



The District of Columbia (DC) looks to its website, DC.gov, to display and communicate the city’s wealth of information and vibrant ideas to its citizens. GovDelivery® Email and Digital Subscription Management met the city’s need to leverage its website, a huge portal of information, and to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

**DISTRICT OF COLUMBIA’s NEEDS**

1. Leverage its website to communicate with stakeholders regarding important updates and information.
2. Deploy a system that is easy to set up and manage with the existing city website.
3. Give citizens the ability to create their own personal profile of desired email updates.

**SOLUTION**

The District of Columbia 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 more than 115 different topics.

The District of Columbia utilizes GovDelivery’s “Questions” feature to collect additional information about subscribers, specifically, which ward citizens live in. This feature allows DC.gov administrators to segment email updates to citizens based on geographic relevance.

**RESULTS**



Since launching GovDelivery in June 2002 the District of Columbia has:

- Sent more than **4.3 million emails** to citizens.
- Signed up **more than 70,000 subscribers** (August 2009).
- Incorporated more than **170 specific subscription items** including:
  - Mayor’s Newsletter
  - Metropolitan Police Dept. News Release Update
  - Dept. of Parks & Recreation Updates
  - DC Public Library Monthly Calendar of Events
  - OSSE Ed Digest **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