



Alaska Department of Transportation

How the Comms Team Notified Thousands Instantly in a Crisis With govDelivery

34K

Subscribers

74%

Engagement
Rate

99%+

Deliverability

140

Bulletins

OVERVIEW

When Anchorage, Alaska experienced a 7.0 magnitude earthquake, the Alaska Department of Transportation comms team had to work fast to get travelers off the roads. Using a dual-pronged strategy of email and text, powered by govDelivery, they alerted tens of thousands of subscribers to potential damage.

SITUATION

When Anchorage, Alaska experienced a 7.0 magnitude earthquake, Alaska Department of Transportation and Public Facilities' (DOT) communications team wanted to make sure that citizens got off the roads immediately and were informed when it was safe to return.

SOLUTION

The communications team opted to use the same tool for emergencies that they use on a daily basis. For over eight years, that tool has been Granicus' communications software, govDelivery.

RESULTS

In the aftermath of the earthquake, the DOT was able to communicate information on 50 damaged locations to tens of thousands of citizens – due to upwards of 99% deliverability – through 140 bulletins sent via email and text in the days that followed.

MUST HAVE SOLUTION

govDelivery

“ govDelivery has been reliable in our everyday operations, but also in crisis. Our citizens love that they can hear from us via text.”

–Meadow Bailey,
Communications Director