

APPENDIX D:  
COMPLETE YEAR OF  
TWITTER STUDY  
AT A GLANCE

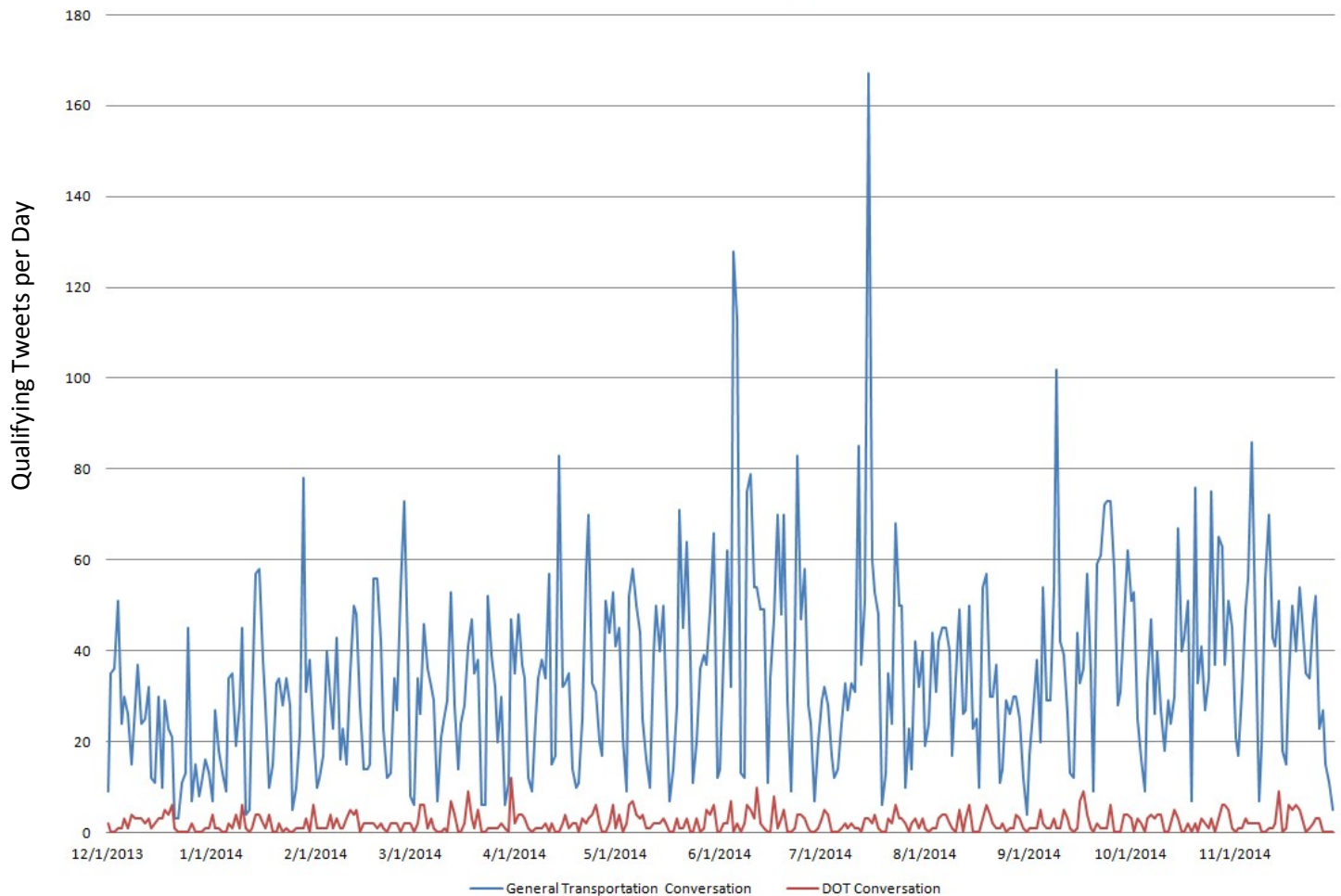


## Full year of Twitter data for select sub groups

From December 2013 to December 2014, thousands of tweets were tracked which made the connection between transportation and the environment.

Below is a full year of this Twitter Data. Group 1 (the blue line) represents the general transportation conversation. Group 2 (the red line) represents tweets from DOTs that had some environmental content.

**Sustainability in Transportation vs. DOT's Conversation**  
**Dec. 1, 2013 - Nov. 30, 2014**



## Conclusions

- Although DataFarm did pick up some conversation around sustainability and transportation with the state departments of transportation, the majority of the conversation is occurring without them.
- In fact, DOT's account for only 755/12,470 mentions, which accounts for approximately 6% of the total conversation.
- Additionally, the general tone of sustainability transportation messaging tends to convey a more positive, long-term tone, while conversations including the DOT tend to be more focused on specific road closures or advisories.
- Where we could ascertain demographics, the conversation tends to skew slightly younger for the general sustainability in transportation conversation with 33% of users falling between ages 17-29. In comparison, 24% of DOT-focused conversations were held by users between ages 17-29.
- When comparing the split between male and females users across the two conversation streams, the results varied slightly:
  - For the general sustainability total conversation, there was a male-to-female ratio of 63%/37%, respectively.
  - For the DOT-focused conversation, there was a male-to-female ratio of 69%/31%, respectively.
- Although the DOT-focused conversation skews further male than the general transportation conversation, the major takeaway is that both conversation streams feature an approximate two-thirds male-to-female ratio.

## Search Terms

((Content contains any of "infrastructure, construction, road work, work zone" AND Content contains any of "transportation, travel, traveler, AASHTO, road, street, lane, freeway, highway, Hwy, interstate, bridge, overpass, underpass, transit, tunnel, ramp, exit, interchange, automobile, car, vehicle, bus, plow, snowplow, plowing, truck, tractor trailer, rail, railroad, trolly, streetcar") OR twitter.mentions in "AlaskaDOTPF, ArizonaDOT, AHTD, CaltransHQ, ColoradoDOT, CTDOT\_Statewide, DDOTDC, DelawareDOT, MyFDOT, GADeptofTrans, DOTHawaii, IdahoITD, INDOT, IowaDOT, KDOTHQ, KYTC, MaineDOT1, MDOTNews, MassDOT, MichiganDOT, MnDOT, MississippiDOT, MoDOT, NDOR, NevadaDOT, NewHampshireDOT, NMroads\_test, NYSDOT, NCDOT, ODOT\_Statewide, OKDOT, OregonDOT, PennDOTNews, RIDOTNews, SCDOTPress, SouthDakotaDOT, TN511, TxDOT, UtahDOT, 511VT, VaDOT, WSDOT, WVDOT, WisconsinDOT, AASHTO, ALDOTMobileArea, IDOT\_Illinois, MDTroadreport") AND Content contains any of "environment, activism, biodiesel, bioenergy, biofuels, biomass, biopower, carbon, carbonprice, cleanenergy, cleantech, climate, climateaction, climatechange, conservation, csr, ecofriendly, eco-friendly, ecomarkets, emissions, energy, environment, ethanol, ev, fuelcel, gas, globalwarming, gogreen, greencity, greenisgood, greentravel, hydrogen, innovation, methane, natgas, nrel, offsets, peakoil, publictransit, pv, renewable, renewableenergy, renewables, responsibletravel, smartgrowth, sustainable, sustainability, urbanism, urbanplanning, waste, TMDL, erosion, sediment, congestion, airquality, constructionerosion, mitigation, cleanwater, waterquality, stormwater, cleanwateract, raingarden, bioswale, treatmentbmps" AND language.tag == "en" ) AND NOT twitter.hashtags IN "Job, Jobs, TweetMyJobs, auction, IslaMujeres"

## Filter for DOT

@AlaskaDOTPF | @ArizonaDOT | @AHTD | @CaltransHQ | @ColoradoDOT | @CTDOT\_Statewide | @DDOTDC | @DelawareDOT | @MyFDOT | @GADeptofTrans | @DOTHawaii | @IdahoITD | @INDOT | @IowaDOT | @KDOTHQ | @KYTC | @MaineDOT1 | @MDOTNews | @MassDOT | @MichiganDOT | @MnDOT | @MississippiDOT | @MoDOT | @NDOR | @NevadaDOT | @NewHampshireDOT | @NMroads\_test | @NYSDOT | @NCDOT | @ODOT\_Statewide | @OKDOT | @OregonDOT | @PennDOTNews | @RIDOTNews | @SCDOTPress | @SouthDakotaDOT | @TN511 | @TxDOT | @UtahDOT | @511VT | @VaDOT | @WSDOT | @WVDOT | @WisconsinDOT | @AASHTO | @ALDOTMobileArea | @IDOT\_Illinois | @MDTroadreport

