

City of Madeira Beach, FL



Executive Summary

HELPING LOCAL GOVERNMENT INFORM, ENGAGE & PROTECT THEIR CITIZENS



Our viewpoint

As the recognized leader in GovTech,
we have a **pulse** on what it takes for
Local Government Impact in this next era



10k+ customers	100k+ public servants	340M+ residents	50 states	6 provinces	25 years
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How We'll Help

- Promote Transparency for Residents, Visitors, Businesses & Elected Officials
- A Research Based Design w/ Strong Internet Presence
- Strategic Partnership
- Sharing Nationwide Community Insight
- Beautiful UX/UI Navigation Experience for all users
- Encourage Municipal Economic Development
- Website Flexibility. Growing as the City Grows
- Multiple Calendars and Events
- Easily Handled by Small Staff
- Email & Text Notifications & Alerts on the Website
- Embed Social Media Platforms
- Multiple Software Options for other Departments
- Accessible on Any Device
- FREE Ongoing Support & Website Training





CivicPlus Can Help In Many Ways...



PIO



Clerk



Public Works



Rec Dir



IT

Unified Portal: Delightful Resident Experience

single interface | single profile | personalized dashboard | frictionless self-service

Solution Breadth: Unmatched End-to-End Efficiency

automation and workflows | in and across departments | superior staff experience

Municipal Websites

Web Accessibility

Mass Notification

Social Media Archiving

Agenda and Meeting Management

Codification

Open Records Request

Process Automation

Recreation Management

311 CRM

Community Development

...

Shared Platform: Extensible Foundation

single sign on | security | scalability | governance | payments | search | mobile | AI chatbots | APIs



Trusted Partner Services for Civic Impact

Implementation

Proven methodology across thousands of clients

Goals-based planning with a phased delivery approach

Dedicated CSM to ensure continuity and success

Training to drive adoption and efficiency

Optimization

Designated account manager to optimize interna/external engagement

Gap analysis, expansion planning, grow and scale services

Tool consolidation, cross-product synergy

Alignment and business reviews to track progress and outcomes

Advisory

Award-winning technical support team, 24/7 access

Professional and legal services for ongoing guidance

Expertise from the experts: former civic leaders with decades of experience

CLIENT SATISFACTION

96%

CLIENT RETENTION

98%

STEVIE AWARDS

17



Purpose Built Website Design - Goals

1. Stunning Design

- A site that reflects the uniqueness and beauty of your community
- A site that fosters pride

2. Resident Self-Service Capabilities

- Industry-Leading Search Functionality
- Email & Text subscriptions
- 2-Click Navigation Methodology

3. Easy to Use for Staff

- No Web Experience Needed - Easy for staff with varying levels of IT experience to make content-rich updates
- Time-Saving - integrations with core solutions
- Future Proof - As you grow and your priorities evolve, our solutions will scale with you to optimize efficiency, transparency, and resident engagement capabilities



Purpose Built Website Design - Features

Included Features

- Responsive Mobile Friendly Design
- Graphic Links
- Advanced Page Editor
- Staff Directory
- Best-in-Class Predictive Search Engine
- Social Media Integration
- Photo Album Slideshows
- Google Maps Integration
- Document Center
- Image auto-scaling and resizing
- Site Metrics (Google Analytics)
- Scheduled Publish On/Off Dates
- Unlimited User Logins
- Unlimited Content Creation
- Live Page Word-like WYSIWYG Editor
- NotifyMe (Email & Text Subscriptions)
- Private Pages
- YOU OWN RIGHTS TO ALL YOUR DATA
- Unlimited Online Fillable Forms
- Emergency Alerts
- Newsflash
- Agendas Center/Minutes/Videos
- Event Calendar
- Page Versioning / Audit Trail
- Latest News / Press Releases
- Anti-Spam Controls
- Email Harvesting Protection
- Broken Link Finder
- Dynamic Sitemap
- Support for Windows, Mac, Linux
- Video Integration (YouTube, Vimeo, etc.)
- Organization/Staff Directory
- Frequently Asked Questions (FAQs)
- Share This Button (Facebook/Twitter)
- Secure Pages / SSL
- Printer-Friendly Pages

Add-On Features

- Facilities Reservations
- Online Activities Registrations
- Archive Center
- Bid Postings
- Blog Module
- Jobs Module
- Opinion Polls
- Real Estate Locator
- 311 Citizen Requests (SeeClickFix)
- CivicSend – Newsletter Creation Module
- Specialty Sub-Site Graphic Designs
- Integrable CivicPlus Chatbot



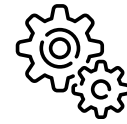
Purpose Built Website Design - Differentiators

- **1) ADA Compliance (WCAG 2.1 AA)**
 - Style-Guide and HTML Structure
 - Trusted for Compliance and Security
 - + More Web Governance and Compliance Services Available: [AudioEye](#) or [Acquia Optimize](#)
- **2) Full Suite of Products Designed to Empower Staff and Delight Residents**
 - Best-of-Breed, easy-to-use, integrated solutions built to enable a one-stop, frictionless, and personalized resident experience
- **3) Industry-Leading Predictive Search Capabilities**
- **4) Integration (Third-Party + Key CivicPlus Software Integrations)**
- **5) Easy Web Page Authoring. Drag & Drop Content Creation – No Technical Expertise Needed**
- **6) Customer Service and Award-Winning Support**
 - You will be well-trained before going live via. FREE support resources available
 - 24/7 Technical Support and Knowledge Management Team
 - Support Access by Phone, Email, Online Helpdesk, Online Help Chat
 - Customer Success Manager Remains in Regular Touch with You Throughout the Life of Your Website



Approach & Project Timeline

9 – 12 Weeks



1

Initiate

PROJECT KICKOFF MEETING

Review deliverables, outline process, assign action items



2

Analyze

DESIGN & ARCHITECTURE

Discuss design preferences and vision



3

Site Implementation

IMPLEMENT DESIGN

Design is created, reviewed and approved in JPG format



4

Content Development

DEPARTMENT SPECIFIC MODULES AND CONTENT

Migrate webpages, documents, and files



5

Educate

USER TRAINING

CivicCMS will provide system training to empower users with the skills needed to maintain the website.



6

Launch

WEBSITE LAUNCH

The new website is scheduled to be made available to the public with live domain name.

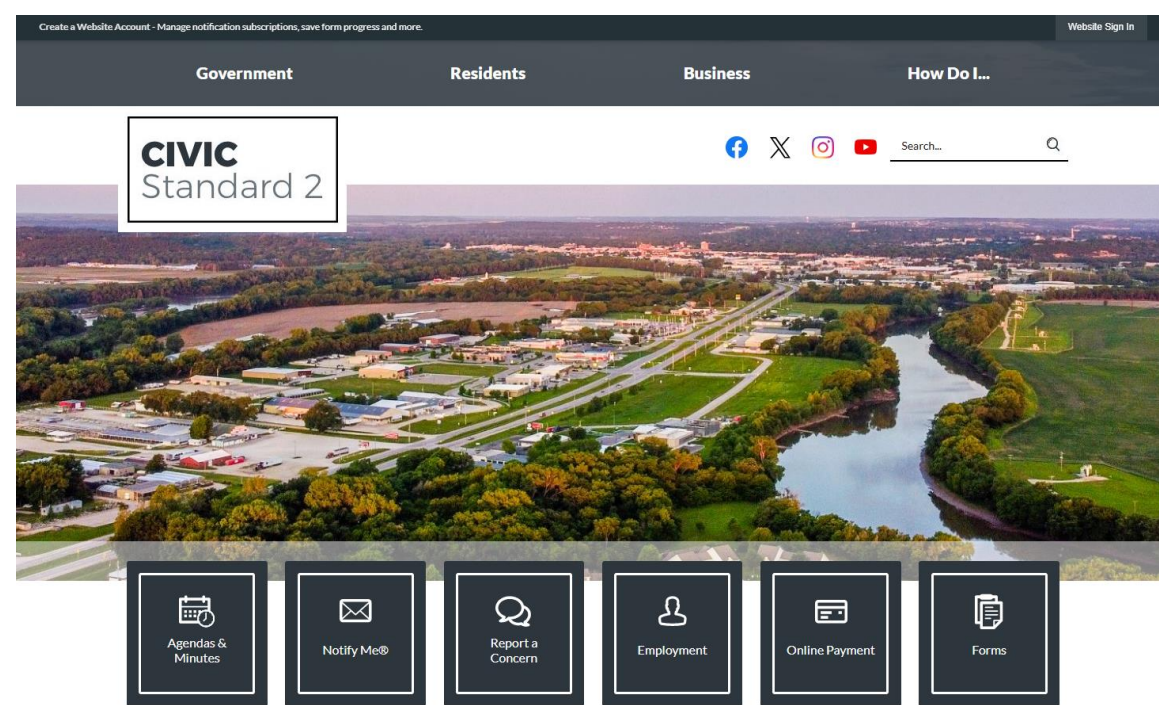
Standard Design (Templated)

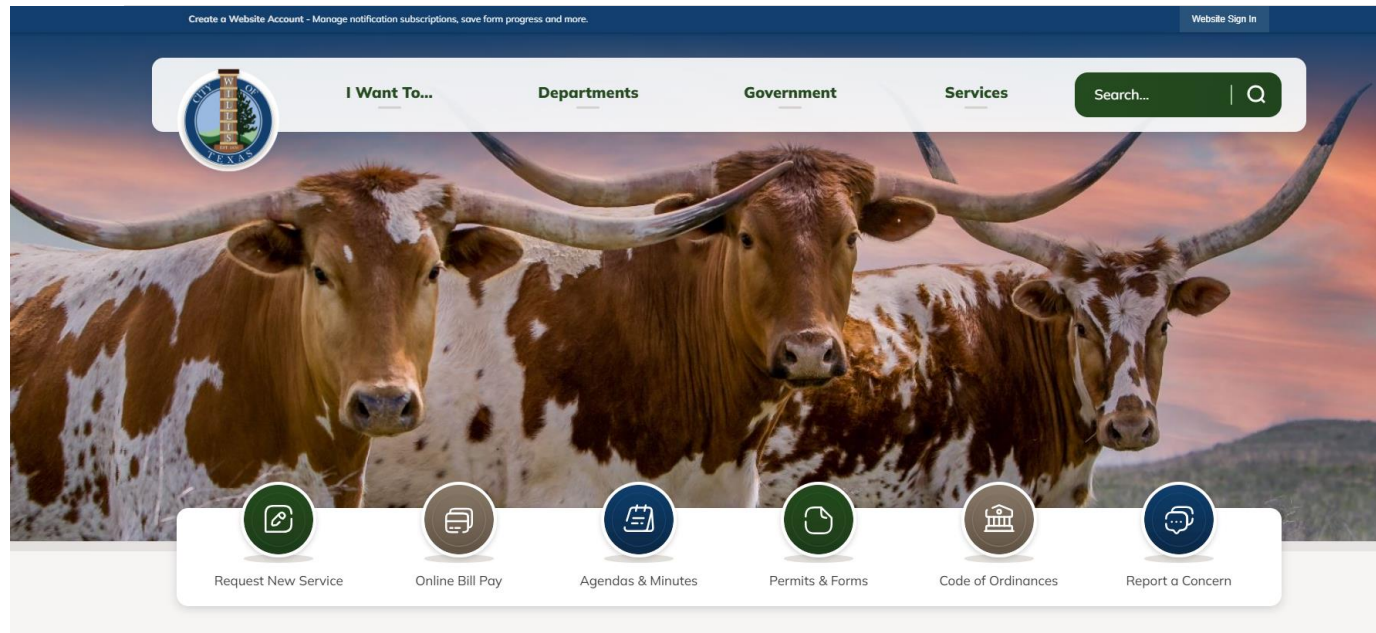
- Template Design ([5 Options](#))
- 11+ Modules
- Hosting & Security
- 150 Pages of Content Migration
- Group Website Training
- [AudioEye Accessibility Tool](#)*

One-Time Development: \$1,000

Annually: \$7,169*

*Includes AudioEye Accessibility at \$2,500 Annually





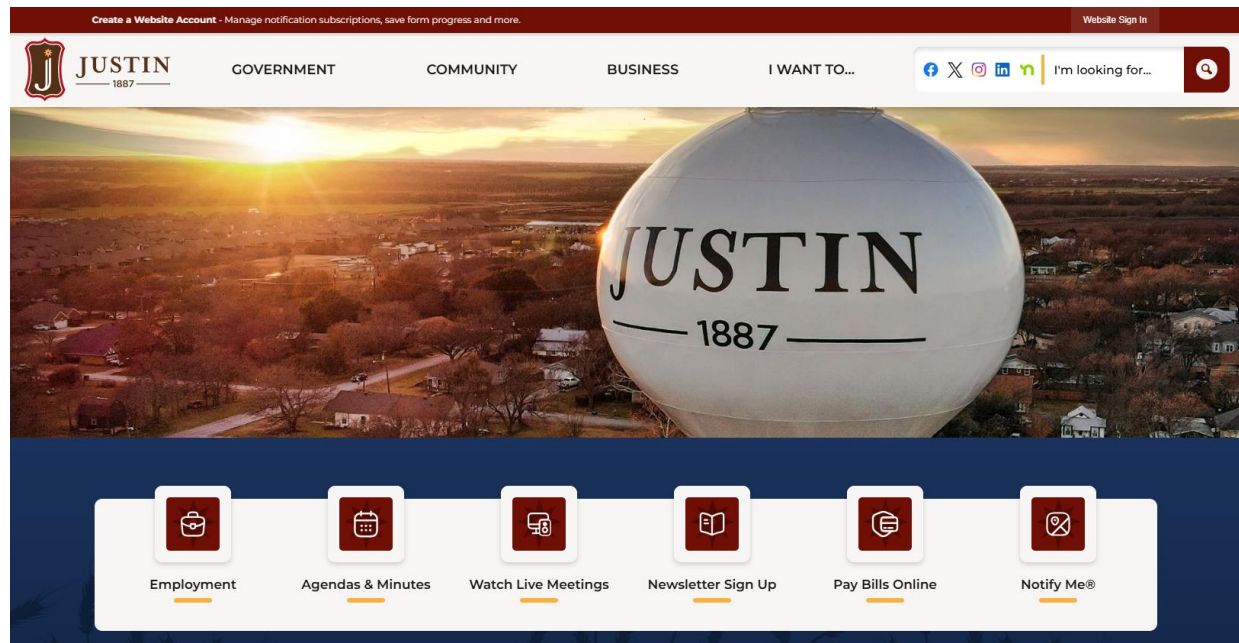
Ultimate Design (Custom)

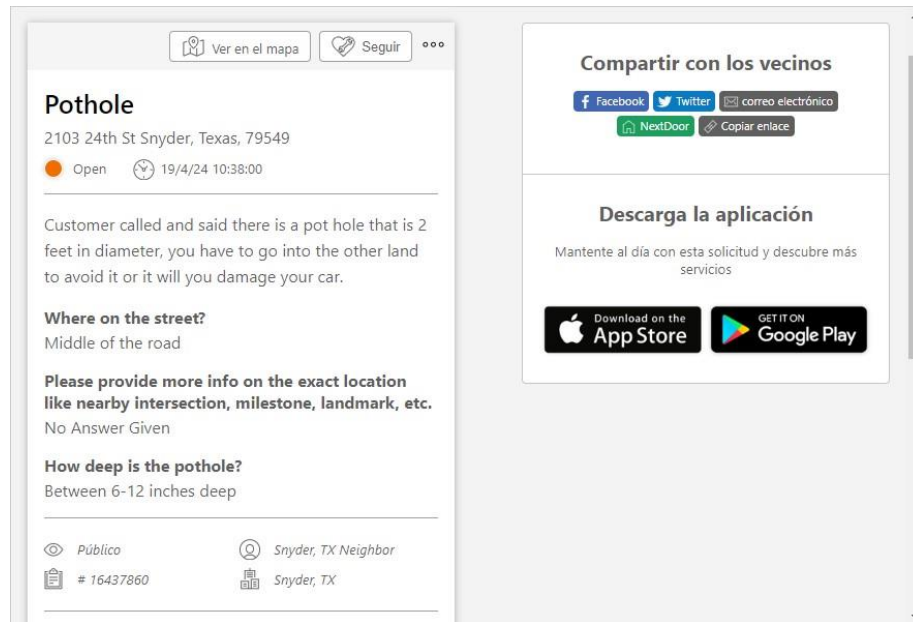
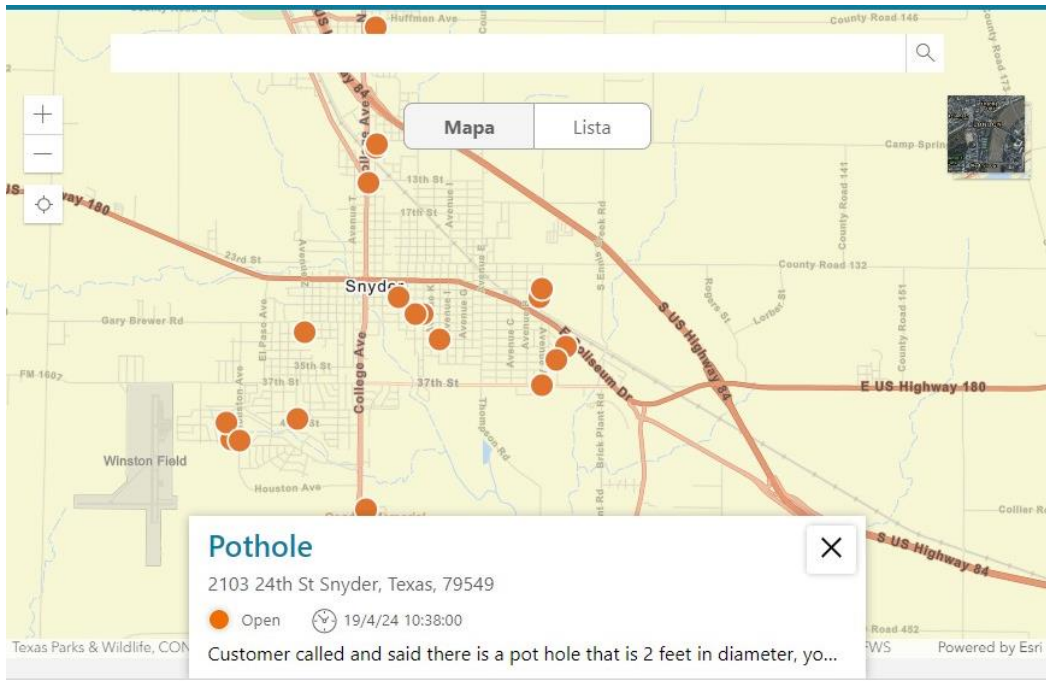
- [Custom Design](#) (1 Advanced Design)
- 11+ Modules
- Hosting & Security
- 150 Pages of Content Migration
- Live Individual Website Training
- [AudioEye Accessibility Tool](#)*

One-Time Development: \$2,000

Annually: \$7,852*

*Includes AudioEye Accessibility at \$2,500 Annually





SeeClickFix 311 Citizen Requests

- Unlimited User Licenses
- Intake Citizen Submissions via Mobile App
- Assign Requests Internally
- Mitigate Duplicate Requests
- Resolve Issues & Measure Performance
- Virtual Platform Training
- Included Online Support

One-Time Development: N/A

Annually: \$5,000

CivicSend

Powerful Newsletter Creation Tool

- Create Variety of Communications
- Track and Measure Response Rates
- Customizable Newsletter Templates
- Post All Sent Communications On Your Website
- Send Communications by Email, Text, Social Media, and Website
- Single Point Access for All Communication Channels

One-Time Development: \$750

Annually: \$2,374

Step 1 | Select

Develop your own custom message with CivicSend.

1. Begin with a descriptive subject.
2. Select your desired communication channels.
3. Choose the type of message you want to send.
4. Decide who you want to send it to.
5. Select the sender name.

That's it!

You're on your way.

Subject *

Type your subject here, keep it short...

Channels *

How do you want to send your message? Select one or more communication channels.



EMAIL



SMS/TEXT



FACEBOOK



TWITTER

Message Type *

What kind of message do you want to send? Select whether you want to use a template (for visually rich messages) or send a quick message (text only).

TEMPLATE

QUICK MESSAGE

Subscriber List *

Who do you want to send to? Select one or more lists (necessary for email and text messages only). You may also [create a new list](#), if desired. Please note that adding, removing, or modifying a list in other modules may require up to 15 minutes to take effect.

Customize your settings by allowing messages to be sent by Text, Facebook and Twitter. You can allow one or all three by checking the box for each one.

- Enable Text Message Channel**
Allows users to send a message via text message
- Enable Facebook Channel**
Allows users to post a message to Facebook
- Enable Twitter Channel**
Allows users to send a message via Twitter

Each template-based message will include copyright text in the footer of your message. You can customize the copyright text to be specific to your organization.

Copyright Text

Copyright © 2016 Civic Center. All Rights Reserved.

Thank You



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