

Proposal in Response to the  
**The City of Missoula, MT**

Request for Proposals for “Live and On Demand  
Video/Audio Management System”



“ It was important for us to make it easier for people to see our City Council meetings and participate in local government so we started researching online streaming .We looked at several Granicus client sites and were really impressed at how the software was tailored for government specifically. It seemed like the best fit for us. ”

*Toby Startin, Communications and Network Administrator  
Cody, WY*

Presented by



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## Letter of Introduction (Questions 1-16)

**Name and Headquarters of Firm**

Granicus, Inc.  
600 Howard Street, Suite 120  
San Francisco, CA 94107  
o: 415.357.3618 | f: 415.618.0201  
[www.granicus.com](http://www.granicus.com)

**Lead Project Manager**

Kelly Barlow  
Software Sales Executive, North West  
3820 NE 88<sup>th</sup> St, Seattle, WA  
d: 206.859.0525  
o: 415.357.3618 ext 1799  
f: 415.618.0201  
[kelly@granicus.com](mailto:kelly@granicus.com)

Marty Rehbein, CMC, City Clerk  
City Clerk Office  
City of Missoula  
435 Ryman St.  
Missoula, MT 59802

Dear Ms. Rehbein,

Thank you for the opportunity to develop a successful, long-term relationship with the City of Missoula, Montana. With more video streaming experience than any other provider, we can make it easy for you to start streaming all your City Council meetings alongside cross-linked agendas, minutes and supporting material without having to make large investments in staff resources or new equipment. As we hope you will find in the following proposal, we are well prepared to meet and often exceed Missoula's minimum requirements and future aspirations to reach the widest possible audience, as outlined in the RFP; Live and On Demand Video/Audio Management System.

Granicus, Inc. is a privately held California corporation headquartered in San Francisco. For more than 30 years, we worked with Cities like yours to pioneer paperless agenda packets and streaming video solutions exclusively for government. We work exclusively with governments at every level of government- providing all the software, hardware, infrastructure, services, and expertise to quickly integrate enterprise public meeting solutions into their communications tool set. Our solutions are not only the most feature rich, but also the most intuitive and the easiest to use and learn. We currently have 95 employees based in San Francisco and in satellite offices in Atlanta GA, Los Angeles CA, Seattle WA, Fort Worth TX, Chicago IL, Albany, NY, Reno, NV and Fort Lauderdale FL.

Given our experience, expertise, and product depth, we can cover all your needs from video streaming to minutes creation and document linking. We hope that your City will join our family that includes over 900 local, state, and federal governments – including the United States House of Representatives, New York City as well as Kalispell, MT and Cody, WY.

Thank you for the opportunity to develop a successful, long-term relationship with your City. Should you have any questions or if you would like us to clarify any aspects of our proposal, we look forward to hearing from you.  
Most Sincerely,



Ed Roshitsch  
Chief Operating Officer, Granicus

## Granicus Government Stats at a Glance

*The Largest Legislative Content Network Worldwide*

Third Quarter, 2011

- Over **109 million government webcasts delivered** (since inception, live and archived)
- Helping **5,000+ government users** perform their jobs more efficiently
- Averaging a combined **724,131 live and archived video hits** per month (over the past 12 months)
- Powers over **4,000 government video** portals being served by Granicus
- **5+ million government media files** and records in the cloud - 225 terabytes of data (Granicus & Legistar combined)
- Providing access to over **1.7 million legislative files** online (both Legistar and Granicus docs combined)
- **Saving government agencies 329 hours** per month on their legislative process
- Supporting over *1,517 government meeting bodies*, 7,000 elected officials
- **Nearly 1,000 government clients**
- Delivering transparency services to **500,000,000+ citizens**
- **2,465 clerks** use Granicus technology
- **1,500 communications professionals** in the Granicus family



## Granicus Differentiators

*Working Exclusively With Government to Innovate Open Government Technologies*

We are the **only end-to-end open government solution can provide one single solution for everything- from unlimited and fully-integrated video streaming to citizen collaboration tools and automated agenda and legislative workflow solutions.** Furthermore, With our product depth and variety, citizens, staff, and stakeholders can find all your legislative information, quickly and easily, 24/7. Your audience will have the ability to search meeting videos, captions, agenda, and minutes with advanced filters for date range, data type, etc- saving incredible amounts of time. By providing all relevant meeting information in a single, fully Integrated Public Record, your meetings will be more accessible online than ever before and your staff can significantly reduce the amount of time and resources required to maintain

### **Open Architecture, Cloud Computing, and Commitment to Open Data**

From our inception, we have been committed to an open architecture. We maintain our openness and compatibility with other solutions to provide flexible alternatives for customers, including integrations with document management systems. Remaining open to partner integrations allows government staff to retain current workflows without forcing them into a “one-size fits most” solution.

### **Granicus and Open Government and Transparency**

Granicus is the US leader in delivering Open Government and Transparency Solutions as it relates to online video and related metadata. All Granicus clients are government entities in the Legislative, Executive, and Judicial branches of government, so our technology and services are developed solely for these types of agencies. Our Technology Platforms include the Granicus Open Platform and Government Transparency Suite; These help agencies give access to all public meetings and important records online and creates an unprecedented level of openness. Leveraging a powerful media management solution, organizations can easily publish content at their website, link related documents, and provide keyword searching for citizens. Plus, using reports on visitor trends, agencies can quickly gauge interest in the most important issues.

### **Citizen Engagement and Government Transparency**

We understand that in order to help create a truly transparent government, government organization must make information easily accessible, searchable, and navigable. We will provide our customers with the most comprehensive search of government information. Government organizations create stronger public access to information including public meeting records, vote history, committee/department openings and more. Our solution further reduces FOIA requests and empowers citizens to find what they need, on their own, easily. Additionally, we continue to build applications that support citizen input and encourage effective participation in the legislative process.

### **Mobile Solutions**

Granicus is leading the way in mobile solutions for government with our new streaming architecture and compatibility with various mobile devices, as well as our development of the iLegislate app. Granicus is already brainstorming ways to make our product line mobile-accessible to support the growing trend of accessing information on-the-go.

## Additional Information to Letter of Introduction

### Company History

*The Most Experienced Government Webcasting Provider*

Granicus, Inc. is a privately held California corporation headquartered in San Francisco. For more than 30 years, we worked with City's like yours to pioneer paperless agenda packets and streaming video solutions exclusively for government. We work exclusively with governments at the local, state, federal, and international level- providing all the software, hardware, infrastructure, services, and expertise to quickly integrate enterprise public meeting solutions into their communications tool set. Our solutions are not only the most feature rich, but also the most intuitive and the easiest to use and learn. We currently has 91 employees headquartered in San Francisco and in 6 other satellite offices in Atlanta GA, Los Angeles CA, Seattle WA, Fort Worth TX, Chicago IL, and Fort Lauderdale FL.

**Granicus Headquarters**  
600 Harrison Street, Suite 120  
San Francisco, CA 94107  
# of Employees: 91

**Website:** [www.granicus.com](http://www.granicus.com)  
**Granicus Client Blog:** [blog.granicus.com](http://blog.granicus.com)

### Primary Contact

Kelly Barlow  
Software Sales Executive, North West  
3820 NE 88<sup>th</sup> St, Seattle, WA  
d: 206.859.0525  
o: 415.357.3618 ext 1799  
f: 415.618.0201  
kelly@granicus.com

### Project Team

<b>Name and Title:</b>	<b>Kelly Barlow</b> <i>(Primary Contact)</i>
<b>Project Assignment:</b>	<b>Software Sales Executive</b>
<b>Background:</b>	Kelly manages the sales and operations for all Granicus Clients in the Northwest U.S.. Kelly has 5 years experience configuring solutions to help Granicus Clients meet their business objectives. Kelly will serve as Missoula's key point of contact during the RFP process and contract negotiations through the initial project kick off.
<b>Name and Title:</b>	<b>Randy Farnes – Deployment Specialist</b> <i>(Lead Project Manager- See Appendix B for Resume)</i>
<b>Project Assignment:</b>	<b>Deployment Project Manager</b>
<b>Background:</b>	Randy is Granicus' lead deployment project manager, has been with the company 4 years and has deployed over 200 Granicus Clients in similar scope to the City of Missoula. He will provide a project plan to successfully deploy our webcasting service. He will ensure the Granicus Implementation steps are executed within the timeframe set forth by the Agency. Randy will be the main point of contact during the implementation and deployment of your Granicus solution. Randy is based in our corporate headquarters in San Francisco, CA. Randy has more than 5 years of technology deployment and training experience.

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<b>Name and Title:</b>	<b>Jeff Sweet – Technical Engineer</b>
<b>Project Assignment:</b>	<b>Technical Lead for Webstreaming Configuration</b>
<b>Background:</b>	Jeff will serve as the technical lead for hardware, software, network integration, and configuring the best possible environment to ensure a successful Granicus deployment. Jeff has provided this service for over 250 Granicus Clients. Jeff is based in our corporate headquarters in San Francisco, CA and has more than 10 years of technology deployment and support experience.
<b>Name and Title:</b>	<b>Elliot Orona – Web and Graphic Designer</b>
<b>Project Assignment:</b>	<b>Web Designer for Webstreaming Content in Agency's Website</b>
<b>Background:</b>	Elliot has a broad range of experience from a range of professional design positions. This experience enables Elliot to work effectively with clients to achieve and exceed expectations in any media. In co-operation with the CivicPlus and the City's web team, he will manage the integration of the Granicus public facing pages. Elliot is based in our corporate headquarters in San Francisco, CA and has more than 5 years experience designing pages for our clients.
<b>Team Member:</b>	<b>Wendy Pochop</b>
<b>Proposed Role:</b>	<b>Customer Support Director</b>
<b>Experience</b>	As one of the company's first employees, Wendy built the support programs now utilized a majority of our 800 clients. Wendy brings over eight years of experience in technical writing, software training and customer care experience to the Granicus team. At Granicus, she is responsible for overseeing the Customer Advocacy Team which ensures our Client's success with our products. Prior to joining Granicus, Wendy worked as a Trainer and Instructional Designer for several Bay-area software companies.
<b>Team Member:</b>	<b>Carolyn Hardy</b>
<b>Proposed Role:</b>	<b>Product Trainer</b>
<b>Experience:</b>	Carolyn will provide all the necessary product tutorial and training. Carolyn is a certified product trainer and team leader on our training team. She has been with Granicus for 3 years and conducted over 250 trainings similar in size and scope to the City of Missoula. Carolyn is based out of our Fort Lauderdale, FL office.

## Resume for Lead Project Manager

# Randall N. D. Farnes

## Experience

2008 - Present

Granicus, Inc.

San Francisco, CA

## Deployment Project Manager

- Primary role is to build a solid client relationship while maintaining project timelines.
- Work with clients and co-workers prior to deployment to establish best technical solution.
- Procure, record, and deliver hardware to client.
- Prepare, install, and test all currently supported Granicus products.
- Document hardware for handoff to Granicus Technical Services Department.
- Train new Deployment Technicians and Project Managers on Granicus installation procedures.

2002 - 2008

Synux Technologies, Inc.

Reno, NV

## Executive Officer/Network Engineer

- Accurately bid projects, create parts lists, schedule team members and contractors to ensure timely completion of tasks.
- Secure maintenance agreements while obtaining, building and maintaining client relationships.
- Configure and document various network components such as SonicWALL routers and monitoring software, Cisco switches and routers.
- Perform installation and troubleshooting of all currently supported Windows products.
- Instruct employees on wired and wireless network practices, documentation and procedures.
- Oversee the day-to-day business dealings of a technology company.

1999 – 2001

Excite@Home

Redwood City, CA

## Project Engineer

- Design, engineer and troubleshoot high speed data over cable plants for @Home clients.
- Schedule clients and internal departments necessary to add/change network design.
- Troubleshoot network issues and document network design using Windows, UNIX, and Cisco platforms.
- Visit cable plants to aid local engineers on the installation, upgrades, load balancing and maintenance of @Home equipment.
- Attend on/off-site meetings to preserve client relationships with cable television providers.

1994-1996

## TCI Cable

Elko, NV

## Installer Technician, Safety Instructor

- Performed quality control on ten percent of work orders completed by the technical staff.
- Carry out safety inspections and instruct field staff on the proper use of equipment and vehicles.
- Create lesson plans and maintain safety records.

## Standard Payment Terms

Monthly billing for Managed Services shall begin forty-five (45) days after the receipt of a fully executed Agreement or the receipt of a purchase order for the up-front costs, whichever occurs first.

Client agrees to pay all invoices from Granicus within thirty (30) days of receipt of invoice, provided that Client agrees to pay the Managed Services Fee to Granicus on a monthly basis, no later than the first day of each month in advance of services.

## References

- a. Two should be new customers (started doing business with them in the past 12 months)
  1. City of Spokane Valley, WA  
Greg Bingaman  
IT Specialist  
(509) 720-5050  
[bing@spokanevalley.org](mailto:bing@spokanevalley.org)
  2. City of Los Altos Hills, CA  
Deborah Padovan  
City Clerk  
(650) 947-2513  
[dpadovan@losaltoshills.ca.gov](mailto:dpadovan@losaltoshills.ca.gov)
- b. Two should be retained customers (they have been customers for at least 2 years)
  1. City of Chatfield, MN  
Kay Coe, Finance and Information Systems Director  
(507) 867-1514  
[kcoe@ci.chatfield.mn.us](mailto:kcoe@ci.chatfield.mn.us)
  2. Toby J. Startin  
City of Cody, WY  
Communications and Network Administrator  
(307) 527-7511  
[TobyS@cityofcody.com](mailto:TobyS@cityofcody.com)
- c. One should be a former customer (contract terminated in the past 2 years)
  1. Utah Department of Community & Culture  
Randy Cox, Program Manager  
(801) 414-8469  
[E.RANDY.COX@saic.com](mailto:E.RANDY.COX@saic.com)

### **Minimum Insurance Requirements**

Granicus can meet and agrees to the City of Missoula's Minimum Insurance Requirements defined in Section 3. Information for Suppliers

### **Standard Terms and Conditions**

Granicus can meet and agrees to the City of Missoula's Standard Terms and Conditions outlined in Attachment B.

### **Financial Statement**

Please see Appendix A.

### **Install Base for government Live and On Demand Video/ Audio Archive Systems**

Granicus works exclusively with government agencies. We currently have 906 cities, counties, school districts, utility districts, and federal government agencies across the United States that have our Live and On Demand Video and Audio Archive Solutions installed.

## Insurance Requirements (Questions 17-18)

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- A certificate of insurance must be provided prior to signing the contract, commencing on the day the contract begins. Are you willing to comply with these requirements?

**Yes**

- You must instruct your insurance broker/carrier to notify the City of Missoula should your coverage change. Are you willing to do this? **Y**

**Yes**

## Legal Issues (Question 19)

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- Are there any lawsuits against your company by current or former clients?

**No**

## Additional Information and Submittal Requirements (Questions 20-35)

## Training Missoula Staff

### *Easy-to-Learn and Easy-to-Use*

## Instructor Lead Training

Granicus provides customized instructor-led and self-paced trainings to give your staff the comprehensive knowledge they need to achieve success quickly. Our training experts also offer specialized guidance for different roles within your organization so everyone has the support they need to perform their jobs effectively—IT, Clerks, Communications, Webmasters, A/V, Board Members etc. Instructor-led Training Series usually last for 6 hours for every 8 Users. Training can be, and usually is, started as on-line instructor based training, in order to make the most out of the 2-3 days that the trainer is on-site with the City of Missoula.

## Timeline

The exact training timeline will be set based on Missoula City staff's schedules and the number of staff to be trained, but usually we will have 2 sessions of on-line needs analysis and base training before coming on site for 2-3 days of all day hands on training.

In addition to the instructor led start up training, Missoula staff will also be able to take advantage of Self-Paced Online Training.

Granicus offers three avenues for ongoing training:

1. **Missoula's Personal Account Manager** (demos & presentations)
2. **Granicus University** (Q&A, videos & quick guides)
3. **Public Training Portal** (online demos)  
<http://granicus.force.com/citizen>



**Enclose a narrative describing your firm's relevant experience related to this project including information on the extent of your firm's abilities to meet the needs of this project.**

*Relevant Experience*

Granicus, Inc.'s primary business mission is to help government agencies build stronger connections with citizens. Public agencies trust our webcasting solutions to enable vital improvements to public access, staff efficiency, and government accountability. Our mission from the beginning, long before government webcasting was popular, has been to change the way citizens interact with their government.

Over the past eleven years, over 900 public agencies across all 50 states have deployed a Granicus solution, resulting in the development of the largest network of government legislative data online. This data includes audio/video public meeting recordings and digital public records -- all archived, cross-linked, keyword searchable, and RSS-enabled. The collection of data has enabled Granicus to form a national ranking of webcast government content.

Because Granicus works exclusively with Government Agencies we are able to focus and build our products to meet the needs of local Government. The Granicus platform is easily expanded beyond streaming video to include fully integrated modules for more effectively managing the complete public meeting process – preparing agendas and annotating minutes, speaker management, recording motions, votes, roll call, and much more. Above all, our comprehensive solution is designed to help cities not only meet, but keep up with the growing demands of communicating effectively with their communities in an ever changing technology driven world.

As you will find by talking to our references, our service is second to none. Customer support is the backbone of our Company, and Client success and satisfaction is truly how we rate our own success. In the eleven years we have been webcasting Granicus has maintained a 98% retention rate, a rate that unheard of in the webcasting industry.

Granicus ensures that we will perform the services and provide the system as required in the RFP. We agree to the terms and conditions set forth in the RFP and are ready and able to enter into a contract with the City of Missoula if selected as your service provider.

## Executive Summary Timeline

Based on our unique understanding of the custom processes and requirements for local governments, we are recommending a hosted meeting management solution that, will best satisfy your needs for an unlimited content archive and a seamless video/document display. A large component of our solution includes working closely with your staff to outline an agreed upon work plan that will make integrating automated video streaming and records platforms extremely **easy to install and intuitive to learn**. Granicus will provide extensive project management and transitional services so that deploying your Granicus solution will not require extensive time and effort from Missoula staff.

Item	Date
Technical Solution Review	Week 1 – 45 minute conference call
Project Timeline Review	Week 1 – 30-45 minute discussion
Project Kick Off Call	Week 2 – 1 hour conference call
Hardware Shipped	Allow 2 weeks for delivery
Software Installed and Configured	Week 4
Solution Deployment Validated	Week 5
Training Completed	Week 6
Internal Go-Live	Week 6
System Accepted	Week 7
Go Live to the Public – Project Successful!	Week 8

## Project Implementation

Granicus will take responsibility for providing extensive project management services on the Missoula deployment. Below is an overview of the anticipated implementation milestones to deploy Missoula's solution.

1. **Project Kick-off and Network Assessment-** In the first phase of the project, Granicus will work with City staff to determine a project timeline that clearly outlines deployment milestones and assigned roles. At this stage, we will also confirm all network requirements.
2. **System Installation-** All hardware is scheduled to be delivered to the installation site. Upon arrival, Granicus will work with the City to install and configure all equipment.
3. **Configurations-** During this phase, the technical deployment team will complete the configurations necessary to meet City specifications. Upon completion of the configuration period, training materials will be distributed leveraging these configurations.
4. **Acceptance and Training-** A Functional Acceptance Document will be submitted for approval. The assigned product trainers will work with Missoula staff on full product training.
5. **Final System Implementation and Post-Implementation Feedback-** In this final stage of the implementation, the City will begin using the solution in production mode.

## Comparable Systems

Granicus currently works with 906 government agencies that have a comparable solution to the one designed for the City of Missoula based on this RFP. This list along with links to their Granicus view pages can be view at:  
<http://www.granicus.com/Clients/Client-List.aspx>

Here is a short list with contact information:

<b>Agency:</b>	<a href="#">City of San Diego, CA</a>
URL:	<a href="http://granicus.sandiego.gov/ViewPublisher.php?view_id=31">http://granicus.sandiego.gov/ViewPublisher.php?view_id=31</a>
Contact:	Ron Vasquez
Title:	Technical Lead/Webmaster
Email:	Rvazquez@sandiego.gov
Phone:	(619) 980-1338
 <b>Agency:</b>	 <a href="#">City of Alexandria, VA</a>
URL:	<a href="http://alexandria.granicus.com/ViewPublisher.php?view_id=29">http://alexandria.granicus.com/ViewPublisher.php?view_id=29</a>
Contact:	Craig Fifer
Title:	E-Gov Director
Email:	Craig.fifer@alexandria.gov
Phone:	(703) 746-3965
 <b>Agency:</b>	 <a href="#">City of San Jose, CA</a>
URL:	<a href="http://www.sanjoseca.gov/civiccentertv/">http://www.sanjoseca.gov/civiccentertv/</a>
Contact:	Ross Braver
Title:	AV Lead
Email:	Ross.braver@sanjose.ca.gov

Phone: (408) 535-8164

**Agency:** [City of Los Angeles, CA](#)  
**URL:** <http://lacity.org/YourGovernment/CityCouncil/CouncilCommitteeMeetings/index.htm>

**Contact:** Greg Allison  
**Title:** Director of Systems (Clerk)  
**Email:** Greg.allison@lacity.org  
**Phone:** (213) 978-0351

**Agency:** [Miami-Dade County, FL](#)

**URL:** [http://miami.granicus.com/ViewPublisher.php?view\\_id=2](http://miami.granicus.com/ViewPublisher.php?view_id=2)  
**Contact:** Donn Patchen  
**Title:** Cable Statio Manager  
**Email:** dsp@miamidade.gov  
**Phone:** (305) 375-3949

## Sample Archive Page

Your Granicus archive pages will be customized based on the City's needs and preference for layout. Here is an example of a view page with multiple archive pages for separate meeting bodies, which is what we understand the City would like based on this RFP:

## Information Gathering

Granicus prefers to communicate with our clients either on the phone or in person when possible. We plan to gather most of the information necessary for this project through conversations with City staff. We also request that IT staff fill out a simple network assessment form (internet form), so that we can gather information about the network and A/V infrastructure in place, however if this is objectionable we can also obtain this information through a quick conference call.



**CITY COUNCIL AGENDAS, MINUTES, VIDEO**

To enable the most effective streaming experience for all browsers and operating systems, please download and install [Silverlight](#) from Microsoft.

**Upcoming Events**

Name	Date	Agenda
City Council Study Session	October 11, 2011 - 5:00 PM	<a href="#">Agenda</a>
City Council Regular Meeting	October 11, 2011 - 7:00 PM	<a href="#">Agenda</a>

**Archived Videos**

Name	Date	Duration	Agenda	Minutes	Video	MP3 Audio	MP4 Vid
City Council Study Session	Sep 27, 2011	00h 45m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Regular Meeting	Sep 27, 2011	01h 32m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Study Session	Sep 13, 2011	01h 57m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Regular Meeting	Sep 13, 2011	02h 30m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Special Meeting	Aug 18, 2011	00h 00m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Special Meeting	Aug 10, 2011	00h 00m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>

## Keeping Missoula on the Cutting Edge of Technology

As a company Granicus has been keeping our webcasting clients on the cutting edge of technology for the past 11 years, and we have been keep our agenda workflow clients on the cutting edge of technology for the past 25 years. We do more than say we will keep evolving our technology; we have the track record to prove it. Whether it is keeping your formats current so you reach the largest possible audience or coming up with new and innovative technology like the citizen participation suite to keep your citizens involved, Missoula can be assured that the Granicus development team has the drive and expertise to keep the City government transparent and communicating with your citizens with the most up-to-date technology.

## Record and Index a Meeting Automatically

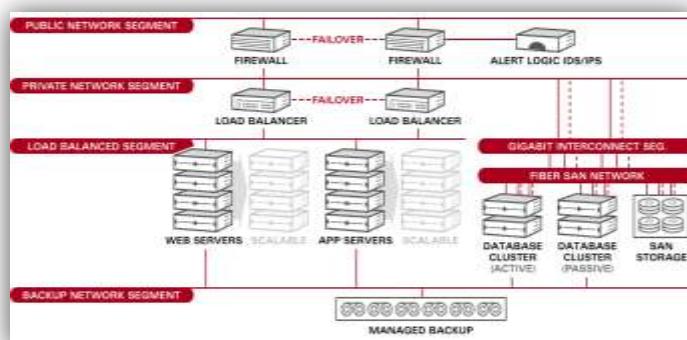
As Missoula becomes familiar with our system, you will find that most tasks are either automated or can be performed by staff at the click-of-a button. Managing your videos and uploading documents is simple:

- Step 1: Creation of Event. A Missoula staff member creates a new event in Media Manager. The event can be set to start and stop recording automatically on a schedule. You can also start and stop events manually and you will have the option record the event only for archive purposes or broadcast live.
- Step 2: Uploading the Agenda: This is a very simple step where a Missoula staff member browses their computer for the agenda created in word format, selects it and clicks upload to bring it into Media Manager.
- Step 3: Index the Meeting: During the meeting staff simply clicks on each agenda item, from the agenda loaded into the system in step 2, as it happened in real time during the meeting. By clicking on the item staff is creating an index point and can also capture action such as motion, roll call, votes, and notes. All action items are customized based on your standard language and council members names. All indexing and actions recorded during the meeting can be edited after the fact.

## System Resilience & Security

The proposed solution includes a hosted implementation, and currently maintains over a **99% uptime availability**, not including scheduled outages for solution upgrades. Ongoing security assessment by Granicus is completed as a standard practice and through 3<sup>rd</sup> party assessments.

To ensure the reliability and integrity of the proposed service and data within the data center, Granicus employs multiple levels of redundancy and follows industry best practices. Multiple Tier-1 providers connecting to redundant routers, firewalls, load balancers and switches serve the network. Each device, server and service within the network is monitored and maintained by trained personnel. Backups are maintained of the data and configuration of each tier both onsite and offsite. Onsite backups are maintained on-device for ease of recovery as well as off-device to ensure maximum recoverability. Off-site backups allow for recovery in case of disaster.



## Service Level Agreement

### Up-Time Guarantee.

Granicus, Inc. represents and warrants a 99.9% up-time guarantee for its hosted services. Granicus, Inc. will provide notification of any system-wide outages within one hour from the time the issue was first recognized.

### Telephone Numbers.

Technical support staff may be reached directly from 5:00 AM to 7:00 PM Pacific time at (415) 655-2400. After hours or in case of a technical support emergency, the support staff may be reached at (415) 655-2414, twenty-four (24) hours a day, seven (7) days a week. Granicus office staff may be reached at (415) 357-3618 or toll-free at (877) 889-5495.

### Internet and Email Contact Information

The website for Granicus, Inc. is <http://www.granicus.com>.

Emails may be sent to the support staff at [support@granicus.com](mailto:support@granicus.com)

### Maintenance Services/Response Times.

Granicus, Inc. represents and warrants that all maintenance services and response times for service will be in accord with the levels and response times set forth below:

**Level I: Emergency**: Level I problems are total failures of the system or frequent intermittent failure such that the Client cannot consistently rely upon the quality and level of services agreed to by the parties hereto. Granicus, Inc. will respond to all Level I problems within one (1) hour of notification by the Client of occurrence.

**Level II: Urgent** Level II problems are non-emergency issues that the Client believes need to be addressed within 24 hours. Typically, this includes video files not uploading, document template configuration changes, and other time-sensitive issues. Granicus, Inc. will respond to all Level II problems within twenty-four (24) hours of notification by the Client of occurrence.

**Level III: Non-urgent** Level III problems are typically feature requests or non-time-sensitive issues. Granicus, Inc. will respond to all Level III problems within three (3) days of notification by Client of occurrence.

A response by Granicus, Inc. means that a Granicus, Inc. customer advocate or technical support engineer will respond directly to the Client via phone or e-mail with (a) an assessment of the issue, (b) an estimated time for resolution, and (c) will be actively working to resolve the issue. Notification shall be the documented time that the Client either calls or e-mails Granicus, Inc. to notify them of an issue or the documented time that Granicus, Inc. notifies the Client there is an issue.

For hardware issues requiring replacement, Granicus, Inc. shall respond to the request made by the Client within twenty-four (24) hours. Hardware service repair or replacement will occur within seventy-two (72) hours of the request by the Client, not including the time it takes for the part to ship and travel to the Client. The Client shall grant Granicus, Inc. or its Representatives access to the Equipment for the purpose of repair or replacement at reasonable times. Granicus, Inc. will keep the Client informed regarding the time frame and progress of the repairs or replacements.

### Scheduled Maintenance.

Scheduled maintenance of the Granicus Solution will not be counted as downtime, and will only take place between 8:00 PM and 3:00 AM Pacific time on a Saturday or Sunday. Granicus, Inc. will clearly post that the site is down for maintenance and the expected duration of the maintenance. Granicus, Inc. will provide the Client with at least two (2) days prior notice for any scheduled maintenance. All system maintenance will only be performed

during these times, except in the case of an emergency. In the case that emergency maintenance is required, the Client will be provided as much advance notice as possible.

## Attachment A- Proposal Response Form

### General and Desired Enhancements

1. *Develop an audio/video archive management system that provides convenient, easy access to the content on the internet for our citizens, staff and elected officials. The interface should have a similar look and feel to the city's existing web presence. The format should be well organized and should be standardized for each meeting type.*

We are the only end-to-end open government solution can provide one single solution for everything- from integrated video streaming, citizen collaboration tools, remote staff training platforms, and automated agenda and minutes solutions. With our product depth and variety, your citizens can find all your meeting information quickly and easily. Missoula citizens, elected officials, and staff will have the ability to search meeting videos, captions, agenda, and minutes with advanced filters for date range, data type, etc- saving incredible amounts of time. They will also be able to fast forward, rewind, embed video, and share content over the social grid at the click-of-a-button. By providing town citizens and staff with all relevant meeting information in a single, fully Integrated Public Record, your meetings will be more accessible online than ever before.

#### Feature Rich

- **FULLY CUSTOMIZED** view page and player page
- **STREAM** videos and documents in a single view page to mobile devices and tablets (Androids, iPhones, iPads, etc)
- **DISPLAY** videos in HTML5
- **DRILL DOWN** to any level of public information and search through the meeting videos, notes, votes, closed captions, agenda, minutes, resolutions, etc. with advanced filters for data range data type etc
- **HELP YOUR AUDIENCE FIND INFORMATION QUICKLY AND EASILY** by customizing your online portal
- **DOWNLOAD** videos via Apple iTunes



**Fully Integrated & Fully-Hosted Pages** - It is through these pages that your content will be published and accessible to the public. On par with the latest industry standards, the new Granicus Media Player comes standard with the ability to live rewind, fast forward, “clip” segments, or share videos the social grid, all at-the-click-of-a-button.

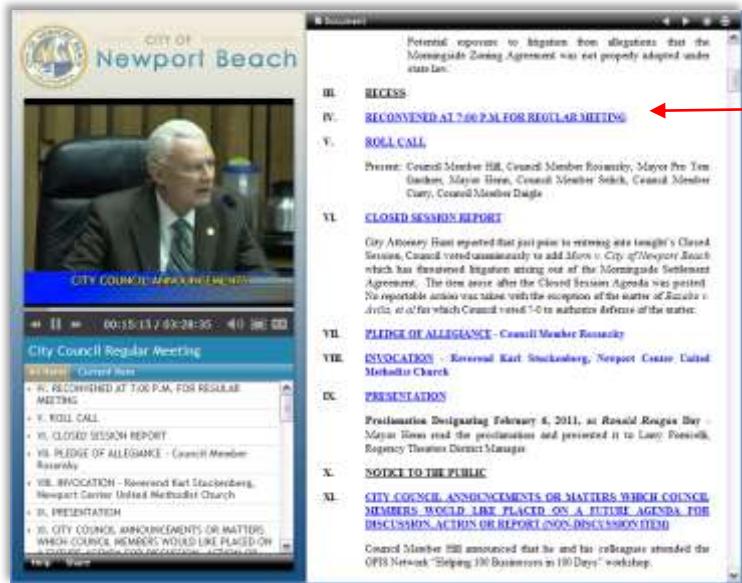
- **Media Page**  
The “Media Page” is where visitors can access all your Town Council Meeting online. This page can be fully-branded to match your existing website and organized so that information is easy to find.



**Video Player**  
To play the video, a new browser window opens and displays a video player.

Fully Searchable Content and Linked Minutes/Agendas available through Customized Web Pages- Your pages are not only embedded and hosted in our standard template, but they will be branded to match the rest of your site (themed) with customized organization. Our designers work with you to update and change the organization and structure of your media archives to help end-users find the information they are looking for quickly and easily. These pages can be customized (themed) and integrated with the City web site.

Cross-link Agendas and Minutes- Synchronize and cross-link your council meeting agenda, minutes, powerpoint presentations, and any supporting materials in a document viewing pane along

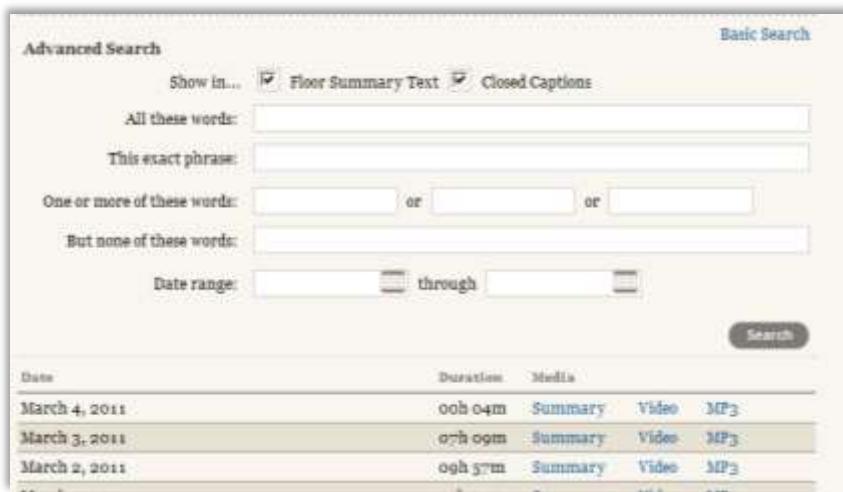


*Supporting documents are displayed alongside the video. The North Providence Town Council meetings will be fully integrated and easily searchable, making your public meetings more accessible than ever before.*

Paperless Agenda App for the Apple iPad- This allows council members to review agenda items and take personal notes to carry into the meeting with an iPad. It is the iPad's first paperless agenda app for government



Advanced Search- search all videos, captions (the spoken word), agendas, minutes, and supporting documents with advanced filters for date range, data type, etc



Date	Duration	Media	Video	MP3
March 4, 2011	00h 04m	Summary	Video	MP3
March 3, 2011	07h 09m	Summary	Video	MP3
March 2, 2011	09h 57m	Summary	Video	MP3

2. *This project should provide a reliable, live audio/video and audio only feed for an unlimited number of viewers/listeners.*

Granicus provides unlimited storage and distribution for all City meetings and non-meeting content (for example workshops, educational programming and special meetings). No matter how much content you store or how many users would like to access your content at the same time, Granicus guarantees it will be available. With the largest government webcasting network we are equipped to handle large volumes of simultaneous viewers, for example we were the official webcast of the State of the Union address. We understand your content is important and time sensitive and Granicus makes sure your content is available to the largest possible audience with the maximum possible up time.

To ensure the reliability and integrity of the proposed service and data within the data center, Granicus employs multiple levels of redundancy and follows industry best practices. Multiple Tier-1 providers connecting to redundant routers, firewalls, load balancers and switches serve the network. Each device, server and service within the network is monitored and maintained by trained personnel. Backups are maintained of the data and configuration of each tier both onsite and offsite. Onsite backups are maintained on-device for ease of recovery as well as off-device to ensure maximum recoverability. Off-site backups allow for recovery in case of disaster.

The proposed solution includes a hosted implementation, and currently maintains over a 99% uptime availability, not including scheduled outages for solution upgrades. On-going security assessment by Granicus is completed as a standard practice and through 3rd party assessments.

3. *Develop an easy-to-use, ADA compliant, interactive and architecturally sound system that is flexible enough to support the City's needs for a minimum of five years.*

Granicus software is developed specifically for non-technical users, so that it is easy to use. All of our pages are fully ADA compliant. Granicus' goal is to keep our clients on the cutting edge of technology, so they can best interact with all of their constituents, quickly and easily. The Granicus solution supports the use of closed captioning, and the association of the captioning with streaming media. Closed captioning is an easy to implement and can even be provided as needed for a specific meeting or on a case by case basis. Live text captioning of streaming video webcast events Captions are viewable during live and archived streaming for full ADA compliance. The captioning of live webcasts utilizes remote captioners who begin captioning at the start of a designated meeting. Captioners create captions by remotely viewing meetings live via the webcast while entering the words phonetically in stenographic shorthand code. The steno machine is connected to a computer containing software that translates stenographic shorthand into standard spellings and converts them into a caption format. The caption data is transmitted instantaneously via modem to the designated publishing point in the Granicus platform to be associated with the meeting video.

4. *The City's preferred model for System maintenance calls for designated staff in each City department to have the ability to upload content and operate routine functions on the System. System maintenance and upgrades will be handled by the City's IT department.*

With your Granicus solution an unlimited number of users can access the software and you can create permission levels for either individual users or groups. Any City staff can contact Granicus support any time day or night (24 X 7 X 365) if they need assistance. As for Granicus monitoring, system maintenance and upgrades our technical team can and will work directly with the City's IT department.

5. *If your System includes a charge for access to content stored on the system or to purchase a copy of archived content, please explain and disclose these costs in your proposal with your pricing(in the separate, sealed envelope).*

Granicus does not charge for access to content or to download copies of the City's content.

## Services to be provided

### 1. System operations and technical features:

- a. *Require little to no technical expertise for citizens to access or utilize the information stored on the System.*

If a citizen can access your website they can quickly and easily utilize meeting documentation and recordings in the Granicus system reducing the number of public information requests your staff has to field. Our view pages are designed and organized to be intuitive, so citizens are empowered to find what they want, when they want it through a searchable public record on your website that contains all meeting audio, video, minutes, and agendas all tightly integrated together. Citizens can watch indexed videos, browse agendas, and view supporting materials like staff reports, memos, and ordinances all within a single multimedia player. Media files are also easily delivered as downloadable audio (MP3) and video (MP4) formats in addition to streaming content, so you can reach more citizens using mobile devices, dial-up computers, and popular media networks including iTunes.

- b. *Work with the city's existing sound and video system in the City Council Chambers.*

Having webcast for nearly 1,000 other local governments over the last 11 years, we have the flexibility and experience to work within any existing AV setup, so there is no need to purchase any additional equipment. This allows Missoula to get more out of their existing equipment and significantly reduce overall project costs

- c. *Integrate with the City's current network environment.*

The normal procedure for Granicus to determine the best way to integrate with the City's current network environment is to have the City participate in a network assessment. During this assessment we get a good overview of your network, specifically in relation to available bandwidth on your internet connection. We find that most of our clients can utilize their existing infrastructure and internet connection to transport the live stream to Granicus and for uploading of the archive files post meeting. If necessary the archive can be set to upload overnight in order to minimize the impact on your existing connection. Archives consume approximately 1GB of disk space for every 7 hours of meeting time. The upload of an 8 hour meeting would transfer approximately 1.15 GB of data. For live streams we will need at least 360K of upstream bandwidth. Our goal is to work with what you have.

- d. *Per the Americans with Disabilities Act (ADA), the City must provide the same level of service to individuals with visual, hearing, motor, or cognitive disability that we do to the general public. The City expects Vendors to provide a product that fulfills the requirements of this law, and the successful vendor must also offer suggestions regarding accessibility as technology improves.*

As mentioned above all Granicus pages are fully ADA compliant, so all your constituents have access to your content even if they are using screen readers. The Granicus solution supports the use of closed captioning, and the association of the captioning with streaming media. Closed captioning is an easy to implement and can even be provided as needed for a specific meeting or on a case by case basis. Live text captioning of streaming video webcast events Captions are viewable during live and archived streaming for full ADA compliance. We strive to keep our Client on the cutting edge of technology so we would be more than happy to offer suggestions as technology changes.

- e. *The System must be designed to function effectively with common versions of software and hardware which must be identified in your proposal. Your software must be compatible with the City's existing network and website hosted by CivicPlus.*

Our software will function efficiently with common versions of software and hardware and will work with the City's existing network with minimal impact. CivicPlus is one of Granicus' long standing business partners, so

you can be assured that our software will not only be compatible with your website, but we will work with CivicPlus to create a seamless interface and our systems will be compatible even if there are technology changes in the future.

f. **The archive site must be compatible with current versions of commonly used internet browsers.**

Granicus' archive sites are compatible with IE6 and above, Firefox 3.6 and above, and all recent (Mac OS X) versions of Safari. Support for mobile devices is provided for Android 2.x and 3.x, iOS (iPad/iPhone) via H.264 encoded streams.

g. **Please tell us the platform and code your System runs on (php, asp, .net, etc.)**

For platform and code, the Granicus system is written in a combination of PHP and .NET.

h. **Please list the browsers and versions your System is compatible with (IE, Safari, Firefox, etc.)**

Granicus' archive sites are compatible with IE6 and above, Firefox 3.6 and above, and all recent (Mac OS X) versions of Safari. Support for mobile devices is provided for Android 2.x and 3.x, iOS (iPad/iPhone) via H.264 encoded streams.

i. **Please list any plug-ins or software required by users to access video or audio content created with your system. If a plug-in is required, do you provide a link to it with instructions for our users on the archive page?**

No plug-ins or software are required to access video or audio content. Most Granicus content is accessed through a browser player or mobile device by end users. However, Granicus content may be accessed using any stand-alone player because we encode in H.264. Examples of stand-alone players include QuickTime, Windows Media Player or VLC. QuickTime is pre-packaged with the Mac operating system, and Windows Media Player is pre-packaged with the Windows operating system.

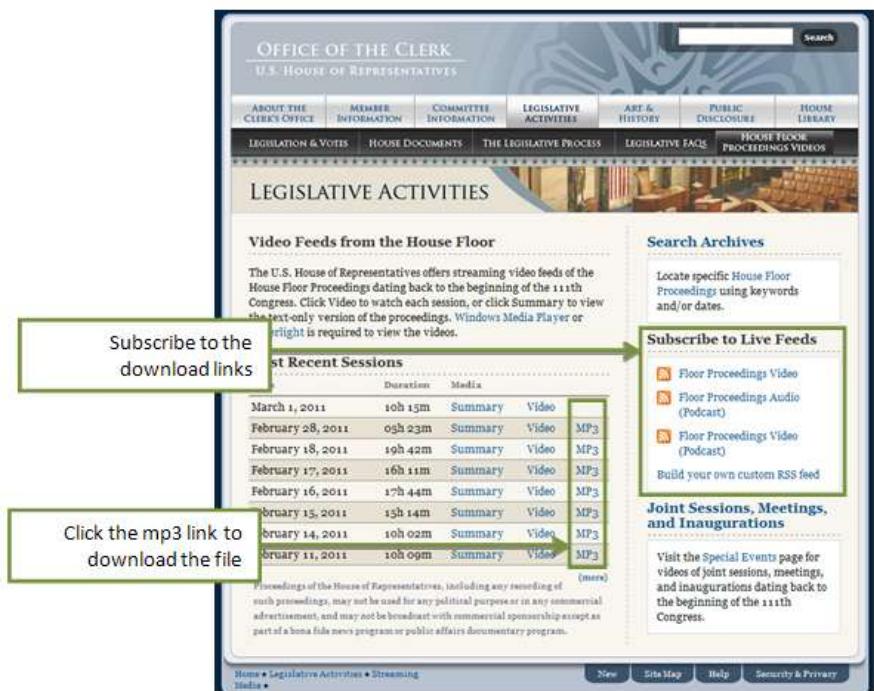
j. **The System must provide high speed upload/download response times for both low and high speed computers that are used by average citizens. Your proposal should include the ideal internet speed a citizen should have to watch videos archived on the System and the slowest internet speed to render a functional experience for our citizens.**

The ideal bandwidth, for our standard settings, would be 600 kbps, however this is adjustable if the City would like to increase video quality at the expense of their lower-bandwidth customers, or decrease quality to increase reach. The system will adjust the quality of the stream for lower bandwidth end users, and will eventually drop video altogether and provide an audio-only experience for end users on dial up. We can work with the City to determine what encoding rate makes the most sense for their particular end users.

k. Allow citizens to easily download audio and video archives and listen to them on their computers (compatible with PC, Mac, and Unix users).

Your Granicus solution includes podcasting. With podcasting, you can reach low-bandwidth users with audio MP3 and video MP4 versions of your content as well as give staff, citizens and elected members access to downloadable and portable copies of your audio/video content. We automatically transcode your files into MP3 and MP4 files as part of the video encoding process. These MP3 audio and MP4 video files are available for download on your managed website and through RSS subscriptions, User Search Alerts, and Apple iTunes. Downloadable podcasts make your video content available off-line and/or on mobile devices.

- **RSS-** Viewers can quickly jump to any topic through index points and setup RSS subscriptions to automatically download the most recent content. This feature further simplifies the ability for North Providence citizens to get real time updates straight to their inbox.
- **User Search Alerts-** Just as the RSS subscription allows users to receive updates on specific files, or agendas\minutes activity, User Search Alerts allows users to get notifications on specific stored keywords searches.
- **Apple iTunes Tags-** Downloadable podcasts of media files are made available and searchable via Apple iTunes



Subscribe to the download links

Click the mp3 link to download the file

Subscribe to Live Feeds

Date	Duration	Media	MP3
March 1, 2011	10h 15m	Summary	Video
February 28, 2011	09h 23m	Summary	Video
February 18, 2011	10h 42m	Summary	Video
February 17, 2011	10h 11m	Summary	Video
February 16, 2011	17h 44m	Summary	Video
February 15, 2011	15h 14m	Summary	Video
February 14, 2011	10h 02m	Summary	Video
February 11, 2011	10h 09m	Summary	Video

Proceedings of the House of Representatives, including any recording of such proceedings, may not be used for any political purpose or in any commercial advertisement, and may not be broadcast with commercial sponsorship except as part of a bona fide news program or public affairs documentary program.

- I. Allow for live broadcasts of any meeting or event held in the City Council Chambers, with on-demand links to audio and video archives.

With unlimited bandwidth and streaming, Missoula won't need to worry about the number webcasts you would like to stream. Not only can you stream an unlimited number of meetings and events, but you will also have unlimited storage, distribution, backups, systems monitoring, and 24x7 Tier 1 support. Optimal streaming quality, speed, and reliability are guaranteed. Links to live and on-demand audio and video archives can be easily accessed through a Granicus View Page integrated into the City's website, see example below, your live streams will display in the upcoming meetings section and after the live stream has finished the archived recording will automatically drop into the past meeting section:

## Upcoming Board Meetings

Name	Date	
Board of Commissioners Briefings	October 11, 2011 - 10:00 AM	<a href="#">Agenda</a>
Board of Commissioners Regular Meeting	October 13, 2011 - 9:30 AM	<a href="#">Agenda</a>

Search Archives:

Subscribe via RSS feeds 

[Agenda](#) | [Minutes](#) | [Podcast](#) | [Video Podcast](#)

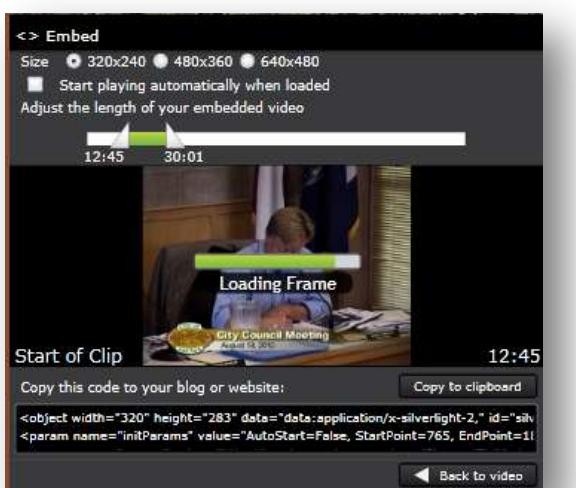
## Past Board Meeting Agendas, Minutes, Videos and Audio Files

Name	Date	Duration	Agenda	Minutes	Video	MP3Link	MP4Link
Board of Commissioners Regular Meeting	Oct 6, 2011	02h 38m	<a href="#">Agenda</a>		<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Video</a>
Board of Commissioners Briefings	Oct 4, 2011	01h 40m	<a href="#">Agenda</a>		<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Video</a>

m. The System should provide the ability to forward or share to all or portions of indexed content via:

- i. Social media (Facebook, Twitter, YouTube, blogs, etc.)
- ii. E-mail
- iii. Embedded in the city website or links on other web pages.

Granicus allows staff and citizens to easily share content to all the social networking sites. Whether whole videos or specific clips users can share content or embedded it on their own websites. We also make it easy for City staff to take clips of videos like a special presentation or Mayor's speech and embedded the content on other pages on the City website for maximum publicity.



n. Allow for the creation and management of audio and video archives including the ability to maintain separate archives for different types of meetings. (For example, the Board of Adjustment archive is separate from the City Council archive.)

Through a simple folder system in the Granicus backend software all archives can be stored based on meeting type. All archives based on meeting type can then be automatically routed to the proper public facing page where they are stored. For example, below, New Port Beach has separate pages for all their meeting bodies and citizen can simply click on the meeting type and be taken to a separate page with the archives for that body:



**CITY COUNCIL AGENDAS, MINUTES, VIDEO**

To enable the most effective streaming experience for all browsers and operating systems, please download and install [Silverlight](#) from Microsoft.

**Archives** **VoteLog**

**Upcoming Events**

Name	Date	Agenda
City Council Study Session	October 11, 2011 - 5:00 PM	<a href="#">Agenda</a>
City Council Regular Meeting	October 11, 2011 - 7:00 PM	<a href="#">Agenda</a>

**Search Archives:**  
  Subscribe via RSS feeds   
[Agenda](#) [Minutes](#) [Video](#) [Podcast](#) [Video Podcast](#)

**Archived Videos**

2011	2010	2009	2008	2007	2006	2005	
Name	Date	Duration	Agenda	Minutes	Video	MP3 Audio	MP4 Vid
City Council Study Session	Sep 27, 2011	00h 45m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Regular Meeting	Sep 27, 2011	01h 32m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Study Session	Sep 13, 2011	01h 57m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Regular Meeting	Sep 13, 2011	02h 30m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Special Meeting	Aug 18, 2011	00h 00m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>
City Council Special Meeting	Aug 10, 2011	00h 00m	<a href="#">Agenda</a>	<a href="#">Minutes</a>	<a href="#">Video</a>	<a href="#">MP3 Audio</a>	<a href="#">MP4 Vid</a>

o. Provide for the scheduling and promotion of live events on the city's web interface.

All live and on-demand events can be promoted and placed virtually anywhere on the City's site. We not only encourage promotion of webcasts, but Granicus will work with the City to make sure you are reaching the largest audience of citizens and that anyone that visits your website will notice your videos.

p. Automatically transfer and publish archives to the City's website.

Live webcasts can be scheduled to automatically start and stop, which will broadcast a live link on the City's site only while the live event is occurring, with no extra work required of your staff or web team. After the live stream is finished the archived file will automatically transfer to the proper archive section based on meeting type as mentioned in question n.

- q. Provide storage for video on a server within the City's network, and allow for routing of internal users to servers on the network without consuming available bandwidth.

The City will be able to store and distribute video locally through the Granicus Unified Encoder. The same encoder that takes the audio/video input and sends the signal to the Granicus datacenter for your public to view can also be used to store content locally saving money, bandwidth and space. Through intelligent routing staff can still go to the view page on the City's site to access videos, just like citizens, but they will be redirected to the unified encoder to get the content locally instead of consuming valuable outbound bandwidth.

- r. Simultaneously broadcast and archive live events to a designated library easily and directly.

Similar to question p above, live webcasts can be scheduled to automatically start and stop, which will broadcast a live link on the City's site only while the live event is occurring, with no extra work required of your staff or web team. After the live stream is finished the archived file will automatically transfer to the proper archive section based on meeting type.

- s. Distribute live streams across the internal network as leverage for sole broadcasting capabilities.

Permissions can be set up for both live and archived streams can be distributed exclusively to local users in cases where you may not want particular meetings to be public. In addition you can stream internal meetings even in audio only if you are not able to video record a particular event.

- t. Allow for future upgrades and additional services to be adapted through the current system.

With the Granicus Open Platform you solution is truly scalable and you are able to add or remove services at any time.

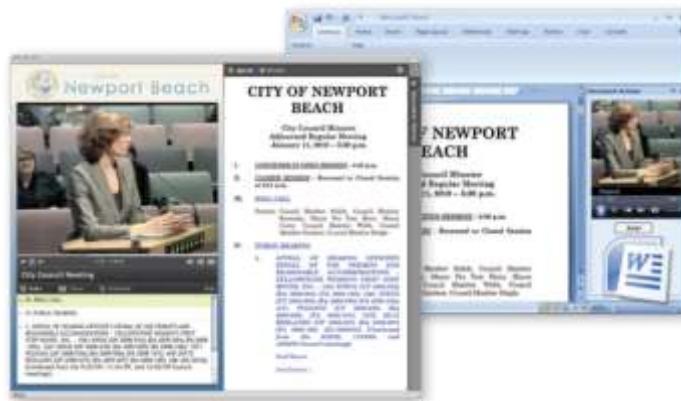
- u. Enable the city to easily fulfill citizen requests for copies of video or audio.

With the Granicus Government Transparency Suite, because recordings and documentation are easily available, downloadable and keyword searchable on your website, many of our Clients see their direct requests for public information drastically diminish. However, in the instance that a citizen does request a copy of audio or video City staff has the ability to easily copy content onto either a CD with indexed documentation or a DVD copy with indexed chapters to agenda items.

## 2. Other requirements and features

- a. Cross reference information should be hyperlinked in the meeting summary minutes produced by the System. (For example, a roll call vote should link to the roll call summary taken for the meeting)

The Granicus Meeting Efficiency Suite is a live meeting workflow solution that combines minutes with a meeting's recording. Capture and publish minutes, saving staff time and cutting administrative costs. Record roll-call, agenda items, speakers, motions, votes, and notes through a simple interface. After the meeting, finalize minutes quickly and easily in Microsoft Word™ linked to the recording. With VoteLog, allow the public to track legislation, ordinances and even voting member records through your website. This Suite you can seamlessly integrate with agenda solutions already in place. Not only will the City be able to generate linked minutes, but will also be able to utilize meeting preparation tools, live minutes automation tools, quick notes and text expansion, and minutes editing and publishing tools.

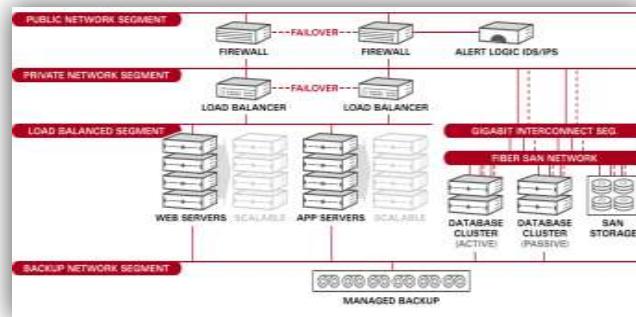


- b. Any graphics used should be relevant and provide for the quickest loading with no use of cartoons or caricatures.

Granicus will only use graphics provided or requested by the City and will not use cartoons or caricatures.

- c. The site must be designed for continuous operation 24 hours a day, 7 days a week with exception for times of scheduled maintenance. Maintenance may not be scheduled during live event broadcasts if it will disrupt the experience for our viewers.

To ensure continuous operation, reliability, and integrity of the proposed service and data within the data center, Granicus employs multiple levels of redundancy and follows industry best practices. Multiple Tier-1 providers connecting to redundant routers, firewalls, load balancers and switches serve the network. Each device, server and service within the network is monitored and maintained by trained personnel. Backups are maintained of the data and configuration of each tier both onsite and offsite. Onsite backups are maintained on-device for ease of recovery as well as off-device to ensure maximum recoverability. Off-site backups allow for recovery in case of disaster.



The proposed solution includes a hosted implementation, and currently maintains over a **99% uptime availability**, not including scheduled outages for solution upgrades. On-going security assessment by Granicus is completed as a standard practice and through 3<sup>rd</sup> party assessments.

- d. Capability to link to agendas minutes, video and audio archives on the same screen to make it easy for users to locate the content they desire.

Through the Granicus video player all agendas, minutes and other documentation will not only be viewable on the same screen as the video they will be hyperlinked to the video for navigation and keyword search. This provides your citizens with the most seamless and easy to use interface available today, accessible from most any device with an internet connection.

- e. Capability for City staff to conduct routine maintenance of the archive. Therefore, the System needs to be structured for maintenance and updating capabilities by non-technical staff.

All Granicus backend software was designed specifically for non-technical users. Our solutions is designed with self-empowerment in mind. Essentially, we take the guesswork and difficulty out of webcasting by providing our clients with intuitive tools to publish an unlimited amount of webcasts to your public website without having to have webcasting or website technical expertise. Our goal is to completely empower our clients with a solution that is intuitive, a training program that ensures client success, a customer care team that provides an unprecedented level of service 24 hours a day, and an overall experience that integrates your existing process and workflows so you gain the best government webcasting solution on the market without having to do extra work.

### **3. Services required after selection:**

- a. The selected firm's representatives will be required to meet with the City's project manager and/or representatives to discuss and plan the project and provide progress reports as needed.

Missoula will have a dedicated deployment team; an engineer, trainer, web designer and project manager to meet with the City's project manager and other staff to plan the project, set milestone and go live dates. Your deployment team will ensure that solution is deployed successfully, on time, on budget and that all users feel comfortable and are successfully using the system. We even have resources to help you with your public launch and getting the word out to citizens so they can take advantage of the great service the City is providing.

- b. In conjunction with performance under the approved contract, the contractor may be required to attend additional progress meetings in the event the Vendor is not in conformance with the contract. These meetings will be provided at no additional cost to the city.

Your Granicus team is available to meet and work with you 24 x 7 x 365 to help with any type of issue at no additional cost.

- c. A testing period and subsequent acceptance testing period shall be provided, during which the City may evaluate the System on City property to ensure satisfaction with the System functions and conformance with specifications:

As part of our deployment process we include a specific Client testing a validation period to ensure the City's satisfaction and resolve outstanding issues if any.

#### **4. Specific System Functionality the City Desires**

We realize that in responding to this proposal, your company will provide the City of Missoula with a complete Live and On Demand Video and Audio Management System. In developing this RFP, we have identified functionality that the System must be able to perform. Your overall solution should NOT be limited to the functionality listed below. Preference will be given to those vendors who demonstrate a solution that has been successfully deployed in other government agencies. Failure to address each requirement may be grounds for disqualifying your proposal:

- Provide a web interface that integrates with the City's existing web presence allowing citizens to access the agenda, minutes, live broadcast link, and video and audio recordings for each meeting.

The Government Transparency Suite gives Missoula citizens greater access to public meetings and records online through a portal on the City's website designed to integrate seamlessly. Take the next step towards greater transparency and link related documents to your video, offer your full agenda packet, and provide advanced searching of archives. Connect agenda data to the iPad to review agendas and support documents, take notes and more. Reach a broader audience with podcasting - download media in MP3 and MP4 formats and view video offline. Granicus' reporting tools give you a detailed analysis of visitor statistics to help you better understand viewership trends. Below is an overview of what you will be able to do;

- Publish agenda packets and minutes with video
- Link relevant materials
- Build reports and analytics
- Index videos live
- Stream content live and on-demand
- Offer downloadable formats (MP3 & MP4 podcasting)



- Allow staff to preload the agenda and other meeting documents created in Microsoft Word into the system.

Agendas created in word format can be preloaded into the Granicus system, along with any accompanying documentation and posted to the City's website whenever staff is ready to make them public before the meeting. Loading documentation is a very simple process, similar to attaching a document to an email, simply browser your computer for the saved file, select it, and click upload.

- Maintain separate membership lists for each meeting body.

Each meeting body can not only have their own archived pages, but we can set up specific document templates, membership lists and backend users and permissions creating a truly customized solution unique to the City of Missoula.

- d. Maintain a separate list of common motions, notes, roll call templates, and votes for each meeting body.

Similar to creating membership lists, we can also set up motions, notes, roll call, votes, and even text expansions for commonly used names or phrases for each meeting body.

- e. Allow for the linking of meeting agendas, agenda items, minutes and documents to the video.

Full agenda packets, minutes and other documentation can all be hyperlinked directly to the video. Granicus also goes one step further allowing you to also link PowerPoint presentations, maps or images and even GIS information. If the information is in a web readable format we can help you associate it with your video. The best part about hyper linking all of this information is you are creating a powerful search repository for your citizens to find specific information directly from your website.

- f. Provide a single user interface to link meeting agenda, minutes, and other documents, index motions, take roll calls and tabulate votes while a meeting is in progress or after the meeting is adjourned prior to uploading for citizens to view on demand.

Staff can use the Granicus software during the meeting to create indexes or 'jump-to' points that synchronize documents to the recording. Indexing also shows the current item on the player page so the end user can keep track of the current item that is being addressed. Roll call, motions, votes and summary notes can all be captured in real time as they occur in the meeting using our intuitive software. If content is not indexed or captured real-time, it can always be done or edited after the fact.

- g. Be capable of performing key word searches.

All text content in the Granicus system is keyword searchable for staff and citizens. If the City utilizes closed captioning for full ADA compliance the videos will also be searchable by spoken word. When a keyword search is performed and an end user clicks on a result they will be taken directly to that point in the meeting recording and the documentation. Notification feeds can also be linked to search results so that citizens or staff can be notified when a topic they are interested in is published.

- h. The City Council has committee meetings that run back to back with a five minute break between each meeting. Each committee is staffed by a different person. Your proposed System must be able to seamlessly transition between each committee meeting allowing the archiving of the previous meeting so the staff can begin transcribing that meeting's minutes back at the office while the next staff person begins recording and annotating the next meeting taking place in the Council Chambers.

The Granicus system is set up so that back to back meetings are no problem. We can also install as many instances of our software as you would like to make transitioning from meeting to meeting seamless, even with different staff using different computers for each meeting. After a meeting is over simply access the content created during the meeting and begin post meeting work.

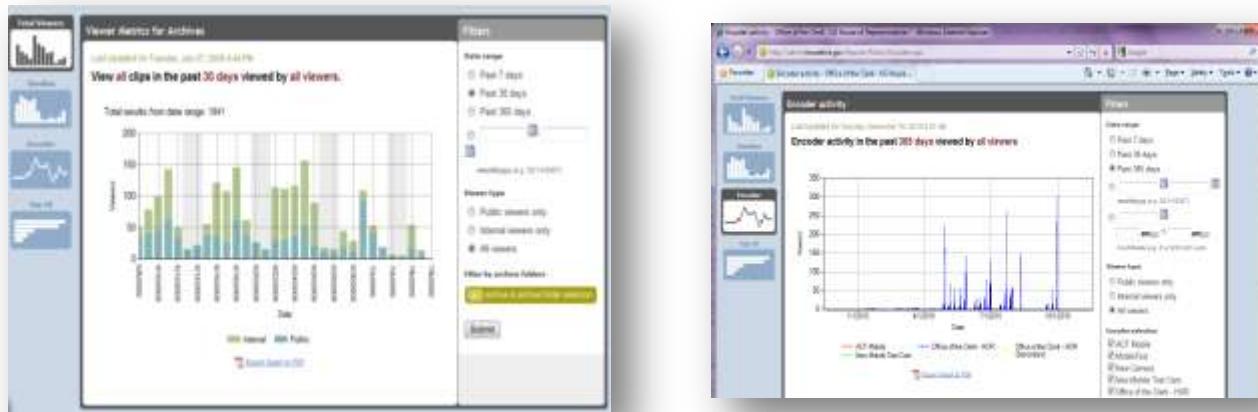
i. Allow for transcription of meeting minutes using a USB foot pedal—preferably using an audio rather than video feed to save bandwidth on our network. The System must have capability for contract transcriptionists to download the audio recording of Council meetings via the internet. What types of USB foot pedals and transcription software is your System compatible with?

We provide and can support USB foot-pedals. There are couple ways the City can save bandwidth while the transcriptionists work with the archives. The first way would be for them to simply download the MP3 audio file onto their computer for use with the foot pedal. The second is to work directly with the video archive, we use a local distribution server to provide extremely fast access to video without taxing the City's network. Since Granicus operates as software as a service, and has various permissions that can be assigned to files and folders, transcriptions can easily be provided by contractors.

j. Ability to provide City staff with detailed usage reports (include screenshots of standard reports provided by your proposed System in your response).

As demonstrated below, Missoula will have the flexibility to choose dozens of variables to measure and report on the success of their webcasting events. The Granicus system provides on-demand detailed usage reports concerning: streaming requests, average user bandwidth, outbound bandwidth, content popularity, and media storage usage. Missoula will have access to hundreds of variables to choose from to create customize reports. This will allow you to measure the success of communication efforts and the popularity of particular issues. The most commonly used metrics including: streaming requests, average user bandwidth, outbound bandwidth, content popularity, and media storage usage. The most typical reports include, but are not limited to:

- Number of viewers- internal vs. external
- Total viewership
- Timeline/Date Range/Viewing Length
- Top 10 media items viewed



## 5. Desired (but not required features):

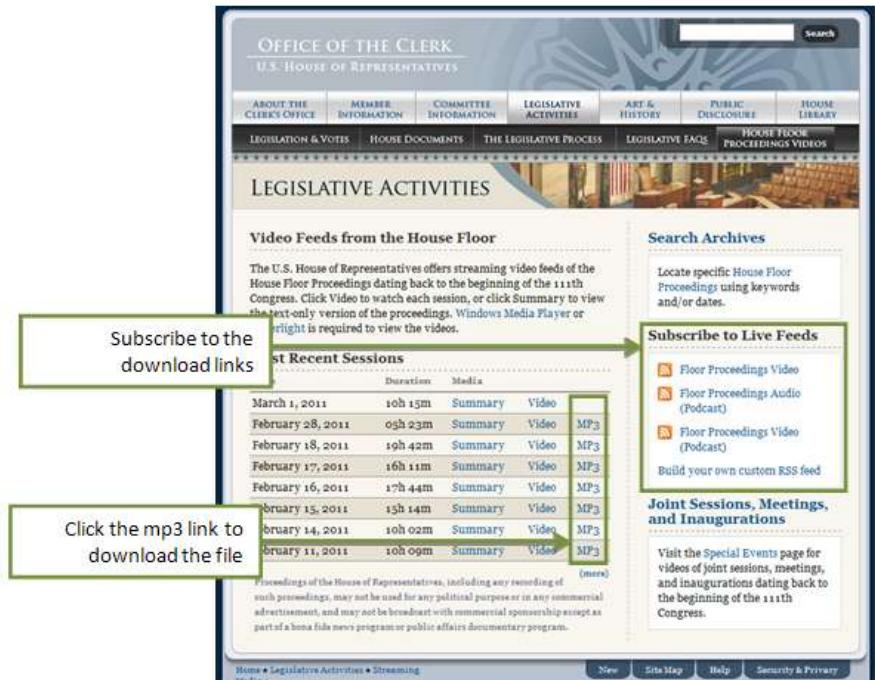
a. Allow citizens to “subscribe” to an individual meeting feed or a meeting body and provides the ability to automatically send alerts via e-mail or SMS to subscribers to notify them a meeting has been scheduled and/or is about to begin.

Citizens can subscribe to all content through RSS subscriptions, User Search Alerts, and Apple iTunes.

**RSS-** Viewers can quickly jump to any topic through index points and setup RSS subscriptions to automatically download the most recent content. This feature further simplifies the ability for Missoula citizens to get real time updates straight to their inbox.

**User Search Alerts-** Just as the RSS subscription allows users to receive updates on specific files, or agendas\minutes activity, User Search Alerts allows users to get notifications on specific stored keywords searches.

**Apple iTunes Tags-** Downloadable podcasts of media file can be made available and searchable via Apple iTunes



Subscribe to the download links

Click the mp3 link to download the file

Date	Duration	Media	Link
March 1, 2011	10h 15m	Summary	Video
February 28, 2011	05h 23m	Summary	Video MP3
February 18, 2011	19h 42m	Summary	Video MP3
February 17, 2011	16h 11m	Summary	Video MP3
February 16, 2011	17h 44m	Summary	Video MP3
February 15, 2011	15h 14m	Summary	Video MP3
February 14, 2011	10h 02m	Summary	Video MP3
February 11, 2011	10h 09m	Summary	Video MP3

(more)

Proceedings of the House of Representatives, including any recording of such proceedings, may not be used for any political purpose or in any commercial advertisement, and may not be broadcast with commercial sponsorship except as part of a bona fide news program or public affairs documentary program.

b. Ability to view live video stream or archived content on a mobile device (please list which devices your system currently supports)

i. Please list the mobile operating systems your System runs on (iOS, Android, etc.)

:

Missoula will be able to stream an unlimited number of meetings and events to mobile devices. Streaming to mobile devices is currently provided for Android 2.x and 3.x, iOS (iPad/iPhone) via H.264 encoded streams and we are working on expanding to all mobile devices we come across.

c. Ability to share content via podcast or post it to a YouTube channel or other distribution methods.

Podcasting is a great way of automatically distributing audio and video content through. Granicus will provide podcasting to Missoula because it improves public access and government transparency beyond the abilities of a streaming-only solution. Podcasting allows users to collect programs and play them through a portable device, whenever and wherever it is convenient. Furthermore, by offering a podcast feed, your residents and staff no longer have to visit the City website to see if new content is available. In addition, they can now review this content when they are off-line.

When Granicus Podcasting Service is enabled, a series of podcasting servers activate and begin transcoding your archived streaming content to MP3 audio and MP4 video formats. MP3/MP4 is used because it plays on both iPods and other brands of portable players, reaching the widest possible audience. Once the files are converted into MP3/MP4, they are stored on special podcasting servers located within the Granicus MediaCenter™. As with your streaming content, you are allowed unlimited bandwidth. Users of the system can access content in a number of ways. The first method is to simply download the MP3/MP4 files via links on

the City's site. The subscribe model of podcasting is a version of push technology. Unlike streaming, which requires the end user to retrieve content from your website, podcasting allows the subscriber to select among available feed channels. Finally, Granicus podcasts are registered with the iTunes music store, giving your podcasts a much wider audience by exposing it to millions of iTunes users.

Downloaded content can be posted to YouTube or other distribution methods; it is also possible to send content to other systems directly from the City's streaming content:



## **6. Other considerations**

a. Hardware--The City reserves the right to acquire standard computer hardware from its current approved provider(s).

Computers and hardware, for example the laptops the Granicus software will be used on can all be purchased by the City through their approved vendors. As part of all Granicus managed services we provide an encoding appliance for the City to utilize. The Granicus Encoding Appliance supports Granicus' current and future software platforms and encoding formats. It has been rigorously tested and certified to work with Granicus technology. Device pre-configurations allow customers to get up and running quickly while maintaining the highest level of service at a low monthly cost.

The Granicus Customer Care team leverages a suite of tools that allow us to proactively monitor, maintain and support the appliance. Full patch management of Granicus software, the operating system and anti-virus solution eliminates any maintenance burden placed on government IT staff, including contacting multiple vendors for support. As a fully-managed solution, Granicus will provide customers with all necessary upgrades, repairs or replacements to ensure that the appliance works effectively on the Granicus platform. To help maintain ADA compliance, the Granicus Encoding Appliance supports extraction and display of embedded closed captions. The Granicus Encoding Appliance is lightweight and small enough to fit in any server rack. Encoder noise has been addressed as well. With a sound output less than 40db, the Granicus Encoding Appliance is considerably quieter than standard off the shelf encoding hardware.

b. Documentation--The successful Vendor is to provide complete documentation to the City for each of the media system's components. The form of the documentation can be distributed through the following processes: paper handouts, downloadable pdf. via Vendor's website, or CD-ROM.

All of Granicus products and suites come with reference guides and documentation created by our technical writers. We can deliver this content to the City in any format that works best for your end users: paper handouts, downloadable pdf. via Vendor's website, or CD-ROM.

c. License--The successful Vendor is to provide the City with a concise license structure for all the materials, parts, and software being provided. The structure proposed shall support the City's desires and needs articulated in this RFP while acknowledging the Vendor's capabilities.

As a Software-as-a-Service company Granicus will provide all the necessary software and hardware to fulfill and exceed the requirements of this RFP. The software will be provided as a site license that can be used by the entire organization of the City of Missoula with unlimited users, groups, meeting types, bandwidth and storage.

d. Support--The successful Vendor shall provide technical expertise, knowledgeable staff, and effective procedures to resolve system errors in a timely fashion. General assistance will be made readily available during regular City business hours Monday through Friday and during meetings generally held on weekday evenings. Online support with troubleshooting features, frequently asked questions, and general system overview shall be provided by the Vendor 24 hours a day, and 365 days a year. Telephone support shall be provided through a toll free number.

Customer Satisfaction is the backbone of our Company and Client success is how we rate our own success. In the past eleven years we've had a 98% customer retention rate, a rate that is unheard of in the Software-as-a-Service industry. Granicus goes above and beyond traditional support models by leveraging systems management technology to constantly monitor every component of your solution.

*Support Case Management*

The Granicus Customer Care team leverages an enterprise CRM that includes a searchable database of every case ever opened in the 11 year history of the company, with best practice and troubleshooting responses to help guide the technical support team to a quick resolution. In 2010, with the help of our customer care knowledge base, our case loads dropped by 25% over the previous year, and that was with the addition of nearly 100 new clients.



Case and Knowledge Tracking System

*Expedited Response Time- Four Hours or Less*

Granicus Customer Care organization is structured so that as cases are reported and time elapses, continuous review and escalation occurs leading to ultimate resolution of the problem discovered. Service response times are not to exceed 4 hours after a call is placed. All of our cases are resolved in the timeliest fashion according to the severity of the problem.

The Granicus Customer Care Team has a direct line of communication with Product Managers and the Product Development Team. A percentage of Product development work is dedicated to resolving a continuously prioritized list of application issues. This ensures the quality and reliability of the solution is ever increasing.

*Remote Diagnostic Monitoring*

The Granicus System Monitoring and Health Check application is a tool for use in proactively reporting problems that may arise and troubleshooting issues. It is a client application installed on every piece of onsite hardware that is part of the Granicus Solution, and the client application runs on each Support person's desktop. Additionally, it is integrated with our enterprise CRM to automate the creation and resolution of cases before the client is even aware that a problem exists. The Granicus System Monitoring application also has the ability to notify the support team via email and cell phone when a potential issue is reported.

The Health Check tool is primarily used to test whether the configuration of the server is accurate. It can test which ports are open, which drivers are installed, and whether specific and necessary components are installed on that machine. Therefore, whenever the server is having troubles, you can use the Health Check tool to help diagnose the issue.

## SUPPORT

### On-Site Support

#### **Granicus Headquarters**

600 Harrison Street, Suite 120  
San Francisco, CA 94107

Our Support Team consists of staff that spans all time zones in addition to our primary San Francisco location. We are available to you 24/7/365 days a year. Our other support locations include Atlanta, Los Angeles, New York, Reno, Seattle, Chicago, and Dallas

### Phone Support

#### **Technical Support Personnel Phone**

Available M-F, 5am-6pmPT

Toll Free Support Line: 877-889-5495

### **24 Hour Support Hotline**

Phone: 415-655-2414

Email: [customercare@granicus.com](mailto:customercare@granicus.com).

### Online Support Portal

Granicus has one of the most comprehensive online support portals, [www.granicus.com/csp](http://www.granicus.com/csp). The Customer Service Portal includes the following features:

- Knowledge Base – search articles about Granicus products and services
- Support Resource Center – Find product-specific downloads, manuals, reference guides, and release notes to make your work easier.
- Online Training – Regular live and on demand resources to learn more about your Granicus solutions
- Granicus Blog – Provides a community for our clients to share ideas and get the latest tools, tips, and strategies to achieve success with Granicus
- Support Contact – look here for phone numbers and email addresses to reach your customer care team. We are available 24 hours a day, 7 days a week to help you resolve your issues.
- Log a Case - You can now view your Case's status or log a new Case directly from the Customer Service Portal!
- Feature Request system - Granicus wants to hear your ideas on how we can improve our products and services. Over the years many clerks, secretaries, webmasters, and public information officers have contributed to our product enhancements. We greatly appreciate your comments.



Granicus Online Knowledge Center

e. Training--The successful Vendor shall provide all the essential training needed to successfully operate the Vendors system to City and MCAT employees. Such training shall take place on-site with no additional charge to the City.

Granicus certified product trainers make sure that all of our Clients are comfortable and successful using our software. Customized instructor-led trainings give your staff the comprehensive knowledge they need to achieve success quickly. Our training experts also offer specialized guidance for different roles within your organization so everyone has the support they need to perform their jobs effectively—IT, Clerks, Communications, Webmasters, A/V, Board Members etc. Instructor-led Training Series usually last for 6 hours for every 8 Users and can be broken into segments.

In addition to on-site instructor led training Missoula staff will also have access to:

- Self-Paced Online Training
- Ongoing training via:
  1. Personal Account Manager assigned to Missoula (demos & presentations)
  2. Granicus University (Q&A, on-demand training videos & quick guides)
  3. Public Training Portal (online demos) <http://granicus.force.com/citizen>

f. Ownership (Software)--The successful Vendor shall represent and declare the sole ownership of the software product, or if not the sole owner, receive complete authorization from the owner to license this software product with full right and power to grant the City rights to use the software. The Vendor further represents and declares that the software is of the original form with no infringement upon any other patent, copyright, trademark, or any other ownership right of another person.

Granicus is the sole owner of all our software products and has the full right and power to grant the City rights to use the software. All Granicus software is of the original form with no infringement upon any other patent, copyright, trademark, or any other ownership right of another person.

g. Ownership (Data stored on System)--To be considered for an award, the successful vendor must contractually affirm that the City of Missoula owns all data stored on the Vendor's platform and if selected, the Vendor will surrender all data stored on their platform to the city in a format agreeable to the city upon demand without any additional surcharges or fees.

All content and data created and stored by the City of Missoula is property of the City and can be downloaded out of our system at any time. Granicus can also extract the data and provide it to the City if you ever wish to terminate your contract with us.

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## Attachment C- Conditions and Non-Collusion Agreement

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