City of Seattle, Washington

How Seattle Protects Privacy While Delivering a Better User Experience

450K	**137%**	**530+**	**200+**
Nearly 450,000 subscribers	subscriber growth in last 5 years	Communication on more than 530 topics	content creators improving digital accessibility

OVERVIEW

Seattle, Washington, is among the most populous cities in the Pacific Northwest region and is one of the country's fastest-growing large cities. To reach as many people as possible, the city recognized the need to create a more digitally accessible experience for its residents and used govDelivery to integrate its communications and improve the digital experience.

SITUATION | BALANCING PRIVACY WHILE IMPROVING USER EXPERIENCE

The City of Seattle has strict privacy policies and is committed to providing transparency in its data collection policies. The city's digital team is dedicated to keeping user privacy top of mind while creating a positive user experience (UX) and realized the importance of using a comprehensive digital solution, rather than email marketing tools and Outlook, to deliver its communications strategy.

SOLUTION | DIGITAL TOOLS HELP CREATE CONSISTENT COMMUNICATIONS

Creating trust and transparency in its communication is a priority for the city and using govDelivery across all departments helps the organization achieve this goal. The platform centralizes data in one tool, giving users the sense that messages are legitimate and official. The city's digital team created a training program to ensure that people understand the policies behind the templates and design strategies.

RESULTS | EFFICIENCY IMPROVES DIGITAL ACCESSIBILITY

Moving to the centralized govDelivery platform has given the city access to robust delivery and open rate analytics, allowing for greater list segmentation and targeting. Nearly 450,000 subscribers — which represent about 60% of Seattle's population — are actively engaged in the city's communications efforts. Additionally, the city has experienced a 137% increase in subscriber growth in the last five years.

MUST HAVE SOLUTION
govDelivery

"[govDelivery] centralizes data in one tool and provides a consistent experience. It's an important tool for sharing what's new and gives users the sense that the messages are legitimate and official."

Michal Perlstein, Digital Engagement Senior Manager, City of Seattle, Washington

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