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## **Snohomish County debuts expanded on-line news and alert system**

*BETTER SERVICE AND GREATER SAVINGS FOR TAXPAYERS,  
SAYS COUNTY EXECUTIVE REARDON*

Looking for the most up-to-date information on County road closures? Or perhaps you are interested in learning when an important County meeting is scheduled or what County jobs are available.

And, in the process, would you like to help generate a good return on your tax dollars?

Snohomish County Executive Aaron Reardon today urged citizens to take advantage of the county's newly expanded e-mail alerts and bulletins system, both because it can better connect them to the county's user-friendly web portal and because it is a less costly, more efficient form of communication.

“One thing we can do in very short order to improve accessibility and accountability is to make useful information more accessible to our residents” Reardon said. “The County needs to do more than post information on a website and hope people see it. That is why we have incorporated the ability for residents to sign up to receive e-mail alerts when the information they want is available on-line.”

E-mail bulletins, tested on a limited basis in 2003, plays a greater role in the county's new web system. Over 1,000 residents already are registered for alerts and more than 60,000 e-mails have been sent to date. Reardon now aims to increase the use of this proactive communication system.

“We've expanded the alert system to include additional information from my office and we are promoting the service more actively on the website,” the County Executive said. “This is an excellent investment that will generate a significant return on tax dollars over time.”

Information available through the alert system includes:

- Employment opportunities;
- Weekly council agendas;
- Road construction updates;
- County news;
- Press releases from the County Executive and many other topics.

Web visitors should look for the “eSubscribe” link on many of the county’s web pages to sign up for an alert.

The county uses the *GovDelivery* E-Mail Subscription Management system to provide personalized e-mail alerts to residents when it posts new information of interest on county web pages. The *GovDelivery* system, created by GovDocs Inc., is regarded as the top for managing government e-mail alerts and notifications.

“The county’s website contains a broad range of useful content,” said GovDocs CEO Scott Burns. “Our system ensures that new county information gets to interested residents as soon as it is posted online.”

Said Reardon, “Our goal at Snohomish County is to provide better service and greater savings for taxpayers. Using *GovDelivery* accomplishes both.”

The Snohomish County website address is <http://www.co.snohomish.wa.us/>.

*GovDelivery* was first launched in 2000. For more information about GovDocs, visit <http://www.govdocs.com>.

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