ELECTRONIC UPDATES

Description

Project updates in the form of e-mail alerts and text messages are an innovative approach to keep individuals informed about issues that are important to them. These electronic updates enable a broader range of participation by going directly to the people that are interested in the information. The strategy offers a cost effective approach to inform the public of upcoming meetings, traffic alerts, new information alerts, or more opportunities for input. Like other outreach strategies, the effectiveness of electronic updates depends heavily upon the quality, timeliness and accuracy of the information it conveys.

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Target Market

Electronic updates should be used throughout the life of a project or program to update interested parties of upcoming meetings, opportunities to provide input, and status. Providing an informative and relevant message broadens its reach and effectiveness.

Cost:	**Minimal to Moderate**
Time:	**Indefinite**
Impact:	**Local/Region**
Who:	**Lead Agency**
Hurdles:	**May Exclude Some**

How Will This Help?

- Instant dissemination of information to travelers that is current, accurate and relevant.
- Provides another means to distribute project specific information to interested parties.

Success Stories

Electronic updates are often used by transit agencies to inform interested parties of project information. The LBJ Express project website allows individuals to sign up to receive email updates regarding the project as well as traffic alerts. Similarly, VIA Metropolitan Transit in San Antonio allows individuals to stay connected by signing up for email and text message updates.

Implementation Issues

Electronic updates provide an instant and efficient way to inform interested parties about local and regional transportation projects. Members of the public who elect to receive electronic updates must be confident that the information they receive has real value—that it is accurate and timely. It is important to have staff available to send alerts regularly and to maintain an accurate database of interested individuals.

For more information, please refer to: http://mobility.tamu.edu/mip/strategies.php.