



Douglas County’s vision is to “set the standard of excellence in local governance.” The County views proactive citizen communication as a requirement of first-class government and desired a communication solution, integrating multiple channels, capable of sending out day-to-day messages, as well as emergency alerts. Douglas County, CO, turned to GovDelivery® Digital Subscription Management to further its mission to improve government-to-citizen communication.

DOUGLAS COUNTY’S NEEDS

1. Leverage its website to communicate with stakeholders regarding important updates and information.
2. Establish a system to alert citizens in emergency situations and provide necessary details.
3. Provide email subscription service without adding additional staff or equipment.

SOLUTION

Douglas County selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.



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

“This is both a cost-efficient and effective solution to improving communications with our communities and helps us disseminate information faster than we ever had the means to do before.”

Steve Board
Chair, Douglas County Board of Commissioners

RESULTS



Since launching GovDelivery in July 2007 Douglas County has:

- Signed up more than **5,500 subscribers**.
- Obtained an **average of more than 7 subscriptions** per person.
- Sent more than **780,000 emails** to subscribers.
- Incorporated specific subscription items including:
 - County Wide Emergency Alerts & Warnings
 - Employment Opportunities
 - Sheriff's Office Employment Opportunities
 - Douglas County Fairgrounds Events
 - Parks and Trails

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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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