

CTS Advisory Council Listserv

November 2014



Background

Listserv is an email list service through which citizens can ask for email notification about current events in specific areas of government and participate in discussion groups. Listserv enables state and local government agencies to reach out directly to businesses, organizations, and the general public more quickly and efficiently.

The Listserv service started July 2000. It currently has 40 external customers and several internal CTS groups with a total of 547 lists supported.

On March 31, 2014, DES awarded a Digital Communication Solutions contract to GovDelivery. During April of 2014, CTS contacted Listserv customers via a Service Announcement and through the Customer Account Managers to determine customer plans to move to GovDelivery. Customer feedback indicated low interest in moving to GovDelivery if Listserv was still available.



Listserv Highlights

PROS	CONS
<ul style="list-style-type: none">• Simple and easy to use. No fancy tools needed—just e-mail.• Inexpensive.• Easy to support. Users subscribe or unsubscribe themselves. List owners monitor their lists.• Can generate one-way Announcement or two-way Discussion lists.• Can include attachments and HTML links in messages.	<ul style="list-style-type: none">• Limited to email. Cannot communicate with social media such as Facebook or Twitter.• Dependent on email service availability.• Would not be available during a DR event in the Data Center.



Current Listserv Rates

Description	Fee	# Subscribers Over 100,000	Price for Each List
1 - 7 lists	\$35 per list, per month	0	\$ -
8 - 15 lists	\$25 per list, per month	2,501	\$ 50.00
16 - 35 lists	\$16 per list, per month	10,001	\$ 100.00
36 - 55 lists	\$11.50 per list, per month	25,001	\$ 175.00
56 - 82 lists	\$8.50 per list, per month	50,001	\$ 250.00
83 - 99 lists	\$7 per list, per month	100,000	Negotiable
100 lists or more	\$6 per list, per month		

The monthly rates are based per list purchase, and a LISTSERV maximum of 100,000 subscribers and 10 megabytes (MB) disk storage. LISTSERV rates for lists with more than 100,000 subscribers, and/or more than 10MB of storage disk space, are subject to negotiation.



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Listserv Rates Considered

Rate Option 1

- No change to current rate, but change how rate is applied. (i.e., lists 1-7 are charged \$35/list, lists 8-15 are charged \$25/list, etc.)
- Increased projected revenue is \$34,980.

Rate Option 2

- Increase each current tiered rate by \$8.00 per list.
- Increased projected revenue is \$51,942.

Rate Option 3

- Increase each current tiered rate by 50% per list.
- Increased projected revenue is \$51,435.



Rate Option Comparisons

Current Rates	
Number of Lists	Price for Each
0	\$ -
1 - 7	\$ 35.00
8 - 15	\$ 25.00
16 - 35	\$ 16.00
36 - 55	\$ 11.50
56 - 82	\$ 8.50
83 - 99	\$ 7.00
100 >	\$ 6.00

Option 1 Rates		
Number of Lists	Price for Each	% Change
0	\$ -	
1 - 7	\$ 35.00	0%
8 - 15	\$ 25.00	0%
16 - 35	\$ 16.00	0%
36 - 55	\$ 11.50	0%
56 - 82	\$ 8.50	0%
83 - 99	\$ 7.00	0%
100 >	\$ 6.00	0%

Option 2 Rates		
Number of Lists	Price for Each	% Change
0	\$ -	
1 - 7	\$ 43.00	23%
8 - 15	\$ 33.00	32%
16 - 35	\$ 24.00	50%
36 - 55	\$ 19.50	70%
56 - 82	\$ 16.50	94%
83 - 99	\$ 15.00	114%
100 >	\$ 14.00	133%

Option 3 Rates		
Number of Lists	Price for Each	% Change
0	\$ -	
1 - 7	\$ 52.50	50%
8 - 15	\$ 37.50	50%
16 - 35	\$ 24.00	50%
36 - 55	\$ 17.25	50%
56 - 82	\$ 12.75	50%
83 - 99	\$ 10.50	50%
100 >	\$ 9.00	50%



Sample Customer Impacts

Customer Account Name	# of Lists	Current Annual Cost	Option 1		Option 2		Option 3	
			New Annual Amount	Annual Difference	New Annual Amount	Annual Difference	New Annual Amount	Annual Difference
DOH - Master Acct.	151	\$ 10,872	\$ 19,866	\$ 8,994	\$ 25,368	\$ 14,496	\$ 16,308	\$ 5,436
ECY	92	\$ 7,728	\$ 15,534	\$ 7,806	\$ 16,560	\$ 8,832	\$ 11,592	\$ 3,864
L&I - Master Acct.	37	\$ 5,706	\$ 10,056	\$ 4,350	\$ 8,658	\$ 2,952	\$ 7,659	\$ 1,953
DSHS - Master Acct.	34	\$ 6,528	\$ 8,988	\$ 2,460	\$ 9,792	\$ 3,264	\$ 9,792	\$ 3,264
OFM - Master Account	31	\$ 5,952	\$ 8,412	\$ 2,460	\$ 8,928	\$ 2,976	\$ 8,928	\$ 2,976
Commerce- Master Account	14	\$ 4,200	\$ 5,040	\$ 840	\$ 5,544	\$ 1,344	\$ 6,300	\$ 2,100
DFI	7	\$ 2,940	\$ 2,940	\$ -	\$ 3,612	\$ 672	\$ 4,410	\$ 1,470
Governor's Office	5	\$ 2,100	\$ 2,100	\$ -	\$ 2,580	\$ 480	\$ 3,150	\$ 1,050
WSDOT	5	\$ 2,100	\$ 2,100	\$ -	\$ 2,580	\$ 480	\$ 3,150	\$ 1,050
DFW	1	\$ 420	\$ 420	\$ -	\$ 516	\$ 96	\$ 630	\$ 210



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Questions

1. If you are a current customer, do you intend to stay with Listserv?
2. What is your reaction to the rate options?
3. Other feedback?

