

How to buy, build, launch, manage local government digital services in 2020

**Local government needs digital services
that inspire and empower.**

The problem (1/2)



Cumbersome,
expensive, one-time
procurements



Dated, custom
website design /
development



Confusing
deliverables, poor
vendor handoff

The problem (2/2)



Proprietary, closed
technology solutions



Little to no staff
training,
empowerment



Government
technology that
disappoints

The solution (1/2)



Transparent pricing,
subscription-based
purchasing



Continuous
feedback, improving
software



Ongoing support and
open access to
knowledge base

The solution (2/2)



Open, modern,
interoperable
technology solutions



Onboarding with
structured timelines,
digital gov training



Government
technology that
inspires, empowers

2020 digital government

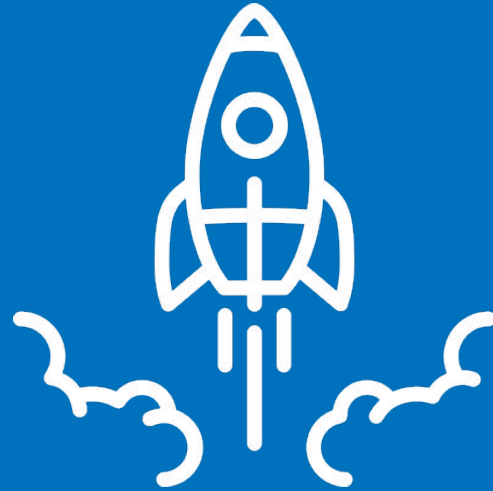
Value

Government will be expected to provide increased, faster digital services **with better value.**



Agile

The method to achieve increased/faster/better services is to launch 'Alpha,' 'Beta,' 'Live' phases **and constantly improve.**



Mobile

Government will be expected to serve 'mobile first,' as more users now access public services **with phones/tablets.**



Accessibility

Government will be required to have accessible digital services that **meet the needs of all people.**



Privacy

Government will be expected to encrypt websites to **protect visitors' personal information.**



Cloud

Government will be expected to leverage cloud technologies to **increase resiliency, security, scalability and flexibility needs.**



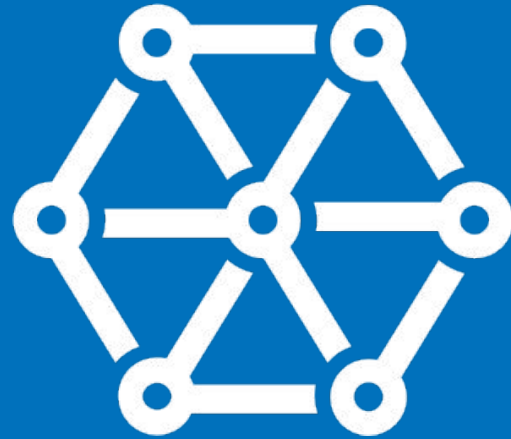
Open

Government will be expected to adopt open technologies to expand their digital capabilities, **be more secure and drive innovation.**



Interoperable

Government will be expected to leverage the best technologies from multiple solutions **that integrate seamlessly with one another.**



Hello, ProudCity.



Proudly serving government



SAN RAFAEL
THE CITY WITH A MISSION

City of
Ruston
WASHINGTON



CITY OF KETTERING




PETALUMA
SONOMA COUNTY
CALIFORNIA-USA



MARIN RECOVERS



and more ...

Us

We make it easy and cost-effective to launch, build and manage local government digital services:



Websites



Forms



Payments



Meetings

Our values

We believe government technology should be:

- ✓ Cost-effective
- ✓ Open
- ✓ Evolving
- ✓ Interoperable
- ✓ User-focused
- ✓ Empowered


How we're different



We have transparent, simplified pricing

ProudCity helps government get website pricing in seconds.

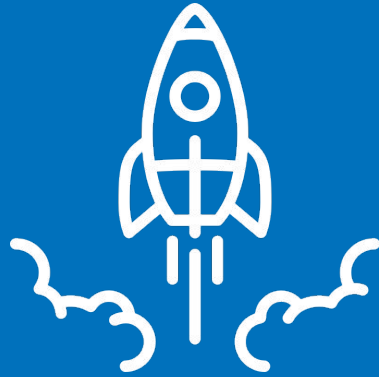
Quote: San Rafael, California

From:	Quote number: 465298
 2219 Damuth Street Oakland, CA 94602 info@proudcity.com (510) 671-0593	To: City of San Rafael San Rafael, CA Issued: 09/03/2019 Valid until: 12/02/2019

Subscription	Unit Price	Total
ProudCity Standard Plan <ul style="list-style-type: none">• ProudCity Web• ProudCity Service Center	\$0.01 per resident/month 57,713 pop.* (Minimum \$100/month)	\$577 (per month)



We have a streamlined launch process



ProudCity helps **launch your new government website in 90 days.**



We build on modern technology



Mobile-first



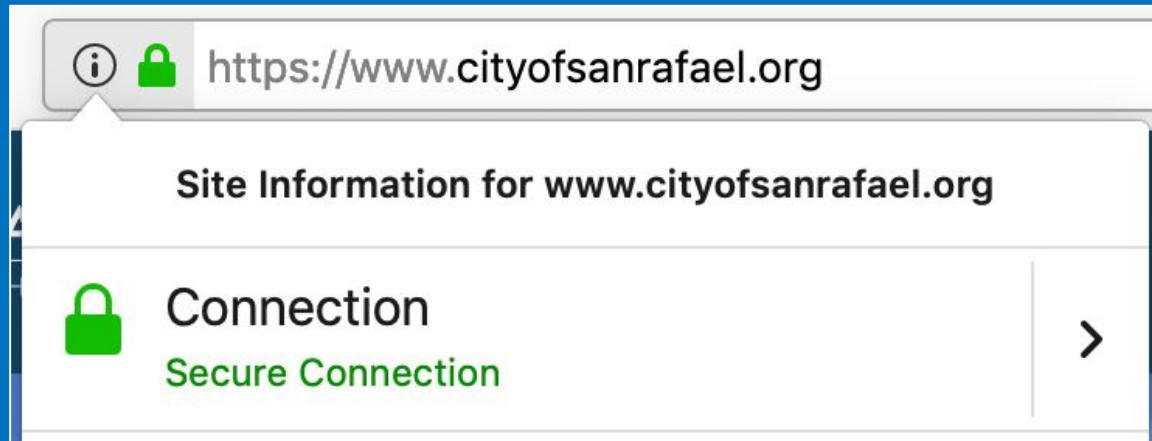
Cloud-based



Open source

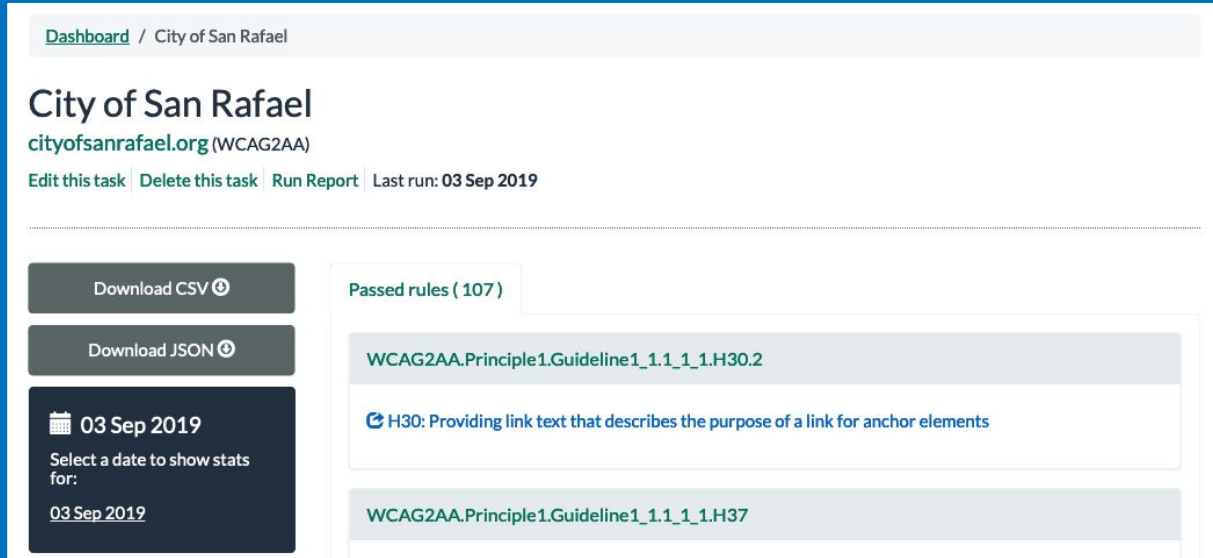
We respect privacy

ProudCity adds HTTPS encryption to **every government website.**



We design for accessibility

ProudCity **bakes in accessibility and defensibility.**



The screenshot shows a web dashboard for the City of San Rafael. At the top, there is a breadcrumb trail: [Dashboard](#) / City of San Rafael. Below this, the main heading is "City of San Rafael" with the URL cityofsanrafael.org and the standard WCAG2AA reference. Action buttons include "Edit this task", "Delete this task", "Run Report", and "Last run: 03 Sep 2019".

On the left side, there are three dark grey buttons: "Download CSV" with a download icon, "Download JSON" with a download icon, and a date selector showing "03 Sep 2019" with a calendar icon and the text "Select a date to show stats for:". Below the date selector, "03 Sep 2019" is selected.

The main content area is titled "Passed rules (107)". It displays a list of passed rules, with two visible entries:

- WCAG2AA.Principle1.Guideline1.1.1_1_1.H30.2
 - [H30: Providing link text that describes the purpose of a link for anchor elements](#)
- WCAG2AA.Principle1.Guideline1.1.1_1_1.H37

We're interoperable

ProudCity Marketplace enables web integrations with these and more:

- ✓ Auth0
- ✓ Google Analytics
- ✓ Google Translate
- ✓ Google Maps
- ✓ Stripe
- ✓ PageFreezer
- ✓ Granicus
- ✓ Constant Contact
- ✓ MailChimp
- ✓ SeeClickFix
- ✓ ProudCity Vote
- ✓ Facebook
- ✓ SoundCloud
- ✓ YouTube
- ✓ Instagram
- ✓ Twitter

Our solutions

Websites

ProudCity Web makes it easy to launch and manage government websites:

- ✓ Mobile-first
- ✓ Accessible
- ✓ Secure
- ✓ Content/user management
- ✓ Search-engine friendly
- ✓ Analytics
- ✓ Multilingual translations
- ✓ Calendars
- ✓ Directories
- ✓ Search
- ✓ Document management
- ✓ Social media integration
- ✓ Services maps

Forms

ProudCity Forms makes it easy to create and manage online government forms:

- ✓ Mobile-friendly
- ✓ Accessible
- ✓ Secure
- ✓ Integrate with payments
- ✓ Drag-and-drop, WYSIWYG form builder
- ✓ Forms manager dashboard
- ✓ Confirmation emails/pages
- ✓ Use for permits, issue reporting, job applications, subscriptions

Payments

ProudCity Payments makes it easy to set up, launch and manage every aspect of government web and mobile payments:

- ✓ Accept all major credit/debit cards
- ✓ Mobile-friendly
- ✓ Secure and PCI Compliant
- ✓ Recurring transactions
- ✓ Payments management dashboard
- ✓ Use for permits, tickets/fines, event registrations, taxes and more

Meetings

ProudCity Meetings lets government easily publish and publicize meeting minutes, agendas and videos:

- ✓ Publish
- ✓ Promote
- ✓ Archive
- ✓ Customizable layouts
- ✓ Predictive site search
- ✓ SEO enhanced
- ✓ YouTube embed
- ✓ Mobile-friendly

Cloud

ProudCity Cloud is a secure, scalable digital government cloud:

- ✓ Cloud-based hosting with 99.9% uptime SLA
- ✓ Online ticketing/knowledge base support
- ✓ Updates, backups, recovery, encryption

How we work

Our process

- ✓ Free trial (no obligations)
- ✓ Set up/launch 'Alpha' phase (private then public)
- ✓ Build 'Beta' phase digital operations (with public feedback)
- ✓ Launch 'Live' (with empowered internal management)
- ✓ Continuous, seamless software updates
- ✓ Open community and knowledge base

Onboarding

ProudCity Onboarding offers an empowered approach to launching government websites and learning how to make ongoing, informed digital service decisions:

- ✓ Digital government strategy/training
- ✓ Project management, launch support
- ✓ ProudCity platform training
- ✓ Hands-on, collaborative customization

What they say

Government

“We were able to get up and running quickly.” -*West Carrollton, Ohio*

“This project has empowered everyone who has worked on it to think bigger about providing great digital services to San Rafael.” - *San Rafael, Calif.*

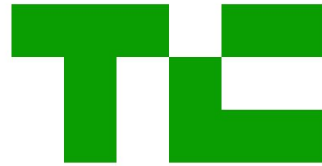
“Not only is the ProudCity platform the best in the government digital services market, the onboarding experience led by our ProudCity Ambassador made the transition from day 1 of the project to a live new website and customer service center in 90 days manageable each step of the way.” -*Kettering, Ohio*



Press

“The future is here, and it is a lot simpler.”

-Government Technology



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Connect

- Web: proudcity.com
- Email: info@proudcity.com
- Phone: (510) 671-0593

Resources/colophon

- Help: help.proudcity.com
- Pricing: proudcity.com/pricing
- Colophon: proudcity.com/colophon