

**CivicPlus**

302 South 4th St. Suite 500
Manhattan, KS 66502
US

Quote #:**Date:****Expires On:**

Statement of Work

Q-99467-1

5/2/2025 10:52 AM

6/30/2025

Client:

City of Sheboygan, WI

Bill To:

SHEBOYGAN CITY, WISCONSIN

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Ryan Anderson		ryan.anderson@civicplus.com		Net 30

Ultimate Website

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Annual - Municipal Websites Central	Annual - Municipal Websites Central	USD 2,806.65
1.00	Guardian Security (Cloudflare WAF/CDN)	Cloudflare Tier 1 WAF/CDN security protection	USD 330.00
1.00	Hosting & Security Annual Fee - Municipal Websites Central	Hosting & Security Annual Fee - Municipal Websites Central	USD 653.40
1.00	SSL Management CivicPlus Provided	SSL Management CivicPlus Provided: https://www.sheboyganwi.gov/	USD 48.95
1.00	DNS Hosting for .GOV Annual Fee	DNS Hosting for .GOV Annual Fee: https://www.sheboyganwi.gov/	USD 41.25
1.00	Ultimate Implementation - Municipal Websites Central	Ultimate Implementation - Municipal Websites Central	USD 18,279.15
1.00	48 Month Redesign Ultimate Annual - Municipal Websites Central	48 Month Redesign Ultimate Annual - Municipal Websites Central	USD 2,401.30
740.00	Website Content Development - 1 Page	Content Development - 1 Page	USD 27,528.00
6.00	Website New Customer Virtual System Training - Up to 3 hours	Website Virtual System Training - Up to 3 hours & 12 attendees	USD 4,185.00
1.00	Agendas & Minutes Migration - PDF - 100 Meetings	Content Migration : Agendas & Minutes - Per 100 Meetings (Approx. 1 year)	USD 790.50
4.00	Alignment Virtual Consulting	Alignment Consulting - Virtual, up to 3 hours	USD 2,790.00

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
4.00	Website New Customer Virtual Consulting - Up to 3 hours	Website Virtual Consulting - Up to 3 hours	USD 2,790.00

Ultimate Department Header Police

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Ultimate Department Header Annual Fee	Ultimate Department Header Annual Fee: Police	USD 722.15
1.00	Ultimate Department Header Implementation	Ultimate Department Header Implementation	USD 5,663.70

Premium Department Headers PW Uptown shoreline fire

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
4.00	Premium Department Header Annual Fee - Municipal Websites	Premium Department Header Annual Fee: Public Works, Uptown, Shoreline, Fire	USD 2,063.60
4.00	Premium Department Header Implementation - Municipal Websites	Premium Department Header Implementation	USD 16,795.80

Accessibility - AudioEye

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	AudioEye Managed	AudioEye Managed: /www.sheboyganwi.gov/	USD 4,650.00

311 CRM

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	SeeClickFix 311 CRM Connector for Tyler Enterprise Permitting & Licensing	SeeClickFix 311 CRM hosted integration with Tyler Enterprise Permitting & Licensing (Energov) for code cases. Requires version 9.6.1+ and access to Energov API (REST/JSON).	USD 6,200.00

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	SeeClickFix 311 CRM Connector for Tyler EAM	SeeClickFix 311 CRM hosted integration with Tyler EAM (formerly Munis Work module). Requires Asset Maintenance API Toolkit. This is in beta development.	USD 4,650.00
1.00	SeeClickFix 311 CRM Request	Unlimited gov user licenses for service request and constituent management tool to intake resident submission. Assign requests internally, resolve issues and measure request performance.	USD 15,984.07

Chatbot

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	CivicPlus Chatbot Subscription	Powered by AI technology, the Frase Answer Engine for Local Government uses website content to answer citizen questions. This solution includes dashboard analytics and language translation.	USD 4,986.18

Mass Notification

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Communicator Unlimited SMS + Unlimited Emergency Voice	Emergency and Mass Notification platform with multi-channel alerting, geo-targeting, polling, mobile apps. Unlimited SMS for all communications. Voice minutes for emergencies. Includes NOAA integration, IPAWS, and white/yellow page data for emergencies.	USD 15,750.00
1.00	Mass Notification Standard Implementation	Mass Notification System Standard Implementation	USD 1,074.15

Social Media Archiving

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Social Media Archiving Standard	Social Media Archiving Subscription - Unlimited Accounts & Up To 3.5k Records Per Month - Includes Risk Management Analytics (RMA) and Web Snapshots	USD 7,188.00
1.00	Social Media Archiving Provisioning Fee - Standard	Social Media Archiving Account Activation and Setup	USD 930.00

NextRequest

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	NextRequest PT Standard Plan	NextRequest Standard Plan for local agencies; Unlimited Staff Users, Up to 10 Admin-Publisher Users, Up to 2TB Storage. Core Features: Review & Redaction Features, Payments, IT & Compliance Features	USD 8,630.40
1.00	NextRequest Standard Implementation	Standard Implementation (Virtual Only): Admin Users: 1 Kickoff Call, 1 Admin Training. Staff Users have Access to a monthly webinar for general training and questions	USD 1,395.00

List Price - Initial Term Total	USD 200,475.87
Total Investment - Initial Term	USD 159,327.25
Annual Recurring Services (Subject to Uplift)	USD 77,105.95

Initial Term	24 Months, beginning at signature date. Total Investment - Initial Term refers to the first 12 months of the agreement. Annual Recurring Services (subject to Uplift) refers to the second 12 months of the agreement.
Initial Term Invoice Schedule	100% Invoiced upon Signature Date

Renewal Procedure	Automatic 1 year renewal term, unless 60 days notice provided prior to renewal date
Annual Uplift	5% to be applied in year 2

This Statement of Work ("SOW") shall be subject to the terms and conditions of the CivicPlus Master Services Agreement and the applicable Solution and Services terms and conditions located at <https://www.civicplus.help/hc/en-us/p/legal-stuff> (collectively, the "Binding Terms"), By signing this SOW, Client expressly agrees to the terms and conditions of the Binding Terms throughout the term of this SOW.

Please note that this document is a SOW and not an invoice. Upon signing and submitting this SOW, Client will receive the applicable invoice according to the terms of the invoicing schedule outlined herein.

Acceptance of Quote # Q-99467-1

The undersigned has read and agrees to the Binding Terms, which are incorporated into this SOW, and have caused this SOW to be executed as of the date signed by the Customer which will be the Effective Date:

For CivicPlus Billing Information, please visit <https://www.civicplus.com/verify/>

Authorized Client Signature

CivicPlus

By (please sign):

By (please sign):

Printed Name:

Printed Name:

Title:

Title:

Date:

Date:

Organization Legal Name:

Billing Contact:

Title:

Billing Phone Number:

Billing Email:

Billing Address:

Mailing Address: (If different from above)

PO Number: (Info needed on Invoice (PO or Job#) if required)



- » Municipal Websites Central
- » SeeClickFix 311 CRM
- » Mass Notification
- » Social Media Archiving
- » NextRequest



Sheboygan, Wisconsin

PRESENTED BY:

Ryan Anderson, Account Executive

May 22, 2025

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Company Overview

Company Overview

CivicPlus started back in June of 1998 with a simple yet powerful vision: to develop technology solutions that empower local government staff to manage daily operations efficiently without depending on paper-based processes or complex systems.

Today, CivicPlus provides public sector technology that provides intelligent automation for staff and a unified experience for residents. CivicPlus solutions help increase process efficiency by up to 40%, freeing staff to improve community engagement. Our wide range of government software solutions are designed to be flexible, scalable, and customizable, ensuring a singular experience for residents and staff.

Our Portfolio Includes:

- Municipal Websites
- Web Accessibility
- Agenda and Meeting Management
- Mass Notification
- Social Media Archiving
- NextRequest
- Recreation Management
- SeeClickFix 311 CRM
- Municode Codification
- Process Automation and Digital Services
- Community Development
- Asset Management
- Utility Billing
- Resident Portal

Contact Information



Primary Contact

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Company

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civicplus.com



Experience & Recognition

25+ Years

10,000+ Customers

950+ Employees

With public service in our DNA, our 25-year heritage of success is fueled by the expertise of our product innovators—many of whom served in local government. Our commitment to deliver impactful solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a leader in government technology. We are proud to have earned the trust of our over 10,000 customers and their over 100,000 administrative users. In addition, over 340 million residents engage with our solutions daily. With such experience, we are confident that we can provide the best solution for Sheboygan.

We're proud to be recognized in various ways for our dedication and service to our customers.

- Winner of multiple Stevie® Awards, the world's top honors for customer service, sales professionals, and more.
- Designated a top-100 U.S. company by Government Technology magazine for making a difference in the public sector.
- Selected by Inc. Magazine as "One of the Fastest Growing Privately-Held Companies in the U.S." each year since 2011.
- Certified™ by Great Place To Work®, which is a prestigious award is based entirely on what current employees say about their working experience.



The Best-Run Local Governments Run on CivicPlus Technology

Government leaders tell us that one of their most pressing needs is to improve how residents access and experience municipal services. However, they struggle with budget cutbacks and technology constraints. With CivicPlus, leaders can finally overcome the perpetual trade-off between the demand for better services and the realities of operational resources, by leveraging the unique Civic Impact Platform to deliver both unmatched end-to-end automated efficiency and truly unified, delightful resident experiences.

CivicPlus is the only government technology company exclusively committed to being a trusted partner for impact-led government, enabling our customers to efficiently keep our communities informed, involved, and connected using our innovative and integrated technology solutions built and supported by former municipal leaders and award-winning support teams. With it, our customers increase revenue and operate more efficiently while nurturing trust among residents.



The Civic Impact Platform

The comprehensive Civic Impact Platform delivers unmatched end-to-end efficiency, supercharging staff impact through intelligent automation, and unlocking collaboration in and across departments. At the same time, this unique platform delivers a truly unified residence experience, delighting residents with a singular profile and single sign on for friction-free, no-hassle services.

With CivicPlus your team is always change-ready, staying a step ahead of disruption, whether evolving compliance and accessibility requirements, civil emergencies, and more.



IMPACT-LED GOVERNMENT

Impact-led government goes beyond transactional services to create lasting change in communities. By modernizing processes, it uses automation, collaboration, and data-driven insights to help staff work more efficiently and make services more accessible—anticipating needs and addressing challenges before they arise for residents and staff.

The CivicPlus Civic Impact Platform Enables Impact-Led Government Through Five Key Principles:

1. Modernize and connect every function: Work better together through intelligent automation, efficiency, and stronger collaboration.
2. Deliver a singular, personalized resident experience: Replace hassle with friction-free delight, delivering a unified profile and intuitive, consistent experiences.
3. Supercharge staff impact: Boost staff performance with automated tasks, data-driven decisions, and aligned priorities and processes.
4. Strengthen compliance, accessibility, and readiness: Forward-thinking best practices and continuous adaptation to change.
5. Consolidate on a comprehensive, purpose-built platform: Choose solution breadth, eliminate multiple vendors, and gain compounding value over time.



CivicPlus Resident Portal

THE NEXT EVOLUTION IN DIGITAL RESIDENT ENGAGEMENT

CivicPlus Portal is a mobile-friendly, personalized online hub from which residents can quickly, easily, and securely obtain information, access resources, discover services, complete transactions, and interact with their local government administration. It is the public gateway to the Civic Impact Platform, empowering resident self-service from one central location for everything from submitting forms, referencing recent legislation, and engaging with public meetings to managing individual alert and notification preferences.



Personalized Resident Benefits:

- One username, password, or popular platform-enabled single sign-on (via Facebook, Google, Microsoft, or Apple) to securely manage their user profile and interact with all their government resources and information.
- A personalized, customizable dashboard that serves as the launchpad to save frequently accessed digital services, view past interactions, bookmark frequent payment options, and stay up to date with featured, meaningful content.
- Anytime, anywhere access from any device.
- Enabling self-service form viewing, submission, and payments to support a variety of digital transactions from parking permits and business licenses to pet adoptions.
- Easy management of individual communication preferences related to routine and emergency alerts, website newsletters, and agenda & meeting notifications from one single view.
- A centralized hub to submit and track requests, such as public records requests, non-emergency issues, and code enforcement complaints and violations.

Staff and Administrator Benefits:

- A low-maintenance tool for administrators to easily spotlight information, share content, and link to services to further promote local government initiatives while improving public transparency and trust.
- Ability to consolidate digital services from multiple CivicPlus and third-party solutions into one intuitive, accessible, and responsive interface.
- Consolidation of siloed alerts and notifications from the variety of solutions you control into a single view residents to sign up for and manage.
- Localization of cross-department payments and forms in one place, including those from CivicPlus and third-party solutions, enhancing residents' convenience for increased payments and engagement.
- Multi-factor authentication options and optimized for security and accessibility.



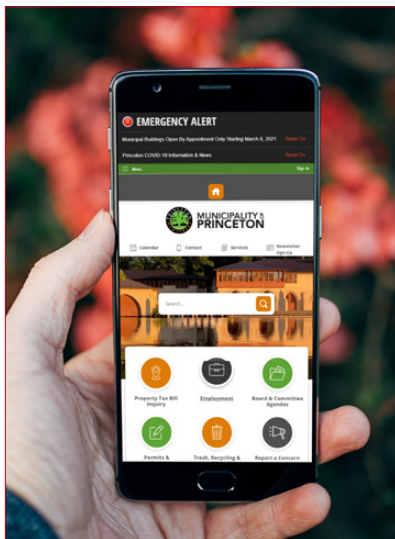


Municipal Websites Central

CMS Features & Functionality

CivicPlus' Municipal Websites Central (Web Central) is a comprehensive content management system designed to help local governments build websites that connect with residents effectively. With configurable layouts, simplified content management, and integrated tools for communication and resident self-service, CivicPlus websites streamline the timely delivery of essential information and services. This empowers local governments to consistently provide positive civic experiences for residents and peace of mind for staff with streamlined communication processes.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary, and all content is organized in accordance with web usability standards.



Modules & Widgets

RESIDENT ENGAGEMENT

Web Central offers many effective and easy-to-use resident engagement features. These tools easily integrate with the other key features.

Notices and Alerts – Post emergency or important information on your website and notify residents through email and SMS, via Alert Center.

Blog – Post opinions/information about various community topics and allow resident comments and subscriptions.

Calendar – Create multiple calendars and events to inform residents of upcoming activities that are viewable by list, week, or month.

Submit Requests and Report Issues – Allow residents to report a problem or submit requests through our easy Form Center module. For advanced service request management functionality to intake resident submissions via web portal, our integrated SeeClickFix 311 CRM Starter product is available as an add-on.

Form Center – Create custom, online forms via simple drag-and-drop functionality. Track form submissions within the CMS and route email notifications to the appropriate individual(s).

News – Post news items and keep your residents up to date on important information via News Flash.

Opinion Poll – Poll your residents on important topics by showing the Opinion Poll widget on relevant pages, to grab resident attention and quickly capture their responses to your polls. Polling helps with gathering and evaluating resident feedback, increasing resident engagement, and understanding your community.



Notifications – Allow your residents to subscribe to receive text and email notifications on topics that are important to them via Notify Me® (includes up to 500 SMS users).

Photo Gallery – Display photos of parades, local sporting events, or historical locations through albums or slideshows. Users can vote on favorites or share via email and social media.

Pop-up Modal – Use a pop-up modal to call attention to important information and notices, sitewide or on specific pages.

CONTENT MANAGEMENT

Web Central comes fully equipped with a robust set of document and image management tools that work with other key features of our CMS, making it easy to build dynamic content that is easy for residents to navigate and access.

Agenda Center – Create and display meetings and agendas on the website utilizing our built-in Agenda Center module. For advanced functionality, including live meeting management, our integrated Agenda and Meeting Management product is available as an add-on.

Archive Center – Manage and retain serial and older documents.

Document Center – Organize and manage documents in one central repository.

Public Images – Store all your images in one central location, to utilize individually or create slideshows on your site. Use the built-in editor to crop and resize photos, as needed. Images are optimized for performance, mobile responsiveness, and contain alt text for accessibility compliance.

INFORMATION & NAVIGATION

Organize your content and pages to make it easy to locate the information you and your residents need most with modules that help you update information quickly.

Easy for Residents to Navigate – An intuitive design, mega menu options, prominent buttons, and dynamic breadcrumbs throughout your site, all allow residents to easily find what they're looking for.

Frequently Asked Questions (FAQs) – Provide answers to the most frequently asked questions to reduce phone and foot traffic for staff.

Graphic Links – Create visually appealing buttons to direct users to important information.

Info Advanced – Use Info Advanced to create engaging displays of information for reuse throughout the website.

Quick Links – Provide links to highly requested services and information. These are commonly displayed in website footers and right-hand navigation.

Resource Directory – Use the Resource Directory to showcase information on local businesses and/or community resources.



Staff Directory – Provide contact information for departments and individual staff members. Use the information throughout the site and keep updated in one location. The Staff Directory widget allows you to quickly place specific persons or departments on relevant pages.

DEPARTMENT-SPECIFIC

There are several function-specific features and modules for government departments. These tools are integrated into the Web Central CMS and offer the ability to complete multiple steps in one action.

Activities – Create and post activities, events, and classes so residents can register for them and even pay online. Your administrators can view and create rosters. The Activities module integrates with the Facilities module so residents can view the location of the activity.

Facilities & Reservations – Display facilities on your site for residents to browse. Allow them to filter by amenities, view facility details, and even make reservations online.

Job Postings – Post available jobs online and accept online applications.

Bids – Post open bid opportunities for contractors to view available work, download supporting documentation, receive notifications on posted opportunities and submit bid applications online.



COMMONLY USED WIDGETS

An extensive widget library is available for ease of placing dynamic and visually appealing information on specific pages. Each widget is easy to use with drag-and-drop functionality and is configurable with individual styling options.

Custom HTML Widget – Embed videos or other HTML features in your page.

Editor Widget – Edit text with word processing tools, plus web tools like code view and the Accessibility Checker.

Form Center Widget – Embed simple forms on a page.

Image Widget – Add images to a page.

Related Documents Widget – Create a dynamic list of documents referenced in the Document Center.

Slideshow Widget – Add a slideshow of images.

Tabbed Widget – Organize larger pages of information in horizontal, vertical, or stacked vertical or accordion style tabs.

Administrative Features

The administration of your Web Central website is browser-based, with no installation of software needed. You'll be able to update your website from an internet connection on any platform (Mac or PC). Administrators can control the access to pages and manipulation of content as well as use automated features to streamline processes.



Administrative Dashboard – A home base for messages and quick access to your recent activities and time-sensitive action items such as pending approvals and expiring items.

Content Scheduling & Versioning – Set your content to auto-publish and auto-expire, with an archive of all published content and previous versions.

Dynamic Page Components – Modules such as Calendar, FAQs, and News Flash, may be included as dynamic page components on any page.

History Log – Track changes made to your website.

Intranet – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information.

Levels of Permissions – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS.

Pending Approval Items – Administrators have access to a queue of pending items to be published or reviewed.

Website Statistics – Provided website analytics for analysis.

USER-FRIENDLY FEATURES

Not only is Web Central easy for your staff to use, various administrative features help make a more attractive, engaging, and intuitive website for your community.

Automatic Alt Tags – Built-in features assist with ongoing ADA compliance of your website.

Credit Card Processing – Web Central is integrated with select external payment processors to accept payments on your website (separate agreement must be made directly between you and the supported external processor of your choice). Additional fees apply.

Preset Styling Standards and Ongoing Styling Flexibility – Site changes automatically inherit design standards and styles that you've set up for your homepage, interior layouts, and simple layouts. This keeps your website looking clean and always matching. We also offer large amounts of flexibility with placement and styles on an ongoing basis. As you edit your website, you can easily adjust the location and style of widgets, content, carousels, lists, calendars, etc. to meet the look and feel you need for that area.

Link Redirects – Instead of sending your users to <https://www.civicplus.com/blog/ce/government-website-awards-city-county-municipal/>, you can send them to <http://civicplus.com/awards>.



Live Edit – See where your information will be posted on a page before you make any changes with our WYSIWYG editor and drag-and-drop tools.

Maps – Easily embed maps from Google, ESRI, and more using the HTML widget.

Mega Menu – A main navigation menu makes it easy to get to any page on your website quickly.

Predictive Site Search – Our powerful site search functionality automatically indexes all content making it easy for visitors to find information across pages, documents, and images.

Site Search Log – All search words are kept in a log.

Real Simple Syndication (RSS) Feeds – Administrators and website visitors can use RSS feeds to display content or be notified of content updates.

Responsive Design – With responsive design, your website adjusts to the screen size regardless of what device is being used, providing a seamless user experience.

Social Media – Set various modules to automatically post to your Facebook and/or X (formerly Twitter) feeds and incorporate compatible social media feeds and widgets into your website.

Supported Browsers – View your website in the latest versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome.

Third-Party Access – Utilize iframes, embeds, and/or links to most of your third-party services. Or use our growing list of APIs to build applications right from your website.

Translation – Integration with Google Translate translates web pages into over 100 languages.

ACCESSIBILITY COMPLIANCE

With more than 1 in 4 (~28.7%) adults in the United States live with a disability, CivicPlus helps governments ensure that critical resources are available to all residents. Our commitment to accessibility is visible through VPATs and third-party audits that can confirm you're working with a trusted and experienced partner. Our multi-faceted approach sets you up for success:

- CivicPlus Municipal Websites are delivered inclusive by design meeting WCAG 2.1 accessibility standards at time of launch.
- Our trainers will teach your staff best practices to keep your content and design elements accessible and up to date with the latest ADA/WCAG standards.
- Your staff can use the Accessibility Checker included within the CMS to scan content created in the editor for accessibility issues so you can correct them before publishing.
- Any new regulations that require code changes are reviewed by our product team at least quarterly. Depending on the regulation, our product team plans and executes necessary changes with no additional effort required from you.
- Our product team updates our best practices and provides regular updates to customers via the CivicPlus website, blog articles, webinars, and other publications.



Additionally, CivicPlus offers an extensive suite of accessibility tools, including industry-leading integrations to help customers maintain compliance and prepare for the transition to WCAG 2.2. Due to the dynamic nature of website content updates, ongoing accessibility solutions can be incredibly beneficial in ensuring sustained accessibility compliance. CivicPlus provides three long-term web accessibility solutions offering varying approaches to help with your compliance maintenance challenges:

- AudioEye Managed: Accessibility tools and services for WCAG 2.2 compliance (included in scope)
- Acquia Optimize: Website Governance & Compliance Tools (additional details/a quote upon request)
- CommonLook Document Remediation (additional details/a quote upon request)

AudioEye for Websites

CivicPlus is the exclusive local government provider of AudioEye's full service accessibility offering. AudioEye's industry-defining digital accessibility hybrid offering helps deliver website remediations efficiently and affordably for organizations of all sizes. The AudioEye platform leverages a decade of investment in advanced technology supported and informed by a team of dedicated IAAP-certified professionals to help deliver improved access to the web conforming to Web Content Accessibility Guidelines (WCAG) 2.2 has never been easier.

AudioEye

- AudioEye Managed
- Proprietary automated testing suite
- Detect Section 508 and WCAG 2.2 Success Criteria violations
- AudioEye engineers remediate accessibility issues
- Compliance monitoring
- Manual technical analysis and usability testing
- AudioEye Accessibility Help Desk with Personalization Tools

AudioEye Managed

- Provides complete digital accessibility compliance auditing and resolution
- End-to-end digital accessibility compliance testing, resolution, validation, and monitoring
- Combines subject matter experts with technology—a team of engineers and manual testers to ensure issues of accessibility are fixed and stay fixed

AudioEye Accessibility Help Desk with Personalization Tools

- Fully customizable user experience
- Tailored to individual needs regardless of device type, language preference, or preferred method of access
- Users can customize the visual display of the website, the toolkit provides instant personalization
- 24 Hour Help Desk provides accessibility answers from accessibility experts

AudioEye Trusted Certification



The AudioEye Trusted Certification represents a commitment to accessibility and digital inclusion.

www.fcc.gov is AudioEye Trusted.

The AudioEye web accessibility certification process involves automatic and manual testing with the goal of identifying and resolving access barriers, conforming with the World Wide Web Consortium's (W3C) Web Content Accessibility Guidelines (WCAG) 2.2 Level AA Success Criteria, and ensuring an optimal user experience for all users, regardless of their individual abilities.



Digital Accessibility Platform

- Software as a Services (SaaS), API-first technology
- Offers end-to-end compliance auditing
- Ability to spider, scan, and diagnose entire websites, single blocks of code, and content delivered via API
- Offers flexible resources for proper identification and remediation of the detected issues

CivicPlus Chatbot

AI-POWERED CUSTOMER SERVICE TO DELIGHT YOUR RESIDENTS

You want to give your residents the highest quality, most responsive, and personalized customer service experiences. However, with less staff, fewer resources than ever before, and building pressure to enable contactless government, how can you continue to delight your community members? With smart customer service automation.

CivicPlus Chatbot is designed to convincingly simulate the way a human would behave during a customer service interaction. Our advanced technology combines the power of site search and artificial intelligence (AI), to deliver exceptional customer experiences to people using your CivicPlus website.

Our Chatbot crawls your website and other linked databases to create a continually, automatically updated AI-powered knowledgebase. The result is less time spent on common, transactional inquiries and happier residents who know they can quickly and effortlessly receive what they need from their municipality.



Automated Customer Service

Chatbot simulates the quality service experiences your staff has with residents; saving you time from answering common questions by email, phone, and walk-in.

Answers from Multiple Sources

Chatbot crawls your website and other linked databases to create a continually updated AI-powered knowledgebase.

No Content Silos

Our smart Chatbot scans your content and routinely refines its responses for improved results.

Insightful Analytics

Use Chatbot's reports to identify content gaps on your website and add the information, tools, and resources that people are searching for most frequently.

An Experience Designed for the Public Sector

Unlike chatbots intended to facilitate retail sales, the CivicPlus Chatbot is designed to simulate government-resident interactions.



Premium Department Header Package

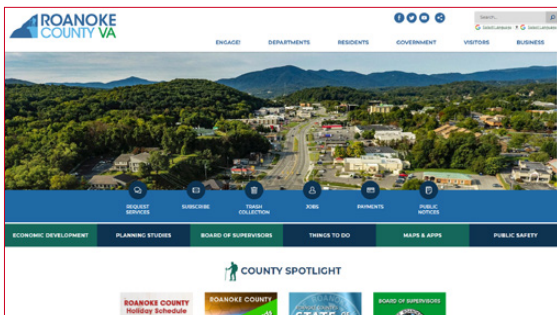
A Department Header Package is a cost-effective way for a department or division to informatively and graphically differentiate themselves from the look of the main website while leveraging consistent CMS administration. The Premium Department Header Package shares CMS login and modules with the main website. Further, it inherits the structural layout, widgets, and design styles from the main website. Four Premium Department Header Package are included in your project scope.

A Premium Department Header Package includes department specific:

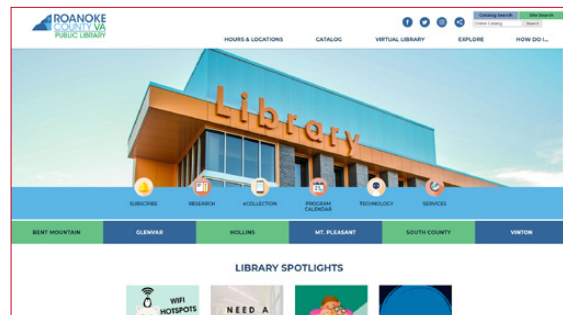
- Site URL (if applicable)
- SSL Certificate / DNS & Hosting (if applicable)
- Site Identifier / Logo
- Global Navigation and Menus
- Banner Image(s) and/or Slideshow Image(s) (if applicable)
- Graphic Links
- Widget Content and Placement
- Custom Color Palette

Examples of a Premium Department Header Package

The examples provided below are representative of attributes found in a Premium Department Header Package but may not expressly reflect the design package of your main website.



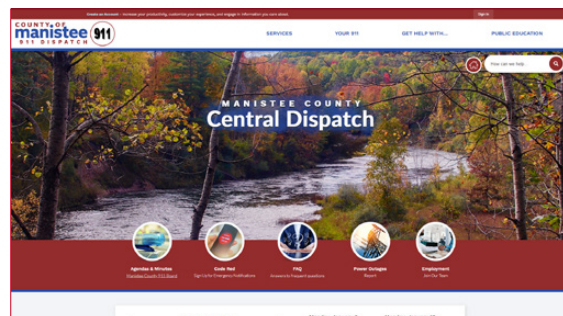
Roanoke County, VA - Main Website



Library Department Header



Manistee County, MI - Main Website



911 Dispatch Department Header



Ultimate Department Header Package

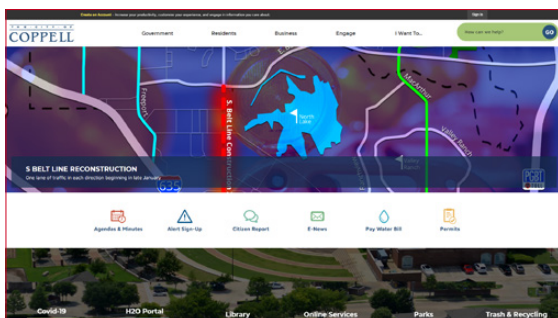
A Department Header Package is a cost-effective way for a department or division to informatively and graphically differentiate themselves from the look of the main website while leveraging consistent CMS administration. The Ultimate Department Header Package shares CMS login and modules with the main website. Further, it inherits the structural layout from the main website. One Ultimate Department Header Package is included in your project scope.

An Ultimate Department Header Package includes department specific:

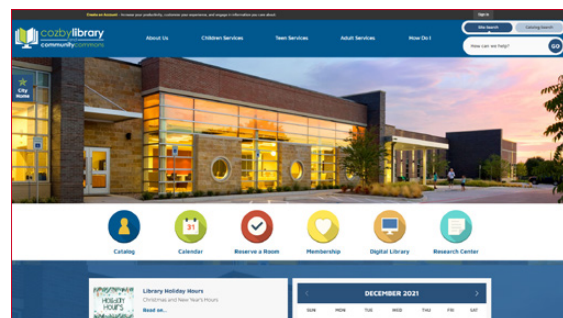
- Site URL (if applicable)
- SSL Certificate / DNS & Hosting (if applicable)
- Site Identifier / Logo
- Global Navigation and Menus
- Banner Image(s) and/or Slideshow Image(s) (if applicable)
- Graphic Links
- Widget Selection, Content, and Placement
- Custom Color Palette for the Department Header homepage and interior pages
- Unique Design Styles

Examples of an Ultimate Department Header Package

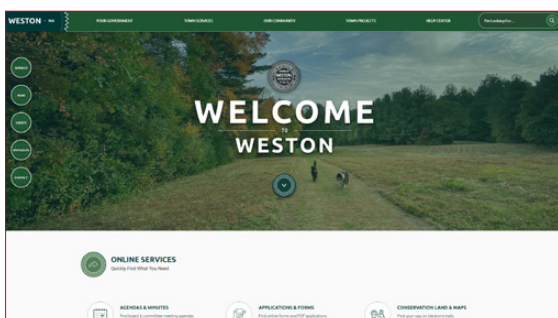
The examples provided below are representative of attributes found in an Ultimate Department Header Package but may not expressly reflect the design package of your main website.



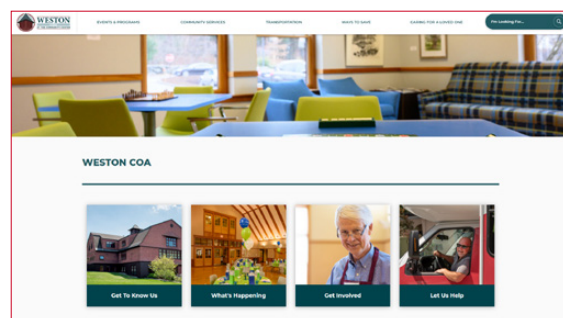
Coppel, TX - Main Website



Library Department Header



Weston, MA - Main Website



Council on Aging Department Header

The Civic Impact Platform

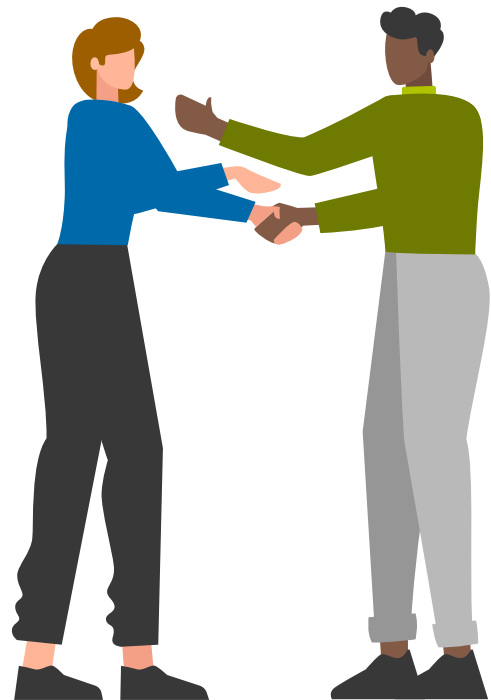
For governments to operate smoothly, departments, staff, and residents need to be able to find answers, complete their tasks, and communicate without hassle. CivicPlus connects all of your teams and functions, so they work better together for your community. With the Civic Impact Platform, you can:

- Modernize and connect every function.
- Strengthen compliance, accessibility, and readiness.
- Consolidate onto a comprehensive, purpose-built platform.
- Deliver a singular, personalized resident experience.
- Empower staff effectiveness.

Maintenance

CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity, and the internet in general, our personnel often identify and correct issues before they ever affect our customers' web solutions. Our standard maintenance includes:

- Full backups performed daily
- Regularly scheduled upgrades including fixes and other enhancements
- Testing
- Development
- Operating system patches



Guardian Hosting & Security

In today's digital era, local governments require a hosting solution that not only meets their needs but exceeds their expectations. Our Enterprise Level Hosting Solution is designed with local governments in mind, offering unparalleled DDoS protection to safeguard your digital infrastructure from the most aggressive cyber threats. With our state-of-the-art security measures, you can ensure the continuity of critical services, even in the face of sophisticated attacks.

Moreover, we understand the importance of building resident trust through consistent and reliable service availability. That's why we guarantee a high availability of ****99.9% uptime****, ensuring your services are accessible when your residents need them the most. This commitment to uptime translates to less than 8.76 hours of potential downtime annually, demonstrating our dedication to maintaining your operations without interruption.

Data Center	<ul style="list-style-type: none"> • Redundant Power Supply • Uninterruptible Power Supply (UPS) Systems • Enhanced Cooling Infrastructure • Diesel Engine Generators • Energy Storage • Redundant HVAC Systems • N+1 Redundancy • Fully Redundant Network • System Monitoring – 24/7/365
Security	<ul style="list-style-type: none"> • Web Application Firewall (WAF) Protects Against SQL Injection, Cross-Site Scripting, & Other Threats • OWASP Modsecurity Core Rule Set Guards Against OWASP Top 10 Vulnerabilities • Server Management Services Ensure Smooth Operation & Optimal Performance • Regular Software Updates & Security Patches • Antivirus Management & Updates Protect Against Malware • Continuous System Monitoring for Health & Performance
Performance	<ul style="list-style-type: none"> • Regional Content Delivery Network (CDN) Distributes Cached Content to Minimize Latency & Enhance Reliability • Server-Side Caching with Regional CDN Improves Page Load Times & Content Delivery • Unparalleled Browsing Experience for Users on Your Website or Application
Hosting	<ul style="list-style-type: none"> • Enhanced Security and Compliance • CMS software updates • Server management & monitoring • Multi-tiered software architecture • Server software updates & security patches • Database server updates & security patches • Antivirus management & updates • Server-class hardware from nationally recognized provider • Redundant firewall solutions • High performance SAN with N+2 reliability
Disaster Recovery	<ul style="list-style-type: none"> • Emergency After-Hours Support, Live Agent (24/7) • Online Status Monitor by Data Center • 8-Hour Guaranteed Recovery Time Objective (RTO) • 24-Hour Guaranteed Recovery Point Objective (RPO) • Pre-Emptive Monitoring for Disaster Situations • Multiple, Geographically Diverse Data Centers
DDoS Protection & Mitigation	<ul style="list-style-type: none"> • Cloudflare's Reverse Proxy to Protect Your Network • Access to Advanced Tools that Defend Against DDoS Attacks • Utilize Cloudflare's Massive Network Capacity of 30 Tbps • A Skilled Team is Always Ready, 24/7, to Stop Any Attacks on Your Digital Assets

Implementation

Ultimate Project Timeline

Design creation, content development, professional consulting, configuration for usability and accessibility, dedicated training—CivicPlus delivers all of this and more during the development of your new website.

A typical ultimate project ranges from 18 – 32 weeks. Sheboygan's exact project timeline will be created based on detailed project scope, project enhancements purchased, availability for meeting coordination, action item return and completion, approval dates, and other factors. Your project timeline, tasks, due dates, and communication will be managed and available in real-time via our project management software, Cloud Coach.

PHASE 1: INITIATE	2-4 Weeks	<ul style="list-style-type: none">• Project Kickoff Meeting• Planning & Scheduling
PHASE 2: ANALYZE	4-6 Weeks	<ul style="list-style-type: none">• Customer Deliverable Submission• Consulting Engagement• Design Discovery Meeting• Content Process Meeting• Mood Board & Layout Proposal
PHASE 3: DESIGN & CONFIGURE	8-14 Weeks	<ul style="list-style-type: none">• Design Concept Development• Design Concept Meeting• Content Development• Agendas & Minutes Migration• Website Completion
PHASE 4: OPTIMIZE	1-2 Weeks	<ul style="list-style-type: none">• Website Finalization
PHASE 5: EDUCATE	1-2 Weeks	<ul style="list-style-type: none">• Training Engagement
PHASE 6: LAUNCH	2-4 Weeks	<ul style="list-style-type: none">• Launch Confirmation Meeting• Website Launch



Ultimate Package Designs

You'll meet with your art director to discuss your website vision and build your custom layout. We will then collaborate with you to create a custom design that represents your community. We will focus on including the functionality to meet your website needs, including an option for up to three Advanced Design Components, if desired. Advanced Design Components provide next-level user engagement by leveraging the latest design enhancements in the Web Central product. Your art director will help you choose the components that work best for your website goals and desired site maintenance level.

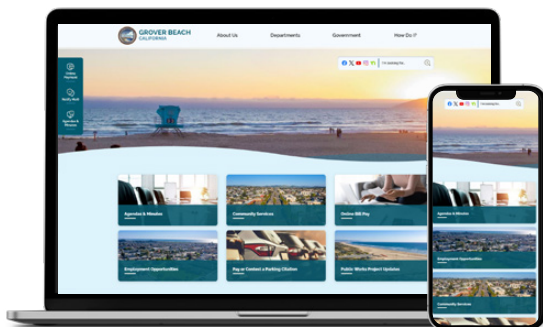
MOOD BOARD & LAYOUT PROPOSAL

Your project team will present a custom mood board reflecting the colors and/or imagery that will set the tone for your design. A mood board is a collection of colors and/or images used to align the visual direction of the project.

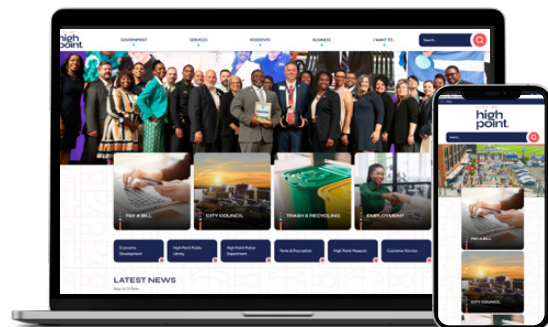
This process involves conversing with your art director on the order, placement, and format of your homepage content and design elements, aimed at achieving your usability goals. Your preferences will be solidified into a homepage layout wireframe, which will provide the structural blueprint for the visual design application. Aligning project goals and design through the layout proposal ensures a timely and efficient implementation of your Web Central website. Once approved, the mood board and layout proposal will be used to guide the design concept for your website.

DESIGN EXAMPLES

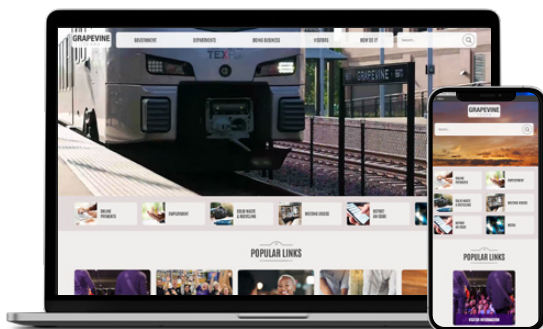
The included design portfolio will provide you with an idea of the different directions we can take your creative design with the ultimate implementation package.



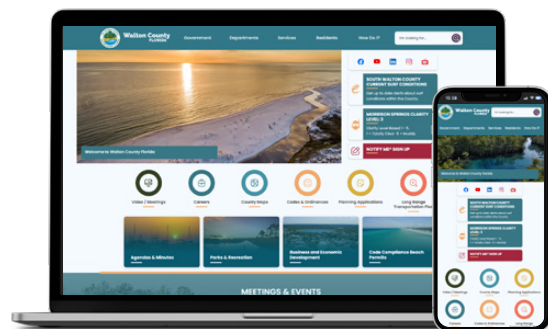
Grover Beach, CA
grover.org



High Point, NC
highpointnc.gov



Grapevine, TX
grapevinetexas.gov



Walton County, FL
mywaltonfl.gov



Approaching Your Project Implementation

Communication between you and your Web Central team will be continuous throughout your project. Sharing input and feedback through email, virtual meetings, phone calls, and our project management software will keep all stakeholders involved and informed. Cloud Coach offers task management transparency with a multi-level work breakdown structure and Gantt Chart-based project plan.

- Centralized project communication and task management tools are located in a cloud-based project workspace
- Tasks, deliverables, and milestones are aligned to your specific scope of work

The tools available through Cloud Coach combined with regular communication with your project manager provide you ample opportunities to quickly and efficiently review your project, check deliverables, and communicate feedback.

Phased Approach

PHASE 1: INITIATE

Project Kickoff – During this initial meeting, your project manager will perform introductions, detail deliverables needed, provide a high-level overview of the development process, and introduce tools and resources used to manage your project.

Planning & Scheduling – Your project manager will create a comprehensive project timeline based on the project scope and your specific needs.

PHASE 2: ANALYZE

Customer Deliverables – Sheboygan will be responsible for submitting deliverables as outlined.

Consulting Engagement – During your consulting sessions, your consultant will meet with you to evaluate needs and make recommendations for implementation solutions. This consulting will help your organization facilitate the tough conversations that happen when you put a microscope to your current processes, solutions, and website presence. Further, we will also guide you to set realistic timelines and tasks for implementation as well as assist you in setting goals and sustainment plans for your launch and beyond.

Align Consulting – Align Consulting involves establishing goals for a project, addressing stakeholder needs, and establishing collective goals. This process helps stakeholders understand the project's scope, resources, and tasks required for implementation. By fostering meaningful conversations, stakeholders can achieve a shared vision and a successful website project.

Design Discovery Meeting – Your project manager and art director will meet with you to discuss design preferences and establish design structure from flexible layout options.

Content Process Meeting – Meet with your project manager and web content specialist to detail our content development process.



Mood Board & Layout Proposal – A custom layout in greyscale format and recommended color palette will be created by your art director, to which you'll have the ability to review and provide feedback and approval.

PHASE 3: DESIGN & CONFIGURE

Design Concept Development – You'll have the chance to review a responsive, functioning design concept prototype in an actual production environment. You will have the opportunity to evaluate the presented design concept and collaborate with your project team on any feedback and then final approval.

Content Development – Our Content Development team will migrate the agreed upon number of pages of content (including their text, documents, and images) from your current website to your new, Web Central website. Content will be enhanced for usability and accessibility, and we will organize your website pages to make them easy to navigate.

Agendas & Minutes Migration – The Content Development team will download, upload, and organize an agreed upon number of meetings to the Agenda Center module.

Website Completion – Sheboygan will receive a completed production website featuring your approved design combined with the finished content.

PHASE 4: OPTIMIZE

Website Finalization – Both the Web Central project team and you will prepare your website for launch. During this time, you will be able to make final adjustments to the content on your production website, as well as ensure overall satisfaction with your website.

PHASE 5: EDUCATE

Training Engagement – Our goal with your training plan is to give your staff the skills and tools they need to quickly and easily keep your website current. Your trainer will deliver training sessions for both administrators and users. These sessions will be customized to equip your staff with the knowledge and comfort level needed to prepare your website for launch and maintain it in the future. The training session will use your production website so that users are familiar with your specific configuration, and you can obtain hands-on knowledge from our Gold Stevie® Award winning external training and consulting team.

In addition, your trainer will go into a deep dive of the department-specific software modules such as Facilities and Activities with Parks and Recreation, Jobs with HR, and Bids with Procurement in your Advanced User Training.

PHASE 6: LAUNCH

Website Launch Confirmation Meeting – Your Web Central project team confirms all the details that are necessary to take your website live and explain what you can expect on launch day.

Website Launch – After final confirmation, your website will be made live and available to the public.



Your Role During Implementation

To help create the strongest possible website, we will need you to:

- Gather photos and logos that will be used in the overall branding and design of your new website
- Provide website statistics to be utilized in reorganizing your website content, navigation, and design (if available)
- Complete the Design Form to communicate design preferences
- Provide technical information in the DNS form for the set-up of your website domain name(s)
- Perform reviews and provide official approvals throughout the project
- Update the content on your current website and delete any pages you no longer need
- Track website updates to be completed during your training session
- Ensure you have the most up-to-date web browsers installed on your organization's computers
- Compile a list of your website users and desired permission levels
- Reserve training location and necessary resources (computers, conference phone, etc.)

48-Month Redesign

At CivicPlus, we understand trends change daily and we continually analyze different ways to design our websites—making it easier and more user friendly for your residents to navigate. One of our best practices to help keep up with these new trends is by adding a redesign to your project. Unlike other vendors, our redesigns aren't just changes in the colors or some of the buttons as your staff can do that independently. With a CivicPlus recurring redesign, you can receive a completely brand-new website design and layout after every 48 months of continuous service during our partnership. During the redesign, you'll also receive a quality control review to ensure content is as expected with the new design application (although no changes will be made to the content itself). With this new design, you'll stay up to date with current trends and best practices, providing a welcoming yet familiar virtual hub to engage your community.





SeeClickFix 311 CRM

Features & Functionality

SeeClickFix 311 CRM is a resident engagement and service request management platform that empowers local governments to streamline operations and foster community trust. Designed for local governments, SeeClickFix 311 CRM enables residents to report issues directly to the relevant departments, track progress, and receive real-time updates, while offering staff robust tools for efficient response and resolution management. The platform's powerful features, including mobile accessibility, duplicate request detection, and customizable reporting, make it easy for local governments to address community needs effectively, build stronger resident relationships, and improve operational efficiency.

Request & Work Order Management

IMPROVE STAFF EFFICIENCIES

- Easy-to-use mobile apps and website forms give residents a great experience allowing them to manage their request.
- Built-in duplicate detection saves you time and money.
- Geolocation detection from photos for increased location accuracy and ability to upload multiple photos.
- Automatic assignment workflows and due date escalation notification for quick documentation and resolution.
- Internal work orders created from service requests with related photos, locations, and details.
- Easily configure public and private settings for request categories and customizable questions.
- Easily log requests on behalf of residents with automatic updates sent.
- Support for marketing and rollout initiatives to ensure success at launch.
- Simple, clear report interfaces for quick access to data and core metrics.
- Recurring data exports tailored to your reporting requirements.
- Notification functionality for service request status.
- Mobile tools tailored to workers out in the field.
- Over 20 productized integrations and several API options.



CONSTITUENT PROFILES FOR RESIDENT MANAGEMENT

- View a resident's profile with their history of interactions.
- Automatic creation of a resident profile.
- Tag profiles for grouping together (business owners, neighborhood watch groups, e.g.).
- Add notes to keep unique information to better personalize interactions with each resident.



ACCESSIBILITY COMPLIANCE

We continuously work to improve best practices and adherence to WCAG, iOS, and Android accessibility guidelines.

INTEGRATION CAPABILITIES

Integrate your SeeClickFix 311 CRM solution with the software you rely on across departments and teams to create workflow-multiplying automation. Our software integrates with leading technologies in asset and works management, code enforcement, GIS, 311 CRM, waste management, and more. Connecting these systems ensures that siloed systems, manual processes, and data black holes never slow your ability to maintain the safe, clean, and efficient community your residents expect.

Current Integrations

- Accela Automation
- ArcGIS Online
- ArcGIS Workforce
- Bigbelly
- Brightly Asset Essentials
- OpenGov Enterprise Asset Management
- Cityworks Asset Management Software (AMS)
- CivicPlus Community Development
- Infor Public Sector (IPS)
- Lagan (Verint CRM)
- Maximo
- Microsoft Dynamics
- Motorola PremierOne CSR
- Oracle Service Cloud
- PubWorks
- Tyler Technologies Enterprise Permitting & Licensing Software (EnerGov)
- Tyler Technologies Enterprise Asset Management (EAM)
- VUEWorks
- SmartGov
- Hexagon EAM (HxGN, formerly Infor EAM)

Mobile App

Every organization utilizing the SeeClickFix 311 CRM for request management can deploy branding for the SeeClickFix container application, which geolocates the user and shows the relevant organization(s) for the resident's location. The SeeClickFix mobile application has thousands of reviews with high ratings in both the Google Play and Apple stores. We update our apps, including Android and iOS, when new features become available or serious bugs have been identified. As an optional add-on, CivicPlus also offers a Marketplace branded mobile application as an upgrade for the included SeeClickFix mobile app. This enables your organization to promote a specific mobile app in the stores instead of the container mobile application for all SeeClickFix 311 CRM customers. The [CivicPlus Help Center](#) outlines the differences.

- Geo-specific SeeClickFix app.
- Utilization of mobile buttons to display content like payment sites, phone numbers, social media, etc. This can enable Sheboygan to have an organization-wide mobile app for residents to connect with all aspects of your organization.
- Your internal staff can access most functionality to include due dates, assignments, and internal and public commentary for mobile management of requests.
- Allow for geographic-specific notifications via push to the app, email, and/or your web portal.



Maintenance

- Extensive automated test suites integrated with version control system.
- Web based products receive updates daily via a continuous integration process.
- Mobile apps are managed on a standard schedule for features (every 2-3 months) and as needed for bug fixes.

Hosting & Security

The SeeClickFix 311 CRM's operational goal is 99.9% availability. All our systems are monitored continuously with automatic contact mechanisms and escalation to multiple members of our engineering team if a problem is detected. When problems occur, we use various methods to communicate status updates with partners.

Our services operate within the data center of AWS, which employ numerous techniques to ensure reliable uptimes for our equipment and network access. When outages occur in these facilities, we do depend on our vendor to provide timely updates and resolution.

We have designed our services with redundancy and recovery procedures in mind to mitigate single points of failure. This includes redundant systems, the ability to provision new instances if necessary, and regular data backups. Databases are replicated in real time to a secondary server and backed up at a different data center every four hours for disaster recovery purposes.

Our software and operational configurations are managed in a version control system, and in a worst-case scenario we are able to re-deploy our services from the database backups and version control repositories.

DDOS MITIGATION

We have rate limits and filters in place for our public endpoints to discard most forms of abusive traffic. In a more severe situation, we would be able to migrate our services to alternate IP addresses or employ a commercial DDoS mitigation service to respond to a persistent attack.

SYSTEM SECURITY

- Our server software is updated regularly to minimize exposure to security problems.
- We monitor various security announcement lists in order to respond quickly to any vulnerabilities.
- Systems are accessible to engineers only on an as-needed basis.
- Our software is revision controlled and can be used to recreate our systems as needed for scaling, repairs, or disaster recovery.
- Our systems have restricted visibility to the Internet via firewall mechanisms.
- We support SSL encryption on all our services, including integrations with remote systems.

DATA CENTERS

Our data center provides a variety of physical and system security practices. For more details on AWS security policies: aws.amazon.com/security



Implementation

Project Timeline

From project kickoff to announcing the launch of your SeeClickFix 311 CRM System, the implementation process averages 14 weeks. For projects that include specific integration to an approved third-party system, the timeline generally expands to 18-20 weeks. Your staff will work with a CivicPlus implementation consultant to establish a workable schedule once final scope has been determined and your project kicks off. This overview provides you with an outline of what to expect during each phase.

PHASE 1: INTRODUCTION & PLANNING 1 Week	<ul style="list-style-type: none">• Project Kickoff Call (In some cases, Request admin training will be completed during the kickoff call – this is based on Implementation Consultant's discretion)• Final project timeline developed
PHASE 2: ACCOUNT CONFIGURATION 8-12 Weeks	<ul style="list-style-type: none">• One-hour Request admin training (if not completed during initial kickoff call)• Customer configures account• Identify branding standards for mobile app• Optional Integrations: Customer will provide integration deliverables, and Implementation Consultant will assist in Integration Configuration
PHASE 3: USER TRAINING & TESTING 4-6 Weeks	<ul style="list-style-type: none">• One-hour Request user training• Optional Integrations: One-hour end to end integration testing call• User testing and revisions• Marketing call with Customer Success Manager
PHASE 4: LAUNCH 1 Week	<ul style="list-style-type: none">• Implementation Consultant assists in transfer to Production Account• Ongoing support for marketing launch with Customer Success Manager• Addition of web portal onto customer website



Approaching Your Project Implementation

Phase 1: Introduction & Planning

Implementation begins with a kickoff call that includes your core project team, system admins, and implementation consultant. We will review your organization's goals, establish a timeline for launching your SeeClickFix 311 CRM, determine which departments will use the solution, and field any questions you have. Based on the scope of your project, your Implementation Consultant may decide to also complete the Request Admin Training during the kickoff call.

After this call, your implementation consultant will develop a final project timeline based on scope, agreed milestones, and key deliverables.

Phase 2: Account Configuration

If your Request Admin training was not completed during your kickoff call, it will be completed at the beginning of the Account Configuration Phase.

You will configure your own account based on your needs and our best practices. Configuration will include setting up members, request types, automatic assignments, and notifications, escalation contacts, timeline response goals, preformatted response messages, custom emails, geographical areas for tracking and reporting, and mobile app buttons that link to webpages, call phone numbers, or display custom content.

Optional Integrations: You will provide Integration deliverables and configure your Integration with support from CivicPlus.

During the Account Configuration Phase, your Project Team will meet regularly with your Implementation Consultant, who will provide ongoing support.

Branding for App

The other key aspect of this phase is to identify the visual branding for the mobile app. If you are implementing a Marketplace app, your Implementation Consultant will provide a list of deliverables due during this phase.

Phase 3: User Training & Testing

Training

We will offer a one-hour Request User Training for all individuals who will use the system to manage requests. This training will cover the life cycle of a request from opening to closing, the full functionalities of the CRM, viewing requests on a list and map view, and generating reports.



Optional Integration: We will provide a one-hour end-to-end testing call for individuals who will be managing the Integration between systems. This will include a full test of a request integrated into the remote system, as well as a tour of available self-service integration features.

SeeClickFix 311 CRM offers up to three free monthly live tutorials for customers to attend online. We will review the topics you were previously trained on, and you can ask questions of our lead trainer. Many customers find these refresher tutorials extremely valuable as a review or even with training of new staff members.

Testing

After training, authorized members can begin testing the platform to better understand the features and capabilities of the system. This testing also allows the customer's admin team to make configuration changes needed prior to launch.

Marketing

We will host a specific call to discuss launch and public announcement planning. We can provide a variety of resources to assist in marketing.

- Setting official launch and announcement date
- Adding web portal and app links to your website
- Developing and executing marketing plan

Phase 4: Launch & Announcement

Your Implementation Consultant will provide assistance with moving all account settings over to your live Production account.

On your launch date, the customer will add the web portal to their website and begin executing their marketing plan. The Customer Success Manager will provide ongoing support.

Summary of Responsibilities

CivicPlus will provide the following:

- Initial creation of customer Sandbox and Production Accounts
- 30-minute Kickoff and Consulting Call
- Timeline Development
- 1-Hour Request Admin Training
- 1-Hour Request User Training
- Optional Integration: 1-Hour End-to-End Testing Call
- Ongoing recurring check-ins to provide consulting services during implementation
- Marketing meeting with Customer Success Manager
- Migration of settings from the Sandbox Account to Production Account for customer launch



Customer will be responsible for the following:

- Full configuration of account including request categories and workflows, member list, and more
- Delivering all Marketplace App Deliverables (including visuals for the app design) and providing CivicPlus full admin access to an active Apple Developer Account, if applicable
- Ensuring that the customer has API access with their integrated system and integration deliverables, if applicable
- Securing team availability for all meetings and trainings
- Full testing of account before launch
- Executing Marketing Plan

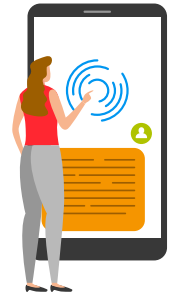


A circular icon containing the 'CP' logo, positioned to the left of the section title.

Mass Notification

Features & Functionality

In today's complex world, keeping your community informed and safe requires a reliable, multi-channel communication system. As a leader within your local government, you understand the critical need to reach everyone instantly, whether it is during an emergency or for routine updates. CivicPlus offers the most user-friendly and comprehensive mass notification solution available, designed specifically for the needs of local governments.



Communication with your residents is essential to every aspect of local government, so our Mass Notification system ensures your capacity to communicate with your residents quickly across a variety of channels. Our system allows you to send SMS text, voice calls (utilizing recorded messages or Text-to-Speech (TTS) functionality), social media alerts, and RSS feeds at high rates of speed.

An easy-to-use, intuitive web interface lets you launch critical alerts to all communication channels and devices you leverage during emergencies. Simply select the applicable contact paths, compose a message or upload a pre-designed alert, and click send. Critical messages will then be transmitted simultaneously to all those selected.

Our Mass Notification system is unsurpassed by any other vendor in the industry in sending capabilities. The system sends messages across networks at the following per minute rates:

- Text-to-Speech messages and voice alerts – 12,000 per minute
- SMS text messages – 60,000 per minute
- Email messages – 50,000 per minute

No two people have the exact same preferences for receiving messages. We provide you with multiple contact paths, enabling you to effectively and efficiently reach all intended recipients.

With its speed and growing number of ways to send and receive communications, the possibilities to reach residents with our system are virtually limitless.

CivicPlus offers a variety of packaging to best fit your organization's needs. This Communicator Unlimited + Emergency Voice Package package includes the ability to send unlimited geo-targeted emails and push notifications to the mobile app, along with along with the ability to instantly push communications to a CivicPlus website, Facebook, X (formerly Twitter), and Nextdoor. This package also includes unlimited SMS and unlimited **emergency-only** voice messaging.

Public Alerting Channels

- Email
- Voice Call (ETN)
- Facebook
- Mobile App
- SMS Text
- X (formerly Twitter)
- Nextdoor

In addition, APIs can be utilized via webhooks to activate a variety of devices when an alert is sent. Sirens and public signage devices can also be activated by consuming CAP messages from both Atom and RSS feeds.



MULTILINGUAL VOICE & TEXT TRANSLATION

With our Mass Notification system's multilingual functionality, your voice alerts and text posts can be automatically translated for residents that speak a variety of languages. Subscribers can easily select to receive text messages, voice messages, and/or emails in their preferred language. You compose and send messages the same way and messages are translated automatically.

To ensure all of your residents are connected and informed with our software, multilingual messages are translated into over 60 different languages for email and text and over 25 different languages for voice. The most often requested are:

- Spanish
- French
- Russian
- Portuguese
- Thai
- Hindi
- Chinese
- German
- Italian
- Polish
- Arabic

Unlimited SMS messages and unlimited **emergency-only** voice calls are included in your Communicator Unlimited + Emergency Voice package.

SOCIAL MEDIA INTEGRATION

The system's integration with social media applications such as Facebook, X (formerly Twitter), and Nextdoor will allow you to post unlimited social media messages to all of your accounts. Accounts can be integrated to automatically post all notifications and group notifications can post to different accounts.

GEO-TARGETED NOTIFICATIONS

Our Mass Notification system provides intelligent communication with the ability to easily digest local geographic details with robust, yet easy-to-use ESRI-integrated tools. Geo-targeted messaging enables you to:

- Draw a multi-point polygon shape
- Import shapefiles or hosted feature URL
- Save drawn regions as templates for future use
- Remove specific areas from a notification
- Draw complex geospatial shapes of varying sizes with buffered areas, as desired

Simply draw a multi-point or freehand polygon on the map or click on a central point and enter corresponding radial distance you wish to alert, and our system will notify your residents within that area using their stored addresses.

GROUP/USER MANAGEMENT

The Mass Notification system provides extensive administrator rights and detailed group settings with unlimited user groups. You can utilize granular permissions rendering the solution easily shared with multiple staff members and agencies. Users can then communicate with all members in the system or targeted notifications by group to reach only those affected.

Once contacts have been entered, administrators may search membership files by multiple criteria, including name, phone number, email, or street address. Using a contact list directory, administrators may message contacts through any of the unlimited groups which have been created.



SIGN-UP

Our Mass Notification's versatile system offers residents with opt-in and opt-out capabilities to meet the specific goals of your organization. When users sign up, they can opt-in to available unique groups such as road closure and recreations. Our powerful platform offers a simple, user-friendly interface with a robust selection of group and network options.

Residents can also sign-up for notifications to one or multiple groups with our text-to-join feature. To join a group, they can simply text a "keyword" to the specified number. Your staff can set up unlimited keywords, allowing you to create keywords for multi-use categories or one-time events, such as a parade.

EMERGENCY TELEPHONE NOTIFICATION (ETN)

With CivicPlus' ETN, you will be able to send an emergency voice call with white and yellow page landline data. This data is seamlessly updated daily. These contacts are available for you to send alerts about life-threatening emergencies.

REAL-TIME REPORTING

The Mass Notification solution offers administrators analytics for each message sent. Reporting within the system allows administrators to view and capture engagement statistics, including the status of delivered messages and the percentage of confirmed contacts.

You'll have comprehensive analytics to provide real-time reporting and create paper trails to easily understand the success of your notifications and share with others in your organization.

Following the onset of a crisis and broadcasting critical alerts, easily and quickly confirm, in real time, the status of critical alerts sent via text, voice, email, and mobile app to ensure alerts have been delivered to all intended recipients. Real-time analytics enable you to take alternative steps to reach recipients who experienced a delivery failure.



POLLING

Utilize polls to assess personal safety and your organization's status. All results are visible in an easy-to-read report on all platforms. Polling can be used through the mobile app or email. Polling can also be utilized via SMS and voice.



MOBILE APP FOR RESIDENTS

The myAlerts mobile app empowers your residents to sign up, manage their notification settings, and receive notifications all from the palm of their hand. Residents can even receive geo-located notifications pertaining to their current location. It improves the resident experience in receiving communications from Sheboygan while also improving the effectiveness of your emergency communication capabilities. myAlerts allows residents to quickly and easily:

- Sign-up to receive notifications
- Set their notification preferences
- See all the latest sent posts
- Enable alerts from other locations based on their priority and type



MOBILE APP FOR ADMINISTRATORS

The mobile app allows administrative users to send alerts, report incidents from the scene, collaborate, and coordinate your team's response with the easy-to-use mobile app on iOS and Android.

INTERNAL SECURE CHAT

Follow up on polls or messages with Secure Chat to initiate direct two-way communication with your crisis management team.

TASK LISTS

The Task Lists feature is essential during a critical event and is also useful after a critical event since stakeholders can monitor Task List completion and identify areas for improvement in a business continuity or disaster recovery plan.

Using the Task Lists make planning your emergency response easier, speed up your crisis response time, and optimize your response plans based on data collected during a critical event.

NOAA WEATHER ALERTS

Through an integration with NOAA weather, distribute urgent news, instructions, and mandates the NOAA distributes to our network via the myAlerts mobile app, social media, CivicPlus Municipal Websites integration, and SMS subscribers. Automation integration uses the polygon provided from NOAA to deliver notifications to the right person. The Mass Notification system can also automatically send alerts to your social media accounts.



IPAWS

During an emergency, alert and warning officials need to provide the public with life-saving information quickly, regardless of whether they have subscribed for alerts. The Integrated Public Alert and Warning System (IPAWS) is a modernization and integration of the nation's alert and warning infrastructure and will save time when time matters most, protecting life and property. Local government can use IPAWS and integrate local systems that use Common Alerting Protocol (CAP) standards with the IPAWS infrastructure. Our Mass Notification system's IPAWS integration provides an effective way to alert the public not only through wireless networks, but also through landlines, cable and satellite TV, AM/FM radio, digital signage, PA systems, websites, social media, and, if power goes out, NOAA weather radio. IPAWS can be used to handle any kind of threat to the public, including overturned vehicles containing hazardous chemicals, severe weather alerts, missing children, or even terrorists on the loose. The more local, state, and tribal authorities adopt IPAWS, the more communities will be safe and strengthened by good communication.

Sheboygan will be responsible for obtaining and maintaining Alerting Authority, as defined at <https://www.fema.gov/emergency-managers/practitioners/integrated-public-alert-warning-system/public-safety-officials/alerting-authorities>, with the Federal Emergency Management Agency in order to utilize the IPAWS software provided by CivicPlus.



Implementation

Project Timeline

Current average implementation can be completed within 4-6 weeks. This timeline can adjust based on data migration needs and overall availability of the customer. If IPAWS authorization assistance is needed with FEMA, the timeline for that portion of the project could extend to 24-weeks due to turnaround time.

Development timelines can vary due to scope, customer availability, milestones set, and other factors. However, your exact implementation timeline can be customized dependent on your launch goals and expectations. We will work with you until your system is up and running and your staff has reached a level of comfort to confidently maintain your new system.

PHASE 1: INITIATE	<ul style="list-style-type: none">• Project Initiation & Review• Project Kickoff Meeting
PHASE 2: OPTIMIZE	<ul style="list-style-type: none">• Complete Assessment Form• Request System Creation• Obtain IPAWS Public Alerting Authority• Schedule Virtual Training
PHASE 3: EDUCATE	<ul style="list-style-type: none">• Network Admin Training• System Test & Build• IPAWS Training• Teach Back Training for Mass Notification system
PHASE 4: LAUNCH	<ul style="list-style-type: none">• Website Display• Launch Preparation• Launch Day
PHASE 5: GO LIVE & BEYOND	<ul style="list-style-type: none">• Customer Transitioned to Dedicated Customer Success Manager

Implementation Approach

KICKOFF MEETING

Identify lead personnel to work with CivicPlus on implementation project including:

- Project main contact
- Database administrator to provide user data
- Emergency management communications and engagement staff

We will assist Sheboygan in developing and mapping out the initial groups you would like to create including which will be designated for emergency messages or routine messaging. Your dedicated project team will discuss possible embeds to be placed on your website for registration and we will schedule training for your network and group administrators based on the final scope of work developed.

IPAWS AUTHORIZATION

If needed, your implementation consultant will work with you to become authorized by FEMA to issue public alerts on the IPAWS system. The following actions will need to be taken:

- A Memorandum of Agreement (MOA) governing system security must be executed directly with FEMA.
- Complete an application which defines the types of alerts intended to be sent through IPAWS, which must be reviewed and signed by a designated state official before being sent to FEMA.
- Attend a mandatory web-based training course and obtain a certificate of completion.

Your implementation consultant will provide you more specific instructions and answer any questions you may have about the process.

TRAINING

During this step in the process, Sheboygan will create your user groups with assistance and guidance from CivicPlus for your default settings. This step of the process will also involve optimizing and uploading user data to efficiently and effectively communicate at Go Live.

This step in the implementation involves identifying and creating your internal User Groups, as well as training on the system. We will assist you in identifying and setting up:

- Super Administrators who will have full control over all settings within the system and will be able to post to any group within the network
- General Admins can send messages to and manage their respective groups and contacts without being able to access network level settings
- Send-Only Administrators who will only be able to send messages to designated groups and contacts



Super Administrators will be trained first to ensure complete familiarity with the system and a comfortable confidence level for implementation once the system is launched. Trainings will also be held for other administrators to the level required for their roles.

Finally, during this step, we will hold discussions with your key stakeholders to provide usage and guidelines policies and help prepare your organization's CivicPlus communication protocol.

GO LIVE & BEYOND

This is where the rubber meets the road – the launch of your new system! Should Sheboygan desire, CivicPlus can schedule and coordinate an introductory notification to residents, departments, groups, etc. This will allow your end users to experience first-hand how the system works. It is a great way to validate your phone number database and gather feedback from your organization.

CivicPlus doesn't implement and run. We will continually support (available 24/7/365) and guide you through best practices to maximize the value of the system. Additional virtual training and support is always available. We stand behind our product and behind our customers.



Hosting & Security

Redundant power sources and internet access ensure consistent and stable connections. We invest over \$1.0M annually to ensure we adapt to the ever-changing security landscape while providing maximum availability. CivicPlus' extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled.

Maintaining the highest level of security for our customers' systems and protecting the privacy of their data is the cornerstone of our Mass Notification system's philosophy. CivicPlus ensures the safety of its Mass Notification application and the privacy of the data housed therein. Just as you protect your residents, we protect your investment. Our 30 geographically distributed servers make storage limitations a non-issue. CivicPlus ensures the safety of its equipment and guarantees compliance with all network and website vulnerability tests.

Your administrative team can be confident that our Mass Notification system will accommodate your department needs with privacy and security. Customizable administrative access settings and reliable hosting means in times of emergency, system security will be your last concern.

Security & Availability Features	<ul style="list-style-type: none">• 99.9% guaranteed uptime• Protected department information and internal communications• Cloud-based and geographically distributed• Simultaneous use by multiple departments and agencies• Role-based authorization• Attribute-based authorization (content, task lists)• In-transit and at-rest encryption• Complete workload security (IDPS, firewall, monitoring/alerting)• Security vulnerability testing, monitoring and remediation (OWASP)• Additional security and server hardening measures
High Security Standards	<ul style="list-style-type: none">• SSL security• OS-level firewall• Authorization bypass security• Cross-site request forgery (CSRF) security and cross-site scripting (XSS) security• SQL injection security• Multiple data centers and redundancies• Additional security and server hardening measures



Social Media Archiving

Features & Functionality

The CivicPlus Social Media Archiving software connects directly with today's most popular social media platforms to pull your social media accounts and web pages into a secure, personal archive. The continuous solution automatically captures and preserves each post, image, video, story, mention and comment, for every single social media page, profile, and group managed by your public entity—as well as the pages and profiles your entity engages with, across all of your platforms.

Our software automatically detects edited, hidden, and deleted content across networks. This information, while critical to maintaining accurate records, is generally not reported by social networks, but CivicPlus captures it all.

We never miss a record with our authentic in near-real-time capture, and by using real-time API on sites, such as Facebook and Instagram, we can capture conversations in seconds. So, 100% of your records are captured directly from their social network in their native format, along with full technical metadata and digital signatures. Our solution helps government agencies and school districts see their whole presence online while minimizing the risk of losing records.



Technology

Whether public entities' social media portfolios are managed by a single individual or distributed across several departments, a centralized social media records archive is the key to efficient and cost-effective compliance. What's more, organizations need to be able to connect accounts to an archive quickly and easily without collecting personal login information from multiple users or granting blanket access to all of the data in the archive.

CivicPlus' Social Media Archiving software is a cloud-based solution that requires no software installation or IT expertise, all you have to do is log in to your accounts. It simplifies deployment across organizations and enables organizations to automate social media record-keeping in a matter of minutes. On average, our customers are up and archiving their entire social media presence in under 20 minutes.

"We have received multiple data requests on a recent controversy. The support team walked me through how to do a very precise search and was knowledgeable about the nature of data requests... I can only imagine the amount of time it would have taken and the mistakes that might have been made had we done this manually."

Jacqueline Smith, City of St. Louis Park, MN



Product Suite

CivicPlus' Social Media Archiving solution provides the most accurate and comprehensive solution to help government agencies, school districts, and other public organizations remain compliant with public record laws and actively manage risk online.

SUPPORTED NETWORKS AND CONTENT

Saving Your Presence Across the Web

Government agencies and school districts use different platforms to reach varied audiences with unique content. With CivicPlus, you can manage and organize your social media data in one secure location, collaborate with different access levels, and quickly search/view/ export any content you need, whenever you need it in an easy to understand format. Social Media Archiving preserves social media records from all of the most popular platforms in one archive to make it easy to access all social media content in one location. We support Facebook, X, YouTube, Instagram, LinkedIn, Vimeo, and Pinterest — all in one archive.

Social Network	Content Type
Facebook Group	Profile, timeline posts, comments.
Facebook Page	Album, event details, event discussions, message threads, photos, profile, blocked lists, Facebook Page posts, comments, reviews, video, timeline posts.
Facebook Personal	Album, message threads, photo, timeline posts, comments.
LinkedIn Personal	Private messages, profile, shares, posts, comments.
LinkedIn Company	Profile, posts, comments, shares.
Instagram Personal	Media, profile, posts, comments.
Instagram Business	Media, profile, stories, mentions, images, videos, posts, comments, replies.
X (formerly Twitter)	Likes, mentions, direct messages, profile, tweets, periscope comments.
YouTube	Uploads, posts, comments.
Flickr	Photos, profile, posts, comments.
Pinterest	Pins, profile, posts, comments, replies.
Vimeo	Profile, videos, posts, comments.



SECURITY

Levels of Access

In many organizations, individuals requiring access to social media records can cross departments and have different needs. While some users may want to tag and manage records, others may only need to view records. CivicPlus allows three levels of access to suit an organization's needs, including:

- Full Administrators
- Read-Only Administrators
- Social Media Account Owners.

The levels facilitate additional opportunities for collaboration while helping organizations maintain control.

Use Rules to Follow Retention and Dispositions Guidelines

Public entities may have retention guidelines that apply to social media. If so, organizations need a social media archive that allows for rules-based disposition. If certain content needs special consideration, flexible retention rules are key.

The CivicPlus software allows organizations to control the retention period of records through customizable disposition rules. All records can be reviewed before deletion. This flexibility allows the user to customize their archive while maintaining the greatest level of compliance.



BLOCKED LISTS

As digital transformation accelerates, public communicators are faced with misinformation, combative viewpoints, and extremist speech. These types of comments make it extremely tempting for public officials to block users. But as we've seen occur so often in the news, blocking users is also the number one way folks get afoul with First Amendment lawsuits, and public entities must be able to prove who is blocked and why they blocked them. Because even if a record is deleted or hidden, or a user is blocked, it still must be retained. Unfortunately, social networks don't report this information and it can be very difficult to tell when something has been hidden or edited. Not only does this lead to a compliance gap, but it can also remove any examples of trolling that caused you to block a user.

This is exactly why CivicPlus created Blocked Lists, to protect your entity from trolls or First Amendment related requests. Not only does Blocked Lists let you get a handle on who you've blocked and what records are associated with these users, but it also lets you see who everyone else in your organization is blocking, even for accounts you may not normally have access to, so you can ensure your internal policy is followed correctly and even help avoid legal risk. With Blocked Lists, you can monitor and manage every blocked user and page in one secure place—your archive—and with advanced search, you can quickly find and export this data whenever you need it, along with the comments that resulted in the block.



Typically blocking is viewed as a last resort for agencies and school districts (and we certainly don't recommend it). But if someone has violated your policy multiple times and is disrupting the discourse on your page, if you have substantial supporting evidence and a documented warning of you asking them to stop, at that point, it may be suitable to block that user. Alternatively, someone might make a false claim that you blocked them when you, in fact, did not. The capture of a blocked list will allow you to create a timeline in collaboration with your records to support your case.

Blocked Lists is a feature of the CivicPlus Social Media Archiving software. It provides lists of users and pages blocked by a social media account, as well as when the block occurred and what led to it. This list is updated daily and available to access and export at any time. So you can always feel prepared with clear timelines and strong supporting evidence to defend your actions and prove a false claim, timeline of events, or if your social media policy was followed correctly.

Blocked Lists Benefits

Eliminate Manual Work – Create and maintain a single list of all blocked users and pages, for all of your managed accounts in one secure location, that is updated daily and available to access and export at any time.

Provide Evidence – Have confidence in your block and equip your entity with clear timelines and strong supporting evidence to defend your actions and prove a false claim, timeline of events, or if your social media policy was followed correctly.

Manage Trolls – Keep track of the timeline for when a particular user or page was blocked or unblocked from an account, as well as your account's communications to and from a blocked user or page.

Gain Full Supervision – Leverage insight you may not normally have to see who's blocking users for every account across your entire organization, so you can ensure your internal policy is followed correctly and even help avoid legal risk.

HISTORICAL ARCHIVES

For organizations that have not been maintaining records of social media, it is important for existing account history to be included in a complete archive. Additionally, social media portfolios can evolve over time with different networks falling in and out of use as the popularity of sites fluctuates. However, even if a page is removed, records of that content must continue to be stored and maintained for organizations to stay compliant. With CivicPlus Social Media Archiving, when social media accounts are retired, they can be set to historical status. The data remains in the archive and is fully exportable and searchable.

The software collects all the available data from existing social media accounts, including historic data. Continual reverification of the entire social media account ensures changes to old content are detected and stored, and allows the software to accommodate changes to a social network's features.

IMPORTANCE OF METADATA

There's more to the records created on social networking platforms than what you see on a screen. All social media communications have underlying metadata that contain important information about each communication. This metadata includes user IDs, timestamps, and other information not displayed on a webpage. Correctly capturing records of social media requires more than taking screenshots or copying HTML—the metadata is a crucial part of the record. The CivicPlus Social Media Archiving solution connects directly with each social network to capture and preserve not just what is displayed on the platform, but also the underlying metadata, in its native format.

“As a public entity, we are required by law to be able to reproduce that information, if there is a public request for it, an open records request. That is not something we are capable of doing without having some type of system in place that actually can go out and get what they call the metadata.”

April Warden, County Administrator for Seward County, Kansas

RICH DATA SHOWS A BETTER PICTURE

Social media posts can be more than simple text. In fact, they should be. Images, GIFs, and videos make your content more dynamic and interesting. But graphics pose new archiving and records management challenges compared to simple text.

A photo, for example, should be preserved at full resolution, rather than as a link or thumbnail only. This ensures no data is lost. Regardless of the device or network used to transmit communications, the CivicPlus Social Media Archiving software captures each of the various data formats used in social media and presents the resulting records in an intuitive interface.

Digital Signatures for Better Accountability

Proof of authenticity is a critical requirement when providing electronic records as evidence in regulatory and legal situations. Investigators and courts must be assured that a social media record was not falsified or altered using a web page editor, image manipulation software, or some other means. Simply crawling or scraping a page fails to provide comprehensive records for legal protection and can leave organizations and agencies at risk. Our solution includes a trusted timestamp and digital signature with each record stored in the archive. This digital signature proves that the data existed at the specified time in history and has not been edited or falsified in any way.

SEARCH AND TAGGING FOR BETTER TARGETING

Searching through years' worth of previous posts, tweets, and comments is a challenge without advanced search and tagging tools. Our sophisticated search engine and custom tagging system allows government agencies and school districts to organize and filter archived content. This makes finding the needle in the haystack easy.

Our advanced search and filter features give agencies the ability to search across all of an organization's social media using keywords, date, network, username, content type, or tags.



Custom tags for content make it easy to organize archives. Filters can quickly refine results, including the capability for finding records that have been deleted. With our user-friendly interface, finding deleted content is an easy task.

RECORD EXPORTING AND REPORTING

An archive is only as good as its ability to produce records. CivicPlus' software can export social media content to a variety of formats including PDF, HTML, and Excel. This makes it easy and efficient for organizations to perform exports on demand and produce presentation-ready PDFs with highlighted search results and detailed export descriptions.

"Alf I can't easily get it out to people when they're asking for it, it doesn't do me much good. With [CivicPlus], I can email or post it usually the same day I receive the request — often in minutes — literally saving hours for every request."

Sgt. Christopher Fulcher, Vineland Police Department

WEB SNAPSHOTS

Social networking sites and websites are the primary mediums by which government agencies and school districts communicate with the public. It is critically important that agencies can efficiently and reliably manage communications across each of these mediums as public records.

While agencies must use an archiving solution to capture social media records, the majority of record information presented across a website is already in the agency's control.

However, website records are often distributed across a variety of systems such as Content Management Systems (CMS), back-end databases, and backup systems. These systems as a whole present a challenge to centralized web record retention and fulfillment of public records requests. Agencies need help managing their web records as effectively as they manage their social media records.

Our Web Snapshots feature supplements an agency's existing approach to website records management by providing automated capture, search, and export capabilities of website content.

- Ensure records from across your agency's entire web presence are centralized and searchable.
- Maintain a single records management source to easily manage both your social media records and website records, with an intuitive and dynamic interface.

This is especially important for larger government entities and school districts with multiple sub-agencies or individual schools that manage their own websites. Web Snapshots automatically archives a snapshot of how a website was displayed to residents to supplement the website data already maintained by their CMS.



RISK MANAGEMENT

Agencies with active social media engagement create positive relationships and gain insights into community issues. Unfortunately, not all interactions online stay positive. Negative posts and comments can lead agencies into First Amendment issues or even public safety concerns. When posts and comments bring legal issues, a social media archiving solution should provide assistance in actively managing risk and enforcing social media policies. CivicPlus' Risk Management and Analytics (RMA) suite work in conjunction with the base archive to provide monitoring, alerts, and analysis tools.

The CivicPlus software reconstructs social media conversations—pulling individual comments back into their corresponding threads—to create easy to understand content exports. This solution makes it easy to respond to records requests or other discovery or investigation needs with full context.



RMA is not only for challenging and difficult world events, it's also a valuable daily-use solution that enhances the control and visibility of your social media so you can make swift decisions, rapidly solve problems, and leverage visible, actionable data for continuous improvement. Here are five ways adding RMA can benefit your social media efforts long term.

1. **Reduce your risk:** Get immediate alerts about inappropriate content for efficient and effective moderation.
2. **Increase your focus:** Receive automated monitoring and alerting so you can focus on what matters to you the most.
3. **Improve your response time:** Respond quickly to questions and comments, ensuring accurate information is conveyed in a timely manner.
4. **Enforce your policy:** Uphold your public entity's reputation by moderating content that violates your terms of use, such as violent or obscene comments.
5. **Prove your effectiveness:** Communicate to stakeholders and improve the impact of social media campaigns through standardized reports and meaningful insights into commenter sentiment, engagement levels, and platform usage.

"We put in a list of maybe a hundred words — keywords. If it says 'shooting,' 'hurt,' 'blood' — any threat — they will notify me and I can notify the principal and notify law enforcement if need be."

Sherrie Johnson, Stafford County Public Schools, VA

CivicPlus Can Make All the Difference

CivicPlus Social Media Archiving helps government agencies and school districts maintain the greatest level of compliance and transparency when online. With no software to install or network interference, the CivicPlus Social Media Archiving solution connects to your social media platforms and organizes your accounts (profiles, pages, groups). After that, you're in complete control with full functionality to update settings, engage from your accounts, view your data, and more.



The NextRequest logo, which consists of a light gray circle containing a stylized 'CP' icon in red and black.

NextRequest

NextRequest at a Glance



Serious About Security

SOC 2 Type II Audit, AES-256 encryption, and more



True Batch Redaction

Draft redaction, bulk redaction, and more



Experts in Record Requests

Records requests software is all we do



FOIA-Specific Customer Service

All customers assigned a Customer Support Specialist



950+ Customers

And growing fast



Customers Love Us

Check out our glowing Capterra & G2Crowd reviews

"The batch redaction tool is life-changing."

Robby Conteras, National City, CA



Standard Plan Overview

Licensing

- Unlimited Staff Users
- Unlimited Departments
- 10 Admin-Publisher Users
- 2 TB Storage

Resident-Facing Public Portal

- Unlimited Updates
- Customizable Request Form
- Real-Time Request Diversion Alerts
- Agency-Specific URL
- Optional Request and Record Publishing

Workflows & Automation

- Due Date Calculation, Reminders, and Status Indicators
- Departmental Routing and Point of Contact Automation
- Automated Request Acknowledgment and Updates
- Task Assignment, Tracking, and Reminders
- Unlimited Message Templates
- Timeline Audit Trail, Email and Record Monitoring
- Support Any File Size or Type

Review & Redaction with Unlimited Users

- Basic Redaction and RapidReview Module
- Custom Exemption List and Automated Log
- Custom Redaction Patterns

Invoicing & Payments

- Unlimited Invoicing Templates
- Time Tracking and Cost Calculation
- Integration for Online Credit Card Payments (+)

Tracking & Reporting

- Automated Reporting
- Administrative Dashboard
- Customizable Reports

IT & Compliance

- Automated Retention Scheduling
- CivicPlus SSO Integration
- SOC 2 Type II Audit
- CJIS Attestation Available
- HIPAA Compliance Available with BAA
- Custom IdP SSO (+)
- Risk Module (+)

Support

- In-App Chat, Phone, and Email Support
- 24/7 Help Center Access



Plan Details

ADMINISTRATIVE TOOLS

- Unlimited updates to branding and public portal settings
- Configurable due date calculation, with a custom holiday calendar and configurable reminders
- Configurable departments with associated staff and staff backups
- Automatic request routing to predefined user groups or departments
- User-configurable email alert preferences
- User-configurable templates for acknowledgment, messages, and closure reasons
- Customizable tags to categorize requests

PERMISSIONS & VISIBILITY

- Role-based permissions to allow controlled access to specific feature sets
- Default request visibility settings to ensure consistent internal visibility
- Change the visibility of a request in two clicks to make it more restricted

REQUESTER & PUBLIC ACCESS

- Requesters are not required to create an account, no roadblocks to transparency
- Choose whether to make a request public or only available to the requester
- Records can be viewed in application or downloaded in two clicks
- Record availability and hosting is dependent on your retention schedule
- Supports any file type, including PDF, email extracts, audio, video, etc.



CUSTOM FORMS

- Staff can customize request forms to allow requesters to select a department and provide additional information with custom fields
- Add tips, FAQs, T&C's, etc. to make the process more accessible and easier to understand for requesters
- Allow requesters to upload documents if required
- Staff can manually enter a request if it is received in another format and notate such (fax, mail, phone, etc.)

**NEXTREQUEST
BY THE NUMBERS**

2M+ Requests Fulfilled
20M+ Documents Processed

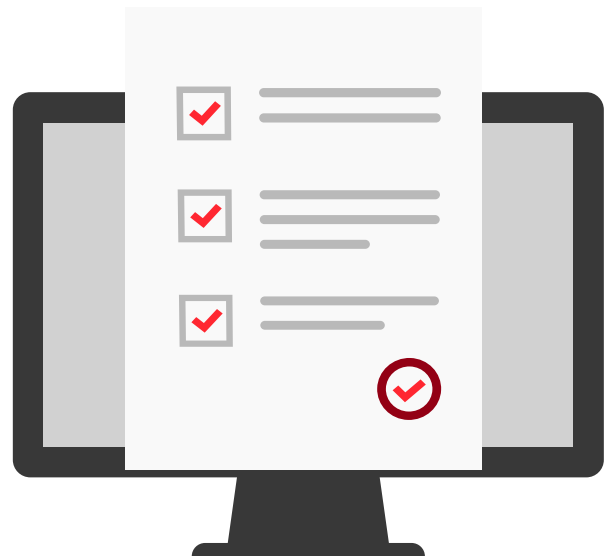


REQUEST DIVERSION

- In seconds, create real-time keyword alerts that trigger pop-up messages for requesters
- Redirect requesters to existing information online, provide additional tips, or proactively redirect them to the correct agency
- Allow requesters to review and reference past requests and documents to reduce duplicate requests

COMPLIANCE ENABLEMENT

- Automatic email notifications for requests that are “overdue”, “due tomorrow” and “due soon”
- Automatic status indicators show which requests are overdue, due soon, paused, etc.
- Task reminders are separate from due date reminders to ensure all steps are completed in a timeline manner
- Automated request acknowledgment to help satisfy legal requirements
- Timeline tracking of each request provides an audit trail for accountability and legal protection
- Provide additional documentation to your Timeline with custom notes
- Track if a requester has viewed a message, or viewed or downloaded released records
- Retention scheduling ensures requests and records are not kept longer than legally required
- Email bridge allows users to send messages via email without logging into the application, while still being tracked



BASIC REDACTION

- Redact manually with rectangles and highlighters, or search for text or patterns
- Custom exemption list and custom redaction patterns
- Automatically generated redaction log for transparency and compliance
- Automatically generates both redacted and original versions of your documents

RAPIDREVIEW MODULE

- All the functions of the Basic Redaction tool plus...
- Extract PST and MSG files for review, with email deduplication
- Efficiently review large amounts of documents and emails in context and create review workflows
- True Batch Redaction to handle hundreds of records at once, with all redactions autosaved as draft so you never lose your work
- Collaborate on redactions before finalization and release
- Take batch actions on records to move, delete, release, or zip hundreds of records at once
- Optical character recognition (OCR) available to help decipher the text on scanned documents

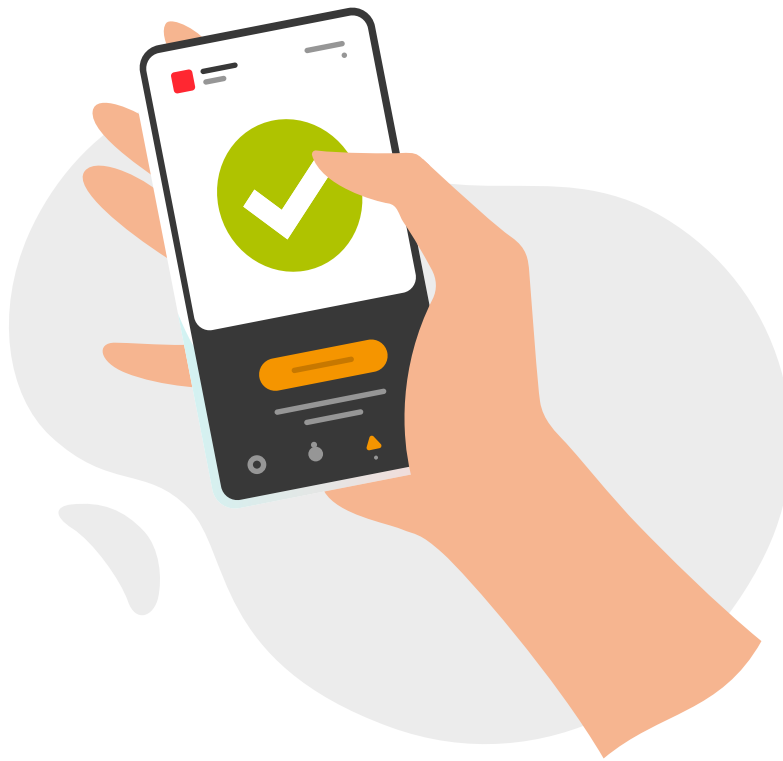


COST, INVOICING, AND PAYMENTS

- Track staff time per request with automated cost calculation
- Send and track invoices, with option to receive payments online via credit card (PCI compliant)
- Create unlimited invoicing templates for different fees

TRACKING AND REPORTING

- Automated reports that showcase request volume, average fulfillment, departmental breakdown and more
- The Administrative Dashboard provides quick insight to overall status and performance
- Run custom reports based on numerous request variables



Our records request software empowers organizations to collaborate remotely and asynchronously.



Implementation

Standard Plan Overview

The success of your onboarding is a priority to CivicPlus. Over the course of four stages, we'll work with you to:

Configure the portal to match your agency's process for responding to public records requests and set up agency-specific information such as:

- Users and Departments
- Message Templates
- Instructions for the Requester
- Tags

Train users on how to manage and respond to public records requests. All training is recorded, so you can rewatch and share it at any time or join any of our ongoing bi-weekly virtual training webinars.

- One Admin training with a Launch Manager for those administering the portal
- One Staff training via Webinar for staff users responding to records requests

Keys to a Successful Rollout

Designate a Primary Contact

Choosing someone who is involved in responding to public records requests frequently is ideal.



Clearly Map Out Processes

This is a vital step. Mapping out current processes as well as desired changes is the foundation of a great rollout.

Set Training Dates Early

This will help ensure maximum attendance for your Admin & Staff trainings.



Standard Project Timeline

A typical Standard NextRequest onboarding rollout takes ~8-12 weeks.

STAGE 1	Week 1	Key Stakeholders	Process Mapping: Fill out customer success plan, gather information, and add users, departments, and portal images.
	Week 2	Key Stakeholders	Kickoff Call: 30-60 minute meeting to outline the onboarding and training process as well as set a Go Live date.
STAGE 2	Weeks 2-3	Portal Admins	Gather Info for Portal: Finalize users and departments list. Update templates, alerts, tags, and custom text.
	Week 4	Portal Admins	Admin Training: 60-90 minute meeting for users who will be administering the portal and managing records requests as an Admin.
STAGE 3	Week 6	All Staff Users	Staff Training via Webinar: 60 minute training for staff who will be responding to record requests within the portal. Note: This staff training is via webinar only.
	Week 7	Communication Team	Go Live: Your agency's portal is now live and available to the public.
STAGE 4	Weeks 8-12	Portal Owner(s)	Check-in Review: Compare the first month of NextRequest usage against 30-day success goals and how you are using NextRequest.

OUR PROMISE TO YOU

Our team is dedicated to giving you the best experience in customer support. If your team changes, if your process changes, or if your agency evolves we're here to help you transition and get you back on track.

Hosting & Security

INFRASTRUCTURE

Application Security – NextRequest servers and databases are hosted on Amazon Web Services. All data is hosted in the United States.

Storage Security – Customer image assets and documents are stored in Amazon S3.

Backups – Your data is backed up daily, weekly, and monthly.

Redundancy – We maintain redundancy to prevent single points of failure, are able to replace failed components, and utilize multiple data centers designed for resiliency.

Disaster Recovery – We have a step-by-step plan in place to take precautions and minimize the effects of a disaster.

COMPLIANCE

SOC 2 Type II Audit – NextRequest has successfully completed a SOC 2 Type II audit.

Accessibility – NextRequest product is compliant with both WCAG 2.1, Level A and Level AA and also compliant with WCAG 2.2, Level A and Level AA

CJIS – NextRequest enables agency Criminal Justice Information Services (CJIS) compliance by mapping features and the organization to CJIS security controls.

Encryption – All data is encrypted at rest using AES-256 and in transit using TLS v1.2. Documents can only be accessed through a valid token that expires. For data, we encrypt in transit using TLS 1.2 and AES-256 at rest.

Codebase – The NextRequest codebase is built on the latest version of Ruby and Ruby on Rails. Changes are made to repositories via GitHub Pull Requests (PRs).

HTTPS & SSL – All web requests between web clients and NextRequest are secured by TLS version 1.2.

Monitoring – Standard application logs are collected daily and weekly. Individual user access is logged within the application and kept in application logs. System status reports are available 24/7 here: <https://bit.ly/2YGxbhZ>

Security Updates – NextRequest's architecture allows security updates to be made to all customers in real-time, preventing delays in the patching of security vulnerabilities.

Data Destruction – At the request of a customer, we will expunge all customer data from NextRequest servers.

ADDITIONAL INFORMATION

Updates & Patches – NextRequest uses a software-as-a-service (SaaS) delivery model. This means customers are always using the most up-to-date version of the application and don't have to wait for new releases, including security updates. Development is conducted on a 2-week cycle.

Single Sign-On (SSO) – NextRequest can add SSO integrations including Active Directory and OAuth to improve password security and access controls across the enterprise organization.

Password Standards – We enforce strong passwords based on the NIST 800-63B guidelines.

Browser Compatibility – NextRequest is optimized for Chrome but works with IE11 and up and other modern web browsers.





Technical Services & Support

Support Services

TECHNICAL SUPPORT

With technology, unlimited support is crucial. Our live technical support engineers based in North America are ready to answer your staff members' questions and ensure their confidence. CivicPlus' support team is available to assist with any questions or concerns regarding the technical functionality and usage of your new solution.

CivicPlus Technical Support hours typically span between 7 a.m. to 7 p.m. CST, but vary by product. You can access a Technical Support Team via a toll-free number as well as an online email support system for users to submit technical issues or questions. Our current initial response time is 4-hours for email tickets during normal hours. Further, emergency technical support for urgent requests is available 24/7 for designated, named points-of-contact for most products.



Award-Winning Support

CivicPlus has been honored with four Gold Stevie® Awards, eight Silver Stevie® Awards, and eleven Bronze Stevie® Awards. The Stevie Awards are the world's top honors for customer service, contact center, business development, and sales professionals.

CIVICPLUS HELP CENTER

CivicPlus customers have 24/7 access to our online Help Center where users can review articles, user guides, FAQs, and can get tips on best practices. Our Help Center is continually monitored and updated by our dedicated Knowledge Management Team to ensure we are providing the information and resources you need to optimize your solution. The Help Center also provides our release notes to keep your staff informed of upcoming enhancements and maintenance.

CONTINUING PARTNERSHIP

We won't disappear after your website is launched. You'll be assigned a dedicated customer success manager. They will partner with you by providing information on best practices and how to utilize the tools of your new system to engage your residents most effectively.





Investment Proposal

Scope of Work

CivicPlus can appreciate the monetary constraints facing our governments each day. To help ease these concerns and assist with budgeting and planning, our proposed project and pricing are valid for 60 days from May 22, 2025.

Municipal Websites Central Project Scope

Implementation

- Ultimate Package
 - 1 Custom Website Layout Proposal
 - 1 Custom Design Built Using Approved Custom Layout & up to 3 Advanced Design Components
- 740 pages Content Development from sheboyganwi.gov
- Up to 100 Meetings Worth of Agendas & Minutes PDF/DOC Migration
- 4 Blocks of Virtual Consulting (up to 3 hours/block)
- 4 Blocks of Alignment Virtual Consulting (up to 3 hours/block)
- 6 Blocks of Virtual System Training (up to 3 hours/block)

Features & Functionality

- Web Central CMS Tools, Widgets, & Features
- 4 Premium Department Header Packages
- 1 Ultimate Department Header Package
- AudioEye Managed
- CivicPlus Chatbot

Annual Recurring Services

- Guardian Hosting & Security
- 1 SSL Certificate
- DNS Hosting for URL sheboyganwi.gov
- Software Maintenance Including Service Patches & System Enhancements
- 24/7 Technical Support & Access to the CivicPlus Help Center
- Dedicated Customer Success Manager
- 48-Month Ultimate Website Redesign

SeeClickFix 311 CRM Project Scope

SeeClickFix 311 CRM Request

- Unlimited User Licenses with Permissions and Roles
- iOS and Android Apps for Residents and Officials
- Embeddable Web Portal
- Request Workflows and Communication Tools
- Powerful Mapping & Analytics
- Alerts and Notices with Email and Push Notifications
- Work Orders with Tracked Resources
- Connector for Tyler Enterprise Permitting & Licensing
- Connector for Tyler EAM

Professional Services

- SeeClickFix 311 CRM Account Configuration
- SeeClickFix 311 CRM Virtual Training

Annual Recurring Services

- Hosting & Security
- Software Maintenance Including Service Patches and System Enhancements
- 24/7 Technical Support and Access to the CivicPlus Help Center
- Dedicated Customer Success Manager



Mass Notifications Project Scope

Communicator Unlimited + Emergency Voice Package

- Unlimited Multi-Channel Messaging Across Email, Social Media, myAlerts Mobile App, RSS, & CivicPlus Municipal Websites Integration
- Unlimited SMS Messages
- Unlimited **Emergency-Only** Voice Messages
- Unlimited Administrators, Subscribers, & Groups
- Unlimited Brands for Departments or Groups
- White & Yellow Page Data: Emergency Telephone Network (ETN) (voice usage applies to purchased blocks)
- Language Translations
- Text-to-Join via Keyword
- Geo-Targeted Messages
- myAlerts Mobile App
- Admin Mobile App
- Internal Secure Chat
- Task Lists

- Polling via SMS, Voice, Email, & Admin Mobile App
- Scheduled Alerts
- NOAA Weather Integration: Geotargeted + SMS, myAlerts Mobile App, Social Media, & CivicPlus Municipal Websites Integration (messages sent apply to blocks purchased)
- IPAWS – Integrated Public Alert & Warning System

Implementation

- Implementation & Training

Annual Recurring Services

- Fully Redundant Solution Hosting with 99.9% Uptime
- 24/7 Technical Support & Access to the CivicPlus Community
- Dedicated Customer Success Manager

Social Media Archiving Project Scope

Standard Plan

- Unlimited Social Accounts
- 3,500 New Records/Month
- No Overage Fees
- Unlimited Data Storage
- Blocked Lists
- Web Snapshots
- Risk Management

Annual Recurring Fees

- Hosting & Security
- Software Maintenance
- 24/7 Technical Support & Access to the CivicPlus Help Center
- Dedicated Customer Success Manager

NextRequest Project Scope

Standard Plan

- Unlimited Staff Users
- Up to 10 Admin-Publisher Users
- Up to 2TB Storage
- Review & Redaction Features, Payments, IT & Compliance Features

Implementation

- Implementation & Virtual Training

Annual Recurring Fees

- Hosting & Security
- Software Maintenance
- Access to the Monthly Webinar



Total Cost

Sheboygan's Investment	
List Price - Initial Term Total	\$200,475.87
Initial Term - Discount	(\$40,661.40)
Total Investment - Initial Term (includes one-time fees and Initial Term annual services)	\$159,814.47
Annual Recurring Services (subject to uplift)	\$113,503.47

CivicPlus Project Pricing & Invoicing

CivicPlus prices on a per-project, all-inclusive basis (stated in U.S. dollars). This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our customers. It provides you with a price based on the products and features listed in this proposal that only varies if additional functionality, custom development, security, escrow requirements, or other design or project enhancements, outside of the included scope, are added prior to contract signing.

Standard Invoicing

- Initial Term: 24 Months, beginning at signature date. Total Investment - Initial Term refers to the first 12 months of the agreement.
- Annual Recurring Services (subject to Uplift) refers to the second 12 months of the agreement.
- 100% of Initial Term invoiced upon signature date
- First-year Annual Services is included with your total Initial Term cost
- Subsequent annual invoicing occurs on the anniversary of the contract signing date, and is subject to a 5% technology fee uplift each year starting in year 2 of your contract

Customized Billing/Invoicing

- We can discuss other billing options with you before contract signing and, if feasible, develop a plan that works for all parties.
- Not available with all CivicPlus products. Please contact your Account Executive for more details.

We will work with you before contract signing to determine which of our billing processes will meet both your needs for budget planning and our accounting processes.



Proposal as Non-Binding Document

A successful project begins with a contract that meets the needs of both parties. This proposal is intended as a non-binding document, and the contents hereof may be superseded by an agreement for services. Its purpose is to provide information on a proposed project we believe will meet your needs based on the information available. If awarded the project, CivicPlus reserves the right to negotiate the contractual terms, obligations, covenants, and insurance requirements before a final agreement is reached. We look forward to developing a mutually beneficial contract with Sheboygan.

