

Hear Every Voice

Case Study: Utah Department of Transportation Weblog



Weblog for Utah Department of Transportation employees to share perspectives and information on UDOT's projects and initiatives

Utah

Utah Department of Transportation

Context: In spring of 2010, Utah Department of Transportation (UDOT) launched the UDOT Transportation Blog, a weblog (blog). The intent is to share thoughts on the "world of transportation from a UDOT perspective" (<http://blog.udot.utah.gov/about/>). The blog is hosted and managed by the internal UDOT Communications Office, but various UDOT employees or other guest contributors share their work or perspective in blog entries. UDOT makes an effort to explain the viewpoints of the authors, which do not necessarily represent the perspective of UDOT as a whole.

Blog: UDOT's Transportation Blog represents an example of how a transportation agency can communicate with the general public about its internal processes, educational opportunities, awards and recognition, and interesting initiatives that may not otherwise reach a broad audience. Additionally, it provides employees with an opportunity to step outside their day-to-day tasks and write about a project or experience in a way they typically may not have the chance to do.

Project Details

Location

Organizations

Case Summary

Internet

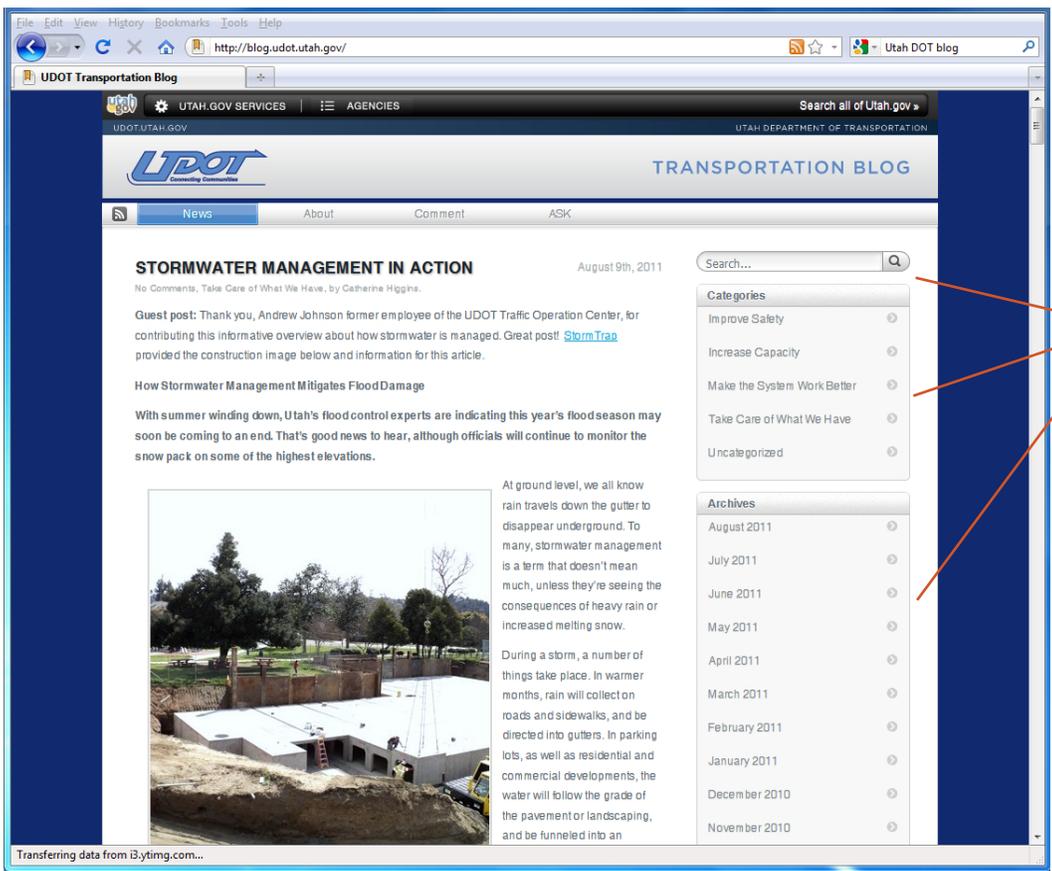
Social Media



Example entry posted by UDOT employee

Source: <http://blog.udot.utah.gov>

A new post to the blog entry is added every few days and the content varies widely, including topics like stormwater management practices, navigating UDOT's inquiry system, innovative construction management practices, and youth bike education initiatives. The entries are roughly a page in length, concise, and easy to read, making them accessible to the general public. Photographs are posted along with the entries. If the entry references content that is accessible on the web, the text is linked to the appropriate reference material. Content is posted chronologically, and readers can also search the blog with key words or sort the content based on specific categories. Additionally, readers can search through archived articles sorted by month.



The blog can be searched and sorted by key words, categories, and date.

Source: <http://blog.udot.utah.gov>

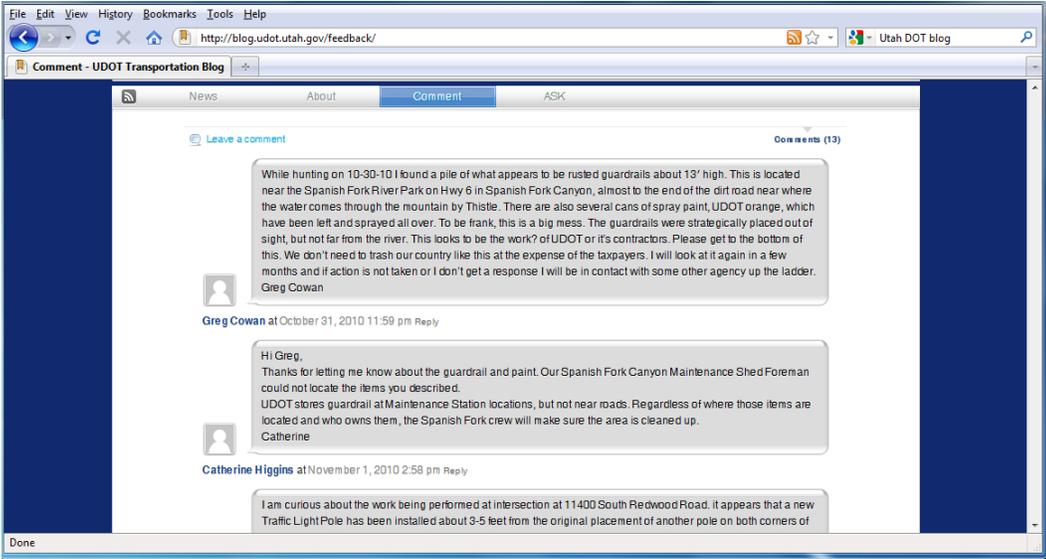
Readers are encouraged to comment on posts, submit articles they have authored, or ask questions about transportation-related topics. When guests post general comments or questions, or a more specific question about a particular blog entry, a UDOT employee responds to every comment. This approach encourages dialogue between UDOT staff and the public.

Internet

Social Media

Comment from reader:
Hey Catherine,
I've been helping the planning committee locally with some issues and happened to run across this site. It is an excellent example of how an agency is able to communicate with residents and get feedback! I'll be using this as an example at our next committee meeting.
Thanks!! – "OC SEO Services"

The UDOT Transportation Blog is a simple way to enhance communication between agency staff and the general public. It provides UDOT with a way to disperse information it may not otherwise publish and helps to establish UDOT's presence in innovative transportation efforts and initiatives.



Readers can leave comments and UDOT employees respond.

Source: <http://blog.udot.utah.gov>

Utah Department of Transportation. 2011. UDOT transportation blog. <http://blog.udot.utah.gov/>

References

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