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of Transportation
**Federal Transit
Administration**

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SUBJECT: GovDelivery E-mail Subscription Service

PROGRAM AREAS: Customer Service

DATE: March 21, 2007

The Federal Transit Administration (FTA) implemented **GovDelivery**, an e-mail subscription service on the FTA public website homepage, <http://www.fta.dot.gov> on Monday, March 12, 2007.

This tool enables grantees, the public, other stakeholders and you to stay informed of subjects of interest. Simply provide your e-mail address and select topics from the website you want to follow. 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. These e-mail updates will be on various topics including Federal Register Notices, Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU) Implementation and others.

GovDelivery will be managed by FTA Content Coordinators in the Program and Regional Offices that have access to a GovDelivery administrative tool which triggers e-mails to be sent to subscribers.

Reasons we decided to implement this customer service include:

- Internet users are 5 times more likely to check e-mail than to visit even one government website on any given day.
- E-mail is a cost effective and easy way to reach thousands.
- E-mail is the most common use of the Internet (Source: Pew Internet and Life Project)

For further information, please contact Annette Clothier at 206-220-4461, or email annette.clothier@dot.gov.

Sincerely,

for R.F. Krochalis
Regional Administrator