



Empowering Modern Digital Government

Hapeville, GA

Website Design, Development & Hosting Proposal

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Date: April 12, 2019

Dear Selection Committee Members,

Thank you for the opportunity to submit a proposal for the upgrade of Hapeville's website. Based on our conversations and the thoroughness of your RFP, we feel our comprehensive offering will enable you to transform your web presence into a true "Digital City Hall."

Granicus is uniquely positioned to help you serve, engage and reach – residents, visitors and businesses in Hapeville. Here is how we can help you:

- **Serve.** Like most government organizations, you are looking to bring more services online. We'll help you transform your website into a true service portal. We'll start by identifying the top tasks users perform on your website – like paying a ticket – and make it easy for visitors to find and complete those tasks.
- **Engage.** Connect with your citizens in a whole new way. With Granicus govAccess you can gather input on important issues, conduct polls, and aggregate and analyze data to inform public policy.
- **Reach.** Extend the reach of your website with Granicus govDelivery. Send targeted campaigns to our network of more than 150M subscribers nationally.
- **Protect.** Keep critical data safe by working with a vendor serving federal agencies that require the highest levels of security. At a time when ransomware attacks are growing in local government, you can never be too careful. We are here to help!
- **Mobilize.** With nearly 50 percent of traffic to local government websites coming from a mobile device, responsive design is no longer enough. Granicus offers the tools to truly optimize the mobile experience for your users.

We see tremendous potential for your website and would welcome the opportunity to help you achieve it. I look forward to talking with you soon about what's next.

Respectfully submitted,

Dan Oldehoff
Regional Account Specialist

Contents

Section 1 – Executive Summary	4
Section 2 – About Granicus	6
Section 3 – Project Development Approach	9
Section 4 – CMS, Hosting and Security	19
Section 5 – Project Experience	28
Section 6 – Qualifications of Key Personnel	34
Section 7 – Project Enhancements	37
Section 8 – Proposed Investment	41

Section 1

Executive Summary

Executive Summary

Better Serve Your Citizens

Your citizens approach their digital interactions with government in the same manner they do elsewhere on the web – as customers. Whether they are looking for information on a consumer website or a government website, they expect to find clear and understandable answers to their questions, quickly, in plain language they understand, at any time of day and via the device of their choice. Increasingly, that device is a mobile one, which requires additional thought to ensure this emerging group of site visitors can easily navigate your site.

The Granicus Experience

Granicus has partnered with more than 800 leading local government agencies to design, develop and host their websites. Through these partnerships we continuously evolve our processes and technology to put our government clients at the forefront of innovation in digital government. Everything we do contributes to our mission to help YOU create **a superior digital customer experiences** including:

A citizens-focused project approach that starts with research into how your website visitors want to engage with you and what services and information is most important to them. We'll also interview internal stakeholder to understand your goals. This research informs the design, content structure and development of your website – ultimately helping you deliver a superior digital CX.

Ongoing support and continuous improvement that helps ensure your website evolves with customer expectations. The Granicus team conducts an annual analysis of your website using proprietary data and makes recommendations to improve your customer experience leveraging our flexible CMS. You'll also benefit from a guaranteed free redesign.

A CMS that powers superior digital citizen experiences. After we hand over your new website, our CMS solution is there to help you carry on the superior digital citizen experience mission. The casual user can easily update the website with fresh content and visuals, while the power user can monitor, manage, analyze and optimize the website over time.



"I've never worked with a vendor that has been more invested in our success."

Robert Rasmussen
Assistant IT Director
Amarillo, TX

Section 2

About Granicus

Meet Granicus

Granicus provides technology and services that empowers government organizations to create seamless digital experiences for the people they serve. Offering the industry's leading cloud-based solutions for communications, content management, meeting and agenda management, and digital services to more than 4,000 public sector organizations, Granicus helps turn government missions into quantifiable realities.

Granicus acquired Vision in 2018, the national leader in government website design, development and hosting. Granicus was impressed by the evolution of the Vision CMS to meet the changing needs of government and the people they serve. They were equally impressed by the process the team perfected to design and develop award-winning government websites.

Company Contact Info:

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Full name of legal entity
Granicus, LLC

Years in Business
21 Years (Vision) / 19 Years (Granicus)

Number of Clients
4,000+

Company Website
www.Granicus.com

Office Locations:

Los Angeles
222 N Sepulveda Blvd,
Suite 1500
El Segundo, CA 90245

Denver
1999 Broadway Suite
3600
Denver, CO 80202

Washington D.C.
1152 15th Street NW
Suite 800
Washington, DC 20005

St. Paul
408 St. Peter St.
Suite 600
St. Paul, MN 55102

BY THE NUMBERS



1999

FOUNDED



4000+

GOV
CLIENTS



40

OF THE 50
MOST
POPULOUS U.S.
CITIES



2018

VISION
ACQUIRED
BY GRANICUS

Relentless Focus on Client Satisfaction

Simply saying we're dedicated to client satisfaction isn't enough. It's our relentless focus, and one that we measure. In fact, across all of our client implementations over the past three years, our average client satisfaction rating is 9 on a 10 point scale.

At Granicus, anything less than the best for our clients is unacceptable.

- **Executives** – Our leadership team guides the entire company to do what is best for our clients. Each week the leadership team reviews client satisfaction survey results and discusses any proactive actions that need to be taken. Our leadership team also brings years of experience across government, software, design and technology industries to the table.
- **Certified Experts** – Our certified experts are passionate about helping you deliver a superior digital customer experience, which is why we are constantly learning new and better ways of doing things. Many of our team members hold the following certifications: NN/g certified User Experience Specialist, Web Graphic Design certified, WebAIM WCAG 2.0 educated, Network and CCNA certified.
- **Project Managers and Customer Support** – Our project managers and customer support team are fanatical about your success, and will go above and beyond to support you.

ACCOLADES



9 OUT OF 10

PROJECT
SATISFACTION

250+
AWARD
WINNING SITES

COMPANY
RECOGNITION



Section 3

Project Development Approach

| Project Promise

Over the last 20-plus years, Granicus has created hundreds of award-winning local government websites. We'll bring this expertise to your project, while also working to meet and exceed your unique goals. Here are a few things you can expect from your partnership with Granicus.

Your Goals

A digital city hall experience that promotes self-service across all departments.



Encourage civic participation.



A citizen-centric design, release early, iterate often.



Data-driven approach to the website redesign.



A unified web presence with apps used by the city seamlessly integrated.



The Granicus Difference

Granicus believes your website should truly serve citizens, making it easy to find and complete common tasks, like paying a ticket. Our data-driven approach will help us identify top services and tasks so we can optimize the online customer journey.

Connect with your citizens in a whole new way. With Granicus gov Access you can gather input on important issues, conduct polls, and aggregate and analyze data. You may also want to consider gov Delivery, enabling you to publish content to our network of 150M people.

With our public beta site offering we can launch early, gather feedback and iterate to ensure we deliver a website that truly meets the needs of your citizens.

Our process takes the guesswork out of your website redesign by basing key project decisions on the data we collect about your website, not on opinions. As a result, your team will be informed and aligned.

Extend the impact of your website with the Granicus platform—publish content to our network of 150M+ citizens, simplify agenda creation, stream meetings to video, and much more. You can also choose from an extensive list of pre-built integrations with best-in-class apps like Laserfiche, NeoGov, Esri, SiteImprove, Twitter, Facebook and more.

Timeline + Development Plan

Over the last 20-plus years, we've developed thousands of websites for some of the most progressive local government agencies. Lessons learned from this experience have helped us refine our process in order to deliver consistent, superior results. Here's what you can expect.

1 | Research

GOAL

Conduct analysis to understand how your website is used.

~5
weeks

2 | Design

GOAL

Develop a website that reflects your community and brand and delivers superior digital customer experience.

~6
weeks

3 | Site Development

GOAL

Refine the website's content and implement Granicus govAccess.

~11
weeks

4 | Launch

GOAL

Train your team and bring the new site live to the public.

~5
weeks

5 | Post Launch

GOAL

Provide ongoing support and maintain a superior digital customer experience.

Ongoing

1 | Research

GOAL

Conduct analysis to understand how your website is used.

Deliverables

- Site Usability Report
- Custom Wireframe

Toolkits

- Project Kick-off Kit

~5 weeks

Site Usability Report



Granicus' primary objective is to develop a website that makes it easy for people to get things done online. In order to achieve this mission, our process begins with an extensive focus on customer experience (CX), which gives us an understanding of your unique community and what they're looking to do on your website.

Comprehensive Analysis

We'll compile data in a variety of ways, including:

- **Heatmap Analysis:** Heat maps help us gain an understanding of how people are interacting with your content. The information gathered is helpful to us as we determine how to organize content and information to best attract users to your site.
- **Web Analytics:** We leverage data from Google Analytics to understand the most frequently visited pages, top referring sources, bounce rates, etc. This data supplements our heatmap analysis to inform recommendations for your website.
- **Community Survey:** A survey of your community will help us understand what kinds of tasks residents are most frequently looking to complete on the site. Having anecdotal feedback helps ensure we're on the right track.
- **Stakeholder Survey:** We also survey your internal stakeholders to gather information on the current goals and tasks of your website from an internal point of view.
- **Recorded User Testing:** Users will be recorded as they attempt to complete tasks on your website. This method has consistently uncovered valuable insight into how a website can be confusing to those who don't use it everyday.

Site Usability Report

Based on the results of our research, our NN/g Certified User Experience Specialist will compile a custom Usability Report, summarizing findings and recommendations. This document should be shared internally to provide alignment for key project decisions.

2 | Design

GOAL

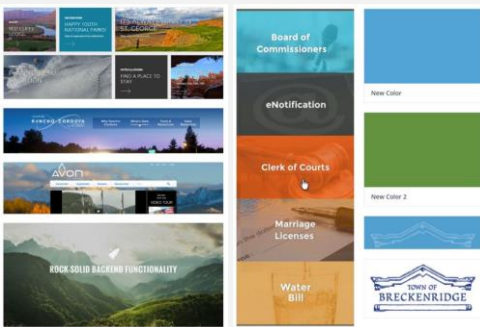
Develop a site that reflects your community, brand and delivers superior customer experience.

Deliverables

- Mood Board
- Graphic Design Comp
- Mobile Comp
- Style Guide

~6 weeks

Mood Board



Graphic Design Comps



Our design phase is highly collaborative to ensure the unique identity of your organization is reflected in the site's look and feel. We balance aesthetics with usability, mobility and accessibility principles to ensure the final result is beautiful without compromising functionality.

Web Design Implementation

- **Design Meeting and Mood Board:** You'll begin the process by meeting with our graphic design team for a brainstorming session. During this time, we'll review your survey results and ask your team questions in order to better understand your desired aesthetic. The information will be compiled into a digital mood board that will summarize the overall style and direction for the design.
- **Mobile-First Design Methodology:** We think about mobile from the onset of the design process. We work with you to determine which common tasks and key content should be easily available for mobile users. The result will be a fully responsive design that can easily be modified by staff as priorities change.
- **Accessibility and Usability Check:** Our entire design team is versed in the latest WCAG 2.0 Accessibility requirements for color use and contrast on websites and will ensure your design adheres with the level of compliance you seek. Additionally, our designers work hand-in-hand with our NN/g certified User Experience Specialist to ensure the final design adheres to usability best practices.
- **Revisions and Finalization:** Using our advanced design collaboration software, you will be able to easily make comments and provide direction for your design revisions. We provide unlimited revisions and won't stop until your team is completely satisfied with the look and feel. The phase will complete with your sign-off on the final composition.

3 | Site Development

GOAL

Refine the site's content and implement the CMS.

Deliverables

- Sitemap Recommendations
- 200 Pages of Migrated Content
- Program Website

Toolkits & Templates

- Work Plan Template
- Pre-Launch Preparation
- Content Migration Guide
- "How Do I..." Menu Guide

~11 weeks

Great Content Should Enable a Customer Mission

"The writing for the web training was critical for helping our staff think about our customer and what they're trying to accomplish in every decision we make about content."



Abbot Chambers
City Librarian +
Director of
Comms
City of Sausalito

The site development phase has two major components: the actual technical programming of the website and finalization of content that will be added to your site.

While our development team is busy, our content strategy experts will work with your staff to finalize the sitemap, and migrate and refine content.

Content Preparation and Migration

No one knows Hapeville like the department heads in your organization, which is why at this phase we recommend active involvement from anyone who will be contributing to your website now and in the future. To ensure this process runs as smoothly as possible, your Granicus Project Manager will set your team lead up for success with all the tools needed to ensure your project stays on track.

- **Sitemap Consultation:** At this stage we will finalize the site map, consulting with you to make sure all navigation is organized and labeled in an effective manner to accomplish your goals.
- **Work Plan:** To help your team lead communicate project goals, deliverables, and deadlines, we provide a Work Plan Template. This template includes a project introduction, breakdown of individual project-related tasks and timeline for completion.
- **Communication Cadence:** Communication templates and a recommended cadence around tasks and deadlines, meetings and agendas are also provided. These tools not only ensure a smoother project, they will help your team lead establish credibility.
- **Writing for the Web Training:** Even the most visually stunning website will not be effective if information is difficult to find and understand. To help, we will conduct **an onsite/a web-based** training workshop to introduce overall best practices for creating great, action-oriented content. Following the session, we'll provide resources to help reinforce the concepts learned with your content editors.
- **Content Migration:** We'll help begin the process of populating your new website with content by migrating **200 pages**. Once the migration is complete, you'll be given access to the development website in order to review and refine the information.

4 | Launch

GOAL

Transfer to production environment, train your team and bring the new site live to the public.

Deliverables

- Staging Site
- CMS Training
- UAT Kick-Off Meeting

Toolkits

- User Setup Guide
- UAT Guide
- Launch Planning Guide

~4 weeks

Launch Planning Guide



After extensive quality assurance testing, our developers will hand over the website to your team in a staging environment. This major milestone typically brings excitement and anxiety – with extensive activity and coordination needed across the organization before your site is ready to launch. To help, Granicus has perfected the process to ensure everything on your site functions as expected and internal signoff is complete before your site goes live.

Go Live Preparation

- **Granicus Quality Assurance Testing** - The Granicus team will conduct testing to identify broken links, accessibility violations and general issues. Any issues will be flagged for your team to check before the site goes live.
- **CMS Training** – While our team is conducting final QA testing, our trainers will work with your team to teach them about the new tools they will be able to leverage in the CMS. All users will go through Basic CMS Training, to fully prepare them to review, add and edit content. Your super users will gain a deeper understanding of specific departmental functionality and how to set up roles, permissions and workflow/approval cycles.
- **Staging Site** – Our technical team will transfer your new site to a production environment in Rackspace.
- **User Acceptance Testing (UAT)** - While our team has already conducted a quality assurance process against the approved design specifications and Granicus migrated content, you have the opportunity to conduct your own review during the User Acceptance Testing process.
- **Launch Planning Meeting** – Prior to your go-live date we will conduct a launch planning meeting to prepare your team and the Granicus team for pre- and post-launch configuration activities that can only occur once the site has gone live (Granicus Search & SSL set up, for example).
- **Final Signoff** - Once UAT has been completed and all stakeholders are comfortable, we'll flip the switch, and your new site will make its debut.

5 | Post Launch

GOAL

Ensure your team is effectively supported and your website evolves as needed to maintain a superior digital customer experience.

Deliverables

- Ongoing technical support
- Guaranteed 99.9% uptime
- Annual CX consultation and recommendations

Ongoing



Guaranteed Redesign

Guaranteed redesign after your contract term.

Adapt your website to meet changing needs with our ongoing support, flexible CMS and a guaranteed redesign with no further out-of-pocket expense.

Unlimited Technical Support: Granicus provides comprehensive, unlimited technical support including:

- *On Demand Videos* – Step-by-step tutorial videos provide a quick overview of features and tools. These videos are particularly helpful for supplementing training, bringing new staff up to speed or providing refresher.
- *Live Chat* – Initiate a chat from anywhere in the CMS.

Dedicated Client Success Manager: In addition to technical support, you will also be assigned a dedicated Client Success Manager who will help you get the most out of your website long-term.

Annual Health Check: Your Client Success Manager will proactively reach out twice a year to perform a website health check and ensure you are getting the most of your Granicus experience.

Ongoing Training: Bring new staff members up to speed and stay current on the latest government website trends through free live training sessions and educational webinars. These sessions focus on CMS functionality, client best practices and general trends from the industry, such as transparency, accessibility and content strategy. Anyone from your organization that is interested may attend at no cost.

Regional Events and National Summit: Granicus offers a number of free in-person events throughout the year, bringing our clients together to collaborate and share best practices. Each event features educational sessions designed to help get the most out of your website. We are at our best when we're listening to our clients and these events provide a unique opportunity to learn and develop together.

Your Role

The best outcomes come with collaboration – after all, no one knows your community like you do! While we will do as much of the heavy lifting as possible, to drive the optimal level of collaboration, we will need a few things from you along the way including:

1 | Research

- Identify web team
- Complete stakeholder survey – this helps us understand your goals, expectations, audience needs, etc.
- Provide access to Google analytics
- Sign-off on wireframe

2 | Design

- Share any existing brand guidelines
- Gather any photos + logos + video to be used in your website design
- Sign-off on mood board + design comps + style guide

3 | Site Development

- Supply list of all 3rd party apps used with website
- Sign-off on site map
- Collaborate with your PM to map current pages to new site map / identify redirects
- Attend writing for the web / accessibility training
- Edit existing content / create content for new pages (we offer additional content writing + editing services)

4 | Launch

- Attend CMS training
- Conduct User Acceptance Testing (UAT)
- Create marketing plan for website launch – we offer an optional website launch promo service if interested
- Final sign-off prior to go live

5 | Post Launch

- Setup metrics dashboard and measure results – top pages, traffic sources, etc. – optimize overtime
- Keep your content fresh
- Reach out to our support team with questions anytime
- Meet with your Granicus success manager for annual health checks

Identifying Your Website Team

While the Granicus team will guide the process, we will depend on the dedication of your staff and resources to achieve the best result. Based on our experience, we recommend assigning staff into the following roles:



Project Manager

You should assign a dedicated project manager, who will serve as the main point of contact to interface with Granicus throughout the development of your website. This person will work closely with your Granicus project manager at each stage should be empowered to make final decisions.



Core Project Team (3-5 people)

To help guide decisions, you should form a core project team. This group will work closely with your designated Project Manager in helping to gather input from your staff and guiding key decisions through the course of the project. Commonly this team includes staff from the following departments:

- **Communications**
- **Administration**
- **IT**



Steering Committee (varies)

To help build buy-in across your organization, we recommend forming a steering committee. This larger team should include representatives from across all of your departments. They will be included in larger surveys and potentially provide input at key decision points. Gathering this group early helps engage the organization in the development, gaining buy-in for the project and providing alignment for decisions.

WHAT CUSTOMERS SAID

Above and Beyond

"The Granicus Team went above and beyond. They were as invested in the website as we were, and we truly appreciated that!"



Anthony Wilson
City of San Angelo, TX



Section 4

CMS, Hosting and Security

The govAccess Content Management System

Our content management system, Granicus govAccess, is designed to help you deliver a superior digital customer experience to your community.

So, how do we deliver on this promise?

- **Ease of Use & Administrative Control** – Lock down user permissions while providing drag-and-drop simplicity to users where help is never more than a click away.
- **Mobile Management** – Offer a better experience to residents by analyzing mobile traffic before customizing the display on different screen sizes.
- **Digital Service Delivery** – Move more services online, go completely paperless, and ensure your community can easily find everything that you have to offer.
- **Interior Page Design** – Think past the homepage and create a plan for how you will optimize the complete end-to-end customer journey with flexible technology.
- **Federal-grade Security** – Follow the same hosting and security best practices as The White House, Social Security Administration, and Census Bureau.
- **Continuous Innovation** – Enjoy monthly release updates and help shape the product by joining our customer council, Labs, for prototypes, beta access and more.

Granicus technology serves more than 4,000 agencies across United States, Canada, and United Kingdom.

If you desire something not listed, then there is a very good chance we either still offer it or the requested functionality is on our near-term roadmap. Go ahead and connect with us; we are happy to answer any questions.

200 + Council Members



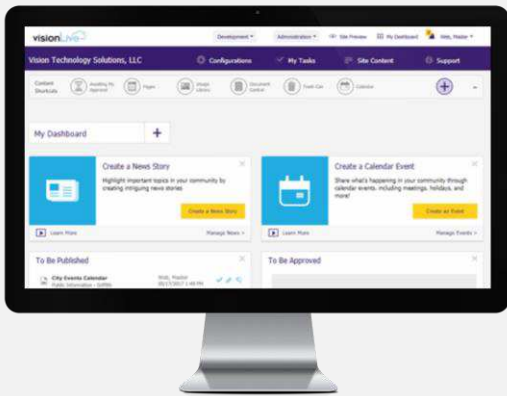
"I love working with Granicus because the CMS always evolves to meet the changing dynamics of local government. They never settle and always strive to deliver the best technology in the market."

Anthony Wilson,
Public Information Officer
City of San Angelo, Texas



Did you know?

60% of CMS users login less than twice per month.



With Granicus govAccess, the casual user can easily update the website with fresh content and visuals, while the power user can monitor, manage, analyze and optimize the website over time.

Easy Authoring and Administrative Control

At Granicus, we understand the complexities of managing the many departments and content editors contributing to your website. To give you time back in your day, we have simplified the experience for the casual user, while offering governance and administrative tools to ensure a consistent experience for website visitors.

Granicus govAccess is a CMS built for government. With our solution you will have everything you need to manage content, including, but not limited to:

- **Live Chat & Embedded Training** – Connect with our technical support team or teach yourself with self-service curriculums and training videos.
- **Wizard Interface** – Walk through a guided content creation process with helpful tips along the way in a single, intuitive workflow.
- **Drag-and-drop Simplicity** – Add content or customize your experience within seconds by configuring settings or leveraging inline editing mode.
- **Personal Dashboards** – Tailor your workspace with dashboard blocks including content quick-adds, content approvals, reporting, analytics and more.
- **Social Media Management** – Promote new content through multiple social accounts, customize and preview posts, and schedule a social campaign with a cadence of publish dates across channels.
- **Multi-channel Publishing** – Promote custom content directly to Facebook, Twitter, email messages, and the website with a single click of a button.
- **Subsite Management** – Consolidate sites into one single CMS instance to share user permissions, leverage common assets, and improve content transparency.

Mobile Management for A Modern World

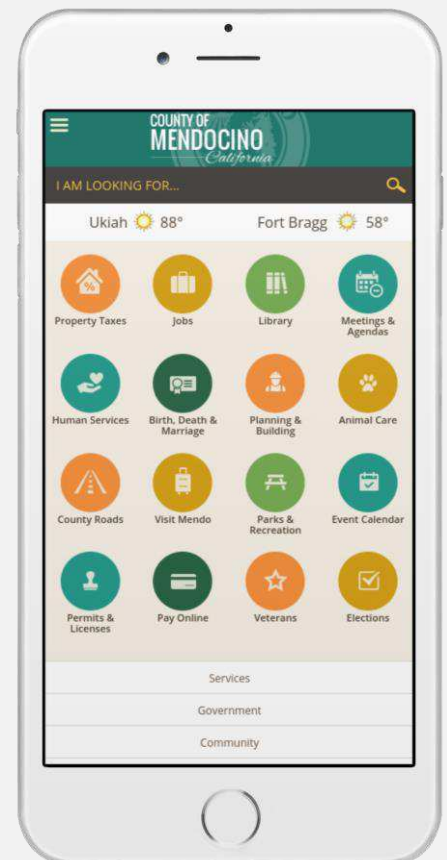
Mobile responsive design is no longer a luxury; it is a requirement.

With Granicus, you'll benefit from progressive mobile web design and a CMS solution that ensures your focus on creating a mobile-first experiences does not stop at your launch date. Granicus govAccess delivers all the necessary tools required for an increasingly mobile world.

- **Responsive Design** – Deliver responsive websites across any device at any time out-of-the-box. This means it will look great on a desktop monitor, a tablet such as an iPad, or any number of mobile devices – small or large.
- **Analytics and Reports** – Review data supplied by Google right on your personalized dashboard. Track most visited mobile pages to better understand where you can begin to start optimizing mobile content.
- **Mobile Designer** – Optimize content for site visitors visiting from a mobile device; reorder or hide specific content for complete control over the experience..
- **App-like Mobile Homepages** – Include an app-like experience in your project at no additional cost to you. Streamline the resident experience on mobile devices with our intuitive app-like mobile-specific homepages.
- **Native Mobile Apps** – Offer super tech savvy citizens the ability to download a 100% native mobile app – no fake apps with HTML wrappers – to further transform your organization. (*inquire for pricing*)

Did you know?

Approximately 49% of traffic to a government website comes from a mobile device!



Top tasks change by device type.

More complex tasks like applying for a building permit are done on a desk top, whereas looking up quick info about parks and rec or paying a parking ticket are more often done from a mobile device.

Example Sites

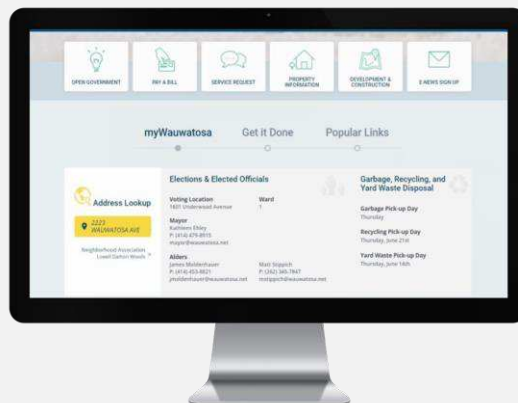
Service Finder

www.Amarillo.gov



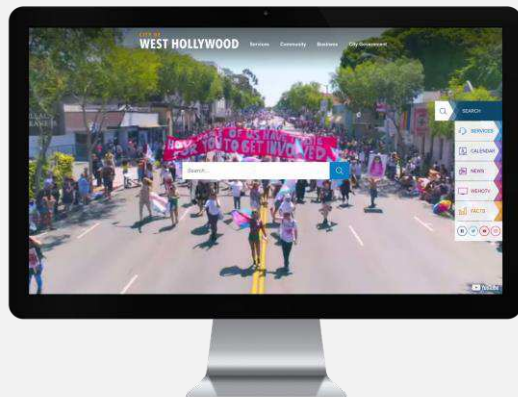
Geo Finder

www.Wauwatosa.net



Video + Image Background

www.WeHo.org



Digital Service Delivery for Every Audience

Visitors to your website are most often looking to accomplish a specific task – paying a parking ticket or learning about important information.

A Granicus website helps you inform, serve, and engage residents while personalizing content to meet the unique needs of your audience.

- **Service Finder** – Stop fighting over homepage real estate. You can now organize all available services and streamline the experience for your residents.
- **Geo Finders** – Associate content like trash pick-up days, polling locations, or elected officials with geo-spatial information such as a resident's home address.
- **Specialty Homepages** – Swap the main homepage in seconds to an alternative homepage to address emergencies, election night, large events and more.
- **Form Transactions** – Go paperless by offering 100% digital forms fully integrated with digital signatures and multiple payment gateways.
- **Form Library** – Share best practice forms from more than 4,000 government clients ranging from small cities to larger Federal agencies.
- **Data Visualizations** – Bring transparency to the forefront by showcasing demographic information or financial reports through animated banner displays.
- **Video + Image Background** – Delight site visitors by showcasing your community with beautiful imagery and engaging videos; switch modes with ease.

Serve Residents Beyond the Homepage

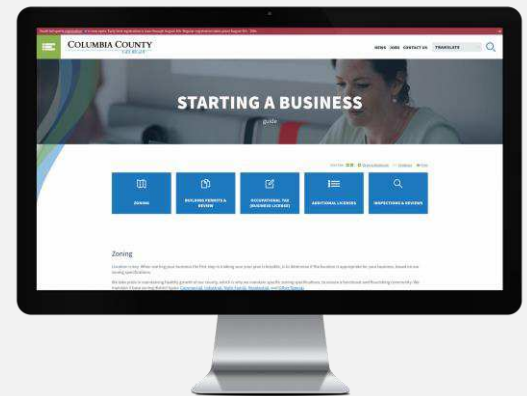
Did you know that 65% of your website traffic lands directly on an interior page. This is why it is so important to consider the full customer journey.

We deliver modern designs, intuitive tools and 3rd party integrations to help you achieve your organization's mission and achieve a bigger impact all from one comprehensive CMS.

- **20+ Components** – Enjoy our extensive library of flexible components such as News, Calendar, Image Library, Document Central and more. These components allow you to put a custom touch on any interior page.
- **75+ Modules** – Leverage the page designer and many dynamic modules with setting configurations to address unlimited use cases.
- **Mega Menu Designer** – Organize static content for site visitors to easily locate pages or display dynamic content such as events and job postings.
- **Flexible Search** – Promote pages, create search synonyms, categorize content, and integrate results across multiple products like Laserfiche and Granicus.
- **Department Branding** – Stand out from other departments and maintain your department identity to serve your unique audience.
- **3rd Party and Pre-built Integrations** – Extend your CMS with integrations like Siteimprove, PageFreezer, Facebook, Twitter, Google Analytics, and more.
- **Event Registration & Facility Reservation** – Collect more revenue by managing online registrations and reservations with integrated online payments.

Did you know?

65% of your website traffic lands directly on an interior page.



www.columbiacountyga.gov

Columbia County took a unique approach to interior pages creating guides like "Starting a Business"

"When the time came to completely update and transform our website, it was refreshing to find a partner like Granicus that could innovate alongside us."

Scott D. Johnson
County Administrator
Columbia County, GA

Federal-grade Hosting & Security Within Budget

Granicus serves some of the most secure agencies, such as the Department of Homeland Security, Department of Defense, and Veterans Affairs, as well as cities, counties, and states. These agencies all share a #1 priority - the security of citizen and government data.

We have successfully completed several Certifications and Accreditations (as seen right). Granicus is one of only a few government technology vendors authorized by FedRAMP.

We are also one of a handful of elite organizations that are ISO27001 certified, and have been awarded the United Kingdom's G-Cloud IL2 accreditation.

Our data centers adhere to top certification requirements and assure that your data and citizen data is safe and kept private.

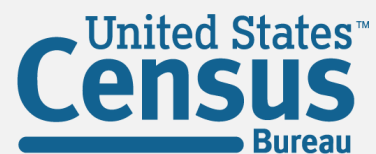
- **Encryption** – At rest encryption of all data, always
- **Security Scanning** – Weekly automated scanning at the application, host, and network level by a dedicated team of security experts
- **Physical Security** – Facility protected by five concentric security rings and constant monitoring of common and restricted areas
- **Archiving** – High performant Cache and SSD storage for archiving of video and other large files
- **Virtualized Servers** – Facilitates minimal downtime for application improvements and superior failover protection

(technical specifications available upon request)

CERTS & ACCREDITATIONS



EXAMPLE CLIENTS



Everything a Government CMS Requires to Succeed

Granicus has served government clients for more than 20 years, developing our CMS to meet the unique needs of these agencies. Decentralized authorship across many different departments leads to ranges in skill levels and requirements around approvals. Our government CMS solution delivers everything you need and more.

Embedded Training & Support

- Quick links (button designer)
- Inline (live) editing
- Live chat support
- LMS curriculum & help articles
- Tool tips and instructional text
- Video training materials
- WYSIWYG or HTML editing
- Wizard interfaces
- Custom dashboards
- Custom quick links
- "My Favorite" pages
- User account settings

Webmaster Tools

- Mega menu designer
- Mobile editor (Mobile Designer)
- Custom Content
- Custom Fields
- Google Analytics dashboard blocks
- Page layout designer

Integrations

- Active Directory LDAP*
- Active Directory Federation Services*
- Granicus "Agenda Management"
- Granicus "Communications Cloud"
- Import / export functionality
- Laserfiche
- Maps (multiple)
- Open APIs and custom programming
- PageFreezer
- Payment Gateways (multiple)
- Siteimprove

(ask for other integration examples)

Digital Asset Management

- Image Library (centralized)
- Image rotation and cropping
- Image Meta Tagging
- Document Central (centralized)
- Document meta tagging
- "In-Use" logic
- Analytics and reporting

Administrative Management

- Approval Cycle and workflows
- Audit trail history
- CAPTCHA security
- Two-factor authentication
- Centralized Subsite Management
- Content permissions and security roles
- Content Review
- Content Scheduling
- Content Versioning (CMS Archives)
- Emergency alert banner
- External Archives (via PageFreezer)
- Extranet (Password protected content)
- Awaiting Approval Reports
- Expiring Content Reports
- "My Tasks" management
- Page template controls
- Accessibility (WCAG 2.1 / ADA) tools

Reports & Analytics

- Administrative analytics
- Asset inventory report
- Broken link reporting
- Dashboard blocks
- Edited content reporting
- Expiring & expired content reports
- Global site analytics
- Page performance analytics

Tools to Deliver a Superior Digital Customer Experience

Citizen expectations are rising, and you are expected to do more with less. Our government CMS provides an easy-to-use system with all the functionality necessary to better inform, serve, engage, and personalize the experience for your community.

Information-based

- Calendar Event & Registrations
- Business (Resources) Directory
- Facility directory & reservations
- Frequently asked questions (FAQs)
- Meetings management
- News stories
- Photo gallery (albums)
- Site search (Granicus Search)
- Site search (Google CSE)
- Site search (Cludo)
- Site search (Swifttype)
- Staff directory

Service-oriented

- Digital signatures (legally binding)*
- Form builder
- Form calculations
- Form conditional logic (If-this-then-that)
- Form email notifications
- Form finder
- Form template library
- Form security settings
- Online payments
- RFP, RFQ, Bid management
- Service requests (CRM / 311)
- Service directory
- Service finder*

Engagement-related

- Activity registration
- Audio & Video Embed
- Blogging*
- Community topics*
- Email campaigns
- Event Registration
- Emergency alert banner
- eNotifications
- Facility Reservations
- Job post and application manager
- LinkedIn, Nextdoor, and Instagram
- Online Polls
- RSS feeds
- SMS (500 subscribers)
- Surveys
- Social media share links
- Social media management
- Streaming Video
- YouTube or Vimeo channels

Personalization

- Resident dashboard (My Dashboard)
- Email and SMS subscriptions
- Email and SMS digests
- Geo Finder*
- Service request alerts
- Specialty homepages

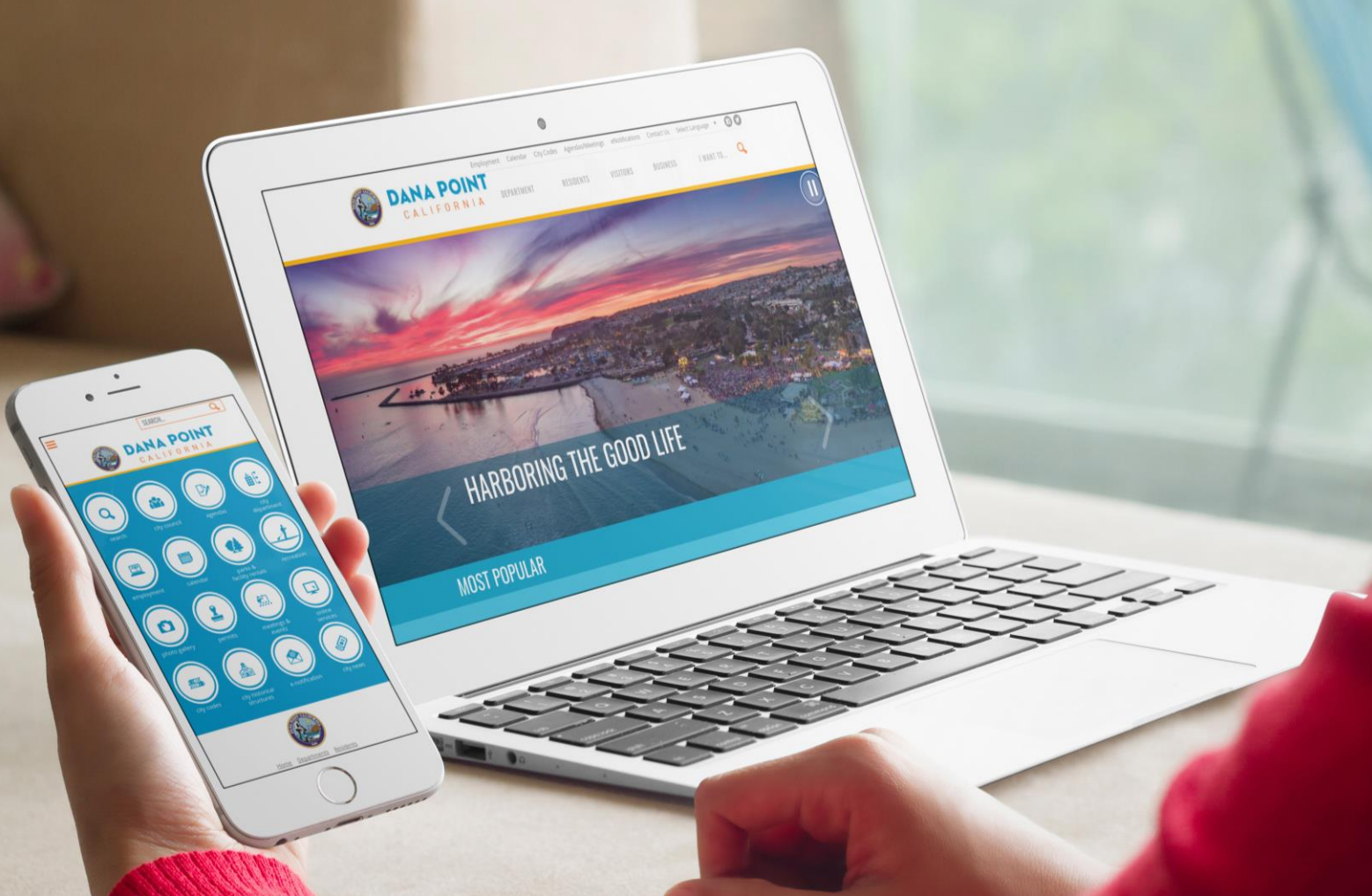
Expecting something else? Chances are we have it.

(reach out with questions)

Section 5

Project Experience

PROJECT EXPERIENCE



City of Dana Point, CA

Population: 34,000

Launch: 2016

URL: www.danapoint.org

Dana Point is home to over 33,000 residents. The city is also a popular surfing destination, accessible via the State Route 1. To serve residents, businesses and visitors, the city knew it had to develop a one-stop-shop to help guide users to discover the city, find important community information, and navigate dining options, lodging and upcoming events.

The new site features:

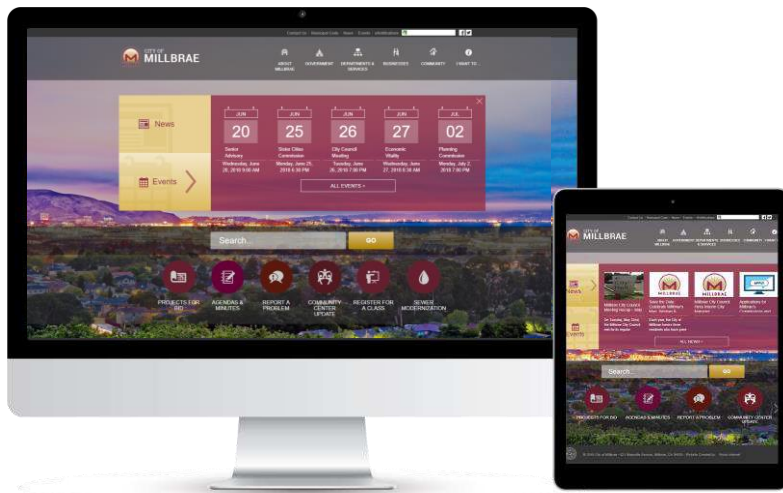
- A rotating homepage collage with photos and informational overlays across each image
- Homepage buttons that direct users to the most popular online services and tasks
- An "I Want To..." menu to make it even easier to find city information and services

PROJECT EXPERIENCE

City of Millbrae, CA

Population: 21,000
www.ci.Millbrae.ca.us

Launch: 2016



Because of its proximity to San Francisco and Silicon Valley, the **City of Millbrae** is a desirable home for young professionals and families in the area. The city underwent a complete overhaul of its website in order to make it a more interactive source of information to appeal to it's tech-savvy community.

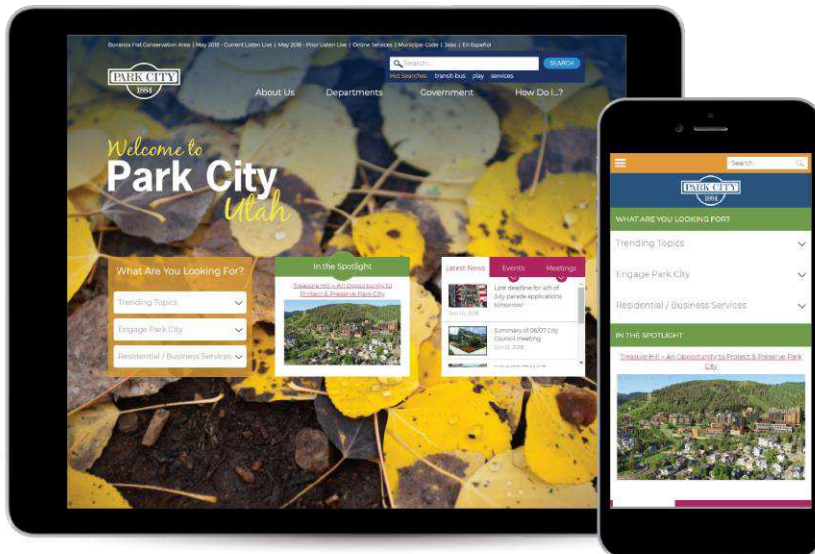
The new site features:

- **Prominent search** allowing users to search for exactly what they are looking for quickly
- **Unique news and event widget** that is prominently featured in the main banner connecting users to topical content quickly
- **A single-screen desktop view** with several navigational paths including popular services, an "I want to..." menu and more

City of Park City, UT

Population: 9,000
www.parkcity.org

Launch: 2015



World-renowned as a skiers' paradise, Olympic venue and home of the Sundance Film Festival, **Park City, UT** boasts many natural and cultural attractions. When considering their redesign, Park City wanted to modernize their design to showcase their community's year-round beauty, while still making it easy to find important information.

The new site features:

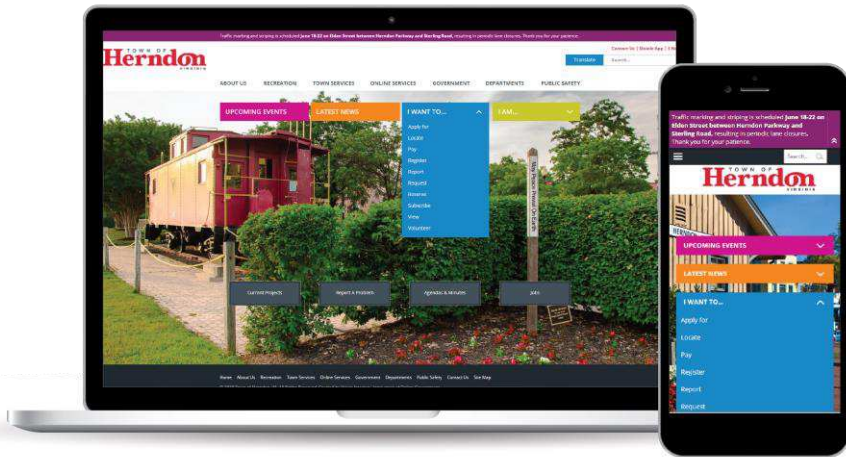
- **A single-screen desktop view** that gives users all the information they need without having to scroll
- **A service finder**, allowing users to access trending topics and popular resident and business services
- **News, Meetings and Events** widget, providing visitors with up-to-date community information

PROJECT EXPERIENCE

Town of Herndon, VA

Population: 23,000
www.herndon-va.gov

Launch: 2016



Described as a "Next Generation Small Town" in the DC Metropolitan area, the **Town of Herndon** is home to 23,000 residents. While there were several goals for the website redesign project, ensuring the creation of a design that reflected the community as focused, open and caring was a top priority.

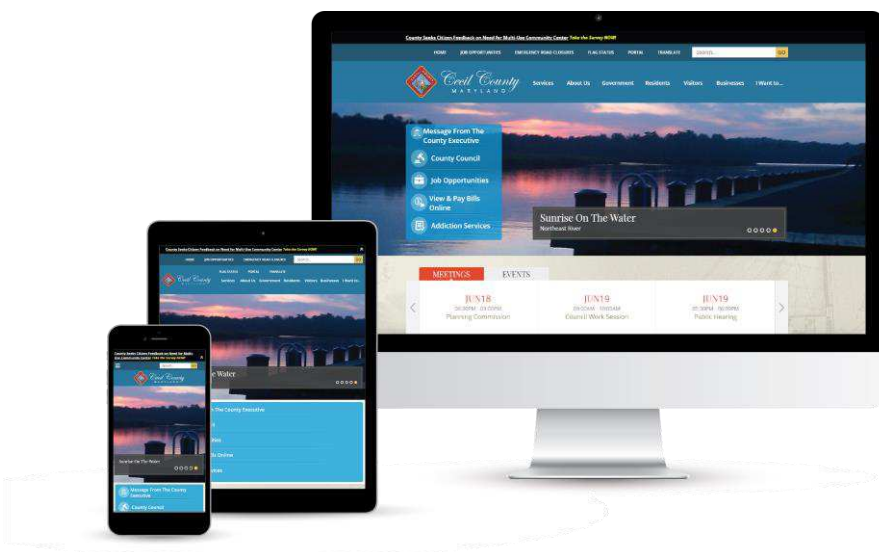
The new site features:

- **Large, colorful navigation menus** that guide visitors to the site's top content
- **Action-oriented menus** (I Want To... and I Am...) help to make key information easy to find
- **Large homepage background** that depicts the community's unique brand

Cecil County, MD

Population: 101,000
www.ccgov.org

Launch: 2016



Cecil County is located on the Upper Chesapeake Bay, midway between Philadelphia and Baltimore, and features charming small towns, parks, antique shops, restaurants and inns. Cecil County's old website was disorganized and didn't show off the area's attractions.

The new site features:

- **Easily to access navigational menus** to popular services and information right on the image collage
- **Meeting and event widget** so residents can easily navigate to the latest city activities
- **Prominent homepage collage**, featuring the county's charming small towns, parks, shops and restaurants

PROJECT EXPERIENCE

City of La Quinta, CA

Population: 38,000
www.laquintaca.gov

Launch: 2017



With younger families moving in and a growing number of visitors coming to town for music festivals, **the City of La Quinta** realized it had to find new ways to serve this evolving demographic. The new website is now a one-stop-shop to help guide users to discover what the city has to offer and to find important community.

The new site features:

- **A homepage video background** to showcase things to do in La Quinta
- **"The Hub"** to help residents easily locate and apply for permits online
- The city **decreased their page count by 3,000+ before launching** providing visitors with more concise information.
- **A Google and Amazon inspired navigation** that helps users quickly find what they're looking for

City of Sioux City, IA

Population: 82,000
www.siox-city.org

Launch: 2017



As a hub for business, tourism and residents, **The City of Sioux** revamped its website to better serve its diverse community.

The new site features:

- **Intuitive homepage navigation** that links to frequently visited pages, including online bill payments, job openings, and license and permit applications
- **Elegant news and calendar** widgets to notify users of planned city projects and events
- **An "I Want To..." menu** that allows users to access the most popular city services

References

City of Atlanta, Georgia

Johnethia Dancer
Business Process Analyst
404-330-6423
jdancer@atlanta.gov

Durham County, North Carolina

Hudson Oliver
Systems Development Supervisor
919-560-7084
holiver@dconc.gov

City of Roswell, Georgia

Julia Brechbill
Community Information Manager
770-594-6416
jbrechbill@roswellgov.com

City of Oklahoma City, Oklahoma

Zach Nash
Creative Manager
405 297-2578
zach.nash@okc.gov

Section 6

Qualifications of Key Personnel

Hapeville's Project Team

An essential component of Granicus' qualification for this project is our team. Granicus enjoys the contributions of long-term, dedicated staff who guide the development of each and every project. Their expertise will ensure the success of your website development.



David Rodriguez, Project Implementation Manager

David's technical expertise coupled with extensive experience as a project manager enables him to guide the development of each website Granicus produces. He oversees our staff of project managers and implementation processes, creates necessary documentation and provides support to your Project Manager during the development.

Years of Experience: 5

Joined Granicus Team: 2014

Reference Projects:

- Yuma County, AZ (www.yumacountyaz.gov)
- Pinehurst, NC (www.vopnc.org)
- Oklahoma City, OK (www.okc.gov)



Uriz Goldman, User Experience (UX) Manager

Since joining Granicus in 2005, Uriz has guided the development of hundreds of local government websites. As a Certified User Experience Consultant, he is passionate about creating more intuitive customer experiences for our clients and will oversee the comprehensive User Experience Analysis for your website.

Years of Experience: 18

Joined Granicus Team: 2005

Education:

- Bachelor of Science, Management Information Systems
- NN/g UX Certified

Reference Projects:

- Sandy, UT (www.sandy.utah.gov)
- Augusta County, VA (www.co.augusta.va.us)
- Wilmington, NC (www.wilmingtonnc.gov)



Natalia Cudlip, Art Director

Natalia's eye for detail and creativity have resulted in some of Granicus' most stunning website designs since she joined Granicus in 2007. As our Art Director, she leads our team of designers to help uncover what makes your community unique and collaborate with the team to bring it to life with a beautiful, custom design.

Years of Experience: 14

Joined Granicus Team: 2007

Education:

- Bachelor of Arts, Computer Animation
- Web Graphic Design Certification

Reference Projects:

- Breckenridge, CO (www.townofbreckenridge.com)
- Orange County Sanitation District, CA (www.ocsd.com)
- Williamsburg, VA (www.williamsburgva.gov)



Brian Pope, Technical Trainer

Brian is an experienced educator who leads technical training on our content management system. He will equip you to get the most out of Granicus govAccess, both through the initial training included in your project and on-going live training webinars.

Years of Experience: 7

Joined Granicus Team: 2016

Education:

- Bachelor of Arts, Education and Spanish



Robert Schnelle, Client Success Manager

Robert knows Granicus govAccess inside and out and has a passion for serving customers. He will work with you once your website launches to ensure you're getting the most out of your relationship with Granicus, by monitoring the site's performance, consulting with you about new features and services and providing feedback during your Site Health Check.

Years of Experience: 20

Joined Granicus Team: 2014

Education:

- Network+ and CCNA Certified

Section 7

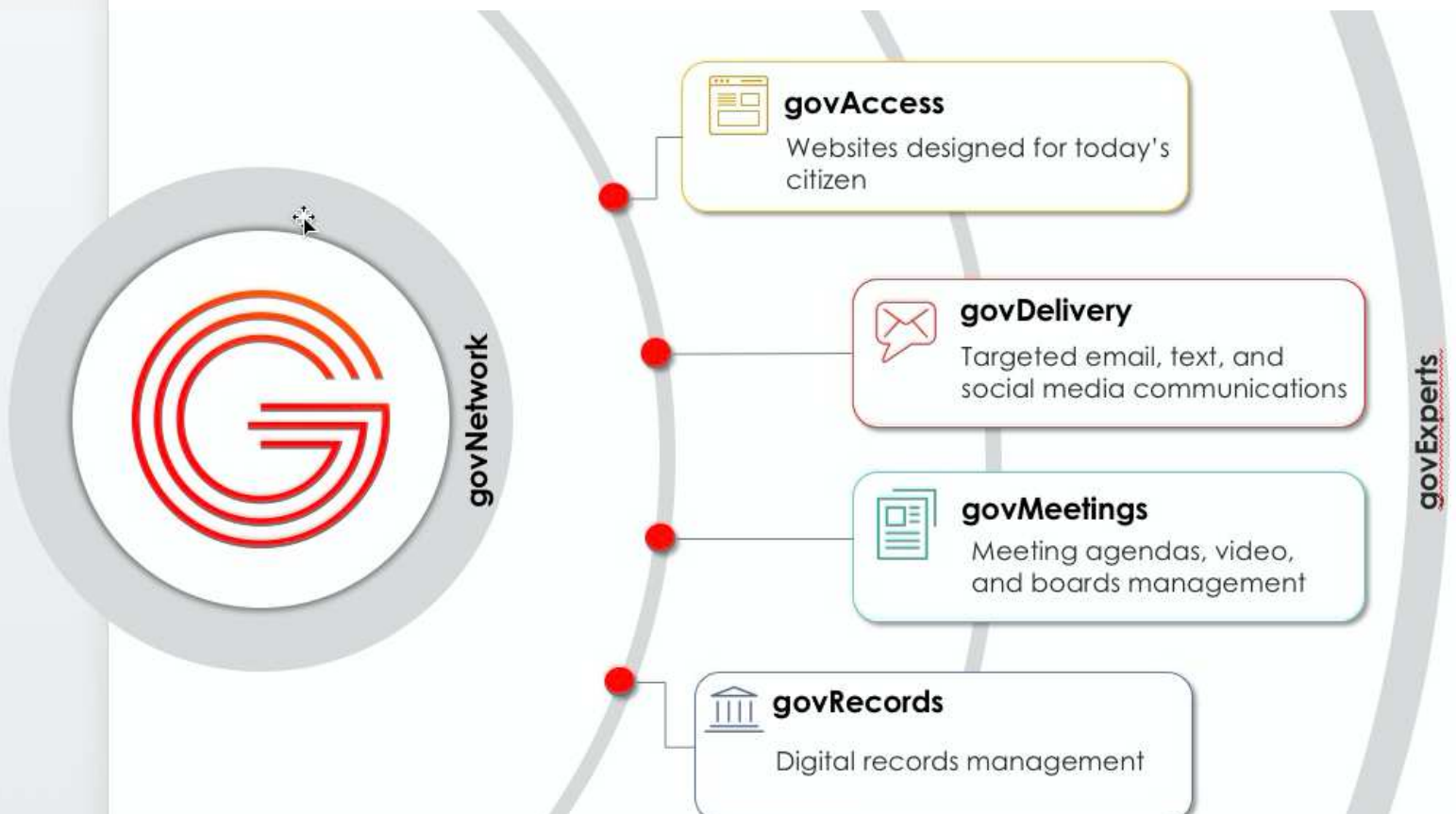
Project Enhancements

OPTIONAL PROJECT RECOMMENDATIONS

Complete Digital Government Platform – govNetwork

Are your peers talking about a future digital city hall? Look no further than the Granicus platform to extend the impact of your website. Our platform of intuitive solutions are built for government and enable you to transform your digital presence.

- **govDelivery** – Publish content to a network of over 150 MILLION people to promote services and achieve a larger impact.
- **govMeetings** – Coordinate agenda and minute creation or stream meetings to video to maximize exposure and simplify democracy.
- **govRecords** – Transform the clerk and recorder's office into an efficient gateway of public information, automating and streamlining government records.
- **govExperts** – Meet and exceed your goals with our team of communications experts who can help you optimize your programs for maximum impact.





Culver City: <https://www.culvercity.org/live/get-involved>

PROJECT ENHANCEMENT

A Better Solution for Civic Engagement

Leverage our community engagement solution to connect with your citizens in a whole new way. Inform your community on important issues, gauge public opinion, conduct polls and aggregate data to turn community feedback into actionable results.

Promote Civic Engagement

Inform your community on important issues –

Easily create topics to inform residents on important issues. Let our wizard-like interface guide you through adding imagery, related links, questions, polls, up-voting and more to make your content compelling and engaging.

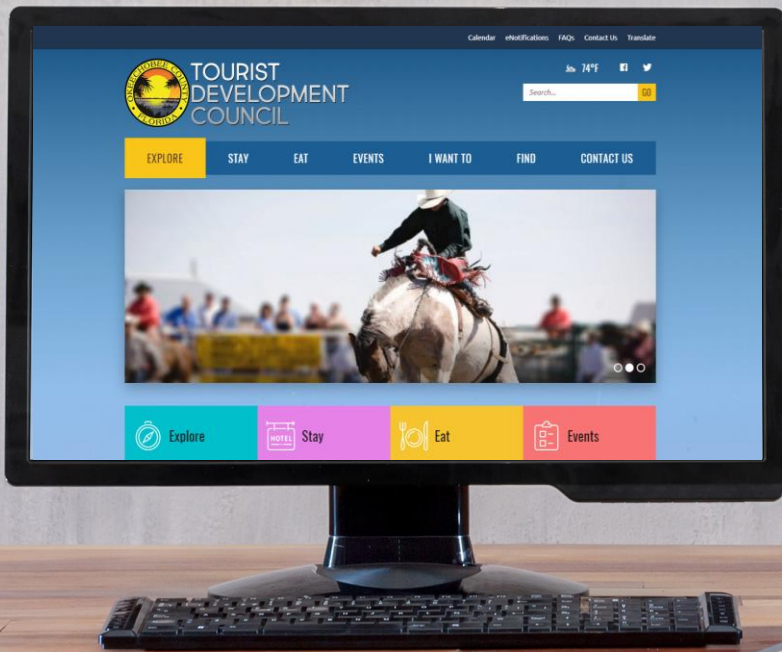
Give your community a voice – Promote civic engagement through comment boards, polls, surveys and up-voting. Survey data can easily be analyzed and comments aggregated to inform public policy.

Show you care about public opinion – Assign staff members to host a topic. Host(s) will receive automatic notifications when comments come in so they can respond quickly.

Spread the word and maximize your reach –

Easily publish and promote topics to popular social media channels and leverage our add-on govDelivery solution to send email campaigns to our network of 150M subscribers.

Keep them coming back – Encourage residents to subscribe for updates, promote related topics through contextual web display, send targeted email campaigns and more.



Tourism Site <http://www.co.okeechobee.fl.us/i-want-to/explore>

Main Site <http://www.co.okeechobee.fl.us>

PROJECT ENHANCEMENT

Branded Subsite

A Branded Subsite package is a cost-effective way for your departments or divisions to differentiate themselves from the main site, while still maintaining a familiar feel. Our branded subsite allows you to customize your department homepage with a unique color palette, navigation menu, logo, and more, while still utilizing the framework of the main website.

The Branded Subsite Package Includes:

Unique landing page leveraging the template from the main site.

Design theme, which includes a unique color pallet for the landing page and interior pages.

Unique branding including department name, logo, seal or other identifier.

Custom background image or slideshow

Custom global navigation and custom secondary navigation (if applicable)

Shared CMS making it easier for website administrators to maintain oversite.

Customizable buttons including graphics

Customized homepage footer with links to department social pages (if applicable)

Section 8

Proposed Investment

Proposed Investment

All quotes are priced per project and presented in US dollars. Pricing is valid for 180 days from April 12, 2019.

YEAR 1 INVESTMENT

govAccess

Website Research, design + development - Innovator

\$15,000

Year 1
investment

- UX consultation
 - Site analytics report
 - Heatmap analysis
 - Internal stakeholder survey
- Customized homepage wireframe
- Fully responsive design
- Custom Mobile Homepage or Standard Mobile Responsive Homepage
- Video Background or Standard Rotating Image carousel (switchable at any time)
- One (1) specialty alternate homepage - Choose from our library including emergencies, election night, special events
- One (1) customer experience feature – Choose from library including service finder, geo finder or data visualization banner
- Programming/CMS implementation

Professional Consulting Services + Training

- Migrate up to 200 webpages
- Five (5) forms converted into the new CMS
- One (1) day of web-based training

Proposed Investment

All quotes are priced per project and presented in US dollars. Pricing is valid for 180 days from April 12, 2019.

ANNUAL REOCCURRING

govAccess

\$4,000

Annual
reoccurring*

Maintenance, Hosting, & Licensing Fee**

- Ongoing Software Updates
- Unlimited Technical Support (6 am – 6 pm PT, Monday – Friday)
- Training Webinars and On-Demand Video Library
- Best Practice Webinars and Resources
- Annual health check with research-based recommendations for website optimization
- Hosting with 99.9% uptime
- DDoS Mitigation
- Disaster Recovery with 90 min failover (RTO) and 15 min data replication (RPO)
- Data Security

ANNUAL PAYMENT PLAN

1st Year \$15,000

4th Year \$4,410

2nd Year \$4,000

5th Year \$4,630.50

3rd Year \$4,200

FREE
Guaranteed
Redesign***

Optional Payment Options Available: Granicus recognizes you have a budget to work within. To accommodate your preference we offer different payment options, including distributing costs differently over multiple budget years.

**Payment cycle begins at the start of year two (2) or at the launch date of the new website (whichever comes first) and is based on a standard 5 year contract term.*

***Annual hosting, maintenance and software license are subject to a cumulative annual 5% technology fee beginning in the second year of reoccurring billing.*

****Guaranteed basic redesign after your contract term, no additional out-of-pocket expense.*

Thank You
