



**ABOUT DART**

DART services the city of Dallas and 12 surrounding cities with modern public transit services and customer facilities tailored to make each trip fast, comfortable and economical. The extensive network of DART Rail, Trinity Railway Express (TRE) and bus services moves more than 200,000 passengers per day across a 700 square-mile service area.

DART understands the importance of “pushing” information out to customers, rather than expecting them to visit the website and search for the information themselves. Because of DART’s extensive network of services it is important for communications with riders to be relevant and targeted. Utilizing GovDelivery Digital Subscription Management service allows DART to communicate important service alerts quickly and efficiently to its stakeholders. This type of communication by DART is instrumental throughout a rider’s commute – from knowing where there is a service disruption to providing information regarding the daily DART schedule.

*“The GovDelivery System provides DART with an additional tool to provide up-to-the minute service notifications when conditions are rapidly changing.”*

- Elizabeth Elam, Marketing and Communications, DART

## DART Riders Receive Real-Time Transit Service Updates

### Situation

Today’s increasing gas prices, traffic congestion, and concern with carbon emissions have driven more people to public transportation. On average, a person can save \$9,499 per year by taking public transportation instead of driving. The only downfall for riders is experiencing unexpected delays causes frustration, since much of their day is scheduled around train and bus arrival times.

With increased ridership, transit authorities are feeling the pressure to improve customer service and enhance the experience of each rider. Dallas Area Rapid Transit (DART)

([www.dart.org](http://www.dart.org)) envisions itself as the “preferred choice of transportation for now and in the future.”

DART implemented RSS feeds as a way to communicate with riders, but desired an additional communication method that would work in conjunction with RSS. Specifically, they hoped to find a solution to alert customers via wireless device so updates could be available real-time, no matter where customers were located.

### Solution

On January 2, 2007, DART launched GovDelivery Digital Subscription Management (DSM) solution, joining other leading transportation authorities in recognizing the need for real-time service updates for commuters. GovDelivery is an automated system that uses email, text messaging, RSS and social media to keep riders informed when new information is available on topics of interest. The alerts are provided to subscribers based on the DART website content. This digital communication solution allows DART to improve rider service and enhance the rider experience, in working toward becoming the preferred method of transportation.

## PROGRESS

Since launching GovDelivery in January 2007 DART has:

- Sent more than 1.71 million emails to subscribers.
- Signed up more than 8,500 subscribers .
- Incorporated 153 subscription topics including:
  - News & Events
  - Rider Alerts
  - Construction Alerts
  - DART Rail Expansion Information
  - And More...

*\*Results as of April 2010*

## GOVDelivery

GovDelivery is the world's leading provider of government-to-citizen communication solutions. Our Digital Subscription Management solution is a Software as a Service (SaaS) platform that provides organizations a fully-automated, on-demand public communication system.

## Analysis

The DART Schedule Planning Department was instrumental in researching GovDelivery DSM and evaluating its efficiency as a communication tool. The department views the service as an opportunity to communicate high priority information: service disruptions, construction alerts, and expansion information. As a service disruption is posted to the website, alerts are automatically sent to riders via their chosen communication method. As a new construction project is planned and described on the website, emails or text messages are delivered to all those who have subscribed to updates regarding the affected routes or rail lines.

GovDelivery enables DART to improve its customer service by gathering details such as zip code and frequently used transit methods and routes, at the time of subscription. With this information, when a service disruption happens, DART has the ability to communicate very relevant updates to all subscribers within a specific disruption area and mode of transportation.

## Results

As gas prices and sustainability concerns increase, so has the popularity and usage of public transportation. Public transportation is liable to cause frustration as riders are dependent on a sometimes unreliable system. Dallas Area Rapid Transit (DART) ([www.dart.org](http://www.dart.org)) riders no longer feel this frustration because they receive instant email and text message alerts notifying them of route or schedule changes.

DART has experienced a number of benefits since implementing GovDelivery. Most important is the ability to deliver targeted information to riders and stakeholders in a timely manner. An ancillary benefit is the ability to quickly distribute service disruption information to employees who work at outlying facilities throughout the system and to Customer Response Team members deployed on an emergency basis.

Dallas Area Rapid Transit has been able to improve the experience of transit riders through implementing GovDelivery DSM. Riders now receive the most up-to-date information on bus and rail schedules, construction updates and service disruptions. The return on investment (ROI) for DART is evident as customers acknowledge greater satisfaction in the transit system and choose to utilize the system in the future.

To receive email and text message updates from DART, visit [www.dart.org](http://www.dart.org).