OPENCITIES
Building Better Government,
One Website at a Time

OpenCities

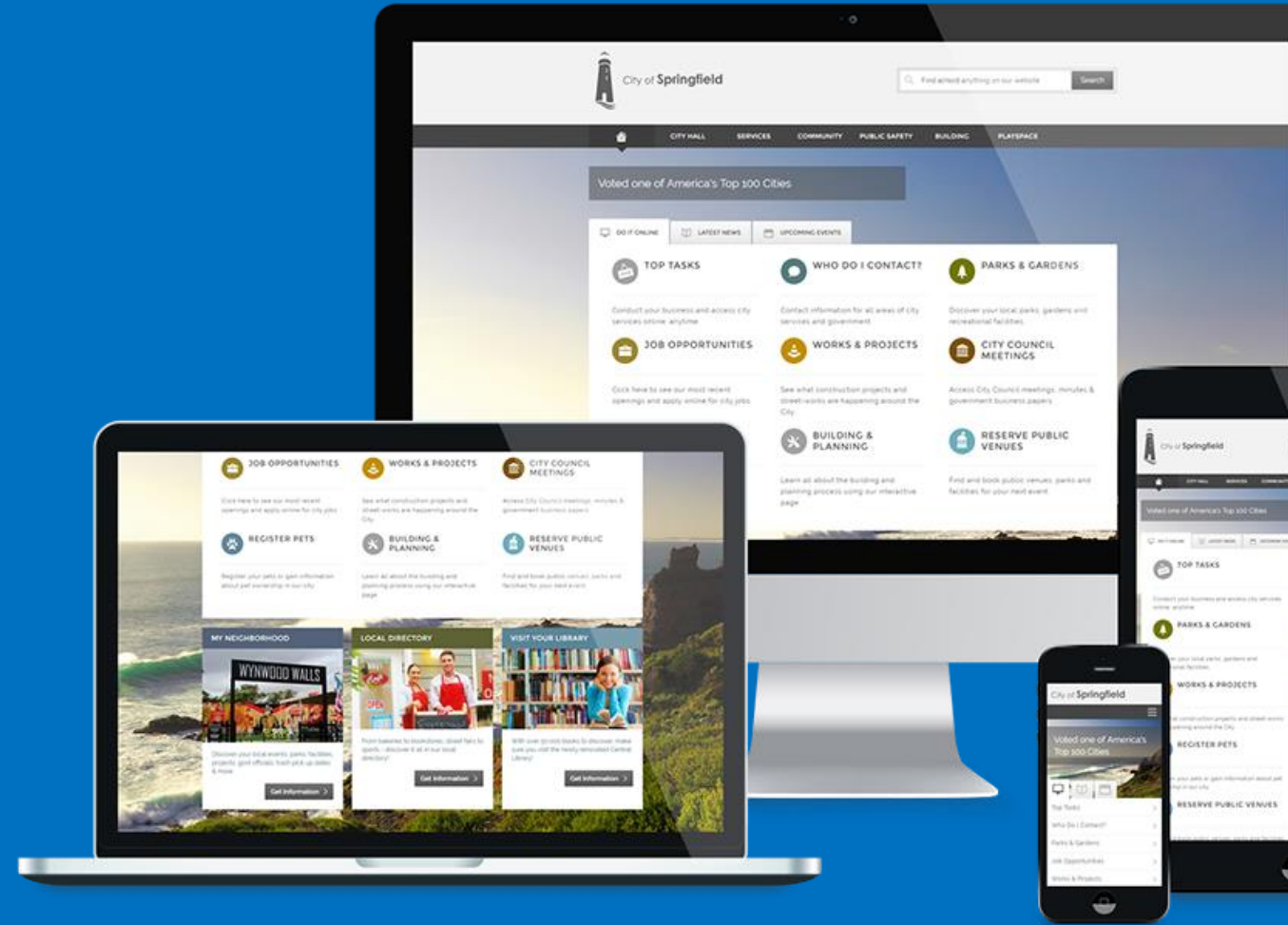# Transforming 100+ .Govs across the world

10 years of profitable
business w/ 50+ employees

Government Only
500+ customers World-wide

Awards for design,
Accessibility, and corporate
diversity

Well established partnership
with Microsoft (AU, NZ & US)

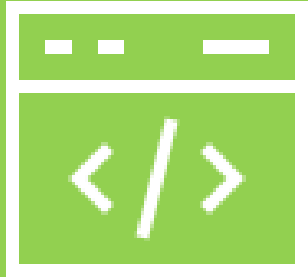OpenCities makes it **easy for all citizens to access their city services**

By helping cities to **accelerate their digital transformation**

Via **productized, repeatable best practice**, without custom development

Traditional 'web design' approach

Find a technology vendor (the procurement bit)

Build new website & migrate content (the content bit)

Embed CRM forms or portal (the services bit)
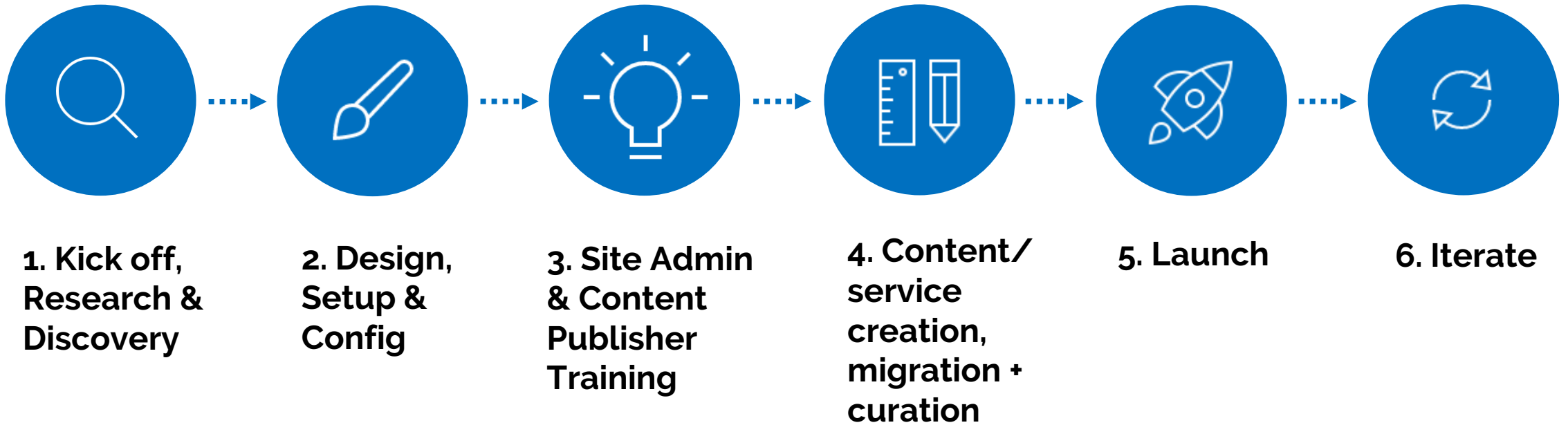
The OpenCities Approach

Clear official
signal

Current &
actionable

Continuously
improved

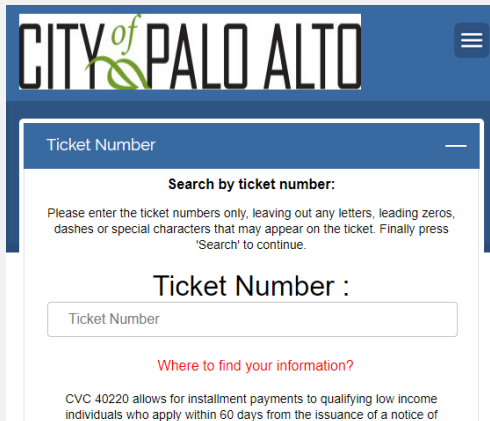# Digital Service / Website Redesign Process

1. Kick off, Research & Discovery

2. Design, Setup & Config

3. Site Admin & Content Publisher Training

4. Content/ service creation, migration + curation

5. Launch

6. Iterate

19 | Integrations

Parking Citation Payment

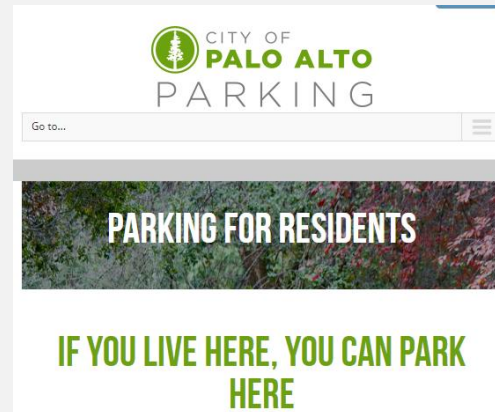1. Keep behavior as is, where it is a link to the styled portal, or

2. iFrame the functionality if the form section can be separated out.

Parking Guide

1. Replicate using OC subsite builder + OpenForms (not scoped), or

2. iFrame or link to existing solution

Palo Alto 311

- Recommendation to leave as iFrame

Open City Hall

1. Can emulate much of OpenGov's functionality via OC Consultation module, or

2. Keep OpenGov & link through to their portal

20 | Testing

- End-to-end functional documentation in Help Centre

- Detailed instructions can be used as test scripts

21 | Training

Site Administrator Training

📅 2-3 attendees

Delivered in a single 3 – 4 hour session. Learning outcomes include setting up and managing users, workflows & site governance rules.

Content Publisher Training

📅 10 - 15 attendees

Delivered in a single 2 – 4 hour session. Learning outcomes include publishing content and online forms using OpenCities.

Digital Services Academy

📅 10 - 15 attendees

Delivered in 2.5 hour sessions over 3 days. Learning outcomes include customer journey mapping & customer focused digital service design.

22 | Hosting

A government-community cloud that extends world-class security and control for dedicated U.S. Public Sector workloads. All OpenCities customers are hosted on Azure Gov.

	Provides a physical and network–isolated instance of Microsoft Azure.
	Provides screened U.S. persons and policies to help protect customer data and applications.
	Stores data within the United States.
	Offers continuous commitment to meet rigorous compliance demands (i.e. FedRAMP, CJIS, and HIPAA) of a government–only cloud.
	Provides rich infrastructure, storage, and identity management capabilities delivered through cloud, on–premises, and hybrid solutions.
	Delivers integrated, familiar experiences with Office 365 for Government in the cloud.

22 | Commitment to Government Compliance Standards

Microsoft offers industry leadership through its commitment to certifications.

FedRAMP[1]	ECSB[2]	CJIS	HIPAA

[1]Microsoft Azure (commercial service) has FedRAMP ATO for IaaS, PaaS
[2]Microsoft Azure (commercial service) ECSB application submitted

23 | OpenCities Software-as-a-Service

Delivered as a population based cloud solution, your $29,000 annual investment includes:

50+ Local Gov Functions

Every module you need included as standard

OpenForms Biz Edition

Transform static processes into online services

Enterprise Hosting

In the worlds most trusted Cloud, Microsoft AzureGov

Evolving UX/CX

Continuous front-end & design enhancements

ADA Compliance

Guaranteed WCAG 2.1 AA functional compliance

Feature Upgrades

x4 annual back-end feature & functionality upgrades

24/7 Helpdesk

Unlimited telephone for P1 & online support as per SLA

Bi-Annual Checkup

Continuous site improvements & free training

24 | Support experience

Severity Level	Resolution Process	Resolution Target
PRIORITY 1 - DOWNTIME (your public facing website is down)	• Reportable 24x7x365 via Priority 1 Telephone number • Acknowledgement and assignment of problem for resolution within 1 hour	Within four hours
PRIORITY 2 – URGENT (some publishing functionality fails to work as intended and no workarounds are available	• Reportable 24x7x365 via Online HelpDesk, or by telephone during business hours (7 am to 6 PM, Pacific time) • Acknowledgement and assignment of problem for resolution within 1 business day	Provide workaround or release a Version Update to fix problem by close of next business day
PRIORITY 3 – HIGH (some publishing functionality is not working as intended, but workaround is available	• Reportable 24x7x365 via Online HelpDesk. • Acknowledgement and assignment of problem for resolution within 1 business day	As soon as possible within normal development (scheduled or next version update
PRIORITY 4 – NORMAL (some functionality is not working as desired)	• Reportable 24x7x365 via Online HelpDesk. • Acknowledgement and assignment of problem for resolution within 3 business days	Scheduled or next version update

25 | Project Management

- Projects managed via Asana

- Single view of entire project lifecycle

- Email notifications keep everyone on track

- Dedicated project manager across entire project lifecycle

Kick-off &
Visual Design

Training &
Content Migration

Digital Services,
Launch & Iterate

Kick-off, Research and Discovery	Design Values Exercise	Review 1st Design Concept	Review 2nd Design Concept	Finalize Design Concept	Implement Design
OC meets with the core team to provide the structure for managing the project, collecting existing data and engaging in discovery for site	OC leads a participatory design charrette with City stakeholders to identify needs for the new site's visual design system	OC presents first design concept to core team. Shares web survey for feedback from core team and stakeholders. .	OC delivers second concept homepage design. Core team reviews and shares feedback	OC shares finalized homepage design and style guide.	OC implements the agreed upon design as the new skin of the City's alpha site.

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Review 1st Design Concept

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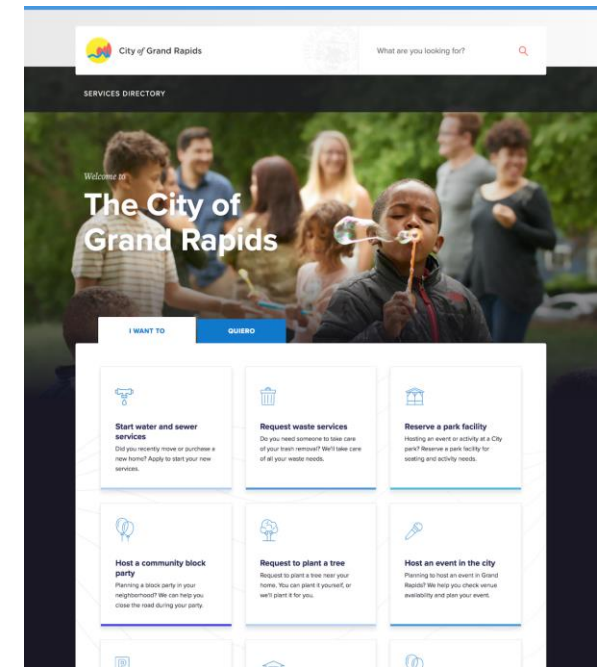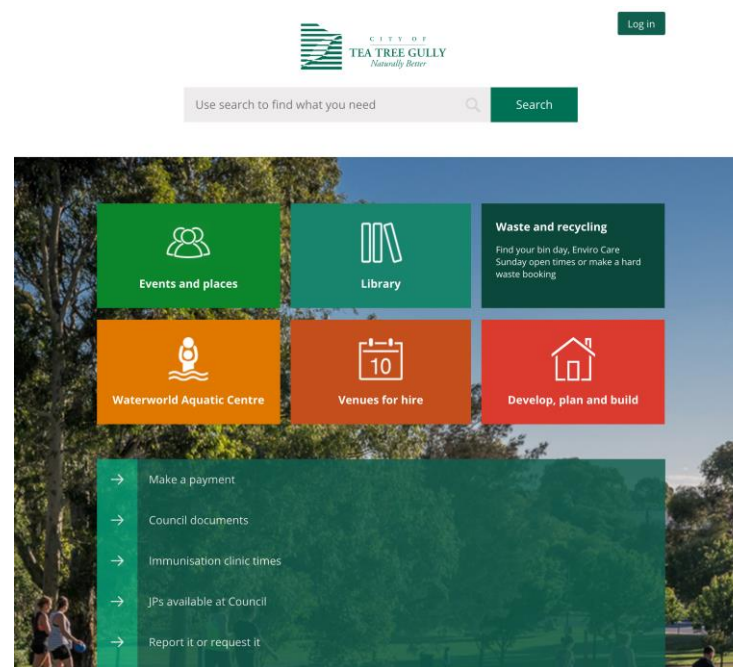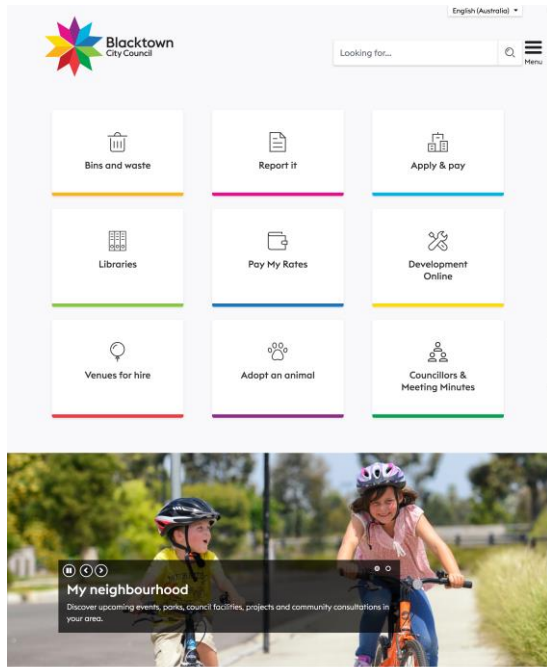
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Finalize Design Concept

OC shares finalized homepage design and style guide.

Implement Design

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OpenCities | Analytics

City of Orlando

◎ Visitors over the last **48h**

Total   Desktop   Tablet   Mobile

Total visitors on the site now   LIVE •

58
☐ 33
☐ 5
☐ 20

Self-service hours today
656 : 04
HOURS   MINS

Live page views   LIVE •

Downtown Parking Locations | City of Orlando Transportation – Parking
Right now

Disabled Parking | City of Orlando Transportation – Parking
Right now

Case Information
5 seconds ago

Applications | Job Opportunities
5 seconds ago

Trending now   LIVE •

Web Permits Search
106 viewers

Case Information
76 viewers

City of Orlando | The official website of the City Beautiful
76 viewers

EnterSearchCriteria
60 viewers

Most popular pages today

3818 VIEWS   Web Permits Search
☐ 3278   ☐ 152   ☐ 388

3028 VIEWS   Case Information
☐ 2551   ☐ 143   ☐ 334

2163 VIEWS   City of Orlando Permitting Division | Residenti
☐ 1865   ☐ 60   ☐ 238

1400 VIEWS   Job Listings | City of Orlando
☐ 851   ☐ 53   ☐ 496

Pages	Pageviews	Unique Pageviews	Entrances	Entrance %	Avg. Time on Page	% Exit	Bounce Rate	Notes
279	3,545,711	2,771,894	1,632,583	46.04%	0:01:37	44.95%	52.54%	
grcity.us/public-services/Streets-Maintenance/Pages/FAQ.aspx	5,158	4,567	2,911	56.44%	0:02:40	58.98%	69.12%	
grcity.us/treasury/treasurers-office/Pages/Parking-Violations-Schedule-of-Fines.aspx	4,960	4,036	882	17.78%	0:01:31	34.48%	50.68%	
grcity.us/police-department/Pages/Chief-of-Police.aspx	4,942	3,773	958	19.38%	0:00:49	24.99%	57.93%	
grcity.us/parks/Pages/Adult-Fitness.aspx	4,888	4,111	2,454	50.20%	0:02:07	65.57%	78.65%	
grcity.us/city-clerk/Pages/City Commission Agenda.aspx	4,862	2,891	952	19.58%	0:01:47	28.40%	33.93%	
grcity.us/treasury/treasurers-office/pages/property-tax-estimator.aspx	4,822	4,294	3,323	68.91%	0:02:30	62.53%	63.98%	
grcity.us/police-department/Pages/Deputy-Chiefs-of-Police0603-2580.aspx	4,797	3,724	293	6.11%	0:00:53	19.70%	66.21%	
grcity.us/community-development/Code-Compliance-Division/Pages/Contact-Information	4,630	3,815	967	20.89%	0:02:01	47.73%	70.22%	
grcity.us/public-services/Recycling-and-Refuse/Pages/How-to-Recycle.aspx	4,617	4,047	1,449	31.38%	0:01:42	50.90%	83.78%	
grcity.us/treasury/Income-Tax/Pages/EP-and-CF-Lookup.aspx	4,600	3,750	1,110	24.13%	0:01:32	34.85%	53.60%	
grcity.us/city-clerk/Pages/Election-Workers0511-6036.aspx	4,570	3,230	2,454	53.70%	0:02:40	62.87%	71.19%	
grcity.us/design-and-development-services/Development-Center/Pages/The-Business-G	4,562	3,945	981	21.50%	0:01:18	29.72%	67.89%	
grcity.us/treasury/treasurers-office/pages/search-pay-water-statement.aspx	4,483	3,428	2,351	52.44%	0:02:12	52.58%	60.78%	
grcity.us/design-and-development-services/Development-Center/Pages/Permit-and-Insp	4,412	3,461	1,245	28.22%	0:01:19	33.45%	55.34%	
grcity.us/fire-department/Pages/Fire Stations and Apparatus/Fire-Stations.aspx	4,310	2,235	265	6.15%	0:00:25	6.77%	28.30%	
grcity.us/fire-department/Pages/Contact-Us.aspx	4,252	3,325	983	23.12%	0:01:45	46.35%	63.58%	
grcity.us/community-development/Code-Compliance-Division/Pages/Frequently-Asked-C	4,200	3,492	957	22.79%	0:01:26	28.83%	53.71%	
grcity.us/police-department/Pages/Department-Forms.aspx	4,133	3,317	148	3.58%	0:00:43	17.11%	64.19%	
grcity.us/fiscal-services/Purchasing-Department/Pages/Supplier-Registration-Instructions	4,029	2,544	1,382	34.30%	0:03:26	47.65%	57.02%	
grcity.us/fire-department/Pages/Fire-Codes-and-Ordinances.aspx	4,006	3,475	2,438	60.86%	0:02:49	65.15%	70.92%	
grcity.us/design-and-development-services/Development-Center/Pages/Building-Permit-	3,999	3,455	2,042	51.06%	0:02:27	58.79%	77.03%	
grcity.us/enterprise-services/Environment-Services/Pages/default.aspx	3,979	2,878	1,317	33.10%	0:01:22	29.81%	43.43%	
grcity.us/fire-department/Pages/Fire-Academy.aspx	3,933	3,105	1,243	31.60%	0:01:44	36.99%	51.33%	
grcity.us/city-clerk/Pages/Passports.aspx	3,892	3,082	2,713	69.71%	0:03:08	71.30%	75.89%	
grcity.us/community-development/Pages/default.aspx	3,766	2,978	1,296	34.41%	0:00:58	23.71%	32.33%	
grcity.us/enterprise-services/Parking-Services/Pages/Parking-Meter-Map.aspx	3,756	2,995	1,176	31.31%	0:02:13	56.95%	72.28%	
grcity.us/community-development/Code-Compliance-Division/Pages/Specific-Code-Refe	3,736	2,898	786	21.04%	0:02:29	35.87%	51.02%	
grcity.us/treasury/treasurers-office/Pages/Property_Taxes_FAQs.aspx	3,702	3,141	725	19.58%	0:01:49	41.79%	66.21%	
grcity.us/design-and-development-services/Planning-Department/Pages/Contact-Informa	3,699	3,109	831	22.47%	0:02:19	53.31%	72.56%	
grcity.us/city-attorney/Pages/default.aspx	3,635	2,822	2,048	56.34%	0:01:48	52.10%	63.67%	
grcity.us/engineering-department/Pages/Bid-Tabulations-2016.aspx	3,623	2,817	709	19.57%	0:03:08	61.11%	77.43%	

Start Content Inventory

OC conducts an audit of current content tied to analytics data. The result is a full picture of current content and performance.

Content Mapping & Prioritization

Engage with departments to prioritize current content and identify gaps. Understand what content needs to be rewritten by the city or simply imported as is.

Content Migration

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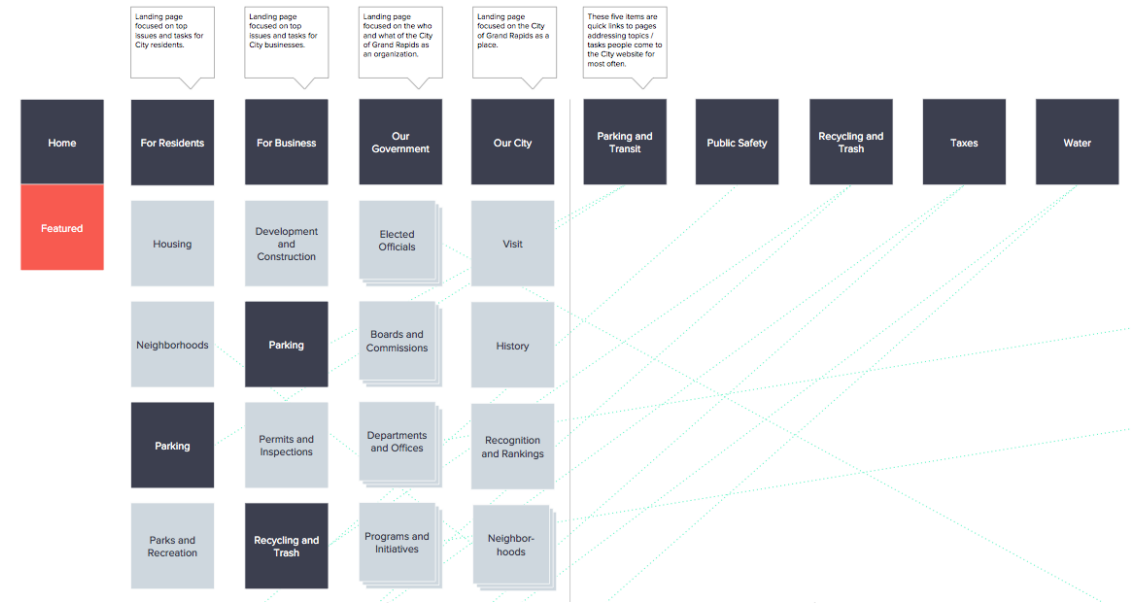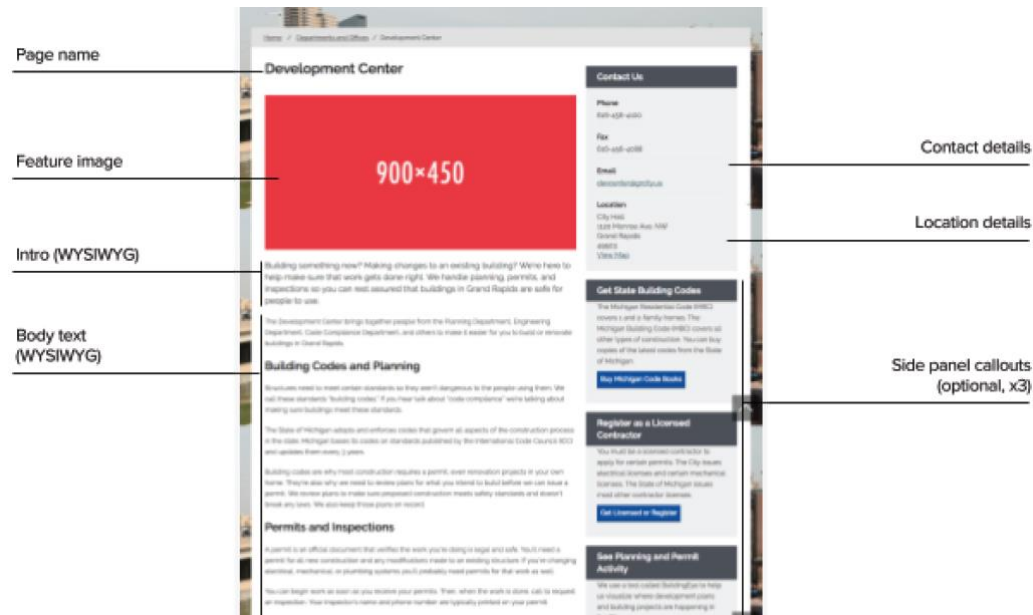## Governance Strategy Workshop

Working with content priorities and templates, the City works with our project manager to finalize navigation and publishing workflows.

Site Manager Training

OC delivers 2 hour training on site management tools and modules, as well as the OC Help Center.

Content Publisher Training

OC delivers 2 hour training on content creation and maintenance for site contributors

Page name

Feature image

900×450

Intro (WYSIWYG)

Body text
(WYSIWYG)

Development Center

Contact Us

Contact details

Location details

Side panel callouts
(optional, x3)

Building Codes and Planning

Permits and Inspections

Home / Departments and Offices / Development Center

Landing page focused on top issues and tasks for City residents.

Landing page focused on top issues and tasks for City businesses.

Landing page focused on the who and what of the City of Grand Rapids as an organization.

Landing page focused on the City of Grand Rapids as a place.

These five items are quick links to pages addressing topics / tasks people come to the City website for most often.

Home	For Residents	For Business	Our Government	Our City	Parking and Transit	Public Safety	Recycling and Trash	Taxes	Water
Featured	Housing	Development and Construction	Elected Officials	Visit					
	Neighborhoods	Parking	Boards and Commissions	History					
	Parking	Permits and Inspections	Departments and Offices	Recognition and Rankings					
	Parks and Recreation	Recycling and Trash	Programs and Initiatives	Neighbor-hoods					

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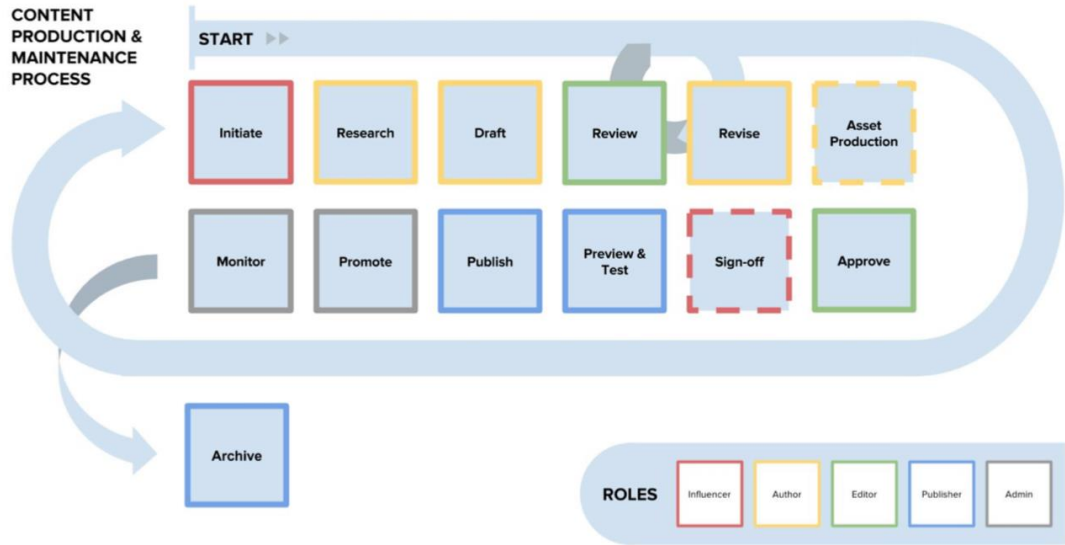
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CONTENT PRODUCTION & MAINTENANCE PROCESS

START ▶▶

| Initiate | Research | Draft | Review | Revise | Asset Production |
| Monitor | Promote | Publish | Preview & Test | Sign-off | Approve |

Archive

ROLES: Influencer | Author | Editor | Publisher | Admin

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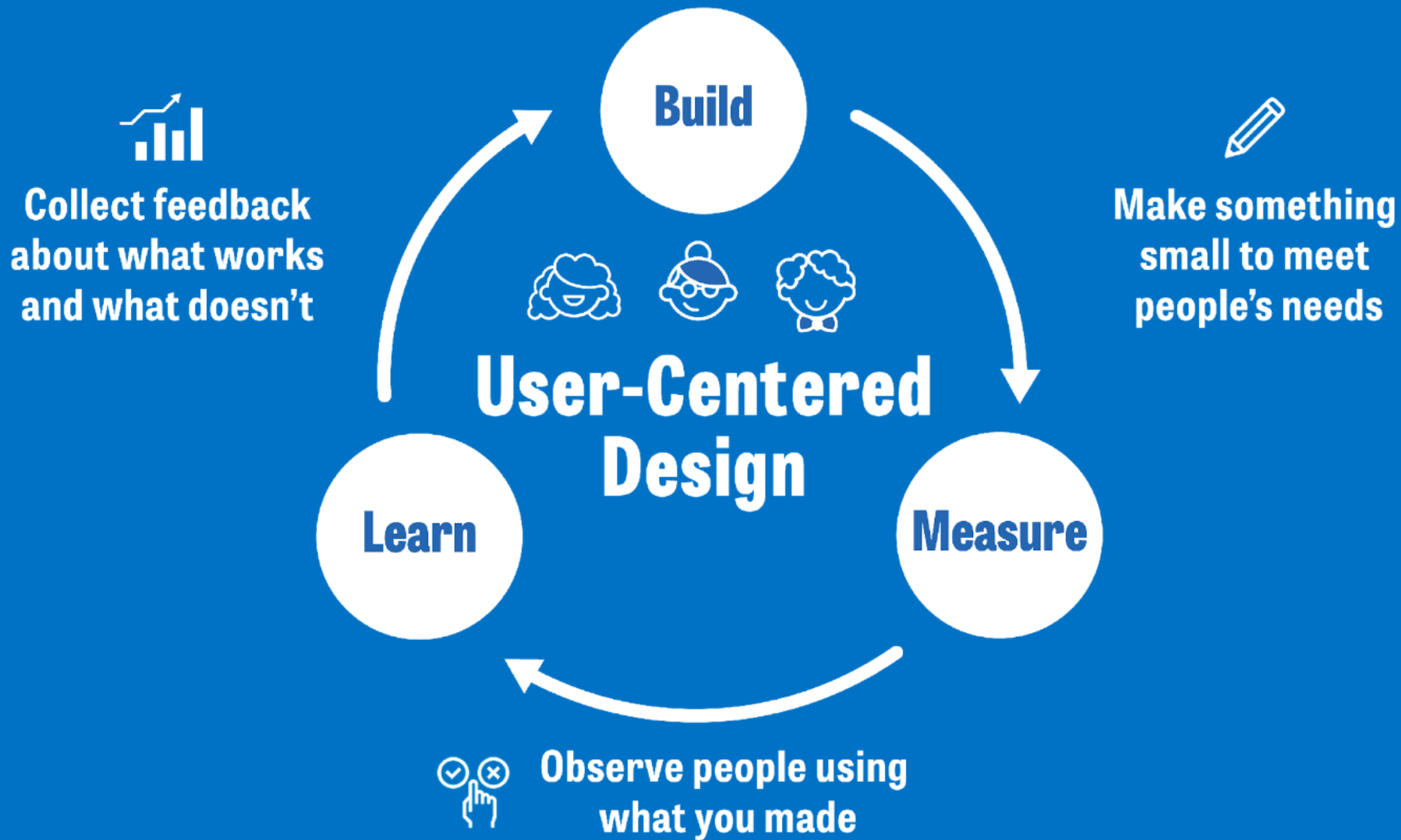
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26 | Proposed Schedule

Proposed implementation plan and steps	June 2019	July 2019	Aug –October 2019
Contract finalization and signature	OC & Palo Alto		
PHASE 1:			
Project Kick-off Meeting	OC & Palo Alto		
Research and Data collection	OC & Palo Alto		
Configuration	OC		
PHASE 2:			
IA work			
Design Rounds and Finalization (2)	OC & Client		
PHASE 3:			
Content Publisher & Site Manager Training	OC & Client	OC & Client	
Access to Customer Extranet/Support Portal		OC & Client	
PHASE 4:			
Content Migration & Creation		OC & Client	OC & Client
PHASE 5:			
Launch, User Testing, Iteration		OC & Client	OC & Client

*Specific dates finalized in contract step

27 | Cost Breakdown

One Time Setup Fee (see Appendix E)

- **Task 1** Onsite visits for project initiation, design, governance & workshop, project management - $25,000

- **Task 2** Production of visual design for new website - $40,000

- **Task 3** Content / Digital service testing with Palo Alto residents - $5,000

- **Task 4** Comprehensive site publisher & administrator training - $5,000

- **Task 5** Additional modules (content migration & Digital Services Academy) are available - $50,000

$125,000 once-off setup fee

Annual Subscription Fee

- OpenCities technology

- OpenForms Biz edition

- Enterprise Hosting (AzureGov)

- x4 Annual Upgrades

- ADA Compliance

- 24/7 Phone support

- Online Helpdesk

- Bi-Annual checkups

$29,000 per annum

28 | Support Costs

Delivered as a population based cloud solution, your $29,000 annual investment includes:

50+ Local Gov Functions
Every module you need included as standard

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Transform static processes into online services

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Bi-Annual Checkup
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29. Q&A

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OpenCities