Granicus Proposal for Coachella, CA

Granicus Contact

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Proposal Details

Quote Number: Q-79256
Prepared On: 12/4/2019
Valid Through: 12/18/2019
Tier: Up to 5000 Subscribers

Pricing

Payment Terms: Net 30 (Payments for subscriptions are due at the beginning of the period of performance.)
Currency: USD
Period of Performance: The term of the Agreement will commence on 12/15/2019 and continue for 60 months.

Domains Included for the Communications Cloud

The subscription includes the following domain(s) and subdomain(s): https://www.coachella.org/

One-Time Fees

Solution	Billing Frequency	Quantity/Unit	One-Time Fee
govAccess – Website Design and Implementation – Innovator	Milestones - 40/20/20/20	1 Each	$26,730.00
Basic Redesign Credit	Up Front	1 Each	-$8,000.00
Mega Menu Designer	Milestones - 40/20/20/20	1 Each	$0.00
Web-based Training - Additional Day	Upon Delivery	1 Each	$0.00
govAccess - Web Design and Implementation - Branded w/ Domain	Milestones - 40/20/20/20	1 Each	$5,100.00
Dept Branding: Interior Page Customization Tier 3	Milestones - 40/20/20/20	1 Each	$0.00
		SUBTOTAL:	**$27,830.00**

One-Time Fees

Solution	Billing Frequency	Quantity/Unit	One-Time Fee
Accessibility (Web-only) Training and Consultation-Standard	Upon Delivery	1 Each	$0.00
Communications Cloud - Setup and Configuration	Up Front	1 Each	$2,400.00
Communications Cloud - Online Training	Up Front	1 Each	$500.00
Advanced Package - Setup and Configuration	Up Front	1 Each	$600.00
Advanced Package - Online Training	Up Front	1 Each	$500.00
		SUBTOTAL:	$27,830.00

Annual Fees for New Subscriptions

Solution	Billing Frequency	Quantity/Unit	Annual Fee
govAccess - Maintenance, Hosting, & Licensing Fee - Core	Annual	1 Each	$6,920.00
govAccess - Maint/Hosting/License Fee - Branded w/Domain	Annual	1 Each	$0.00 _first year free_
Communications Cloud	Annual	1 Each	$6,000.00
Communications Cloud Advanced Package	Annual	1 Each	$1,500.00
		SUBTOTAL:	$14,420.00

Remaining Period(s)

Solution(s)	Year 2	Year 3	Year 4	Year 5
govAccess - Maintenance, Hosting, & Licensing Fee - Core	$7,266.00	$7,629.30	$8,010.77	$8,411.30
govAccess - Maint/ Hosting/License Fee - Branded w/Domain	$892.50	$937.13	$983.98	$1,033.18
Communications Cloud	$6,300.00	$6,615.00	$6,945.75	$7,293.04
SUBTOTAL:	$16,033.50	$16,835.18	$17,676.93	$18,560.78

Remaining Period(s)				
Solution(s)	Year 2	Year 3	Year 4	Year 5
Communications Cloud Advanced Package	$1,575.00	$1,653.75	$1,736.44	$1,823.26
SUBTOTAL:	$16,033.50	$16,835.18	$17,676.93	$18,560.78

Product Descriptions	
Name	**Description**
govAccess – Website Design and Implementation – Innovator	govAccess Website Design and Implementation - Innovator provides a citizen focused website and includes: • UX consultation, which may include one (1) or more of the following: 1. One (1) site analytics report 2. One (1) heatmap analysis 3. One (1) internal stakeholder survey • Semi-custom homepage wireframe • Fully responsive design • Custom mobile homepage or standard mobile responsive homepage • Video background or standard rotating Iimage carousel (switchable at any time) • One (1) specialty alternate homepage - Choose from Granicus' library that includes emergencies, election night, special events • One (1) customer experience feature - Choose from Granicus' library that includes service finder or data visualization banner • Programming/CMS implementation • Migrate up to 200 webpages • Five (5) forms converted into the new CMS • One (1) day of web-based training
govAccess - Maintenance, Hosting, & Licensing Fee - Core	The govAccess Maintenance, Hosting, and Licensing plan is designed to equip the client with the technology, expertise and training to keep the client's website relevant and effective over time. Services include the following: • Ongoing software updates • Unlimited technical support (6:00 AM - 6:00 PM PT, Monday - Friday) • Access to training webinars and on-demand video library • Access to best practice webinars and resources • Annual health check with research-based recommendations for website optimization • DDoS mitigation • Disaster recovery with 90-minute failover (RTO) and 15-minute data replication (RPO)
Basic Redesign Credit	Client understands and agrees that completion of website design services provided herein fulfills Granicus' obligation to deliver a basic graphic redesign of the website.

Product Descriptions	
Name	**Description**
Mega Menu Designer	The Mega Menu Designer allows clients to customize and design flexible menus on the client's website. Customization includes: • Defining the levels of navigation and number of columns in the menu • Adding extra columns and placing widgets in these columns (Widgets that can be added to Mega Menus include: News, Events, RFPs, FAQs, Facilities, Jobs, and the Staff, Business, and Service Directories) • Stacking multiple widgets in the same column
Web-based Training - Additional Day	Includes an additional day of web-based CMS User Training
govAccess - Web Design and Implementation - Branded w/Domain	Branded Subsites allow a department to customize their pages with a unique color scheme and branding while still utilizing the framework of the main website. This package includes: • Wireframe based on the main website • Unique design theme, including color palette for landing page and interior pages • Customizable background image or slideshow • Customizable navigation, including graphics • Customizable header and footer • Individual URL and search capabilities
govAccess - Maint/ Hosting/License Fee - Branded w/Domain	Maintenance, Hosting and Licensing includes the following for Independent Subsite(s) covered by the subscription: • Monthly Software Updates • Unlimited Technical Support (6 am – 6 pm PT, Monday – Friday) • Training Webinars and On-Demand Video Library • Best Practice Webinars and Resources • DDoS Mitigation • Disaster Recovery with 90-minute failover (RTO) and 15-minute data replication (RPO)
Dept Branding: Interior Page Customization Tier 3	govAccess will produce up to five (5) custom widget displays on a single page based on existing default widget functionality. Each widget will contain its own unique set of configurable settings. Each custom widget will be built for re-use across all other interior pages.

Product Descriptions

Name	Description
Accessibility (Web-only) Training and Consultation-Standard	Granicus will provide a frontend website design, excluding third-party tools, compliant with WCAG 2.0 upon completion and only to the extent validated by Granicus' accessible content formatting and testing process. This service includes standard training and services to help the client get started creating and maintaining an accessible website. • Design website in compliance with WCAG 2.0 standards • Test website to WCAG 2.0 standards using automated tool • Develop the client's accessibility statement • Training in accessibility-focused CMS functions • Reformat up to 25 of the client's pages to comply with WCAG 2.0 standards • Onsite Web Accessibility Training in accessibility-focused CMS functions, including what the standards are, why they are important and how to create compliant content
Communications Cloud	The Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, the client will be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences. The Cloud includes: • Unlimited email sends with industry-leading delivery and management of all bounces • Support to upload and migrate existing email lists • Access to participate in the GovDelivery Network • Ability to send mass notifications to multiple devices • 24/7 system monitoring, email and phone support during business hours, auto-response to inbound messages from end users, and emergency support • Text-to-subscribe functionality • Up to 2 Web-hosted training sessions annually • Up to 50 administrators • Up to 1 GovDelivery account(s) • Access to a complete archive of all data created by the client for 18 months (rolling) • Up to 3 hours of message template and integration development • Up to 100 subscription topics • Up to 100,000 SMS/text messages per year from a shared short code within the United States* *International numbers are not supported. SMS/text messages not used in the period of performance will not carry over to the following year.

Product Descriptions

Name	Description
Communications Cloud - Setup and Configuration	The Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, the client will be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences. The Cloud setup and configuration includes: • The implementation consultant will be assigned to Recipient during the setup process for up to 90 days • Unlimited access to Web-based recorded trainings and online help for administrations on the following topics: standard Messaging, the GovDelivery Network, Automation, Mobile and Analytics • Up to 2 Web-hosted training sessions that must be used within 180 days of Kickoff • Up to 5 hours of message template and integration development that must be used within 90 days of Kickoff
Communications Cloud - Online Training	Provides a balance of Product knowledge and industry best practices to a specific audience. Sessions are delivered by product experts via videoconferencing technology.
Communications Cloud Advanced Package	The Advanced Cloud Module gives government communicators better insight into the needs of citizens and improves their ability to enhance online transactions, promote behavior change through public awareness, and improve citizen engagement. The Advanced Cloud Module adds streamlined marketing capabilities that incorporate greater degrees of audience segmentation, personalization, message testing, and mobile engagement. The Advanced Cloud Module includes: • Dynamic segmentation around bulletins, engagement, and question (e.g. zip code) • Canned campaigns for re-engagement and new subscriber onboarding • Testing: Simple (A/B, 10/10/80) *A subscription for the Advanced Cloud Module is dependent on an active license for the GovDelivery Communications Cloud.*
Advanced Package - Setup and Configuration	Implementation includes: • Access to an implementation consultant for up to 90 days • Access to online training documentation around advanced 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 *The implementation process takes four to six weeks, on average, depending on the availability of stakeholders and/or current GovDelivery Communications Cloud experience.*
Advanced Package - Online Training	Provides a balance of Product knowledge and industry best practices to a specific audience. Sessions are delivered by product experts via videoconferencing technology.

Terms and Conditions

- Upon the effective date, this Agreement shall supersede and replace any previous agreement between the parties. All prior agreements between the parties are hereby void and of no force and effect.
- Customer will be entitled to a basic redesign credit for one (1) govAccess main website after year four (4) of this uninterrupted Agreement. The basic redesign credit is equivalent to either: 1) a template selected from the then current Granicus best practices library, or; 2) a dollar credit not to exceed $8,000.00 applied towards a custom redesign of one (1) existing main website. Redesign will become available at the conclusion and payment of year four (4) of the initial term of the Agreement.
- Link to Terms: https://granicus.com/pdfs/Master_Subscription_Agreement.pdf
- This quote is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the responsibility of Coachella, CA to provide applicable exemption certificate(s).
- Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- If submitting a Purchase Order, please include the following language: All pricing, terms and conditions of quote Q-79256 dated 12/4/2019 are incorporated into this Purchase Order by reference.
- Granicus Communications Suite Subscriber Information.
    - Data provided by the client and contact information gathered through the client's own web properties or activities will remain the property of the client ("Direct Subscriber"), including any and all personally identifiable information (PII). Granicus will not release the data without the express written permission of the client, unless required by law.
    - Granicus shall: (i) not disclose the client's data except to any third parties as necessary to operate the Granicus Products and Services (provided that the client hereby grants to Granicus a perpetual, non-cancelable, worldwide, non-exclusive license to utilize any data, on an anonymous or aggregate basis only, that arises from the use of the Granicus Products by the client, whether disclosed on, subsequent to, or prior to the Effective Date, to improve the functionality of the Granicus Products and any other legitimate business purpose, including the right to sublicense such data to third parties, subject to all legal restrictions regarding the use and disclosure of such information).
- Data obtained through the Granicus Advanced Network.
    - Granicus offers a SaaS product, known as the Communications Cloud, that offers Direct Subscribers recommendations to subscribe to other Granicus client's digital communication (the "Advanced Network"). When a Direct Subscriber signs up through one of the recommendations of the Advanced Network, that subscriber is a "Network Subscriber" to the agency it subscribed to through the Advanced Network.
    - Network Subscribers are available for use while the client is under an active subscription with Granicus. Network Subscribers will not transfer to the client upon termination of any Granicus Order, SOW, or Exhibit. The client shall not use or transfer any of the Network Subscribers after termination of its Order,

SOW, or Exhibit placed under this agreement. All information related to Network Subscribers must be destroyed by the client within 15 calendar days of the Order, SOW, or Exhibit placed under this agreement terminating.

- Opt-In. During the last 10 calendar days of the client's subscription, the client may send an opt-in email to Network Subscribers that shall include an explanation of the client's relationship with Granicus terminating and that the Network Subscribers may visit the client's website to subscribe to further updates from the client in the future. Any Network Subscriber that does not opt-in will not be transferred with the subscriber list provided to the client upon termination.
- Billing Frequency Notes (Milestones - 40/20/20/20):
    - An initial payment equal to 40% of the total;
    - A payment equal to 20% of the total upon Granicus' delivery of the draft homepage design concepts to the client;
    - A payment equal to 20% of the total upon implementation of the main website into the VCMS on a Granicus-hosted development server; and
    - A payment equal to 20% of the total upon completion; provided, however that the client has completed training. If the client has not completed training, then Granicus shall invoice the client at the earlier of: completion of training or 21 days after completion.
- Granicus certifies that it will not sell, retain, use, or disclose any personal information provided by Customer for any purpose other than the specific purpose of performing the services outlined within this Agreement.

Agreement and Acceptance

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

Billing Information
Name:
Phone:
Email:
Address:

Coachella, CA
Signature:
Name:
Title:
Date:

GovDelivery Communications Cloud

Digital communications platform for government

Communications Cloud is a marketing-automation platform that enables government organizations to quickly and easily connect with more constituents. As the only FedRAMP-certified marketing-automation platform, Communications Cloud is the most-secure marketing solution available for public sector organizations.

Craft messages in custom-built branded templates to provide a consistent and familiar experience for audiences across all platforms. Engage citizens with content by sending messages to a specific segment of your audience and save valuable time by crafting a single message and sharing through email, text and social media instantly.

Grow an audience through text-to-subscribe, social media promotion, other government agencies through the GovDelivery Network and by leveraging website traffic with attention-commanding subscription strategies. The simple sign-up process allows constituents to opt into receiving communication on the topics that matter to them, simultaneously allowing your organization to divide constituent subscribers by interests.

Communications Cloud delivers messaging at a higher rate, keeping emails out of spam folders and handling unsubscribes, bounces and inactive emails, allowing communicators to focus on content.

Available reports on open and click-through rates provide insight into message success and allow for continuous improvements to a marketing strategy to make each touch better than the last.

GOVDELIVERY NETWORK

Further build out subscriber lists through cross-promotion opportunities with nearby and related organizations by leveraging the GovDelivery Network, which includes over 1,800 organizations with more than 150 million citizens. With more than 50,000 new people signing up for messages from government through Granicus' solutions every day, organizations using Communications Cloud have increased subscribers by up to 500 percent.

- Email, text message and social media communications
- Secured with FedRAMP certification
- Audience growth opportunities/ strategies
- Customizable, branded templates
- Manage emails - inbox placement, deliverability
- Open, click-through, and bounce rate reporting

GRANICUS

GRANICUS

Advanced Package for Communications Cloud

## Improve communications strategy with advanced marketing techniques

Take Communications Cloud capabilities to the next level, without creating more work. Cut through the noise and reach citizens with the right information at the right time in the way they want it with proven approaches such as greater audience segmentation, personalization, message testing and automation.

Advanced Package's prebuilt onboarding and re-engagement campaigns allow communicators to build a strong relationship with citizens from first interaction or nudge unresponsive recipients into reactivation. Take campaigns one step further by building custom campaigns that automate your team's marketing plan with custom messages and delivery schedules.

Further break down audiences into complex segments and deliver customized messaging

that appeals completely to personal needs of constituents rather than partially to huge populations. Segments can be built using existing Communications Cloud data or from other collected demographic information via the Granicus Connect tool. Ultimately, organizations have the power to target and refine their audience beyond topic subscriptions, allowing communicators to maximize their reach and engagement efforts.

Perform simple tests to learn what really resonates with citizens. Send two message versions with varying language or design adjustments to random audience samples, and then take immediate advantage of these insights by sending the best version to the remaining population.
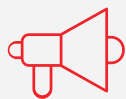
Drive engagement with proven marketing techniques

Use A/B testing to improve tactics and messaging

Built-in campaigns welcome and re-engage subscribers

Dynamic segmentation boosts communication efforts

Granicus govAccess

A GOVERNMENT WEBSITE TO BETTER SERVE YOUR CITIZENS

Most people come to a government website with one goal – to complete a task – yet most government websites fail to deliver. With Granicus govAccess, user-friendly design, powerful content, accessibility, and secure transactions have never been easier.

DATA-DRIVEN, CUSTOM DESIGN

All govAccess projects start with research into how your website visitors want to engage with you and what services and information is most important to them. This research informs the design, content structure and development of your website – the result: extreme usability whether on desktop or mobile.

SIMPLE, YET DYNAMIC GOVERNMENT CMS

govAccess is a content management system (CMS) that was purpose built for government, allowing your staff to easily create content that informs, engages and serves their communities. Our CMS makes it easy to manage mobile experiences, bring more services online, share content through popular social media channels, create custom interior pages, and more- all while ensuring consistency and control.

ENTERPRISE-CLASS HOSTING + SUPPORT

From our state-of-the-art hosting infrastructure with greater than 99.9% uptime, to a team of certified government experts and tech gurus, the govAccess team relentlessly focuses on client satisfaction. Continuous optimization, regular health checks that include research-based recommendations, and 24x7 support deliver guaranteed success.

Heatmaps help us understand where eyes and clicks are going on your site.

Basing our redesign on science, rather than emotion, helped to keep everyone on the same page as we worked through the process of transforming our web presence from a mere website to a customer service portal.

Kevin Tunell
Communications Director,
Yuma County, AZ

WEBSITE DESIGN + IMPLEMENTATION – INNOVATOR

✓ UX consultation including
  - Heatmap analysis, web analytics, internal stakeholder survey
  - Website analytics report

✓ 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 our library including service finder, geo finder, data visualization banner

✓ Website Programming + CMS Implementation

✓ Migrate up to 200 webpages

✓ Five (5) forms converted into the new CMS

✓ One (1) day of remote Web-based Training (typically used for "Writing for the Web" Training, Accessibility Training, and CMS Training).

KEY CMS FEATURES

✓ Ongoing software updates (quarterly)

✓ Role-based dashboard for easy content updates, approvals + ability to lock down user permissions

✓ Mobile management to analyze mobile traffic and customize display on mobile device

✓ Interior page builder with drag-and-drop page building, 100+ widgets, save and reuse layouts + more

✓ Social media management with ability to schedule + preview posts to multiple social media accounts

✓ Form and survey builder with ready-to-use templates for the m ost common use cases, conditional logic, payment processing, and legally binding digital signatures

✓ Flexible search with the ability to define search synonyms, promote page + more

✓ Universal API + a vast number of commonly used apps integrated out-of-the-box

SUPPORT + MAINTENANCE

✓ 24/7 support

✓ Online help, including an extensive library of on-demand training videos

✓ Hosting infrastruture with 99.9% uptime

✓ Disaster recovery w/ 90 min failover (RTO), data replication every 15 mins (RPO), failover testing every 2 wks.

✓ Enterprise grade DDoS migration

✓ Industry leading data security (advanced threat detection and penetration)