



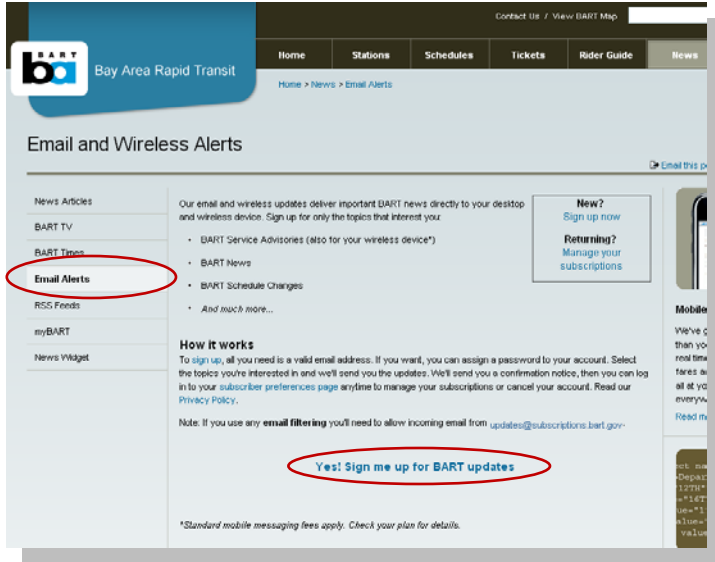
San Francisco Bay Area Rapid Transit (BART) looked to GovDelivery® Email and Digital Subscription Management to provide an economical and easy-to-implement solution to improve communication with riders. Since then BART has sent out more than 1 million emails to interested riders.

**BART'S NEEDS**

1. Provide one-on-one communication between BART and riders through an email solution.
2. Implement a turn key system to immediately provide information to interested riders.
3. Use an automated system to leverage internal publishing capabilities and serve the community's high Internet use.

**SOLUTION**

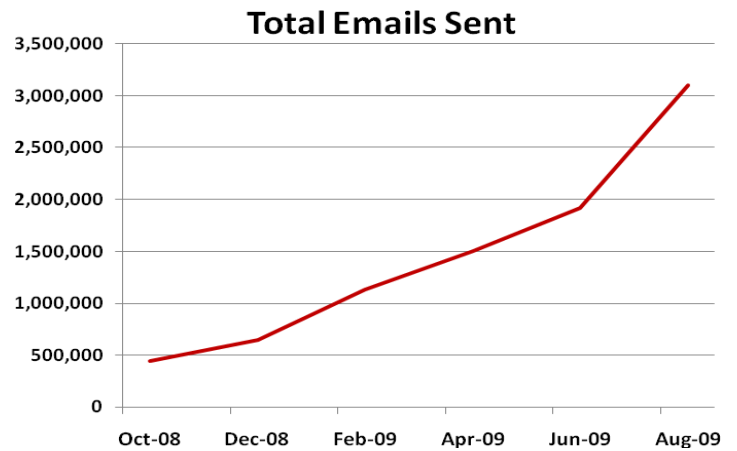
BART selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



**“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

**RESULTS**



Since launching GovDelivery in April 2008 BART has:

- Signed up more than **96,400 subscribers**.
- Sent more than **3.1 million emails** to riders.
- Incorporated specific subscription items including:
  - BART Service Advisories
  - BART News
  - BART Schedule Changes
  - *And much more...*

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and digital 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, U.K. Parliament, Sound Transit (WA), RTC (NV), California Department of Insurance, 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](http://www.govdelivery.com); email [info@govdelivery.com](mailto:info@govdelivery.com); call U.S. 866-276-5583 or U.K. 0800 032 5769