Granicus
Government Experience Cloud

A digital transformation for **Collier County, FL**

County
Strategic Plan

(and where Granicus can help)

Executive Priorities and Desired Outcomes

1. **To balance the needs of community growth and development with the protection of our natural resources and environment.**

   <u>Objectives :</u>

   1. Implement prudent and inclusive policy development through effective planning for transportation, land use, and growth management
   2. Operate an efficient and customer-focused permitting process

2. **To preserve and enhance the health, safety, welfare, quality, character, and heritage of our neighborhoods and communities.**

   <u>Objectives:</u>

   1. Support access to health, wellness, and human services
   2. Promote Collier County as an exceptional tourism destination

3. **To maintain and strengthen public trust and confidence through open and transparent operations, ethical leadership, and meaningful community engagement.**

   <u>Objectives :</u>

   1. Promote data-driven decision-making through performance management, continuous improvement, and measurable results
   2. Encourage active community engagement and participation

The Granicus Citizen Experience Platform

Granicus offers connected technology differentiated by strategic consulting services and millions of data points across all levels of government

Technology Across Key Functions

Digital Comms
Email and SMS

Website and Intranets
Web Content Management

Engagement Solutions
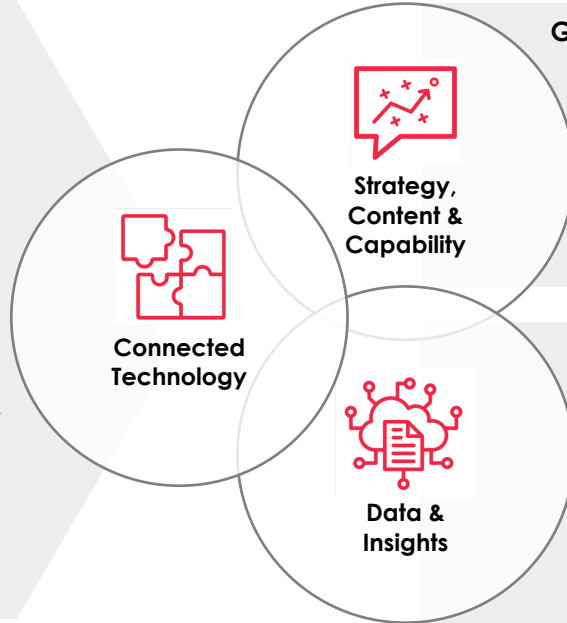Surveys, Polls, Forums, and Data Analytics

Digital Services
Forms and Workflow Management

Meeting Automation
Agenda Management and Video Streaming

PCL
Permitting, Compliance, and Licensing

FOIA
Public Records Request Management

Records Management
Land and Vitals Records Digitization

Connected Technology

Strategy, Content & Capability

Data & Insights

Granicus provides a full portfolio of services to deliver our platform

GRANICUS EXPERIENCE GROUP
BETTER GOVERNMENT EXPERIENCES. **DELIVERED.**

Technology Implementation
Configuration and go-live of tech

Best Practice Delivery
Training on full use of products

CX and Communications Strategy
Full-service digital comms agency

Data to guide personalized action

28.5B+
Annual citizen touch points

Subscribers
345,000,000+

Government Messages
22,000,000,000+

Service Cases Processed
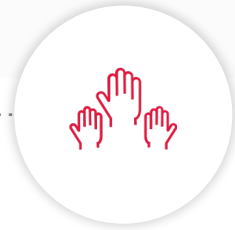42,000,000+

Community Surveys
2,500,000+

Web Pages Viewed
6,400,000,000+

Meeting Hour Streamed
200,000+

The cohesive combination of technology, data, and services create powerful experiences that deliver intended outcomes

Delivering an Exceptional Customer Experience

Navigating government is hard...Granicus works to make it easier for everyone

Find what they are looking for

(without understanding the business of gov't)

Understand what they need to do

(in plain language with clear step by step instructions)

Get it done, then and there

(at any time, on any device, with minimum steps)

Be delighted, become engaged

(without asking, based on explicit and implicit needs)

Create a resident relationship

(and see their feedback reflected online)

Find What They Are Looking For

Well organized information and services that puts the constituent at the center

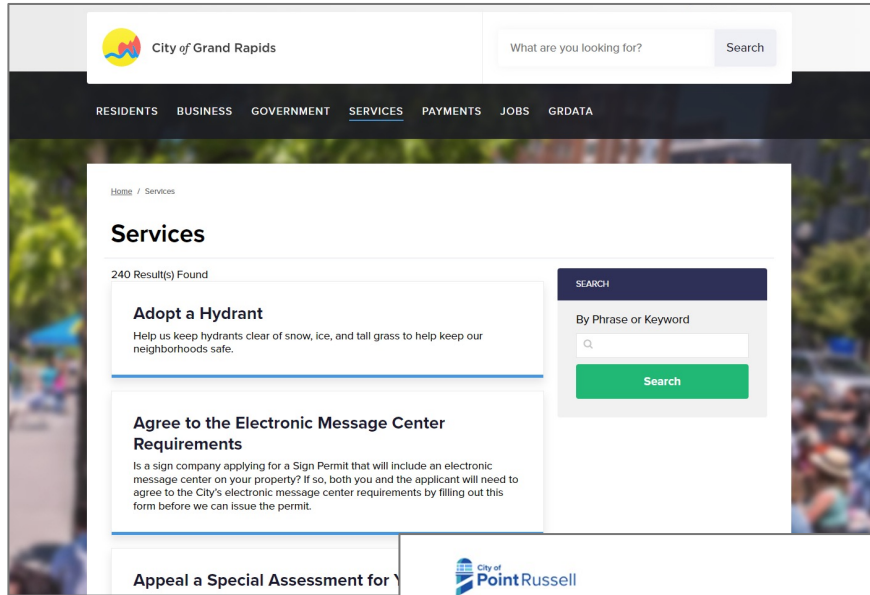# Understand What They Need To Do

Make it easy for constituents to find what they need in plain language (or their language)

Get It Done, Then And There

Provide constituents with an option to complete as many services as possible online without having to visit or call the service provider

Full listing of potential services, complete with payment options

Sensitive services may require additional authentication (e.g., state unemployment)
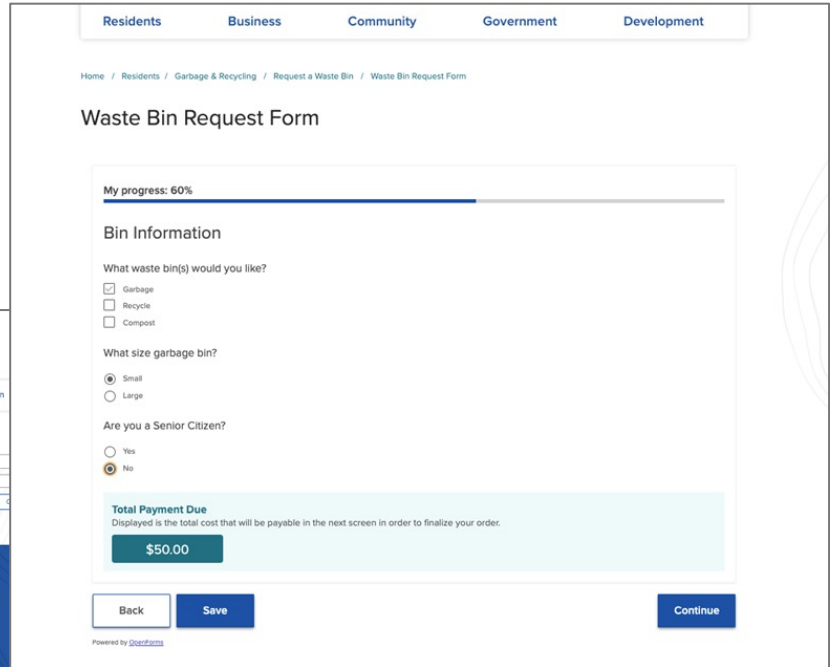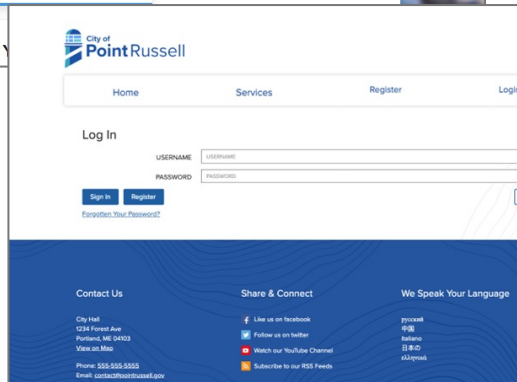
Be delighted, become engaged

Help residents complete their task and provide closed loop communication with a confirmation email or SMS

Begin to provide a personalized experience based on information provided and services requested

Create a Citizen Relationship

Collect sentiment and demographic information to help improve and personalize the citizen experience

Grand Rapids, Michigan

Goal: Create shared buy-in among leadership teams and reduce walk-in traffic while re-shaping customer service culture of the City

CITY OF GRAND RAPIDS

257+	50%	79%	$650K
Online Services	Payments Made Online	Reduction in Walk-ins	Total Savings

CASE STUDY:
City and County of Denver, CO

Goal: Quickly move off Adobe Experience Manager and use data to transform into a service-first government

< 4 months to launch beta site and migrate Top 20% of site content

450 minutes saved per week by avoiding accessibility fixes of errors by publishers

200+ content editors easily managing low-code/no-code digital experiences

granicus.com

How will Granicus manage the project?

A focused, holistic project design

Collier County

Leadership Project Sponsor

Client Success Advocate

Customer Support

Single Granicus POC

Granicus Program Manager
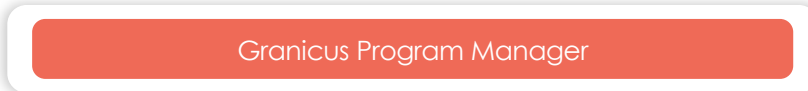
Activities & Project Operations

Unified Communications

Discovery/Requests/Questions

Timelines and Integrated Approach

Meetings

Delivery Subject Matter Experts

Government Experience Cloud

Website Design

Digital Services

Engagement-based Insights

Email & SMS Communications

Consulting Experience Services:

» **Digital Services Academy**

Digital transformation is more than just creating PDFs as online services. It's about creating a digital experience that starts long before the user gets to the online form.

• GXG experience strategists will help your team think about your top services through a user experience lens, focusing on journey mapping, user stories, content improvement, user testing, and smart forms that include workflows and smart logic, learning how to support an improved user experience from the start. The Digital Services Academy lays the foundation for better government websites, empowered teams, and engaged users. Activities include:

• Insights Session. One (1) 30-min virtual meeting prior to the DSA with GXG and client to align on goals, dates, participants, and services.

• Services review. Following the Insights Session, GXG will review each service selected to validate workshop feasibility.

• Digital Services Academy. At least one GXG team member will be virtual with your team to facilitate up to three (3), 2.5-hour workshops over the course of one week, on Monday, Wednesday and Friday, for example.

Information Architecture

Updating your website's Information Architecture (IA) is key to improving the overall user experience. Our IA process involves website data analysis, user research and user testing, and other best-practice methodologies that serve to seamlessly bridge your goals with user needs. This effort will result in a strategic and scalable approach to content priorities, a development of a navigation structure for your new site, and the creation of an actionable implementation strategy for your existing content. Activities include:

• Kickoff: Align on goals, expectations, timelines, and deliverables

• Data Audit: We'll review surveys, Google Analytics, and any other piece of data to get a sense of how the website is currently utilized, what the user priorities are, and how the current content is meeting their needs.

• User engagement: Conduct up to one (1) card sort with up to forty (40) external users OR up to one (1) tree test with up to forty (40) external users

Deliverable:

• Recommendations & Implementation Report. Includes new Information Architecture map, connecting individual pages to their new categories and location in the site tree Assumptions:

• Covers analysis and IA for sites with up to 2,500 URLs.

• Three-month period of performance to be completed within the contract period.

• Does NOT include a content audit or content creation.

• Client sources external users for testing. • Does NOT include document review.

Consulting Experience Services:

» **<u>Writing for the Web Workshop</u>**

Content is the most important element of a website. We believe in using best practices to standardize and promote consistency. There's no better time to completely revamp your content than when you're updating your website and moving to a new CMS. We'll teach your team how to undeniably sound like the agency and focus on the user, helping you mature your communications and services over time. Services include:
- Workshop kick off: align on goals, dates, and participants / services
- Services review: review every service selected to confirm workshop feasibility
- One 3-hour workshop (remote)

<u>Content Migration Services</u>

- Content Migration is a scoped offering for the Granicus team to migrate web pages beyond the 50 included in each Services Package. Utilizing a completed AIM/Content Rationalization spreadsheet (provided by the client or by the Granicus Content team) we work to deliver the identified MIGRATE pages of your existing content into the Granicus CMS. The process includes a kick-off meeting and regular updates during the migration process, delivery of XX pages in the MIGRATE and/or IMPROVE category on the AIM spreadsheet, inclusive of the images and documents on those pages up to 20 per page. All content is reviewed for ADA WCAG 2.1 compliance.

- Client will be presented with a report for sign off at the hand-off of content. Additional images and documents (beyond 20 per page) can be scoped to be included as pages. What's IN scope? XX pages of content migrated as it is managed within your current CMS, with WCAG 2.1 review and improvements where possible Documents/images as included on those pages (up to 20 per page) What's NOT in scope? Anything within an iFrame or embedded HTML content Dynamic content pulled from other systems Content not managed within CMS JavaScript, CSS, or other custom code Interactive web forms and/or single page applications Written content within image/diagram Content contained inside a PDF file Documents and images on pages marked "Archive"

Consulting Experience Services:

» **Subsite Design Package**

The Independent Subsite package offers a mutually agreed upon wireframe based on department needs from Granicus' selection of layouts.

This package includes:
- Professional Project Management
- Weekly / bi-weekly communication
- Basic UX Consultation, which may include one (1) or more of the following:
- One (1) site analytics report based on Google Analytics
- One (1) homepage heatmap analytics visualization
- One (1) internal stakeholder survey
- One (1) modular homepage wireframe based on predefined building blocks

- Information Architecture (IA) best practices review
- One (1) Content Rationalization Package (basic)
- Best practices review, one (1) hour session
- Site scrape loaded into AIM framework document
- One (1) Visual Design Package
- One (1) homepage design concept
- Interior page sample
- Mobile version sample
- Up to three (3) rounds of design revisions
- Development/CMS Implementation
- QA & Accessibility Report

New Website Design, Training, and Implementation

» **Website Design, Training, and Implementation**
This package provides a citizen-focused website with a comprehensive UX Design process. This package utilizes the full CMS capabilities to create a unique data-driven homepage layout. It is recommended for organizations with a medium/large website implementation team with the capacity to immerse in a discovery engagement and work in partnership with Granicus to create a website with a high-end design, content structure, and usability.

- **This package includes:**
- Professional Project Management - Weekly / bi-weekly communication
- Advanced UX Consultation, which may include one (1) or more of the following based on consultation with client:
- One (1) site analytics report based on Google Analytics
- One (1) homepage heatmap PDF report with key findings
- One (1) internal stakeholder survey - One (1) community survey PDF report with key findings - One (1) remote user testing of top tasks
- Two (2) modular homepage wireframes
- One (1) Information Architecture (IA) Package (Full IA)
- Goals alignment kick-off, data audit, user engagement (treeis testing or card sorting)
- Recommendations & Implementation Report - including new information architecture map
- One (1) Content Rationalization Package (basic)
- Best practices review, one (1) hour session
- Site scrape loaded into AIM framework document

- One (1) Department Usability Workshop
- Up to three (3) organizational units
- One (1) Visual Design Package
- One (1) homepage design concept
- Interior page sample
- Mobile version sample
- Up to three (3) rounds of design revisions
- All CX features – choose from Granicus library
- Development/CMS Implementation
- Content Migration - up to two hundred (200) pages
- QA & Accessibility Report
- Up to twenty-four (24) hours of remote training; each session is designed for up to ten (10) attendees
- Three (3) non-consecutive sessions for content authors. Each session has a duration of three (3) hours
- One (1) session for website administrators. This session has a duration of two (2) hours
- Two (2) "beyond the basics" sessions. Each session has a duration of three (3) hours
- Three (3) accessibility training sessions. Each session has a duration of two (2) hours

Software Pricing Overview: <u>New</u> Option 1
Current vs. Future

Active Contracts w/Granicus:

County Website Hosting

- ✓ Renews in Feb 2024 for $18,533

Other contracts that can <u>also</u> be consolidated, but are <u>not</u> shown on the right:

Granicus/<u>NCPA</u> contract:
- ✓ Sheriff subsite: ~9k (renews 2/24)
- ✓ Sheriff GovQA: ~$27k (renews 9/24)
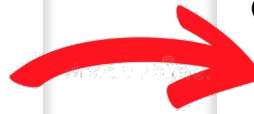
Granicus Government Experience Cloud:

Approx. 75k annual,
Approx. 160k one-time milestones
(saves 15%)

- ✓ New service-focused County website
- ✓ Up to 25k e-mail/SMS subscribers
- ✓ Up to 100k SMS annually
- ✓ Up to 30 Forms Users
- ✓ Up to 100 Forms & Workflows
- ✓ Single Sign On
- ✓ Imperva CDN/DDOS Cloud Security

*based off what we know today

Software Pricing Overview: <u>New</u> Option 2

Granicus Government Experience Cloud:

Approx. 85k annual,
Approx. 210k one-time milestones
(saves 15%)

- ✓ New service-focused County website
- ✓ Up to 25k e-mail/SMS subscribers
- ✓ Up to 100k SMS annually
- ✓ Up to 30 Forms Users
- ✓ Up to 100 Forms & Workflows
- ✓ Single Sign On
- ✓ Imperva CDN/DDOS Cloud Security
- ✓ Includes:
  - ✓ 3 subsites (Sheriff, Bayshore CRA, Immokalee CRA)
    - ✓ 3.5k annual, 16k setup each

*based off what we know today

Software Pricing Overview: <u>New</u> Option 3

Granicus Government Experience Cloud:

Approx. 122k annual,
225k one-time milestones
(saves 15%)

- ✓ New service-focused County website
- ✓ Up to 25k e-mail/SMS subscribers
- ✓ Up to 100k SMS annually
- ✓ Up to 30 Forms Users
- ✓ Up to 100 Forms & Workflows
- ✓ Single Sign On
- ✓ Imperva CDN/DDOS Cloud Security
- ✓ Includes:
  - ✓ 3 subsites (Sheriff, Bayshore CRA, Immokalee CRA)
    - ✓ 3.5k annual, 16k setup each
  - ✓ Engagement hub
    - ✓ 37k annual, 9-15k setup

*based off what we know today

Value Add-ons

Strategic Consulting Add-ons

- ✓ Content Writing Services
- ✓ Content Governance Playbooks
- ✓ Content Capacity Planning
- ✓ Content Strategy Blueprint
- ✓ Accela Premium Citizen Experience
- ✓ Audience & Persona Development
- ✓ Constituent Journey Mapping
- ✓ Performance Benchmarks & Plan to Improve
- ✓ 3rd Party System Integration Support

Service Cloud Add-ons

Subsite Solutions

- ✓ Branded Subsite
- ✓ Independent Subsite
- ✓ Specialty Subsite

Enterprise Architecture

- ✓ Single Sign-on
- ✓ Enhanced Security

Service Request Management

- ✓ Knowledgebase
- ✓ Messaging & Reminders

Serve. Engage. Optimize.