

City of Manor, TX

Pricing + Proposal

Nov 2022

Proposed Pricing + Scope

PREMIUM

CitizenLab License (1-year)

- Unlimited projects, project folders, and custom tags
- Branded, configurable homepage and project pages; custom domain name
- **Access to:**
 - All engagement methods, including online workshops, and built-in survey integrations, as needed
 - All communications tools (email), user segmentation tools (smart groups), analytics tools (Representativeness, Insights), auto-tagging, auto-site translation
- Up to 8 site admins and unlimited project managers

\$9,500
/ year

Onboarding + Ongoing Support (Premium)

- **Onboarding:** 10 hours of support from dedicated engagement expert, including strategy sessions, training workshops, project design support, and pre-launch quality and accessibility review | 6 onboarding sessions
- 2 advisory sessions
- **Ongoing Engagement Support:** Monthly meetings and on-demand support from engagement expert
- **Ongoing Technical Support:** Guaranteed SLAs 24/5 chat and email support + hybrid AI/human moderation

Waived
(\$2,500)

Add Ons / Optional Items

- **Communications Package** - We discuss your communication strategy, develop a branded toolkit, and implement campaigns on the platform.
- **Project report** - We process the input you've collected, develop a project report and help you feedback to your community. (2 reports)

Waived
(\$4,000)

Total Year 12 Month Cost

\$9,500

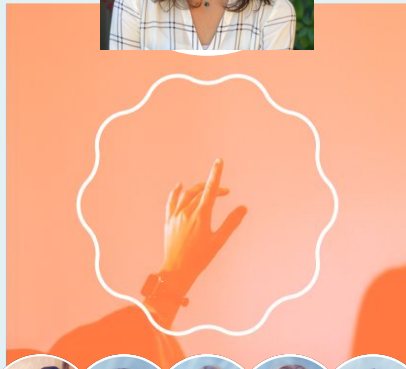
Hi, my name is **Amanda**

Gov Success Manager

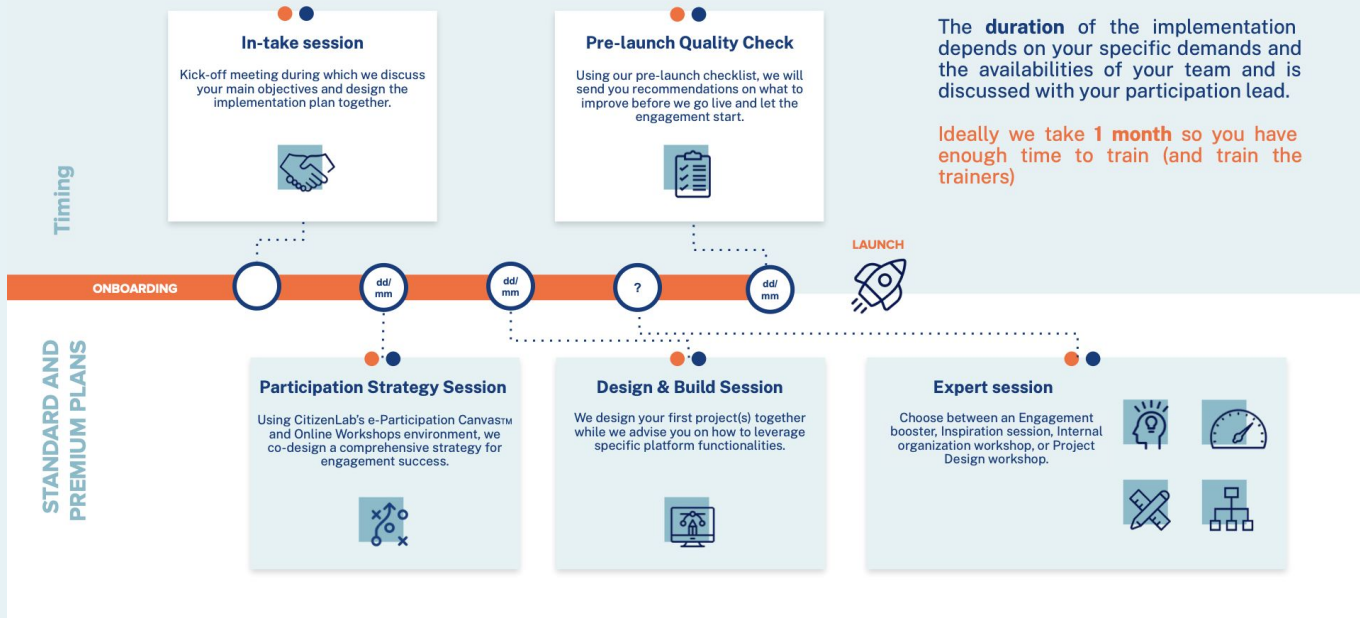
Based in Santa Cruz, CA (PST)

As your **Government Success Manager** I will lead you through implementation and ensure you get the most value from your platform. My role is to train you and your team, help you design and customize your platform, and assist with any technical questions you may have.

And as your **engagement advisor**, I will provide strategic advice to ensure you consistently produce best-practice engagement for your community.



Duration 1 Month



e-Participation Canvas

Define the building blocks of your engagement platform and strategy

Objectives

Goals



Do you agree on shared goals?
What are the short and long term goals of your platform?
What projects will be put on the platform?
Which projects will be open for input on an ongoing basis?

Stakeholders

Organization



Who will lead the core team?
Who are the operational and strategic stakeholders?
Does each project leader know how to set up and follow up projects?

Communication

Communication



How will the platform fit into the overall communication strategy?
Which channels will be used to communicate launches?
How will feedback or follow-up be organized?

Audience



Who is the target audience?
Are there certain groups or organizations you should target?

Calendar



Are there important dates to work toward?
What activities or events are opportunities for involvement?

Metrics



What is going to be measured and when?
When will the platform be seen as a success?

Risks



What is possibly blocking inside your organisation?
What are the external factors to take into account?

Sample Onboarding Calendar

Assuming a contract start date of **Jan 2**, we can launch the platform by the week of **Feb 3**

 Kick-off meeting	Day 1	Day 2	Day 3	Day 4	 Participation Strategy	Day 5	Day 6	Day 7
Day 8	Day 9	 Team Training	Day 10	Day 11	Day 12	 Design + Build Session	Day 13	Day 14
Day 15	Day 16	Day 17	 Expert Session Internal Org Workshop	Day 18	Day 19	Day 20	Day 21	
Day 22	 Pre-launch Review	Day 23	Day 24	Day 25	 Platform launch			

What governments love about **CitizenLab**



Highly Interactive

Two-way, transparent conversations lead to more participation and local trust



Fast, Powerful Insights

Save time with text analytics that pull keywords and sentiment from open-ended input



Easy to Use

A modern, accessible interface; user-friendly for residents and admins



Guided by Experts

Your own engagement expert helps you design effective projects from start to finish



We looked at all potential platforms, and on paper they all look very similar.

*But when you drill down into the functionality, the other platforms are not as **flexible, visually appealing, and user-friendly.***

*I feel the way CitizenLab's platform is set up fosters a **positive participation environment.**"*



Milzy Carrasco

Director of Community Engagement
City of Lancaster, PA