



PROPOSAL TO CITY OF NOVI - MI

FlashVote is the scientific way to survey and engage communities. Get statistically valid public input in 48 hours. Solve important problems and serve your whole community better all year, with data-driven decisions. Enclosed please find our proposal to work with you.

*“Our City Council is addicted to FlashVote”
– City Staff in Oklahoma*

FlashVote is a unique and essential data tool. Nothing else offers you these 5 key things

Professionally Drafted – Custom questions for the exact data you need

Statistically valid – True decision-quality community input

Fast Results – Just 48 hours from survey launch to reporting

Fully Inclusive – Participation by email, text, and phone call plus multilingual

Highly Affordable – Easily pays for itself with your first survey

SHORT, AUTOMATED, SCIENTIFIC COMMUNITY SURVEYS

FlashVote has modernized scientific community surveys to make them short, fun, and inclusive for residents – and super useful and affordable for governments. Even your busiest residents have one minute a month to help you by taking FlashVote surveys.

DO MORE WITH LESS AND PREVENT MISTAKES

We help you deliver more value with less money. We’ve helped customers increase revenues by building public trust. Most importantly, we help our customers cut through the noise and see when traditional unscientific public input is steering them towards big mistakes.

“Fast, simple, reliable surveys we can trust”

SERVE THE MANY, NOT JUST THE NOISY

Just imagine. No more guessing and hoping. No more issues hijacked in public meetings. No more governing based on social media posts. No more distorted data from 'free' online surveys or online engagement. Now you can hear the true voice of your whole community, especially when you need to overcome the influence of the noisy and unrepresentative few.

SOME COMMON PROBLEMS WE HELP SOLVE

- Communications
- Housing
- Service Satisfaction
- Finances
- Economic Development
- Transportation
- Land Use
- Plan Updates
- Other Important/Contentious Issues: <https://www.flashvote.com/mini-case-studies>

WE EVEN DO ALL THE WORK

You know what you want to know. We handle everything else. From drafting to launching to reporting, we're a service, not just software. There has never been an easier or better way to get the right data, right when you need it.

TRUSTED BY THE BEST LOCAL GOVERNMENTS

We work with the best communicators, managers and elected officials at leading, award winning local governments across the country, including:

- Town of Oro Valley, Arizona
- City of Roseville, California

- Placer County, California
- Town of Sudbury, Massachusetts
- City of Plymouth, Minnesota
- City of Portsmouth, New Hampshire
- Town of Chapel Hill, North Carolina
- City of Georgetown, Texas
- City of Sandy City, Utah
- And many more, in 30+ states so far!

FlashVote was recently named one of the Top 10 “*best companies working with local governments*” by ELGL: <https://elgl.org/9-flashvote/>

The more you know about data, the more you'll appreciate FlashVote:
<https://www.flashvote.com/government#data-quality>

“Really worth it, so simple too.”

PROPOSAL DETAILS

Our proposal includes the following items:

FlashVote Services Order Form

Statement of Work

Terms & Conditions

Please don't hesitate to contact us with questions. References and sole-source justification letters are available upon request. We look forward to working with you!

Sincerely,

Kevin Lyons

CEO & Co-Founder



EXHIBIT A: STATEMENT OF WORK

FLASHVOTE SERVICE	PRICE	PRODUCT DESCRIPTION
CUSTOMER SETUP	INCLUDED	<u>User Provisioning & Basic Customer Setup</u> Review setup and invitation processes and customer provisioning in FlashVote system with geographical areas. Custom web link and co-branded signup page.
IMPLEMENTATION SERVICES	\$3,000 (WAIVED WITH THREE YEAR)	<u>Build Scientific Panel</u> Review overall invitation and promotion strategy given existing communication channels. Work with customer to develop the most cost-effective outreach strategy. Provide recommended messaging samples and examples of online and offline invitation materials. Review drafts and recommend edits to cobranded customer promotion materials (Examples – emails, mailer inserts, social media channels). Create customized promotion video. Send invitations and reminders to customer email lists if desired. Review initial and ongoing panel results and analyze possible invitation retargeting.
FLASHVOTE SURVEYS	\$11,900 per year	<u>Create and Launch Surveys</u> Review data and decision support needs of customer. Expert survey design and quality control of all questions. Create up to 6 custom community surveys for unique customer data needs each year. Emails, text messages and phone calls to collect data in 48 hours.
FLASHVOTE REPORTING	INCLUDED	<u>Calculate and Report Results</u> Results calculation and integrity checking. Results summary sharing by email. Interactive results dashboard with participation data and selectable demographic filters. Custom geographic overlays for filtering results by location.
FLASHVOTE SUPPORT	INCLUDED	All technical and user support issues handled by FlashVote.
EQUITABLE PANEL BALANCING (EPB)	INCLUDED	Initial demographic analysis of community. Analysis of panel demographics as invitations are accepted. Initial and annual demographic comparisons and supplemental invitations using local SMS numbers to increase numbers and improve balance.
MULTILINGUAL – SPANISH	\$3,000/yr OPTIONAL	Professionally translated end-to-end Spanish (and/or Other Languages) experience for signup, emails, surveys and results.
FLASHFEEDBACK	\$1,000/yr INCLUDED	Ongoing self-service survey questionnaires for engaging participants to give feedback after events, programs or other activities.
GRAND TOTAL	\$12,900/yr + ANY OTHER OPTIONS	