

Blackboard Connect™ Revenue Generation



Blackboard Connect for Government™ provides a simple and effective way to generate revenue.

As a city manager, you have many responsibilities – including public safety and keeping your community engaged and informed. The Blackboard Connect mass notification service gives you the ability to reach your population quickly, efficiently and consistently. While you may already know the power mass notification can have for public safety and community outreach, you may not realize its utility for generating revenue in today’s challenging fiscal environment. Cities and counties around the country are using Blackboard Connect to collect unpaid tickets, utility bills and licensing fees.

La Porte, Texas:

The city of La Porte, Texas recently used Blackboard Connect to send targeted messages to individuals for minor infractions like missed payments, failure to appear in court and misdemeanor warrants recouping \$20,000 in revenue. These activities have saved the city a significant amount of time savings as well – over 2,000 labor hours to date – and they have reduced failure to appear incidents by 50 percent.

Generated
\$20,000
in revenue

“Looking at the preliminary results of the calls that we are making and the return rate of payment for warrants and tickets is amazing. I am very confident that this process alone will most definitely pay for our annual subscription to Blackboard Connect.”

- Jeff Suggs, Emergency Management Coordinator

Freeport, Texas:

Once a year, the city of Freeport, Texas offers an amnesty program to citizens with outstanding warrants for misdemeanors like traffic infractions. Freeport officials use the Blackboard Connect service to send a targeted message to affected citizens, and the program has been a dramatic success: in total, the program has netted approximately \$30,000, and more than 100 people have taken care of their outstanding warrants.

Collected
\$30,000
in revenue

“Using Blackboard Connect, we were able to clear hundreds of warrants and bring in a lot of money that would otherwise be considered uncollectable.”

- Jeff Pynes, Freeport City Manager



Blackboard

Selma, California:

To provide for both the safety of residents and to ensure funding for city resources, the city of Selma, Cal. must enforce dog licensing requirements. When city officials realized that many new pet owners—unaware of the city's licensing laws—were not licensing their dogs, Selma began using the Blackboard Connect service to deliver both vaccination and licensing reminders. Reminders resulted in a significant increase in both dog licensing revenue and vaccination clinic attendance.

"We rate Blackboard Connect a ten in its effectiveness. It's been very beneficial for us, and we're really happy with it"

- Jeffrey Kestly, Selma Fire Chief

Increased
license
revenue by
11 Percent

Jefferson County, Texas:

The Jefferson County Justice of the Peace Court recently engaged in a limited trial to use Blackboard Connect to contact people with docket reminders, actual warrants, missed payments and outstanding citations over 30 days. In just six weeks, Jefferson County made over 400 calls and generated \$11,000 in revenue.

"We never expected to see this kind of return - we were only hoping to recoup the annual cost. We haven't even used the system to its full potential yet - I hope to be able to report our continued success."

- Greg Fountain, Jefferson County Emergency Management

Collected
\$11,000
in revenue

To learn more about how Blackboard Connect clients are using the service to increase revenue and maintain critical city operations, call (800) 424-9299 X4."

www.blackboard.com/connect

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