

## 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:



Oakland County has made its mission to improve communication with its residents, and in response implemented GovDelivery's email and digital subscription management in May 2008. Oakland County has experienced great success since the launch of GovDelivery, **achieving an estimated ROI of more than \$265,000** on printing and postage alone! Additionally, the county was able to **avoid \$75,000 in cost to build a system** with automation, personalization, and delivery capabilities equal to that of GovDelivery's.

*"We still have areas that send out newsletters, reports and letters to people... By implementing GovDelivery, where we could push that information out to that community, we have seen significant savings. By taking a conservative estimate... that comes out to a large number of \$268,000 of cost to traditionally print, fold and mail that information that Oakland County no longer has to absorb because of GovDelivery."*

*-Phil Bertolini,  
Oakland County CIO*



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**.



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.

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](mailto:info@govdelivery.com).

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