



GovDelivery

Helping Government Efficiently and Effectively Engage with the Public

Deb Castle, Regional Account Executive
651-379-6224

www.govdelivery.com

GovDelivery Value

Maximize direct connections with the public through digital communications



Effectiveness – Reach More People

Dramatically increase the number of people you reach directly

Efficiency – Automate Complex Communications

Streamline communication across email, SMS, social media and other channels

Engagement – Create Mission Value

Drive users to the online and offline activities that create the most value for the State

GovDelivery

Deep experience – Substantial scale

- **More than 550** public sector organizations manage their digital communications through GovDelivery
- **More than one billion** messages are sent quarterly by government agencies through GovDelivery
- **30,000** people sign up every day through GovDelivery to receive digital messages from the government
- Client messages have an industry-leading deliverability rate **greater than 99%**
- Clients typically grow the base of people they reach by **75%** in the first year



What is it?

Digital Communication Management

is an automated system that uses email, text messaging, RSS and social media to notify citizens about specific topics when new information is posted to a government website. Thus, enhancing reach without increasing workload.



Communication: What do we say?

- Weather
- Public Meetings
- Events
- Special Projects/Initiatives
- Volunteer Opportunities
- Health Updates/Advisories
- License Reminders
- Day-to-Day Activities



Offer Citizens Updates

The screenshot shows the Port of Tacoma website with several callouts:

- Port of Tacoma Header:** Logo and tagline "People. Partnership. Performance." with social media icons for Facebook, Twitter, YouTube, and LinkedIn.
- Left Navigation:** A vertical menu with links for Home, About Us, Newsroom, Your Community, Join the Team, Get Involved, Our Services, Contact Us, and BPD TV.
- Police Alerts & Advisories:** A central banner for the Baltimore Police Department with the text "I save lives EVERY DAY. What do you do? Join the fight against crime." Below it is a sign-up form for Baltimore City Police Alerts and Community Advisories, circled in blue. The form includes a "Learn More" link and a "Sign up to receive Baltimore City Police Alerts and Community Advisories!" heading.
- News Section:** A section titled "News (Archived News)" with social media icons. It lists three news items: "August 1, 2012 - Gessler releases Second Quarter Economic Indicators Report", "July 16, 2012 - Gessler statement on meeting with Department of Homeland Security", and "June 20, 2012 - Gessler partners with Teller County to oversee primary election".
- Email Updates:** A section titled "Email Updates" with a sign-up form and a "Submit" button, circled in blue. The text says "Sign up below to select your topics and receive your email updates".
- Right Column:** A section titled "Right location with room to grow" with a photo of two workers in safety gear. The text describes the port's advantages and includes a "Read more" link.
- Bottom Section:** A "New & Noteworthy" section with two items: "Email Updates" (with a "Sign up" link) and "Information for Truckers" (with an "Updates" link), both circled in red.
- Footer:** A dark blue bar with contact information: "One Sitcum Plaza, Tacoma, WA 98421 | 253-383-5841 | Contact Us | Driving Directions | Request Public Records | Privacy Policy | Sitemap".

Stay Informed

CITY OF Bellevue

Welcome deb.demo@govdelivery.com

Quick Subscribe for deb.demo@govdelivery.com

The City of Bellevue offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

Access your [subscriber preferences](#) to update your subscriptions or modify your password or email address without adding subscriptions.

Subscription Topics

- Emergency**
 - Emergency Information
 - Emergency Training for Businesses
 - Emergency Training for Residents
 - Extreme Weather Response
 - Fire Prevention Safety Videos
 - Meydenbauer Bay Overflow/Spill
- News**
- City Council**
 - City Council Agendas
 - City Council Minutes
- Minutes and Agendas**
- Arts**
 - Arts Special Projects Funding
 - Bel-Red Arts District
 - Bellevue Youth Theatre Auditions
 - Bellevue Youth Theatre Productions
 - Bellwether Sculpture Exhibition
 - Eastside Arts Partnerships
 - Neighborhood Public Art
 - Cultural Compass
 - Bridle Trails Art
- BTv**
 - Bellevue TV New Programming
 - Bellevue TV Weekly Schedule
- Codes**
 - Construction Codes
 - Development Code
 - Development Services Handouts
 - Fire Code
 - Fire Code Interpretations
 - Fire Department Development Standards
 - General Development Requirements
 - Transportation Code
 - Utilities Codes
 - Fire Prevention Fact Sheets

- Getting Involved**
 - Civic Volunteering
 - Environmental Stewardship Volunteering
 - Recreation Volunteering
 - Senior Volunteering
 - Teen Volunteering
 - Volunteer Opportunities
 - Volunteering Events
 - Board/Commission Openings
- Jobs**
 - Fire Department Testing and Hiring
 - Job Openings
- Neighborhoods**
- Procurement**
 - Bids and Requests for Proposals and Qualifications
- Special Interest**
 - Botanical Garden Volunteers
 - Diversity Announcements
 - Diversity Events
 - Diversity Jobs
 - Eastside Conversations on Race and Culture
 - Volunteer Coalition
 - Cultural Diversity
 - City Taxes
- Sports and Recreation**
 - Adult Sports Leagues
 - Bellevue Aquatic Center
 - Bellevue Marina
 - Bellevue Skate Parks
 - Crossroads Community Center
 - Lake Hills Greenbelt
 - Lewis Creek Programs
 - Mercer Slough Environmental Education Center
 - North Bellevue Community Center
 - Parks & Community Services eNews
 - Recreation and Events
 - Robinswood Tennis Center Fees and Programs
 - Seasonal Parks Connections Brochure
 - South Bellevue Community Center
 - Youth Sports
 - Bellevue Outdoor Movies
 - Newport Hills Neighborhood Park Planning
 - Challenge Course Expansion
- Traffic**
 - Traffic Advisories
 - Traffic Action Plans
- Planning**

Your contact information is used to deliver requested updates or to access your subscriber preferences.

[Privacy Policy](#) - [Help](#)

Stay Informed

City of Redmond Parks & Recreation



Celebrate the CENTENNIAL by day
December 1, 2012
Redmond Lights
celebrating winter traditions
by night

City of Redmond Parks and Recreation
16600 NE 80th St
Redmond WA
425-556-2300
redmond.gov/ParksRecreation

[Events Page](#)
[City's Twitter Page](#)
[Subscribe to our news](#)

www.RedmondLights.com

Gobble Gobble, Win a Turkey or a Cruise!

Saturday, November 17th
10am, Farrel-McWhirter Park
19545 Redmond Road

Register NOW, limited space!

Join us for our annual 4-mile Poultry Predictor Race! The race is open to all levels of runners and you don't have to cross the finish line first to win! Be the closest to your finish time and win a turkey. Pre-registration is \$30. All participants will be entered into a raffle for a 3-day Carnival Cruise, courtesy of Wydham Vacation Ownership!
[Read more.](#)




Reserve party or meeting space online!

Need an Auditorium, Stage, Dance Room, Meeting Room or Kitchen Facilities? The Old Redmond Schoolhouse Community Center has it all.
[Read more and/or watch a video.](#)

Centennial Bonfire

Join us for a Community Bonfire!

Sunday, December 30th
5-7pm
City Hall Campus

Celebrate our Centennial, mingle with neighbors and enjoy marshmallow roasting, music and luminaria!

www.100years.redmond.gov

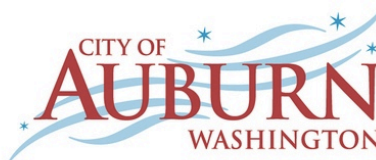


Santa Breakfast
Get Your Tickets NOW!

Saturday, December 8
[Read more.](#)

From: City of Auburn [<mailto:auburnwa@public.govdelivery.com>]
Sent: Monday, July 18, 2011 4:22 PM
To: Jennifer Kaplan
Subject: Auburn's National Night Out Scheduled Aug. 2; Registration Now Underway : TEST

--- PRESS RELEASE ---
For Immediate Release



Auburn's National Night Out Sched August 2; It's America's Night Out Against Crime!

Contact:
 Duanna Richards, Neighborhood Programs Manager
 253-931-3099
drichards@auburnwa.gov

FOR IMMEDIATE RELEASE: June 8, 2011

AUBURN, Wash. – June 8, 2011 – The 28th Annual National Night Out (NNO), a unique crime/drug prevention event sponsored by the National Association of Town Watch (NATW), has been scheduled for Tuesday, Aug. 2. All neighborhoods are encouraged to be a part of AUBURN'S NIGHT OUT 2011 team.

On Tuesday, Aug. 2, residents in neighborhoods throughout the city of Auburn and across the nation are asked to lock their doors, turn on the outside lights and spend the evening outside with neighbors and police.

From: Port of Tacoma <portoftacoma@public.govdelivery.com>
 Date: January 30, 2012 6:04:20 PM CST
 To: jenniferkaplan@gmail.com
 Subject: Port of Tacoma Twitter Update
 Reply-To: Port of Tacoma <portoftacoma@public.govdelivery.com>

You are subscribed to Twitter for Port of Tacoma. View the tweets we sent today:

PortofTacoma: Far less than \$21B recommended by task force MT @tacomaupdates: Gregoire calls for \$3.6B transportation package
[#tacoma](http://t.co/y3UkKdH7)
 01/10/2012 03:10 PM PST

PortofTacoma: Far less than \$21B recommended by task force MT @tacomaupdates: Gregoire calls for \$3.6B transportation package [#tacoma](http://t.co/y3UkKdH7)

PortofTacoma: Learn why SR-167 is important to WA state's economy: <http://t.co/gvW0OuQk>
 01/10/2012 01:11 PM PST

PortofTacoma: Learn why SR-167 is important to WA state's economy: <http://t.co/gvW0OuQk>

PortofTacoma: Still no money for SR-167? See what @GovGregoire's transportation proposal includes: <http://t.co/SLFvVRHl>
 01/10/2012 01:10 PM PST

PortofTacoma: Still no money for SR-167? See what @GovGregoire's transportation proposal includes: <http://t.co/SLFvVRHl>

SHRE

PORT OF TACOMA U.S.A. Questions for the Port of Tacoma? [Contact Us](#)

STAY CONNECTED:

[Facebook](#) [Twitter](#) [LinkedIn](#) [Google+](#) [RSS](#) [Email](#)


SUBSCRIBER SERVICES:

[Manage Preferences](#) | [Unsubscribe](#) | [Help](#)

This email was sent to jenniferkaplan@acorn.com using GovDelivery, on behalf of Port of Tacoma - One Skukum Way - Tacoma, WA 98401 - 1.253.983.0841

govDELIVERY
get the message

Increase Your Reach with the Network


Washington State
Department of Transportation


Welcome deb.demo@govdelivery.com

✔ Subscriptions updated ✕

Your subscription preferences have been successfully updated. You may also be interested in information from these organizations.


Subscribe by checking the boxes; unsubscribe by unchecking the boxes. By clicking "Submit", you are consenting to receive e-mail from these partners.

Access your [subscriber preferences](#) to unsubscribe, delete your account, update your subscriptions, or your password or email address without adding subscriptions.


City of Lynnwood


- Parks & Recreation News
- Arts
- Teen Events Programs
- What's Happening
- Volunteer Opportunities

[View all topics for City of Lynnwood](#)


Highways for LIFE
Federal Highway Administration (DOT)


- Innovator Newsletter Only (General postings)
- General Communications / Media Alerts (General postings)
- Workshops (General postings)
- Demonstration Projects (General postings)
- Industry Conferences (General postings)

[View all topics for Highways for LIFE](#)


City of Medina


- City Newsletter (News) 📄
- City Events and Information (News) 📄
- Council Communications Postcard (City Council) 📄
- SR-520 Project - Road Closures (SR-520 Bridge Replacement Project) 📄

[View all topics for City of Medina](#)


Washington Department of Natural Resources


- Small Forest Landowner Office (SFO) (Small Forest Landowner Office)
- Forest Practices Rules (Forest Practices Rules)
- Forest Practices Board Manual (Forest Practices Board)
- Forest Practices Board Meeting Agendas & Minutes (Forest Practices Board)
- TFW Roundtable Agendas & Minutes (Forest Practices Board)

[View all topics for Washington Department of Natural Resources](#)


Washington Department of Natural Resources


- Small Forest Landowner Office (SFO) (Small Forest Landowner Office)
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- Forest Practices Board Manual (Forest Practices Board)
- Forest Practices Board Meeting Agendas & Minutes (Forest Practices Board)
- TFW Roundtable Agendas & Minutes (Forest Practices Board)

[View all topics for Washington Department of Natural Resources](#)


Public Health - Seattle & King County


- Seasonal flu vaccine recommendations (Communicable Diseases)
- Pandemic Flu Resources (Emergency Preparedness) 📄
- Seasonal flu case statistics in King County (Communicable Diseases) 📄
- News Releases (News and Information) 📄
- Bioterrorism Preparedness (Emergency Preparedness) 📄

[View all topics for Public Health - Seattle & King County](#)


Port of Tacoma
We're one of the top container ports in the U.S. and an economic engine for Washington state.


- Employment
- Cargo statistics
- Contract opportunities
- Inside Line e-newsletter
- e-Port Business Report e-newsletter

[View all topics for Port of Tacoma](#)


King County Department of Transportation


- Metro Matters (General Metro Alerts) 📄
- KCMetro-Alerts (General Metro Alerts) 📄
- Transit News Releases (News and Announcements) 📄
- Route 73 (Routes 50-99) 📄
- Route 5 (Routes 1-25) 📄

[View all topics for King County Department of Transportation](#)


Sound Transit


- ORCA Updates (Rider News) 📄
- Sounder Rail Alerts (Tacoma-Seattle) (Rider Alerts - All) 📄
- Sounder Rail Alerts (Everett-Seattle) (Rider Alerts - All) 📄
- Central Link Light Rail Alerts (Rider Alerts - All) 📄
- Link Projects: East Link (Link Light Rail Project Updates - All)

[View all topics for Sound Transit](#)


City of Auburn


- Auburn at Play (Email Subscription Updates)
- Arts & Entertainment (Email Subscription Updates)
- Auburn Diversity Updates (Email Subscription Updates)
- Auburn Alerts (Email Subscription Updates)
- Mayor Updates and Quick Alerts (Email Subscription Updates)

[View all topics for City of Auburn](#)


City of Bellevue
US City

- Parks & Community Services eNews (News)
- Job Openings (Jobs)
- Emergency Information (Emergency) 📄
- Extreme Weather Response (Emergency) 📄
- Fire Department Testing and Hiring (Jobs)

[View all topics for City of Bellevue](#)


City of Redmond

- Recreation Information (Recreation)
- Transportation Master Plan Update (City News)
- Comprehensive Plan Updates (City News)
- Volunteer for Redmond Lights (Get Involved)
- Job Openings (Employment)

[View all topics for City of Redmond](#)


City of Renton

- Youth Sports (Sports and Recreation) 📄
- Parks Planning and Natural Resources (Parks and Trails) 📄
- Renew the Legacy (Government)
- Renton Community Center (Community Services) 📄
- Aquatic Center (Community Services)

[View all topics for City of Renton](#)


City of Sammamish

- News Updates
- Emergency Information (Emergency) 📄
- Extreme Weather Alert (Emergency) 📄
- Traffic Alert (Emergency) 📄
- Special Events (Special Events)
- Volunteer Opportunities (Volunteer)

[View all topics for City of Sammamish](#)


City of Tacoma

- Emergency Alerts (News) 📄
- Job Openings (City Hall)
- News Releases and Advisories (News)
- Incident Weather Information (News)
- Surplus Property (Topics A-Z)

[View all topics for City of Tacoma](#)


Kitsap County

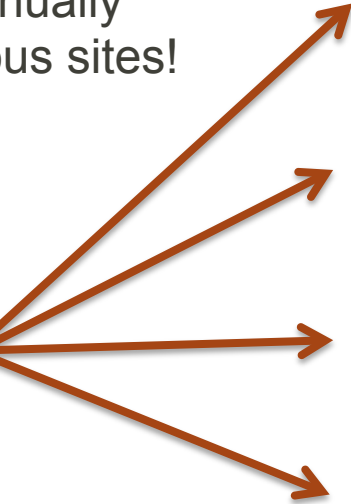
- Solid Waste News (Public Works) 📄
- Road Report (Public Works) 📄
- Incident Weather/Emergency Information (Public Information) 📄
- SMP General Information (Shoreline Master Program) 📄
- Kitsap County News - Front Page (Public Information) 📄

[View all topics for Kitsap County](#)

Increase Your Reach with Social Media

Post content directly to social media channels and efficiently create outbound communications...

Remove the need to manually access and post to various sites!



Federal Emergency Management Agency

As we spring forward an hour for Daylight Savings, it's a great reminder to make sure you have a working smoke alarm in your home. Our latest blog post has tips on making sure your smoke alarm is working properly this spring: <http://go.usa.gov/4yy>

FEMA Blog: [Smoke Alarms and Springing Forward](http://go.usa.gov/4yy)
go.usa.gov

Smoke alarms significantly increase your chances of surviving a deadly home fire, so we're encouraging everyone to take simple steps to be prepared: – Test and clean your smoke alarms today and on the first of every month

2 hours ago · Like · Comment · Share



68 fema FEMA

In photos: Urban Search and Rescue team preparing for deployment to #Japan: <http://go.usa.gov/4yk> #eqjp cc: @fairfaxcounty

12 Mar



March 11, 2011

[Celebrating Emergency Preparedness for People with Disabilities](#)

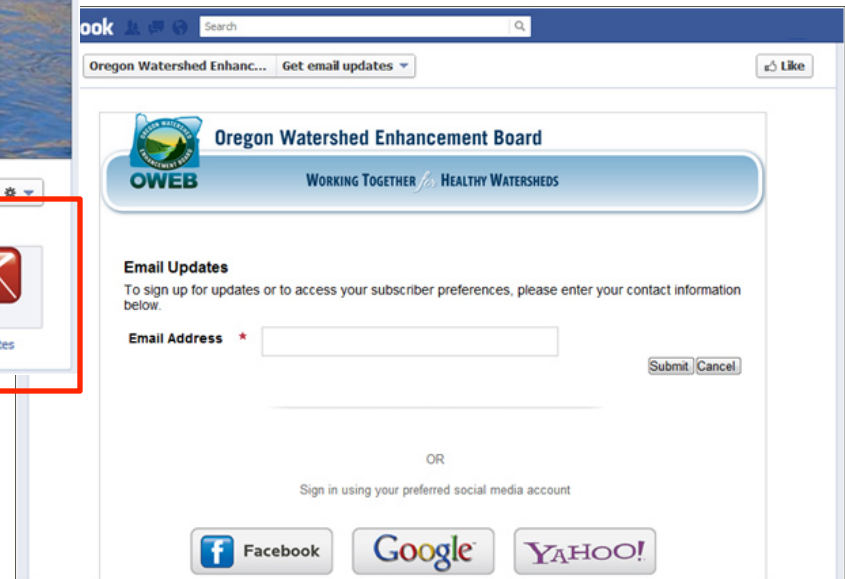
Posted by: [Marcie Roth](#), Director, Office of Disability Integration & Coordination

Today's earthquake and the resulting tsunami are another reminder of the need to plan for the entire community and not just plan for the easy scenarios following a disaster, as Administrator



Urban Search and Rescue team preparing for deployment...<http://go.usa.gov/4ky>

Share: Channel Cross-Promotion



Share: Channel Cross-Promotion

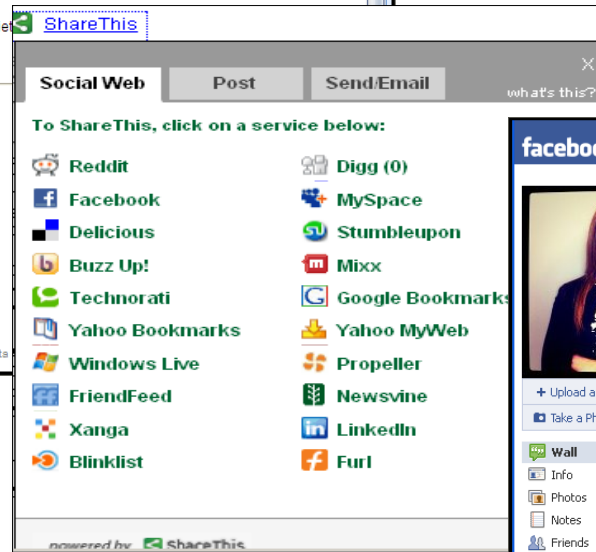
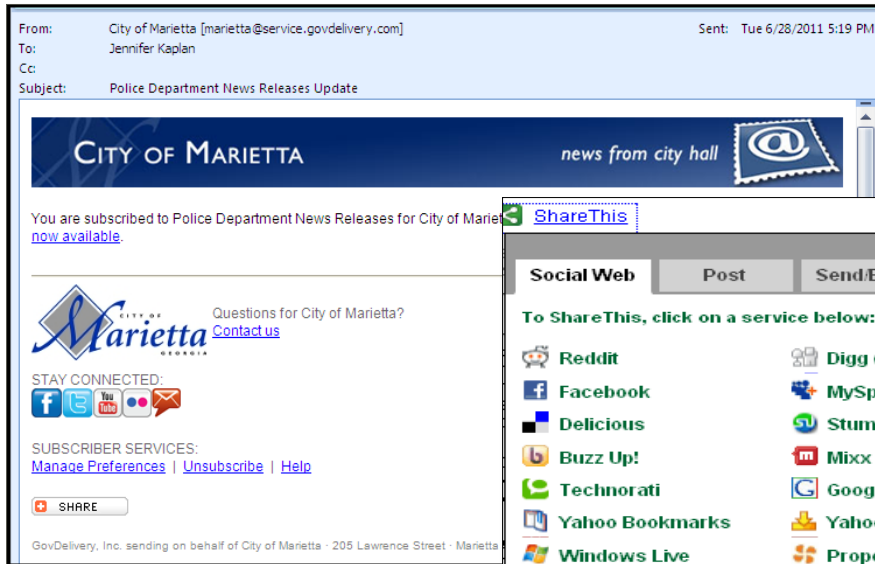
The image shows a screenshot of the Facebook page for the Port of Tacoma. The page header includes the Facebook logo, a search bar, and navigation icons. The main profile picture shows a worker in an orange safety vest and hard hat looking up at a large yellow container being lifted by a crane. Below the profile picture, the page name "Port of Tacoma" is displayed with 744 likes and 24 people talking about it. The "About" section identifies it as a Government Organization located in Tacoma, Wash., and an economic engine for Washington state. A red circle highlights a post from GovDelivery with the text: "Check out cargo stats and other industry news. e-Port: Tacoma's intermodal volumes continue strong content.govdelivery.com Tacoma's intermodal volumes continue strongContinued increases in international and domestic intermodal container traffic helped drive the Port of Tacoma's intermodal volumes up 16 percent through February. This is the fourth month in a row that intermodal volumes have increased. For the same time p... via GovDelivery". The post has 3 likes and a comment box. To the right, there are sections for "Recent Posts by Others on Port of Tacoma" and "Recommendations".

Complete the Loop

The image is a composite of three digital interfaces related to a snow emergency notification from the City of Minneapolis.

- Facebook Post (Top Left):** A post from the City of Minneapolis dated March 21. The text reads: "For the first time in 25 years, we did not declare a single Snow Emergency during the..." A red arc originates from this post and points towards the email below.
- Email (Middle):** An email titled "SAINT PAUL HAS DECLARED A SNOW EMERGENCY." The subject line is "FW: Snow Emergency Declared in Saint Paul". The body text includes: "Call 651-266-PLOW (7569) for complete information." and "On Wednesday, February 29, 2012 beginning at 9:00 P.M., all NIGHT PLOW ROUTES will be plowed. Included are all arterial or main streets posted with signs that say 'NIGHT PLOW ROUTE' and one side of all north-south residential streets posted with signs that say 'NIGHT PLOW ROUTE-THIS SIDE OF STREET'." At the bottom of the email, there is a "STAY CONNECTED" section with icons for Facebook, Twitter, YouTube, and RSS, which is circled in red.
- Webpage (Right):** A webpage titled "Get an E-Mail or Text Message when there is a Snow Emergency". It explains that the City of Minneapolis sends alerts and provides a "Subscribe to Snow E-mail Alerts" button. It also includes instructions for changing subscription settings and subscribing to text message alerts.

Share: Email Content to Social Media



Analytics: Measuring Effectiveness

Summary | Details

Bulletin Analytics for the period 04/01/2012

Topic: Subscriptions

Topics: Press Releases (173), Blog Transportation (4,109), New

Filter

Sent Date

07/06/2012 09:47 AM CDT
06/22/2012 10:59 AM CDT
06/08/2012 11:18 AM CDT
06/07/2012 09:16 AM CDT
05/11/2012 11:42 AM CDT
04/19/2012 11:22 AM CDT
04/02/2012 09:00 AM CDT

Bulletin Detail Report » Unsubscribe tracking

← Back to Bulletin Analytics Report

Subject: Unsubscribe tracking
Sent: 09/04/2012 02:36 PM CDT
Sent By: deepali.deshmukh@evotest.govdelivery.com
Sent To: Subscribers of FDA videos
 Print View Recipient Detail

34

Recipients

100.0%

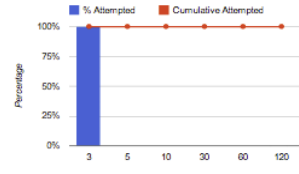
Delivered

0% Pending
0% Bounced
6% Open Rate
15% Click Rate

- Email
- Facebook
- Twitter
- RSS

- SMS

Email Delivery Stats



Minutes	Cumulative Attempted
3	100%
5	100%
10	100%
30	100%
60	100%
120	100%

Delivery Metrics - Details

34 Total Sent
34 (100%) Delivered
0 (0%) Pending
0 (0%) Bounced
1 (3%) Unsubscribed

Bulletin Analytics

6 Total Opens
2 (6%) Unique Opens
5 Total Clicks
5 (15%) Unique Clicks
8 # of Links

Bulletin Link Overview

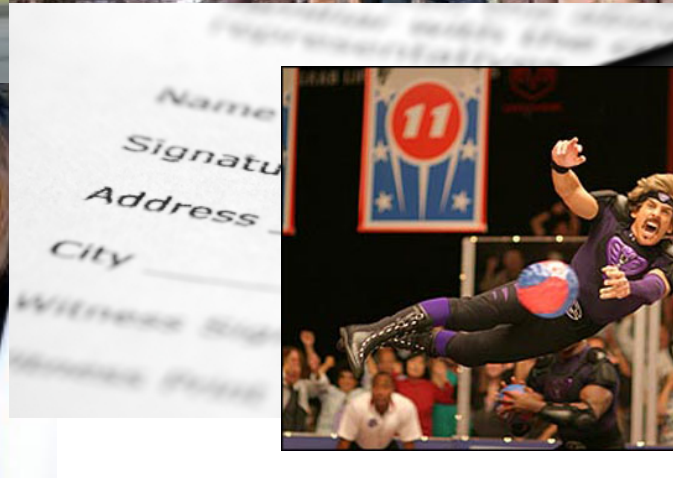
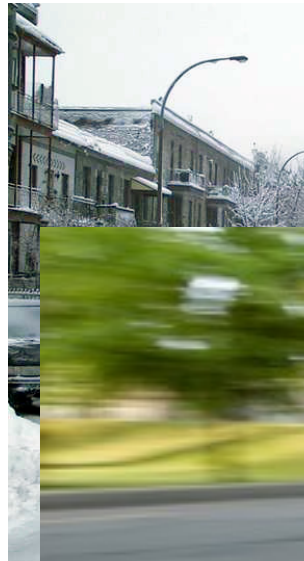
Link URL	Unique Clicks	Total Clicks
https://qc-public.govdelivery.com/accounts/CLARA/subscriber/new?preferen...	2	2
https://qc-public.govdelivery.com/accounts/CLARA/subscriber/unsubscribe_...	2	2
https://qc-public.govdelivery.com/accounts/CLARA/subscriber/one_click_un...	1	1

govDELIVERY

Total Recipients	Percent Delivered	Bulletin Visibility
329	99.8	Public
661	99.5	Public
873	99.7	Public
207	99.7	Public
351	99.6	Public
828	99.9	Public
684	99.9	Public

Engagement: Results

- Weather
- Public Meetings
- Events
- Special Projects/Initiatives
- Volunteer Opportunities
- Health Updates/Advisories
- License Reminders
- Day-to-Day Activities



Q&A

Contact:

Deb Castle
Regional Account Executive
651-379-6224
Deb.Castle@GovDelivery.com

www.govdelivery.com

GovDelivery helps government organizations by transforming how they communicate with the public. Connecting directly to the public is more than just sending email or SMS messages and posting to social media. It's about providing relevant information to citizens when they need it to drive actions that create immediate and lasting value for the public. Over 500 Public sector organizations worldwide use GovDelivery sending over one billion targeted messages quarterly. These organizations have been able to reach more people than ever before, streamline complex communications and engage the public to create lasting value.