

Granicus Presents GovDelivery

Proposal to the City of Columbus, Ohio

CAPABILITIES OVERVIEW

Communications are at the foundation of the citizen experience. Government organizations are increasingly challenged with reaching their audiences at a scale and time that matters and are quickly recognizing the need to re-strategize citizen service offerings to address rising expectations around speed, relevancy, and convenience. In a connected and customer-centric world, meeting audience needs at every step of the way requires technology that is built to drive awareness, increase involvement, and transform services.

Granicus provides government organizations with the tools they need to inform, engage, and convert audiences to action with a singular, cloud-based application: the GovDelivery Communications Cloud (the Cloud). Enhanced by the proprietary GovDelivery Network and additional services which complement one another, the Cloud provides government organizations with a digital communications service which allows website visitors to subscribe for information that is important to them. Granicus users leverage the Cloud to develop and disseminate content to the public, enabling government organizations to effectively, efficiently, and economically serve stakeholders worldwide.

The result for over 1,800 government organizations using Granicus solutions is safer lives, happier commuters, healthier families, and better government. Reach audiences, engage them through relevant outreach channels, and convert them to action.

ADDITIONAL CAPABILITIES AND SERVICES



FedRAMP
Enhancement



Advanced
Cloud Module



GovDelivery
Connect



SMS
Messaging



Targeted
Messaging



Interactive
Text Messaging



Digital
Engagement Services



GovDelivery
Open Data



GovDelivery
Learning

DIFFERENTIATORS

- Granicus offers a FedRAMP compliant digital cloud communications platform and has gained multiple additional federal and international security certifications
- The Cloud is designed for government organizations and ensures uncompromised, industry leading message deliverability and robust automation tools
- The GovDelivery Network of more than 150 million digitally engaged citizens helps government organizations connect with one another, cross-promote content, and drive massive audience growth

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SUBSCRIPTION DETAILS

PERIOD OF PERFORMANCE

The term of the subscription will commence on the date of contract award and shall continue for twelve months.

PROCUREMENT

Ohio Master Cloud Services Agreement 0031

SCOPE AND TERMS

- **Scope:** The City of Columbus, Ohio (Columbus)
The subscription and pricing includes the following domain: <https://www.columbus.gov/>

Departments Included in the Subscription:

Building and Zoning Services	Mayor's Office	Public Safety - Fire
City Attorney's Office	<i>(Mayor) Celebration One</i>	Public Safety - Police
City Auditor's Office	<i>(Mayor) Columbus Women's Commission</i>	Public Safety - Support Services
City Council (Existing)	<i>(Mayor) My Brother's Keeper</i>	Public Service
Civil Service	<i>(Mayor) Pre-Kindergarten</i>	<i>(Public Service) Paving the Way</i>
Development	<i>(Mayor) Restoration Academy</i>	Public Utilities
Education	<i>(Mayor) Smart Columbus</i>	<i>(Public Utilities) Get Green</i>
Finance & Management	Neighborhoods	Recreation and Parks
Human Resources	Office of Diversity and Inclusion	Technology
	Public Health	<i>(Technology) CTV</i>

- **Terms:** <http://www.granicus.com/pdfs/subscription-agreement.pdf>

SOLUTION INCLUSIONS

GOVDELIVERY COMMUNICATIONS CLOUD

The Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, Columbus will be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences.

INCLUSIONS:

- Unlimited email sends with industry-leading delivery and management of all bounces
- Support to upload and migrate existing email lists
- Access to participate in the GovDelivery Network
- Ability to send mass notifications to multiple devices
- 24/7 system monitoring, email and phone support during business hours, auto-response to inbound messages from end users, and emergency support
- Text-to-subscribe functionality
- Up to 2 Web-hosted training sessions annually
- Up to 50 administrators
- Up to 1 GovDelivery account(s) for Columbus to share between city departments
- Access to a complete archive of all data created by Columbus for 18 months (rolling)
- Up to 3 hours of message template and integration development
- Up to 100 subscription topics
- Up to 500,000 SMS/text messages per year from a shared short code within the United States (International numbers are not supported) SMS/text messages not used in the Period of Performance will not carry over to the following year

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IMPLEMENTATION AND ONGOING SUPPORT

Implementation, training, and ongoing customer support services are included with the subscription. The implementation process takes four to eight weeks, on average, depending on the availability of Columbus. Implementation includes:

- Access to an implementation consultant for up to 90 days
- Access to existing Web-based recorded trainings around standard account functions and capabilities
- Up to 2 Web-hosted training sessions within 180 days of kickoff
- Up to 5 hours of message template and integration development within 90 days of kickoff

COLUMBUS RESPONSIBILITIES

Columbus account is required to provide a project manager as the point-of-contact for Granicus to ensure successful setup and maintenance of the Cloud:

PROJECT MANAGER/ACCOUNT ADMINISTRATOR

- Approves client banners, graphics, and other information that will appear on pages generated by GovDelivery
- Approves category structure for subscription topics
- Works with the GovDelivery Implementation Consultant to manage the placement of links to GovDelivery on the agency website
- Coordinate necessary training sessions
- Provide a contact for press release, reference and testimonials
- Typically assumes the role of the Account Administrator to:
 - Add additional Topic or Group Administrators and assign Administrators to Topics
 - Maintain and update list of subscriptions
 - Provide ongoing internal support on use of the system

GOVDELIVERY RESPONSIBILITIES

GovDelivery will provide all services outlined in this proposal and provides regular upgrades in technology to the system to stay consistent with the latest browser and mass emailing requirements. Columbus will be provided with two primary points-of-contact during implementation and ongoing support:

1) IMPLEMENTATION CONSULTANT:

An expert trainer and implementer whose goal is to prepare Columbus to go live with GovDelivery and provide best practices

2) CLIENT SUCCESS CONSULTANT:

An ongoing resource to ensure Columbus is maximizing value from GovDelivery and taking full advantage of the system’s capabilities to get the desired results

IMPLEMENTATION OVERVIEW

Implementation, training, and ongoing customer support services are included in the GovDelivery subscription. The implementation process takes four to eight weeks, on average, depending on the availability of Columbus. The implementation process includes the following phases:

1) Kickoff and Scope System Use	
A 60 to 90-minute Kickoff meeting will be scheduled with a designated GovDelivery Implementation Consultant to discuss the following: <ul style="list-style-type: none"> - Review objectives, success measurements and establish best practices - Determine system settings and features 	Week 1 or as scheduled by Columbus
2) Design and Build	
Based on the information discussed in the Kickoff meeting, GovDelivery will: <ul style="list-style-type: none"> - Set up a personalized account and configure features and functionality - Build branded subscription pages and message templates 	Weeks 2 to 3
3) Train and Integrate	
After the account has been set-up, GovDelivery will: <ul style="list-style-type: none"> - Provide custom Administrator (Account, Group, or Topic) training - Create mock-ups and instructions for easy website integration 	Weeks 4 to 8

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4) Launch and Support	
Following the successful completion of phases 1 to 3 above Columbus can: <ul style="list-style-type: none"> - Begin acquiring players and sending bulletins - Transition from Implementation to the Client Success Consultant - Schedule a post-launch review (approximately 1 month following launch) 	Ongoing

ACCEPTABLE USE

ADVANCED NETWORK

GovDelivery is highly effective in helping organizations work together to reach more people. Organizations expect the data obtained through this network to be protected and used for public sector purposes; therefore, transferring this data outside of GovDelivery is an unappealing risk that limits participation in the GovDelivery Network.

To maintain the integrity of the Advanced Network, subscribers added to Columbus’s audience via the GovDelivery Advanced Network (“Network Subscribers”) are available for use only while Columbus is under an active subscription with GovDelivery. Network Subscribers will not transfer to Columbus upon termination of any GovDelivery agreement. Columbus shall not use or transfer any of the Network Subscribers after termination of its contract with GovDelivery. All information related to Network Subscribers must be destroyed by Columbus within 15 calendar days of the contract with GovDelivery terminating.

During the last 10 calendar days of Columbus’s contract with GovDelivery, Columbus may send an opt-in email to Network Subscribers that shall include an explanation of Columbus’s relationship with GovDelivery terminating and that the Network Subscribers may visit Columbus’s website to subscribe to further updates from the Columbus in the future. Any Network Subscriber that does not opt-in will not be transferred with the subscriber list provided to Columbus upon termination.

DATA SOURCES

Data uploaded into GovDelivery must be brought in from Columbus sources (interactions with end users and opt-in contact lists). Columbus cannot upload purchased contact information into GovDelivery without GovDelivery’s written permission and professional services support for “list cleansing”. GovDelivery may require that any subset of data go through a cleansing process to support end users re-confirmation of data and contact interests. This typically occurs with large data sets and old data sets where contact information is not recently verified.

CONTENT

Columbus can only use GovDelivery to share content that is created by and owned by Columbus and/or content for related organizations provided that it is in support of other organizations but not as a primary communication vehicle for other organizations that do not have a GovDelivery license. Any content deemed inappropriate for a public audience or in support of programs or topics that are unrelated to Columbus, can be removed or limited by GovDelivery.

SUBSCRIBER INFORMATION

Data provided by Columbus and contact information gathered through Columbus’s own Web properties or activities will remain the property of Columbus, including any and all personally identifiable information (PII). GovDelivery will not release the data without the express written permission of Columbus, unless required by law. Columbus may download their data during an active subscription.

GOVDelivery SOLUTIONS

GovDelivery shall maintain sole ownership of the GovDelivery system and all modifications made to the system, regardless of whether these modifications are made specifically to accommodate Columbus’s content within GovDelivery.

ADVERTISING

GovDelivery’s Solutions shall not be used for any product sales or advertising unless approved in writing, in advance, by GovDelivery. GovDelivery’s financial viability depends on its ability to charge users for access to the GovDelivery Network for building digital audiences, GovDelivery reserves the right to request the details of any agreement between Columbus and a third party that compensates Columbus for the right to have information included in messages sent through the Solution prior to approving the presence of Advertising within GovDelivery.

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PRICING

SOLUTION TITLE:	ONE-TIME SETUP FEE:	ANNUAL FEE:	TOTAL:
GovDelivery Communications Cloud	\$11,340.00*	\$70,470.00	\$81,810.00
Total Price for Period of Performance:			\$81,810.00

**Departments listed herein under Scope are included in the One-Time Setup Fee. Any additional city departments that sign up after this initial setup will each pay an additional setup fee of \$11,340.00 to be implemented into the same subscription.*

ADDITIONAL PRICING TIERS FOR SMS CAPACITY

Annual Volume	Annual License Fee
500,000	\$5,000
1,000,000	\$10,000
3,000,000	\$22,500
5,000,000	\$25,000

CONSIDERATIONS

- All fees are due at the beginning of the Period of Performance. Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- This proposal is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is Columbus’s responsibility to provide applicable exemption certificate(s).
- Subscriptions to GovDelivery are annual and Columbus must provide 90 days’ written notice of termination to prior to renewal to allow for GovDelivery to assist Columbus to transition before the end of the Period of Performance.
- SMS/text messages not used in the Period of Performance will not carry over to the following year.
- Annual increases for the same service(s) shall not exceed ten percent (10%).

AGREEMENT AND ACCEPTANCE

By signing this proposal, the undersigned certifies they have authority to enter the agreement . The undersigned also understands the services and terms.

COLUMBUS

BILLING INFORMATION

Signature: _____
 Name: _____
 Title: _____
 Date: _____

Name: _____
 Phone: _____
 Email: _____
 Address: _____
