



# Social Pinpoint Fact Sheet

Transportation Planning and Programming Division (TPP) Public Involvement Section

## Overview

Social Pinpoint is an online platform that offers a focused range of robust engagement tools for TxDOT projects. Unique interactive mapping capabilities spur meaningful public participation that informs and educates, while budgeting activities, ideas walls, surveys, and forums, enable further exploration and involvement. Social Pinpoint facilitates engagement that fits any project's needs, whether that's a single outreach effort, a multi-phase campaign that evolves across the life of a project, or anything in between. More information on online engagement vendors can be found [here](#).

Tell us about your biggest dreams for the former Landing site?



It's about 3x smaller, but we need something like Millennium Park in Chicago, including an art piece similar to Cloud Gate (The Bean)

I also think bringing a really nice Aquarium would be dope.

Make it like St. John's town center

I'm thinking canal and bourbon street in New Orleans. A city of attractions. There could be water sports Zip lining Rollercoasters Food Scooters Rental bicycles

Example Idea Wall



Interactive Map with Plan Overlay

## Project Examples

<https://www.socialpinpoint.com/projects/>  
<https://www.socialpinpoint.com/case-studies/>

## For More Information

Please contact your local PI Specialist for more information <https://tntoday.dot.state.tx.us/tpp/Pages/Public-Involvement-Contacts.aspx>.

Consultant partners, please contact Susan Howard for more information at [Susan.Howard@txdot.gov](mailto:Susan.Howard@txdot.gov).

## Benefits

- Attractive, feature-rich engagement tools provide a novel, informative experience for participants.
- Clutter-free, mobile-friendly design is convenient to access and easy to use.
- Analyze platform data by producing and downloading graphical reports or export to Excel.
- Easily summarize public comments with built-in sentiment analysis.
- Produce source and activity report tracking across engagement tools and phases.

## Raising Awareness

- Engagement tools can be shared from TxDOT project pages, email invitations, social media posts, QR codes, and more.
- If enabled, users can share their input with others on the platform and through social media to encourage increased participation and develop consensus.

## Key Design Features

- Engagement tools can be launched individually and across the duration of a project, edited or discontinued as needed.
- Input from all activities for a project is stored in a single database for ease of access and analysis.

## Accessibility

- Platform tools provide for compliance accessibility through screen readers and printable formats, and accommodates manual translations or automated translations through Google Translate.

## Important Considerations

- Six weeks lead time to create site, depending on complexity.
- Dependent on degree of collaboration, may require routine moderation and engagement by platform/project team.
- Project pages will be created and maintained on [www.txdot.gov](http://www.txdot.gov), with a link to the online engagement tool.

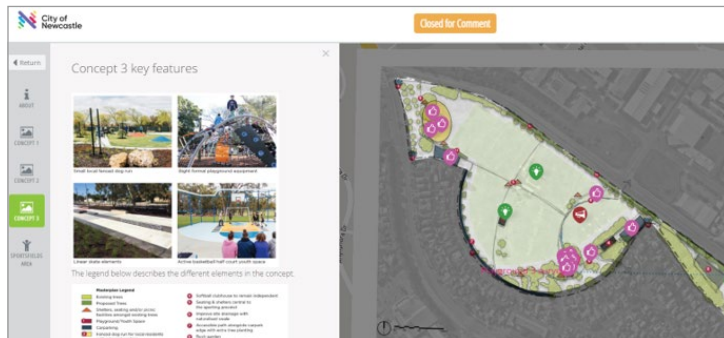
## How to Create/Next Steps

- Contact the PI Section to discuss your online engagement needs as soon as possible to provide adequate planning time.
- As part of the planning process for online engagement, the PI Section can provide guidance and checklists to first ensure this is the right outreach strategy.
- Allow ample time to collect high-resolution photos, visuals and content prior to site creation.
- Work with the PI Section team to determine a feasible launch timeline.

# Social Pinpoint Engagement Tools

Social Pinpoint offers five engagement tools with a depth of options and features to best suit the project's needs.

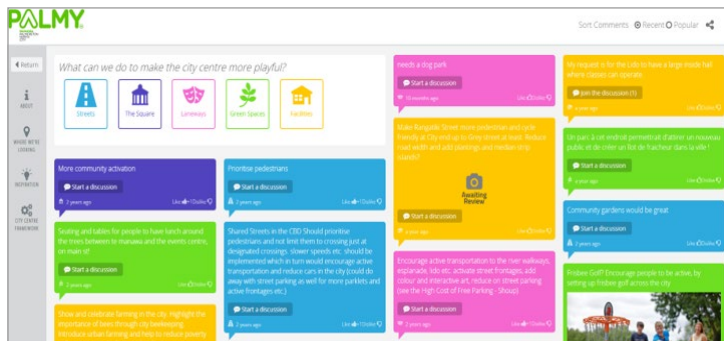
## Interactive Mapping



Social Pinpoint's mapping tools provide a means of sharing plans and options in an interactive visual format. Select a base map view, add paths, shapes, and Geographic Information System (GIS) and image layers, and provide additional information. Users place thematic pins to share thoughts and opinions.

GeoSurvey mode guides participant feedback through multiple map configurations and supporting narratives. Survey questions can be included to gather non-geographic data. Options enable users to react to and comment on others' pins.

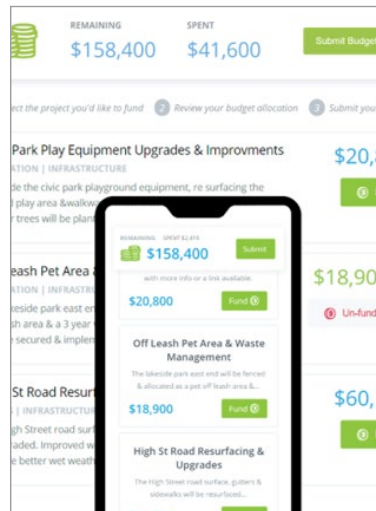
## Idea Walls



Idea Walls provide a visually appealing avenue for brainstorming on provided prompts with supporting information easily accessed for context. Ideas can be color-coded by defined categories to guide participants toward the type of feedback needed.

Options enable users to vote and comment on others' ideas as well as add links and images to pins to help illustrate their ideas. Sorting options make browsing the input of others easy.

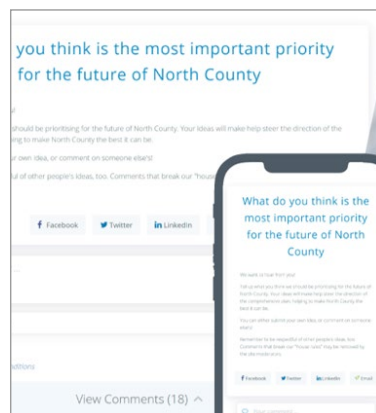
## Participatory Budgeting



Budgeting exercises allow participants to express preferences for different options within a plan while learning about the trade-offs inherent to the planning process.

Three voting options: Simple values all options equally, Knapsack provides defined values for each option to spend a budget on, and Slider allows users to freely portion a budget between different options.

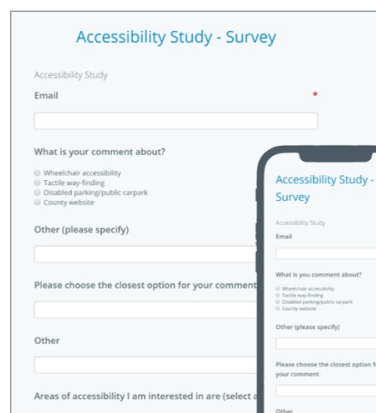
## Forums



Forums provide the opportunity for the project team to lead a public discussion on the topics and issues that matter most.

The project team is responsible for moderation, aided by tools to automatically flag questionable content for review. Optionally allow users to reply to others.

## Surveys



Surveys provide for easy collection of data in a variety of response types in a format familiar to the public.

Surveys can also be integrated into other tools and used to perform other routine tasks for project outreach, such as demographics or event sign-ups.