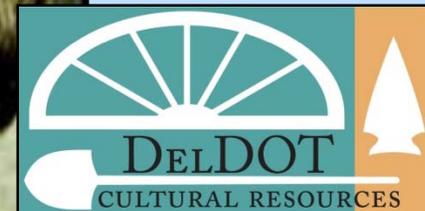


Public Outreach in CRM

The Delaware Department of Transportation Model

Paper presented at the 75th annual meeting of the
Society for American Archaeology St. Louis, MO

by
David S. Clarke and Kevin Cunningham
Delaware Department of Transportation Archaeologists



INTERNET ACCESS IN THE UNITED STATES AND THE WORLD

U.S. Population -----	307,212,123
U.S. Population with access to the Internet -----	227,719,000

About 74% of the U.S. Population has access to the Internet

World Population -----	6,767,805,208
World Population with access to the Internet -----	1,733,993,741

About 26% of the World Population has access to the Internet

Population data is from 2009, U.S. Census Burrow
Internet access data is from 2009, U.S. Census
Burrow, Nielson Online, and Internet World Statistics
<http://www.internetworldstats.com/stats.htm>

IN THE BEGINNING 2000

[Home](#)

Planning & Projects

Archaeology

[Mitsawokeff to Bloomsbury](#)
(DelDOT Archaeological Series Number 154)

Current Projects

[Technology Transfer Center](#)
[I-95 Delaware Construction Projects Web Site](#)
[Route 40 Improvements](#)
[SR7, SR72 to PA Link](#)
[Tyler McConnell Bridge Study](#)

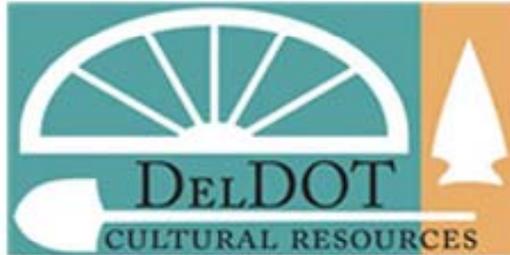
Archived Projects

[Churchman's Crossing Web Site](#)
[Route 1 Construction Information](#)
[Transportation Enhancement Program](#)

Delaware Department of Transportation
P.O. Box 778, Dover, DE 19903
800-652-5600 *Instate Only*, 302-760-2080 *Out of State*

DeIDOT's Cultural Resources - Archaeology/Historic Preservation

Archaeological Exploration and Historic Preservation in Delaware



Welcome to the DeIDOT Archaeology and Historic Preservation Home Page. This page can be bookmarked at archaeology.deldot.gov.

Introduction/Overview - What is archaeology? Why is DeIDOT involved?

What's New - See what's new among the archaeology/historic preservation projects on our Website published monthly and sign up for e-mail alerts for What's New in Archaeology/Historic Preservation via the [MyDeIDOT Subscription Service](#).

Report Search - Comprehensive listing of all reports available from our website. See [Content Disclaimer](#).

Public Outreach - List of posters, brochures, handouts, etc. for public outreach efforts for archaeology/historic preservation projects.

Kids Page - Archaeology related activities for kids.

Delaware Road Maps - Presented as part of our Historic Preservation Initiative, these official Delaware Highway maps are available and intended for research purposes.

Glossary - A comprehensive glossary derived from all archaeology and historic preservation report glossaries on our site.

Historic Photo Gallery - Like old photos? Enjoy looking into the past via DeIDOT photos of times past.

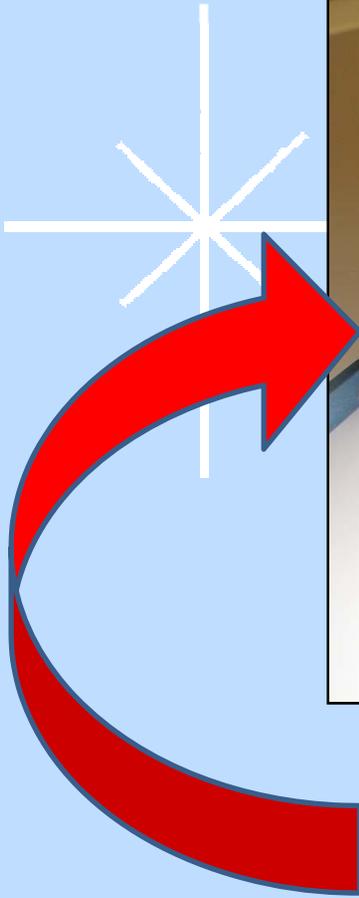
Related Links - Additional archaeology and historic preservation resources on the Internet.

Help - Assistance for the Report Search feature or viewing Adobe PDF files.

Feedback - We'd like to hear from you! Please [provide any comments, questions, or suggestions](#) for our archaeology site.

WEBSITE HOMEPAGE 2010

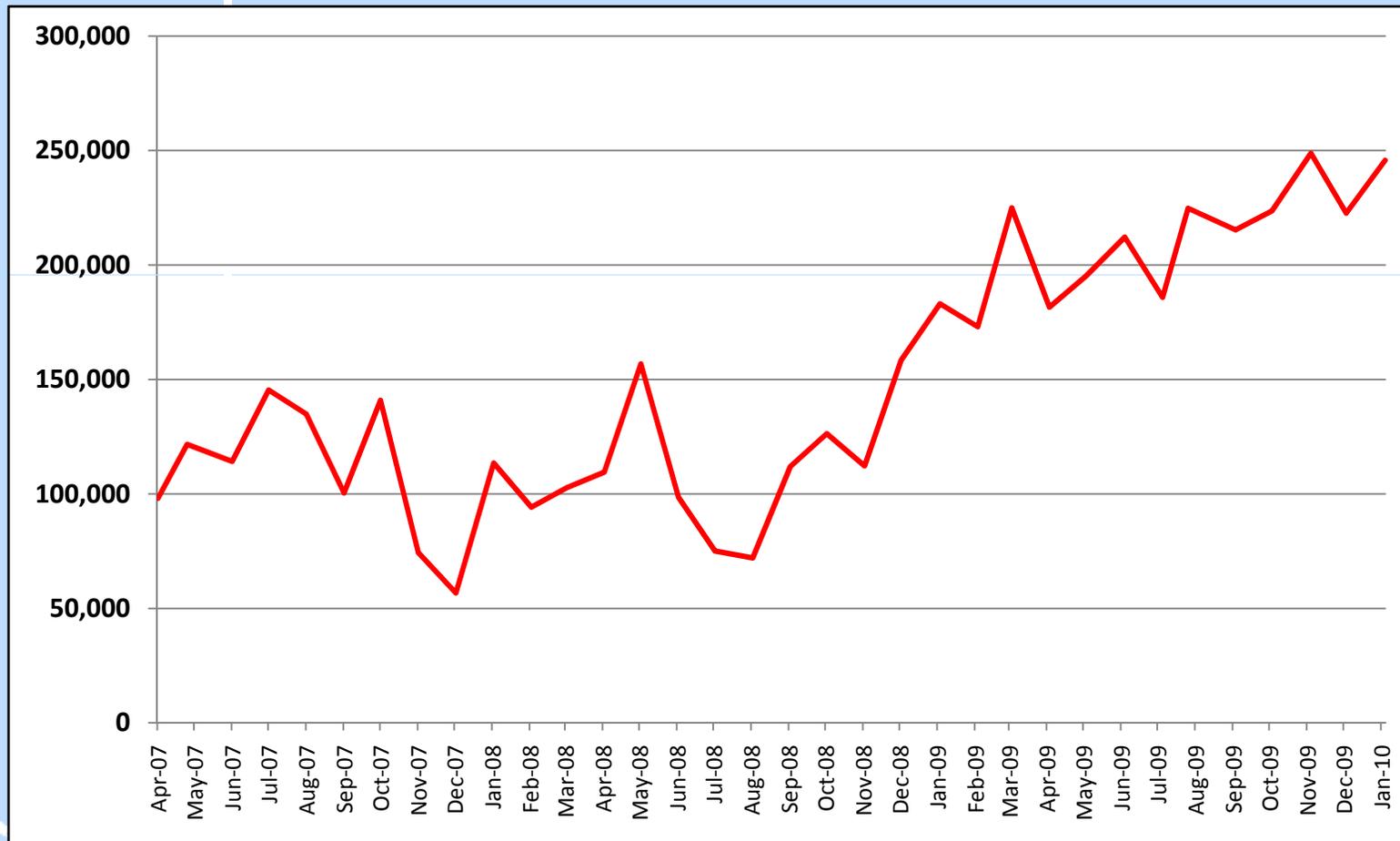
Every DeIDOT CRM report is now online in a searchable database . To date that is over 450 documents. Every document has been edited to protect the location of archaeological sites, and any culturally sensitive material.

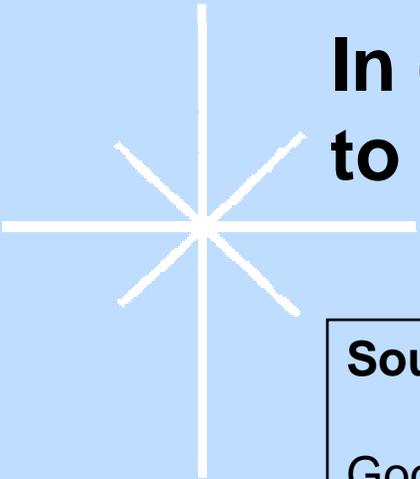


Donna, and her magic scanner!



WEBSITE HITS PER MONTH APRIL 2007 – JANUARY 2010

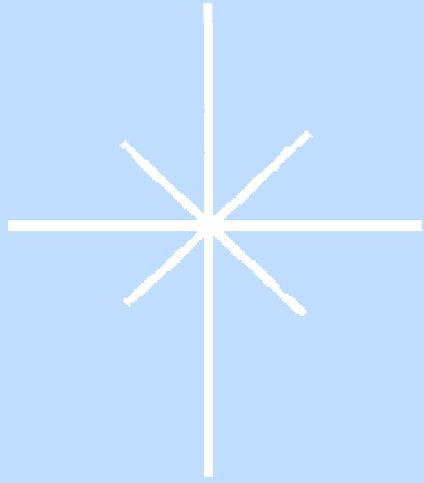




In one month, where do the visits to our website come from ?

Sources	Visits	%Visits
Google (organic)	419	29.28%
Direct (none)	328	22.92%

Google Analytics
January 15, 2010 – February 15, 2010



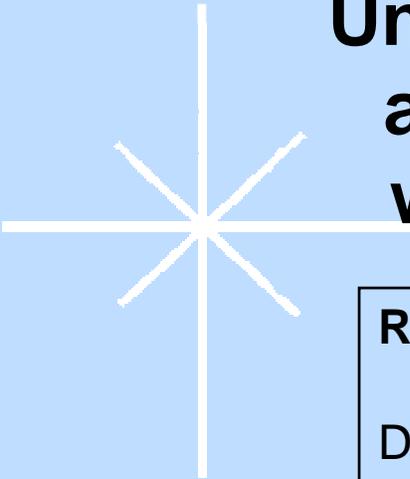
WWW.ARCHAEOLOGY.DELDOT.GOV

In one month, where do all the visitors to our website come from?



Country / Territory	Visits
United States	1,289
United Kingdom	23
Canada	22
Philippines	12
Germany	8
India	7
Italy	7
Australia	5
Norway	4
Poland	4

Google Analytics
January 15, 2010 – February 15, 2010



**In one month, within the
United States, where do
all the visitors to our
website come from?**

Region	Visits
Delaware	546
Pennsylvania	198
New York	95
California	57
Maryland	55
New Jersey	38
Virginia	26
Florida	22
Georgia	18
North Carolina	17

Google Analytics
January 15, 2010 –
February 15, 2010

A LOT OF PEOPLE IN ACADEMIC ARCHAEOLOGY
THINK IT'S PUBLISH OR PERISH. WE LIKE TO
THINK IT'S **PUBLIC OR PERISH**, AND TRY TO MAKE
PUBLIC OUTREACH A MAIN COMPONENT TO
EVERY HISTORIC PRESERVATION PROJECT WE DO!
IT'S ALL ABOUT THE PUBLIC !



MISSING YOU FROM DELAWARE!



WWW.ARCHAEOLOGY.DELDOT.GOV