



The city of Duluth, MN, sought to improve communication with citizens while leveraging the use of their website. GovDelivery® Email and Digital Subscription Management met the city’s need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

**DULUTH’S NEEDS**

1. Improve communication with citizens by sending them information on specific topics for which they have signed up.
2. Utilize email communication to reduce the need to print and mail information to stakeholders.

**SOLUTION**

The city of Duluth selected GovDelivery, a web-based solution that monitors websites for content updates and automatically generates email alerts when changes are detected on designated webpages.

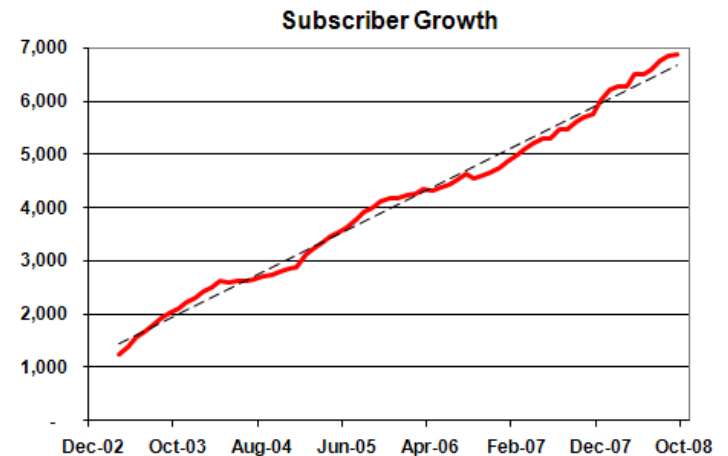


Web visitors click on links located throughout the site to register to receive specific email alerts on more than 130 different topics; the most popular being Employment Opportunities.

**“Communicating with residents is a priority for the City and distributing new information by e-mail is proactive and cost-effective.”**

-Mark Winson, Chief Administrative Officer, City of Duluth

**RESULTS**



Since launching GovDelivery in August 2002 Duluth has:

- Sent nearly **1.1 million emails** to **nearly 7,000 subscribers**.
- Incorporated more than 130 specific subscription items including:
  - Employment Opportunities
  - New Library Books
  - Parks and Recreation Commission Agendas
  - Police Department Press Releases
  - Purchasing Bid Information
  - **And More...**

*Last Updated February 2009*

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.



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