the carrot & stick approach. Require employees to participate in training that they will then be responsible for taking back to their organizations. Training should require learners to learn how to use the tools.

**Information or PowerPoint presentation to be shared with TAC members.**

- What's out there and who's doing it well? [Mashtrans.org](http://Mashtrans.org) is a mashup of Web 2.0 transportation information resources built with WordPress and Jing. Transportation information has been passive and slow. Washington State DOT is another good example - they keep public engaged via Twitter alerts and Facebook. The philosophy behind successful Web 2.0 apps is to "Be where your users are." People have their online habits and we need to figure out how to use these tools to take the burden of finding needed information off the user. Mashups are good because they use existing formats that may already be in the users' repertoire.
- Focus on free tools, there are plenty out there (see list below).
  - Scribd <http://www.scribd.com/>
  - Layar <http://layar.com/>
  - Commoncraft <http://www.commoncraft.com/>
  - Crowdsourcing <http://www.crowdsourcing.com/>
  - Ning <http://www.ning.com/>
  - Facebook <http://www.facebook.com>
  - Twttter <http://www.twitter.com>
  - Flickr <http://www.flickr.com>
  - Mashtrans <http://www.mashtrans.org>
  - Govloop <http://www.govloop.com/>
  - Scribd <http://www.scribd.com>
  - Google docs <https://docs.google.com>
  - Drupal <http://www.drupal.com/>
  - WordPress <http://wordpress.org>

**Attach relevant handouts from session.**

- SharePoint <http://sharepoint2010.microsoft.com/Pages/default.aspx>
- Saferoadmaps.org <http://www.saferoadmaps.org>
- Pbworks <http://pbworks.com/>
- Mediawiki <http://www.mediawiki.org/wiki/MediaWiki>

### **Information that may help shape the National or Regional TKNs.**

- A model to examine for TKN adoption of Web 2.0: The Transportation Safety Administration has adopted the Web 2.0 mindset very effectively and developed the current gold standard for transparent, open, participatory Government 2.0 blog. To accomplish this, planning is necessary and all Web 2.0 initiatives must have adequate staff assigned, provide the right information and should be moderated (see policy statement, <http://www.tsa.gov/blog>). All federal blogs are listed at <http://www.usa.gov>.
- There has been much talk of Generations X and Y, Millennials, Baby Boomers and Next Gens. The concept of Generation C has emerged, and it has two drivers: 1. Creative urges, 2. Content creating tools. Who is Generation C? The members are people of any age using social media in a 2.0 mindset - being collaborative and creative in their use and engagement with others on the Web. The average age of these users is 40-50s. Government agencies should target Generation C when considering the use of Web 2.0 for interaction between workers and the public.
- Wikis can be effectively set up as collaborative real time information exchanges and repositories. Before setting up a wiki or any other Web 2.0 tools, it's important to decide upon three things: 1. WHAT - What will the content be?, 2. WHY - What is the purpose of this tool?, 3. ROI - Can we measure the return on investment? Will it be significant enough?
- Is the goal to establish social networks or knowledge networks? It may be necessary in government agencies to rebrand these as knowledge networks. [Govloop](#), for example is [Facebook](#) for government employees and [Recovery.gov](#) is a knowledge network to promote transparency using the social network model.

### **Information that may be included or referenced in the pooled fund study final report.**

- Some of the TKN activities are utilizing Web 2.0 and CMS applications and platforms, such as the TKN Resource Sharing Pilot (MS SharePoint) and MTKN's use of Drupal.
- LTRC and LACMTA are using a wide variety of apps such as Flickr, Scribd, Facebook, Twitter, blogs, and RSS feeds.
- Developments such as the Special [Library Association Transportation Division wiki](#), [Mashtrans](#) and others will be incorporated as notable progress in the community and its relation to the pooled fund.

### **Name and contact information of presenters that should be contacted for further information.**

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**Attach relevant handouts from session.**