



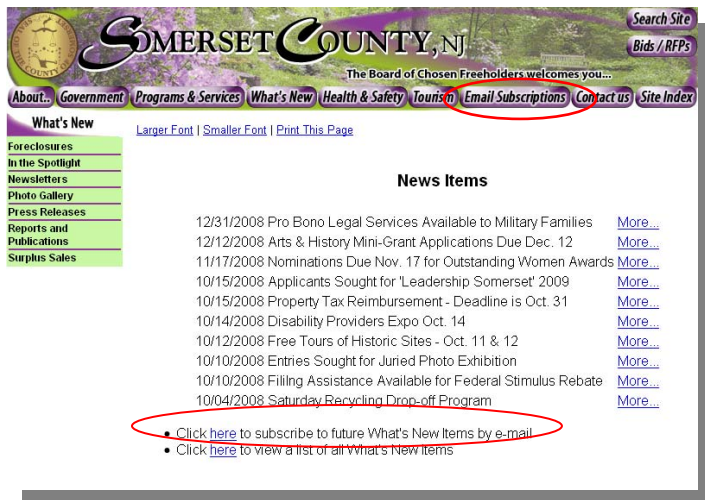
Somerset County, NJ, sought to advance the County’s mission to be committed to excellence and innovation in public service by improving communication with citizens using email alerts to disseminate County information. GovDelivery® Email and Digital Subscription Management met the County’s need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

SOMERSET COUNTY’S NEEDS

1. Communicate proactively and cost-effectively with a large, diverse resident base using email.
2. Find a solution for communicating emergency information to residents quickly and effectively.
3. Allow for department-level administration of email subscription options while offering residents the ability to manage email subscriptions across the entire county government.
4. Provide email subscription service without adding additional staff or equipment.

SOLUTION

Somerset 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.

“GovDelivery was a hit for Somerset County from day one.”

-Denise Coyle, Freeholder Director

“During emergencies, we send road and bridge closing/reopening bulletins to a combined list of subscribers from [Emergency Info and Road Closings] subscribers.”

-Linda VanZandt, Public Information Director

RESULTS



Since launching GovDelivery in December 2002 Somerset County has:

- Sent more than **5.2 million emails** to subscribers.
- Enabled more than 25 administrators in different departments to oversee their own subscription groups.
- Signed up **more than 14,700 subscribers**.
- Incorporated **91 specific subscription items** including:
 - Emergency Information & Weather Alerts
 - Bidding Notices
 - Foreclosure Sales
 - Sheriff’s 10 Most Wanted
 - What’s New in Somerset County

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GovDelivery, Inc. is the world’s leading provider of government-to-citizen email and wireless 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; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769