



# Town of Discovery Bay Communications Committee STAFF REPORT

Meeting Date

February 22, 2017

Prepared By: Carol McCool, Administrative Assistant  
Submitted By: Carol McCool, Administrative Assistant *cmc*

## Agenda Title

E Blast system within our Website

## Executive Summary

The E Blast system within our Website is also referred to as a Bundle & Blast System. The system is a very handy tool that uses MailChimp as the sending service for all emails. MailChimp is the world's leading email marketing platform.

Below are a few of the highlights of having an E Blast System for our Website:

- The email blasts are built within our website, by bundling existing content together and sending to our list(s).
- Plan is free for up to 2,000 email subscribers
- Subscribers beyond 2,000 is a monthly cost of \$30.00 monthly (2,001-2,500) or \$35.00 monthly (2,501-2600) (see attached)
- Boilerplate language is not provided or created specifically for this – we can add whatever protective language we need right to our signup form.
- Subscribe link up at the top next to "contact us" (see attached) and also in the footer.
- Can also use pods on certain pages to invite people to subscribe (see attached)
- All emails have a unsubscribe link for anyone who wants to opt out.
- Our site will have a standard "Email blast" post type by default, but we may also have particular post types for branded newsletters, as well. (see attached)

## Fiscal Impact:

Amount Requested

Sufficient Budgeted Funds Available?: (If no, see attached fiscal analysis)

Prog/Fund # Category:

## Previous Relevant Board Actions for This Item

## Attachments

Additional subscribers Cost  
Town of Discovery Bay Website Home page  
Town of Discovery Bay Website District Services page

AGENDA ITEM: D-5



### Monthly Plan

2,000

## Subscribers



# \$25.00 per month

	Subscribers	Emails per month	Monthly cost
1,501 - 2,000 subscribers	0 - 2,000	12,000	<b>Free</b>
<b>Sign Up Now</b>	1,001 - 1,500	unlimited	<b>\$20.00</b>
<i>Or sign up free</i>	1,501 - 2,000	unlimited	<b>\$25.00</b>
	2,001 - 2,500	unlimited	<b>\$30.00</b>
	2,501 - 2,600	unlimited	<b>\$35.00</b>

[MailChimp Pro Add-on](#) [Learn more about Pro](#)

Type of Plan:

Monthly

Pay as you go

USD (\$)



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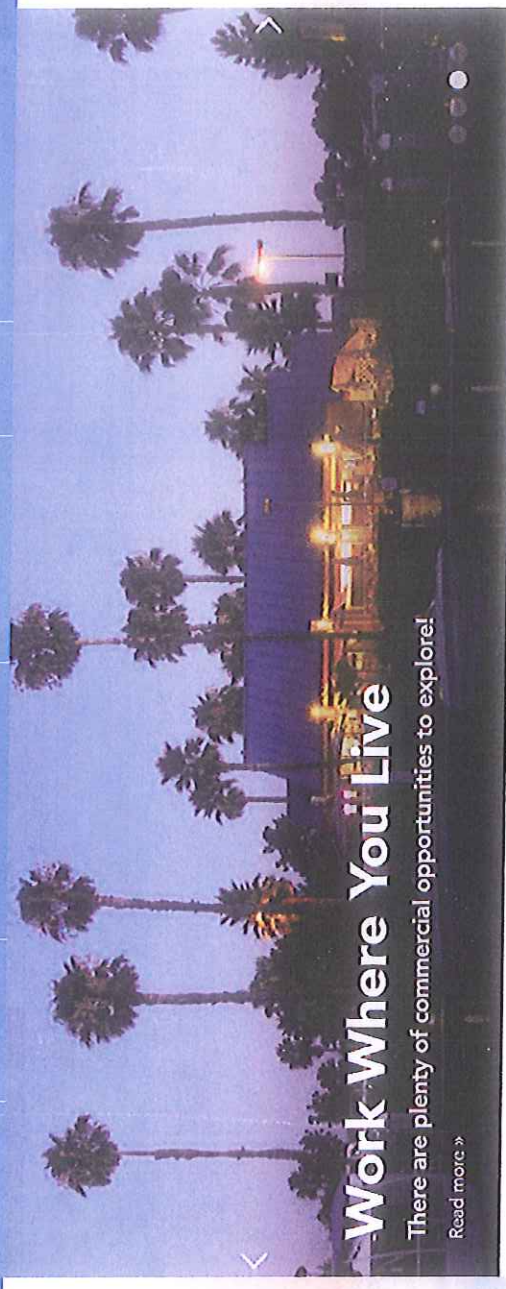
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  - > Wastewater Services

## District Services

The Town of Discovery Bay Community Services District (CSD) provides and manages water, sewer, landscaping and recreation services for the community. In addition, while the CSD Board has no land use or zoning authority, the CSD does advise the County on decisions related to police and fire services, residential and commercial development and more.



[District Boundary Map](#)

## Management Services

## Creating email blasts

Modified on: Wed, 5 Mar, 2014 at 10:47 AM

One of the more powerful time saving tools of your site is the ability to "bundle" existing content and "blast" it to an group of email recipients. This replaces the need to create your content once for the site and again in Constant Contact or Mailchimp, or another email blasting service.

### Understanding how Bundle & Blast™ works

The Digital Deployment Bundle & Blast™ system uses Mailchimp as the sending service for all emails. However, the email blasts are built within the site itself, by bundling existing content together and sending to your list(s).

We leverage Email blast post types to make this work. Your site will have a standard "Email blast" post type by default, but you may also have particular post types for branded newsletters, as well.

In this example, we've used the standard Email blast post type for image 1 ("Digital Deployment takes over the world"), and the Feature Release post type for image 2 ("July 2013 Product Release"):