



City of Canton

Memorandum

Department of Communications and Outreach

Date: Submitted on Dec. 28 for the Jan. 5 Regular Council Meeting

To: Honorable Mayor and City Council Members

From: Angela Thompson, Communications and Outreach Director

Subject: Discussion of Approval of a contract with Granicus for City of Canton's Website Design and Development

Department Recommendation:

Approval

Executive Summary:

In November of 2016 the City's Communications and Outreach Department went to market with a Request for Qualifications to design and develop a new and modern City of Canton website. After reviewing 14 qualified proposals, Granicus was selected by the staff RFQ review committee. The reasons are four-fold: Innovation; user experience; client experience; and partnership potential.

Funding and Fiscal Impact:

Funding of \$40,000 is budgeted.



PROPOSAL FOR

WEBSITE DESIGN AND DEVELOPMENT FOR THE **CITY OF CANTON**

Presented On: 12/23/2016

Proposal Valid for: 90 days

Prepared For:

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Canton, Georgia
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Client Executive
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Denver, CO 80202
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Cover Letter

Dear City Council,

For more than 16 years, Granicus has partnered with cities, counties, school districts, special districts and other public sector organizations across the country to provide public communications software and tools. With the recent addition of the CivicaCMS product, Granicus is as well-positioned as any partner to strengthen and support government communications officials in their daily tasks.


We are pleased to offer this proposal and cost estimate for a new, fully responsive and hosted website and content management system (CMS). Granicus has achieved tremendous success with the recent launch of new sites for the Town of West Hartford, CT (www.westhartfordct.gov), the City of Carlsbad, CA (www.carlsbadca.gov), and the City of Santa Barbara, CA (www.santabarbaraca.com). We would be proud to partner with City of Canton on this opportunity to better serve your community and constituents.

By partnering with Granicus, City of Canton's website can provide immense value to staff and the community. Granicus will work with your team to create a website that is professional and unique.

Our sites aren't just nice to look at; they are functional, easily accessible across all devices, and powered by the CivicaCMS for complete control. The key to our award-winning technologies is our collaborative and partner-focused approach. Behind every great organization are great members, and your new website should be an accurate and easy-to-use reflection of the pride you and your staff have in your organization.

We are ready and available to answer any questions you may have, and we look forward to demonstrating to your team.

Respectfully submitted,

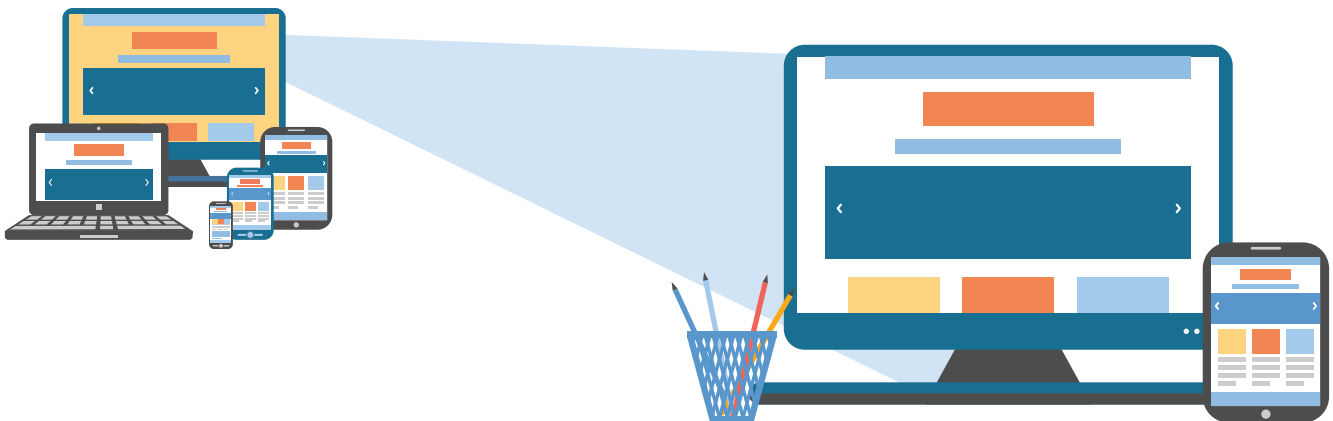


Jason Fletcher
Chief Executive Officer

Granicus' statements regarding its plans, directions, and intent are subject to change or withdrawal without notice at Granicus' sole discretion. The information mentioned regarding potential future products is not a commitment, promise, or legal obligation to deliver any material, code, or functionality. Unless otherwise stated, this proposal is valid for 120 days.

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More than the launch of a new website, Granicus' Web Management is about giving residents a way to easily and powerfully interact with local government.

Granicus has been providing the industry's leading cloud-based solutions for government efficiency and transparency for nearly 20 years, with software that helps more than 1,300 organizations and 63,000 government staff members streamline their workflows and establish more meaningful connections with citizens.

Thriving communities are supported by active residents. It's the responsibility of every local government to provide a friendly and familiar way to share ideas and offer feedback. Together, we will strengthen your community and better the lives of residents and neighbors.

Granicus' Web Management websites are beautiful, fun to interact with, functional and easily accessible across all devices. Our award-winning technologies are a collaborative and user-focused approach to design and development.

WEBSITE DESIGN AND DEVELOPMENT CORE SOLUTIONS



Responsive Web Design
and Development



Comprehensive Content
Management System



Mobile Application
Development

Company Profile



Granicus, Inc. is a privately held corporation with headquarters in Denver, Colorado. Founded in 1999, the company has established a new vision for government organizations to provide public information through the Internet, starting with live streaming of public meetings. Granicus acquired Daystar Systems in 2011, which had been providing agenda management solutions since 1983. Our Legislative Management Solution was the first automated system ever developed specifically for government agenda and workflow management and continues to be the benchmark in the industry.

Granicus has steadily continued to increase its product depth since then, and has been the first to market government transparency, meeting efficiency, and citizen engagement solutions to government clients.

In 2014, Granicus acquired AMCAD, which added a suite of land (deed, mortgage, lien) and vitals (birth, death, marriage) recording software to its offerings. Then in 2015, Granicus acquired Civica Software, providing a government-specific website content management system and mobile applications.

In 2016, Government Technology and e.Republic Labs named Granicus to its list of the top 100 companies focused on government customers. Recently, the 2015 Best of the Web awards, created by Government Technology and the Center for Digital Government, revealed that among the winners, Granicus was a critical partner to their success.

Granicus continues to be a market leader and provides governments with the tools they require to increase citizen engagement, reach broader audiences, and collect timely and actionable feedback from within the community.

COMPANY SIZE

IN BUSINESS SINCE: 1999

TOTAL SIZE OF FIRM: 150

FEDERAL TAXPAYER ID NUMBER:

9120010420

DUN & BRADSTREET #:12-910-6469

OFFICE LOCATION

707 17TH STREET, SUITE 4000

DENVER, CO 80202

720-240-9586

WWW.GRANICUS.COM

AVAILABILITY

GRANICUS IS AVAILABLE TO BEGIN THIS PROJECT IMMEDIATELY (UPON NEGOTIATION OF A CONTRACT).

*Granicus is the prime and sole contractor for this project. All work will be completed by our in-house team.

*Due to the Public Information Act, confidential information such as Company financials have not been included in this proposal. Upon award of this contract, Granicus is more than willing to provide Company financials for review prior to a signed agreement.

*Granicus has not been involved in any contract litigation of any kind or terminations for default in the past 5 years.

Company Profile: Management Team

JESSE WALLACE:

Primary Point of Contact for Projects

Jesse is a Colorado Native who studied at the University of Colorado for Technical Communications and Graphic Design. He has experience as a network engineer and network administrator. He has a passion for streaming video, web technologies, design, as well as virtualization and operating system architecture.

JASON REIS:

Project Scoping and Partnership Growth

Jason received a Bachelor of Science degree in Web Design and Interactive Media from the Art Institute of California, Orange County. With over 10 years of experience in various professional service roles, his technical background provides a solid foundation for client solution assessment and delivery. Jason collaborates with clients to keep focus on user interface and experience.

BRANDON WENINGER:

Onsite and Virtual Training

Brandon is a native and resident of Chicago with a strong passion for process improvement in the government sector. He is responsible for ensuring training and education accuracy to promote quality of service for clients both internally and externally. He also works with clients nationwide to help understand and design their workflow, prepare implementation and training plans and provide support from kick-off to launch.

Brandon's previous work experience includes designing and providing training to internal staff which included in-person training, as well as online interactive training.

AARON LEVIN:

Service Deployment Team Coordinator

Aaron is a California native who followed his passion for leading others in the technology industry after studying at San Francisco State University. He moved to Colorado in early 2015 to join the Granicus team. As the Director of Professional Services, he leads teams involved in implementation of our solutions. Having worked for companies such as Apple and Fedex, he is skilled in areas of problem solving, training and development, and process improvement.

ERIK SHANDROWSKI:

Front-End Design and Development Leader

As the Web Services Team Lead, Erik is the technical expert for the wide variety of products offered by Granicus. He and his team assist with the deployment of new customers and maintenance of existing customers. They utilize HTML, CSS, PHP, JavaScript, Smarty, Crystal Reports, and other technologies to implement all the public-facing aspects of Granicus solutions.

ASHLEY GREEN:

Client Support and Customer Success

Ashley has a Bachelor's degree in Computer Science from Cal Poly SLO and a Master's Degree in History from the University of Colorado Boulder. His varied 25-year background in Development, Sales Customer Care Management has given him insight into not only developing and delivering technical solutions. As Director of Customer Care, Ashley leads both our Customer Care and Customer Success teams. These teams are dedicated to helping Granicus customers obtain maximum value from their investments in our technology.

Portfolio

WEBSITE EXPERTISE AND EXPERIENCE

Granicus is one of the most experienced and innovative government website development companies in the U.S. We work exclusively for government organizations, special districts, non-profits and other public organizations, with website installations in more than 125 public sector agencies and 315+ projects/system deployments across North America.

Over the last 17 years, we have created a number of custom online tools within the CivicaCMS to ensure smooth communications and timely project management, with client staff having full and transparent access to our online project management systems and development environments.

SANTA BARBARA, CALIFORNIA

WWW.SANTABARBARACA.GOV

Situated between the Santa Ynez Mountains and the Pacific Ocean on a sunny stretch of Western coastline, the City of Santa Barbara has been aptly nicknamed “The American Riviera” by its visitors and residents. Home to approximately 90,000 people and drawing about 6.1 million more visitors each year, the City has an everchanging calendar of programs and events paired with a constant influx of visitors, which required an especially fluid and adaptable web solution to assist future evolution.

Reference:

Scott Nelson - Webmaster
 O: (805) 897-2510
snelson@santabarbaraca.gov
 735 Anacapa St.
 Santa Barbara, CA 93101



Project Samples

WEST HARTFORD, CONNECTICUT

WWW.WESTHARTFORDCT.GOV

The Town of West Hartford is located just outside of Hartford, Connecticut, and is home to more than 64,000 residents. A completely reworked and responsive website was launched with a modern look and feel, powered by CivicaCMS, to create and distribute new content to the community on a regular basis. The goal of the site was to provide the residents of West Hartford with a modern digital hub, allowing them to access key information and documents.

IT Specialist, Jeff Roller, led an internal team of key stakeholders and worked closely with Granicus on the project from conception to launch. Since the launch, the site has been very well received for its robust content and ease of use.

Reference:

Jeff Roller - IT Specialist

O: (860)561-7588

jeff.roller@westhartfordct.gov

50 South Main Street - Room 409

West Hartford, CT 06107



CARLSBAD, CALIFORNIA

WWW.CARLSBADCA.GOV

Launched in September 2014, the City's new website features a design that truly represents the Carlsbad, California, community and its 115,000 residents. From the surf-inspired main navigation to its custom Library subsite and City News Room, this CMS was designed to reinvigorate the community.

Since its launch, the site has received positive feedback from both staff members and residents. Users are spending less time searching for what they are looking for, and more time engaging with fresh content throughout the site, as well as communicating with us more than ever on digital channels.

Reference:

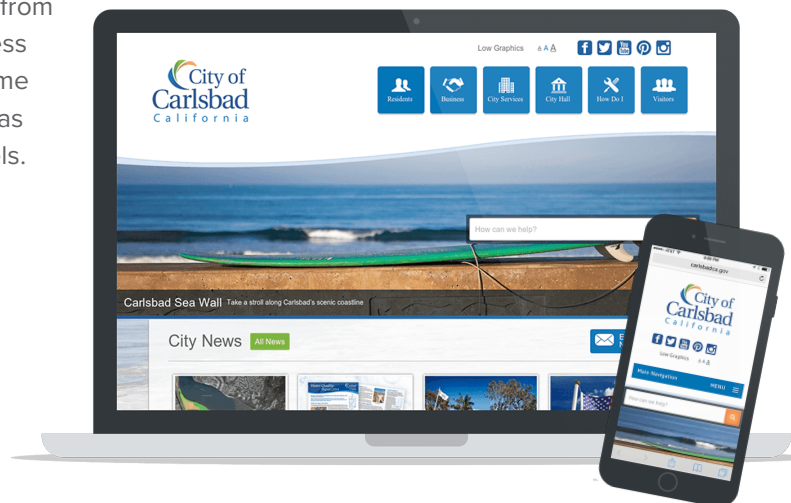
Greg Wallace - Senior Web Administrator

O: (760) 602-2489

greg.wallace@carlsbadca.gov

1200 Carlsbad Village Drive

Carlsbad, CA 92008



Project Development Approach

“The launch of the site was a huge success, and it continues to receive compliments from internal staff and citizens alike.”

Scott Nelson, Webmaster
Santa Barbary County, the
Santa Barbary Library



DISCOVER

Every community is unique. Implementing technologies to best serve your community requires a deeper understanding of usability and audience.



DESIGN

A strong user-driven approach towards community branding ensures your website and mobile app seamlessly deliver both style and functionality.



DEVELOP

Stability, security, and accessibility are vital to any site development. We integrate the latest technologies into your solution to provide a flexible foundation for years to come.



DEPLOY

Content migration, quality assurance, training, and the convenience of on-going support come standard. Everything needed for a successful launch, even hosting!

Scope of Work

DISCOVERY AND PARTNERSHIP

Our process begins with a comprehensive review of your existing site and operational philosophy, followed by a complete overview of our findings and a wide-ranging discussion of your goals and objectives. While other companies may see you as a monolithic structure just like any of their other client websites, we have witnessed that every client has unique issues and challenges which have to be understood before they can be solved.

During this process, we will:

- Work closely with your team regarding design analysis to achieve a look and feel that is acceptable
- Determine a new content framework to support easy navigation
- Define/refine all technical aspects including site architecture, integrations and functionality capabilities

MOBILE-FIRST DESIGN BUILT FOR USER EXPERIENCE

Your new website will be graphically beautiful, content rich and simple for your community to navigate. Your site will also be fully responsive, meaning it will have seamless functionality across any type of device, most notably tablets and smart phones.

Most importantly, your new website will be easy for your staff to manage. The ability to add, edit and update pages and content can be accessible to as many employees as you wish, enabling each department to update its own portion of the site. Most importantly, no special technical knowledge or skills are required for even advanced system functions.

Your branding will be consistently displayed on every Web page, using HTML5/jQuery elements where appropriate. Granicus designers will work closely with your project team throughout the entire design phase to ensure that the graphical design reflects your organization's unique personality and speaks directly to your audience. All authorized staff members will be able to review every element of the site as it takes shape on a dedicated, password protected web server hosting the development version of your new website.

CivicaCMS BY GRANICUS – SIMPLICITY THROUGH MODULES

Granicus' CivicaCMS has been built from the ground up for government-specific websites. We deliver full source code at go-live and provide access to every part of the system. Any design model, integration or custom enhancement is both possible and supported.

Your new website will promote services supplied and supported by you, as well as provide a stable and upgradeable platform for future eGovernment, eCommerce, mobile and other internal resource initiatives. We can assist with or execute a wide range of third-party software integrations, including platforms that manage resident communications, vendors and proposals, human resources, job postings and online transactions.

It will include enhanced interactive features like public and private calendars and the ability to submit online forms for a variety of purposes. The site can also act as a community portal, providing seamless access to information important to residents, businesses and visitors.

Scope of Work (cont.)



Our content management system (CMS) has been innovative from the very beginning, keeping your agency's needs in mind. We accommodate all types of users with a streamlined information architecture, mega-menu navigation, functional search powered by Google, feature buttons and more. The CivicaCMS comes with all the modules needed to run your agency with fresh content updates and efficient processes:

- A-Z Index
- Admin Module
- Calendar
- Contacts
- Email Manager
- FAQs
- FileBank
- HTML Editor
- Mapping Module
- Simple Forms
- Phone Directory
- Media Manager
- Mega Menus
- Emergency Alerts
- Photo Manager
- Jobs Module
- Jobs Classification
- News & Alerts
- Press Releases
- QuickLinks
- RFP and Bids

STANDARDS/BEST PRACTICES CHECKLIST

- Fully-responsive design for optimal browsing and navigation across all platforms, most notably desktop, tablet and smartphone
- Cross-browser compatibility for Internet Explorer, Firefox, Chrome, Safari and Opera
- Dynamic Site Map automatically updates as pages are added or modified in the website
- Integration with Google Custom Search Engine (CSE) for trusted and powerful search results
- Integrate with Google Translate
- Integration with common third-party services including Constant Contact, OpenGov, NeoGov, CalOpps, SIRE, Laserfiche and more
- Friendly URLs for better search engine optimization, easy bookmarking and simple department organization
- Integration with Google Analytics for in- depth usage statistics and powerful reports
- Flexible and powerful page and document security for multiple-account password protection
- ADA compliancy includes accommodation for

screen readers, multiple screen sizes, and font size variation for the visually impaired

- Built-in ability to communicate with the most common APIs: Facebook, Twitter, RSS, Flickr, etc.

TRAINING, SUPPORT AND SERVICE

Technical skills are not required to manage Granicus' CMS. Training begins during the content migration phase. Staff members will have access to the development site and an in-depth training process will occur prior to going live. It rarely takes more than an few hours to learn how to master content management on the CivicaCMS.

A number of chosen staff are given more extensive training as site administrators. Granicus will supply all tools and training to enable staff to rebuild and restructure the site without the need for vendor interaction. This allows your staff to adapt the site to changing technologies and other future needs. This training also includes the ability to add departments or pages, enabling future redesign of the site or any elements within it.

Features, Functionality and Modules Included with the CMS

The CivicaCMS by Granicus is complete with security features, advanced search options, workflow and modules needed for staff to create, organize and maintain a new website and all its content, as well as modules designed to display information to the public in a simple, effective way.

ADMINISTRATION, PERMISSIONS AND WORKFLOW FEATURES & FUNCTIONALITY

The CivicaCMS Administration System is the core software that allows any number of staff to be assigned any configuration of rights and privileges to produce and update content on the website.

- **Users and permissions** – Depending on the username/password used at login, staff in different departments can create and maintain their own areas of the website without the involvement of the IS/IT department. The modules presented to staff members, once they are logged in, depend on the attributes preset by the website administrator.

The CivicaCMS system allows for authentication against various third-party systems, including Active Directory, and the CMS administration module allows for password authentication using the Active Directory framework.

- **Workflows** – The workflow feature creates content revision and approval chains
- **Web Graphics and Media** – The CivicaCMS places design control into the hands of authorized staff with the Media Manager, Photo Manager, and Widget Manager modules. Most design elements that make up the public-facing look and feel of the website can be quickly modified or swapped out as necessary. These tools help keep the website current and appealing to staff, visitors, and residents.
- **Navigation, Pages and Sections** – The CivicaCMS is used to edit content in all areas of the website and includes features like Paste From Word, Page Version Time Machine, Add a Page, and Spellchecker to give full control of content management.

The center for navigation and page control is NavBuilder, which allows authorized staff to create new pages and folders/sections within the site. With one click, authorized staff can create a new page on the site, using either a simple HTML blank page, a predefined template-based page integrated module functionality, a branded department page, or more complex “widget” pages. The system automatically populates the associated site indexes and metadata. The navigation structure and all associated drop down menus are also created from with the NavBuilder system. This includes the ordering, layout, colors and styling of the menus.

- **Website Maintenance and Health Tools** – The CivicaCMS has built-in health tools to ensure our clients’ websites are running smoothly and free of errors. Included is the ability to produce usage reports and identify and fix broken link errors, duplicate links, broken pages (404 errors) and image metadata.

Features, Functionality and Modules Included with the CMS (cont.)

- **Site Mapping, A-Z Index and Quick Links** - The CivicaCMS comes standard with a dynamic site map feature, providing an updated site index. The A-Z Index automatically links web pages to the site map, indexing page construction for both internal and external web links and improving the website's search capabilities. Adding Quick Links to this toolset provides the ability to create and manage hyperlinks.
- **APIs** - Given the Automated Programming Interface (API) specifics, Granicus can develop the proper interface to allow the CivicaCMS to communicate with an external API. Included with the CivicaCMS is the ability to communicate with common APIs like Facebook, Twitter, RSS, Flickr, etc.

MODULES

The CivicaCMS by Granicus provides an extensive array of modules and tools for proper organization of content. Staff contacts, job postings, press releases, RFPs, bids, and enewsletters can all be managed in the included modules.

- **FileBank** – FileBank is a robust and fully integrated document management system that provides intuitive organization, tagging and posting of content materials like PDFs and word processing documents. Features include the ability to set upload size and type restrictions, detailed metadata and search, as well as configurable viewing rights and permissions for documents and file directories depending on staff permissions.
- **Search** – The CivicaCMS comes fully integrated with Google Custom Search Engine (GSE) for a powerful, detailed and familiar search experience. There is an option to either opt-for or co-deploy Civica Site Search, a tool as powerful as Google but with the added feature of delivering search results sorted into type categories like dynamic content, documents, news, and events. The system allows for page descriptions and dynamic construction of multi-level menus based on location and context of the individual pages.

Google Site Search extends the search capabilities into documents stored within FileBank (PDF, Word, Excel, PowerPoint, etc.) and can perform a full-text search within these documents.

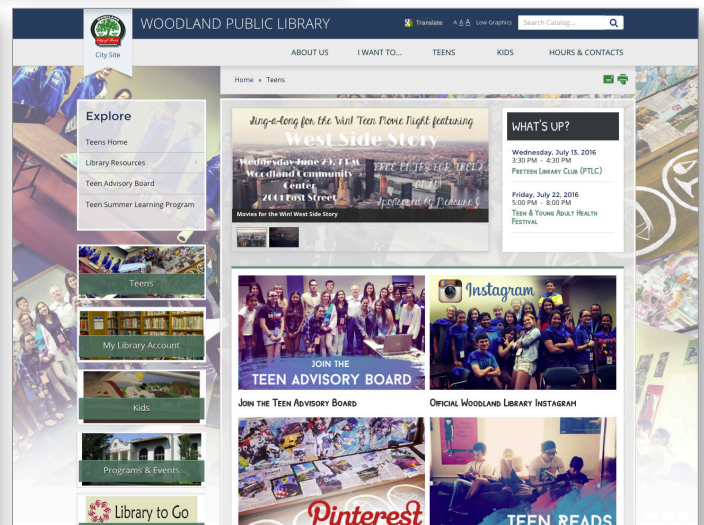
- **Calendar** – CivicaCMS's Calendar module enables staff administrators to create, edit, and/or remove event announcements for any kind of public activity like public meetings or local events. Posting or editing an event is easily accomplished by filling out a form. Event posts can be featured on the homepage or simultaneously on multiple calendar feeds, tagged with filters like department, age group or location for easier search. Pictures, descriptions, website links, attached documents, contacts or map location details can be added to an event listing, and events can be one-off or recurring, with contact details included at the staff member's discretion.

Features, Functionality and Modules Included with the CMS (cont.)

- **News** – The News Module has the capacity to host unlimited department or project news feeds as a complement to the central or prominent news feed typically found on the website homepage. News feeds can be displayed in a variety of ways, from a text-only news feed, to thumbnail graphics, to a full-width responsive slideshow presentation. This feature can be used in tandem with the included API and RSS feeds, as well as the optional, user-driven Resident Portal.
- **Emergency Alerts** – During the design phase, Granicus will provide guidance in best practices for graphically displaying emergency alerts on the homepage. Authorized staff can post an emergency alert and disperse it to the community in less than a minute from a smartphone, tablet or desktop device.
- **Forms** – The CivicaCMS features several methods of form usage, from basic visitor surveys to fully dynamic forms with backend storage, tracking and reporting in a centralized database. All of the forms can be managed and edited by staff through the administration module. Form submission can be restricted to avoid multiple entries for a specific machine, a user IP address block or a specific email address.
- **Email/Newsletter Manager** – The Email/Newsletter Manager is a full-service mass email and text communication distribution solution. It enables communication with large groups (20,000+), as well as with individuals. CivicaCMS users can create newsletters or emails using built-in templates or custom tools, manage distribution lists, and generate reports and analytics. There is also an opt-in feature for spam and blacklist compliancy. Community members can then manage their subscription directly by logging into the Resident Portal, an online management area of the website.
- The CivicaCMS also can be integrated with many popular third-party email platforms and solutions, including Constant Contact and GovDelivery.
- **Social Media** – The CivicaCMS allows staff users to share information like calendar events and news across popular social media streams, including RSS, Facebook and Twitter. It also provides website visitors with the ability to share website content across their own social streams as well as to browse the social feeds in embedded live stream feeds on the new website homepage or social media center.
- **GIS and Mapping** – The CivicaCMS interfaces with GIS systems built on ESRI Software. We have created a number of mapping applications, including Crime Mapping, Parcel- and Address-based Information Displays, Capital Improvement Planning, Business Development mapping, and a number of client-specific customized displays.



Customized Department Branding Options



WIDGET LANDING PAGES AND BRANDED SECTIONS

In addition to 111 page layouts that are included with the CivicaCMS (HTML, Calendar, News, Press Release, FileBank, etc.), Granicus has a variety of customization options for any website section used typically by departments, agencies, special events and/or programs.

The above examples (KIDS and TEENS sections for Woodland Public Library) demonstrate some of these options including custom background images, feature buttons (below side navigation), custom page look and feel, widget layout options (news feeds, calendar feeds, social media streams, icon trays, etc.) and more.

CivicaCRM and Mobile Application (optional)

COMMUNITY REQUESTS MADE EASY

Residents expect their local government to maintain and improve their community, transforming an ordinary town into a thriving one. Managing incoming requests can quickly bog down staff, stealing vital resources across the entire organization. CivicaCRM was built with one purpose - to streamline this interaction between residents and local government through a single comprehensive platform. CivicaCRM is a web-based request and issue management system that is scalable for any size city, county, or special district. Provide residents with the ability to submit service requests and code violations, and assist staff with easy tracking and quick resolution.

ACCESIBILITY

Deploy a 24-hour City Hall with simple and precise web-based forms accessible via smartphone, tablet, and desktop browser. Features such as FAQ integration, photo uploads, and request tracking provide accessibility enhancements to drive resident satisfaction.

TRANSPARENCY

Whether submitted anonymously or via the User Portal, CivicaCRM provides a self-service platform for request form entry, tracking, and feedback. Additionally, Staff has the option for

internal-only notes, as well as public-facing correspondence for improved accountability.

EFFICIENCY

CivicaCRM features receive-and-route functionality across all departments, with automatic staff follow-up notifications and configurable escalation levels. Robust user roles and permissions allows seamless communication, request forwarding, and approvals.

ANALYSIS

Instantly generate rich reports on-demand for board or council, administrators, public safety, and the community. Monitor trend analysis, address resident concerns, and accurately allocate resources with data gathered from CivicaCRM's reporting module.

MOBILE APP

The CivicaCRM web portal is fully responsive. Users will find the optimized and adaptive form layouts easy to navigate and submit from a smartphone, tablet or desktop browser. The CivicaCRM Mobile App takes usability to the next level by providing a native smartphone app (iOS/Android) for resident form submission, FAQs, contacts, news, events, and in-the-field staff resolution of request forms.

“The site has received outstanding feedback from our community and greatly reduced the amount of inquiries to the City for items that can easily be found on the website’s searchable archive. We attribute this to the user-focused design and properly thought out information architecture make the site easy to navigate for first time visitors as well as repeat visitors.”

Kimberly Thomas, Assistant to
the City Manager

Silicon Valley, Mountain View, CA

For some CMS companies, adhering to ADA (Americans with Disabilities Act) law may be a challenge. That’s why Granicus makes it so easy to achieve and maintain ADA compliance with your CMS.



Using our years of experience in the municipal field, Granicus has adapted an ADA compliant CMS, making ADA compliance easier than ever for both back-end users (administrators) and front-end users (constituents and customers).

A few examples of the automatic tools are:

- News/Calendar modules: Automatically add an alt attribute to image tags when one is not provided
- Design only images are added via a CSS-background so they will not interfere with screen readers
- WYSIWYG Editor provides a table wizard that adds <TH> tags where necessary
- Form editor adds a label to every input

Other elements that are added to websites are:

- Skip to content link (for those using text readers)
- Low Graphics (text only) Version is self-generated by the system
- HTML Table Markup is used only for tabular data and not design or layout

As part of the Granicus workflow, every site goes through a quality assurance process using ADA available tools and human resources before it goes live.

Deployment Plan

Average Overall Project Timeline: 13-24 Weeks



Milestone 1
Kick-off



Milestone 2
Concept and Design



Milestone 3
Development and
Integration



Milestone 4
Architecture and
Content Migration



Milestone 5
QA & Technology
Transfer

Milestone 1: Discovery and Kick-Off Meeting

1 week from contract execution

Milestone 2: Concept and Design

4-6 weeks from kick-off meeting

Milestone 3: Development and Integration

3-5 weeks from concept/design

Milestone 4: Information Architecture /Content Migration/ Training

6-12 weeks from design integration

Milestone 5: Quality Assurance/ Technology Transfer

1-3 weeks from completion of content migration

A refined Milestone and Deliverables Timeline and Schedule, which fits the requirements of the Client, will be established at time of contract negotiation and execution. Whenever possible, Granicus will work on various project phases concurrently to reduce the overall project timeline.

Milestone 1: Discovery and Kick-Off Meetings

Estimated Timeline: 1 week from contract execution

Granicus will host kick-off meetings with your website project team to review and evaluate the current site, identify goals and expectations and discuss your specific wishes and requirements for the new website. We encourage your team to present design examples to complement the work and experience our designers provide.

Additionally, we will introduce all of the tools we will use to make this project a collaborative success story, as well as discuss and establish the precise project timeline, milestone goals and expectations.



Milestone 2: Concept and Design

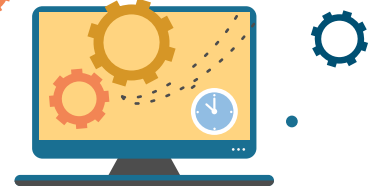
Estimated Timeline: 4-6 weeks from kick-off meeting

Upon completion of the design kick-off meeting, our in-house team will have everything it needs to drive the design in the desired direction, establishing what will ultimately become the new website look, feel, layout and content hierarchy.

Using a variety of proven-effective pre-integrated layouts (themes), our expert team will help you select the best design direction for your users. Granicus will work back and forth with your team, branding the selected theme as allowed to ensure all preferred photos,

graphics, colors, features and functionality have been considered and included. If an all-new and custom design is desired, we have options available to deliver new design concepts for review and selection.

Throughout the process, your team will be in direct, personal communication with the Granicus design team. We will provide you with every opportunity to offer comments and feedback on all revisions. Our goal is to deliver a new site that you will be proud to call home.



Milestone 3: Development and Integration

Estimated Timeline: 3-5 weeks from concept/design

Once you approve the homepage and secondary (internal) page designs, Granicus will host a development (test) version of what will be your new website. We will integrate the approved designs with the new system so you can experience them firsthand.

Your staff will have the ability to interact with the new site features, and upon completion of this stage you will have the current version of the CivicaCMS. The new system will have modules, tools and features including:

News and Announcements | Agendas and Minutes | FileBank (File Manager) | User Administration System | Press Releases | A-Z Index System | Photo Manager | Slideshows | Interactive Maps | Simple Forms | Job Classifications | Calendar | Phone Directory | RFPs and Bids | Job Postings | FAQs | QuickLinks | Contacts | Advanced Media Manager | e-Notify and Email Manager

Milestone 4: Information Architecture, Content Migration Services, and Training

Estimated Timeline: 6-12 weeks from design integration

The required or recommended content migration services for this project have been included in the cost proposal.



The Granicus Content Migration team's primary objective is to relocate all content from the previous navigation structure to the new, including the addition and restyling of any new content. We will do a comprehensive analysis of the current content (HTM, HTML and ASPX code) and create an inventory of any additional contents requiring migration. For example:

[News Migration](#) | [FAQ Migration](#) | [Calendar Migration](#) | [FileBank Organization](#) | [Online Forms](#) | [Slide Shows](#) | [A-Z Index](#) | [Staff Directory](#) | [Page Contact Setup](#) | [Image Resizing](#)

Granicus will provide a content migration plan for successfully moving your content to the new website and applying global styles consistent with the new design. Pricing for content migration is best established following a pre-analysis. Granicus will work with you to fully understand the format, storage, structure, and styling of your current website content, in order to provide the content migration plan that is most efficient and cost-effective for you.

During content migration, the development site will remain available for review on a 24/7 basis. As sections of the site are completed, you will be notified and a request for sign-off will be posted.

Granicus' content migration services can extend far beyond the simple transfer or relocation of your content. Our team is highly skilled and experienced at streamlining your website for optimum content delivery and performance.

Available Content Migration Services can include, but are not limited to:

- Modernize look and feel of existing content to match design
- Clean up and removal of extraneous code and formatting, which can slow down site performance
- Employ styled tables and a clear information and content hierarchy
- Transform bland HTML pages into visually pleasing, easy-to-navigate and -maintain content.
- Utilize CMS modules and tools for superb content performance, organization and delivery.
- Set up CSS style sheets, drop downs and automatic content styling tools
- Optimize graphics for Web delivery
- Integrate CMS modules to handle content such as news, events, alerts and documents
- Set up Popular Links and Quick Links on homepage and secondary pages
- Organize FileBank structure, files and naming conventions, and create appropriate display pages
- Establish News and Calendar feed targets for immediate access by staff
- Check and remove any broken and/or duplicate links

Milestone 4: Information Architecture, Content Migration Services, and Training (cont.)

Throughout the entire development cycle, we maintain a system that replicates your final deployment environment. All functionality testing and development will take place on this system to ensure an accurate representation of the finished product.

Although testing occurs throughout the project, in this stage the site is scrutinized on multiple platforms, browsers, and bandwidth environments. The various systems planned for the site will be tested and all subsections will be refined and tested for proper linkages and content control.

ONSITE CONTENT EDITOR AND SYSTEM ADMINISTRATOR TRAINING

Our team will provide end-user training for your staff users in focused on-site or webinar training sessions. Each session will take your content editors through the tools necessary to maintain and update the content on the website, as well as the procedures for creating and posting new content onto existing pages. These “content editor” training sessions will be held at your offices. Session topics include, but are not limited to:

- Creating and editing page content
- Best practices for importing and working offline
- Use of basic modules (News, Calendar, FileBank, etc.)

We will also provide in-depth “system administrator” training for selected users in the full use of the CivicaCMS administration system. Session topics include, but are not limited to:

- Setting up all user rights and privileges
- Configuring Workflow and approver level assignment
- Understanding all of the CivicaCMS tools necessary to maintain and redesign the website (creating new pages, landing pages, modifications to navigation, and graphic changes to the website)





Milestone 5: Quality Assurance and Technology Transfer

Typical Timeline: 1-3 weeks from completion of content migration

Although the site will be continually tested during the entire duration of development, a final check and testing will take place at this stage. If your preference is to host your website internally, Granicus will assist in the deployment of the new website on your servers. Otherwise, Granicus will deploy the new website on our servers for worry-free hosting.

If a beta test (soft-launch) is desired, Granicus will assist in configuring the current website

so that the public and staff may view the new site via a link from the current website, or alternatively link back to the previous site from the new redesign (if client hosts).

At the point of soft or hard launch, the site will go live. You will take full control of the maintenance of all sections, including full access to the source code for possible internal development and/or disaster recovery.



Hosting and Security Web Security and Data Cost Control

SYSTEM SECURITY

Over the past 16+ years, Granicus has seen the security situation for government websites change dramatically. We strive to not only keep pace, but also lead the industry in creating essential security systems to protect your site data and the site infrastructure itself.

Granicus maintains a long-term relationship with law enforcement. Security has always been a fundamental part of how we work, and we take the responsibility of protecting your data very seriously. We work with law enforcement to determine potential intrusions to systems, thus preventing efforts to disrupt the normal flow of information from government to its constituents.

To protect your data, we have built a number of fail-safe mechanisms to prevent government entities from succumbing to attacks such as network-wide anomalies, denial of service and malware. Since the nature of these attacks is continually evolving, we invest heavily in the latest protective technologies.

WORRY-FREE WEBSITE HOSTING

Granicus is more than just the company designing your new website; we are your website partner for years. We continually

monitor and support the site, ensuring stability and security. We provide five-star support and service, which includes access to our support center with training materials, videos and webinars, as well as phone support during business hours. You can rest easy knowing we are here when you need us.

Web Security and Data Cost Control

Granicus proudly features our cloud-hosting platform. Clients maintain total control over their resources. Costs are based on needs and/or requests.

Features include:

- Daily backups of web server or database (stored for 30 days) for easy recovery
- Monthly patches to keep your security up to date
- Optional disaster recovery (additional charges apply)
- Load-balanced web servers on enterprise class hardware
- Multiple redundant networking
- SAN storage with multiple redundant paths to all web servers
- Clustered database for maximum availability
- Multiple ISPs at all datacenters

Among our hosted clients:



Hosting and Security

Web Security and Data Cost Control (cont.)

HOSTING DETAILS	INCLUDED WITH HOSTING
SSAE 16 SOC 1 datacenter(s)	✓
Multiple upstream internet providers	✓
Redundant networking	✓
Secure hosting facility(s)	✓
24 / 7 Monitoring	✓
Security patches managed and deployed	✓
Database server security monitoring and patching	✓
Enterprise class hardware for all hosting	✓
Highly redundant SAN	✓
Unlimited transfer bandwidth	✓
Outage notification via status.granicusops.com	✓
Load balanced configuration with redundant hosts	✓
Redundant database cluster	✓
Off-site secure backups of all data	✓

- Options for geographically diverse data centers available with additional cost.

Support and Maintenance

Our support team includes dedicated personnel to handle direct phone and email support. Clients also have access to the Granicus Help Portal for self-training and issue submission.

Security patches and necessary upgrades are scheduled immediately upon discovery (normally within a few hours of being brought to our team's attention). We assist onsite tech staff with all updates as part of the annual maintenance, including new features (as part of our normal ongoing development cycle) for the modules and systems you have purchased. The impact on your staff is normally no more than a few hours.

UP-TIME GUARANTEE. Granicus, Inc., represents and warrants a 99.9% up-time guarantee per month for its hosted services. Granicus, Inc., will provide notification of any system-wide outages within one hour from the time the issue is first recognized by our operations team. Notifications will be posted on status.granicusops.com. Email notifications can be subscribed to from that page.

SCHEDULED MAINTENANCE: Scheduled maintenance of the Granicus Solution will not be counted as downtime, and will only take place between 9:00 PM and 2:00 AM MST on Fridays. This maintenance window allows Granicus staff to continue to monitor and test the production system through the weekend, ensuring a smooth maintenance deployment. Granicus, Inc., will provide the customer with at least two (2) days prior notice for any scheduled maintenance. All system maintenance will only be performed during these times, except in the case of an emergency. When emergency maintenance is required, the customer will receive as much advance notice as possible. Granicus, Inc., will clearly post that the site is down for maintenance and the expected duration of the maintenance. Notifications will be posted on status.granicusops.com and can be subscribed to from that page.

CONTACTING GRANICUS. The Customer Care staff at Granicus, Inc., may be contacted by the customer via Internet, email, or telephone.

CONTACT INFORMATION

Online (recommended in most cases)

Email (recommended if you do not have Internet access)

Phone (recommended for urgent issues)

www.granicus.com/createacase

customercare@granicus.com

(877) 889-5495 ext.1

SUPPORT HOURS (MOUNTAIN TIME)

Coverage

Regular Hours

Urgent After Hours

Emergency On Call

Hours

6:00 AM – 6:00 PM MST

6:00 PM – 11:00 PM MST

6:00 AM – 6:00 PM MST

Days

Monday - Friday

Monday - Friday

Saturday and Sunday

Support and Maintenance (cont.)

Maintenance Services/Response Times. Granicus, Inc., maintenance services and response times will be in accord with the levels and response times set forth below:

Granicus, Inc., will respond to all Level 4 problems within three (3) business days of notification by the customer of occurrence.

PRIORITY 1: EMERGENCY

Severe application problem that causes productivity to cease for a large number of staff or complete loss of service to either website or intranet (application-related site outage). Access to key points of contact is available 24 hours a day.

Response: 1 hour during prime hours
(M-F 8AM - 6PM MST)

Update: Hourly or as scheduled with Granicus
Examples:

- Web server is running but application is non-functional
- SQL-server errors not related to hardware

PRIORITY 2: HIGH

Application or service is available, but in a degraded mode. A work-around is possible or loss of service for a short time is acceptable. Impacts only a small group or causes work to cease for an individual.

Response: 4 hours during prime hours
(M-F 8AM - 6PM MST)

Update: Daily or as scheduled with Granicus
Example:

- Site is operational, but search, calendar or other modular functionality is non-operational or impaired

PRIORITY 3: MEDIUM

Moderate business impact; issues have affected customer productivity. Work-around may exist or problem is for a non business-critical task.

Response: 1 business day

Update: Staff is notified when repair is completed

Examples:

- File attachments won't upload
- Presentation layer is not rendering correctly

PRIORITY 4: LOW

Limited business impact. Request can be scheduled.

Response: 3 business days

Update: Staff is notified when Granicus completes repair

Examples:

- Programmatic change to back-end to improve efficiency
- Programmatic change to front-end
- Distribution of all patches and upgrade

Granicus Technology Solutions

Granicus goes beyond any other provider to deliver complete end-to-end solutions that drive increased efficiency for your office, and better citizen awareness and engagement for your community. Our platform technology allows you to expand your Granicus solutions, providing a seamless experience for staff and citizens alike. Below is an overview of our full product suite.



WEBCASTING (Granicus Video, Granicus Portable Encoder, Performance Accelerator): Give your citizens greater access to public meetings and records online. Stream meetings and events live, linking related documents to your video and providing advanced searching of archives. With unlimited cloud bandwidth and storage, as well as, local live and on-demand streaming, this solution also allows you to connect agenda data to tablet devices to review agendas and supporting documents, take notes and more.



MEETING EFFICIENCY (Granicus Minutes, iLegislate®, VoteCast): Provide automated solutions to streamline the public meeting process and modernize minutes creation. Help clerk staff save countless hours in their post-meeting workflow and provide elected officials with a more effective way to participate during a meeting. Granicus' Meeting Efficiency software combines action-style minutes with a digital recording of proceedings and publishes an integrated public record through your website.



AGENDA MANAGEMENT (Legistar, Peak Agenda Management): Allow government staff to easily manage the entire legislative and agenda creation process from start to finish. From drafting files, through assignment to various departments, to final approval, these software tools are designed to reduce workloads and create a more efficient method for managing decisions.



BOARDS AND COMMISSIONS Offer an online tool for clerks and staff to easily manage government body appointments, vacancies and applications with a deeper set of citizen application and appointment efficiency tools. The end result is significant time and cost savings for your staff and greater public awareness of the boards and commissions appointment process.



CITIZEN ENGAGEMENT (Speak Up, eComment): Encourage greater community participation online. Collect ideas for community improvement, leverage feedback on projects underway, and prioritize key public initiatives. Allow citizens to easily contribute, vote on and prioritize ideas using a customized website dedicated to community idea sharing. Utilize online discussions, forums, and survey tools to collect feedback on specific topics. Let your community make more informed opinions – add videos, documents and presentations related to your projects.



RECORDS MANAGEMENT (Land and Vitals, ROAM, eAccept, eUniversa): Make the clerk and recorder's office an ever-more efficient gateway of public information and day-to-day business, helping automate government records offices with a streamlined, centralized application addressing the full life cycle of the land and vitals records processes, including the ability to handle eCommerce transactions and court case eFiling.

Assumptions

Unless otherwise stated, this estimate is good for 90 days from the date first set forth above. A full / detailed project schedule will be delivered on commencement of the project, if required. All terms and conditions of the foregoing subject to a definitive written agreement to be agreed between the parties, if so desired.

The client shall be responsible for making additional payments for changes requested by the Client's employees or Agents in original assignment. However, no additional payment shall be made for changes required conforming to the original assignment description, or to amend any vendor omissions.

The Client will be solely responsible for securing all licenses, digital certificates, and rights of usage to external links and services. CivicaCMS Software shall retain all rights to reuse all technologies created and implemented for this assignment.

The production team and any other authors in the work shall receive a credit line with any editorial usage to the extent such credit lines are in accordance to the customary practice in the industry. And, in keeping with the spirit of the Internet, and because CivicaCMS Software is active in the web community, we request credit for development of the website on the bottom of the home page of the developed website. This is handled with a graphic image / hypertext link to the CivicaCMS website.

Modifications of the agreement must be written, except that the invoice may include, and the

client shall be obligated to pay fees or expenses that were orally authorized in order to progress promptly with work, if followed up with written confirmation within five (5) days.

Any additional design concepts or revisions, content migration or custom development, including retrofitting custom code for responsive design, conversion of existing Flash-based technologies to use industry standard HTML5 display technologies, along with all custom integration items not set forth in the RFP document, will be billed at the rates set forth in this estimate / proposal.

Any integration with a 3rd party or internally development application (including custom functionality) will first be evaluated by Granicus, in order to provide proper cost for integration.

A Free basic graphic redesign of (1) website after four years of uninterrupted Annual Maintenance Service is will include the following: One (1) Homepage composition based on current theme library, with one (1) revision. One (1) Secondary page composition based on homepage design with one (1) revision. Integration of final design compositions with City website. Migration of current existing content. Free basic graphic Redesign DOES NOT include: Any addition of new content by Granicus, any relocation of current content to a new navigation structure by Granicus, any changes of Website functionality outside of those necessary with new homepage design. Additional Features and functionality not available on the original website may be subject to addition charge.



Thank You City of Canton

You deserve to own more than just a website. Granicus is home to innovators, thinkers and industry leaders, and by letting us work with you, you are guaranteeing a beautiful and scalable web presence that will meet the needs and expectations of your community and visitors.

We would be proud to be your partner.



Project Pricing Estimate

New Website Powered by the CivicaCMS

The following is our initial cost proposal based on the details and information gathered in discussions and through researching your current Web presence.

New Responsive Website, CMS and Scoped Features (Estimate Project Total)

ALL PHASES NECESSARY TO LAUNCH A NEW, RESPONSIVE WEBSITE FOR YOUR COMMUNITY

- Granicus Software license at no additional charge
- Discovery, kick-off meetings and dedicated project management
- Presentation of up to 3 portfolio design concepts (or one custom design concept)
 - Includes revisions and implementation of final concept on our development server
- Migration of all current website content (up to 1000 pages), PDF/DOCs, and photos/graphics
- Quality assurance, testing and 3rd party iFrame/external link integrations
- Integration with Google Site Search, Google Analytics and Google Translate
- 10 Hours of live web-based user training (content editors and system admins)
- CivicaCRM Service Request Management Module (configure, deploy and train staff)
 - Includes first year of maintenance and customer care support for CivicaCRM
- (4) Branded Department website sections including a landing page, feature buttons and background image (Theatre, Main Street Program, Economic Development and Police)
- Interactive Parks Map powered by the Mapping Module
- First year of Annual Maintenance, Customer Care Support and Cloud Hosting (starts at go-live)
- Includes a FREE website design refresh at the end of year four after 3 years of continuous service

Year One Upfront and Services Cost: \$40,000.00

Recurring Costs (Year 2+)

CLOUD HOSTING, ANNUAL MAINTENANCE, SUPPORT AND UPDATES (CMS & CRM - \$560.00 per month*

*Subject to a 5% annual increase to account for growth in site size and traffic

AVAILABLE OPTIONS:

- | | |
|---|------------------|
| • Password-Protected Member Portal (Staff Extranet) | \$4,850 one-time |
|---|------------------|

Deployment Plan Fee Schedule

The project will be billed in five phases, with each phase being a percentage of total project cost. All invoices are due within 30 days of invoice date. Invoices are sent upon completion of a specific milestone or task listed below. A tentative payment schedule with dates will be establishing during contract negotiations.

Contract Completion	20%
Sent upon: Delivery of signed contract	
Final Design Agreement	20%
Sent upon: Approval of homepage design	
Development and Software Integration	30%
Sent upon: Integration of homepage and secondary page design with CivicaCMS	
Architecture & Content Migration	20%
Sent upon: All agreed upon pages successfully migrated into the website	
Website Completion/Delivery	10%
Sent upon: The new website is ready for go-live	
<hr/>	
Total Work Completed	100%

**FIRST AMENDMENT TO THE GRANICUS SERVICE AGREEMENT BETWEEN GRANICUS,
INC. AND THE CITY OF CANTON, GA**

This First Amendment to the Granicus, Inc. Service Agreement dated December 28, 2016, is made and entered into by and between Granicus, Inc., a California Corporation (hereinafter referred to as "Granicus"), and the City of Canton, GA (hereinafter referred to as "Client"), with reference to the following:

WHEREAS, the Client and Granicus entered into an Agreement dated December 20, 2016 (the "Agreement"); and

WHEREAS, in addition to Client's existing solution, Client wishes to add the website design and development project as detailed in the Proposal dated December 23, 2016, which is attached as Exhibit A and incorporated herein by reference;

NOW, THEREFORE, in consideration of the premises, the parties intend that the Agreement be amended as follows:

1. Compensation shall be amended to include an additional thirty three thousand two hundred eighty dollars (\$33,280.00) upfront and five hundred sixty dollars (\$560.00) per month as detailed in Exhibit A. This project shall be billed according to the deployment plan fee schedule outlined on page 31 of the Proposal. As amended, Client's Granicus solution shall now include additions to the Agreement as detailed in Exhibit A.
2. Except as amended by this First Amendment, all other terms and conditions of the Agreement shall remain in full force and effect.
3. In the event of any inconsistency between the provisions of this First Amendment and the documents comprising the Agreement, the inconsistency shall be resolved by giving precedence to the documents in the following order:
 - A. Paragraphs set forth in the body of this First Amendment
 - B. Paragraphs set forth in the body of the Agreement

IN WITNESS WHEREOF, the parties have caused this First Amendment to be executed by their duly authorized representatives,

CANTON, GA

GRANICUS, INC.

By: _____

By: _____

Jason Fletcher
CEO

Date: _____

Date: _____