



# Utah House of Representatives

## Brings Consistency, Flexibility to Communications Outreach

39

representatives' newsletters sent through govDelivery

111%

growth in subscribers in one year

315%

increase in impressions in one year

\$166,000

total subscribers in 2023 (from 65 in 2021)

### OVERVIEW

With one of the shortest legislative sessions in the country, the Utah House of Representatives looks to get a lot done in a short period of time. So effective constituent communications are vital. By centralizing their messaging efforts through govDelivery, communications became more consistent, while growing mailing lists of engaged residents.

### SITUATION | CREATING A SINGLE COMMUNICATIONS HUB

Unlike other states where rank and file members might have their own dedicated communications staff, the Utah House of Representatives has a small team to create communications for 61 members of the majority caucus. A hodge-podge of different communications tools didn't help, creating issues in both logistics and consistency.

### SOLUTION | A FLEXIBLE, EASY-TO-USE TOOL

Implementing Granicus' govDelivery communications tool not only helped centralize the messaging efforts, but also helped change the perspective of digital communications throughout the statehouse while growing subscriber lists. By connecting through govDelivery, the Utah House of Representatives was able to both customize messaging, maintaining a consistency in information, while evolving the look and feel of newsletters.

### RESULTS | CONSISTENT COMMUNICATIONS THAT KEEP PACE WITH GROWTH

Placing govDelivery at the hub of the Utah House of Representatives' communications efforts has created a means for consistent messaging and opportunities for newer representatives to reach their constituents more easily. The flexibility created by govDelivery provides reliable support that can help relieve the stress of communications for state legislators.

### MUST HAVE SOLUTION

govDelivery

“At the end of the day, we're the voice of the people. We want to keep them informed and let them know resources that are available to them. Now we're reaching more people than we ever would have before.”

Paige Bridges

Communications Coordinator,  
Utah House of Representatives