



STATE TRANSPORTATION BOARD OF GEORGIA

PRESS RELEASE

For Immediate Release:
Thursday, November 17, 2011

Contact: Jill Goldberg or David Spear
(404) 631-1828 or 1825

STATE TRANSPORTATION BOARD GETS FIRST LOOK AT NEW WINTER WEATHER WEBPAGE

Social media efforts to be employed as new communications tool during inclement weather

ATLANTA – The State Transportation Board met for its regular monthly meeting today. A highlight of the meeting was the preview of the newly designed inclement weather section of the Department’s website. The page is scheduled to go live today and may be accessed at: www.dot.ga.gov/winterweather

In addition to the new webpage, social media outlets such as Facebook and Twitter will be greatly utilized to distribute information and update the public in the event of any severe weather situations. A team of Department staff will maintain regular communication with citizens who may find it easier to be followers via Facebook and Twitter, and also continue communicating information through the more traditional means of radio, television and newspapers.

“The new webpage is a great way to let the public immediately see updates on road conditions,” said Chairman Rudy Bowen. “I am excited to see the Department expanding its reach to different markets by increasing the use of social media.”

Also during today’s meeting, Board member Brandon Beach presented managers of the Department’s Highway Emergency Response Operators (H.E.R.O.) program with the 2011-2012 National Roadway Safety Award presented by the U.S. Department of Federal Highway Administration and the Roadway Safety Foundation, recognizing the H.E.R.O. unit’s contributions to safety on the road.

“This program deserves to be acknowledged for the outstanding job the operators do day in and day out to help motorists,” Beach commented. “The Department’s partnership with State

Farm Insurance has been an important part of improving this program, and we are honored to receive this award.”

The State Transportation Board determines policy and exercises general governance of Georgia’s Department of Transportation. The Board’s 13 members, representing each of the state’s congressional districts, serve staggered, five-year terms. Board members are elected by those state senators and representatives whose legislative districts fall within all or part of the relevant congressional district. Further information on the Board and the Georgia Department of Transportation can be accessed via

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