

The background features a large, faint, light blue seal of Dutchess County. The seal is circular and contains a central illustration of a landscape with a tree and a body of water. The words "DUTCHESS COUNTY" are written along the top inner edge, and "SEAL" is at the bottom. There are also several small stars around the perimeter.

Enhanced Public Outreach

Dutchess *Delivery* Service

In the bottom right corner, there are several light blue, wavy, ribbon-like lines that sweep across the page, adding a sense of motion and flow to the design.

Why this Initiative?

- Keep Our Residents Informed
- “Static” Website No Longer Enough
- **“Pushing Out”** Information to Residents such as Critical Advisories
- Cost Savings by reducing Paper Mailings



***What's Dutches* *Delivery* About?**

- Innovative Public Outreach**
- “Pushing” Website Info to the Public**
- Residents Subscribe to topics of interest**
- Announcements, Newsletters and Docs**
- Integration with Social Media**
- Receive Info by eMail or Text Message
(for some topics)**
- Expand County “Green” Initiatives**

Overview of the Dutchess *Delivery* Service

ALERTS
& UPDATES
PROGRAMS
PRESS
RELEASES
NEWSLETTERS
WEBSITE
CONTENT



1. Website Info and other content such as reports and news releases are the basis of DutchessDelivery



Enter email address...

2. Residents use DutchessDelivery links to sign-up to receive automated Information and notifications

- HEALTH
- TRANSPORTATION
- SCHOOLS
- PARKS
- JOBS
- EVENTS




3. Residents select the type of info they want to receive



4. Personalized messages are automatically sent via email or text message (for some topics)

What will Dutchess *Delivery*
Look Like to Our Residents?

Subscriber Sign-up



DutchessDelivery
...Keeping you informed

www.dutchessny.gov

Email Updates




To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Subscription Type

Email Address *

OR

Sign in using your preferred social media account

 Facebook  Google  YAHOO!

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

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

Sample Subscriber Topics



Welcome tmahler@dutchessny.gov

Quick Subscribe for tmahler@dutchessny.gov

Dutchess County, NY offers updates on the topics below. Subscribe by checking the boxes; unsubscribe by unchecking the boxes.

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

Subscription Topics

- County News** 
 - County Clerk News Releases 
 - County Executive News Releases 
 - County Legislature News Releases 
 - Department of Health News Releases 
 - Golden Living - News for Seniors 
 - "Plan on It" 
 - Veterinarian Newsletters 
- Reports, Documents and Surveys** 
- Alerts and Advisories** 
- Other Subscription Items** 
 - Community Development and Housing Contractor's Bid Package 
 - County Executive Budget Messages/Budget Details 
 - County Executive State of the County Address 
 - Dial-A-Ride Schedule 
 - Flu and Pneumonia Clinic Schedules 
 - Lead Paint Regulatory Updates & Training Sessions 
 - Public Outreach 
- Calendars and Events** 

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

Content Update Email



You are subscribed to **Department Reports and Publications for Dutchess County, NY**. This information has recently been updated, and is now available.

Click on the following link to view the updated content on the Dutchess County website:

<http://www.co.dutchess.ny.us/CountyGov/Departments/Comptroller/11746.htm>

www.dutchessNY.gov



Update your subscriptions, modify your password or email address, or [stop subscriptions](#) at any time using your [Subscriber Preferences Page](#). You will need to use your address to log in. If you have any questions or problems with the subscription service, please contact support@dutchessny.gov.

This service is provided to you at no charge by Dutchess County, NY.

This email was sent to Email Address using GovDelivery Inc, on behalf of Dutchess County's DutchessDelivery, 22 Market St., Poughkeepsie, NY 12601

This email was sent to Email Address using GovDelivery, on behalf of: Dutchess County, NY · 22 Market Street · Poughkeepsie, NY 12601-3222 · (845) 486-2000



Sample Newsletter



DutchessDelivery

...Keeping you informed

www.dutchessny.gov

The Official e-Newsletter from Dutchess County, NY



Renew Local First

Time to renew your license or registration? Renew through Dutchess County DMV and 12.7% of your transaction stays right here to offset property taxes.



2012 Summer Parks Programs

The Dutchess County Parks Division is offering a variety of programs this summer that are both educational and fun. Programs are offered on a first come first served basis so be sure to register early.



Maple Sugaring Open House - March 18th - Bowdoin Park

Learn the art of maple sugaring at this free program presented by the Parks Division of the Dutchess County Department of Public Works

For More information please call: 845.298.4602



Be Tick Free

In Dutchess County, Lyme disease is a common tickborne disease. Preventing exposure to ticks and the places where they live is important to the prevention of tickborne diseases.

This email was sent to J.Citizen@gmail.com using GovDelivery Inc, on behalf of Dutchess County's DutchessDelivery, 22 Market St, Poughkeepsie, NY 12601