



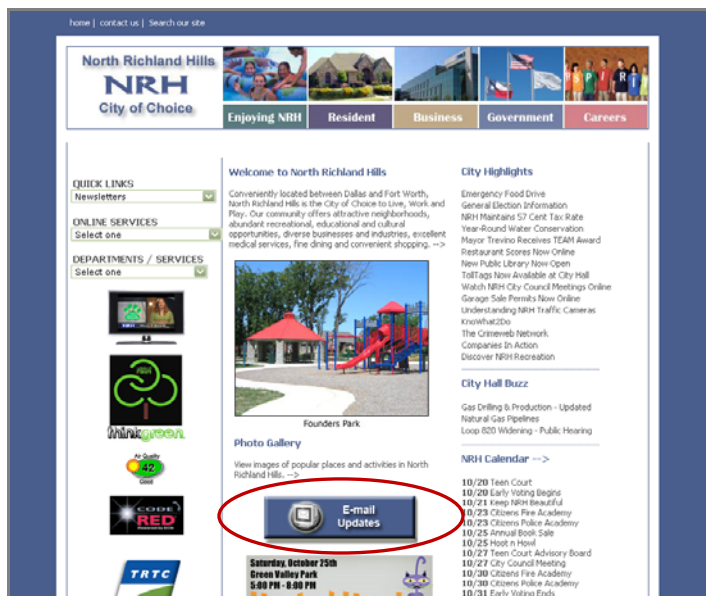
North Richland Hills, TX, implemented email alerts to remain consistent with the City's commitment to provide quality services to its residents. GovDelivery® Email and Digital Subscription Management met the city's need for a cost-effective solution capable of better serving citizens through timely, detailed and dependable communications.

NORTH RICHLAND HILLS' NEEDS

1. Improve communication with citizens by sending them information on specific topics for which they have signed up.
2. Deploy a system that is easy to set up and manage with the existing city website.

SOLUTION

North Richland Hills 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 26 different items.

"This service is part of North Richland Hills ongoing commitment to offer residents cutting edge services that make government more accessible and responsive. It is our goal to provide as many communication outlets as possible for residents to access information about their local government."

-Jenny Mabry, Public Information Director

RESULTS



Since launching GovDelivery in February 2003 the City of North Richland Hill has:

- Sent more than **1 million emails** to **8,600+ subscribers**.
- Incorporated more than **25 specific subscription items** including:
 - Planning & Zoning Commission Agenda
 - *Off the Shelf* Library Newsletter
 - Employment Opportunities
 - *Discover Parks & Recreation* Brochure
 - Bid Updates **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.



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