

Important Information from CivicPlus® About Your Website Contract Renewal Pricing

1 message

David Valentino <david.valentino@civicplus.com>
To: "clerk@ridgewaywi.gov" <clerk@ridgewaywi.gov>

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Hello Hailey,

As a valued CivicPlus customer, this email is to notify you about an upcoming change to our solution pricing that will impact Ridgeway in May 2024 as part of your annual contract renewal.

Over the past several years, as our nation and community leaders have battled many unprecedented economic and societal challenges, we have strived to be a consistent, reliable technology partner whose solutions empower your successful operations and communications throughout these turbulent times. In response to our desire to support governments' recent staff and budget challenges, we have held our solution pricing as flat as possible.

However, we must continue to prioritize the stability of our people and systems against a backdrop of record inflation and soaring costs. Therefore, we will be increasing the pricing of your CivicEngage solution with your next renewal in February 2024. **Please see the attached Statement of Work (SOW) below which contains the new pricing and terms by which we will be able to renew your account.** Please contact the undersigned renewal specialist to discuss these changes. **Let's have a conversation - BOOK A MEETING HERE!**

With these changes comes a robust set of product enhancements and first-to-market integrations, including:

- [CivicPlus Portal](#), a free digital hub that makes it easy for residents to obtain information and resources and interact with their local government from a personal and customizable interface
- Enhanced cybersecurity protections to safeguard administrative and resident data from the continually evolving cyber threats and digital extortionists
- Available integrations with [Monsido](#), a Web Governance and Accessibility solution now part of the CivicPlus Civic Experience Platform

Share this information with all those in your administration who will need this information for 2024 budgeting purposes. The FAQs below will provide more information on why CivicPlus is increasing its solution pricing in 2024.

Please know that CivicPlus remains committed to ensuring our solution pricing and service fees never become a barrier to your digital transformation and civic experience needs. Again, we thank you for your continued partnership and support. We know many of our customers would like to discuss these changes directly, and we are excited to have those conversations with you. **If You Would Like - BOOK A MEETING HERE!**

Thank you,

David Valentino

Renewal Specialist • **CivicPlus**

P: 785-565-5241

[civicplus.com](https://www.civicplus.com) | Let's have a conversation - book a meeting here



Connect with us:

Q. Why is CivicPlus increasing its solution prices?

A. Over the past several years, as our nation and community leaders have battled many unprecedented economic and societal challenges, we have strived to be a consistent, reliable technology partner whose solutions empower your successful business operations and communications throughout these turbulent times. In response to our desire to support local governments' recent staff and budget challenges, we have made our solution pricing as flat as possible.

However, a combination of many factors has led us to make this one-time adjustment to our pricing. Our costs continue to rise relentlessly, and we desire to keep the high level of service we provide and improve it every year. Our teams are working hard on improving efficiency; however, it is not enough to keep up with rising costs. We recently invested heavily in cybersecurity protection for all our customers and are working hard to establish integrations between all the products and tools we provide. Further, we recently launched the CivicPlus Portal, a solution that will soon be available for all customers to help them foster resident trust and satisfaction.

By increasing our solution pricing, we will be better positioned to remain a competitive player in the marketplace, hire and retain top talent—particularly in the software engineering space—and reinvest in our technology to ensure our functionality is keeping pace with the needs of governments.

Q. When will my new pricing be effective?

A. On the next renewal date of each customer contract order.

Q. What services are included in my annual service fees?

With these services comes a robust set of product enhancements and first-to-market integrations, including:

- CivicPlus Portal – A free digital hub that makes it easy for residents to obtain information and resources and interact with their local government from a personal and customizable interface and that embeds in your Municipal Website Central solution
- Enhanced cybersecurity protections to safeguard administrative and resident data from the continually evolving cyber threats and digital extortionists
- Available integrations with Monsido, a Web Governance and Accessibility solution now part of the CivicPlus Civic Experience Platform
- A new text messaging service within your website content management system

Q. My account executive promised a certain number of years with no price increase. Are we, therefore, exempt from this increase until the end of that term?

A. We will honor the terms of existing, fully executed contracts. Please contact your growth account manager to discuss this.

Q. Can we opt out of the additional services you offer to keep our pricing flat?

A. All solution enhancements will be available to all customers. Therefore, we cannot exclude them on an account-by-account basis.

Q: You mentioned inflation as part of your price increases, but the recent economic inflation was only transitory and is now slowing.

A: Higher costs resulting from inflation are only one contributing factor to the need for a price adjustment.

Q. CivicPlus has private equity investment and purchased two companies in two years, indicating you have adequate funding and financial reserves. So, why are you passing on a price increase to your public sector customers?

A: CivicPlus received a private equity investment in 2021 in large part to enable us to grow our solution portfolio through the acquisition of Municode and Optimere to offer you a more comprehensive and integrated solution suite. To continue retaining the outstanding engineering talent from those acquisitions and investing in our solution suite, we need to make pricing adjustments to ensure continued innovation and quality service.

Q: We have many options. Why should we stay with CivicPlus?

A: We recognize that our customers always have partner options. However, we desire to retain all our customers. CivicPlus provides a unique path to the total integration of all products; we dedicate enormous efforts to integrating and consolidating products. For example, we recently released a [CivicPlus Portal](#) and upgraded our cybersecurity capabilities to safeguard our government customers from the growing threats posed by cyber-extortionists.

Our prices, in general, are competitive with other large gov tech competitors. However, as in every sector, some small software vendors can provide less expensive services but not with the same quality, level of service, product depth, cybersecurity capabilities, and financial stability of CivicPlus.

Q. How does your new pricing compare to other government technology providers we might consider?

A: We value every member of our #CPfamily and make every business decision with a long-term objective of maintaining operational and financial stability to continue being an industry-leading partner that helps government work better through our integrated technology solutions.

We conducted a thorough marketplace analysis before implementing these price changes to ensure our rates were competitive with other solution partners of our size and capabilities. While governments will always have options to work with less sophisticated, smaller technology companies, by staying with CivicPlus, our customers will have access to the following:

- Even more time-saving integrations between our solutions
- CivicPlus Portal, a tool designed to improve transparency and communications with residents to strengthen trust and satisfaction for their government
- Enhanced cybersecurity protections to safeguard administrative and resident data from the continually evolving cyber threats and digital extortionists
- Ongoing access to our Stevie® Award-Winning Technical Support Team

Q: We were thinking about purchasing additional software from CivicPlus. Will these price increases impact all your solutions?

A: If you have questions on specific solution pricing, please contact your customer success manager. As always, we will work with you to identify solutions to your challenges that fit your budget. Such flexibility is more easily possible than ever due to our expanded portfolio of integrated solutions.

Q. Can I remit payment via credit card?

A: We request that customers not use credit cards. However, we can offer ACH if you would prefer a digital transaction.

Q. We do not have 2024 budget dollars to accommodate this price increase. What are our options?

A: Talk to your growth account manager. We value you as a partner and will do our best to work with you on a pricing solution that addresses your budget needs.

Thank you.