



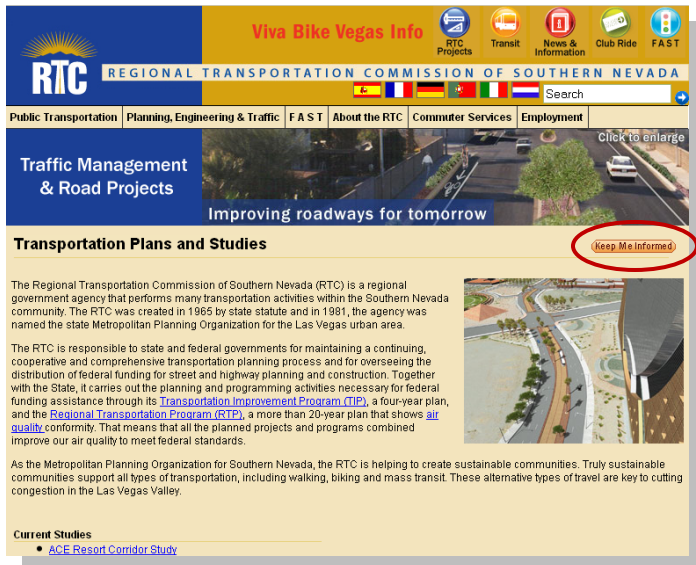
Regional Transportation Commission looked to GovDelivery® Email and Digital Subscription Management to provide an economical and easy-to-implement solution to improve communication with riders about schedule, fare, and other issues that affect their trips.

RTC'S NEEDS

1. Replace the manual email list that needed constant attention with an automated email system.
2. Allow riders the ability to receive alerts via short messages.
3. Utilize email to communicate with the public as efficiently and effectively as possible.

SOLUTION

RTC 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.

“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

RESULTS



Since launching GovDelivery in January 2004 RTC has:

- Signed up more than **5,600 subscribers**.
- Sent more than **472,000 emails to riders**.
- Implemented updates for more than 120 specific topics.
- Incorporated subscription items including:
 - Finance Committee Meetings
 - Metropolitan Planning Projects
 - Schedule and route change information on more than 50 routes

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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), TriMet (OR), 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; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769