

SUCCESS STORY | DALLAS AREA RAPID TRANSIT

DART USES EMAIL AND TEXT MESSAGES TO KEEP CUSTOMERS UPDATED ON TRANSIT CHANGES IN REAL TIME.

Q SITUATION

As gas prices increase and more people take to public transportation, transit authorities are feeling the pressure to improve customer service and enhance the experience of each rider. Communication is instrumental throughout a rider's commute – from knowing where there is a service disruption to providing information regarding the daily schedule.

Dallas Area Rapid Transit (DART) envisions itself as the “preferred choice of transportation for now and in the future,” and with an extensive network of services it is important for communications with its riders to be relevant and targeted. So, the transit authority needed a solution that would allow it to alert customers via email and SMS/text message, so updates could be available in real time, no matter where customers were located.

📧 SOLUTION

DART launched the GovDelivery Platform to alert riders when new information is available, utilizing multiple channels, including email, text messaging, RSS and social media.

The solution has since become the “foundation of our customer communication efforts,” according to Elizabeth Elam, Internet Website Designer. “It was our first toe in the water, quickly followed by social media.”

DART's top goal is to provide a five-star experience by giving customers what they need and want with the best service possible. The department views GovDelivery as an opportunity to provide quality customer service by communicating high priority information.



ABOUT

Dallas Area Rapid Transit (DART) services the city of Dallas and 12 surrounding cities with modern public transit services and customer facilities tailored to make each trip fast, comfortable and economical. The extensive network of DART Rail, Trinity Railway Express (TRE) and bus services moves more than 200,000 passengers per day across a 700 square-mile service area.

“What we’ve found interesting over the years, is that email and texting still remains the most popular way for people to get information from us.... Because they themselves have opted in, whenever we push it out to them, they’re more receptive to it. When they’re on the train or bus, they’re looking for it.”

ELIZABETH ELAM
INTERNET WEBSITE DESIGNER



RESULTS

When a service disruption happens, DART has the ability to communicate very relevant updates within a specific disruption area and mode of transportation via channels that their riders are most tuned into while on the go – email and text message.

DART utilizes the GovDelivery API to connect its content management system with GovDelivery. This means that with one click of a button DART can publish content to its website, social channels, text message, and email, so alerts are automatically sent to riders via their chosen communication method.

In a customer survey led by DART, a majority of stakeholders indicated that they were satisfied with the timeliness of DART’s communications and alerts, and these satisfaction rates continue to increase.

“We are able to, in real time, immediately send out GovDelivery emails and texts to all of our riders. It’s invaluable. If it’s a rainy day and they’re standing on the platform or at a bus stop waiting, we have a myriad of ways to communicate to them. But their phone going off and buzzing is probably the very first thing they’re picking up and looking at,” Elam said.

350K TOTAL SUBSCRIPTIONS

3M MESSAGES SENT

26K PEOPLE REACHED



METRICS



REAL-WORLD EXAMPLE

Recently DART’s Finance Department needed to reach out to a specific group of people to let them know they could download a new version of the agency’s mobile ticketing app. The app did not have a direct way to reach out to just those individuals at once, and the Finance Department thought they would have to call each person individually. Instead, they were able to use GovDelivery to push one message out to all of the effected people quickly and easily, ensuring that the riders got the information they needed in a timely manner, and lessening the impact on internal staff.

DART runs awareness campaigns on its alert service called, “On the Go, In the Know,” to encourage people to subscribe to a variety of topics, such as regular transit alerts, meeting notices, public hearings, transit news and more. The organization sees strong, healthy subscription rates, and this trend continues to increase.

ABOUT GOVDELIVERY

GovDelivery empowers government to create better lives for more people. More than 1,000 organizations worldwide use the GovDelivery platform and network to inform and engage over 90 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organizations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.