

## GovDelivery Information/Fact Sheet

### 1) What is GovDelivery?

GovDelivery is a fully hosted and exclusive government digital communications platform that allows residents to subscribe through agency websites to receive digital notifications via emails and/or text messages. When subscribing, the public patrons can choose their categories of interests such as Alerts, News, Updates, Announcements, and related topics of COVID-19, Fires, Floods, Health Advisories, Events, Jobs, Elections, Taxes, Public Works, Social Service Programs, Pet Adoption, New Programs, etc. For more information about GovDelivery, please check out this short [video](#).

Below are some examples of how departments can use GovDelivery.

- a. Chief Executive Office – County News Letter (News, Updates, and Announcements)
- b. Parks & Rec – Events (July 4 fireworks, carnivals, Hollywood Bowl concerts), grand openings of parks/trails/programs, reservation opportunities, alerts (constructions and closures), etc.
- c. Beaches & Harbors – Events, alerts (nearby constructions, UVA/UVB index, sharks/jellyfish, sewage spills, etc.), closures, etc.
- d. Public Library – Grand openings, hours of operation changes, new programs/offerings, new books/CDs/DVDs availabilities, changes in late fees, etc.
- e. Animal Care & Control - Grand openings of new shelters, adoption events, pet license fees/regulation changes, updates, etc.
- f. Fire – News, updates, alerts, evacuations, temp shelters, smoke advisories, fire safety & prevention tips, flood safety tips, public events at fire stations, Safe Surrender Baby Law, HazMat compliance updates, etc.
- g. Health Services (including Mental Health & Public Health) – Emergencies such as COVID-19, general health advisories, public health alerts (Zika, West Nile, food safety, drug recalls, etc.), free flu shot locations, new assistance programs & availabilities, restaurant, and pools inspection regulation changes/updates, etc.
- h. Human Resources – Job fairs/events, recruitment announcements, exam information & updates, new programs (internships, volunteers, etc.), etc.
- i. Registrar-Recorder/County Clerk - Voting reminders, changes/updates to voting information, poll locations. Business, marriage license, and birth/death certificate processes and service fee updates.
- j. Public Works - Alerts (street closures/constructions, water pipe rupture), permits, fees information and review process changes, public service process changes/updates, water conservation tips & legal requirements, etc.
- k. Treasurer and Tax Collector - Property tax reminders, regulation updates/changes, public service process changes/updates, online payment availability, etc.
- l. Sheriff - News, updates, active shooter, crime statistics, sexual predators, recruitments, public safety awareness, neighborhood watch programs, community policing, etc.
- m. All Departments – News, Updates, and Announcements. For both public and internal department communications.

### 2) Justifications (Why do we need GovDelivery?)

The county faces many challenges when trying to communicate with residents and reach larger and targeted audiences. Currently, departments may have their software and methods of communicating with their constituents and manage the contact lists through small databases or spreadsheets. GovDelivery provides a digital communication and civic engagement solution that enables the County to manage all its contact lists and connect with more people. The Solution will allow the County to continue to increase its digital stakeholder base through subscriptions or opt-in services while facilitating the delivery and measurement of impactful messages such as emails and text messaging.

### 3) GovDelivery Solution Highlights (What are available to departments):

- a. A complete Platform and Software as a Service (PAAS & SAAS) in one solution.
- b. Complete vendor cloud hosting, maintenance, and support
- c. Supports unlimited:
  - i. Administrator accounts
  - ii. Topics and/or contact lists management
  - iii. Subscribers and public signups
  - iv. Email Messaging Service
  - v. Online pre-recorded and live instructor lead training
  - vi. 24/7 Support
- d. Email templates and signup box/overlay designs and developments
- e. Social media integrations

- f. Text messaging or short messaging services (SMS) are available. Departments that need non-emergency texting communication services would need to purchase them separately for their use.

#### 4) Strategic Plan Goals

Supports the County's Strategic Plan Goal Number #1, Operational Effectiveness, maximizing the effectiveness of processes, structure, and operations to support the timely delivery of customer-oriented and efficient public services.

Supports Chief Information Office Strategic Goals; 1) Digital Civic Engagement with our residents and communities with a variety of digital communication methods to interact with the government, and 2) Accelerate Mobility for our employees and residents to deliver services anywhere at any time.

#### 5) How does it work on the Department/Agency side?

Each participating department will have two accounts set up in GovDelivery, one for public communications and the other for internal communications. The ISD team and the GovDelivery team will assist in project scope and requirements discovery, system setups, module buildouts, user training, designing, and developing email templates and signup boxes/overlays to help capture and increase the department's audience and subscribers. The department's project manager, communication teams, or project lead (Public Information Officer [PIO]), will be using the GovDelivery software to create the news articles, bulletins, notifications, and information email blasts to be sent to all their subscribers/lists.

#### 6) How does it work on the Public side?

The public would signup via the County Website (<https://lacounty.gov/>) or the department website. All they need to provide is their email address and check the topics of their interest. When departments send out communications (email blasts) relating to their topics of interest, they will receive the notifications in their email box.

#### 7) What is unique about GovDelivery?

- a. GovDelivery provides its services exclusively to governments and is the only such provider to do so.
- b. GovDelivery's technology infrastructure is very robust, capable of sending 1 million emails in as little as 20 minutes.
- c. GovDelivery will cross-promote LA County signup opportunities to other government agencies at no additional cost, which will help to expand LA County's reach.
- d. GovDelivery is FedRAMP Compliant. The Federal Risk and Authorization Management Program (FedRAMP) is a government-wide security authorization program mandatory for all federal agencies and all cloud services. The GovDelivery Communications Cloud is the first and only platform deemed secure enough to be used exclusively by the government. This framework saves the time required for staff to conduct redundant agency security assessments. They have been reviewed and found compliant at the JAB level and approved by CIOs from the General Services Administration (GSA), the Department of Defense (DOD), and the Department of Homeland Security (DHS).
- e. GovDelivery is certified and accredited by leading federal government agencies responsible for information standards and compliance, including NIST (National Institute of Standards & Technology), US Census Bureau, US Department of Homeland Security, US Department of Defense, US Department of the Treasury, and the Center for Medicare & Medicaid Services.
- f. Social Media Integration – Ability to integrate and update County's and department's social media (Facebook and Twitter) accounts with one post from email blasts sent to subscribers, eliminating duplicate efforts on content posting.

#### 8) What are the cost breakdown and contributions for each year?

Govdelivery is a five-year enterprise contract approved by the Board of Supervisors in November of 2016. The CEO/CIO funded the first two years, and ISD needs your contribution to maintain and sustain this program for subsequent years. The share of the cost would be dependent on the number of participating departments. The cost breakdown for the contract is listed below.

- a. 2017: First Year \$442,400 = \$297,600 (Subscription) + \$144,800 (Setup/Train/Implement) – CEO/CIO funded
- b. 2018: Second Year \$297,600 (Subscription) – CEO/CIO funded
- c. 2019: Third Year \$297,600 (Subscription) – ISD paid
- d. 2020: Fourth Year \$311,850 (Subscription, \$297,600 + 5%) – ISD Paid
- e. 2021: Fifth Year \$311,850 (Subscription) – ISD Paid
- f. Total for Five Years: \$1,661,300
- g. 2022: Sixth Year Estimate \$311,850 + 15% (increase) = \$358,627.5 – Departments' Contribution

Below is an example of the calculation for each department's share.

Annual Subscription, Year #6:	\$358,628	(rounded up)
# of Participating Departments:	26	(as of 12/31/2020)
Estimated Department's Share:	\$13,793	(\$358,628/26 = \$13,793 rounded up)

#### 9) GovDelivery Program Manager/Contact:

Kevy Ly      [Kly@isd.lacounty.gov](mailto:Kly@isd.lacounty.gov)      213-248-7370

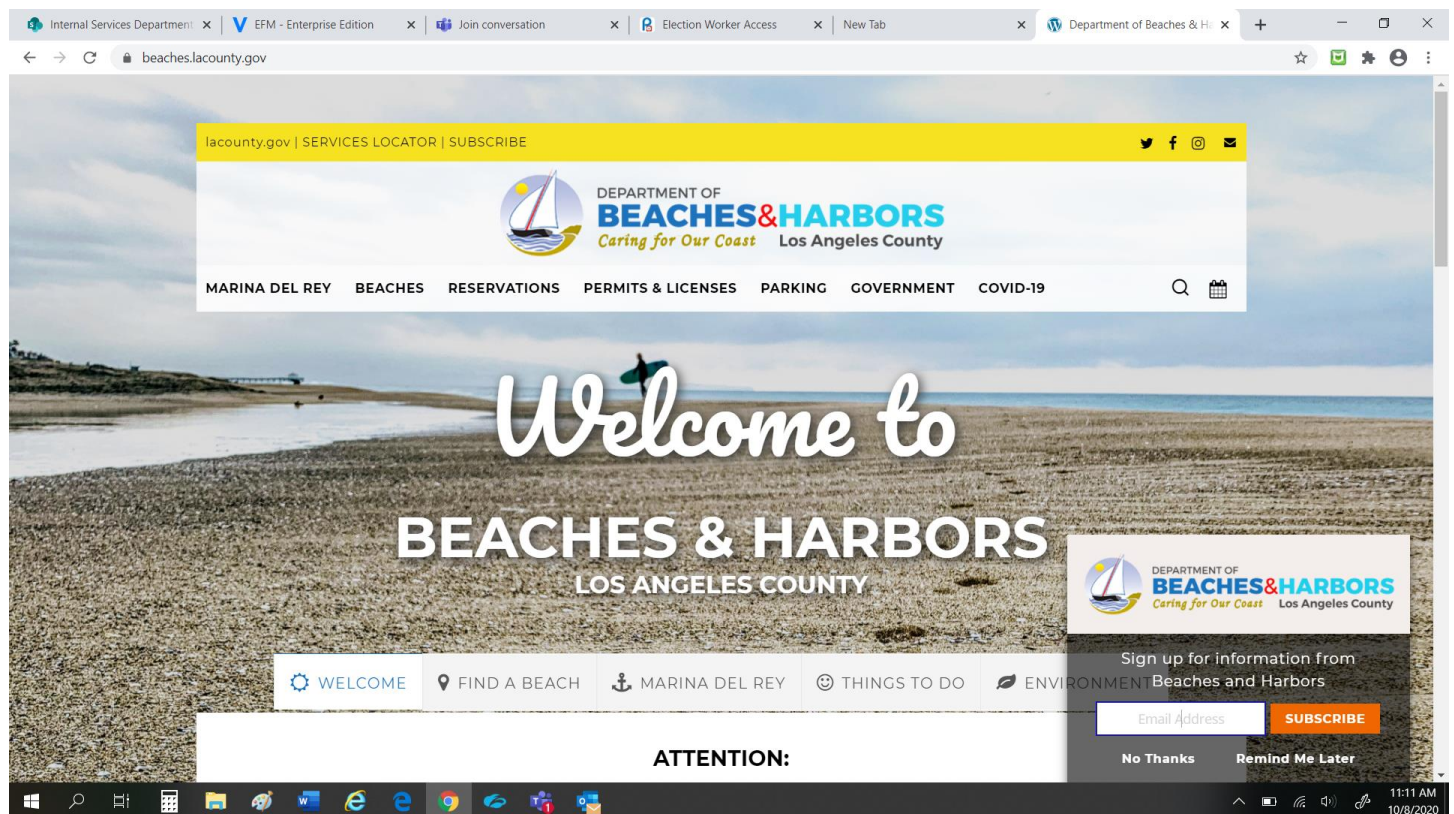
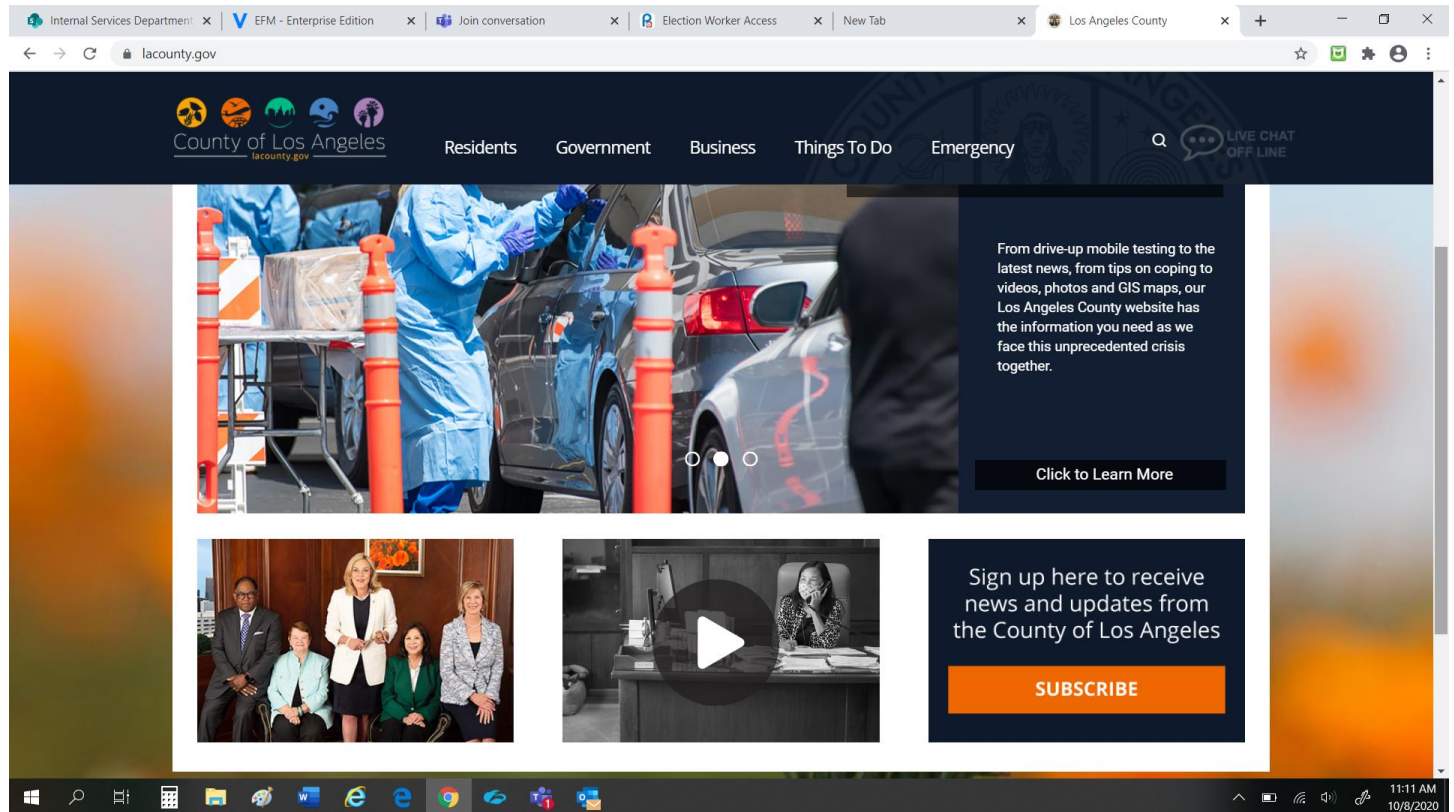
### GovDelivery Benefits and L.A. County Objectives

The following summarizes L.A. County's objectives to be achieved through GovDelivery's Digital Communication Software and Services.

- Provide L.A. County with an enterprise mass citizens engagement and communications tool to deliver Information, notifications, news, announcements, promotional and mission-critical topics.
- Replace and improve the existing "Get the Words Out" to the public through paper-based or e-newsletters, bulletins, disparate email listings, etc., with a more effective and efficient method of using multiple digital channels via the web, email, text messaging, real simple syndication (RSS), and social media such as Facebook or Twitter.
- Reach more people electronically in L.A. County with a broad range of information and services available from various Departments.
- Gain more subscribers and boost resident participation.
- Provide the public with a central communication solution where they can pick and choose the type of information they want to receive, and when and how they would like them delivered.
- Provide means for robust automation and fast communication, engagement and delivery, management and support, etc., of L.A. County's vast information and services.
- Enable L.A. County staff with tools to plan, schedule communication options, assess necessary resources, as well as audit the day-to-day activities.
- Provide statistical and analytical reports necessary to track, manage, and enhance daily communication activities and responsibilities, along with feedback from subscribers and citizens.
- Automate, administer, and track all digital communications.
- Provide e-mail confirmations and notifications of outbound broadcasts to the departments' administrative staff.
- Enable operating efficiencies by automating processes that currently require many staff hours.
- Provide role-based security where specific sets of privileges and profiles are authorized, and each user is associated with their appropriate groups, categories, and topics.
- Enable direct and indirect routing of subscribers to more online payment of County services. Thus, promoting revenue-generating opportunities (e-commerce).
- Cross-promote subscription sign-ups and delivery services with other government agencies and Counties (Orange, San Diego, San Bernardino, Riverside, etc.) that utilize the same GovDelivery Network.

## The Signup Process

Step 1: Public patrons can subscribe through [www.lacounty.gov](http://www.lacounty.gov) or the department/agency website.



Step 2: Enter the email address on the Sign Up Form and click Submit.



## Email Updates

To sign up for email/text notifications or to access your subscriber preferences, please enter your contact information below.

**Email Address**

\*

X

**SUBMIT**

**CANCEL**

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

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

Step 3: Confirm the email address, create a password (optional) for your profile, and click Submit.



## New Subscriber

### Primary Email Address

You must enter a primary email address. You will use this to access and update your subscriptions or modify your subscriber preferences.

Email Address

\*

Confirm Email Address

\*

×

### Optional Password

Enter an optional password to add password protection to your subscriber preferences.

Password

Confirm Password

SUBMIT

CANCEL

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

Step 4: Select the topics of interest.



Welcome **kly@isd.lacounty.gov**

### Quick Subscribe for **kly@isd.lacounty.gov**

The County of Los Angeles offers email/text notifications about the services, programs, and departments/agencies below. Check the box next to a topic to subscribe. To unsubscribe to a topic, simply uncheck it.

Access your [subscriber preferences](#) to update your subscriptions or modify your password.

### Subscription Topics - for News, Updates, Announcements.

- ☐ All County of Los Angeles - News, Updates, Events, and Announcements
- ☐ Air Quality and Control [i](#)
- ☐ Agriculture Commissioner/Weights & Measures [i](#)
- ☐ Animal Care and Control [i](#)
- ☐ Assessor [i](#)

Shelters, Pet Licenses, Adoptions, Vaccinations, Microchips, Fees, etc.
- ☐ Beaches and Harbors [i](#)
- ☐ Board of Supervisors
  - ☐ Board Meeting Schedules and Agendas
- ☐ Chief Executive Office
  - ☐ Homeless Initiative
  - ☐ Cannabis Management
  - ☐ Women & Girls Initiative
- ☐ Children and Family Services [i](#)
- ☐ Community Development / Housing Authority [i](#)
- ☐ Consumer and Business Affairs [i](#)
- ☐ E-Commerce / Online Payments [i](#)
- ☐ Fire [i](#)

Step 5: Answer a few questions for better notification segmentations (Optional).



Welcome **kly@isd.lacounty.gov**



Subscriptions updated



## Questions

Please answer the following questions:

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

Zip Code:

Do you live in LA County?

☒ Yes

☐ No

**SUBMIT**

**CANCEL**

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

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

Step 6: Select other cross-promoting government agencies with similar topics (**Optional**).



Welcome [kty@led.lacounty.gov](mailto:kty@led.lacounty.gov)



Questions 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 sending your email address to these partners.

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



#### Local Recommendations

Suggested content based on your location

[View Local Recommendations](#)



## Featured Government Updates



### Featured Government Updates

- ☐ News on the environment and our natural resources
- ☐ Latest science and technology news
- ☐ Public health updates from government
- ☐ Free Online Training from GovLoop

[View all topics for Featured Government Updates](#)



### City of Culver City


- ☐ City Employment Opportunities (Ongoing Topics)
- ☐ Cultural Events and Programs (Ongoing Topics)
- ☐ Parks, Recreation & Community Service Department Updates (Ongoing Topics)
- ☐ Culver CityBus (Ongoing Topics)
- ☐ City Council (Meetings and Agendas)

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



### City of Cerritos

Finally: Receive emails from the topics you have subscribed to. (Sample Bulletin)



# Los Angeles County COVID-19 Emergency Operations Center

## MEDIA RELEASE

**FOR IMMEDIATE RELEASE**  
October 7, 2020

**Contact:**  
Los Angeles County Joint Information Center - COVID-19  
[pio@ceooem.lacounty.gov](mailto:pio@ceooem.lacounty.gov)





### COVID-19 Incident Update

The following report is a high level summary of the L.A. County Emergency Operation Center's COVID-19 disaster response.

This incident update includes the number of confirmed positive cases of COVID-19 among Los Angeles County Sheriff's Department and Los Angeles County Fire Department employees.

Please share this information with your family, fellow residents, municipal, state & community partners.

View the [Incident Update](#).



**County of Los Angeles, Chief Executive Office, Office of Emergency Management**  
For questions, please contact the L.A. County Joint Information Center - COVID-19  
at [pio@ceooem.lacounty.gov](mailto:pio@ceooem.lacounty.gov).

SHARE

To update your notifications, [manage your subscriptions](#). If you would like to stop receiving **all** L.A. County emails, [unsubscribe](#) here. Need [help](#)?