CIVIC**READY**®

Powered by **Regroup**

Mass Notification System

CITY OF
COALINGA, CALIFORNIA

Presented by:
Mike Sutton,
Product Sales Manager

CP CIVICPLUS

THE INTEGRATED TECHNOLOGY PLATFORM FOR LOCAL GOVERNMENT

Peter Preciado
Public Works and Utilities Director
City of Coalinga, California

RE: Mass Notification System

Dear Peter:

Our mission at CivicPlus is to help local government work better. Local governments are continually being asked to do more with less. Technology can be the solution, but complicated applications can cause more issues than they solve. The CivicReady Mass Notification System is both comprehensive and easy-to-use to offer peace of mind for both Coalinga and the citizens you've pledged to keep safe.

Whether you need to communicate routine meeting updates and road closures or critical emergency alerts, CivicReady is as simple as sending an email. With our responsive one-click messaging interface, your staff can simultaneously launch thousands of alerts with just one click from a smartphone, tablet or computer. CivicReady offers Coalinga an industry-leading mass notification system with:

- Unlimited use, including unlimited administrators, subscribers, groups, data, emails, SMS, and voice calls

- Easy-to-use workflows for all notifications, from emergency to routine communication

- Confident launch to view a message draft before sending or use a pre-defined template to schedule planned communications

- The most ways for your staff to launch a notification, including from a browser on any web-enabled device or even by texting, emailing or calling in

- Live and accessible 24/7/365 support team all based in the United States

- Reliable, optimized message speeds, security and 99.99% uptime

When an emergency or event impacts your citizens, you need immediate and effective communication. CivicReady is a multi-channel notification solution that allows you to alert citizens of routine and emergency news in seconds with actionable information using a single interface — saving you time and amplifying your reach. Enjoy peace of mind knowing that you have the resources to keep your citizens informed anytime, anywhere. I welcome the opportunity to discuss our proposed solution for PROSPECT and answer any questions you may have about partnering with CivicPlus and the CivicReady Mass Notification System.

Sincerely,

Mike Sutton
Product Sales Manager
sutton@civicplus.com
Direct Line 602-390-3998

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Executive Summary

With mobile phones, email and social media, citizens' expectations for up-to-the-minute information have never been higher. Coalinga can exceed those expectations with the flexibility of CivicReady's multi-channel, one-to-many communications.

CivicReady is a cloud-based mass notification system designed to empower you to communicate time-sensitive information to those affected in your community quickly and effectively, anywhere, anytime. You should have complete confidence that the firm you choose to provide your mass notifications is the right choice. Becoming your strategic, trusted partner is paramount to the professionals at CivicPlus.

Executive Summary

CivicReady will provide Coalinga:

■ **SIMPLE, EASY-TO-USE SOLUTION**
Using CivicReady is as simple as sending an email. Our one-click messaging interface will equip your staff to compose a new message or use a pre-written, event-specific template in seconds with one easy-to-use workflow to launch a notification on any or all channels.

■ **UNLIMITED USE**
When keeping citizens informed and safe, you need unlimited use. Your CivicReady system includes:
- Unlimited administrators, users, subscribers, groups, and data
- Unlimited email, text, voice, and social media messaging
- Unlimited member email addresses, and mobile and landline phone numbers
- Unlimited notification archiving

■ **INNOVATIVE INTEGRATIONS**
Ensure your message has the greatest chance of reaching citizens immediately with the flexibility of multi-channel, one-to-many communications. To amplify your message, CivicReady integrates with:
- ESRI mapping software for geo-targeting notifications
- Imported/exported .csv contact lists
- Simple citizen opt-in and opt-out capabilities via phone, text, and email
- Website embeds to encourage citizen opt-ins and display notifications

■ **MOBILE-RESPONSIVE INTERFACE**
Support your citizens and staff on the go with our full cloud-based capabilities from anywhere in the palm of your hand with secure, two-way messages from a smartphone or tablet.

■ **CONFIDENT LAUNCH**
CivicReady allows you to communicate with citizens effectively and confidently. View a message draft before it's sent, send a test to yourself or use a pre-defined template to schedule alerts in advance.

■ **MOST WAYS TO LAUNCH**
Launch your alerts from any browser on a desktop, laptop, or mobile device and by texting in, emailing in or calling in to trigger a notification.

■ **TWO-WAY TEXT AND EMAIL COMMUNICATION**
Gather information, distribute actionable instructions and collect citizen feedback with your included two-way communication features via email and text.

- **MOBILE APP**
  Instantly and easily communicate with citizens via real-time, two-way messaging without having to login to the system. Mobile app users can stay connected with one click through any computer or web-based mobile device worldwide.

- **INTEGRATED PUBLIC ALERT AND WARNING SYSTEM (IPAWS)**
  The CivicReady IPAWS integration is highly rated for its user-friendly interface and will empower the PROSPECT to reach everyone in your area regardless whether they have signed up for alerts.

- **SECURE, CLOUD-BASED HOSTING WITH 99.99% UPTIME**
  Provide peace of mind for your staff and community that they can count on your notifications. Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating. We guarantee a 99.99% uptime.

- **24/7/365 SUPPORT**
  Our helpful in-house support team is available via telephone, email and live chat to ensure your complete and ongoing satisfaction with our products and service.

CivicPlus Company Overview

20+
20+ years of experience with a focus to help local governments.

250+
250+ employees, many who have experience in local government organizations.

2,500+
More than 2,500 local government clients across Canada and the U.S.

60k+
Over 60,000 internal admin users

60M+
More than 60 million online visitors (and counting!)

Inc. 5000

7-time Inc. 5000 Honoree

GovTech 100 Company 2018

www.govtech.com/100

CivicPlus

CivicPlus Communities

CivicPlus' team of over 250 professionals develop and deliver superior local government website design, human resources software, recreation management, agenda and meeting management and mass notification solutions for our clients.

CivicPlus is the integrated technology platform for local government, working with over 2,500 local governments including municipalities, counties, and municipal departments. CivicPlus' focus to help local governments work better and engage their citizens through their web environment began in 1994 in Manhattan, Kansas by the owner, Ward Morgan. CivicPlus became a Kansas Corporation in 1998 and is still headquartered in this vibrant university town. Our commitment to deliver the right solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a world leader in government web technology.

We've steadily grown over the last 20+ years and have honed our skills working with municipal organizations across the US and Canada - helping them streamline their daily work and better inform and connect their communities.

We believe in the goals our clients are seeking to achieve, and we work alongside them to do our part to help. These partnerships have provided great insight into how their web environments need to work and how we can help them find the right solutions to meet those needs. That help means:

- Guiding – with unparalleled consulting and training and facilitating stakeholder buy-in

- Supporting – with exceptional client service before, during and after launch

- Protecting – with industry-leading 24/7 security, support and service, *and*

- Learning – with continual client contact to better ourselves and our products

Ultimately, CivicPlus is a company that's about amazing people doing amazing things. CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients, their 60,000+ internal users and the 60 million online visitors (and counting!).

We consider it a privilege to partner with our clients and provide them with a solution that will serve their needs today and well into the future.

COMPANY & CONTACT INFORMATION			
Contact Information	Mike Sutton Product Sales Manager sutton@civicplus.com Direct Line 602-390-3998	Primary Office	302 S. 4th Street, Suite 500 Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Incorporated In	State of Kansas, 1998	Company Website	www.civicready.com
Legal Name	CivicPlus, Inc.	Company Founder	Ward Morgan, Chairman of the Board

Case Study

Bullard, Texas

Before CivicReady

Before implementing CivicReady, Bullard's communication strategy relied upon reaching businesses and subscribed residents with medical concerns via a hot list of contacts, and the use of a citizen notification subscription service with limited flexibility. In an effort to maximize its ability to reach citizens via text, phone, and voicemail notification, Bullard began searching for a more inclusive notification solution that would give it greater flexibility and broader capabilities to create and push urgent notifications to citizens in a timelier manner.

After CivicReady

At the time that the City of Bullard switched from its previous notification system to CivicReady, it was already utilizing CivicPlus' CivicEngage® content management system (CMS) for the hosting and maintenance of its local government website.

"Knowing that we were switching to a solution offered by the same company that provides our website and digital communication solutions, and the fact that CivicPlus provides solutions exclusively for local government were important factors for the consideration of our council," said Amburgy. "For me, it was a plus to know that I could add another service to the same platform utilizing the same company and that I already knew whom to contact if I had a question—truly a one-stop shop."

Chelci Amburgy, Director of Public Relations and Communications

When choosing to replace Bullard's existing notification system, CivicReady offered the flexibility and ease of use the city needed.

"It was important to have the flexibility to add specific citizens by name to a message, and to create pre-defined groups," said Amburgy. "The interface is easier to use, including the map feature for creating geo-targeted messages, and I can create and send messages faster than I could with our previous system."

Client Testimonials

We have assisted over 2,500 local government clients with our technology solutions including website, human resources, recreation management and mass notification systems. Out of respect for our clients' time and the nature of their responsibilities, we do not regularly give out their contact information. We have included the following testimonies from a sampling of our CivicReady clients. If you need additional client reference information, please let us know.

South Orange Village, New Jersey

"CivicReady offers us a way to communicate effectively with the highest amount of people as quickly as possible. With CivicReady, everyone knows what's going on at every step throughout a scenario, informing residents that we are prepared, letting them know that we are ready to help and what they may need to do, and in the end reassuring them that it will be ok. CivicReady gives you the whole picture - All the way through an initial notification of the emergency event through the final resolution."

Adam Loehner, Deputy Village Administrator

City and County of San Francisco (CCSF), California

"CCSF originally thought of [CivicReady] as a disaster recovery/business continuity tool. Upon further investigation and interdepartmental collaborations the ideal grew to cover a wider spectrum and became an everyday tool."

Herman Brown, IS Director of Projects at DT

Toole County, Montana

"Since our transition to [CivicReady], we've been able cut the time we spent managing messaging and group management in half – we've been able to focus on other initiatives as a result."

Deb Brandon, Commissioner

Key Project Team Personnel

A dedicated project team will assist you throughout the development process to ensure your project's success and your complete satisfaction.

Key Personnel

Our dedicated project team will assist you through the implementation process to ensure your project's success and your complete satisfaction. All members of the team have the institutional and educational knowledge, as well as the practical application experience to deliver a successful system launch.

Ryan Strait – CivicReady Product Director

Ryan manages the product strategy and overall vision for CivicReady and also continues to personally engage with larger customers during implementation. Ryan has coordinated or been involved in over 100 CivicReady projects for local government entities across the United States.

Education	Resume	8+ Years of Experience
BS Business Administration Marketing	Product Manager Sales & Consulting Marketing Consultant	Market Research Consulting Product Management Sales

Adam Block – Manager of Project Administration

Adam leads our project management team. This team oversees inter-departmental and client interactions to assure your project is developed in a timely manner by our professional software implementation experts.

Education	Resume	5+ Years of Experience
BS Business Administration Management Economics	Lead Project Manager Financial Services	Project Management Business Management Team Building Customer Service

Annette Hammons – CivicReady Trainer

Annette coordinates and manages our CivicReady projects. She is responsible for the implementation and training of network and group administrators and other key stakeholders.

Education	Resume	5+ Years of Experience
BA Stephen F. Austin University Magna Cum Laude	Training Consulting	Technology Industry Best Practices Website Optimization

Sumre Amerin – Manager of Account Management

Upon launch, Sumre will assign a dedicated account manager to your account to ensure you stay current on CivicPlus solutions. This individual is your main point of contact and will partner with you to create an ongoing strategy to better engage citizens.

Education	Resume	5+ Years of Experience
BS Integrated Services	Performance Management Consultant Sales Manager	Leadership Customer Service Process Improvement

Constance Huseth – Manager of Client Support

Upon launch of your CivicReady system, any technical questions or issues may be reported to our CivicPlus Technical Support Team. This specialized team is managed by Constance on a three-tier, product-specific escalation process to report technical issues to product development teams and continually improve our online CivicPlus Help Center and best practices.

Education	Resume	5+ Years of Experience
BA English, Communication	Technical Support Specialist Documentation and Communications Manager	Technical Support Business Management Team Building Customer Service

CivicReady Features & Functionality

Coalinga's CivicReady solution will ensure the greatest number of citizens receive alerts whether routine or emergency news. Your new mass notification system includes unlimited messaging, geo-targeted messaging, group and user management tools, website embeds, hosting and security.
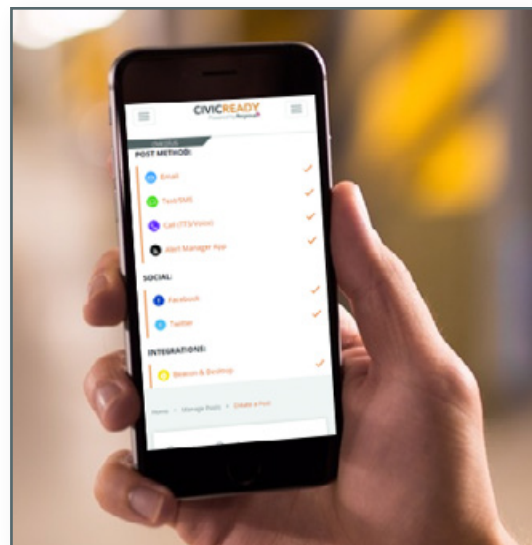
Unlimited Messaging

Communication with your citizens is essential to every aspect of local government, so CivicReady ensures your capacity to communicate with your citizens is not limited. CivicReady allows you to send unlimited SMS text, email, and Text-to-Speech (TTS) messages for emergency and routine notifications at high rates of speed. Multimedia messages can contain text, audio, video, and attached documents and may be saved and scheduled in advance to quickly launch an alert when time is of the essence.

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

CivicReady is unsurpassed by any other vendor in the industry in sending and receiving capabilities. Your unlimited messages will be sent at the following minimum per-minute rates:

- Text-to-Speech messages and voice alerts – 3,500 per minute

- SMS text messages – 60,000 per minute

- Email messages – 50,000 per minute

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

Ways to Send
Web via any web-enabled device
Email
SMS Text
Call Toll Free 24/7 Support
Mobile App

Ways to Receive
Websites
Email
SMS Text
Voice Call
Social Media
RSS Feeds
Desktop Alerts

Mobile App
PA Systems
LED/LCD Signs
Search Engines
Alert Beacons
Fire Alarms
Cable TV
Pagers

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

Multilingual Messaging

With CivicReady's multilingual functionality, your posts can be automatically translated for citizens that speak a variety of other languages. Subscribers can receive text and email messages in their preferred language by simply selecting from the below at sign up or in their CivicReady profile.

- Arabic
- Chinese
- French
- German
- Korean
- Portuguese
- Russian
- Spanish
- Vietnamese
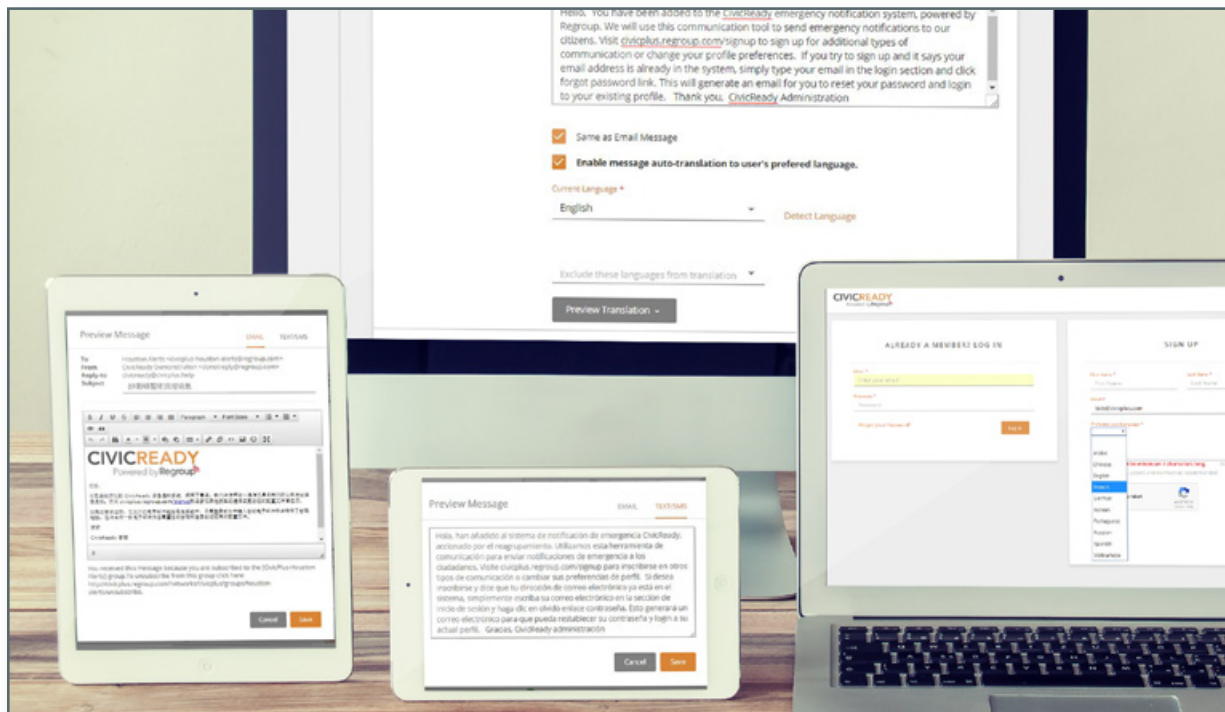
Two-Way Text & Email Communication

Whether to survey citizens or identify the location and availability of staff in an emergency, CivicReady will empower you to allow email and text responses to notifications on a group-by-group basis. Responses can be directed to the sender of the message, all administrators, or members of the group.

Social Media Integration

CivicReady's integration with social media applications such as Facebook and Twitter will allow you to post social media messages simultaneously. Accounts can be integrated to automatically post all notifications, and group notifications can post to different accounts.

Geo-Targeted Notifications

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

- Draw a multi-point polygon shape
- Import ESRI shape files
- Save drawn regions as templates for future use

- Remove specific recipients from a notification
- Draw a radius shape using 1/2 mile increments
- Display public alerts, current weather conditions, and hurricane/tropical storm trajectory
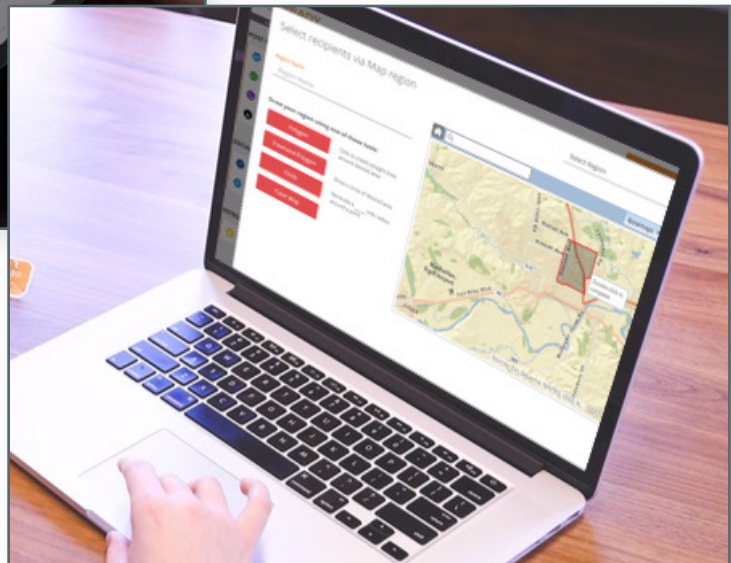
Simply draw a multi-point or freehand polygon on the map or click on a central point and enter corresponding radial distance you wish to alert, and CivicReady will notify everyone in your network within that area using their stored addresses. CivicReady offers the ability to further specify who receives the message in the given area by allowing users to choose specific groups or recipients in addition to the map location. In the event of a crisis, CivicReady provides the capacity to alert everyone in a given area except the users of your choice.

Group/User Management

CivicReady provides extensive administrator rights and detailed group settings with unlimited user groups. Users can communicate with all members in the system or target notifications by group to reach only those affected.

| ACTIONS	NETWORK ADMIN	FULL GROUP	LIMITED GROUP	AUTHORIZED SENDER	ADVANCED USER	NORMAL USER
View Messages	✓	✓	✓	✓	✓	✓
View Groups	✓	✓	✓	✓	✓	
Post Notifications	✓	✓	✓	✓		
Edit Group Settings	✓	✓	✓			
Manage Group Users	✓	✓				
Approve Pending Topics	✓	✓				
Approve Pending Members	✓	✓				
Approve Authorized Sender Request	✓	✓				
Add Groups	✓	✓				
Manage Groups	✓	✓				
Configure the Network	✓					
Manage Users of the Network	✓					
View Reporting	✓					
Download Membership Reports	✓					
Receive CSV Processing Responses	✓					
Receive User Telephone Number Change Report	✓					
Assign Group Admin Rights to Users	✓					

Efficiently manage contact data between various databases with simple .csv file exchanges. CivicReady gives your staff the power to quickly and easily update your contact lists by providing a secure FTP site to which administrators can upload .csv files from your databases directly to CivicReady groups. 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.

Website Embeds

Effortlessly integrate CivicReady into your everyday operations with customizable portals to embed on any website. CivicReady can embed in any website or portal, such as Sharepoint and more. We offer Standard Embeds, as well as a paid Embed Customization service. Standard Embeds include:

SIGN UP AND REGISTRATION EMBEDS
CivicReady's versatile system offers citizens with opt-in and opt-out capabilities to meet the specific goals of your organization. Once users are logged in, they can opt-in to available groups on their network, edit contact details, and select notification preferences. Our powerful platform offers a simple, user-friendly interface with a robust selection of group and network options.
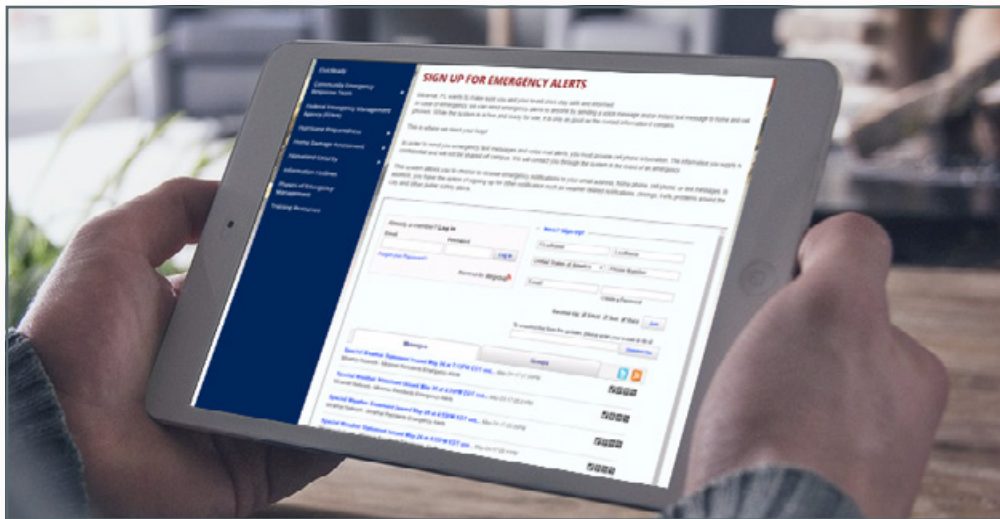
MESSAGES EMBEDS
Easily display the latest news and alerts for citizens visiting your websites next to registration or as a standalone widget on any website.

Real-Time Reporting

CivicReady offers administrators detailed graphic and text reports for each message sent. Reporting within the CivicReady system allows administrators to view and capture engagement statistics, including the status of delivered and undelivered messages and the percentage of confirmed/unconfirmed contacts.

You'll have comprehensive analytics to provide real-time reporting and create paper trails to more easily comply with applicable notification and reporting requirements (e.g., Clery Act, DOE Opportunity Act of 2008), and satisfy the National Preparedness Plan, NIMS, Homeland Security Target Capabilities, including citizen evacuation and shelter-in-place protection, along with other requirements for remaining compliant.

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, TTS, voice and email 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.

Reportable data from CivicReady includes activation status, call reports, delivered and undelivered messages, time sent, delivery method, sender ID, and message identifier, as well as graphical analytics of email engagements. Any report can easily be downloaded in .csv format.

From the Reports tab on the dashboard, administrators are able to:

- Find posts by subject or date posted

- View scheduled posts

- Search for posts that were delivered to multiple groups

- Filter reports by method of delivery

- Download reports
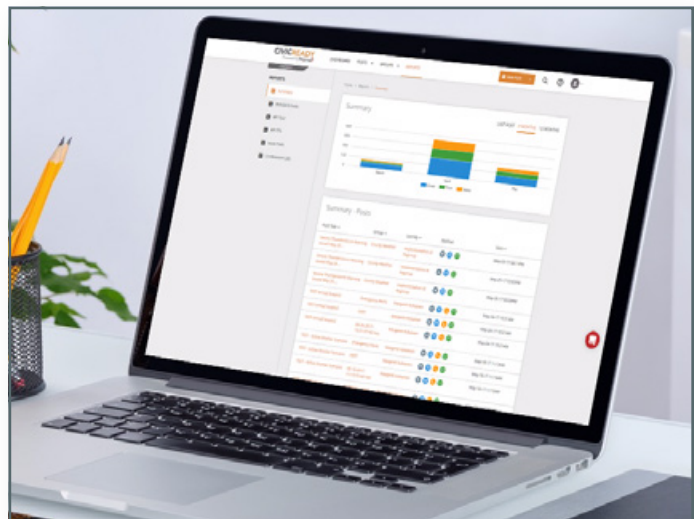
CivicReady Mobile App

Managing the connection for personnel involved in road projects, hazardous waste spills, contaminated water, volunteer projects, and any other mobile crew can be as simple as an app. The CivicReady Mobile App allows users to access the full power of your mass notification system from either an iOS or Android device and quickly launch critical alerts or enable push notifications to receive important community messages from any location, directly from users' smartphones, without having to login to the system.

For both emergency notifications and day-to-day messaging, our app gives users and administrators the ability to send and receive multi-modal, two-way messages to groups, individuals, or emergency personnel.

Key features and benefits of the CivicReady Mobile App include:

- Real-time, two-way communication between administrators and recipients

- Push notifications that ensure critical alerts and non-emergency messages are always delivered

- Two-step Quick Post feature that facilitates one-click alerting

- Customizable Quick Post templates that can include event-specific text, multimedia, attachments, images, and recorded messages

- Populated recipient lists empowering administrators to easily reach specific people or groups

- HTML, rich-text editor

- NWS/NOAA weather alerts as issued

- A mapping feature for the mobile app is currently in development

Product Enhancements

IPAWS

During an emergency, alert and warning officials need to provide the public with life-saving information quickly, regardless 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. CivicReady'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.
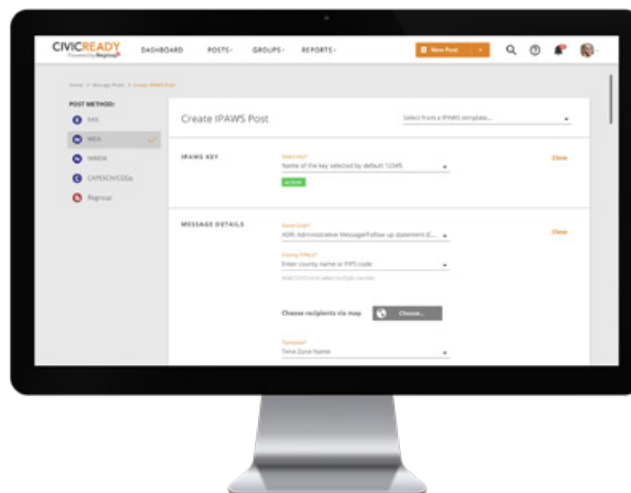
Implementation Approach

Your dedicated team will work with Coalinga throughout the implementation of your CivicReady system to ensure your satisfaction through launch and beyond.

Implementation

1 ## Kick-Off Meeting

- Meet Assigned Project Manager

- Complete Needs Assessment

- Subscriber Import Template if Desired

- Schedule Training

- Confirm Desired Go Live Date

2 ## Training

- Conduct Network Admin and Group Training

- Begin Group Development and Imports

- Import Membership | SSO | Web Embeds

- Provide Help Center Access

- Review Next Steps in Implementation

3 ## Go Live and Beyond

- Launch System

- Provide Ongoing Support, Account Management and Training as Needed

Kick-Off Meeting

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

- Project main contact

- Database administrator to provide user data

- Parties that will be posting messages and their roles

We will assist Coalinga 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.

Implementation

Training

During this step in the process, Coalinga 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 will be accomplished through either .csv imports or API integration.

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:

- **Network Administrators** who will have full control over all settings within the network, including the Admin Settings Tab and will be able to post to any group within the network

- **Group Admins** have full control over a group without being able to access Network Options

- **Full Group Administrators** can set users for various levels of admin privileges and the final internal User Group

- **Authorized Senders** who will only able to send messages

Network 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 User Groups 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 and Beyond

This is where the rubber meets the road - the launch of your new system! Should Coalinga desire, CivicPlus can schedule and coordinate an introductory notification to residents, students, staff, 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 web-based training and support is always available. We stand behind our product and behind our clients.

Hosting & Support

As a part of the CivicPlus family, your investment will be securely hosted and you will continue to receive both technical and consultative support from our Support and Account Management teams.

Hosting & Security

Maintaining the highest level of security for our clients' systems and protecting the privacy of their data is the cornerstone of the CivicReady philosophy. CivicPlus ensures the safety of its CivicReady application and the privacy of the data housed therein. Just as you protect your citizens, 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 CivicReady 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 features include:

- 99.99% guaranteed uptime

- Protected department information and internal communications

- Simultaneous use by multiple departments and agencies

- Cloud-based and fully redundant

- Section 508 compliance (voice and text messaging)

- High security standards:
    - 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

Continuing Service & Support

You will receive ongoing guidance and assistance
from our knowledgeable staff to get the answers you need.

AROUND-THE-CLOCK SERVICE & SUPPORT

With technology, unlimited support is crucial. Our live support personnel based in the United States are ready to answer your staff members' questions and ensure their confidence in using our site. When you choose CivicPlus, our experienced staff is available from 7 a.m. to 7 p.m. (CST) to field your calls, emails, and live chat. Emergency services are available free of charge after regular hours with our on-call staff 24-hours a day.

CivicPlus is also 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 clients' websites.

SUPPORT	MAINTENANCE
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) / 24/7 Emergency Support	Install service patches for OS system enhancements
4-hour response during normal hours	Fixes
Dedicated support personnel	Improvements
Integration of system enhancements	Integration
Proactive support for updates & fixes	Testing
Monthly newsletters / Ongoing follow-up check-ins	Development
CivicPlus Help Center	Unlimited Administrative Users

WWW.CIVICPLUS.HELP - THE CIVICPLUS HELP CENTER
CivicPlus clients and their visitors have 24/7 access to our online Help Center where users can review articles, user guides, FAQ's, and can get tips on best practices. The Help Center also provides our release notes to keep you in the loop on upcoming enhancements and maintenance. The Community Forum allows your staff and your users to interact with each other, send CivicPlus feedback and suggestions for future system enhancements, and view trending topics among members - along with other functional and engaging features and capabilities.

DEDICATED ACCOUNT MANAGEMENT
CivicPlus has a team of dedicated account managers to help you implement the tools needed to successfully meet the level of community engagement that you desire. After Go Live, you will have a dedicated member of this team to help you keep up on new CivicPlus products and optimize your system. This specialized team member can provide you with further information on how to engage your citizens, utilizing the tools that CivicPlus has put into place.

Proposed Investment Estimate

Your CivicReady system includes unlimited users and communication, so there are no incremental fees or surprise costs. As a cloud-based platform, no additional hardware is needed which saves you the hassle of software installation, ongoing update requirements and server maintenance.

CivicReady pricing is all-inclusive. Unlike other vendors who "nickel and dime" customers with hidden fees for extra users, texts or minutes, we present the most cost-effective solution to meet your needs. Your CivicReady solution also includes unlimited training with on-demand refreshers and live support access 24/7/365.

CivicReady Investment Proposal

✓ **CivicReady Mass Notification System**

- Fully redundant solution hosting with 99.99% uptime

- Unlimited administrators, users, groups, subscribers, SMS, voice call, email and social media notifications; unlimited quick launch templates

- Tools for ESRI-integrated mapping tools, ad-hoc messaging, and notification test environment

- Multilingual and two-way communications via email and SMS

- CivicReady Mobile App (iOS & Android)

✓ **Solution Implementation**

- CivicReady portal customization, website embeds, database imports, and web-based training

✓ **Product Enhancements & Functionality**

- IPAWS – Integrated Public Alert and Warning System

> Total Investment – Year 1
> (Including Annual Services)
>
> ## $7,684

✓ **Annual Services**

Each year of your contract, you'll receive CivicReady upgrades, hosting, maintenance and support, so your solution stays secure and up-to-date with our latest features and functionality. Annual Services also include unlimited web-based training, 24/7/365 live emergency support and online help resources. Annual Services are subject to a cumulative annual 3% technology fee increase beginning Year 3 and beyond.

> Annual Services
> (Beginning Year 2)
>
> ## $6,584

Optional Enhancements

Please take a look at information highlighting other optional product enhancements available with your CivicReady solution.

+ Automated Weather Alerts

+ Interactive Polling (IVR)

+ Conference Bridge

+ CivicReady Core Site

+ Application Programming Interface (API) Suite

+ Geofencing Capabilities with Mobile App

Optional Enhancements

OPTIONAL MODULE	ONE-TIME	ANNUAL
Automated Weather Alerts	N/A	$2,500

Automated Weather Alerts

It is important to communicate with citizens clearly and effectively when there is severe weather. Unfortunately, weather is sometimes unpredictable and personnel are unavailable to communicate. With CivicReady Automated Weather Alerts, notifications are automatically dispersed to your subscribers by geo-location as soon as an alert is activated by the National Weather Service to communicate information to citizens immediately when time matters most.

Optional Enhancements

| OPTIONAL MODULE	ONE-TIME	ANNUAL
Interactive Polling (IVR)	N/A	$1,500

Interactive Polling (IVR)

Community consensus with various stakeholders and constituents is as easy as a quick phone call. CivicReady's Interactive Polling with interactive voice response (IVR) enables you to conduct polls and surveys via the Text-to-Speech voice engine. IVR allows recipients to record voice responses, enter yes/no answers, or enter key presses for specific questions. You will be able to easily create up to 20 questions in a single call and receive analytics to capture responses. Responses are easily viewed by clicking on the specific group name from which the poll originated. This feature can be used for both critical and non-critical notifications.

OPTIONAL MODULE	ONE-TIME	ANNUAL
Conference Bridge	N/A	$2,500

Conference Bridge

In a crisis, local government administrators need to be able to alert and convene key personnel instantly. Instead of waiting for others to dial in to a conference call, CivicReady's Conference Bridge calls out to the relevant staff. This time-saving module connects decision makers onto a unified call within seconds to enable urgent next step planning.
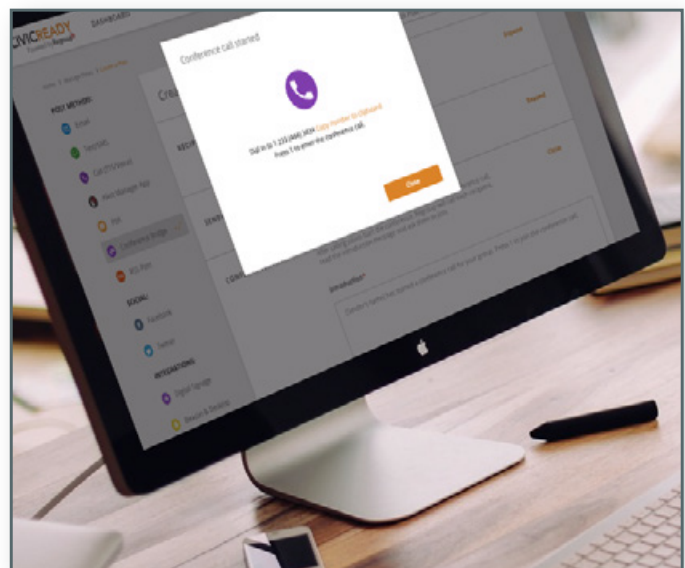
Optional Enhancements

CivicReady Core Site

Being prepared means being informed. The more information citizens can access before, during and after an emergency, the better the odds of a positive outcome. With the CivicReady Core Site, your citizens will have quick access to information from the National Weather Service, Homeland Security and FEMA, as well as local shelter information from you.

Your Core Site's features include:

- **Shelter Management** – During an emergency, being in a safe place is essential. CivicReady's Core Site makes it easy for your citizens to quickly view the location, services, capacity, and contact information of the shelters closest to them. With our shelter management tools, you can easily create shelters with addresses, integrated Google Maps, and photos to make them easily identifiable. Each shelter is different and can provide unique accommodations, so you can add information on accessibility, medical availability, or custom services of your own.

- **Individual Theme** – Your CivicReady Core Site includes a unique logo, background image, color palette and URL.

- **Scalable Information** – Easily add new content, edit old content, and keep page layout consistent through use of the site's What You See Is What You Get (WYSIWYG) editor. This includes the ability to add global navigation categories and pages of information.

Optional Enhancements

Application Programming Interface (API) Suite

Automate messaging, user management and more to save time during emergency situations or routine administration with CivicReady's advanced set of APIs. Our platform can integrate with almost all third-party systems that are API-capable to streamline both day-to-day and emergency communications and provide you with a unified mass notification solution with all of your systems working as one. In addition to native integrations, our development team will gladly work with you on any custom integrations you require.

CivicReady strives to bring the most powerful and adaptive communication tools to our customers by offering seamless integrations with many third party solutions. Receive critical messages immediately to desktop computers or add in-building, outdoor, and local area alert systems to produce a comprehensive emergency notification network that covers everything from Text-to-Speech interfaces for public address (PA) systems, IP phones, RSS feeds, digital signage, alert beacons, personal computers, mobile devices, fire systems, and sirens.

Our messaging APIs allow you to send a request from a third-party system based on a defined criteria to trigger notifications through CivicReady's platform — empowering you to connect to systems you already use (e.g., HR databases, appointment scheduling systems, etc.).

Additionally, you can post a request to a third-party system from CivicReady to activate other systems, such as outdoor sirens and alert beacons, through our API suite.

With our API Suite, you'll be able to integrate with the systems you already use and have the ability to automatically:

- Retrieve data (e.g., changes within a given time period, admin permissions)

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- Process and manage users (subscribe, unsubscribe, update, retrieve phone numbers, etc.)

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- Create and manage groups

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- Approve pending requests (pending topic and membership requests)

....

API Suite

Third party integrations can be achieved through multiple APIs including:

- Membership API (listed in Optional Enhancements)
- Standard Messaging API
- C.A.P. 1.2 Messaging API
- Text/SMS Only API
- Group Management API
- Phone Number API
- Group Unsubscribe API
- Pending Topic Requests API
- Group Membership Requests API

Optional Enhancements

Geofencing Capabilities with Mobile App

Combined with the Geofencing capability of the free CivicReady AlertMe app, local governments can send notifications to anyone with the app in a geographic location. When your citizens download the app and enable location services, their device can be targeted with a Geofence message sent to a specific area on a map using our radius tools. Whether you need to warn of an area specific emergency, or tell travelers about a traffic situation or road closure, messages can be customized for entry and exit messages with a GeoFence. A geofence can be activated for minutes, hours or even days and the message can be updated by an administrator during the event. CivicReady displays data showing how many people within the Geofence received your message as well as how many entered and exited the area. Provide fast, effective geo-targeted messaging that can save lives or market local events in an instant with Geofencing capabilities.