



Texas' outdoor lifestyle enhanced by updates on recreation opportunities, conditions



Client Situation

The Texas Parks and Wildlife Department (TPWD) is committed to providing hunting, fishing, and outdoor recreation opportunities for the use and enjoyment of present and future generations. Opportunities afforded by the great outdoors can change in a moment's notice due to the proverbial "elements," and these changes often impact the daily activities of hunters, fishers, and other outdoor enthusiasts, as well as families that take in all that Texas State Parks and the state's natural areas have to offer.

Texas has 93 total State Parks, with the five most popular bringing in nearly two million visitors per year! This statistic alone illustrates the need for TPWD to have a communication system that efficiently sends relevant updates to a large audience in a time-sensitive manner.

Solution

Officials at Texas Parks and Wildlife Department became interested in offering email updates to the public and began to evaluate GovDelivery as a viable digital communication solution. GovDelivery Digital Communication Management met the department's needs to communicate time-sensitive information to its variety of interested parties quickly, efficiently and in a cost-effective manner. With so many places to go, sites to see, and activities in which to take part, it is vital that subscribers can select topics that parallel their interests and that TPWD has the ability to send such targeted communications.

TPWD utilizes the reporting available in the GovDelivery system to continually improve communication by providing citizens more communication types they desire. The agency currently offers more than 110 subscriptions- newsletters and hunting updates currently garner the largest audiences. More than 114,000 individuals subscribe to the *Life's Better Outside* eNewsletter, a newsletter focused on keeping subscribers connected to what's happening in the great Texas outdoors. General hunting updates, as well as the *Hunt Texas* eNewsletter and hunting offers and promotions, are each delivered to more than 93,000 individuals.

Results

In April 2010, Texas Parks and Wildlife Department was recognized by GovDelivery for its *Excellence in Communications*, awarded for its creative and effective use of digital communications to educate residents on parks and wildlife, conservation and outdoor recreation. TPWD has grown its subscriber audience by an average of 174% year over year since its launch in March 2006, resulting in nearly 375,000 current subscribers.

GovDelivery has provided the Texas Parks and Wildlife Department with a solution that satisfies many communication needs for the agency including offering specific subscription topics, so that citizens are only receiving information they desire, as well as sending many messages to a large audience efficiently. The agency's use of GovDelivery has grown from 200,000 messages per year in 2006 to more than 10.7 million annually in 2010.

¹ Tompkins, Shannon, "Texas' state parks: Popular and not-so-popular." Weblog entry. Outdoors. June 21, 2010 http://blogs.chron.com/shannontompkins/2010/06/texas_state_parks_popular_and_1.html