



Oregon DOT

Used Technology to Achieve Its Communication Goals

64%

engagement rate

149%

growth in subscribers in
5 years

905%

overlay impact on
subscribers

160%

increase in number of
emails received

OVERVIEW

The Oregon Department of Transportation (ODOT) encompasses the state's division of motor vehicles, highway and bridge construction, regulation of the state's trucking industry and more. ODOT has offices in every city in Oregon and employs over 4,700 employees working to provide a safe and reliable multimodal transportation system that connects people and helps Oregon's communities and economy thrive. To create these connections for its residents and bring greater efficiency to its processes, ODOT implemented Granicus' integrated communications solution, govDelivery.

SITUATION | BRIDGING INEFFICIENCIES

ODOT had been using email and fax as its main methods of communication. They used email groups, but there was no consistency in the messages nor was there data on open rates or readership. The department had also relied on faxes to send communications from its separate divisions. ODOT leadership wanted a more efficient way to conduct business. They wanted a digital solution that would give them insightful data, help to tell the agency's story, and improve how it provides customer service.

SOLUTION | STREAMLINING PROCESSES

Implementing govDelivery helped ODOT reimagine its communication strategy in order to serve Oregonians responsibly and efficiently. The technology allowed ODOT to reach the right audience at the right time. When the pandemic prevented ODOT staff from holding traditional focus groups, the agency used the solution to conduct 50/50 and A/B testing to better target messages. ODOT also uses this technology to send SMS messages, which have been helpful in emergency situations. Using an overlay, 40,000+ people signed up to get news about Real ID, a national mandate.

RESULTS | GREATER ENGAGEMENT

Upon implementing Granicus' integrated communications solution, ODOT saw not only substantial growth in subscribers to its communications, but also an increase in engagement. The agency reported 149% increase in subscribers from 2018 to 2022. The engagement rate for these subscribers is nearly 64%. Additionally, the software has helped ODOT increase engagement in its external recruitment efforts.

MUST HAVE SOLUTION

govDelivery

“The stability of the system, the excellent customer service, and the variety of ways you can use the tool are worth every penny. [govDelivery] will help save you money and time and help you achieve your communication goals.”

Sally Ridenour, Chief Content Strategist, Oregon Department of Transportation