

Oakland 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 (EDSM) 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 found some unique uses for the system, that really demonstrate the power of GovDelivery, and has achieved impressive results.



The state of Michigan is experiencing extremely high levels of unemployment, second only to New Jersey. Its residents are dealing with lost jobs and diminishing income. Many are able to purchase only necessities, and when faced with choosing between buying food and medication, and paying their bills, many have been forced to abandon their pets. Oakland County's Pet Adoption Center was able to manage these abandoned pets in the past, but as this amount has increased, it has become more difficult.

The Pet Adoption Center has **utilized GovDelivery email alerts to reach the pet adopting community in a cost-effective way**. The response has been great; the County has experienced an increase in pet adoptions that nearly parallels the increase in abandoned animals.

Oakland County had a desire to test some of its emergency procedures, specifically the preparedness measures they had taken in the event of a pandemic outbreak. They decided that the upcoming flu season provided a good opportunity to enact a trial run of its inoculation process. The County pushed out an email to all subscribers of 'Flu Shots' and 'Pandemic Flu Preparedness,' asking them to register to receive the flu vaccine as soon as possible. **Within 5 hours of the email being delivered, more than 12,000 residents had linked back to the Oakgov.com and registered to receive the vaccine.**



Oakland County has an employee wellness program that is vital to reduce future healthcare costs to the county. The program gives county employees access to voluntary health checks. The difficulty lies in making employees aware and updated on the opportunities that this program allows them. Oakland County's Human Resources (HR) department wanted to build an email listserv to market the service and deliver necessary communications. **The GovDelivery system took on these communications, and saved the county \$75,000, the estimated cost of building a system of its own.**

"It's very important for government to embrace technology. GovDelivery allows us to access multiple technologies, and to push that information out to our end users. Since implementing the system in June, which was really a limited roll-out in the initial stages, we have had 21,000 communications with end-users. Those are 21,000 communications that residents would have had to seek in normal means."

- Phil Bertolini,
Chief Information Officer
Oakland County, MI

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, there are some benefits that cannot be measured—the increased communication and interaction with residents will improve public trust and community satisfaction.

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.