

# Transit Agencies Get Results with GovDelivery

*Give your riders information where they need it, when they need it. GovDelivery keep riders up-to-date on the latest route, schedule, and fare information, and other issues that affect their trips on public transportation. GovDelivery keeps riders informed by proactively sending email and text message alerts when updates occur to specific information, relevant to that individual.*



*"Instant communication is a necessity. BART is committed to keeping customers up-to-date, whether it's via mobile wireless alerts, RSS or email. It was easy to implement the GovDelivery service using API integration with existing RSS feeds. The setup was quick and the GovDelivery client services team is outstanding. GovDelivery has enhanced our service and improved customer satisfaction."*

- Tim Moore, BART

## Since launching GovDelivery in April 2008 Bay Area Rapid Transit (BART):

- Registered more than **95,000 subscribers**.
- Sent more than **4.2 million emails to riders**.
- Incorporated 24 unique subscription topics including:
  - BARTimes Newsletter
  - BART Earthquake Safety Program
  - BART Surveys and Other Research



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

-Elizabeth Elam, DART

## Since launching GovDelivery in January 2007 Dallas Area Rapid Transit (DART):

- Registered nearly **7,400 subscribers**.
- Sent more than **1,300,000 emails to riders**.
- Incorporated **157 unique subscription topics** including:
  - Rider Alerts
  - Emergency Notifications
  - Route Changes



*"GovDelivery is a turnkey solution that put us in business right away and improved our customer service."*

-Kim Duncan, Executive Director, TriMet

## Since launching GovDelivery in February 2003 TriMet (Portland, Oregon) has:

- Signed up more than **26,800 subscribers**.
- Sent over **6.3 million emails to riders**.
- Added **123 unique subscription topics** including:
  - Rider Alerts
  - Route Changes
  - Emergency Notifications

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*"We are always working to provide information to the public as efficiently and effectively as possible. By moving to an electronic format, we can provide many more issues with more timely information for a fraction of the cost of a print newsletter"*

– Curtis Myles, Deputy General Manager, RTC

Since launching GovDelivery in January 2004 the Regional Transportation Commission of Southern Nevada (RTC):

- Signed up more than **6,300 subscribers**.
- Sent more than **745,000 emails to riders**.
- Offered more than **130 unique subscription topics** including:
- Incorporated subscription items including:
  - Finance Committee Meetings
  - Metropolitan Planning Projects
  - Schedule & Route change information



Since launching GovDelivery in April 2007 Los Angeles County Metro Transportation Authority has:

- Signed up more than **7,700 subscribers**.
- Nearly **2 million emails**.
- Added nearly **225 unique subscription topics** including:
  - Construction notices
  - Facts at a glance
  - Congestion Reduction Choices



Since launching GovDelivery in January 2006 Omnitrans (California) has:

- Signed up more than **4,600 subscribers**.
- Sent over **119,000 emails**.
- Added 44 unique subscription topics including:
  - Future Transit Projects
  - Meeting Agendas
  - Press Releases



Since launching GovDelivery in January 2006 Hampton Roads Transit (Virginia) has:

- Signed up more than **3,700 subscribers**.
- Sent over **184,000 emails**.
- Added **135 unique subscription topics** including:
  - Passenger Alerts
  - Peninsula Corridor Public Meetings & Events

Other transit agencies using GovDelivery include Chicago Transit Authority (CTA), Interurban Transit Partnership (The Rapid), Pace (Chicago), Santa Clara Valley Transportation Authority (VTA), Sound Transit (WA), Santa Cruz Metro, and more.

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