



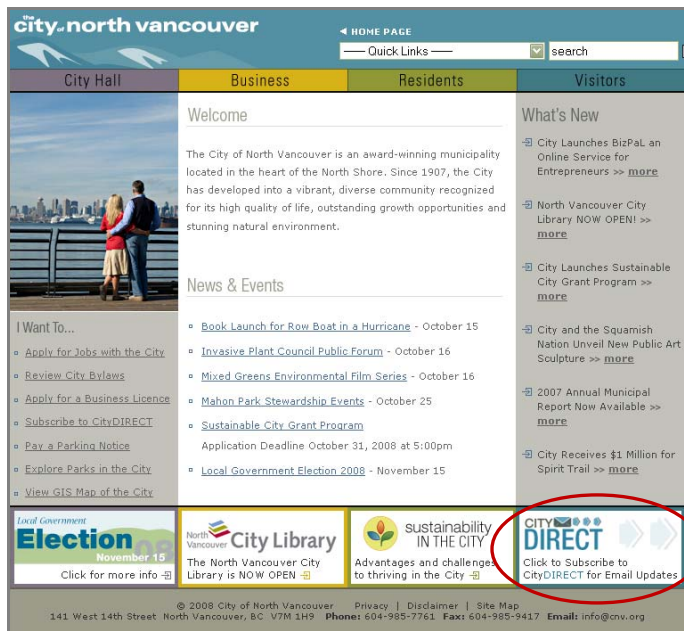
The City of North Vancouver, BC sought to improve communication with citizens while leveraging the use of their website. GovDelivery® Email and Digital Subscription Management met the city’s need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

**NORTH VANCOUVER’S NEEDS**

1. Improve communication with citizens by sending them information on specific topics for which they have signed up.
2. Offer residents the ability to manage email subscriptions for many different categories across the city government.
3. Deploy a system that is easy to set up and manage with the existing city website.

**SOLUTION**

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



*“Through this tailored form of information delivery, the GovDelivery model assists the City with its ongoing practice of proactive, two-way communication with the community. The City website is an ideal information tool for our residents and businesses; therefore, delivering tailored and desired information to its users is an important new City service.”*

-Connie Rabold, Communications Manager

**RESULTS**



Since launching GovDelivery in October 2007 the City of North Vancouver has:

- Registered more than **3,300 subscribers**.
- Sent more than **174,000 emails**.
- Incorporated **100 specific subscription items** including:
  - City Council Meeting Agendas & Minutes
  - Careers at the City
  - Extreme Weather wireless alerts:
    - Heavy Rainfall Advisory
    - Snow Warning Advisory
  - Parks Current and Recent Projects **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](http://www.govdelivery.com); email [info@govdelivery.com](mailto:info@govdelivery.com); call U.S. 866-276-5583 or U.K. 0800 032 5769