

INFORMATION TECHNOLOGY

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May 23, 2017

To: Mahesh Sharma, County Administrator
From: Matt Hirst, Information Technology Director
Subject: GovDelivery Subscription Renewal

GovDelivery service subscription is due for renewal. GovDelivery is a managed email notification subscription service utilized by the County since 2010 to communicate to citizens. Citizens subscribe to topics that they want to be notified about when new content is available from the County. Subscribers can add or remove themselves from topics. County staff uses the GovDelivery system to automate sending informational notices.

Currently, the County provides information on over fifty (50) topics to approximately eleven thousand (11,000) subscribers and over twenty-one thousand (21,000) subscriptions. The notification system is utilized by the Auditor, Board, Sheriff, and Treasurer Offices as well as Assessor, Community Services, Conservation, Health, Human Resources, and Planning and Development Departments and averages approximately thirty (30) monthly bulletins.

The quote summary from GovDelivery is as follows:

<u>Product</u>	<u>Total</u>
GovDelivery Subscription	
- Service for FY'18	\$ 10,126.34
- Service for FY'19	\$ 10,430.13
Total	\$ 20,556.47

It is recommended that the Board authorize the IT Director to sign a two (2) year service agreement with Granicus for GovDelivery in the amount of \$20,556,47.

Budget dollars are available in the Information Technology Department operational budget to fund the costs of this contract.

Notes:

- GovDelivery subscription costs were \$9,831.40 in FY'17.

Cc: Mitch Tollerud, Webmaster

Encl: (1)

Granicus Presents GovDelivery

Renewal Proposal to Scott County, Iowa

CAPABILITIES OVERVIEW

Communications are at the foundation of the citizen experience. Government organizations are increasingly challenged with reaching their audiences at a scale and time that matters. Government organizations are quickly recognizing the need to re-strategize citizen service offerings to address rising expectations around speed, relevancy, and convenience. In a connected and customer-centric world, meeting audience needs at every step of the way requires technology that is built to drive awareness, increase involvement, and transform services.

GovDelivery provides government organizations with the tools they need to inform, engage, and convert audiences to action with a singular, cloud-based application: the GovDelivery Communications Cloud (the Cloud). Enhanced by the proprietary GovDelivery Network and additional services which complement one another, the Cloud provides government organizations with a digital communications service which allows website visitors to subscribe for information that is important to them. GovDelivery users leverage the Cloud to develop and disseminate content to the public, enabling government organizations to effectively, efficiently, and economically serve stakeholders worldwide.

The result for over 1,800 government organizations using GovDelivery is safer lives, happier commuters, healthier families, and better government. Reach audiences, engage them through relevant outreach channels, and convert them to action.

ADDITIONAL CAPABILITIES AND SERVICES



FedRAMP
Enhancement



Advanced
Cloud Module



GovDelivery
Connect



SMS
Messaging



Targeted
Messaging



Interactive
Text Messaging



Digital
Engagement Services



GovDelivery
Open Data



GovDelivery
Learning

DIFFERENTIATORS

- GovDelivery offers a FedRAMP compliant digital cloud communications platform and has gained multiple additional federal and international security certifications
- The platform is designed for government organizations and ensures uncompromised, industry leading message deliverability and robust automation tools
- The GovDelivery Network of more than 130 million digitally engaged citizens helps government organizations connect with one another, cross-promote content, and drive massive audience growth

**Granicus Presents GovDelivery
Renewal Proposal to Scott County, Iowa**

SUBSCRIPTION DETAILS

PERIOD OF PERFORMANCE

Current subscription ends: 7/6/2017

Renewal period: 7/7/2017 - 7/6/2019

The subscription will automatically renew at the end of the term for another period of twelve months. Either party may notify the other in writing at least 30 days prior to renewal that it does not wish to renew.

PROCUREMENT

Procurement method: Direct

SCOPE AND TERMS

Scope: Scott County, Iowa (Scott County)

The subscription includes the following domain(s) and sub-domain(s): <http://www.scottcountyiowa.com/>

Terms: <http://www.govdelivery.com/pdfs/subscription-agreement.pdf>

SOLUTION INCLUSIONS

COMMUNICATIONS CLOUD

The Cloud is a Software-as-a-Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, Scott County will be able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences.

INCLUSIONS:

- Unlimited email sends with industry-leading delivery and management of all bounces
- Support to upload and migrate existing email lists
- Access to participate in the GovDelivery Network
- Ability to send mass notifications to multiple devices
- 24/7 system monitoring, email and phone support during business hours, auto-response to inbound messages from end users, and emergency support
- Up to 2 Web-hosted training sessions annually
- Up to 50 administrators
- Access to existing Web-based recorded trainings around standard account functions and capabilities
- Up to 1 GovDelivery account(s)
- Access to a complete archive of all data created by Scott County for 18 months (rolling)
- Up to 3 hours of message template and integration development
- Up to 100 subscription topics
- Up to 100,000 SMS/text messages per year from a shared short code within the United States (International numbers are not supported) SMS/text messages not used in the Period of Performance will not carry over to the following year

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PRICING

SOLUTION TITLE:	ANNUAL FEE:	TOTAL:
Communications Cloud Year 1 <i>Period of Performance 7/7/2017 – 7/6/2018</i>	\$10,126.34	\$10,126.34
Communications Cloud Year 2 <i>Period of Performance 7/7/2018 – 7/6/2019</i>	\$10,430.13	\$10,430.13
Total Price for Two Year Period of Performance:		\$20,556.47

CONSIDERATIONS

- All fees are due at the beginning of the Period of Performance. Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- This proposal is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is Scott County’s responsibility to provide applicable exemption certificate(s).
- Annual increases for the same service(s) shall not exceed ten percent (10%).

AGREEMENT AND ACCEPTANCE

By signing this proposal, the undersigned certifies they have authority to enter the agreement. The undersigned also understands the services and terms.

SCOTT COUNTY

BILLING INFORMATION

Signature: _____

Name: _____

Name: _____

Phone: _____

Title: _____

Email: _____

Date: _____

Address: _____

POINT OF CONTACT

GovDelivery Client Success | E: clientsuccess@govdelivery.com | P: (651) 925-5797

THE COUNTY AUDITOR'S SIGNATURE CERTIFIES
THAT THIS RESOLUTION HAS BEEN FORMALLY
APPROVED BY THE BOARD OF SUPERVISORS ON

DATE

SCOTT COUNTY AUDITOR

R E S O L U T I O N

SCOTT COUNTY BOARD OF SUPERVISORS

June 1, 2017

APPROVING RENEWAL OF GOVDELIVERY SUBSCRIPTION

BE IT RESOLVED BY the Scott County Board of Supervisors as follows:

Section 1. The authority of the IT Director to sign a two year service agreement with Granicus for GovDelivery subscription service for FY'18 and FY'19 in the amount of \$20,556.47 is hereby approved.

Section 2. This resolution shall take effect immediately.