



Bloomington engages community with E-Subscribe service



Client Situation

The City of Bloomington prides itself on being on the cutting edge of government-to-citizen communication. In fact, in 1996 it became one of the first cities to launch a public website as an avenue for citizens to obtain information from the city. City officials have since continued to look for ways to make staying in touch with the community faster and easier.

The city has been well recognized for providing residents with innovative marketing and communications services for years, but still desired improved efficiency in managing a cost-effective solution for communicating timely and relevant information.

Solution

In April 2009, the City of Bloomington launched its new E-Subscribe service, allowing residents to subscribe to specific areas of interest and receive relevant updates directly to their email inbox or wirelessly on their mobile phones. According to Communications Administrator Janine Hill, Bloomington chose GovDelivery to provide its email subscription service as a new way to reach residents and businesses.

It's no surprise that Minnesotans are excited by communications that help them to survive Winter and celebrate Spring! Residents of Bloomington, Minnesota are crazy about their Farmers' Market; finding out the latest scoop on the market via the city's E-Subscribe service is the most popular subscription with near 2,000 people signing up for this topic alone. The second most popular subscription topic is snow alerts/tips with over 1,000 Bloomington residents currently subscribed. These residents are alerted when a snow emergency is declared and when parking rules change due to city plows. This type of alert is a perfect example of why GovDelivery's effectiveness in delivering time-sensitive messages directly to residents is so vital.

Results

The City of Bloomington now offers more than 61 subscription topics to its more than 4,200 subscribers. In 2010 and the first quarter of 2011, the city delivered more than 275,000 unique messages to subscribers.

Bloomington continues to be recognized for its citizen communication efforts; Bloomington received the *Excellence in Communications Award* for the third quarter of 2010 due to its innovative use of the E-Subscribe service to deliver accurate and timely information to its residents. The award is presented to government organizations that take an innovative approach to improve communication and service to the public through effective communication channels, collaboration and compelling content.

Also in 2010, Bloomington won three national awards from the City-County Communications and Marketing Association (3CMA) for its newsletter and corporate report and three awards from the Minnesota Association of Government Communicators (MAGC).

