



The U.S. Department of Transportation (DOT) sought to advance the department’s mission to maintain a transportation system that serves the vital interests of the American citizens. DOT has deployed GovDelivery® Email and Digital Subscription Management across 9 associated websites in order to offer a comprehensive, DOT-wide communication system.

DEPARTMENT OF TRANSPORTATION'S NEEDS

1. Replace and consolidate disparate and cumbersome email list systems.
2. Communicate with citizens proactively using email.
3. Increase number of subscription options, subscribers, and website usage.
4. Use a system that allows for collaboration between offices.
5. Integrate with existing databases where needed.

SOLUTION

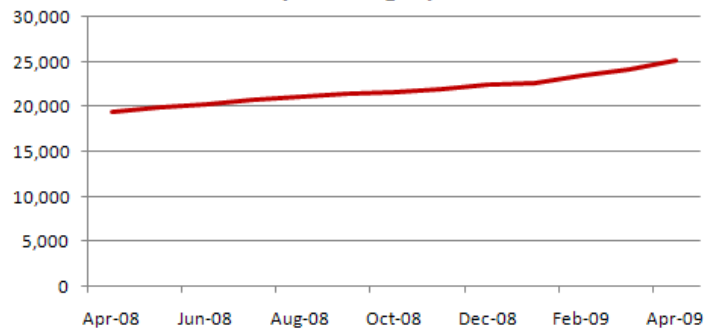
U.S. Department of Transportation selected GovDelivery, a software as a service (SaaS) platform for government-to-citizen communication that offers proprietary personalization, automation and delivery technology.

“This tool enables grantees, the public and other stakeholders to stay informed of subjects of interest. GovDelivery automatically monitors designated web content that the FTA Website Working Group has substantially modified and proactively sends e-mail to alert subscribers when changes are detected.”

R.F. Krochalis, Regional Administrator

RESULTS

**Subscriber Growth
(for DOT.gov)**



Since launching GovDelivery in September 2005 DOT has:

- Sent more than **11.4 million emails** to more than **100,000 subscribers**.
- Implemented GovDelivery across twelve different division and program websites, together making up GovDelivery’s DOT Enterprise.
- Incorporated more than 7,800 specific subscription items including:
 - Aviation Rules
 - Fleet Reports
 - Service Cessations
 - Air Travel Consumer Report

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

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 organizations worldwide, including the U.S. Departments of Labor, State, Agriculture, and Commerce, Washington D.C., Arizona Department of Transportation, Texas Department of Transportation, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



To learn more about GovDelivery, visit www.govdelivery.com;
 email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769



The Department of Transportation has implemented GovDelivery on its Homepage and six other agencies within the department— use of GovDelivery continues to expand. Altogether, the department offers nearly more than 7,500 unique subscription options across all offices and associated agencies.

Department of Transportation Enterprise-wide Deployment

DOT Agencies and Affiliated Websites Currently Using GovDelivery:



www.faa.gov

rgl.faa.gov

Federal Aviation Administration Employee Site



www.fmcsa.dot.gov



www.fra.dot.gov



www.unitedweride.gov



www.fta.dot.gov

Below are examples of the more than 7,800 subscriptions offered by DOT:

Topics available include:

- Upcoming Launch Data
- Program Guidance Letters (PGLs)
- Airports News
- Offers notifications on emergency airworthiness directives for over 7,000 airplane parts.

Topics available include:

- Research & Analysis Reports
- FMCSA Medical Program
- Proposed Rules
- Calendar of Events

Topics available include:

- Drug and Alcohol Program
- Safety Advisories
- Emergency Orders
- Updates to the Train Horn Rule

Topics available include:

- Newsletters
- Reports
- What's New

Topics available include:

- Calendar of Events
- Congressional Testimonies
- Reports to Congress

Other DOT agencies using GovDelivery® EDSM include:

- Pipeline and Hazardous Materials Safety Administration •
- National Highway Traffic Safety Administration • National Highway Institute •
- Maritime Administration • **And More...**

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