



# Louisville, KY

How Louisville, KY uses notifications across channels to improve resident experience.

304,000+

Subscribers

22%

of annual growth from govDelivery Network

42%

decrease in street sweeping violations in one year

4,000

SMS messages sent in past year

## OVERVIEW

Louisville Metro Government is using GovDelivery to transform the citizen experience with the city's important programs and services. From launching street sweep alerts that leverage an API (Application Process Interface), to promoting job openings and providing critical notifications, govDelivery helped empower Louisville to connect and engage with citizens in real time across a variety of channels.

## SITUATION

Every day, citizens have countless interactions with government that can go unnoticed, such as monthly street cleaning or garbage removal. While these services were being completed on time in Louisville, city staff knew they needed a way to better alert citizens about critical services. At the same time, city-related news and communications relied on a basic listserv without any features, reporting, or ways to integrate messaging into the city's website.

## SOLUTION

The City of Louisville introduced govDelivery to connect with citizens in real time on everything from service notifications to job opening announcements. Street sweeping violations decreased by 42% within one year, with more than 20,000 residents now signed up for the alerts. A larger audience means greater potential for sign-ups to receive information on specific topics of interest. More than 152,000 subscribers are signed up in one or more of Louisville's 26 Metro Council districts. These district-based notifications help get the word out about planning, zoning, and proposed development. They're also used to engage and gather feedback from residents and businesses.

## RESULTS

With help from the govDelivery Network, accounting for 22% of subscriber growth in the past year, Louisville increased its subscriber base to over 304,000 individuals – nearly half of the large city's population. The additional reporting and automation features with govDelivery have also proven critical for a time-strapped team with many responsibilities.

## MUST HAVE SOLUTION

govDelivery

“govDelivery has given us a robust channel of communication we didn't have before. Previously, we were relying on press releases, press conferences and our website. Now we can initiate and re-emphasize communication to those who have chosen to receive it.”

Scott Render  
Digital Experience Manager