

# **Governor's New Media Workshop**

## **Engaging the Public with E-mail**

*Over six million WSDOT messages served!*

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Tumwater, Washington  
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# **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



*Amtrak Cascades*

# 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.



*New Hood Canal Bridge*

# For more information...

- Jim Culp

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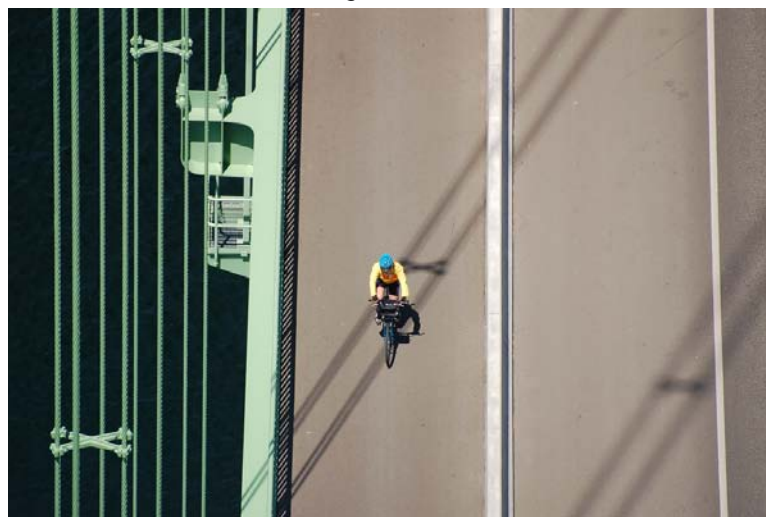
- WSDOT's GovDelivery Implementation Project

<http://www.wsdot.wa.gov/Communications/WebToolKit/HowTo/GovDelivery>

*I-90 Snoqualmie Pass*



*New Tacoma Narrows Bridge*



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