

Email Subscription Service

Overview

- First launched on OakGov.com on June 1, 2008
- 130 subscription items
- As of January 2009 total subscribers nearly 22,000
- Total email messages sent nearly 70,000

How it Works for CVTs

- Service is offered to all Oakland County Cities, Villages and Townships free of charge
- CVTs will sign up with eGovernment to get an account
- eGov will provide training free of charge and help CVTs implement the service
- A link will be placed on the CVT's homepage
- CVTs may select which subscription items they wish to offer from their websites
- Oakland County Information Technology will provide support for all CVTs Mon-Fri, 8:30am to 5pm

How it Works for Citizens

- Citizens sign-up for the free service right from the CVT website home page
- Citizens can select to receive information on a variety of topics
- Citizens may also sign up to receive information from any participating CVT and/or the County
- A notification is sent out to citizens when a web page they subscribed to is updated

Benefits

- Cut Costs – Sending notifications through email saves money on paper, postage and staff time used for traditional direct mailings.
- Go "Green" – Sending communications electronically saves our forests and cuts transportation emissions and CO2.
- Improve Service to Citizens – Give citizens the information they want, when they want it.
- Achieve Greater Number of Subscribers vs. Traditional Email List Software – GovDelivery clients experience a 300% to 1, 100% increase in number of subscribers.
- Increase Website Usage – More subscribers amounts to more information "pulled" by citizens; increases website usage by 20% to 50%.

Contract Information

- Total professional services contract \$180,325 (not to exceed amount)
- 3 year period
- Additional cost to include all Oakland County CVTs : \$5,325 per month
- Contract expires 4/30/2011