Governor’s New Media Workshop

Engaging the Public with E-mail

Over six million WSDOT messages served!

Jim Culp
GovDelivery Project Manager
WSDOT Interactive Communications

Paula Hammond
Secretary of Transportation

Dave Dye
Deputy Secretary

Steve Reinmuth
Chief of Staff

Tumwater, Washington
September 23, 2009
E-mail - the "new media" of 1965
Still the most popular Internet application

April 2009 Pew Survey showed that 79% of American adults use the internet:

- 90% of those send or read e-mail.
- 88% use a search engine to find information.
- 38% send instant messages.
- 35% use an online social networking site (MySpace, Facebook, etc.).
- 32% read someone else's online journal or blog.
- 11% use Twitter or other status update services.
What’s in WSDOT’s e-mail?
Choices for subscribers

- Periodic newsletters provide local construction updates.
- Timely messages keep the freight community informed.
- WSDOT job announcements.
- Wireless alerts for Seattle traffic incidents.
- Automated updates to technical manuals and publications.
- Information for specific programs and interest groups.

Construction delay in Snoqualmie Pass
GovDelivery
Software as a Service

- Automated e-mail alerts created from changes to Web pages or RSS feeds
- Support for mobile devices, text messages formatted for carriers
- One stop shopping for subscribers
- Web browser interface for posting messages
- Performance in a crisis
In case of emergency, send e-mail

January 2009 Case Study

- Flooding, avalanches, drifting snow
- 60 highways all around the state are closed at various times
- I-5 and all mountain passes closed
- WSDOT continuously distributes media updates, pass reports and freight news
- 77,000 e-mail and text messages in one day

I-5 Closed in Chehalis
How are we doing?

- 70,000 individual subscribers
- 200 subscription list choices
- Public is maintaining their own subscriptions
- We’ve distributed more than **six million** e-mails and text messages in the less than a year.
- We’ll have more messaging services coming soon.
For more information...

- Jim Culp
  culpj@wsdot.wa.gov
  360-705-7081

- WSDOT’s GovDelivery Implementation Project
  http://www.wsdot.wa.gov/Communications/WebToolKit/HowTo/GovDelivery

See WSDOT photos online at
http://www.flickr.com/photos/wsdot/