

Oakland County's portal was named the top county portal in the nation at the Center for Digital Government's Best of the Web event in Hollywood, Calif. on Sept. 12, 2008. The County has made its mission to improve communication with its residents. In doing so, the eGovernment team recently launched **GovDelivery's Email and Digital Subscription Management solution** on the County's public web site <http://www.oakgov.com>. This new service allows web site visitors to sign up for automatic notifications via email or wireless text message when new information is posted on the County's web site.



Oakland County has experienced great success since the launch of GovDelivery, **achieving an estimated ROI of more than \$265,000.**

Since launching GovDelivery in June 2008, Oakland County has:

- Added more than **20,000 subscribers.**
- Implemented the service on more than **130 unique subscription items** including:
 - Health Division News & Events
 - Critical Water Notifications and Beach Closings
 - Pet Adoption News
 - Family Events & Festivals **and more...**

Cities of All Sizes Achieve Measurable Results with GovDelivery

GovDelivery's email and digital subscription management solution improves service to the public at all levels of government: federal agencies, state departments, counties, and local city governments. See how cities nationwide utilize GovDelivery to improve service to the public:

Population 500,000+



effective manner.

The City of Charlotte and Mecklenburg County, NC, serve as a perfect example of the relationship that is meant to exist between a county and its municipalities. Both the City and County sought to improve communication with residents while leveraging the use of their website. GovDelivery® Email and Digital Subscription Management met the needs of both the City and County in communicating time-sensitive information to citizens quickly and in a cost-



Since launching GovDelivery in September 2005 CharMeck has:

- Sent more than **1,700,000 emails.**
- Registered **27,750+ subscribers.**
- Incorporated **800 specific subscription items** including:
 - CharMeck Press Releases
 - C-Mail from the City of Charlotte
 - Mecklenburg County News
 - Rapid Transit updates **and more...**

"We are really excited about the new opportunities this service provides our customers. It will allow us to communicate more frequently with our citizens, and it will help us provide information that is more relevant to them, based on the user's choice."

- Shawn Proffitt,
Web Manager
City of Charlotte, NC

Population 300,000+



Minneapolis, MN, uses email alerts to distribute information to citizens in order to advance the city's mission of proactive communication.

Since launching GovDelivery in November 2001 Minneapolis has:

- Sent more than **3.1 million emails** to **nearly 39,000 subscribers**.
- Incorporated more than **80 specific subscription items** including:
 - Snow emergency and Traffic alerts
 - *Northforce* Newsletter
 - Recycling reminders **and more...**

Population 100,000+



Bellevue citizens no longer have to come to City Hall or the city's website every time they want to learn about the latest events and services. In the case of an emergency, they don't have to wonder what to do. Bellevue, WA, uses email alerts to delivery information to residents quickly and efficiently.

Since launching GovDelivery in August 2007 Bellevue has:

- Registered more than **8,500 subscribers**.
- Sent more than **710,000 emails and wireless alerts**.
- Incorporated **125 specific subscription items** including:
 - Emergency Information wireless alerts
 - City Council Agendas & Minutes
 - Sports and Recreation Updates
 - RFPs **and more...**

Population less than 100,000



The city of Duluth, MN, sought to improve communication with citizens while leveraging the use of their website. GovDelivery® Email and Digital Subscription Management met the city's need to communicate time-sensitive information to citizens quickly, efficiently, and in a cost-effective manner.

"Communicating with residents is a priority for the City and distributing new information by e-mail is proactive and cost-effective."

-Mark Winson, Chief Administrative Officer, City of Duluth

Since launching GovDelivery in August 2002 Duluth has:

- Sent more than **1.2 million emails** to **nearly 7,000 subscribers**.
- Incorporated more than **135 specific subscription items** including:
 - Employment Opportunities
 - New Library Books
 - Police Department Press Releases
 - Purchasing Bid Information **and more...**

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.