



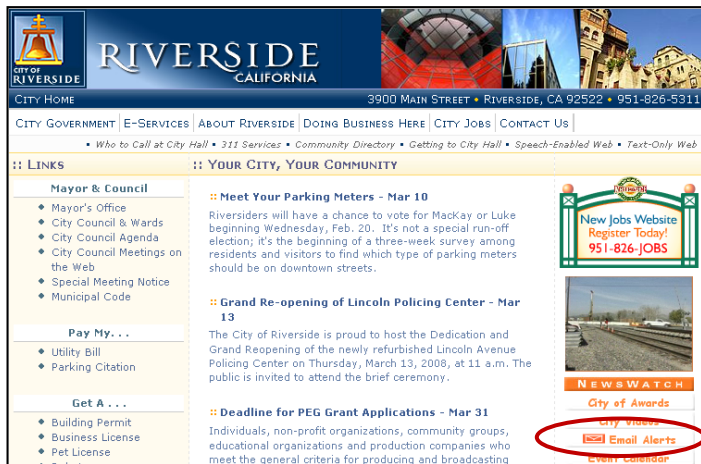
The city of Riverside, CA, sought to improve communication with citizens while leveraging the use of their website. GovDelivery® Email and Digital Subscription Management met the city’s need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

RIVERSIDE’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

Riverside 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 121 different items.

“GovDelivery is very easy to use. It's easy to setup, it's easy to train people. It's very flexible. GovDelivery has excellent email management. It lets you import existing email lists. GovDelivery also has excellent status reporting for the amount of traffic that you are doing through their system. And it's all-in-all a very useful system.”

-Camille McFadin, IT Department

“It definitely cuts down on our costs of paper and postage, that we otherwise have to address at a huge expense to the city.”

-Steve Reneker, CIO

RESULTS



Since launching GovDelivery in October 2006 Riverside has:

- Sent more than **5.3 million emails** to **44,500+ subscribers**.
- Incorporated **124 specific subscription items** including:
 - Riverside Monthly Newsletter
 - Parks and Recreation Special Events
 - Police Press Releases
 - City Annual Budget and Annual Reports

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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; email info@govdelivery.com; call U.S. 866-276-5583 or U.K. 0800 032 5769