OpenCities

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GRANICUS

Transform your website, forms, and digital customer experience, without any custom code.

City of Salinas, California
RFQ - Website Redesign

Company Name: Granicus
Contact name: John Redfern
Contact email: john.redfern@granicus.com
Contact phone: 310.266.0243
Strictly Commercial – In Confidence

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1. **Letter of Introduction**

To the web team of the City of Salinas,

We this opportunity to present our abilities to help the City of Salinas improve its user experience and content delivery with an engaging, secure, intuitive, scalable, accessible, and stable website redesigned for easy and continuous iteration. The following proposal for OpenCities is brought to you by Granicus.

Increasingly, governments of all sizes are moving to Granicus to benefit from our low-code, easy-to-use platform and the ongoing research and development that we provide clients as a part of our annual SaaS fee. Given your goals for a system that can **grow with you**, we urge you to let us show you what that means via a product demonstration. We also invite you to talk to our customers about the value Granicus has created for them and their residents.

On behalf of Granicus, thank you again for this opportunity for us to show the City of Salinas that Granicus is the right choice for the future of your website solutions and hosting services.

Sincerely,

John Redfern
Enterprise Account Manager
E: John.redfern@granicus.com
P: 310.266.0243

2. Executive Summary

Granicus knows that the **city website has become the digital front door to all municipal resources and departments.** We offer a **better approach to envisioning, building, maintaining, and growing your website.**

Here is what you can expect from OpenCities brought to you by Granicus:

- We offer a complete package of services and technology that deliver an accessible, mobile-responsive, ADA-compliant, fully featured, and affordable website **without any custom development**.

- We have over 20 years of experience providing best practices for effective government websites.

- Our "Digital Services" approach to converting city websites to fully transactional digital services portals **has produced significant ROI for our government partners**.

    - Grand Rapids, Michigan **reduced walk-in traffic 20%** by launching 200+ digital services.

    - Orlando, Florida increased customer satisfaction by 65%.

- We continually innovate as evident by more than $20M annual investment in technology development, 98% customer retention rate, and selection as a GovTech 100 company by Government Technology magazine for the past six years

- We offer unmatched security and scalability as evident by trust from 14 of 15 Federal agencies and 48 of 50 largest U.S. Cities in addition to sending more than 22 BILLION annual communication messages

- We are the only company to provide an end-to-end software solution built for government – Government Experience Cloud – that also includes more than 300M active opt-in subscribers

- We empower stronger relationships between government and residents – including experiences across the U.S., U.K., Australia, New Zealand, and Canada

Investing in OpenCities creates not just a short-term opportunity, it creates a long-term return on investment. Simply put, the City of Salinas will never be left with an outdated website or with the need to spend tens of thousands of dollars to redesign its site in the future.

3. Lead Project Contact

All questions regarding this proposal may be directed to:

John Redfern

Enterprise Account Manager

E: John.redfern@granicus.com

P: 310.266.0243

4. Project Team

Once a contract is signed, OpenCities will assign a project manager and supporting team to your project. The project manager will be responsible for the project implementation from the contract signing to site launch, at which point the client will transition to a customer advocate who will be your ongoing resource and point of contact.

The role of the project manager is defining a timeline and set of goals with the client, and then ensuring that they are met by the end of the project. The project manager will be supported by the consulting practice lead who runs workshops and trainings, as well as the product application specialist who helps clients creatively solve problems and maximize their use of the software. Our communication strategy is outlined in the Implementation Plan section of this response. While there are number of people that will be working in the background to ensure the success of your project, the key contacts you are likely to engage with include:

Whitney Farrow, Project Manager   linkedin.com/in/whitney-santini

Whitney manages client projects from onset to completion, making sure you stay up to date on the project every step of the way, while pulling in the correct OpenCities resources when needed for content, design, and more. Whitney's experience in the SaaS world includes customer success, relationship management, training, and on-boarding with a focus on end-to-end customer journeys. Her passion for customer advocacy ensures that every project is a true collaboration between the client and OpenCities.

Andy Portwood, US Training and Support Lead   linkedin.com/in/andyportwood

In his previous roles, Andy has management experience in the Healthcare Industry. He also developed and led a Customer Success team that worked with Small Business Owners to organize Operations, Prospecting, Communications, and Marketing, and more. His strong understanding of the customer experience allows him to guide you through your project efficiently.

Kari Dietrich, Content Strategist   linkedin.com/in/kdiet

Kari Dietrich is a content strategist working over fifteen years in the digital space. She is committed to developing content solutions that simplify and elevate the user experience. Drawing on her background working with both non-profits and institutions of higher education, she seeks to bridge city government goals with the real-world needs of its residents in intuitive, substantive ways. Kari 'hearts' content, and believes you will, too.

Jone Saukitoga, Content Specialist   linkedin.com/in/jonesaukitoga

Jone has over 10 years working in local government and community engagement. Before joining OpenCities, Jone worked for the City of Palo Alto and worked with staff on creating content, CMS training, website accessibility, and overall site management. During the migration phase, Jone will be one of the content specialist leads assisting with migrating content from your current site to your new platform.

Rachel Burbank, Customer Advocacy Lead   linkedin.com/in/rachelgburbank

Rachel will support your project post launch and beyond. You will have six-month check-ins with her and her team to revisit goals and progress and assess current usage of the platform. She will be your point of contact for any non-support related questions, like strategy or creative problem solving and product feedback.

Rachel came to OpenCities in 2019 from the City of Lakewood in Colorado, who completed an RFP in 2018 where OpenCities was selected as their vendor of choice. She led a large portion of the redesign for Lakewood and has now transitioned to the OpenCities team where she uses her experience on the client side and expertise in the platform to support your team with creative application solutions from start to finish.

Jose Otero, User Experience Design, and Implementation Expert

oteromedia.net

Jose brings over 15 years of experience collaborating with government and private sector organizations to improve customer experiences across all digital touchpoints. His expertise architecting exceptional user experiences coupled with strong front-end development skills has proved to be essential in delivering quality outcomes on high-value projects. A rare combination of business savvy and technical knowledge, Jose has all the hard and soft skills required to see projects from inception to completion

Colin Morris, Engineering Support Lead

linkedin.com/in/colin-morris-9385a959

With over 15 years' experience in I.T. helpdesk leadership within local government, Colin holds a deep understanding of the needs, challenges, and workings of city I.T. departments. Combined with his working knowledge of the common systems used across local governments across Australia, Colin will take lead on working with your I.T. team to support installation of our connectors and 3rd party system integrations, hosting and environment related matters, and engineering activities.

Luke Norris, Vice President of Digital Transformation

linkedin.com/in/lukednorris

With over 16 years of experience, and as the former senior director of Government Relations for Code for America, Luke advises Governors, Mayors, County Executives, Chief Innovation Officers around the United States on the topics of innovation, government technology and community engagement in 21st century government. Luke can assist local government website managers to effectively engage city leaders in the digital transformation journey.

5. Firm Experience and Qualifications

OpenCities Overview

Serve Better
The most direct interactions between people and government happen at the local level. When is my next trash collection? Please repair this pothole. How do I get a permit?

Every day local governments process thousands of these requests. The more that people engage with their city online, the more your website becomes the digital front door to the city. Built with and for local governments, OpenCities provides all the functionality a city needs to help customers with every step of their journey.

We build:

Websites

Create beautiful, customer-focused websites that make it easy for people to find what they need.

Forms

Convert PDFs and offline processes into simple, intuitive digital services that anyone can use.

Intranets

Empower staff with an intranet that helps them better serve themselves and their community.

With a code-free, drag and drop approach to digitizing every stage of your customer journey, OpenCities empowers governments of every size to create a world class digital experience **in a fraction of the time, cost, and effort** of traditional website and service transformation projects.

And as a Software as a Service (SaaS) platform that powers millions of resident-government interactions, OpenCities leverages our data and knowledge to optimize your customer experience and provide your staff with tools to **easily update your website as your needs evolve**.

About OpenCities

OpenCities exists to help local governments serve better. When we started this journey thirteen years ago, we realized this vision by building custom city websites that put **resident needs at the front and center** of every design decision.

By making it easy for **everyone** in the community to find information and self-serve at any time of day on any device, we helped rebuild trust and satisfaction between local governments and their residents. But it did not last.

Influenced by consumer-grade digital, resident expectations of government websites and online services were evolving faster than cities and counties could possibly keep up with.

Recognizing how many cities faced the very same challenge, we had to find a way for cities to create digital experiences that would not expire. And not just big cities with big teams and budgets, but **every city**.

Those challenges are why we created OpenCities.

Our platform:

- evolves in step with the world's best in digital government, helping cities focus on applying proven best practices, rather than creating them.

- allows cities to collaborate, create, and share new digital ideas with each other, creating peer-to-peer communities of excellence, rather than cities going it alone.

- harnesses machine learning, helping users deliver better digital outcomes by making smart, data driven decisions.

OpenCities is more than just a CMS, it is an entirely new way of thinking about how your city approaches its digital customer experience.

Company History

OpenCities was founded as Seamless CMS in 2008 when we began building websites for local governments. Our U.S. operation is headquartered in Kansas City with key members located in Denver, San Francisco, Washington DC, and San Diego. Our United States leadership team is led by Luke Norris and Cynthia Francis. Prior to joining OpenCities, both Luke and Cynthia worked at the national non-profit Code for America which helped lead the way around digital transformation in local government. Today our team includes over 50 staff, many of whom previously worked for 18F (a Federal Government design agency) and various municipal governments.

OpenCities focuses EXCLUSIVELY on supporting local governments by building websites, intranets, and digital services. Today, OpenCities powers more than 500 websites for over 120 cities and counties. Our clients range from several of the 10 largest cities in the United States to small cities and counties ranging from 10,000 to over 800,000 in population.
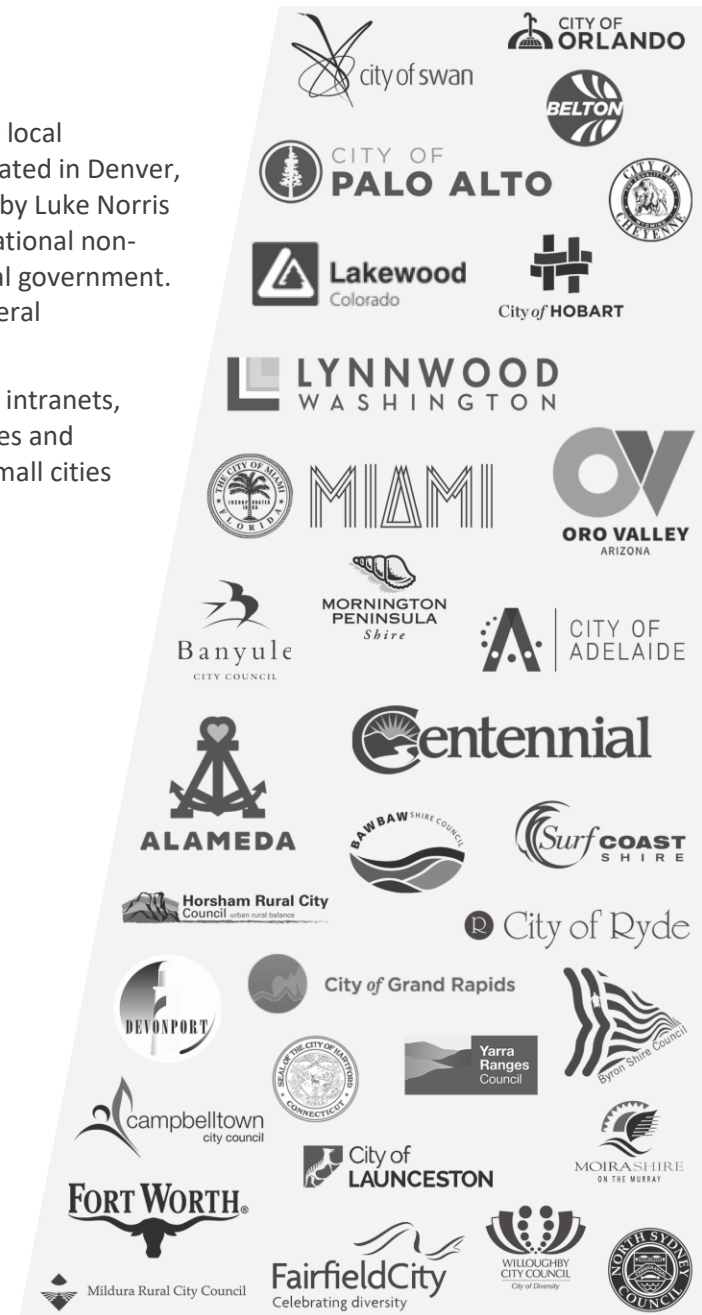
Philosophy and Key Values

OpenCities uses **user-centered design** principals to create **digital services** that provides self-service options for your community, rather than just migrating current content to a more beautiful container. This increases satisfaction and trust in government for your residents, businesses, and visitors.

OpenCities uses **data driven decision making.** We are uniquely positioned to learn from real world behaviour by looking at how existing services are used in your city, as well as across all our customers.

If you cannot find it, you cannot use it! We believe that site visitors should not have to know how local government operates to find the information and services they are seeking. A powerful predictive search engine utilizing natural language, and a clear set of top tasks on the homepage mean most users find what they need in one click. Your city's tasks are prioritized by YOUR usage data (not extrapolated from aggregate data).
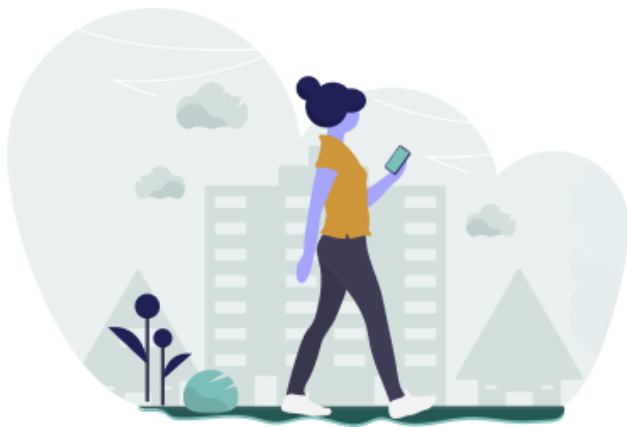
OpenCities is **mobile first**, and our product templates and your content are tested for **accessibility** and **readability.** OpenCities offers a selection of tested and proven content templates that create better digital experiences for your users. Every pattern in **OpenCities meets the high accessibility standards outlined in WCAG 2.1 AA** and **Section 508** and uses responsive mobile ready frameworks. Our patterns and designs are easy to adapt to support the diverse scope and needs of government digital services.

OpenCities provides **training and governance workshops** specifically tailored to each type of government user. Our robust **online support** and **product feedback** portal encourage your staff's participation in our ongoing product improvement.

OpenCities gives government staff the tools and appropriate **workflow and permissions** to change homepage images/look-and-feel, add forms and services, add CSS to the site when/where needed, and manage the pages and navigation of their site without coming back to our team for changes or ongoing development.

Recent Awards

In 2021, OpenCities was recognized as a GovTech 100 company for 2021. The GovTech 100 is the market-leading curation of the top 100 companies in gov tech released each year by Government Technology magazine.

In 2020, the City of Lynnwood and City of San Antonio each won **Project Experience Awards** from the **Center for Digital Government** for their Digital City Hall and Covid19 Response and Recovery Websites, respectively, each of which was built using OpenCities.

In 2019 OpenCities won several awards in partnership with the City of Lakewood including the **Pinnacle Award and SiteImprove Award** for the Most Accessible Website at the **National Association of Government Web Professionals** conference.

In 2018, OpenCities in partnership with the City of Grand Rapids won the **Pinnacle Award at the National Association of Government Web Professionals** conference.

In 2016, OpenCities won **2nd place** at a government technology pitch competition sponsored by the **US Conference of Mayors**; over 300 Mayors voted.

Case studies

Every day, local governments around the world rely on OpenCities to help them serve better.

GRAND RAPIDS

www.grandrapidsmi.gov

For this city of 192,000 residents, the website project was far from a business-as-usual initiative. Led by our Customer Service team, the city of Grand Rapids embarked on a website redesign process that put residents at the center of every decision.

Within three months of launch, the City saw a **79% shift** from offline to online interactions for its popular request to turn on water. In the 9 months following, Grand Rapids was able to shift a further 235 services online, resulting in a **19% overall reduction** of walk-ins to city hall, and a projection of **$9.2m in cost savings and new revenue**.

Watch the story here

TEA TREE GULLY

www.teatreegully.sa.gov.au

As part of its service transformation, CTTG was challenged to find an online forms platform that was easy to use for both city staff and residents, whilst accommodating the complex functional needs of the city, including integration with its legacy business systems.

Within a year of subscribing to OpenForms, the City **digitized over 170 forms**, which resulted in **over 13,000 requests processed online**. "We would see up to 70 customers waiting in line in our service area. Now, with OpenForms, we have had up to **90% shift online for some of our key services**, a significant reduction in face-to-face transactions. The City also measured a 31% reduction in call volumes, with **36,000 less calls annually."** shares Elissa Graves, Manager of Customer and Communications.

AUSTIN

Secure Intranet

After a two-year, resource intensive development cycle for its Drupal-based City website, City of Austin needed to explore a more agile and innovative approach to deliver a new corporate intranet for 13,000 staff and 45 departments.

By partnering with OpenCities, in just three weeks, the City of Austin was able to not only design, configure and populate its new intranet, but also achieve full integration with its AzureAD authentication to ensure all every staff member enjoyed a personalized, single sign-in intranet experience.

Today, city staff can use their AzureAD login and to securely access the intranet anytime, anywhere, on any device, with a personalized view of content based on their role within the organization.
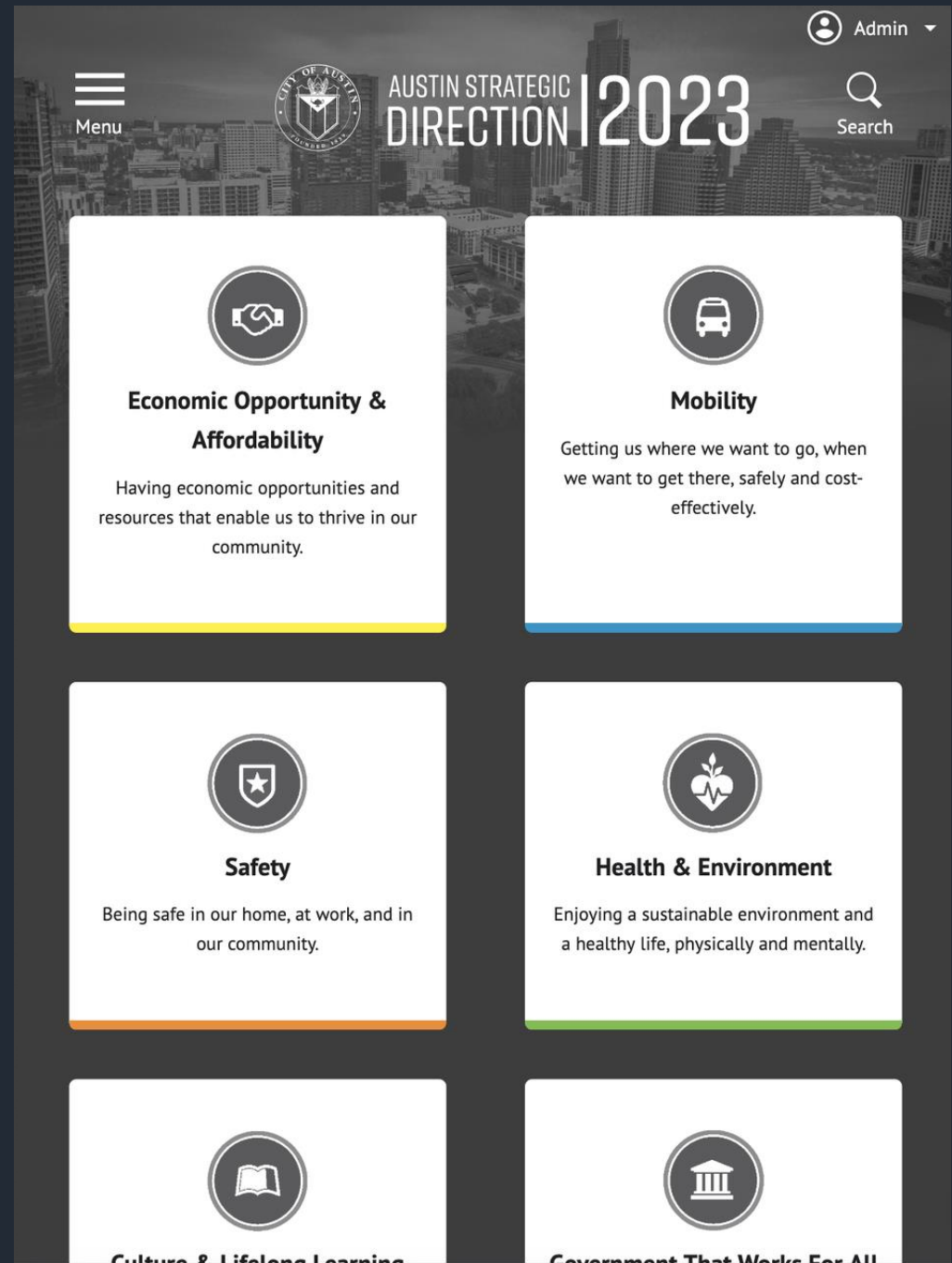
MIAMI

www.miamigov.com

With a diverse community of over 450,000 residents, the City of Miami was challenged to deliver a new website that would be both useful and usable to everyone, regardless of age, technical ability, socioeconomic profile, or English proficiency.

Leveraging the OpenCities Digital Services Academy, combined with a phased launch process, the City of Miami revolutionized how it engaged with and delivered a new website for its community.

With the help of the Digital Services Academy, City staff learnt how to journey map common customer needs, and then simplify, digitize, and test new content and services with the community.

Starting with a limited, service focused Alpha site, which then evolved into a fully featured Beta website and ultimately replaced the legacy city website, City of Miami engaged its residents along the entire journey, resulting in a uniquely customer focused outcome.
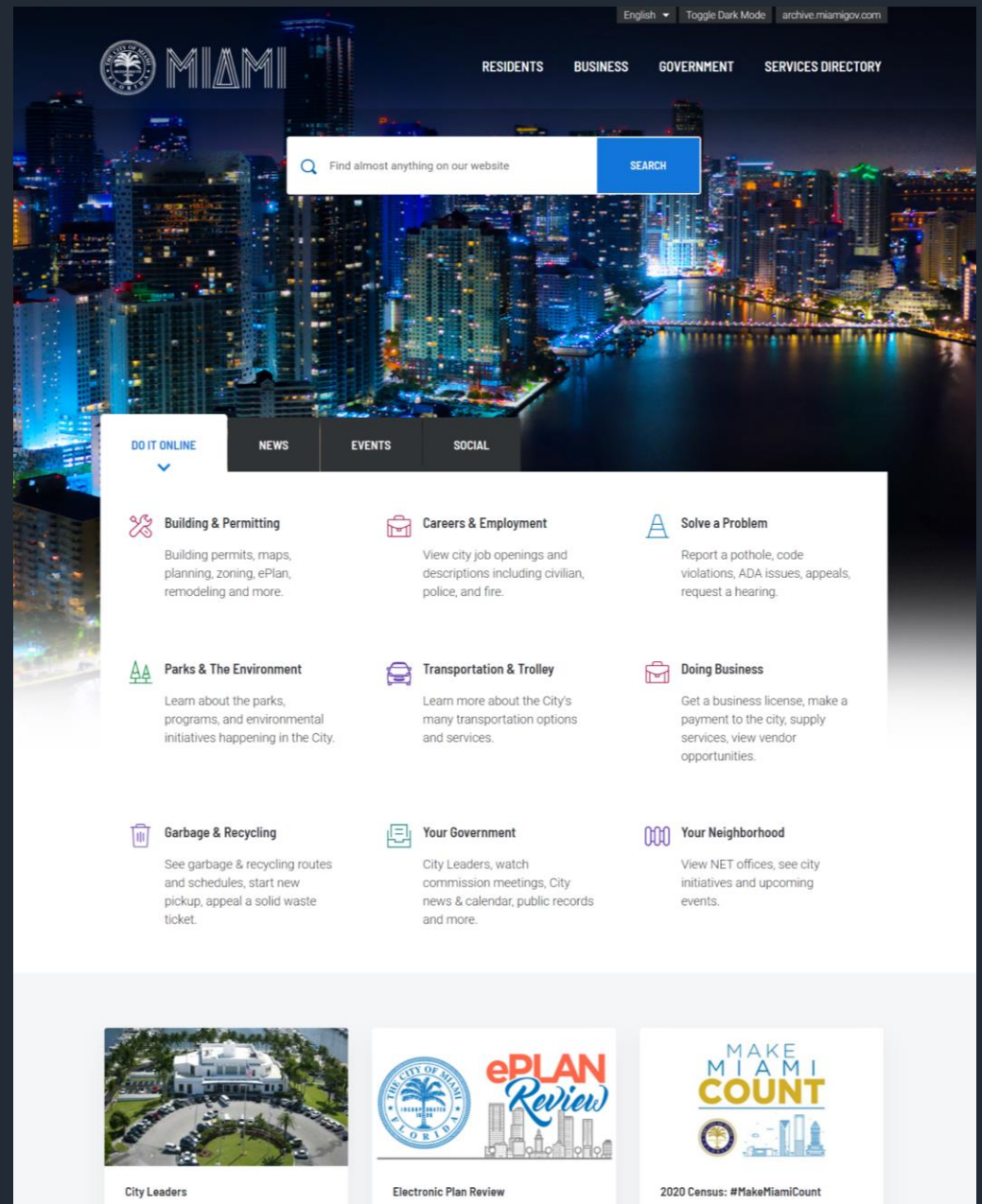
Portfolio

OpenCities websites can vary drastically in look and feel while still maintaining their accessibility and mobile responsiveness. Some of our favorite visual examples are listed below:
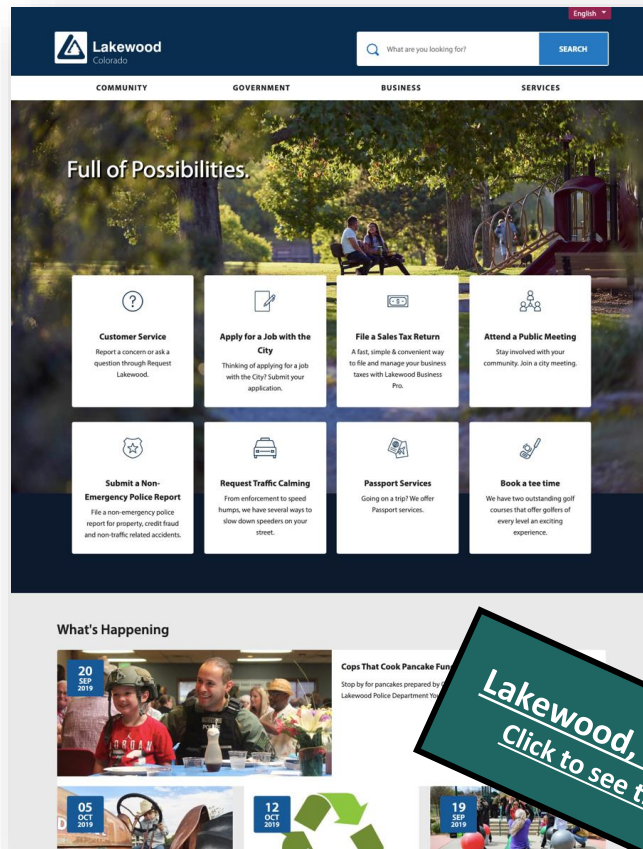
Lakewood, Colorado
Click to see the site.
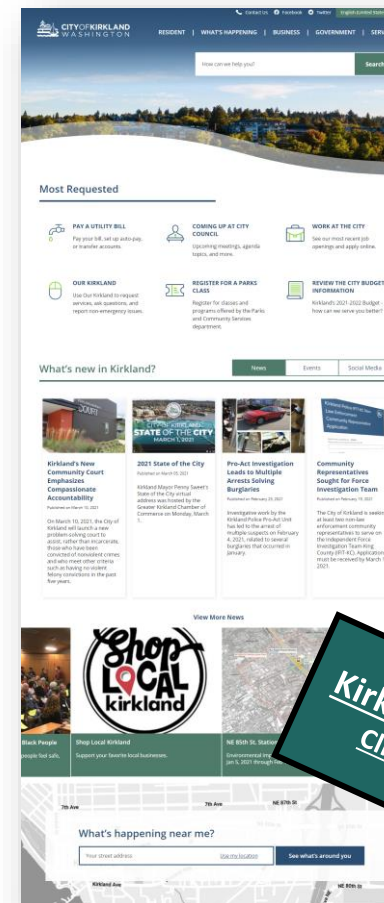
Kirkland, Washington
Click to see the site.
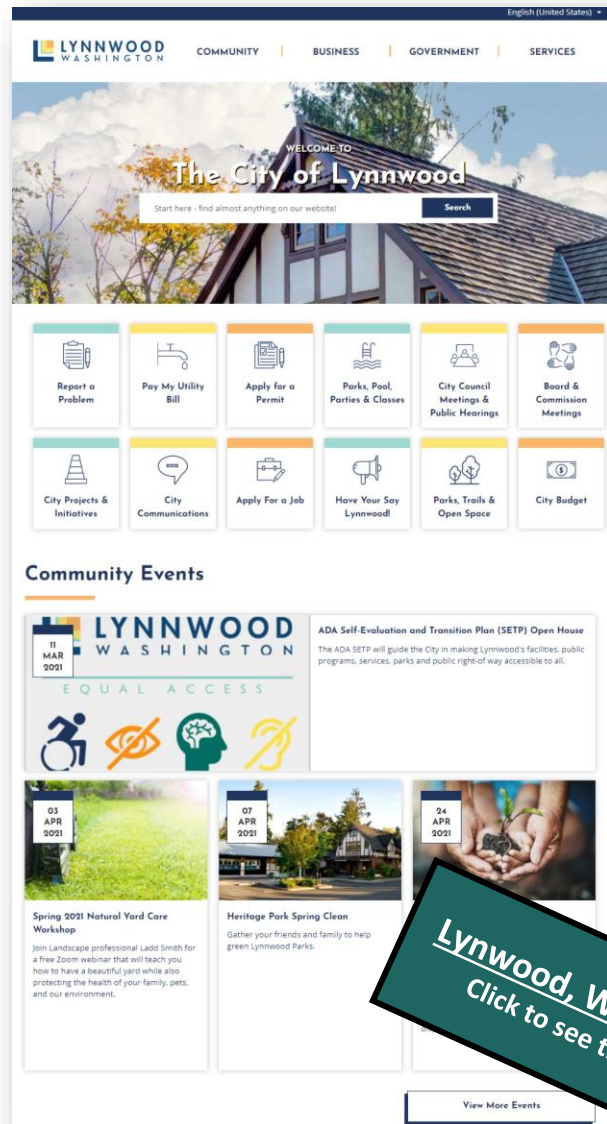
Lynnwood, Washington
Click to see the page
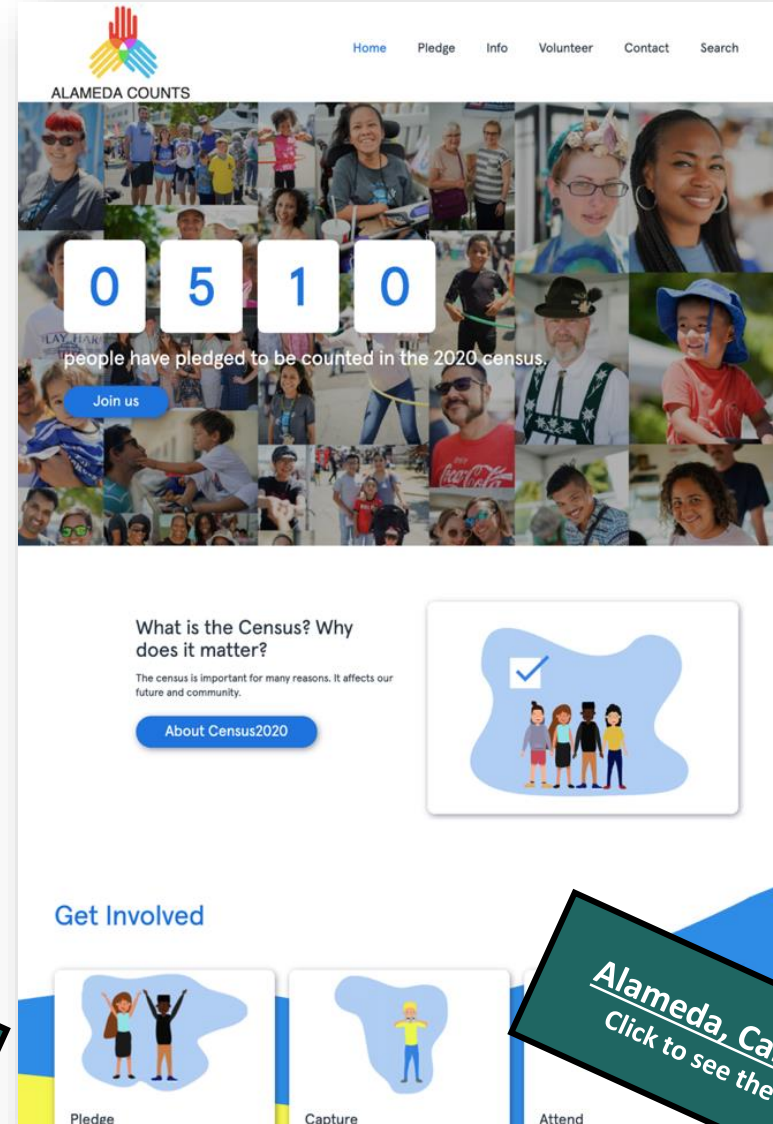
Alameda, California
Click to see the page
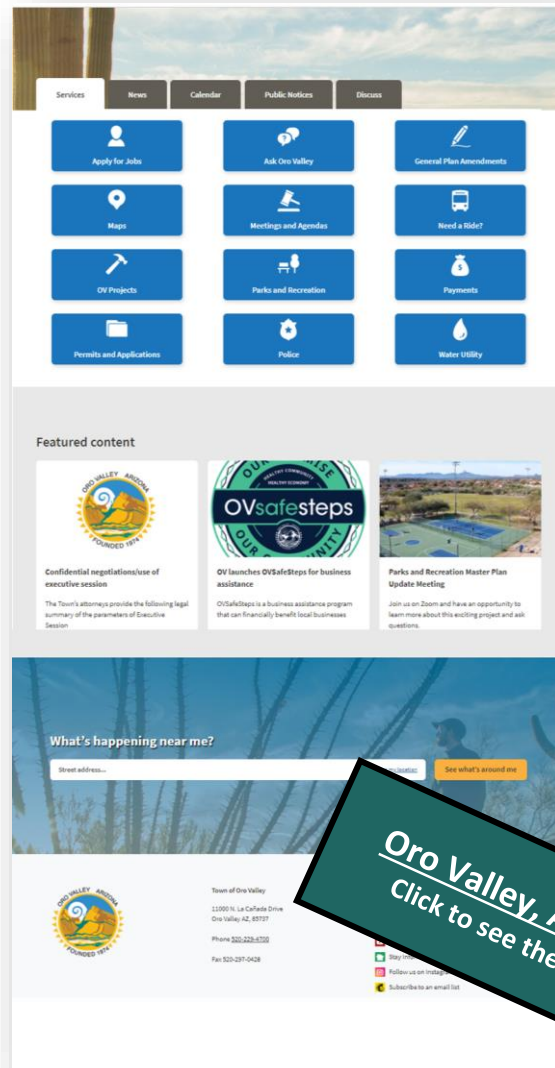
Oro Valley, Arizona
Click to see the page
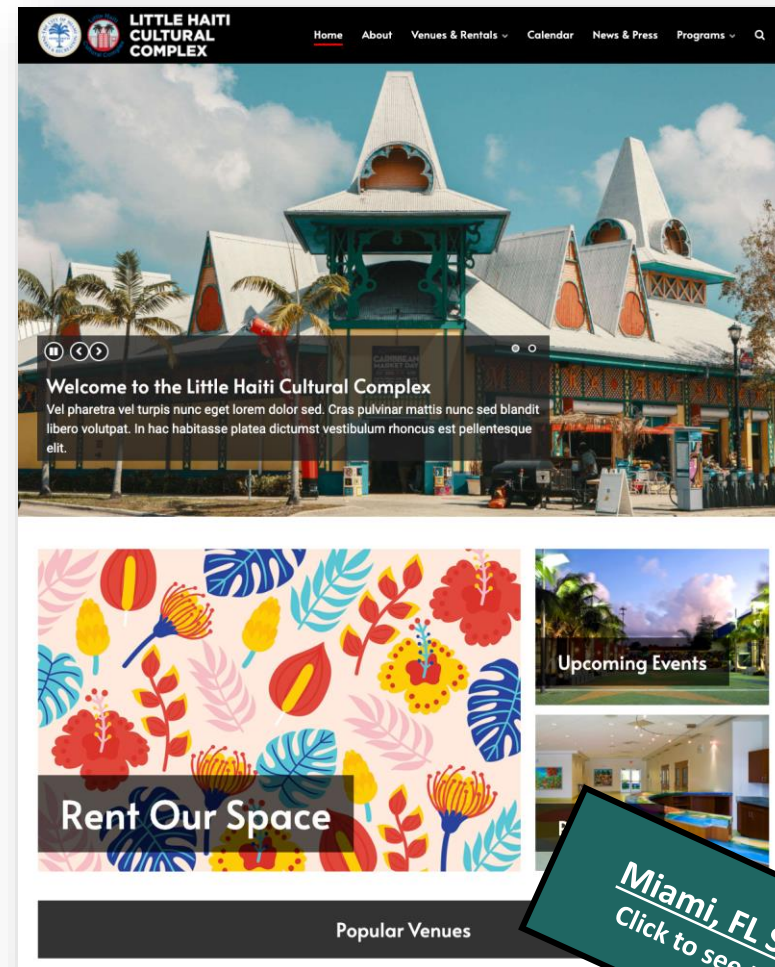
Miami, FL Subsite
Click to see the page

References

Client	**Culver City, California**
Contact	Anissa DiVicente Webmaster 9770 Culver Blvd, Culver City, CA 90232 anissa.divincente@culvercity.org
Web link	culvercity.org/Home
Population	Approximately 40,000
Description of services	Full web redesign of main site, bus site, police department site in addition to content migration
Project Dates	March 2020 – November 2020

Client	**Grand Rapids, Michigan**
Contact	Becky Jo Glover Chief Innovation and Customer Service Officer 616-456-3118 bglover@grcity.us
Web link	grandrapidsmi.gov
Population	Approximately 187,000
Description of services	Alpha project proceeded by full website redesign, OpenForms and Digital Services Academy
Project Dates	June 2016 - February 2018

Client	Oro Valley, Arizona
Contact	Misti Nowak Communications Administrator 11000 N. La Cañada Dr., Oro Valley, AZ 85737 mnowak@orovalleyaz.gov
Web link	orovalleyaz.gov
Population	Approximately 45,000
Description of services	Full website redesign and Digital Services Academy
Project Dates	Nov 2019 – May 2020

Client	Palo Alto, California
Contact	Gunjan Kanwal Project Manager, Information Technology 650-239-2254 gunjan.kanwal@cityofpaloalto.org
Web link	paloalto.prelive.opencities.com
Population	Approximately 67,000
Description of services	Full web redesign, content migration
Project Dates	November 2019 - Present

OpenCities Website: Transform your web experience

Launch modern, easy to use websites that always

evolve to put the needs of your community at the center.

Future-proof your digital experience

Create a modern homepage. Leverage emerging UX patterns. Update your design anytime. Deliver useful new functions for users without waiting weeks for web developers, or years for a full redesign process. OpenCities lets you take full control of your entire digital experience using an intuitive drag and drag approach, without custom coding.

The OpenCities design engine provides an evolving library of user-tested, accessibility compliant, mobile optimized UI tiles that can be assembled based on your design, content, and functional needs. And because there is no custom code involved, these tiles automatically update to support new browsers, devices, accessibility standards and user experience trends, allowing your website to evolve in step with the world's best in digital gov, without the need for constant redevelopment.

With the ability to track site usage; and then update, preview, and publish your design changes within a single environment, OpenCities allows you to be more responsive to resident needs, and iterate faster than ever before.
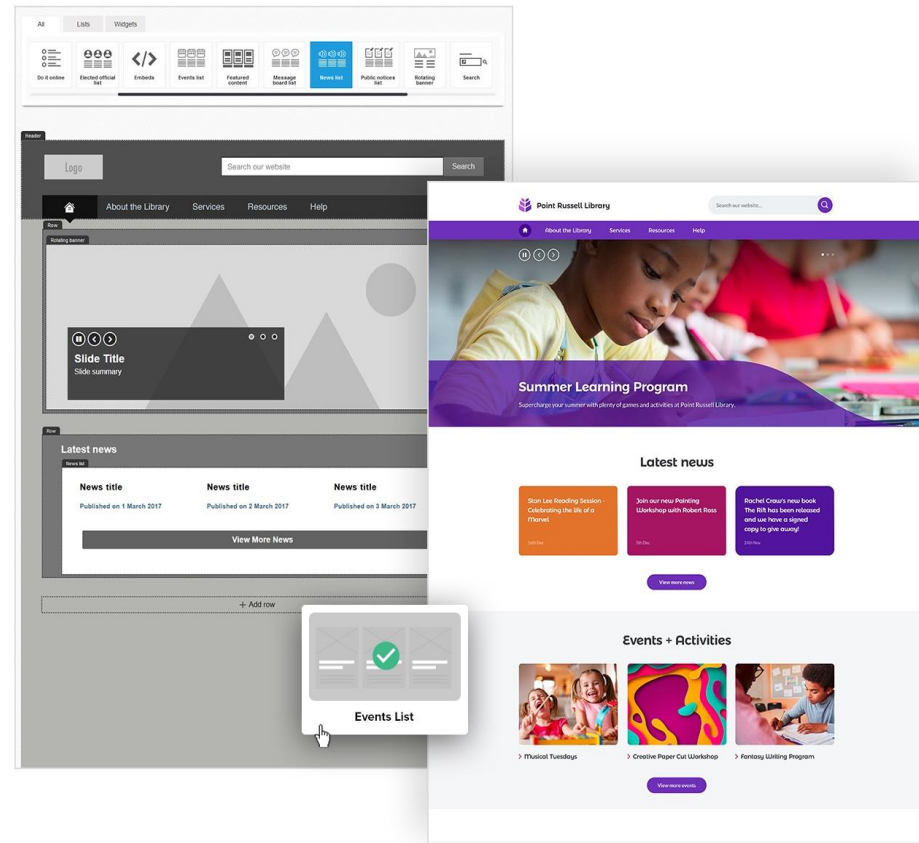
Increase customer self-serve, with the help of deep data

People do not browse government websites like they would a news site or online store. They come to get things done.

Leveraging information from millions of resident-council interactions, combined with your site data, OpenCities better connects users to the information and services they need.

For example, promote timely Top Tasks based on trending content, location, and seasonal patterns, i.e. prioritizing tax payments at specific times of year, or prioritizing location-based tasks such as reporting potholes or graffiti for mobile website visitors.

Or help users find the right information every time with a predictive search experience that couples deep data with our proprietary local government thesaurus, which automatically bridges resident lingo (i.e. rubbish dump) with government legalese (i.e. resource reclamation center), helping residents quickly find what they need, without needing to understand the language of government.
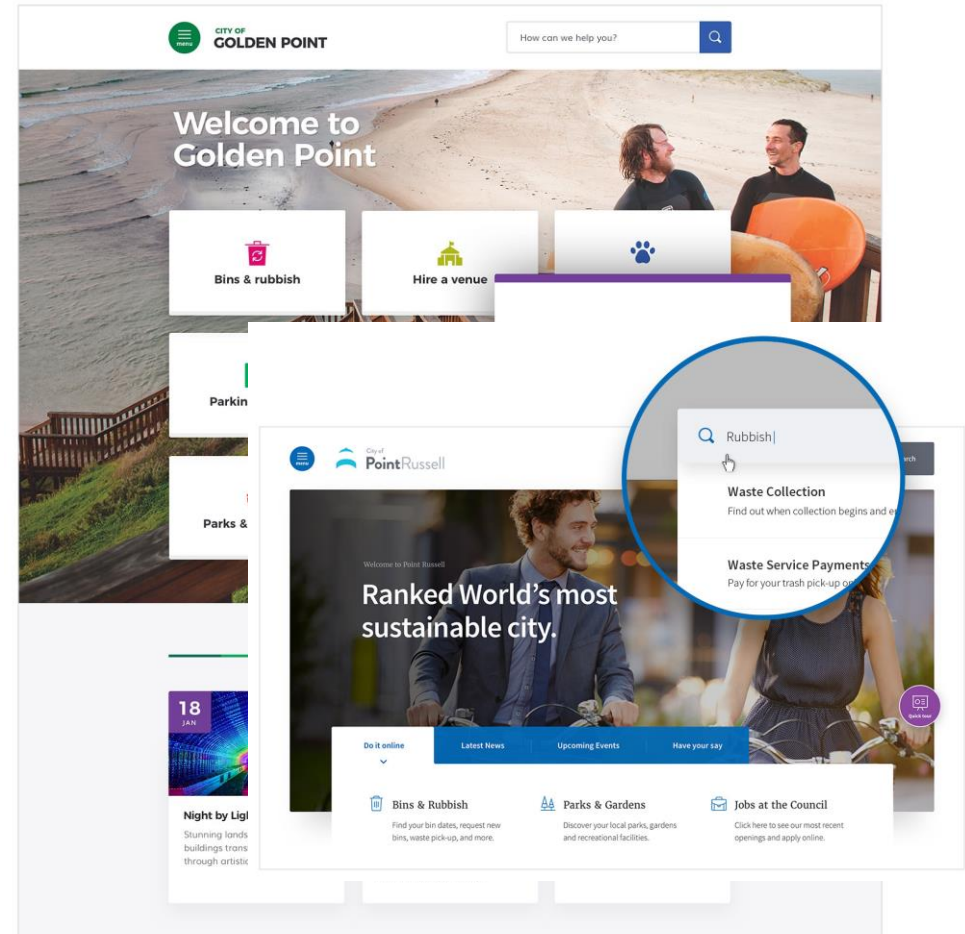
Increase engagement with timely, relevant content

Less looking, more discovering. What if your website could curate the specific news, events, projects, consultations, and initiatives a user might be interested in, based on their implicit needs?

OpenCities allows you to do just that, by surfacing content based on customer journeys. For example, generating a landing page that shows a user their nearest dog off-leash parks, upcoming pet friendly events, and city news and initiatives targeted at pet owners, straight after they have completed registering their dog with council.

Or showcasing kids' events at the local library, learn to swim classes in the sports center, daycare center in the areas and more, when a user has finished enrolling their child in a local kindergarten.

Best of all, once you've setup your taxonomy, OpenCities automatically detects and serves timely, useful content, without any additional effort on behalf of your web publishers.
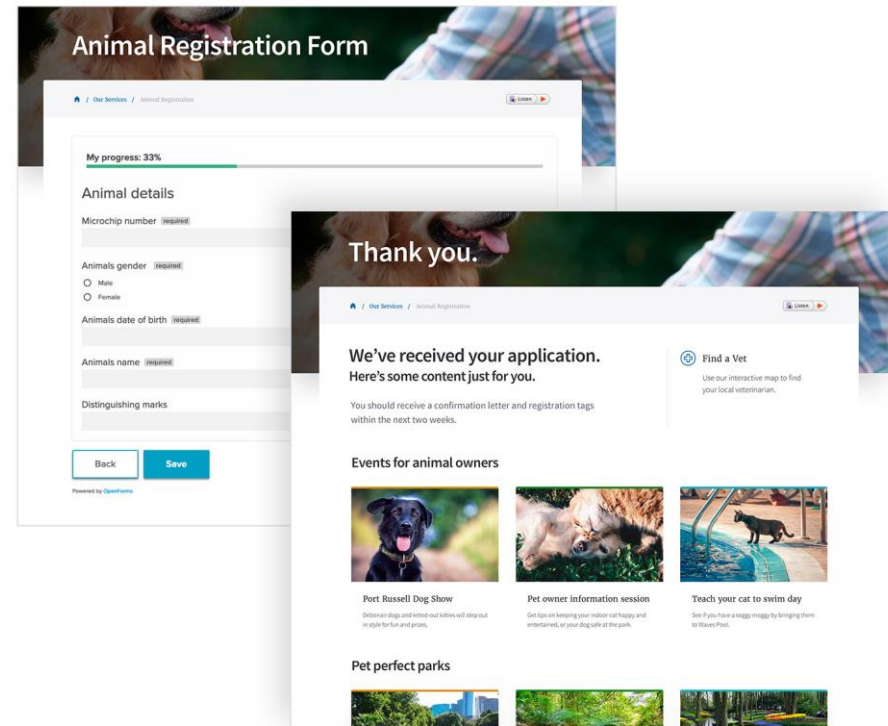
Publish once, present everywhere

As residents access your city through an increasing array of channels and platforms, how do you ensure a consistent message?

OpenCities reduces the effort and complexity of multi-channel communication by allowing you to create content just once and present it in many places. I.e. publish an event and present it as a web page in your main site, or syndicated across your entire network of websites, within a monthly calendar view, on a Google Map, in your Facebook and Twitter channels, or send as an email notification to subscribers.

Aside from all these channels, with OpenCities Content API's, you can output and render content to any endpoint, such as a digital display or touch-screen kiosk.

By separating the information layer from the presentation layer, OpenCities allows you to conveniently manager more of your content within a single platform and output it to any end destination.

Co-create with your communities, via online consultations

Premium

OpenCities helps you drive awareness and public participation in city projects and strategies via online engagement spaces, discussion boards, initiative directories, surveys and more.

A range of engagement options enable you to control how people engage with the city; and increase participation by deeply embedding consultation opportunities within the overall website experience.

Structure Engagements

Scale engagement from closed polls and structured surveys through to open discussions and conversation spaces.

Drive Awareness

Promote consultations and projects in search, on maps, in calendars, on the homepage and more.

Match Participants

Match engagement opportunities to relevant website visitors based on their needs and interests.

Integrate with Social Media

Push or pull content from social media to drive multi-channel engagement across your consultations.
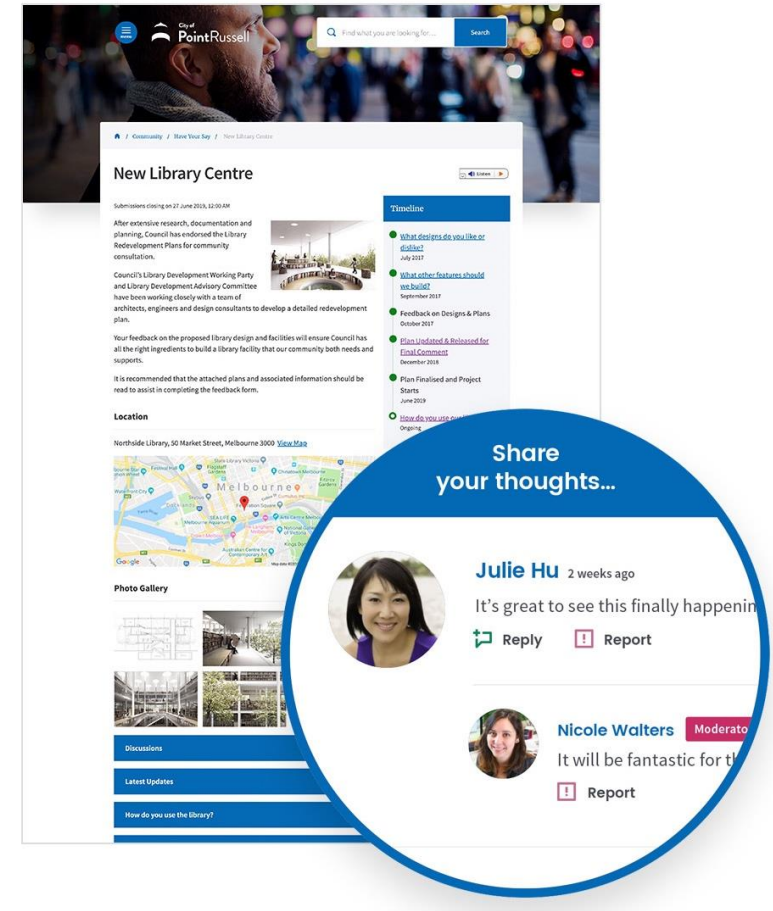
Support local businesses and groups

Premium

Help your local organizations get discovered by creating and promoting their listings and events in the City website. Listings include image galleries, maps, social media links and more, providing a visually engaging browsing experience.

An intuitive dashboard allows non-technical users to publish and update their events and organization details through a simple interface. City staff can quickly review, reject, revise, or approve listings, ensuring the local directory remains fresh and up to date.

Quick Setup and Login

Users can use their social media to accelerate setup of their account

Local Groups and Businesses

Promote local groups and business with search filters and map views

Local Events

Connect residents to community hosted events and activities

Workflow and Approvals

Workflow ensures content is approved by the city before appearing live.

Content insights and recommendations

The launch of your new website is just the start of your digital transformation journey. OpenCities provides the insights you to need make better, data driven decisions.

Customer service insights

What's trending now? What services are people using? What searches are trending? OpenCities shows you a live view of what is happening on your website, giving customer service teams a crystal ball for the upcoming day by the time they come into office.

Homepage recommendations

What services should be prioritized on your homepage and when? OpenCities assesses what is there, what is not, and based on usage trends, makes recommendations which services or content to remove, or add, to ensure an optimal experience.

Tasking dashboard

A personal dashboard keeps each publisher informed when content is approaching review or about to expire, page performance, feedback, workflow status and more, keeping decentralized teams on track.

Content recommendations

Based on user feedback coupled with page traffic, OpenCities will highlight and prioritize content that requires attention, helping you focus your time on improving that which will drive greatest impact.
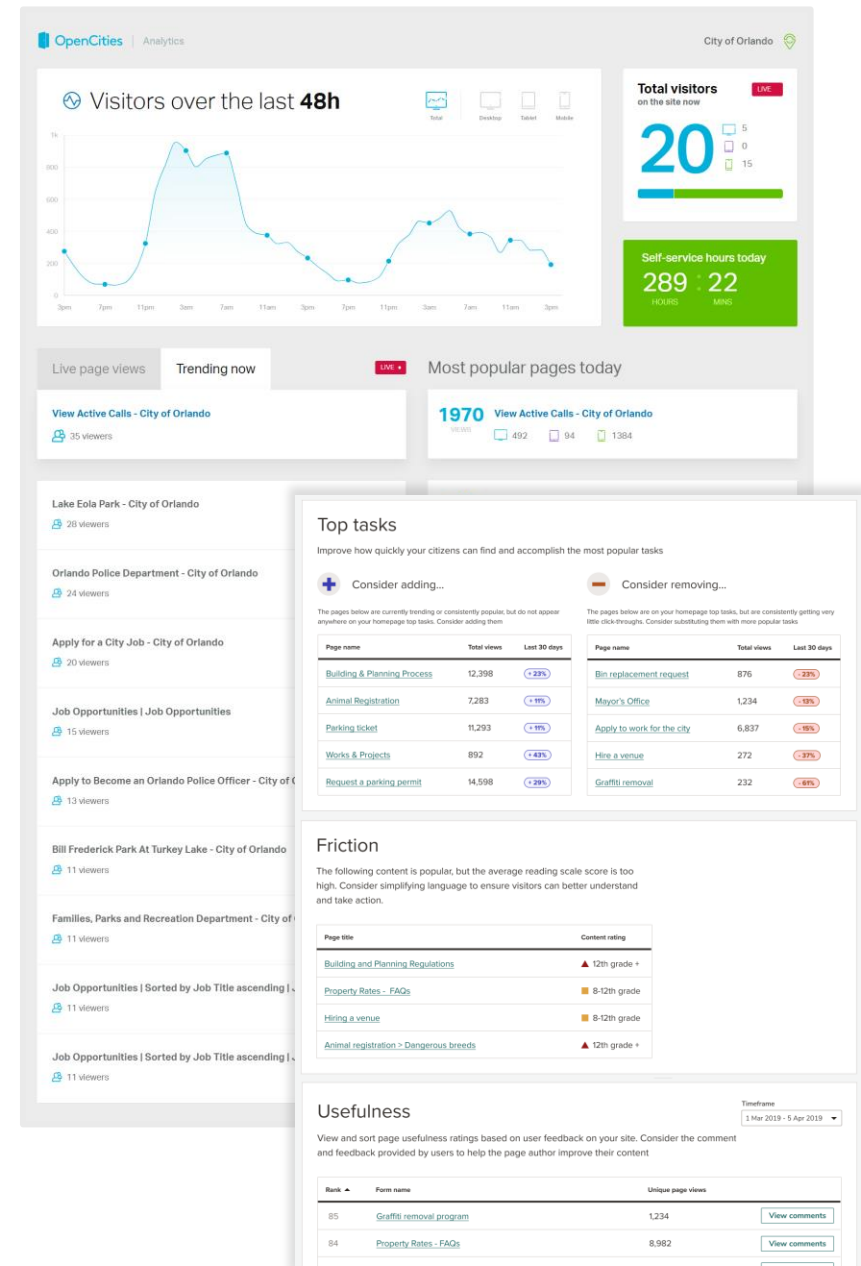
Single source of truth

Ensure residents (and city staff, when using OpenCities for your intranet) are always acting on the most accurate and up-to-date forms, local laws, policies and procedures.

Our DMS Connector allow you to share documents from your DMS systems onto your website, and automatically maintain version currency as they are updated.

Shared documents can be added directly to a page by publishers, or automatically added to a dynamic listing of content based on metadata.

OpenCities DMS has out-of-the-box support for TechnologyOne ECM, HP TRIM/RM/CM, Objective DMS and Magiq DMS.

Integrate with internal systems

We recognize that our platform is only one part of your technology ecosystem, and for that ecosystem to work effectively, systems need to speak to each other. That is why OpenCities provides an open and flexible interface that can integrate with other systems and data sources, with out-of-the-box connectors for many most popular local government systems and fully documented APIs for custom integrations when needed.

Premium

DMS Connector

Ensure your community is acting on the most accurate documents. Our DMS connector allows you to synchronize files from TechnologyOne ECM, TRIM CM, Objective DMS with OpenCities, creating a single source of truth.

CRM APIs

Share between OpenForms and your CRM system. Push data into your CRM without requiring customer service teams to manually rekey requests. Pull data from your CRM to pre-fill fields and simplify form completion for customers.

Active Directory Connector

Authenticate OpenCities publisher or intranet users and control their permissions based on your Azure based AD.

Payment gateway connector

With support for many of the most common payment gateways used by Local Governments, OpenCities makes it easy to setup online payment forms that can be reconciled with your financial systems.

Maps APIs

Using our Maps API, you can draw in trash pick-up schedules from your GIS system. Use plot content from your GIS system onto OpenCities Maps. Showcase road works, projects and closures as pins or lines.

Content APIs

Publish pages and lists dynamically based on information sets in your internal systems.

Hosting and Security

OpenCities has partnered with Microsoft to ensure we provide the most reliable and secure service using Microsoft Azure, the world's most trusted cloud. Hosted in the Microsoft Azure Government Cloud in the U.S, OpenCities ensures maximum uptime by taking advantage of Microsoft Azure's geo-redundancy, built-in backup capabilities, and advanced security posture.

Locally hosted, Data sovereignty compliant

With all Microsoft Azure primary and secondary facilities located onshore, OpenCities is fully compliant with government data sovereignty laws. The Data Center is a Tier 4 security, fully redundant, managed network infrastructure with onsite power backup and generators, multiple telecom, and network providers and 24x7 monitoring.

Trusted reliability

Microsoft Azure delivers 62 compliance offerings, which is more than any other cloud provider. That is why 90% of Fortune 500 companies use the Microsoft Cloud. With OpenCities and Azure, you are in safe hands.

99.9% SLA

Our hosting provides a comprehensive uptime guarantee with monthly rebates if we do not meet our commitments. OpenCities provides 99.9% uptime availability, calculated monthly. In a typical 30 day/720-hour month, this equates to no more than 1 hour of downtime per month (not inclusive of scheduled maintenance and emergency maintenance).

Security / SSL encryption

As society's digital footprint continues to expand, the threat of malicious activity online becomes more pervasive. Given the amount of personal data required in government transactions, the risk to the public can be significant. OpenCities encrypts all forms with SSL to ensure security.

DDoS Mitigation and Disaster Recovery

The cloud web application firewall OpenCities utilize also contains DDoS protection built in and can mitigate any DDoS in real time. All sites are backed by our DR policy with a minimal RPO and RTO, on-line status monitoring, event notification and twice-daily backups

Azure Government Cloud

By partnering with Microsoft Azure Government, OpenCities provides a superior service that delivers world class security, privacy, and scalability. Our service provides full redundancy and twice daily backups, supported by a 99.9% SLA guarantee.

Find out more about Microsoft Azure Government here

https://azure.microsoft.com/en-us/global-infrastructure/government/state-and-local/

FedRAMP[1]	ECSB[2]
FedRAMP	DEFENSE INFORMATION SYSTEMS AGENCY
CJIS	HIPAA
FEDERAL BUREAU OF INVESTIGATION · DEPARTMENT OF JUSTICE	DEPARTMENT OF HEALTH & HUMAN SERVICES · USA

Active Directory Connector (premium*)

For secure single sign on to your browser-based admin console, city staff can use their AzureAD credentials to login. OpenCities Intranet integrates with your Microsoft Active Directories (via Azure), giving staff the convenience of a single sign-on experience. And for those staff that are not registered in your Active Directories, our Intranet allows you to set them up directly within our system – ensuring everyone across the organization, including field staff without desktop logins, can equally access the intranet.

Authenticate and personalize the intranet experience based on your user credentials, via single sign-on. Please see the diagram below that details we integrate with Microsoft Active Directories. We require the client to install a small web service that will allow sync and handle AD based authentication attempts.

*The Active Directory Connector is included as standard with the OpenCities Intranet.

OpenCities Architectural Diagram
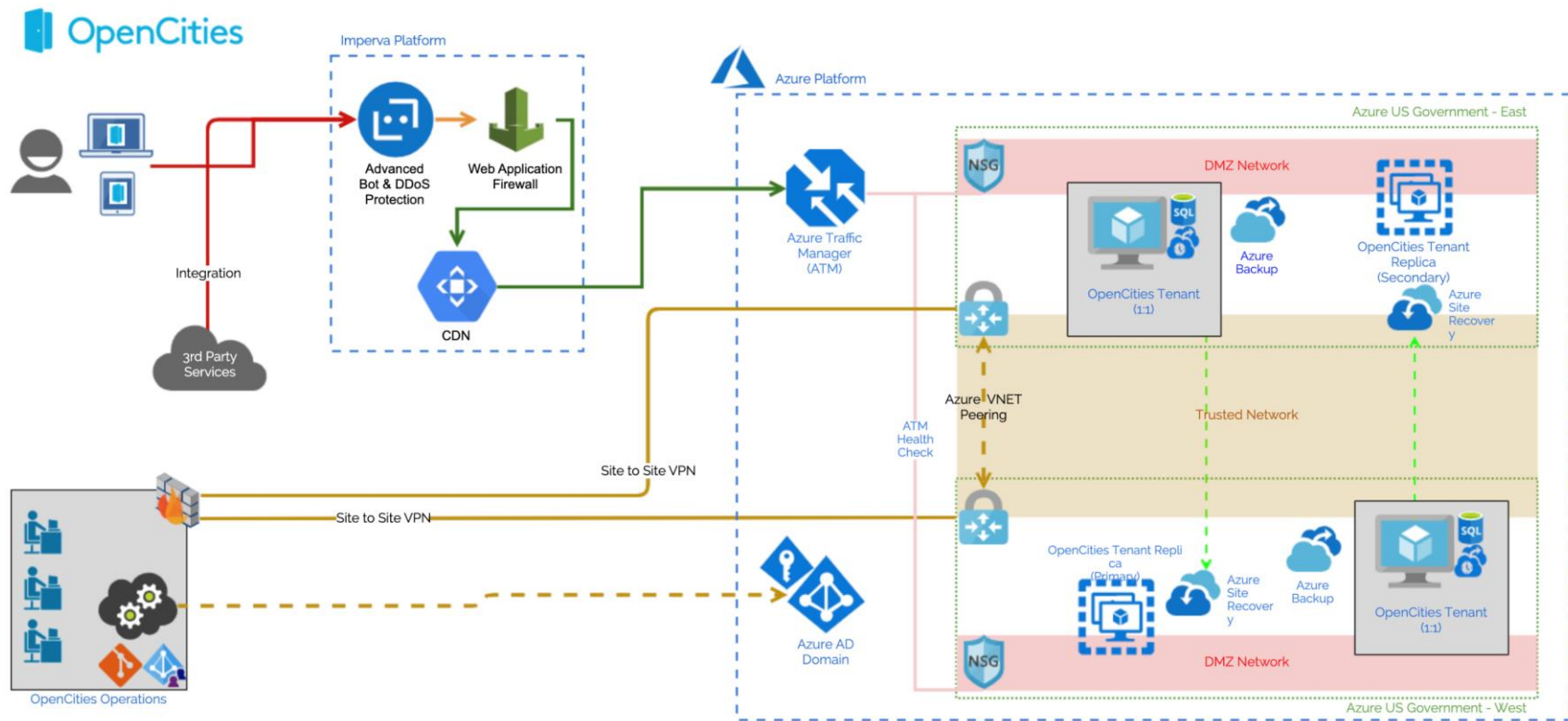
OpenForms: Create easy to use digital services

Transform your static PDF's and offline forms

into frictionless digital services anyone can use,

without custom development

Digitize almost any form or process

Give your residents the ability to pay a ticket. Register a pet. Reserve a venue. Report a problem.

Whether it be permitting and application forms, reporting and request forms, booking and payment processing forms, OpenForms helps you transform PDF, backend CRM requests, and over the counter interactions into beautiful digital services anyone can use.

And within your organization, OpenForms can help staff become more efficient by digitizing internal checklists, paperwork, and processes. Integrated with your intranet, staff details can be pre-filled to simplify form completion.

Easy to use, for both residents and staff

Government services can be complicated, but the experience for the residents accessing them should not have to be. OpenForms is perfect for the business of government, helping you convert multi-page forms and complex processes into intuitive online forms, that flow based on customers responses.

No need to wait for a developer. Using a drag and drop interface, non-tec within minutes, and sophisticated digital services within hours.

Accessible

By default, all forms are WCAG 2.1 AA / ADA Accessibility compliant, ensuring everyone in your community can be served online.

Multilingual

Publish forms in any language – including the ability to control micro copy (buttons and prompts).

Works on all devices

Your forms will work perfectly on all popular mobile devices, supporting touch gestures, GPS, and mobile camera.

Save and Continue

Allow customers to save their progress and complete a form later, even on a different device.

Digitize payments processes

Make it easy for residents to book and pay for anything online. From facilities, to permits, infringements, rates and more – OpenForms not only delivers easy online payments with integration into popular payment providers, it can also dynamically calculate prices based on the information residents enter into the form.

Payment Gateways

Process payments securely with support for all the most popular local government payment gateways

Calculations

Use answers within your form to calculate and adjust payments on the fly, or track data for numerical fields

Receipts

Generate a unique receipt number to reconcile payments with financial systems, and so customers can track their request.

HTTPS/SSL Secure

All customer details and payment details are protected with the highest levels of SSL encryption and security

Integrate with internal systems

Update your CRM. Capture records in your DMS. Pre-fill forms based on customer details. Populate form pricing from 3rd party databases. Pull the status of a customer request from internal systems. By connecting OpenForms with your systems, you can save time for both residents and city staff. No more manual re-keying of data into internal systems for city staff and faster form completion for residents.

Submission APIs
Boost efficiency by submitting data directly into internal systems when a customer submits a completed form using OpenForms APIs.

Mid-Form Web Hooks
Validate or retrieve information while users are completing a form (i.e. auto-complete addresses, lookup an infringement notices).

Inherit Data
Pre-fill your embedded forms using data from the pages they are in (for example, auto-fill event name for event booking forms).

Google Integrations
Auto complete an address fields as the user is typing, or for users to simply select an address via Google Maps.

Measure and improve, with data insights

Measure the uptake and impact of your digital services, identify, and analyze bottlenecks, discover actionable insights, drive continuous improvement.

The OpenForms Insights dashboard extends the power of our forms publishing engine with the usage insights your team needs to accelerate your digital transformation.

Measure what matters

Visualize your digital transformation outcomes with statistics for customer self-serve, payments, customer service time/cost savings, and more.

Filter by department

Filter reports by organization-wide or department/team, overlaid by time period, to assess digital uptake over time and by function.

Identify bottlenecks

Dive deeper with form, section and even question level insights around completion rates, errors, and abandonment points.

Iterate and track

Track form changes, and assess improvements to completion rates based on those changes, via cohort analyses
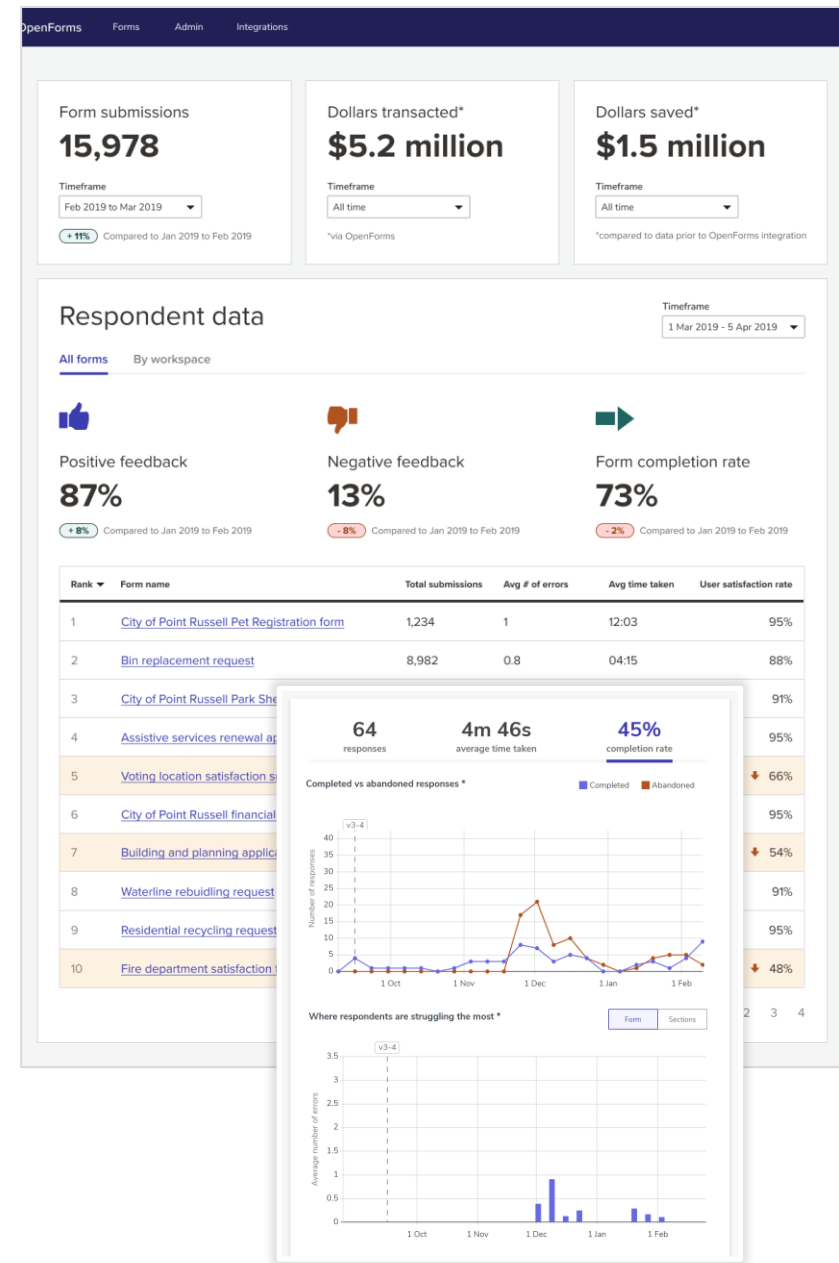
Submission workflow

Enterprise

Extend the power, versatility, and ease-of-use of OpenForms to the backend processing of inbound customer requests. OpenForms Submission Workflow allows you to configure steps and business rules for what needs to happen to process and respond to a customer request, application, or enquiry.

And then, OpenForms will workflow the request across departments and staff, as they quickly review, act, and make decisions. Save time, money and serve better with a beautiful, easy to use workflow solution.

Workflow builder

A drag and drop interface allows you to map out all the steps and decision points for just about any workflow.

Notify and take action

Automatically notify and remind reviewers that need to progress a response to the next stage.

Review center

Help reviewers keep on top of everything that needs their attention, with easy search, filtering, and actions

Close comms loop

Automatically notify customers at key stages of the workflow process to keep them informed

Enterprise ready

Built for teamwork. OpenForms enables you to decentralize forms publishing to more people, apply user-level permissions for security, create re-usable fields for consistency, securely test forms for quality and retain form history for record keeping. And it's all validated for Accessibility ADA compliance, hosted onshore in compliance with Data Sovereignty, and maintained to the highest level of data security standards.

Users and Permissions

Streamline publishing across your organization by controlling which users can view, create, or manage your organization's forms and submissions

Form Versioning & Archiving

Enterprise

Draft changes to forms, schedule future publishing dates, revert to older versions.

Form Testing

Securely share and test your forms, transactions, and web services before publishing.

Reusable Lists

Create ready-made lists of answers to auto-complete text fields as a user types, or to auto-generate radio-button, checkbox & dropdowns.

Reusable Field Sets

Accelerate form creation with reusable field sets for common sets of questions (e.g. create a 'Customer Details' set which includes Name, Address, Phone, Email).

Form Scheduling

Set a future date and time to publish draft forms and choose when forms should be removed, archived, and retained for record keeping purposes

Workspaces

Enterprise

Organize your forms into categories that reflect how your organization works, so everything your authors need is easy to find and in the one place

Printable forms

Build and manage all your forms in one place, and generate beautiful, print-ready PDF versions with your branded header and footer

Build better forms with capabilities including…

Conditional Logic - Show or hide fields and sections based on user responses

Reusable Lists - Create pre-defined answer master lists, usable across forms

Inherit Data – Auto-complete fields using data from the page they are in

Form Sections - Create multi-section forms for longer requests

Google Maps - Allow customers to share their location on a map

Custom Themes - Personalize the look and feel of your forms

Email Notifications - Get notified when forms are submitted

Stop Logic - Prevent users from submitting requests under certain conditions

Accessible - All forms are WCAG AA 2.1 Accessibility compliant

Calculations - Use answers to calculate price-points

Payments - Securely process payments via a variety of gateways

Hidden Fields - Streamline submissions with hidden, auto-populated fields

Field Sets – Create re-usable field-sets across forms (i.e. customer details)

Saved Reminders - Manage and send reminders for uncompleted submissions

User Permissions - Control who can view, create, and manage forms

Data Connections - Validate and Receive data from your CRM and other systems

Form Scheduling (Enterprise) - Schedule future form publishing and update dates

End-Form Data Connections - Send form responses to your internal systems

Printable Forms - Convert online forms into print-ready PDF's

Insights Dashboard - Get useful and actionable insights to improve your forms

Test Forms - Share forms in test-mode to get feedback

Answer Piping - Use responses to personalize subsequent form sections

Receipts - Generate form submission receipts to help users track their request

Multilingual - Publish forms in a variety of languages

Save and Continue - Allow customers to save and complete their responses later

Personalization - Personalize confirmation emails based on users' answers

Digital Signatures - Allow users to add signatures to form submissions

Explainers – Add explainer text, images, and videos to your forms

HTTPS / SSL - Provide extra security with all forms delivered over SSL

Response Management - Control form submission responses

Email Reports - Keep stakeholders informed with weekly performance reports

Workspaces (Enterprise) – Organize forms and users into secure collections

Versioning (Enterprise) - Improve records via version history for every forms

Workflows (Enterprise) - Create workflows to manage customer requests

OpenCities Intranet

Empower staff to serve better

Deliver a useful, up-to-date intranet that brings
together the content, communications and online
services that local government staff needs.

Better intranets start with OpenCities

Help all employees find and view the information they need. Deliver content to specific employee groups securely. Enable onboarding. Organize policies. Surface and search key content.

The OpenCities intranet provides a turn-key solution that captures years of local government digital learnings to bring people, processes, and information together, providing your teams with everything they need to do their job better.

Delivered as a mobile friendly, ADA compliant, continually evolving cloud solution, an OpenCities Intranet is fast to deploy, easy to scale and provides the user experience a modern intranet needs.
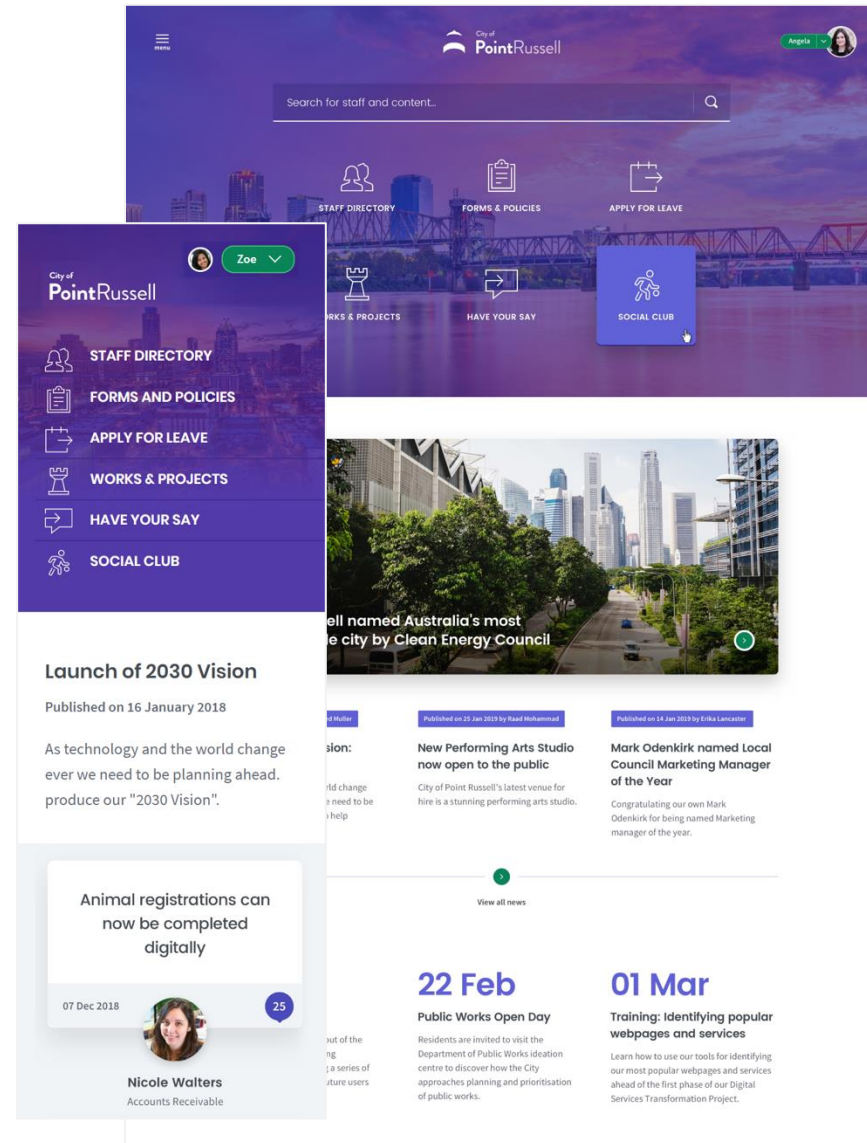
Better content

Create more useful and actionable intranet content. OpenCities helps you get critical content out of the chaos of file shares, transforms unstructured content into structured content, and makes it simple for content authors to publish in a more consistent and effective way. Combined with the ability to surface content based on user roles, permissions, and department, make your intranet a go-to place for everyone to quickly find the "official" copy of policies, procedures, forms, budgets and more.

Better communication

By increasing the number of staff contributing to your intranet, you can create a more up to date, and ultimately more useful resource for everyone. OpenCities makes it easy for anyone in your city to get involved in publishing news articles, upcoming events, and announcements within the intranet, without the need to login or learn the backend system.

To control quality, approval workflows can be turned on, ensuring some or all types of user generated content goes through an approval process before appearing on the intranet.

Better collaboration

Empower better top down, bottom up and peer to peer communication. OpenCities provides a message board and discussion functionality that allows intranet users to start, follow and participate in discussions. Each discussion space can be shared across the entire organization, or only specific departments and teams, allowing greater collaboration.

Discussions can also extend beyond message boards, and be enabled for any type of content, including news, events, projects, announcements and more.
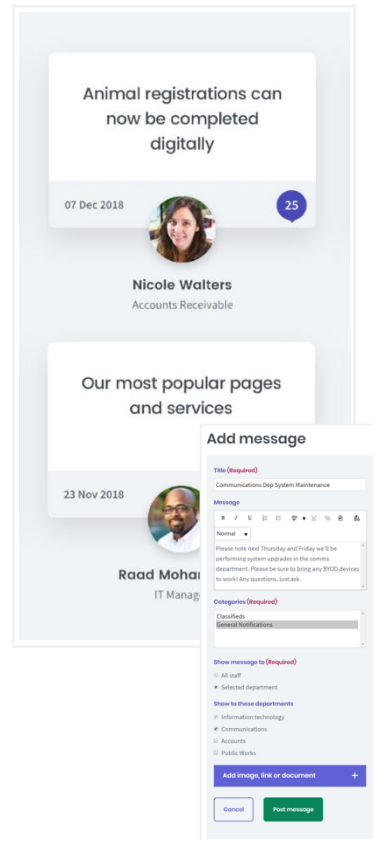
Better self-serve

From internal application and staff request forms, to compliance checklists, OpenCities transforms long and outdated PDFs into easy-to-use online forms. Reduce steps by pre-filling forms with user details to simplify completion, and by using our APIs, submit internal requests to whatever internal system is needed.

In combination with the services template, OpenCities makes it easier than ever before for staff to get clear, simple, and actionable instructions.

Better directories

A central, always current location for all staff members is delivered in a contemporary LinkedIn inspired format. Automatically generate and maintain a beautiful staff directory based on the details available in your Microsoft Active Directory system. The staff directory can be searched and filtered by staff name, department, team, skill, or any other fields. Staff can easily self-manage their listing.

Users can also switch to an organization structure chart format to see reporting structures and the relationship between people and departments.

Better discovery

Empower staff to find any intranet page, document, or staff member through a single search experience. A large, predictive search box invites users to simply type in their query, and then suggests the content, files or people that best match their inquiry as they are typing.

The search also connects the non-technical words used by staff (i.e. maternity leave), with the more formal terminology used by governments (i.e. parental leave policy). This vastly improved search experience means users can now find the information they are seeking directly from the homepage.

Build better intranets with capabilities including…

Self-managed – Users can manage their own profile listings

Single Sign-on – Authenticate users with MS Active Directory via Azure

Page Commenting – Allow user commenting and discussion threads

Message Boards – Allow everyone to post and respond to messages

Landing pages – Auto assemble page and tasks collections by section

Federated Search – Search pages, files, and people from one place

Staff Directory – Create a modern staff lookup from your AD listings

Organization Chart – Generate an interactive org chart

Personalization – Control views based on user credentials

Announcement Broadcasts – Anchor important announcements

Internal News – Allow everyone to publish internal news and notices

Departments – Centralize departments specific content

Forms and Policies – Lookup forms, policies, and procedures

Proposed Works – A secure view of proposed city works

Glossaries – Create glossaries to explain complex terms

Development Applications – Advertise planning and development applications

Internal Events – Allow everyone to publish internal events

Subscriptions – Make it easy for staff to get notified when content is updated

Broadcasts – Anchor intranet wide internal announcements

Initiatives – Promote city plans and initiatives

Online Consultations (premium) – Engage responses from staff via intranet

DMS Connectors (premium) – Share files from your DMS onto your intranet

Calendars - Create custom calendars from any time-based content

Service Catalogue – Create a knowledge bank for service-related content

RFP and Tenders - Display advertised, closed, and awarded tenders

Social Inbound – Syndicate content from Twitter and Facebook on your intranet

Banners and Image Galleries – Create slideshows and gallery collections

Jobs Board – Promote open job opportunities with the city

Sections, **Tabs and Accordions** – Simplify presentation of long-form content

Suggested Content – Automate content based on user needs and interests

Readspeaker (3rd party) – Convert your text into speech

govDelivery
Granicus' Cloud Communiction allows government
agencies to reach the most people.

govDelivery

Granicus's Communications Cloud (the Cloud) is a Software as a Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, you are able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences. You will have access to a Client Success Consultant and will be able to have an active partnership with the Granicus Network.

Subscriber Capture and Email

Fully customizable signup and email templates, which adopt the City's look and feel, come standard with the Cloud, ensuring seamless integration with your website. The Cloud also has robust reporting capabilities that will give the City access to thorough metrics and analytics. Additionally, the Cloud has industry-leading delivery standards and manages all bounces.

Standard Communications Cloud Inclusions:

- Up to 25,000 subscribers
- Unlimited ability to upload and migrate existing email lists
- Up to 100,000 SMS messages per year from a short code in the U.S. (international numbers not supported)
- 1 Granicus account
- Unlimited active Granicus administrators
- Unlimited topics
- Unlimited access to web-based recorded trainings on Standard Messaging, the Granicus Network, Automation, Mobile, and Analytics
- Access to a complete archive of all data created by the City for 18 months (rolling)
- Access to up to 3 hours of template and integration development
- Access to up to 2 web-hosted trainings per year
- 24/7 system monitoring, email and phone support during business hours, auto response to inbound messages from end users, and emergency support

Advanced Cloud Module

The GovDelivery Advanced Cloud Module will give public-sector communicators better insight into the needs of citizens and better ability to promote and enhance online transactions, promote behavior change through public awareness, and improve citizen engagement.

The Advanced Cloud Module of digital marketing capabilities adds streamlined marketing options that can take an organization's digital outreach to the next level by incorporating greater degrees of audience segmentation, personalization, message testing, and mobile engagement.

The following services are included in the Advanced Cloud Module:

- ✓ Dynamic Segmentation such as
  - – Communications
  - – Engagement
  - – Location
- ✓ Canned Campaigns
  - – Re-engagement
  - – New Subscriber Onboarding
- ✓ Testing
  - – Simple (A/B, 10/10/80)
- ✓ Advanced Analytics for Segmentation/Campaign/Testing

Segmentation	Campaigns	A/B Testing	Analytics
The fastest way to refine a large pool of the audience into key targeted subsets. Create and save dynamic audiences based on interests, engagement, and create more ways to target.	Pre-built, out of the box digital campaigns proven to successfully on-board new audiences, increase engagement and conversions among existing audiences, and improve lifetime value.	Turn "I think" into "I know" with a streamlined, proven approach to testing. A/B testing yields actionable results for short term optimizations or long-term programmatic improvements.	More valuable metrics and insight to measure results, optimize digital strategies, and drive continuous improvement within testing efforts and campaign strategies.

SMS (Text Messaging)

Public sector organizations face the challenge of engaging its audiences while dealing with significant resource constraints. While 90% of Americans have a mobile device, 42% of those mobile users don't have a smartphone with internet access, however, they all can send and receive text messages. Where ad campaigns, websites, and social media fall short, SMS fills in the gaps. You can utilize SMS to better reach its audiences, including low-income, diverse, and under-served groups.

More people have access to text on a mobile device than any other communication channel. More people and more diverse perspectives get their voice represented.

With a 97% read rate within 15 minutes of sending and an average open-ended response of 2.5 sentences, text messaging is clear and actionable.

Simplicity and convenience for participants. People read and respond to text messages while they're waiting for the bus or walking down the street.

Those with lower levels of income and education text more often than those at the higher end of the income and education scale.

2-3x More texts sent by African-Americans and Hispanic than Caucasian audiences.

55% Of Americans who exchange more than 50 messages a day say they would rather get a text than a call.

109 Average messages exchanged on a normal day for cell phone owners between the ages of 18 and 24.

Interactive Text

Interactive Text's web platform sends, receives, and analyzes text messages so organizations can reach citizens with the technology already in their pocket.

Granicus provides an enhanced direct communications channel for priority alerts and reminders via two-way, Interactive Text Messaging. Interactive Text Messaging will enable you to deliver bite-sized information directly to the public, recruit and enroll stakeholders in programs, and receive actionable feedback.

Standard Interactive Text Inclusions:

- Up to one (1) Interactive Text Messaging account
- Two-way Interactive Text Message management and delivery
- Up to 100,000 SMS messages per year from a shared short code within the U.S. (international numbers not supported)
- Dashboard with automated, real-time reporting, and webhook access
- Unlimited campaigns
- Advanced skip logic, photo messaging, and voicemail
- Up to one (1) hour of web-hosted training for your staff to use and administer Interactive Text Messaging
- Photo message capture is available and counts as two (2) messages per submitted photo. Messages not used in the Period of Performance will not carry over to the following year. Custom shortcodes, webhook configuration, and full read and write API access is available for an additional fee.

Implementation and Ongoing Support

Implementation, training, and ongoing customer support services are included with the subscription. Implementation includes:

- Access to an implementation consultant for up to 90 days
- Access to existing web-based recorded trainings around standard account functions and capabilities

**Granicus has all the tools that the you need to effectively inform
and engage its audience.**

The Granicus Network	The Granicus Platform
When an agency chooses to partner with Granicus, it is able to participate in the Network, a unique way for agencies to grow their	The Platform empowers **you** to efficiently connect with more people and to get those people to take action. Comprehensive features and easy access to numerous channels enable **the City** to elevate, streamline, and track its communication efforts.

The Granicus Platform section icons:

Email   Mobile   Social   Web

The Network promotes an agency's content beyond the walls of its website, giving the agency access to more than 200 million people who are already digitally engaged with

The services **you** deliver are only as effective as its audience reach. Gain access to new inbound growth channels and potentially grow **the City's** audience by 100-300%. Some of the unique ways Granicus can help **you** reach more people include:

✓ Web and Form Capture
✓ Mobile Capture
✓ Social Capture
✓ Landing Pages
✓ Audience Insight

Each agency has the ability to leverage traffic from hundreds of government organizations, based on criteria such as the agency's relevance to subscriber interests.

With more than 30,000 subscribers joining daily, the Network drives massive audience growth for organizations across all levels of government.

Your audiences live in a multi-channel world, be there on their terms. Get the right information, to the right audience at the right time. Granicus helps engage CITY's audiences through industry leading channels, including:

✓ Email Marketing
✓ Mobile Marketing
✓ Social Marketing
✓ Web Content Automation
✓ RSS Content Automation
✓ Targeting and Personalization

6. Scope of Work

Project Approach

OpenCities has removed the risk and effort of traditional web and intranet redesign projects by developing a repeatable process of engagement, content, and digital services delivery.

Local districts often ask:

- How can we be sure we are choosing the right strategy and technology for our needs?

- How can we assure that we will not see change orders that affect our deadlines and budget?

- How do we make sure our new digital presence meets all our goals, and is one we can be proud of?

OpenCities is the answer. We continuously refine our technology and onboarding process through our experience partnering with local districts just like yours. For your engagement, you will be assigned an experienced project manager and complementing project team, who utilize an agile implementation approach supported by a simple online project management dashboard that makes it easy for everyone to track project status.

Project Communication

Communication is key. We understand that to have a successful project, we need more than just project management. We work to understand what level of regular check-in's will work most effectively for your, whether it's weekly or bi-weekly, as well as how often your executives or leadership team needs to be briefed (think council members and commissioners, department heads, city administrators– folks that need to be updated on the project progress and sign off on it at the end but may not be involved in the daily tasks of creating the new site). Our regular meetings with your core team will be conducted via Microsoft Teams or your preferred teleconferencing platform, and we can provide written or teleconference updates to your executive team.

Project Implementation

Project Phase 1: Kickoff, Discovery, and Data Analysis

OpenCities and the client come together as a team to mutually confirm the process, establish clarity on who does what, determine the dates for key meetings and deliverables, and lay the groundwork for a successful project

Deliverables:

✓ Kick off meeting

✓ Stakeholder Discovery

✓ Data and Analytics

✓ Content Migration Strategy

✓ Content Rationalization (discussion and clarification)

✓ Survey of users (optional)

✓ Executive Briefing (optional)

✓ Strategic Blueprint for Digital Marketing & Content Framework

✓ Content and Style Guide

CLIENT Responsibilities:

✓ Define your team, identify key skills and responsibilities, and start auditing your own content

Premium Packages:

Site Navigation

Information Architecture

Spotlight: Project Management

We use Asana to manage your project. Members of your core team will be granted access, and this is where we will aggregate tasks, files, and conversations. It is a great resource for updating your executive committee on the progress of the website.
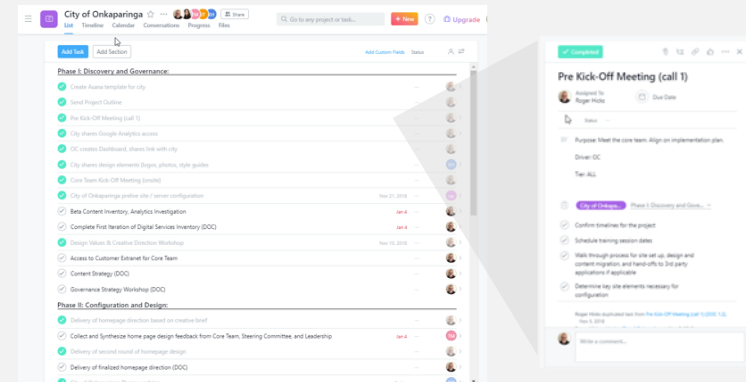
Project Phase 2: Design, Configuration, and Content Migration

OpenCities project team and the client will share assets and work to align and deliver a look and feel that reflects the spirit and goals of the city while leveraging the best practices for effective site layout and design.

Deliverables:

✓ Create and configure the site instance

✓ Configure general location information

✓ Homepage and theme design review

✓ Design finalization and implementation

✓ Forms Directory and migration of PDF Forms

CLIENT Responsibilities:

✓ Provide design assets

✓ Provide feedback and approval of design

✓ Complete content rationalization

Premium Packages:

Enhanced Design   **Included**

OpenCities-led Content Migration   **Included**

Spotlight: Design Values Workshop

To ensure we really nail your design, we will run a theme workshop with your steering committee and core team to discuss general site goals, example sites and design assets. We encourage you to invite a couple of customers as well so that decisions can consider an actual user's perspective early on. Taking this information, we inform theme direction options (including mobile variations) for iterations of feedback and refinement before we implement the final theme onto the site.
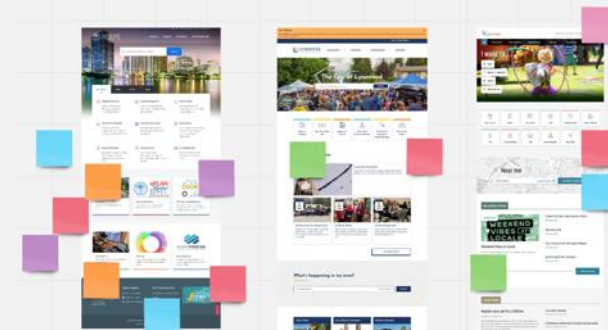
Content Migration

This two-part package includes **Content Migration Discovery/Strategy** and **Content Migration Delivery**. This package is optional and best suited for cities or counties that need assistance moving page content and/or images and document from the old system.

Content Migration Discovery/Strategy

In this strategy session, we will identify the proper OpenCities template for each page, note any inconsistencies or custom templates, communicate how we will address certain elements of the content, and review all of this with the team lead or core team.

Content Migration Delivery

Once we have agreed upon a strategy and a timeline, our team of migrators will get to it and work to deliver your project by the designated deadline. At the end, you will receive:

√ Access to the system with all agreed pages moved over

√ A recap document that details anything your team should know about what we migrated as well as recommendations

Client Responsibilities:

√ Complete an AIM Spreadsheet (provided by OpenCities) listing all pages in hierarchical order classified as either Archive, Improve or Migrate

√ Identify individual or team with the ability to clarify questions and promptly make decisions about migration questions

√ Provide a desired folder structure for files (if contracted)

What's IN scope?

√ Content managed within your current CMS

√ Documents/images (if contracted)

What's NOT in scope

✗ Anything within an iFrame or embedded HTML content

✗ Dynamic content pulled from other systems

✗ Content not managed within CMS

✗ JavaScript, CSS, or other custom code

✗ Interactive web forms and/or single page applications

✗ Written content within image/diagram

✗ Content contained inside a PDF file

✗ Documents and images on pages marked "Archive"

Project Phase 3: Training

OpenCities provides training based on the types of outcomes that City wants to achieve with OpenCities.

Deliverables:

✓ Content Publisher training

✓ OpenForms training

✓ Site Administrator training

✓ OpenCities Help Center orientation

CLIENT Responsibilities:

✓ Identify attendees for training

✓ Ensure attendance by staff at training

✓ Identify power users who will operate as internal "trainers"

Premium Packages:

Writing for the Web

Digital Services Academy   **Included**

Spotlight: Accessibility

By using our optimized platform, content created in OpenCities templates is accessible by design. By default, the website will be WCAG 2.1 AA compliant. Through our Content Publisher and Site Administrator training we show you how to configure the site to check the accessibility to a level consistent with your needs, and to provide prompts to content creators to improve the accessibility of text and images.
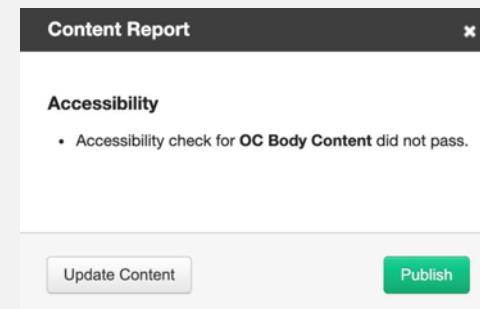
Project Phase 4: Content Creation Review and Beta Launch

Migrate or create quality content for the now fully designed and configured website. Engage staff in owning their pages and web content. Convert static PDFs into dynamic digital forms.

Deliverables:

✓ Content migration, improvement, or creation by the CLIENT

✓ Support of content migration process by OpenCities

✓ Beta launch (optional)

CLIENT Responsibilities:

✓ Creating, improving, or migrating the web content to arrive at the desired outcome for their site

✓ Champion ongoing participation by staff to produce the best possible results

Spotlight: Beta Launch

One of the best things about having an easy-to-use platform is that feedback can be actioned immediately. To gain that feedback, we encourage a staged approach to launching your new website. Statistically, 20% of your pages will be responsible for 80% of your traffic. When those pages are ready, Beta Launch your site with a banner indicating that the new site is in process and linking to the old site for anything missing. This provides an opportunity for feedback from both staff and customer users and gives you the opportunity to address and improve the site content and navigation prior to your full launch.
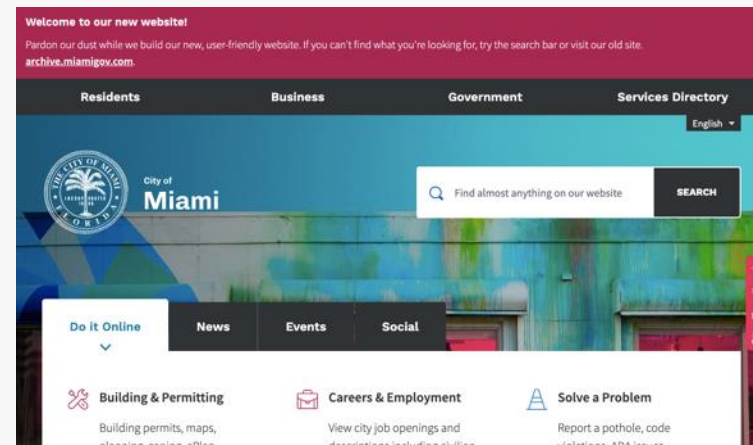
Project Phase 5: Launch and Evolve

Launch the new website, gather community response and feedback, continue to improve content based on feedback.

Deliverables:

✓ Launch checklist

✓ URL mappings for top pages

✓ SSL certificates issued

✓ Update DNS

✓ Submit sitemap

✓ Launch the new site!

✓ Project review

✓ Digital Marketing

CLIENT Responsibilities:

✓ Finalize review and proofreading of the site

✓ Fully participate in resolution of launch checklist items

✓ Coordinate launch and announcements to the community

✓ Post-launch survey (optional)

✓ Monitor feedback post launch and use it to continuously improve the site

Spotlight: Feedback and Improvement

There are multiple ways to continuously monitor the site for effectiveness and completeness. Page level feedback can be turned on in the OpenCities platform for specific comments and input. This can be especially useful on Services pages where users are linking to an online form. The forms, themselves, can include comment or value questions, and user surveys can aggregate broad data about the site. All this data can and should be used to make improvements based on customer need. With OpenCities, even site-wide changes can be easily initiated.

Customer Advocacy

After launch, we believe that your website is never truly done; district changes daily and your website should be able to keep up. In addition to providing you with a CMS that is easy to use, powerful and robust, we also provide you with a designated Customer Advocate who will be your champion and contact for strategic support moving forward (note that this is different than troubleshooting and support requests which will go through the online help desk). Your Customer Advocate will schedule meetings with your team every six months to check in on the progress being made towards achieving your digital transformation goals, help think creatively and strategically about the best ways to use the platform, offer suggestions for areas to improve your site. Our overall goal is to ensure you are getting the most out of the platform and your subscription and utilizing the technology to its fullest extent. Finally, we will ensure that you are aware of recent feature releases that are included in your subscription and upcoming roadmap items that might be of value to your team and the unique goals that you have set. Your Customer Advocate will be able to relay product feedback directly to the product team ensure that the changes we make to the platform are based on actual user feedback and scenarios. In summary, we are here to be your partners indefinitely and ensure you always have a website that you love and that meets your ever-changing needs.
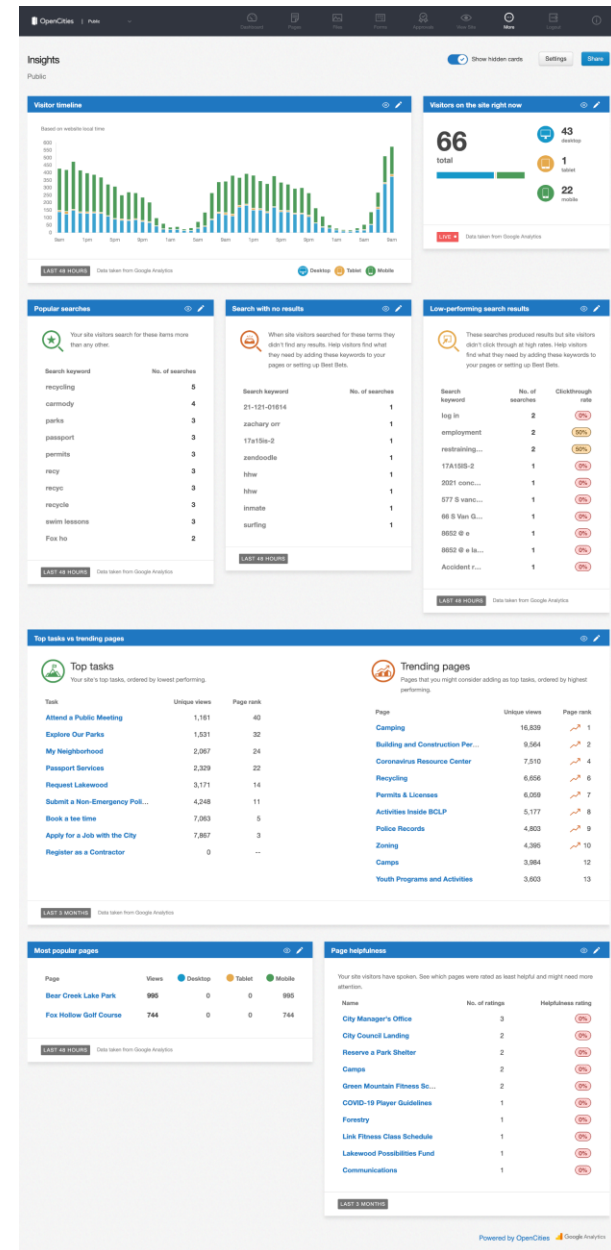
Support and SLA

As an OpenCities client, your annual subscription fee includes:

- Managed updates for emerging WCAG AA 2.1+ Standards

- Managed updates for new web browser and device compatibility (excludes custom code enabled by the CLIENT)

- Managed updates for new UX/UI components and patterns

- Resolution of priority issues per SLA and unlimited online helpdesk for all other issues

- Twice annual "check-up" with OpenCities customer success team to explore site improvements focused on enhancing your sites usability

The SLA to the right outlines our support availability and structure for notification and escalation of questions and support tickets, as well as the committed response and resolution times. During the project, your Project Manager is available to answer general questions, but as you work on your content and certainly after your site is launched you will rely more on the online Help Center (available 24x7x365) for questions.

Severity Level	Resolution Process	Target
PRIORITY 1	Reportable 24x7x365 via Priority 1 Telephone number Acknowledgement and assignment of problem for resolution within 1 hour	Within four hours
PRIORITY 2	Reportable 24x7x365 via Online Help Center, or by telephone during business hours (7 am to 6 PM, Pacific time). Acknowledgement and assignment of problem for resolution within 1 business day	Provide workaround or Version Update to fix problem by close of next business day
PRIORITY 3	Reportable 24x7x365 via Online Help Center. Acknowledgement and assignment of problem for resolution within 1 business day	As soon as possible within development (scheduled or next version update)
PRIORITY 4	Reportable 24x7x365 via Online Help Center. Acknowledgement and assignment of problem for resolution within 3 business days	Scheduled or next version update

Appendix A: Website Requirements

7. Budget Estimate

Annual Subscription Fee

Delivered as a managed cloud solution, the annual subscription fee includes:

- Enterprise grade Hosting, Security, Bandwidth (to limit) and Storage using Microsoft Azure Gov Data Center with 99.9% Services Level Agreement (SLA); DDOS mitigation

- Maintenance, upgrades, and new functionality (continuous releases)

- Accessibility commitment to global standard (WCAG 2.1 AA)

- Unlimited 24/7 telephone helpdesk for Priority level 1 severity issues

- Unlimited online helpdesk for all other support and issues per SLA

- Twice annual "check-up" with OpenCities customer success team to explore site improvements focused on enhancing your usability

- Access to Theme Builder to continually evolve your site design at no additional cost

New Subscription Fees			
Solution	Billing Frequency	Quantity/Unit	Annual Fee
Communications Cloud	Annual	1 Each	$12,500.00
AzureAD Connector License	Annual	1 Each	$400.00
OpenCities Intranet License	Annual	1 Each	$10,250.00
OpenForms ENTERPRISE License	Annual	1 Each	$5,000.00
OpenCities SaaS License	Annual	1 Each	$15,000.00
OpenCities Cloud Security License	Annual	1 Each	$600.00
		SUBTOTAL:	$43,750.00

One Time Fees

The pricing and terms within this Proposal are specific to the products and volumes contain within this Proposal. One-time OpenCities setup fees are based on the level of assistance your City needs for its digital transformation. Granicus includes in this cost the following services performed by our team:

- Virtual meetings for project initiation and workshopping

- Production of visual design for new City website

- Comprehensive site administrator and content publisher training (refer to training schedule)

- Delivery of project subject to the Scope included in this proposal

- Consultation and coaching on governance, content creation and content migration

NOTE: No travel included. Project delivered virtually

One-Time Fees			
Solution	**Billing Frequency**	**Quantity/Unit**	**One-Time Fee**
OpenCities Content Migration	Milestones - 40/20/20/20	1 Each	$10,000.00
OpenCities Content Rationalization	Milestones - 40/20/20/20	1 Each	$10,000.00
Communications Cloud - Setup and Configuration	Up Front	1 Each	$5,000.00
Communications Cloud - Online Training	Up Front	1 Each	$500.00
OpenCities CMS Design	Upon Delivery	1 Each	$12,500.00
AzureAD Connector - Services Setup and Configuration Package	Up Front	1 Each	$1,500.00
OpenCities Intranet License (With Design) - Design Package	Upon Delivery	1 Each	$10,000.00
Training - OpenCities	Upon Delivery	1 Each	$1,200.00
OpenCities SaaS License - Setup and configuration package	Milestones - 40/20/20/20	1 Each	$14,000.00
OpenCities CMS Design	Upon Delivery	1 Each	$10,000.00
Training - OpenCities	Upon Delivery	1 Each	$1,500.00
OpenCities Imperva Security License - Services Setup and Configuration Package	Up Front	1 Each	$0.00
		SUBTOTAL:	**$76,200.00**

Optional Solutions			
Solution	Billing Frequency	Quantity/Unit	Associated Fee
GXG Information Architecture	Up Front	1 Each	$22,500.00
		SUBTOTAL:	$22,500.00

Future Year Pricing

Solution(s)	Period of Performance			
	Year 2	Year 3	Year 4	Year 5
Communications Cloud	$13,125.00	$13,781.25	$14,470.31	$15,193.83
AzureAD Connector License	$420.00	$441.00	$463.05	$486.20
OpenCities Intranet License	$10,762.50	$11,300.63	$11,865.66	$12,458.94
OpenForms ENTERPRISE License	$5,250.00	$5,512.50	$5,788.13	$6,077.53
OpenCities SaaS License	$15,750.00	$16,537.50	$17,364.38	$18,232.59
OpenCities Cloud Security License	$630.00	$661.50	$694.58	$729.30
SUBTOTAL:	$45,937.50	$48,234.38	$50,646.11	$53,178.39

Solution	Description
OpenCities Content Migration	**Content Migration Delivery:** Once we have agreed upon a strategy and a timeline, our team of migrators will work to deliver your project by the designated deadline. At the end, you will receive: • Access to the system with all agreed pages moved over • A recap document that details anything your team should know about what we migrated as well as recommendations **Client Responsibilities:** • Completion of an AIM Spreadsheet (provided by OpenCities) listing all pages in hierarchical order classified as either Archive, Improve or Migrate (or purchase the Content Rationalization package add on) • Identify individual or team with the ability to clarify questions and promptly make decisions about migration questions • Provide a desired folder structure for files (if contracted) **What's IN scope?** • Content managed within your current CMS • Documents/images (if contracted) **What's NOT in scope?** • Anything within an iFrame or embedded HTML content • Dynamic content pulled from other systems • Content not managed within CMS • JavaScript, CSS, or other custom code • Interactive web forms and/or single page applications • Written content within image/diagram • Content contained inside a PDF file • Documents and images on pages marked "Archive"

Solution	Description
OpenCities Content Rationalization	In every engagement, our team walks you through an established process for reviewing your existing web content, and applying our AIM framework for evaluating what content to Archive, Improve or Move (as is). This work is most effective when conducted by the client, as they know their own government and processes best. In cases where the client does not have the support internally, the Granicus Web Team can provide the AIM process. This includes meeting with the client at the outset to determine key information and current analytics, and then reviewing each page in the main website to determine what action to take. In the cases where a page will be moved or improved, we assign the appropriate OpenCities page type to be used. This work must be done before any content migration work, and in conjunction with or after the IA process (if purchased).
GXG Information Architecture **(Optional Solution)**	Updating your website's Information Architecture (IA) is key to improving the overall user experience. Our IA process involves website data analysis, user research and user testing, and other best-practice methodologies that serve to seamlessly bridge your goals with user needs. This effort will result in a strategic and scalable approach to content priorities, a development of a navigation structure for your new site, and the creation of an actionable implementation strategy for your existing content. Activities include: • Kickoff: Align on goals, expectations, timelines, and deliverables • Data Audit: We'll review surveys, Google Analytics, and any other piece of data to get a sense of how the website is currently utilized, what the user priorities are, and how the current content is meeting their needs. • User engagement: Conduct up to one (1) card sort with up to forty (40) external users OR up to one (1) tree test with up to forty (40) external users Deliverable: • Recommendations & Implementation Report. Includes new Information Architecture map, connecting individual pages to their new categories and location in the site tree Assumptions: • Covers analysis and IA for sites with up to 2,500 URLs. • Three-month period of performance to be completed within the contract period. • Does NOT include a content audit. • Does NOT include content creation. • Client sources external users for testing. • Does NOT include document review.

Solution	Description
Communications Cloud	The Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, the client will be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences. The Cloud includes: • Unlimited email sends with industry-leading delivery and management of all bounces • Support to upload and migrate existing email lists • Access to participate in the GovDelivery Network • Ability to send mass notifications to multiple devices • 24/7 system monitoring, email and phone support during business hours, auto-response to inbound messages from end users, and emergency support • Text-to-subscribe functionality • Up to 2 Web-hosted training sessions annually • Up to 50 administrators • Up to 1 GovDelivery account(s) • Access to a complete archive of all data created by the client for 18 months (rolling) • Up to 3 hours of message template and integration development • Up to 100 subscription topics • Up to 100,000 SMS/text messages per year from a shared short code within the United States* *International numbers are not supported. SMS/text messages not used in the period of performance will not carry over to the following year.

Solution	Description
Communications Cloud - Setup and Configuration	The Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, the client will be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences. The Cloud setup and configuration includes: • The implementation consultant will be assigned to Recipient during the setup process for up to 90 days • Unlimited access to Web-based recorded trainings and online help for administrations on the following topics: standard Messaging, the GovDelivery Network, Automation, Mobile and Analytics • Up to 2 Web-hosted training sessions that must be used within 180 days of Kickoff • Up to 5 hours of message template and integration development that must be used within 90 days of Kickoff
Communications Cloud - Online Training	Provides a balance of Product knowledge and industry best practices to a specific audience. Sessions are delivered by product experts via videoconferencing technology.
AzureAD Connector License	OpenCities integrates with your Microsoft Active Directories (via AzureAD not on-prem), giving staff the convenience of a single sign-on experience and automatically mapping the appropriate roles and permissions in OpenCities to relevant AD users. For your OpenCities intranet, the Azure AD connector powers your staff directory and organisation chart to ensure they are dynamically updated on a regular basis. This may be used for your web, intranet and subsites.
OpenCities CMS Design	This is a design package tailored for unique city requirements. Requires scoping by implementation.

Solution	Description
OpenCities Intranet License	Help all employees find and view the information they need through an elegant and intuitive online Intranet portal. Deliver content to specific employee groups securely. Enable HR functions such as company communications, vacation calendars or new hire onboarding. Organize policies. Surface and search key content. The OpenCities intranet provides a turn-key solution that captures years of local government digital learnings to bring people, processes and information together, providing your teams with everything they need to do their job better.Delivered as a mobile friendly, ADA / WCAG compliant, continually evolving cloud solution, an OpenCities Intranet is fast to deploy, easy to scale and provides the user experience a modern intranet needs. - OpenCities Project Manager from kick-off to go-live- Use the full power of OpenCities page types, content types and modules to create a functionality rich intranet- Staff directory and organization chart that syncs automatically with your Microsoft Azure Active Directory to ensure the information is always up to date- Enhance collaboration and communication with message boards- Allow users to create profiles, news, events and message boards in the intranet, without needing to access the CMS back-end- Does not include implementation services
OpenForms ENTERPRISE License	Additional users for the OpenForms Enterprise plan
AzureAD Connector - Services Setup and Configuration Package	Set up and configuration of AzureAD Connector
OpenCities Intranet License (With Design) - Design Package	Setup and configration of OpenForms Team License (5 users, 50 forms)
Training - OpenCities	OpenCities training session for up to 20 people, covering one of these topics: 1. Site Admin training 2. Content Publisher Training 3. Power Publisher training

Solution	Description
OpenCities SaaS License	The OpenCities platform allows you to launch modern, easy to use websites that evolve to put the needs of your community at the center. The SaaS License includes: • All OpenCities out of the box functionality (excluding optional/premium modules priced separately) • Platform setup and full project management • Managed cloud hosting via Microsoft AzureGov • Ongoing security updates • Ongoing product updates and enhancements • WCAG AA Accessibility maintained perpetually • 99.9% up-time guarantee and 24/7 support for Priority 1 issues (per SLA) • Comprehensive SLA and Support Ticketing system See subscription agreement for details.
OpenCities SaaS License - Setup and configuration package	Installation and setup of OpenCities SaaS, including an assigned Project Manager during the implementation phase.
OpenCities CMS Design	This is a design package tailored for unique city requirements. Requires scoping by implementation.
Training - OpenCities	OpenCities training session for up to 20 people, covering one of these topics: 1. Site Admin training 2. Content Publisher Training 3. Power Publisher training
OpenCities Cloud Security License	Deployment of Imperva Security and Content Delivery Network (CDN). Providing leading caching and security resulting in enhanced protection from malicious attacks. Once configured, it continuously monitors and blocks attacks. With a global 24/7/365 security operations center, it provides an expertly managed web application firewall, distributed denial of service attack protection and advanced bot detection.

Solution	Description
OpenCities Imperva Security License - Services Setup and Configuration Package	Setup and configuration of OpenCities Imperva Security License

GRANICUS ADVANCED NETWORK AND SUBSCRIBER INFORMATION

· **Granicus Communications Suite Subscriber Information.**

- Data provided by the Client and contact information gathered through the Client's own web properties or activities will remain the property of the Client ('Direct Subscriber'), including any and all personally identifiable information (PII). Granicus will not release the data without the express written permission of the Client, unless required by law.

- Granicus shall: (i) not disclose the Client's data except to any third parties as necessary to operate the Granicus Products and Services (provided that the Client hereby grants to Granicus a perpetual, non-cancellable, worldwide, non-exclusive license to utilize any data, on an anonymous or aggregate basis only, that arises from the use of the Granicus Products by the Client, whether disclosed on, subsequent to, or prior to the Effective Date, to improve the functionality of the Granicus Products and any other legitimate business purpose, including the right to sublicense such data to third parties, subject to all legal restrictions regarding the use and disclosure of such information).

· **Data obtained through the Granicus Advanced Network.**

- Granicus offers a SaaS product, known as the Communications Cloud, that offers Direct Subscribers recommendations to subscribe to other Granicus Client's digital communication (the 'Advanced Network'). When a Direct Subscriber signs up through one of the recommendations of the Advanced Network, that subscriber is a 'Network Subscriber' to the agency it subscribed to through the Advanced Network.

- Network Subscribers are available for use while the Client is under an active subscription with Granicus. Network Subscribers will not transfer to the Client upon termination of any Granicus Order, SOW, or Exhibit. The Client shall not use or transfer any of the Network Subscribers after termination of its Order, SOW, or Exhibit placed under this agreement. All information related to Network Subscribers must be destroyed by the Client within 15 calendar days of the Order, SOW, or Exhibit placed under this agreement terminating.

- Opt-In. During the last 10 calendar days of the Client's subscription, the Client may send an opt-in email to Network Subscribers that shall include an explanation of the Client's relationship with Granicus terminating and that the Network Subscribers may visit the Client's

website to subscribe to further updates from the Client in the future. Any Network Subscriber that does not opt-in will not be transferred with the subscriber list provided to the Client upon termination.

UPDATES TO SHARED SHORT CODES FOR SMS/TEXT MESSAGING (US CLIENTS ONLY):

- ·Granicus will be migrating all clients with SMS/Text Messaging Solutions using a shared short code option to a unique standard toll-free number within the United States (International numbers not supported). Short Codes are recommended for Text-to-Subscribe functionalities, if enabled where available, for an additional fee.

- Client must have explicit opt-in for all destinations sent to and adhere to all CTIA guidelines for the duration of its use.

8. Project Schedule

As a SaaS solution that does not require custom development, OpenCities can be fully delivered and ready for content within a matter of weeks. The primary variable for launch is based on the amount of time needed by the City for the visual design process, the number of initial consulting packages in the engagement, and the availability of staff for the content entry and migration process. The sample timeline below demonstrates a five- to seven-month project, however our agile and iterative methodology allows us to increase or decrease the project length to meet your launch goals. A detailed project schedule can be provided during Phase 1.

5-7 Months

Phase 1: Kick-off, Discovery, and Data Analysis

Phase 2: Design, Configuration, and Content Migration

Phase 3: Training

Phase 4: Content Creation Review and Beta Launch

Phase 5: Launch and Evolve
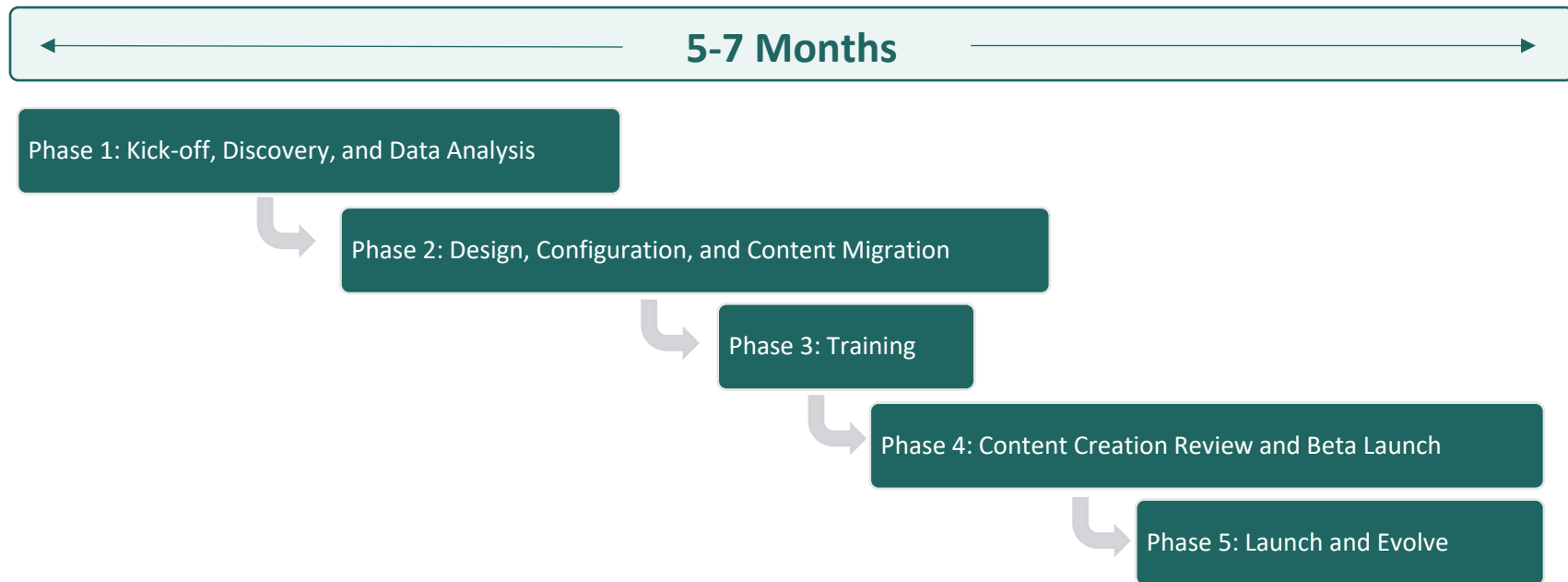
9. General Contract Requirements

May 11, 2022

City of Salinas
200 Lincoln Avenue
Salinas, California 93901

Subject: Exceptions to the City of Salinas Website Redesign, RFQ

Dear City of Salinas:

Thank you for providing us with the opportunity to respond to the City of Salinas Website Redesign Request for Qualifications (RFQ).

Granicus reserves the right to negotiate applicable terms and conditions upon award, however, we respectfully submit the following corporate standard terms for your consideration:

Section 4, Payment

- Granicus respectfully requests deleting the language in this section and replacing with the following for Section 4:

City will remit payment of the fees due within thirty (30) days of receipt of an accurate invoice from Contractor or its authorized reseller, or if City is subject to different payment terms imposed by applicable regulation, such required payment duration. Any disputed amounts will be identified in writing to Contractor within the payment period or be deemed accurate and payable. With respect to any amount due to Contractor which is not paid within thirty (30) days of an undisputed invoice, Contractor may apply interest at the rate of one and half percent (1.5%) per month, or such lesser amount required by law, assessed from the due date through the date of payment. City acknowledges and agrees that orders placed by City for Products and Services will be non-cancellable and the fees paid are non-refundable unless otherwise expressly stated in the Agreement.

Section 7, Indemnification

- Contractor respectfully requests deleting the language in this section and replacing with the following for Section 7:

a)   Contractor will defend, indemnify and hold City harmless from and against all losses, liabilities, damages and expenses including reasonable attorney fees (collectively, "Losses") arising from any claim or suit by an unaffiliated third party that the Products or Deliverables, as delivered to City and when used in accordance with this Agreement and the applicable Order or SOW, infringes a valid U.S. copyright or U.S. patent issued as of the date of the applicable Order or SOW (a "Claim").

b)   To the extent permitted by applicable law, Contractor will have control of the defense and reserves the right to settle any Claim. City must notify Contractor promptly of any Claim and provide reasonable cooperation to Contractor, upon Contractor' request and at Contractor' cost, to defend such Claim. Contractor will not agree to any settlement which requires acknowledgment of fault or an incurred liability on the part of an indemnified party not otherwise covered by this indemnification without indemnified party's prior consent. City may elect to participate in the defense of any claim with counsel of its choosing at its own expense.

c)   If the Products or Deliverables are subject to a claim of infringement or misappropriation, or if Contractor reasonably believes the Products or Deliverables may be subject to such a Claim, Contractor reserves the right, in its sole discretion, to: (i) replace the affected Products or Deliverable with non-infringing functional equivalents; (ii) modify the affected Products or Deliverable to render it non-infringing; or (iii) terminate this Agreement or the applicable Order or SOW with respect to the affected Contractor Product or Deliverable and refund to City any prepaid fees for the then-remaining portion of the Order or SOW Term.

d)   Contractor will have no obligation to indemnify, defend, or hold City harmless from any Claim to the extent it is based upon: (i) a modification to the Contractor Product or Deliverable by anyone other than Contractor; (ii) a modification made by Contractor pursuant to City's required instructions or specifications or in reliance on materials or information provided by City; (iii) combination with the Products or Deliverable with non-Contractor software or data; or (iv) City's (or any authorized user of City) use of any Products or Deliverables other than in accordance with this Agreement.

e)   This section sets forth City's sole and exclusive remedy, and Contractor' entire liability, for any Claim that the Products, Deliverables or any other materials provided by Contractor violate or infringe upon the rights of any third party.

Section 9, Termination

- Granicus respectfully request changing ten (10) days to ninety (90) days.

Granicus Standard Terms and Conditions

Granicus proposes inserting the following language that governs the license of its software where software licensing language was not included in the RFP terms and conditions:

1. **Software Use Rights**

   1.1. **License.** Subject to the terms and conditions of this Agreement, Granicus hereby grants to Client a non-exclusive, non-transferable right and license to use the Granicus Products for its internal purposes during the Term, subject to any additional rights and restrictions set forth in the applicable Order or SOW. This grant of rights is not a sale of the Granicus Products. Granicus and its third-party providers reserve all rights not expressly granted to Client in this Agreement.

   1.2. **Use of Granicus Products.**

      1.2.1. **Data Sources.** Client may only upload data related to individuals that originates with or is owned by Client. Data purchased from third parties may not be used with the Granicus Products without Granicus' prior written consent and list cleansing services provided by Granicus for an additional fee. Granicus will not sell, use, or disclose any personal information provided by Client for any purpose other than performing services subject to this Agreement.

      1.2.2. **Passwords.** Passwords are not transferable to any third party. Client is responsible for keeping all passwords secure and all use of the Granicus Products accessed through Client's passwords.

      1.2.3. **Third Party Contractors**. Client may permit its third party contractors to access and use the Granicus Products solely on behalf of, and for the benefit of, Client, so long as: (i) contractor agrees to comply fully with this Agreement as if it were Client; (ii) Client remains responsible for each contractor's compliance with this Agreement and any breach thereof; and (iii) all use of the Granicus Products and any metered or transactions includes licenses and use allocated to contractors. All rights granted to any contractor terminate immediately upon conclusion of the services rendered to Client that gives rise to such right. Upon termination of such rights, contractor must immediately cease all use of the Granicus Products, un-install and destroy all confidential or proprietary Granicus information in its possession, and Client must certify its compliance with this section in writing upon Granicus' request.

      1.2.4. **Content.** "**Content**" means text, data, graphics, personal information or any other material: (i) displayed or published on Client's website; (ii) provided by Client to Granicus to perform services; or (iii) uploaded into Granicus Products for use by Client or end users of the Granicus Products. Client can only use Granicus Products to share Content that is created by or owned by Client and/or Content for affiliated organizations provided that use by Client for affiliated organizations is in support only, and not as a primary communication vehicle for other organizations that do not have a separate license to a Granicus Product. Granicus is not responsible for any Content used, uploaded or migrated by Client or any third party.

      1.2.5. **Advertising.** Granicus Products will not be used to promote products or services available for sale through Client or any third party without Granicus' prior written consent. Upon Granicus' request, Client will provide a copy of any agreement between Client and a

third party that compensates Client for the right to have information included in Content distributed or made available through Granicus Products for Granicus review prior to granting such approval.

1.2.6. Granicus Subscriber Information for Communications Cloud Suite only

1.2.6.1. **Data Provided by Client.** Data provided by Client and contact information gathered through Client's own web properties or activities will remain the property of Client ("Direct Subscriber"), including any personal information.

1.2.6.2. Granicus will not disclose Direct Subscriber data except as required by law, or to third parties solely as necessary to operate the Granicus Products.

1.2.6.3. Data generated by use of the Granicus Products, including system data and data derived from Content in an aggregated and anonymized form is not Direct Subscriber data and may be used by Granicus for its business purposes including product improvements and development, subject to any applicable laws governing the use and disclosure of such data.

1.2.6.4. **Data Obtained through the Granicus Advanced Network**

1.2.6.4.1. Communications Cloud, a Granicus Product, offers Direct Subscribers the opportunity to subscribe to digital communications offered by other Granicus clients (the "Advanced Network"). When a Direct Subscriber registers on the Advanced Network, that subscriber is a "Network Subscriber" to the agency it subscribed to through the Advanced Network.

1.2.6.4.2. Network Subscribers are not Direct Subscribers and are only available for use while Client is under an active GovDelivery Communications Cloud subscription. Network Subscribers will not transfer to Client upon termination of Client's subscription, and Client must delete all information related to Network Subscribers within fifteen (15) days of expiration or termination of Client's access to the Advanced Network. Client is permitted to send an email inviting Network Subscribers to subscribe to updates directly from Client in the last ten (10) days of Client's subscription term. Network Subscribers that do not engage with Client directly will not be included in any subscriber list provided to Client upon conclusion of Client's subscription.

1.3. Restrictions. Client will not:

1.3.1. Use or permit any end user to use the Granicus Products to store or display adult content, promote illegal or immoral activities, send or store infringing, obscene, threatening or unlawful or tortious material or disrupt others use of the Granicus Products, network services or network equipment, including unsolicited advertising or chain letters, propagation of computer worms and viruses, or use of the Granicus Products to make unauthorized entry into any other device accessible via the network or Granicus Products;

1.3.2. Use the Granicus Products as a door or signpost to another server;

1.3.3. Disassemble, decompile, reverse engineer or make derivative works of the Granicus Products;

1.3.4. Rent, lease, lend, or host the Granicus Products to or for any third party, or disclose the Granicus Products to any third party except as otherwise permitted in this Agreement or an Order or SOW;

1.3.5. Use the Granicus Products in violation of any applicable law, rule, or regulation, including violation of laws regarding the processing, use, or disclosure of personal information, or violation of any United States export control or regulation, United States embargo, or denied parties prohibitions; or

1.3.6. Modify, adapt, or use the Granicus Products to develop any software application intended for resale which uses or competes with the Granicus Products in whole or in part.

1.4. Client Feedback. Granicus may use any suggestion, enhancement request, recommendation, correction or other feedback provided by Client relating to the Granicus Products or use thereof without need for permission or consent or the payment of fees or attribution to Client.

Granicus proposes inserting the following standard language that was not included in the RFP terms and conditions:

Confidentiality. During performance of the Services, each party may receive Confidential Information of the other party.

a) "Confidential Information" means all confidential and/or trade secret information of either party ("Disclosing Party"), including but not limited to: (i) Contractor' Products; (ii) non-public information if it is clearly and conspicuously marked as "confidential" or with a similar designation at the time of disclosure; (iii) non-public information of the Disclosing Party if it is identified as confidential and/or proprietary before, during, or promptly after presentation or communication; and (iv) any information that should be reasonably understood to be confidential or proprietary given the nature of the information and the context in which disclosed, in each case that is disclosed to the other party ("Receiving Party") or to which the Receiving Party gains access in connection with performance of the Services.

b) Subject to freedom of information, government transparency, or similar applicable law, each Receiving Party will receive and hold any Confidential Information in strict confidence and will: (i) protect and safeguard the Confidential Information against unauthorized use, publication or disclosure; (ii) not reveal, report, publish, disclose, transfer, copy or otherwise use any Confidential Information except as specifically authorized by the Disclosing Party; (iii) not use any Confidential Information for any purpose other than in performance of this Agreement; (iv) restrict access to Confidential Information to those of its advisors, officers, directors, employees, agents, consultants, contractors and lobbyists who have a need to know, who have been advised of the confidential nature thereof, and who are under express written obligations of confidentiality or under obligations of confidentiality imposed by law or rule; and (v) exercise at least the same standard of care and security to protect the confidentiality of the Confidential Information received by it as it protects its own confidential information, but no less than a reasonable degree of care.

c) If a Receiving Party is requested or required in a judicial, administrative, or governmental proceeding to disclose any Confidential Information, it will notify the Disclosing Party as promptly as practicable so that the Disclosing Party may seek an appropriate protective order or waiver for that instance, unless such notification is prohibited by law or judicial order.

d) The foregoing obligations do not apply to information that: (i) is already public or becomes available to the public through no breach of this section; (ii) was in the Receiving Party's lawful possession before receipt from the Disclosing Party; (iii) is lawfully received independently from a third party who is not bound by a confidentiality obligation; or (iv) is independently developed by or on behalf of the Receiving Party without use of any Confidential Information.

e) Upon written request of the Disclosing Party, the Receiving Party agrees to promptly return or destroy all Confidential Information in its possession, and certify its destruction in writing, provided that the Receiving Party may retain a copy of the returned or destroyed items for archival purposes in accordance with its records retention policies and subject to this section.

f) Disclosing Party may be irreparably damaged if the obligations under this section are not enforced and as such may not have an adequate remedy in the event of a breach by Receiving Party of its obligations hereunder. The parties agree, therefore, that Disclosing Party is entitled to seek, in addition to other available remedies, an injunction restraining any actual, threatened or further breaches of the Receiving Party's obligations under this section or any other appropriate equitable order or decree.

Limitation of Liability.

a) EXCEPT FOR LIABILITY THAT CANNOT BE LIMITED OR EXCLUDED UNDER APPLICABLE LAW, UNDER NO CIRCUMSTANCES WILL EITHER PARTY BE LIABLE FOR ANY: (I) SPECIAL, INDIRECT, PUNITIVE, INCIDENTAL, OR CONSEQUENTIAL DAMAGES; OR (II) LOSS OR DAMAGE TO DATA, LOST PROFITS, SALES, BUSINESS, GOODWILL OR ANTICIPATED SAVINGS, WHETHER AN ACTION IS IN CONTRACT OR TORT (INCLUDING NEGLIGENCE) AND REGARDLESS OF THE THEORY OF LIABILITY, EVEN IF A PARTY HAS BEEN ADVISED OF THE POSSIBILITY OF SUCH DAMAGES.

b) IN NO EVENT, EXCEPT FOR CITY'S OBLIGATIONS TO PAY AMOUNTS DUE UNDER THE ORDER OR SOW, OR CONTRACTOR' INDEMNIFICATION OBLIGATIONS SET FORTH IN SECTION 10 (INDEMNIFICATION), WILL EITHER PARTY'S MAXIMUM AGGREGATE LIABILITY FOR ALL CLAIMS ARISING IN CONNECTION WITH THIS AGREEMENT (IN TORT (INCLUDING NEGLIGENCE), CONTRACT OR OTHERWISE) EXCEED THE AMOUNT OF FEES PAID BY CITY TO CONTRACTOR IN THE SIX (6) MONTHS IMMEDIATELY PRECEDING THE DATE THE DAMAGED PARTY NOTIFIES THE OTHER PARTY IN WRITING OF THE CLAIM. However, if City has paid no fees under the terms of an Order in the twelve (12) month period preceding the date of the incident giving rise to the Claim, the aggregate liability of Contractor to Customer for such Claim shall not exceed Five Thousand Dollars ($5,000).

Granicus is willing to negotiate the foregoing exceptions and any agreeable modifications to the Master Subscription Agreement. We look forward to engaging with you and negotiating the terms and conditions that will form the basis of our future relationship.

Sincerely,

GRANICUS

Attachments: Exhibit A (Master Subscription Agreement); Exhibit B (Evidence of Insurance).

10. Additional Optional Product Information

The remaining pages contain information on relevant additional optional products from Granicus.

Digital Services Academy

More than just content improvement training, the Digital Services Academy is a powerful way to help your team acknowledge their expertise and become web publishers who create citizen-centric content and services.

The course utilizes key user-centered design principles, learning skills and techniques for journey mapping, digitizing, testing, and improving web content, as well as creating OpenForms and Services pages. The OpenCities DSA lays the foundation for better government websites and effective digital transformation outcomes.

Participants will:

✓ Journey map a current process for their department

✓ Convert current page content into a digital service

✓ Become familiar with a user-centered design approach

✓ Build an effective digital form with the OpenForms platform

✓ Create an effective services page using an OpenCities template

✓ Learn tips and best practices for user testing

✓ Conduct a small user testing session (optional)

Who is it for?

Optional

The Digital Services Academy is for your team members in each department who are subject matter experts and content authors without that needing to be their title or key responsibility. These are the people within your organization who want to learn how to improve the website content, transform static information into digital services and fully leverage the publishing, governance, and reporting capabilities in the OpenCities platform.

Participants and timeframe

This training program takes place over 3 half-day sessions during one week. It will introduce up to 25 subject matter experts (staff from throughout your organization) to the process and value of digital services through a user mindset.

Outcomes

For each service presented at the workshop, your participants will create or gain understanding of:

✓ A customer journey map and the journey mapping process

✓ An OpenCities services page for completing the given service

✓ An OpenForm (digital form) for the online service

✓ Feedback from user testing

Content Migration

Included

This two-part package includes **Content Migration Discovery/Strategy** and **Content Migration Delivery**. This package is optional and best suited for cities or counties that need assistance moving page content and/or images and document from the old system.

Content Migration Discovery/Strategy

In this strategy session, we will identify the proper OpenCities template for each page, note any inconsistencies or custom templates, communicate how we will address certain elements of the content, and review all of this with the team lead or core team.

Content Migration Delivery

Once we have agreed upon a strategy and a timeline, our team of migrators will get to it and work to deliver your project by the designated deadline. At the end, you will receive:

√ Access to the system with all agreed pages moved over

√ A recap document that details anything your team should know

about what we migrated as well as recommendations

City Responsibilities:

√ Complete an AIM Spreadsheet (provided by OpenCities) listing all pages in hierarchical order classified as either Archive, Improve or Migrate

√ Identify individual or team with the ability to clarify questions and promptly make decisions about migration questions

√ Provide a desired folder structure for files (if contracted)

What's IN scope?

√ Content managed within your current CMS

√ Documents/images (if contracted)

What's NOT in scope

✗ Anything within an iFrame or embedded HTML content

✗ Dynamic content pulled from other systems

✗ Content not managed within CMS

✗ JavaScript, CSS, or other custom code

✗ Interactive web forms and/or single page applications

✗ Written content within image/diagram

✗ Content contained inside a PDF file

✗ Documents and images on pages marked "Archive"

Writing for the Web

Optional

If the Digital Services Academy is more than you are looking for, but you would still like staff to have some additional training on writing better content for the web, you can select just the Writing for the Web portion. This workshop will make sure your staff is well equipped to create new content that is professionally written, organized, and efficient for your residents. This two-hour workshop will help teach staff how to make content interesting, understandable, and free of jargon, while staying inside the city guidelines. Can be delivered to up to 20 staff at a time.

Information Architecture

Optional

Updating your website's Information Architecture (IA) is key to improving the overall user experience. OpenCities' IA process involves website data analysis, user research and user testing, and other best-practice methodologies that serve to seamlessly bridge your goals with user needs. This effort will result in a cohesive strategic approach to content priorities and a development of a comprehensive navigation structure for your new site, and the creation of an actionable migration strategy for your existing content.

Enhanced Design

Optional

This informs the creation of an additional homepage design option/wireframe (three total), with two additional rounds of revisions (five total) on the selected homepage design and inclusion of secondary page design consistent with the finished homepage design.

Content Rationalization and Navigation

Optional

If you are unsure which pages on your site you want to archive, improve, or migrate as is, or are unsure of the ideal navigation on the new site, OpenCities will review your pages and page-view analytics to recommend a site navigation and migration strategy. We will note where we recommend improving content using our template functionality, as well as where we recommend combining content to improve the accessibility, usability, and usefulness.