




Effective Communications for Public Awareness and Connectivity


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.

 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.

"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

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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