



Grand Prairie, TX, uses email alerts to distribute information to citizens in order to advance the city’s mission of proactive communication. GovDelivery® Email and Digital Subscription Management met the city’s need to communicate in a timely, detailed, and consistent manner with citizens, through a cost-effective method.

**GRAND PRAIRIE’S NEEDS**

1. Improve communication with citizens by sending them information on specific topics for which they have signed up.
2. Establish a system to alert citizens in emergency situations and provide necessary details.
3. Utilize email communication to reduce the need to print and mail information to stakeholders.

**SOLUTION**

Grand Prairie 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 61 different items.

**“With enhanced ability to send urgent alerts to wireless devices, Grand Prairie residents can now be notified of vital information within seconds. The system allows us to communicate in a more timely manner with our residents.”**

-Shelly Klein, Webmaster

**RESULTS**



Since launching GovDelivery in December 2001 the City of Grand Prairie has:

- Sent nearly **1.2 million emails** to **8,600+ subscribers**.
- Incorporated more than **30 specific subscription items** including:
  - Water Bill e-Notifications
  - Events Calendar
  - City Council Action
  - Emergency Notifications
  - *Life is Grand* Newsletter
  - Pets of the Week **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