

The City of San Ramon's website (www.sanramon.ca.gov) provides "efficient delivery of public services that are essential to those who live and work in San Ramon." To promote its local services the City sought to improve communication with residents while fully leveraging its website. San Ramon uses GovDelivery® Digital Subscription Platform to effectively communicate new City information to residents and increase traffic to its website. San Ramon utilizes multiple communication channels through the GovDelivery solution to reach the largest possible audience.

Solution Benefits

San Ramon Email Updates– How it Works

City Benefits

Automation

Streamline the process of communicating new information to the public.

- ✓ GovDelivery automatically delivers email and text message (SMS) alerts to residents when content updates occur.
- ✓ Reduces administrative time and promotes efficiency.

Deliverability

Utilize proven delivery infrastructure.

- ✓ 98% of emails sent through GovDelivery make it to recipients' inboxes.

Resident Benefits

Personalization

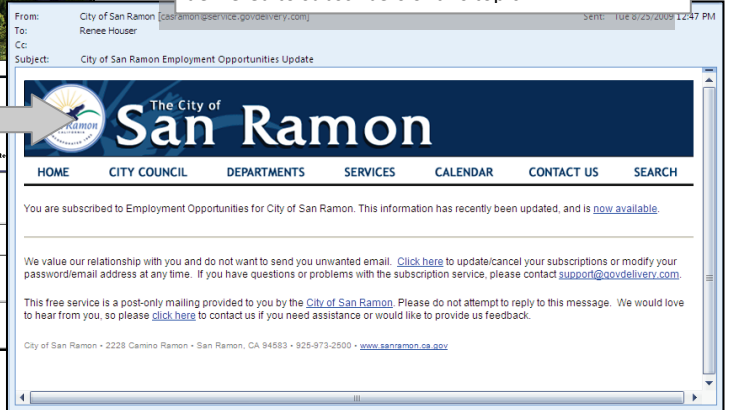
Give residents the information they want, how and when they want it.

- ✓ Subscribers have access to more information that is delivered directly to them.
- ✓ Signup process allows residents to choose how they would like to receive their updates (email, text message or RSS).

City: Automation Makes Communication Efficient & Easy



When San Ramon updates its Job Opportunities webpage, an email is automatically created and delivered to subscribers of this topic.

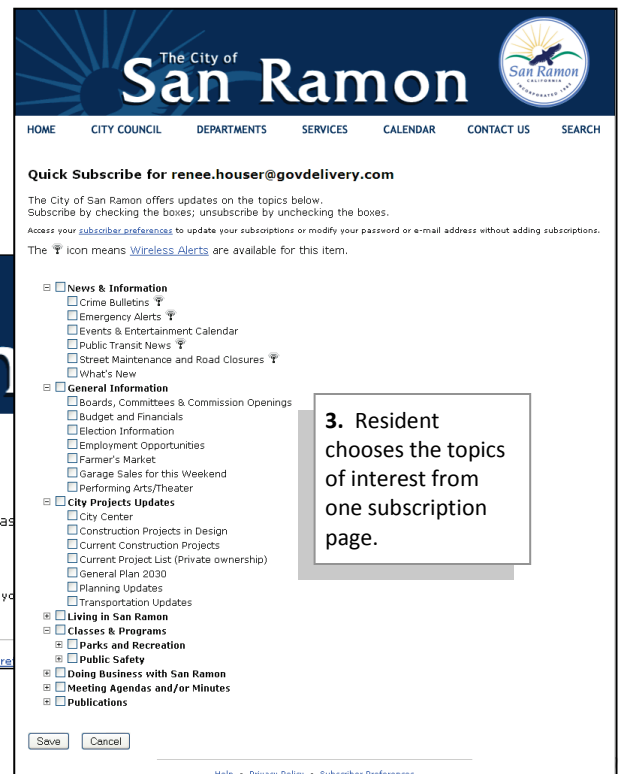


Resident Signup Process:

1. Resident follows the email updates link and logo (example below), located on the homepage and throughout the San Ramon City website.



2. Resident enters and confirms email address, enters an optional password.



3. Resident chooses the topics of interest from one subscription page.

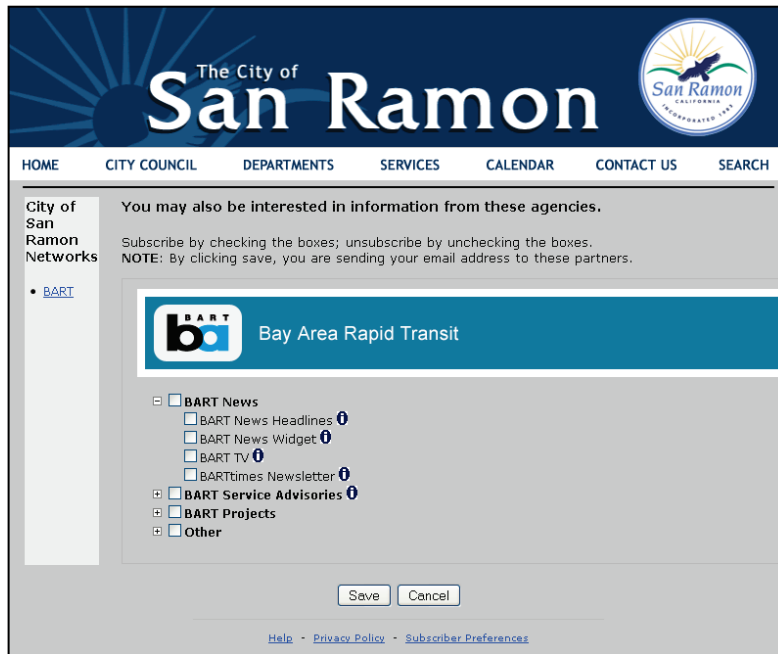
Subscriptions Available

San Ramon uses digital subscription management to communicate with residents on more than **89 unique subscription topics** including:

- Crime Bulletins
- Current Construction Projects
- Emergency Alerts
- Employment Opportunities
- Garage Sales for this Weekend
- Parks and Recreation eNewsletter
- Transportation Updates
- **And More...**

Enhanced Resident Service & Communication

GovDelivery Collaboration Network:



The City of San Ramon has dramatically increased its reach by collaborating with other agencies on the GovDelivery platform. The Collaboration Network allows residents to sign up for updates from multiple sources the first time they register as a subscriber. The City of San Ramon has partnered with Bay Area Rapid Transit to cross-promote content and improve service to residents.

Other CA Cities:

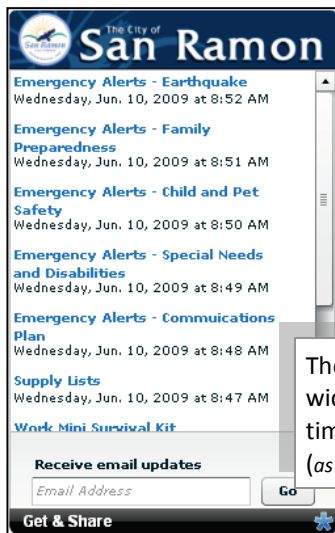
- Berkeley
- Benicia
- Carlsbad
- Culver City
- Dixon
- Elk Grove
- Fairfield
- Menlo Park
- Milpitas
- Oakland
- Palo Alto
- Riverside
- Sacramento
- Santa Rosa

For a complete list of clients, visit www.govdelivery.com/whos-using-gd

"We're very proud to be the first city in Contra Costa County to offer this kind of service to our citizens. It exemplifies our ongoing commitment to provide efficient delivery of quality public services to those who live and work in San Ramon, through an accessible and responsive city government. The city is constantly looking for innovative ways to expand and improve our digital community. This new system offers personalized email and text message updates about our city, putting you in control of the types of information you receive, the time frame in which it is communicated, and the means by which it is delivered."

-Abram Wilson, Mayor, City of San Ramon

Information Sharing Widgets:



The City of San Ramon is able to reach a broader audience by offering a dynamic widget with critical, time-sensitive emergency alerts. GovDelivery Information Sharing Widgets are an easy way to allow others in the public, private and nonprofit sectors to stream updated, official government information directly on their websites. Additional channels such as blogs and news sites can easily leverage the widget and individual residents can post it to their social media accounts to reach an expanded network of people.

The City of San Ramon emergency widget has been viewed 3,400+ times by more than 850 residents (as of August 2009).

Updated April 2010