



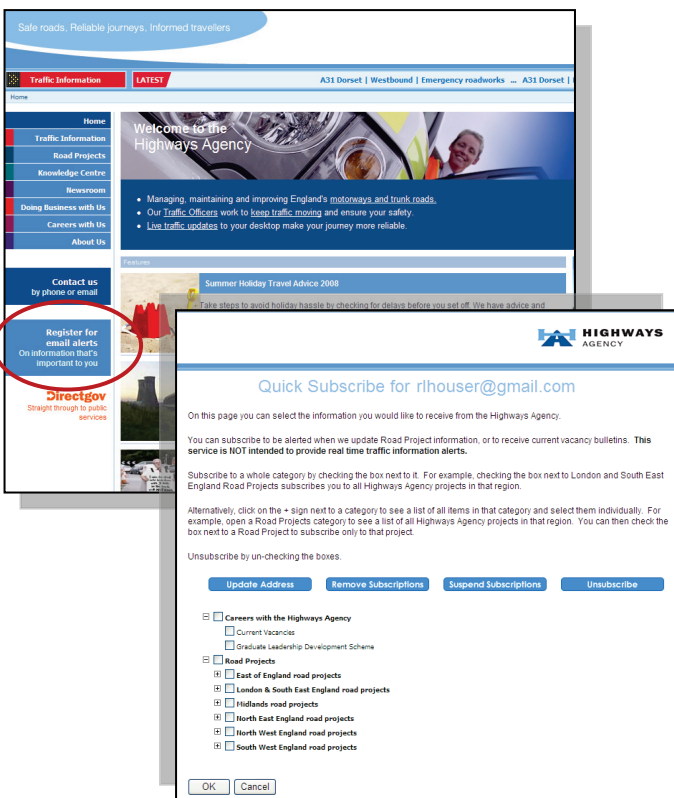
The Highways Agency is responsible for operating, maintaining, and improving England’s road network. GovDelivery® Digital Subscription Management allows the agency to meet citizens’ needs by communicating proactively when there is new road project information available.

**HIGHWAYS AGENCY’S NEEDS**

1. Improve communication by informing interested citizens by email of new road projects in their area.
2. Alert citizens by email when information on a specific road project is updated rather than relying on citizens to check website for updates.
3. Send email alerts automatically when the website is updated to save administrative time.

**SOLUTION**

Highways Agency selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.

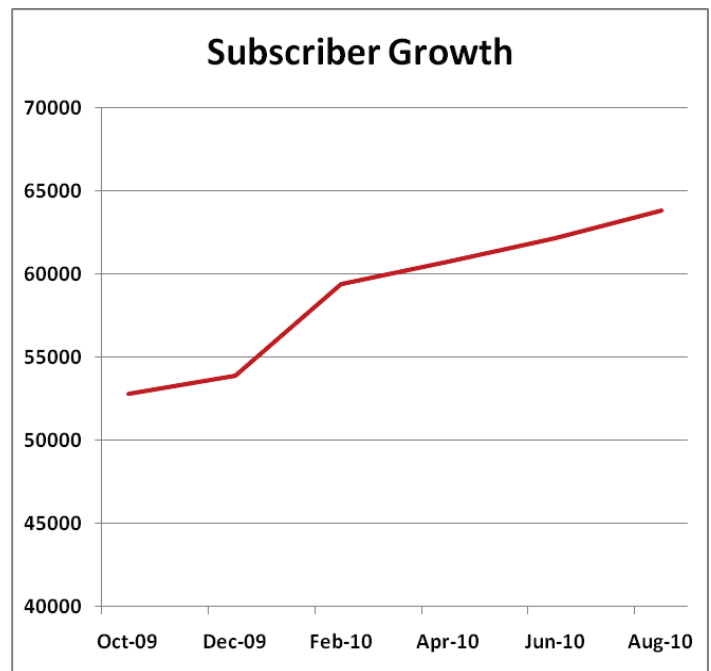


Web visitors click on links located throughout the site to register to receive specific email alerts.

*“Highways Agency (HA) strives to use innovative methods to better communicate with the public. The GovDelivery service has enhanced HA’s ability to do so. The public can subscribe to specific information based on their needs and interests; email notifications are then delivered when relevant information is posted to our website. The agency has delivered nearly 11 million email notifications to more than 40,000 UK residents.”*

-Stuart Parr – Online Media Manager (HA)

**RESULTS**



Since launching GovDelivery in November 2004 Highways Agency has:

- Sent over **22.28 million emails** to **63,800+ subscribers**.
- Incorporated **480+ specific subscription items** including:
  - Road Projects
  - Career Opportunities
  - Graduate Leadership Development Scheme

*Last Updated September 2010*

GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless communication solutions designed specifically for the public sector and is used by organisations worldwide, including the U.K. Parliament, Norwich City Council (U.K.), U.S. Departments of Labor, State, Agriculture, and Commerce, Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



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