



How GovDelivery Works

GovDelivery is the only comprehensive digital subscription management system designed specifically for the public sector. It is a web-based solution that monitors transit agency websites for content updates and automatically generates email or text message alerts to notify riders when changes occur on the website. Alerts can go directly to subscribers or an administrator for approval and routing. Of course, emails can also be sent manually at any time.

Benefits

PROACTIVELY DELIVER INFORMATION TO INTERESTED RIDERS

You spend time, energy, and money creating information for your website; GovDelivery makes sure that riders know the information is available.

INCREASE CUSTOMER SATISFACTION AND RIDERSHIP

GovDelivery delivers the right information to the right people – your customers – at the right time, increasing customer satisfaction and ridership.

MORE POWERFUL THAN EMAIL LIST SOFTWARE

GovDelivery allows you to provide 10 to 40 times more subscription options, and generate 300% to 1,100% more subscribers than email list software.

100% COMPATIBLE WITH CURRENT SYSTEMS FOR SEAMLESS INTEGRATION

GovDelivery is web-based so you don't have to change the way you are managing content or user information.

EASY IMPLEMENTATION; COMPLETE AUTOMATION; SIMPLE ADMINISTRATION

With no hardware or software to install, GovDelivery setup can take less than 10 days. Automated web page monitoring and email (or wireless) alert processes coupled with simple administration tools allow you to quickly scale the system across all offices with minimal training.

TANGIBLE AND REAL ROI (RETURN ON INVESTMENT)

GovDelivery helps reduce marketing and paper document costs with a typical ROI of 200% in the first year.

GovDelivery keeps riders up-to-date on the latest route, schedule, and fare information, and other issues that affect their trips on public transportation. It keeps riders informed by proactively sending email or text message alerts when updates occur to specific information, relevant to that individual.

Email is the #1 use of the Internet. Source: Pew Internet and Life Project



Proactive Rider Communication GovDelivery Digital Subscription Management

GOVDelivery HAS BEEN IMPLEMENTED SUCCESSFULLY ACROSS A NUMBER OF TRANSIT AUTHORITIES, INCLUDING:

- Bay Area Rapid Transit (BART)
- Chicago Transit Authority (CTA)
- Dallas Area Rapid Transit (DART)
- Hampton Roads Transit
- Los Angeles County Metropolitan Transportation Authority
- Santa Clara Valley Transportation Authority (VTA)
- Tri-County Metropolitan Transportation District of Oregon (TriMet)
- And many more...

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

-Elizabeth Elam, Internet Website Designer, Dallas Area Rapid Transit

THREE EASY STEPS FOR RIDER SIGN-UP.

1. Click link to sign up for specific updates

2. Enter email and optional password

3. New users select additional subscriptions