

# SUCCESS | ALAMEDA COUNTY STORY

IMPROVING CITIZEN ENGAGEMENT, SPEEDING UP ELECTION RESULTS REPORTS WITH DIGITAL COMMUNICATIONS.

## Q SITUATION

### Scattered lists lead to ineffective communications.

Alameda County's previous communication strategy revolved around sending press releases to news agencies to report information to residents. Some departments maintained individual listservs of residents, but each department's list was different and was difficult to maintain—every contact had to be manually edited.

The County needed to bring all of its lists under one automated cloud platform to develop a more direct relationship with stakeholders, keep the media informed of the latest County news, and easily maintain multiple lists.

## A SOLUTION

Alameda County examined what its peers in the public sector were achieving through digital communication platforms. The County received good feedback from other clients using GovDelivery and appreciated that it was the only communications platform focused solely on the needs of the public sector.

By consolidating multiple lists into GovDelivery, the County has been able to automate its messaging strategy and ease the load on internal employees, so it can focus on reaching more people and getting them to engage with the County.

"When GovDelivery implemented the last upgrade to its advanced HTML templates, we contacted our account manager to setup a one-to-one webinar with Alameda County to walk us through the new features, which was really helpful," said Michael



## ABOUT

Alameda County, California is the seventh most populous County in California. The total population is estimated to be more than 1.5 million people and growing. The County is dedicated to its open data initiative that helps develop citizen-driven solutions to increase citizen engagement.

*"The system itself has never been difficult to use, which is one of the reasons I like it so much. You can put someone with very little technical knowledge into the system and have them go right away."*

**MICHAEL ROCK**  
WEBMASTER/SOCIAL MEDIA

Rock, Webmaster/Social Media Manager at Alameda County. Alameda County continues to receive ongoing support from GovDelivery to train in new administrators or help the County build new email templates.



## RESULTS

The County utilizes the GovDelivery Network to dramatically grow the number of people it reaches. The Network allows the County to cross-promote its information topics with other GovDelivery clients. When a new person subscribes to a similar organization, he or she is directed to a page with Alameda County's and other local government clients' sign-up topics. "The cross-promotion of GovDelivery is great. We get a lot of subscribers coming in from other organizations," Rock said. Currently, BART, City of Oakland, and City of San Ramon are sending thousands of new people to sign up for Alameda County's communications.

The County is connecting with more people through GovDelivery every day—a result the communications team presents as a measure of success. "I would say GovDelivery has been very successful, especially if you look at our subscriber count," Rock said.

Alameda County has achieved many program goals using GovDelivery, such as helping meet climate efficiency initiatives by using digital communications to "go green" and replace paper communications.

The County also uses GovDelivery to improve event management and increase event attendance. The County sent digital invitations to its annual Women's Hall of Fame. In the past the mail invitations were tedious to create. By transitioning to digital invitations, the County saw greater attendance and started to replicate that success for future events.



## METRICS

**69%** INCREASE IN NEW SUBSCRIBERS

**230K** TOTAL PEOPLE REACHED

**1.6M** TOTAL MESSAGES SENT



## REAL-WORLD EXAMPLE

When Alameda County switched its County Job system, it needed a way to maintain communication with the more than 50K contacts in the system. The County used GovDelivery to communicate with the contact list and send out messages on how to re-subscribe to new job postings. "It was a huge project that we wouldn't be able to accomplish without GovDelivery," Rock said.

Alameda County just completed a project for local elections to automate election results via text message and email. Previously, election results were created by internal staff and sent out manually to subscribers every 30 to 45 minutes. These messages were tedious to create, but, with GovDelivery, these updates are now automated and easy to manage. Results are automatically pulled into pre-formatted email, text messages, and Facebook posts.

Tim Dupuis, CIO/Registrar at Alameda County commented, "This solution exceeded our expectations by providing the community with immediate election results and enabling our internal staff to be more efficient."

### ABOUT GOVDelivery

GovDelivery empowers government to create better lives for more people. More than 1,000 organizations worldwide use the GovDelivery platform and network to inform and engage over 90 million people. GovDelivery is the only digital marketing platform built exclusively for public sector organizations in order to promote usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.