



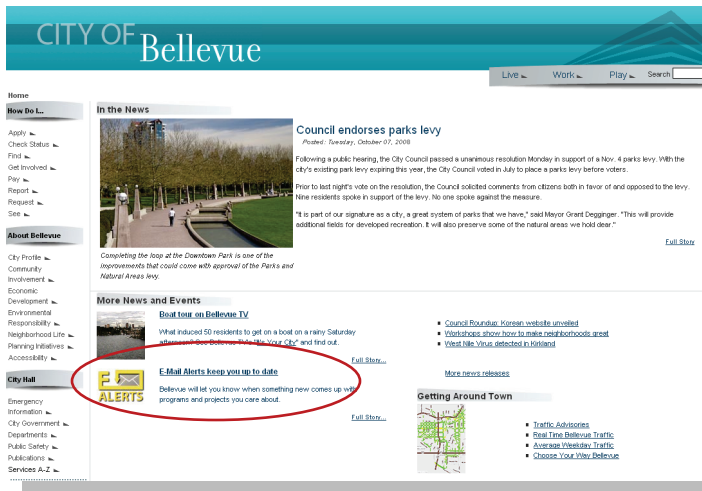
Bellevue, WA, uses email alerts to distribute information to citizens in order to advance the city's mission of proactive communication. GovDelivery® Digital Subscription Management met the city's need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

**BELLEVUE'S NEEDS**

1. Improve communication with citizens by sending them information on specific topics for which they have signed up.
2. Utilize email communication to reduce the need to print and mail information to stakeholders.
3. Deploy a system that is easy to set up and manage with the existing city website.

**SOLUTION**

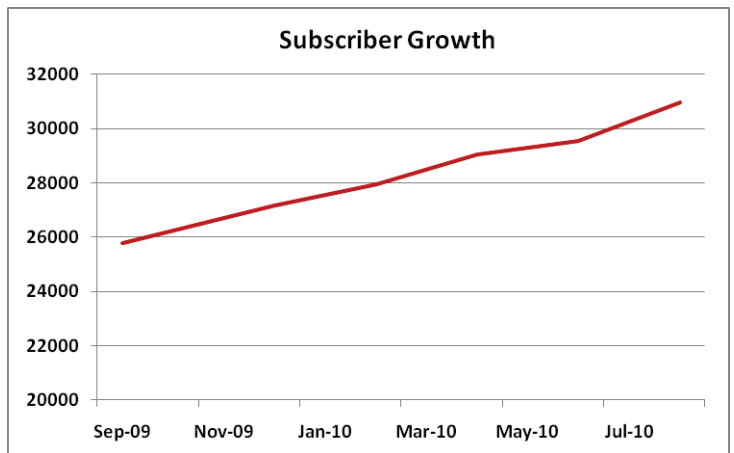
The City of Bellevue selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated web pages.



Web visitors click on links located throughout the site to register to receive specific email alerts on 123 different items.

**Bellevue citizens no longer have to come to City Hall or the city's website every time they want to learn about the latest events and services. In the case of an emergency, they don't have to wonder what to do.**

**RESULTS**



Since launching GovDelivery in August 2007 Bellevue has:

- Registered more than **30,900 subscribers**.
- Sent more than **2.42 million emails and text messages**.
- Incorporated more than **135 specific subscription items** including:
  - Emergency Information wireless alerts
  - City Council Agendas & Minutes
  - Traffic Advisories
  - Sports and Recreation Updates
  - RFPs and more...

*Updated September 2010*

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, Norwich City Council (U.K.), Washington D.C., California Department of Insurance, Oregon Department of Human Services, Macomb County (MI), City of St. Paul (MN), and many more.



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