



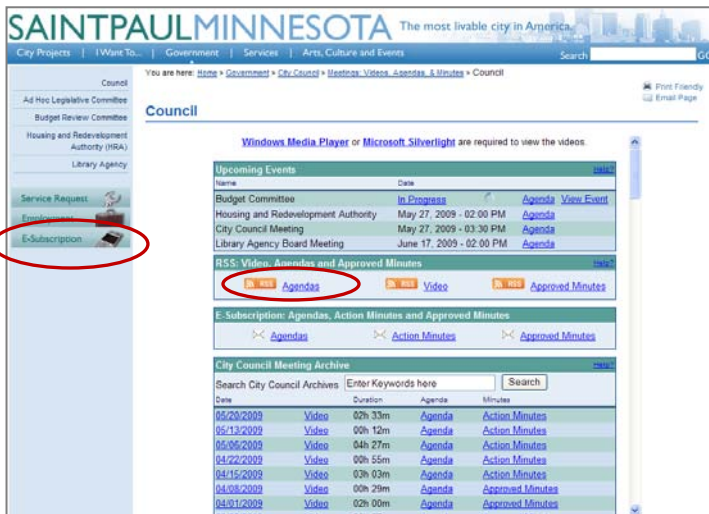
St. Paul, MN, has used GovDelivery® Email and Digital Subscription Management to keep citizens updated on city information for 7 years. GovDelivery works seamlessly with the city’s website to offer email subscriptions on more than 130 unique topics. It also enables the city to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

**ST. PAUL’S NEEDS**

1. Deploy a system that is easy to set up and manage with the existing city website.
2. Offer residents the ability to manage email subscriptions for many different categories across the city government.

**SOLUTION**

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

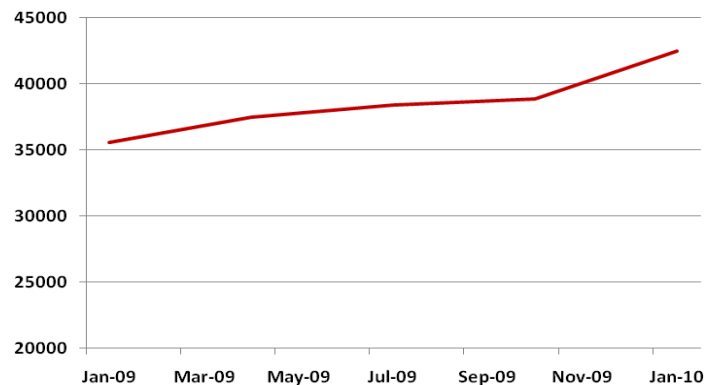


Web visitors click on links located throughout the site to register to receive specific email alerts on more than 165 different topics; the most popular being snow emergency alerts. The city notifies residents of parking restrictions via email and wireless alerts when parking restrictions are enforced.

**“This service is part of Saint Paul’s ongoing commitment to offer residents cutting edge services that make government more accessible and more responsive. We want to be proactive and contact the public by email when information of interest to them is available online.”**

Randy Kelly  
Former St. Paul Mayor

**RESULTS**



Since launching GovDelivery in January 2001 St. Paul has:

- Sent more than **3.6 million emails** to **more than 42,000 subscribers**.
- Incorporated more than 165 specific subscription items including:
  - Snow Emergency Alert
  - Hidden Falls Regional Park User Guide
  - Housing Proposals
  - Dog License Applications
  - Neighborhood Contact List

*Updated February 2010*

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