

## GovDelivery® Email and Digital Subscription Management for Snow Emergencies

The winter season introduces a new set of concerns for residents of states affected by snow and ice. Winter weather impacts, and even dictates, much of their day as they must prepare for travel issues, including longer commute times, snow removal routes and changing parking availability. When a snow storm hits, residents want to be instantly updated on snow removal routes, road closings and more. GovDelivery's Email and Digital Subscription Management solution allows city and county governments to communicate snow emergency information to citizens quickly, efficiently and in a cost-effective manner.

### UNITED STATES SNOW FACTS\*

- ✧ *Each year an average of 105 snow-producing storms affect the continental United States. A typical storm will have a snow-producing lifetime of two to five days and will bring snow to portions of several states.*
- ✧ *Nationwide, the average snowfall amount per day when snow falls is about two inches, but in some mountain areas of the West, an average of seven inches per snow day is observed.*
- ✧ *Practically every location in the United States has seen snowfall.*



### GOVDelivery SUCCESS STORY:

City of Saint Paul, MN (<http://www.stpaul.gov>)

#### St. Paul sent 82,000+ snow emergency notifications to 18,200 residents during 2008-09 winter season

As the days get shorter and the temperatures drop, Minnesotans have only one thing on their mind: Snow. For the thousands of people that park on city streets, the question becomes: "How will I know where to park when a snow emergency is declared?" Since the city of St. Paul started using GovDelivery, residents need to look no further than their email inboxes or wireless devices for timely notifications about parking restrictions that occur when the snow flies.

The city of St. Paul looked to GovDelivery to provide a reliable way to inform residents when special parking restrictions go into effect when a snow emergency is declared by city officials. With an average annual snowfall of nearly 50 inches, snow emergencies are a regular occurrence in St. Paul and one that can cost a resident upwards of \$250 in towing and ticketing fees if they are caught unaware. Offering email and wireless alerts for snow emergencies keeps residents informed and prevents them from incurring the cost and stress of having their cars towed.

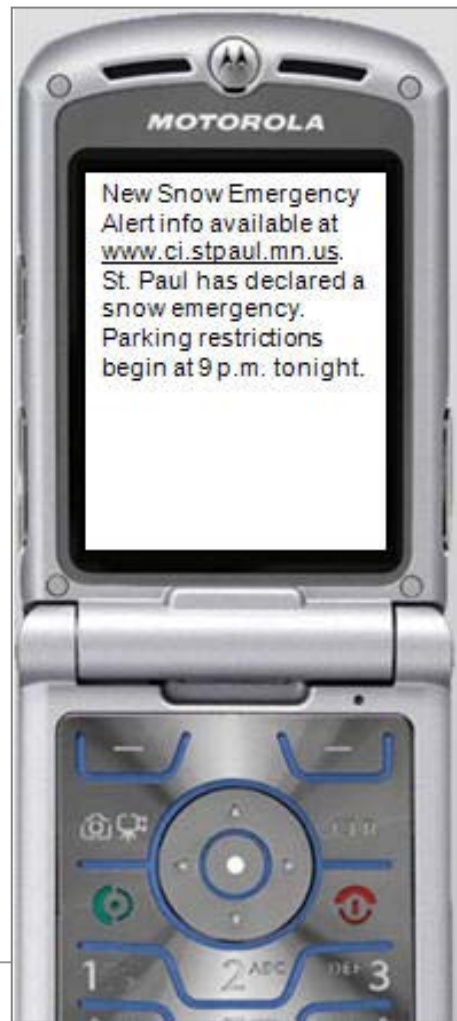
The snow emergency update is just one of more than 165 subscription items the City of St. Paul offers its residents. Other popular items include city council agendas, job openings with the city, the Mayor's newsletter, Music in the Park updates, Police news releases, and much more.

Since launching GovDelivery in January of 2001, St. Paul:

- Added more than **38,800 subscribers**.
- Sent more than **3.1 million emails and wireless alerts**.
- Offered wireless alerts on snow emergencies and other topics.

**GovDelivery is the world leader in public email communication.** GovDelivery® Email and Digital Subscription Management is used for public communication by 300+ public sector entities including the FBI, CDC, Department of Homeland Security, as well as major cities, counties, and transit authorities nationwide. Public entities trust GovDelivery for their most critical communications with the public and its stakeholders.

\* National Snow and Ice Data Center (<http://nsidc.org>)





**Email is a Critical Communication Channel: GovDelivery has the Expertise Needed**  
In an emergency, local governments must reach their residents by any and all means necessary. While phone and text messaging should be part of an overall emergency communications strategy, email remains the most effective channel to deliver detailed instructions to the broadest audience. As the number one use of the Internet, email is a channel that plays a critical role in any communication strategy. GovDelivery supports email, text messaging and social media alerts through one communication platform.

#### Unique Advantages of GovDelivery for Public Email Communication

- ✓ Dependable communication through multiple channels
  - Text messages (SMS) allow urgent information to be delivered directly to subscribers regardless of where they are
  - Utilizing Web 2.0 and social media channels allows cities and counties to reach the largest possible audience with official information
- ✓ Better targeting
  - Offer highly-customized subscription choices to stakeholders (Opt-in)
  - Target groups of stakeholders based on their information needs or personal characteristics
  - Segment subscribers based on zipcode to ensure relevant messaging
- ✓ Unique automation tools
  - Connect email sending to website updates to streamline the communication process (or manually send emails at anytime)
  - Leverage the system year-round for non-emergency communication to improve overall communication with stakeholders
- ✓ World class delivery
  - Send messages within minutes of an emergency
  - Access on-demand reports on number of subscribers, emails sent, delivery rates, and more



#### Easy implementation; Complete automation; Simple administration

With no hardware or software to install, GovDelivery setup can take less than 10 days. Automated webpage monitoring, multiple communication channels, and simple administration tools allows organizations to scale the system quickly across all offices and communicate updates with stakeholders in the preferred format.

- ✓ Integrates seamlessly with your current website for a unique level of automation
- ✓ Automatically monitors your webpages and sends updates when changes occur
- ✓ Allows you to manually target subscribers at anytime
- ✓ Offers subscribers the option to receive updates via email, text messaging, social media and RSS

#### Experts in Email Deliverability

GovDelivery is at the forefront of email delivery, ensuring emails sent on behalf of government agencies land in inboxes and not in junk folders. In fact, over 98% of emails sent through GovDelivery make it to the recipients' inboxes, compared to an industry average of 80%. GovDelivery takes the added step of labeling emails as "Certified" with five of the top seven consumer ISPs so your recipients know they are getting information from a trusted source."



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