

Effective Communications for Public Awareness and Connectivity *Powerful Communication Tool with a Proven Return on Investment (ROI)*

Government agencies are tasked with keeping citizens informed of general information, as well as up-to-date on emergency, road construction and weather related information and alerts. Limited budgets make it even more difficult to allocate new resources for enhanced services.

GovDelivery provides government agencies a government-to-citizen communication tool that cuts costs, simplifies communications and provides an average positive return on investment in 9-12 months.

GovDelivery is the world's leading government-to-citizen digital communication solution. Operating on a Software as a Service platform, GovDelivery's Email and Digital Subscription Management (ESM) is an automated system that uses email, wireless alerts or RSS to keep citizens informed when new information is available. GovDelivery assumes all the support, training, infrastructure and security risks, while government agencies experience increased website usage by up to 50%, improved customer service, and decreased costs for a positive return on investment (ROI).

Benefits & Measurable Results

- ✓ **Cut Costs.** Sending notifications through email saves money on paper (\$**.08**-\$**.14** /color copy), postage (\$**.42** - \$**1.10**/item) and staff time used for traditional direct mailings.
- ✓ **Go "Green".** Sending communications electronically saves our forests and cuts transportation emissions and CO2.
- ✓ **Simplify & Automate Communications.** Website content updates trigger the automated creation and delivery of personalized email or wireless alerts to interested citizens.
- ✓ **Improve Service to Citizens.** Give citizens the information they want, when they want it.
- ✓ **Utilize Proven Delivery Infrastructure.** GovDelivery stays at the forefront of deliverability issues to ensure emails land in inboxes and not in junk folders. In fact, 98% of emails sent through GovDelivery make it to recipients' inboxes, compared to an industry average of 88.5%.
- ✓ **Achieve Greater Number of Subscribers vs. Traditional Email List Software.** GovDelivery clients experience a 300% to 1,100% increase in number of subscribers.
- ✓ **Increase Website Usage.** More subscribers amounts to more information "pulled" by citizens; increases website usage by 20% to 50%.
- ✓ **Decrease Need for Direct Mail, Phone Calls, and other Administrative Overhead.** Digital Subscription Management reduces the cost of government by offering a low-cost and scalable means of reaching the public directly.

*Positive Return
on Investment
(ROI) in 9-12
months.*

"This communications tool allows us to quickly and efficiently deliver updates of user-selected information to the public. Real-time information sharing is critical to keeping the public informed, safe and healthy."

-Gerry Weaver, Chief Information Officer (CIO), State of Indiana

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Client ROI Measurable Results

See how other government agencies utilize GovDelivery to improve service to the public, while addressing the bottom line:



The State of Indiana undertook a complete site redesign and aimed to roll 75 separate branch agency websites under one portal and create a consistent look and feel among all these sites. The entire state government now utilizes email and wireless alerts as an integral part of their Web and communications strategy. The GovDelivery service has had a direct impact on the realized value for users and for the

bottom line; it is estimated that larger state agencies will save an average of **\$8,000** annually, with smaller agencies saving an estimated **\$2,000** annually.



MDH wanted to utilize email notifications to better communicate health-related information to state residents and reduce printing and mailing costs on 10-15 specific newsletters that were costing the department in excess of \$315,000 per year. Since launching GovDelivery in 2004 MDH has found a cost-effective way to send more than 4.4 million email updates to nearly 20,000 residents; the Facilities Compliance Section of the department alone has saved **\$15,000** annually.



The Texas Commission on Environmental Quality launched GovDelivery in February 2007. TCEQ sends out email alerts on more than 90 topics and more than 12,500 citizens have signed-up for the service. The Commission has achieved a positive ROI by using email to deliver the quarterly *The Water Monitor* newsletter to nearly 1,000 residents, rather than traditional newsletter publication and delivery methods.



Sonoma County launched GovDelivery in July 2005. Since launching the system, the county has experienced an estimated decrease of **\$40,000** annually in printing and postage costs. Budgetary needs for the county have changed as they have continued to use GovDelivery to update residents on more than 150 items, including the *EDB* and *Open Space* newsletters.



The City of Vancouver, Washington implemented GovDelivery in March 2008. The *Community Connection* e-Newsletter is the most popular subscription item, with 1,600 subscribers, and **saves the city from incurring the high costs of printing and mailing** the newsletter to interested residents.



The City of Sugar Land, Texas implemented GovDelivery in October 2007 and within a few months saw a significant return on investment. The Police Department wanted to launch an "e-Policing" campaign on their website, as well as send out a crime prevention print publication. Producing and delivering the publication would have cost the city **\$6,000 per issue**; the ability to publish and deliver *Crime Prevention* as an e-newsletter resulted in instant savings. Since the city began distributing *Crime Prevention eNews*, other departments have become interested in doing the same thing, translating to even larger savings.

"Obviously this system supports the city's sustainability goals. It reduces the use of paper, and reduces our carbon footprint by reducing the need for mailing paper and the transportation of printed items. That will also be a huge time-saving, cost-saving to our office."

-Donna Mason, Director of Media Services, Vancouver



The City of Ann Arbor, Michigan launched GovDelivery's email and digital subscription management solution in August 2008. In the past 4 months, more than 4,000 residents have signed up to receive email updates from the city. Ann Arbor has really **integrated the system into all areas of city business, including marketing for its publicly-owned ventures**. The city sends email alerts to residents interested in golf: informing them of course hours and inviting them to use the email as a coupon for discounted products.

To learn more about how Email and Digital Subscription Management from GovDelivery can improve your communications efforts, contact us at (866) 276-5583 or email us at info@govdelivery.com.

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