

PRESS RELEASE PRESS RELEASE

FOR IMMEDIATE RELEASE December 11, 2009

Contact: Information Systems and Planning Director Bob Slattery

(810) 767-4920 rslattery@gcrc.org

GCRC Website: www.gcrc.org



@gcrctrffic Twitter Alert System is up and running!

Flint, Michigan. ---

The Genesee County Road Commission announced today that its new Twitter-based road incident alert system, @gcrctrffic, is up and running. Anyone can receive real time alerts about road delays just by following @gcrctrffic on Twitter (<http://www.twitter.com/gcrctrffic>). These updates can also be sent to cell phones and smart phones.

In addition, travelers can help fellow travelers by tweeting a message - while not driving, of course - to @gcrctrffic when they find themselves stopped by a traffic incident or delay. The message will be instantly re-tweeted to everyone following @gcrctrffic, including local law enforcement, road agencies and media outlets.

Road Commission Manager-Director John Daly stresses that driving is an activity that requires the drivers' complete attention and that no one should attempt to text while driving. "We want people to follow @gcrctrffic to receive Twitter traffic alerts and to tweet to @gcrctrffic to let others know of delays that they encounter", he said, "but we want them to do it safely and tweet only if not driving a moving vehicle. We do not want anyone to become involved in a traffic incident because they tried to report one while they were driving.

We see this as a use of information technology to expand the existing system of alerts that drive time media has used for years, relaying input from motorists to other motorists."

For more information contact Bob Slattery, director of Information Systems and Planning at (810) 767-4920. And visit the Road Commission's website (www.gcrc.org) for winter safety tips, the Road Commission's winter maintenance policies and a wealth of road-related information and links to other resources.

###

Remember - in Ice and Snow, Take it Slow!