



As the fifth largest county in the United States, Orange County residents have high expectations for their county government. With such a large population, it is important for the county to utilize a number of different communication channels in keeping citizens informed. The county turned to GovDelivery® Email and Digital Subscription Management (EDSM) to further its mission to improve government-to-citizen communication in a cost-effective and efficient manner.

**ORANGE COUNTY'S NEEDS**

1. Give citizens the ability to create their own personal profile of desired email updates.
2. Leverage its website to communicate with stakeholders regarding important updates and information.
3. Find a solution for communicating emergency information to residents quickly and effectively.
4. Provide email subscription service without adding additional staff or equipment.

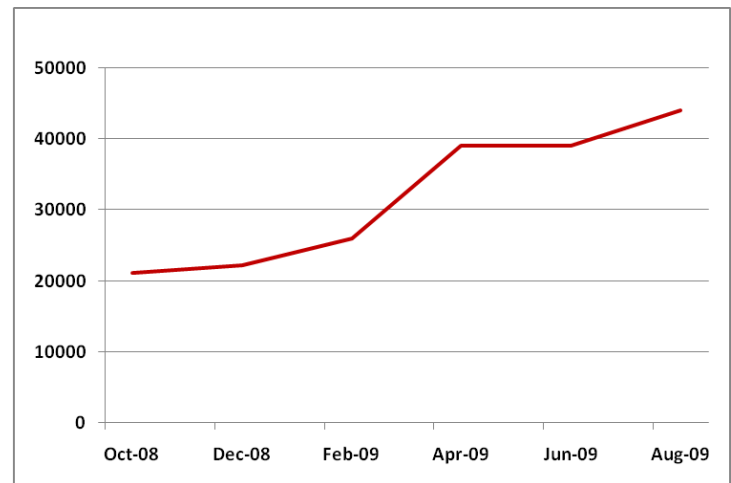
**SOLUTION**

Orange 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.

**RESULTS**



Since launching GovDelivery in October 2006 Orange County has:

- Sent more than **1,800,000 emails** to subscribers.
- Signed up **more than 44,100 subscribers**.
- Incorporated **65 specific subscription items** including:
  - District Newsletters
  - *County Connection* Newsletter
  - Emergency Flood and Mudflow Information
  - Agenda and Meeting Notices
  - Airport Updates
  - Election Results
  - **And More...**

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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.



To learn more about GovDelivery, visit [www.govdelivery.com](http://www.govdelivery.com); email [info@govdelivery.com](mailto:info@govdelivery.com); call U.S. 866-276-5583 or U.K. 0800 032 5769