



Granicus Government Experience Cloud

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

*Sept. 1 2023
Revision 2*



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.**

Objectives :

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.**

Objectives:

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.**

Objectives :

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

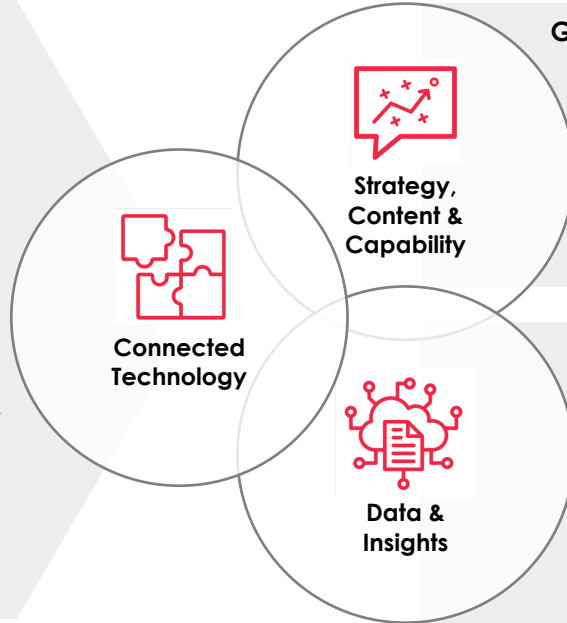
Digital Services
Forms and Workflow Management

Meeting Automation
Agenda Management and Video Streaming

PCL
Permitting, Compliance, and Licensing

FOIA
Public Records Request Management

Records Management
Land and Vitals Records Digitization



Granicus provides a full portfolio of services to deliver our platform



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+

Service Cases Processed
42,000,000+

Web Pages Viewed
6,400,000,000+

Government Messages
22,000,000,000+

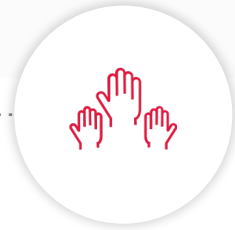
Community Surveys
2,500,000+

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

The screenshot shows a search bar with the text "150 Melville Street, Auburn, VIC 3000" and a "USE MY LOCATION" button. Below the search bar is a "Search" button. The navigation menu includes "New Library Centre", "Point Russell 2020 Plan", "Pet show", "Pet owner information section", and "The Junction". The "Waste Collection" section is highlighted, showing "General Waste", "Recycling", and "Green Waste" services. Below this is the "Your Councillors" section, featuring profiles for Amy Craxley and Mark Hossain.

The screenshot shows the City of Point Russell homepage. At the top left is the logo and name "City of Point Russell". To the right is a search bar with the text "Find almost anything on our website" and a "Search" button. Below the search bar is a navigation menu with "Residents", "Business", "Community", "Development", and "Government". The main content area features the headline "Your home on the coast. How can we help?" with buttons for "Election Information", "Make a payment", "Waste & recycling collections", and "Public transit status". To the right is a "What's near me?" section with a search bar containing "1234" and a "SEARCH" button. Below the search bar are two address suggestions: "1234 Forest Avenue, Portland, ME, USA" and "1234 Shore Road, Cape Elizabeth, ME, USA". At the bottom is a "Popular tasks" section with icons and text for "Request a new bin", "Find nearby parks and gardens", "Plan an event", and "Apply for a building permit".

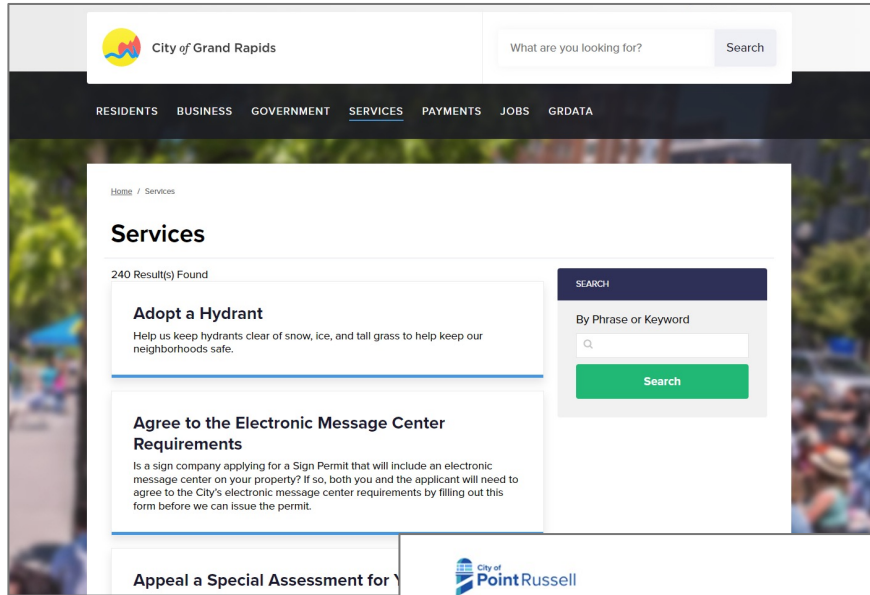
Understand What They Need To Do

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

The screenshot shows the Spanish version of the City of Point Russell website. At the top, there is a search bar with the text "Busque casi todo en nuestro sitio" and a "Buscar" button. Below the search bar are navigation tabs for "Residents", "Business", "Community", "Government", and "Development". The main heading is "Solicite Nuevos O Adicionales Contenedores". Below this, there is a sub-heading "La ciudad de Point Russell proporciona a todas las propiedades con servicio, un contenedor de basura general, desechos verdes y contenedores de reciclaje. También se pueden solicitar contenedores adicionales a través de las instrucciones a continuación." There are three buttons for selection: "En línea", "Por teléfono", and "En persona". The "En línea" button is selected. The main content area has two numbered steps: 1. "Verifique su elegibilidad" (Check your eligibility) and 2. "Solicita y paga online" (Apply and pay online). A "SOLICITAR CONTENEDORES >" button is at the bottom. A sidebar on the right contains contact information under the heading "Contáctenos".

The screenshot shows the English version of the City of Point Russell website. At the top, there is a search bar with the text "Find almost anything on our website" and a "Search" button. Below the search bar are navigation tabs for "Residents", "Business", "Community", "Government", and "Development". The main heading is "Request a Waste Bin". Below this, there is a sub-heading "City of Point Russell provides all serviced properties with a garbage, recycle, and compost bin. Please complete the form below either online, in-person, or over the phone to request a new service, a new bin, or report a damaged bin or missed pick-up. Please see detailed instructions for each mode of submission to ensure you are prepared with all proper documentation and that you meet the requirements." There are three buttons for selection: "Online", "By phone", and "In person". The "Online" button is selected. The main content area has two numbered steps: 1. "Check Your Eligibility" and 2. "Request and Pay Online". A "REQUEST A BIN >" button is at the bottom. A sidebar on the right contains contact information under the heading "Contact Us".

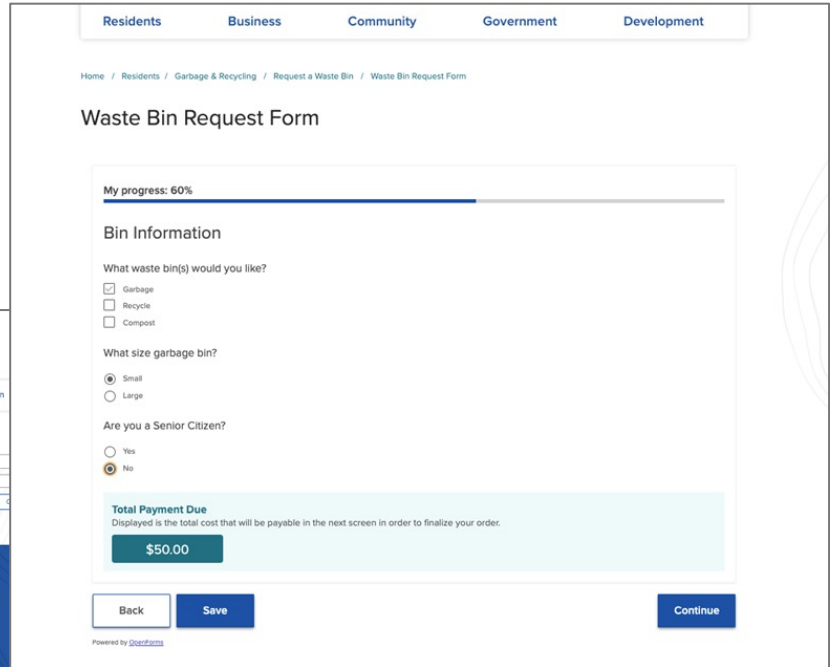
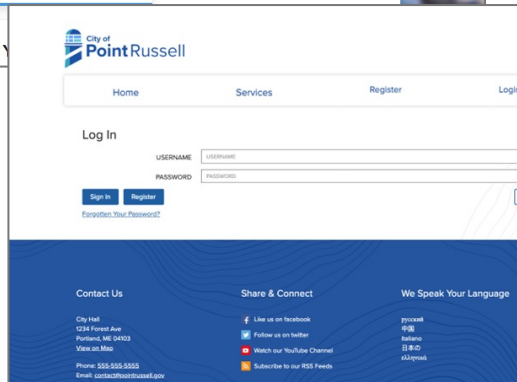
Get It Done, Then And There



Sensitive services may require additional authentication (e.g., state unemployment)

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



Be delighted, become engaged

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

The screenshot shows the City of Point Russell website. At the top, there are social media links for Facebook, Twitter, and My Account, along with a language selector set to ENGLISH. A search bar is present with the text 'Find almost anything on our website' and a 'Search' button. Below the navigation menu (Residents, Business, Community, Government, Development), the breadcrumb trail reads: Home / Residents / Garbage & Recycling / Request a Waste Bin / Thank you for your bin request.

Thank you for your bin request

Request Received

You should receive a confirmation via email shortly with the estimated delivery times for the new bin(s) and a PDF of your request ([See a sample\(PDF_30KB\)](#)).

We will keep you posted by email on the status of your request.

Experience Survey

0% answered

1. How was your experience?

Very Unhappy Unhappy Neutral Happy Very Happy

Next

Conscious of your carbon footprint?

Living sustainably Growing your own fruit and vegetables Environmental Sustainability

The screenshot shows a section titled 'Conscious of your carbon footprint?' with three related articles:

- Living sustainably**: Living sustainably comes down to daily habits and choices you make, both big and small, that can have a huge environmental impact.
- Growing your own fruit and vegetables**: Community Gardens are a great way for the community to come together to grow fruit and vegetables.
- Environmental Sustainability**: We have a number of initiatives to reduce the impact of our operations on the environment and to support the community to do the same.

Events you might be interested in:

- Clean Up The Cove**: The annual Clean Up The Cove event where the community comes together.
- Urban Farming Workshop Series**: Join our experienced horticulturists and permaculture experts as they introduce you to the world of urban farming.
- Herbal Education Series**: Educational series held at the North Street Community Herb Garden to educate our community on the growing and use of uncommon herbs.

Was this page helpful?

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

How Are We Doing?
A Survey on Policing and Crime in San José.

Community Perception Survey

* 20. Are you a San José Resident?
 Yes
 No

* 21. Gender
 Female
 Male
 Non-binary

22. Do you identify as a member of the LGBTQ+ community?
 Yes
 No

* 23. Age?
 Under 18
 18-24
 25-34
 35-44
 45-54
 55-64
 65+

* 24. Please indicate one or more of the following best describes your race or ethnic background.
 White
 African American or Black
 Hispanic - LatinX
 Native American or Indigenous
 AAPI - Asian American
 Middle Eastern
 Other

* 25. What is your zip code?

City of Point Russell

Tell us about yourself:

I am a: *

- New resident
- New business owner
- Resident
- Business owner
- Other

I am interested in:

- Parks and Recreation
- Kid friendly activities
- Things to do with dogs
- Volunteering

Next

City of Point Russell

0% answered

Experience Survey

1. How was your experience?

Very Unhappy Unhappy Neutral Happy Very Happy

City of Point Russell

Let's keep in touch!

Sign up to receive our monthly newsletter about the happenings in Point Russell via email or SMS.

Email or phone *

By checking this box, you consent to our [data privacy policy](#).

Next



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



257+

Online
Services

50%

Payments Made
Online

79%

Reduction in
Walk-ins

\$650K

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

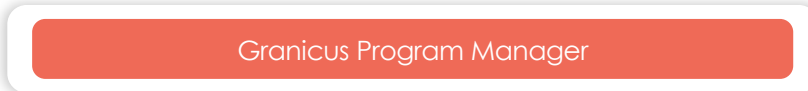
The screenshot shows the Denver City and County website homepage. At the top, there is a navigation bar with the Denver logo and links for 'MAKE A PAYMENT', 'REPORT A PROBLEM', 'SERVICES', and 'ENGLISH (UNITED STATES)'. Below this is a secondary navigation bar with categories: 'My Property', 'Community', 'Business', 'Vehicles & Parking', 'Public Safety', and 'Government'. A search bar is prominently displayed with the text 'Find almost anything on our website' and a 'Search' button. The main content area features a 'Trending Links' section with a list of links: Building Permits, Business Taxes, COVID-19 Information, Crime Map, COVID-19 Testing, Pay Parking Ticket, Recreation Centers, Voter Information, and Sign up for City Updates. Below this is a 'Top Services' section with icons for Adopt A Pet, City Jobs, Marriage & Civil Union Licenses, Property Information, Vehicle Registration, and Waste & Recycling Schedules. The 'Featured Content' section includes three featured items: 'RISE Denver', 'WASTE LESS DENVER' with the hashtag #SkipTheStuff to Reduce Waste, and 'Housing & Homelessness Guide' with a COVID-19 Information icon. At the bottom, there is a 'Latest From Denver' section with a sub-navigation for 'News', 'Social', 'Events', and 'Denver 8 TV'. Three news items are listed: 'Residents should take extra caution in extreme fire danger on Friday', 'Denver Arts & Venues announces DenverPublicArOrg contest', and 'Denver OEM Applauds the FCC's Decision to Improve WEA Reliability'.

How will Granicus manage the project?

A focused, holistic project design



Single Granicus
POC



Activities &
Project
Operations



Government
Experience Cloud



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:

» Writing for the Web Workshop

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)

Content Migration Services

- 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 (trees designed for up to ten (10) attendees 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: New Option 1

Current vs. Future

Active Contracts w/Granicus:

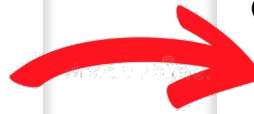
County Website Hosting

- ✓ Renews in Feb 2024 for \$18,533

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

Granicus/NCPA 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: New 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: New 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



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

Value Add-ons



Serve. Engage. Optimize.

