

# SUCCESS STORY

# WYOMING DEPARTMENT OF TRANSPORTATION

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EFFICIENTLY REACHES DRIVERS WITH '511 NOTIFY'  
TRAVEL ALERTS.

## Q SITUATION

A majority of WYDOT's budget and efforts go toward planning, building and maintaining the 6,800 miles of highway that connect Wyoming's communities and surrounding states. But as a full-service transportation provider, the agency has numerous other responsibilities. In addition to coordinating improvements at 40 airports around the state, agency personnel also collect fuel taxes and user fees that are used to fund transportation projects; oversee production of license plates for distribution to the county governments; test drivers and issue drivers licenses; enforce traffic laws, and regulate commercial vehicle operations.

Near the end of 2008, WYDOT began to consider digital communications solutions that would provide the agency with a mechanism for delivering important, time-sensitive roadway information directly to citizens. The agency needed a method of digital communication that was simple to use (both for the agency and citizens), could handle the agency's myriad of information, and would only provide subscribers with road updates relevant to them.

## A SOLUTION

WYDOT launched its 511 Notify service in April 2009 to better communicate with citizens. This service relies on GovDelivery to deliver critical travel alerts to those who are



## ABOUT

The Wyoming Department of Transportation (WYDOT) is made up of 2,000 employees in 60 locations statewide and manages 6,859 miles of roadway. From engineers who design and supervise road construction, to snowplow drivers who keep those roads safe, and troopers who serve and protect highway users, WYDOT is committed to building a better transportation system for the traveling public.

directly impacted. Travel alerts include temporary or seasonal road closures and openings, difficult travel conditions (i.e. reduced visibility, high winds) and road-specific updates.

Wyoming DOT planned strategically to take full advantage of GovDelivery's capabilities in offering subscription options via an interactive map. Citizens can find the routes they travel most often on the map and can opt in to receive daytime or nighttime alerts, or only road closure notices for those routes.

In addition to route-related updates, citizens can subscribe to receive information on construction projects and local events.

The department makes sure to promote its 511 Notify system as a PRE-TRIP information system, as Wyoming state law prohibits texting while driving.

WYDOT's 511 Notify system directly communicates with more than 30,500 subscribers on more than 1,800 detailed subscription topics. The most popular subscription topics offered are that of daytime alerts for I-25, followed by the nighttime alerts for this same route – more than 5,400 and 4,900 citizens are subscribed to receive these notifications, respectively.

Weather and road conditions can change rapidly, and with alerts being sent to subscribers with each relevant change, the scope of total messages delivered is substantial.



**RESULTS**



**METRICS**

**2M** EMAIL IMPRESSIONS

**17M** PRE-TRIP SMS UPDATES

**30K** PEOPLE REACHED



**REAL-WORLD EXAMPLE**

Wyoming wind gusts frequently top 49 MPH, while blizzards, black ice, and severe storms frequently impact the safety of drivers on some of Wyoming's most-traveled highways and interstates.

In the last year, WYDOT sent updates to targeted audiences with severe weather updates, ranging from flash flooding to tornadoes.

In August 2010, WYDOT was recognized as an Excellence in Communications Award recipient for the innovative use of '511 Notify' email and text messaging to deliver accurate and timely alerts on more than 220 distinct roadways, making travelers more informed and safer.

**ABOUT GOVDELIVERY**

GovDelivery empowers government to create better lives for more people. More than 1,000 organizations worldwide use the GovDelivery platform and network to inform and engage over 80 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organizations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.