



# OpenGov and the City of Smyrna, GA

OpenGov Permitting, Licensing and Code Enforcement  
Project Plan Letter

**Matt Stull**

Regional Sales Manager

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Dear Smyrna Team,

On behalf of OpenGov, we are thrilled at the opportunity to partner with Smyrna by providing the market's best-in-class cloud-based permitting, licensing and code enforcement solution. We truly value your careful consideration of OpenGov and look forward to our continued discussions over the coming weeks.

In the following pages, we are pleased to present our solutions that we believe will exceed the City's goals for a permitting, licensing and code enforcement system upgrade. OpenGov's modern, cloud-based software offers all of the key, mission-critical modules and functions in an all-in-one citizen service suite for permitting, licensing, inspections, and code enforcement. This includes an industry-leading online citizen portal and user experience, a flexible workflow engine to support the most basic and complex approval processes, integrated reporting and executive-level dashboards, document issuance, native e-commerce, built-in activity feeds, inspection route optimization and seamless integration with applications for GIS, Master Address Table, Financial Management and Contractor databases, among other features.

You can expect the OpenGov cloud solution to produce dramatic productivity gains, an improved citizen and employee experience, improved institutional knowledge and increased transparency both internally and externally. The OpenGov solution is also a platform that will grow with the City's needs over time as we only provide scalable, purpose-built software for local government.

OpenGov's mission is to power more effective and accountable government, and we seek to produce 'raving fans' in our work. Given your goals to modernize the permit experience for the end user, improve transparency and online services, and streamline operations, we think there exists excellent alignment to achieve a successful deployment and adoption of OpenGov in the City.. We look forward to putting our organization behind you and your team to ensure this engagement exceeds expectations.

Sincerely,

**Matt Stull**

Regional Sales Manager

**Rabin Sawh**

Account Executive

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## Executive Summary

OpenGov is the leader in Permitting, Licensing and Code Enforcement Cloud Solutions for Local Government. Founded in 2012, OpenGov is backed by the nation's leading investment firms, including Andreessen Horowitz, Emerson Collective, and 8VC. OpenGov currently serves over 1,000 governments, including Cambridge, MA; Stamford, CT; Providence, RI; the State of Rhode Island, Suffolk County, NY; San Antonio, TX; Boston, MA; Redwood City, CA and Minneapolis, MN.

OpenGov has more than 250 employees (with over 30 former government professionals spanning more than 300 years of government experience) and is headquartered in Redwood City, CA, with additional offices in Portland, OR; Chicago, IL; Boston, MA; and Dallas, TX.

**OpenGov is presenting the OpenGov PLC Suite to Smyrna for consideration.**

**OpenGov PLC** is an all-in-one citizen service suite for permitting, licensing, and code enforcement. Receive application forms and payments online, prevent incorrect submittals, and auto-validate credentials in addition to simplifying your reporting needs. The suite allows you to route applications through multi-step approval workflows to understand what is in process, while giving you the ability to schedule and notify constituents online and record results in real-time onsite from a phone or tablet.

**Our PLC suite is powered by our robust Reporting and Transparency platform.**

**The OpenGov Reporting and Transparency Platform** allows you to build trust both internally and externally by simplifying and streamlining the collection, analysis, and communication of complex information. Our platform's solutions reduce manual reporting, data scrubbing, and formatting by providing on-demand access to dynamic, interactive reports and dashboards. Simple, self-service tools empower anyone with access to the platform to perform analysis without burdening technical teams, making it easier to discover trends, provide historical context, and find anomalies quickly.

## The OpenGov Advantage

- **Built From the Ground Up for Government**

OpenGov is solely focused on serving government. OpenGov's Permitting, Licensing and Code Enforcement is not like other government software. It's built on a modern technology framework, so it's lightning-fast, highly-available, and plays nice with other systems. It's professionally-designed, so buttons, fields, and features are just where you'd expect. And it's modular, so simple permits and complex, multi-stage projects all follow one uniform framework.

- **Best Choice for Permitting, Licensing, and Code Enforcement**

Permitting is essential to municipalities. With over 20 years of delivering the PLC solutions to the public sector, the team behind OpenGov's PLC suite has been at the forefront of government technology. In that time, we've developed a deep understanding the in's and out's of permitting and licensing operations. And now, we're helping cities embrace process efficiency and citizen engagement with the PLC suite, our all-in-one cloud answer for permitting, licensing, and code enforcement.

- **System Agnostic**

OpenGov brings together financial and non-financial data from across your agency or departments, guaranteeing data integrity across all applications and solutions, from permitting, licensing, and code enforcement to financial and operational performance and constituent engagement.

- **Ease of Use**

OpenGov is an intuitive and easy-to-use cloud-based solution designed specifically for non-technical users. Users can derive value quickly and understand the system with minimal training.

- **Quick Time to Value**

OpenGov's implementation is typically measured in months, not years. OpenGov's cross-functional implementation teams work with departmental staff to coordinate all aspects of the implementation project. As part of each implementation, we prepare change management plans, configure system requirements, train users, and roll out new and improved service functionality. Thanks to OpenGov's agile platform architecture, implementation is significantly simpler than comparable systems

- **Innovation**

OpenGov is a multi-tenant Software-as-a-Service ("SaaS") solution, which complements existing technology investments by enabling cutting-edge visualizations and analysis without needing to overhaul the underlying system. And, because OpenGov's solution is cloud-based, customers automatically receive all updates and improvements to their products as they are released.

# About OpenGov

## Company Background

OpenGov was founded in 2012 by Zac Bookman, Joe Lonsdale, and technologists from Stanford University, who studied government budgeting in the aftermath of the Great Recession. The team observed dedicated public servants struggle against outdated technology that prevented them from accessing timely spending information and communicating their priorities to citizens and elected officials. Believing there was a better way, the team set out to build cloud-based, easy-to-use government solutions to power more open, effective, and accountable government.

## Why OpenGov?

- Over 1,000 governments are powered by OpenGov.
- OpenGov's mission is to Power More Effective and Accountable Government.
- OpenGov Employees have served in public sector positions for over 300 years, collectively.
- Communities who switch to OpenGov PLC process permits up to 5 times faster
- OpenGov's Permitting, Licensing and Code Enforcement suite has been powering government for over 20 years
- OpenGov PLC Powers of 50,000 inspections annually
- Constituents give OpenGov PLC-powered agencies an average 90% approval rating
- 3,000,000 + permits are processed annually with OpenGov PLC
- OpenGov's multi-tenant architecture provides maintenance-free updates so users can always leverage the most modern technology, including every new feature and product release, regardless of underlying IT infrastructure.
- OpenGov is made in America. Our expert U.S.-based Product and Go-to- Market professionals envision, build, and deploy this market-leading solution, leveraging the best technology available.

## Relevant Awards

OpenGov has received the following Global Technology Recognition:

- **Named to 2020 GovTech 100 List**
  - OpenGov received the honor of placing on the 2020 GovTech 100 because of our unique ability to work with any government in the country, regardless of their current technology platform. OpenGov is the only public-sector software that can uniquely map to government's Chart of Accounts while also integrating with various non-financial data sources.
- **Gartner Recognition**

- Gartner has named OpenGov as one of three Cool Vendors for Government. The winners offer government CIOs cloud solutions to quickly acquire and deploy services for workforce collaboration and citizen engagement, open financial data, and case management.
- OpenGov's Software-as-a-Service is delivered through Amazon Web Services ("AWS"), a Gartner Magic Quadrant Industry Leader.
- **World Economic Forum Technology Pioneer Award**
  - OpenGov was selected from among hundreds of companies by a professional committee of 68 academics, entrepreneurs, venture capitalists, and corporate executives as a Technology Pioneer.
  - Past recipients include Google (2001), Mozilla (2007), Kickstarter (2011), and Dropbox (2011)

# OpenGov Permitting, Licensing, and Code Enforcement

## Overview

### Process and Track Permits with Unparalleled Ease

An all-in-one community development suite for permitting, licensing, inspections, and code enforcement.

- OpenGov Permitting, Licensing, and Code Enforcement (PLC) gives you the power to manage all of your permitting and licensing operations without messy spreadsheets or cumbersome software.
- With drag-and-drop technology to build workflows, fees, forms, and inspections, you have complete control over the entire process.
- With powerful customer service tools, you can empower applicants to conduct government business from the convenience of their home or office.



#### Process

Route, approve, and issue permits electronically up to 5x faster than legacy systems.



#### Serve

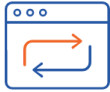
Let applicants apply, pay for, track, and receive their permits or licenses online.





### Inspect

Manage schedules, access data, and conduct inspections in the field.



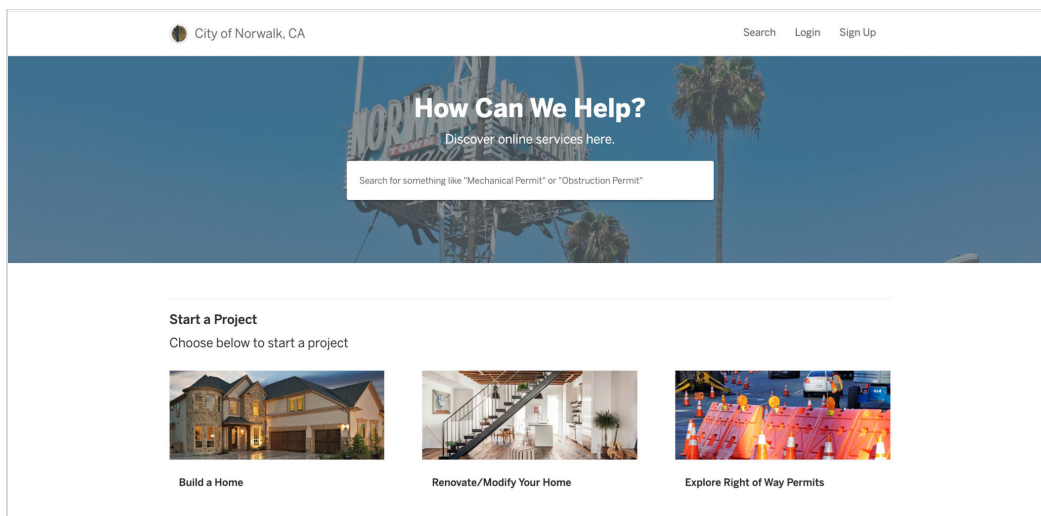
### Renew

Automate license renewals, track high-level progress, and enable online renewals.

## User-Friendly Design

OpenGov PLC is the industry’s most user-friendly workflow automation platform, designed to improve the applicant experience and streamline everyday tasks for government employees. Featuring an out-of-the-box public portal, OpenGov PLC enables online self service by guiding applicants step-by-step through the process.

- Reduce counter time by enabling applicants to easily research, apply, pay for, and receive permits and licenses online with a **user-friendly public portal**.
- **Deliver better customer service** with in-app messaging, and empower applicants to easily manage their projects online with features like status notifications, saved drafts, and payment records.
- Empower your team to **work and collaborate on a whole new level**, with modern features like the personalized notifications inbox, visual progress bars, tag mentions, and more.



## Flexible, Dynamic Configuration for Easier Implementation & Maintenance

Featuring drag-and-drop technology, OpenGov PLC is a highly configurable workflow engine ready for any application type, from building permits to code enforcement violations to grant applications. Update approval steps, fees, inspections, documents,

and more with the click of a mouse, all while maintaining centralized reporting and granular security controls.

- See a **faster ROI** with customizable templates and ‘no-code’ configuration to **streamline implementation** and future updates.
- **Consolidate and organize business processes** to improve the applicant experience and increase efficiency.
- Automatically **identify specific project conditions**, locations, or applicants for special approval steps.

## Seamless Automation for Community Development Workflows

In comparison to online PDFs or legacy systems with disjointed parts, OpenGov PLC provides true automation for community development workflows. Applicants submit forms through an intuitive public portal, which are then automatically routed through predetermined approval steps based on the application type and project data. Streamline complex projects and multi-department approvals for maximum efficiency.

- Provide a complete self-service option for public applicants, including online inspections requests, to **cut down on calls and counter service time by up to 80%**.
- Eliminate the need for manual data entry and **reallocate staff hours to higher priority tasks**.
- **Increase capacity and decrease processing times** with industry-leading workflow automation features like parallel approval steps and auto-assigned tasks.

## Permitting, Licensing, and Code Enforcement Use Cases

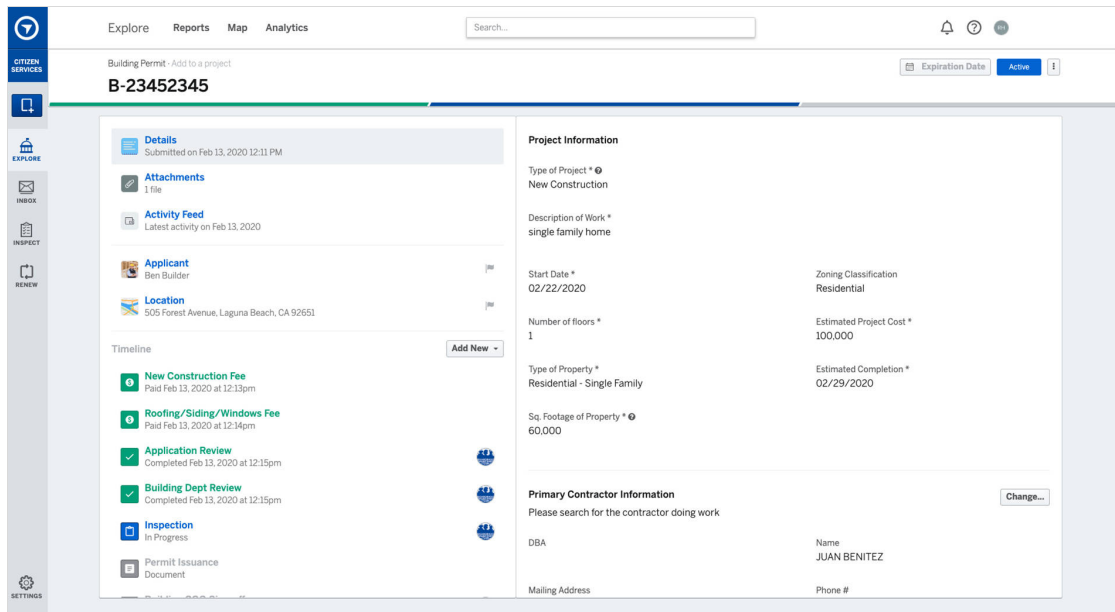
- |                                 |                                  |
|---------------------------------|----------------------------------|
| → Business Licenses             | → Short-term Rental Registration |
| → Community Development Permits | → Cannabis Licensing             |
| → Special Events                | → Health Permits                 |

## Key Features

### → Streamline multi-department workflows through process automation

Every record has a workflow where post-submission activity is recorded. Let each submission flow electronically from intake through departmental reviews, automatically

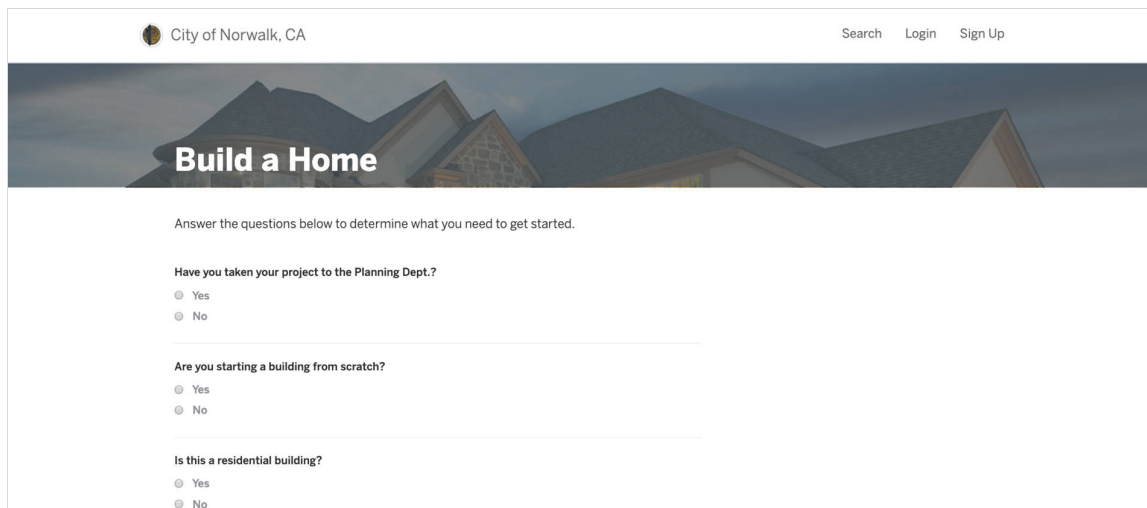
assigning steps to the next available employee. Ensure that no permit is ever issued before all required approvals are complete.



*Automated workflow for a building permit record.*

→ **Help your customers help themselves with constituent services**

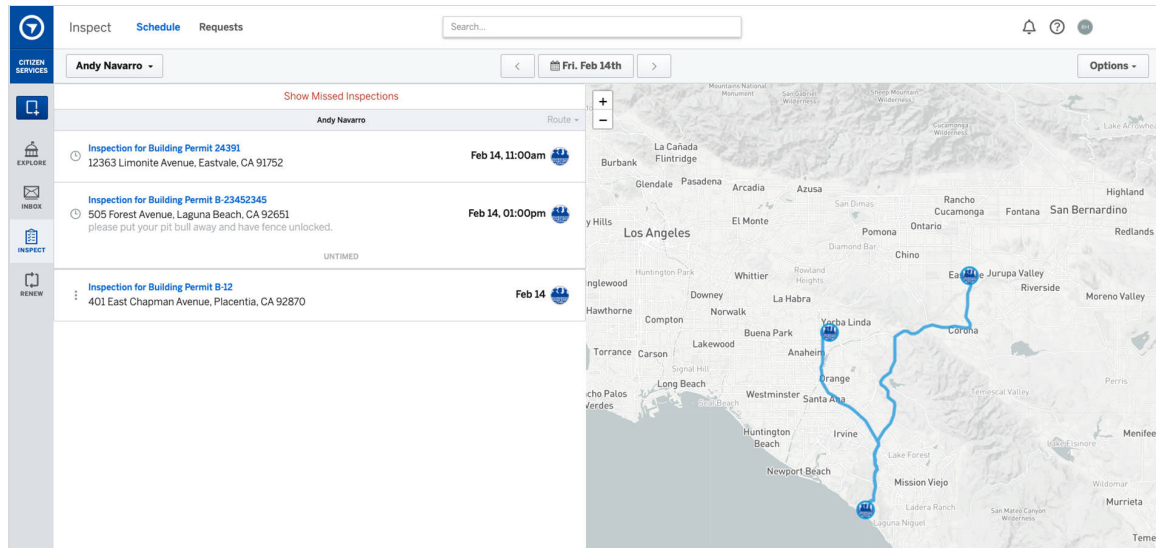
The Storefront customer service portal allows you to educate constituents about service information and submission requirements. Applicants can draft and submit applications, pay fees online, and message reviewers.



*Smart projects survey guides applicants step-by-step through the process, building their checklist of necessary forms and fees.*

→ **Simplify inspection scheduling and site visits via inspection management**

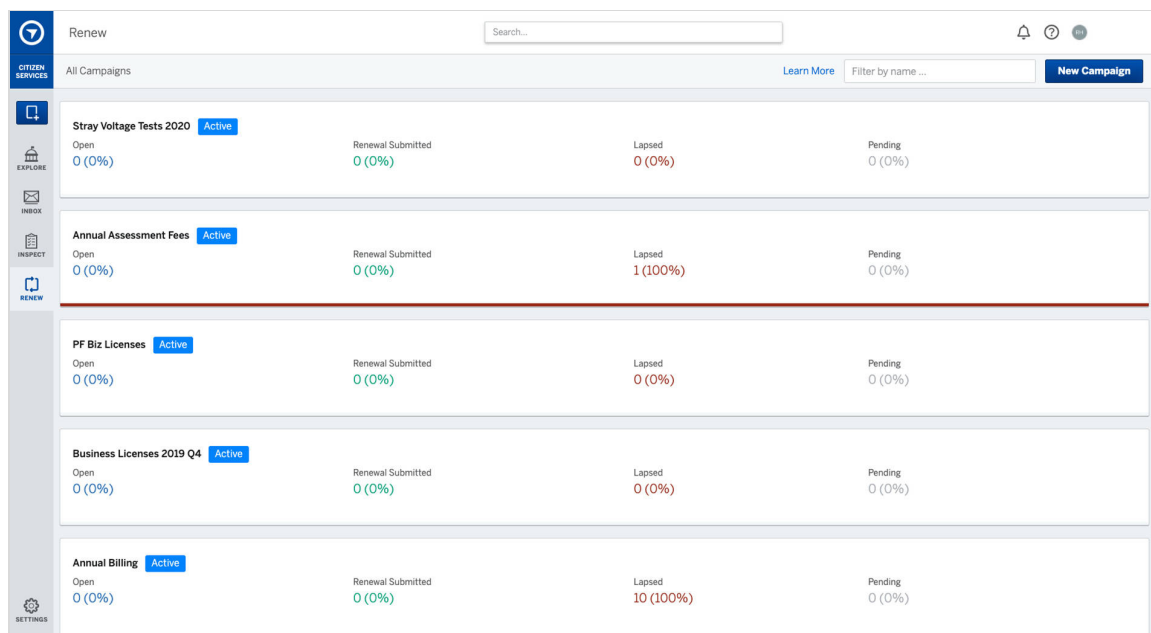
When it's time for an inspection, let applicants request dates online. Assign inspectors manually, or automatically. Save time during the inspection by recording results digitally from a tablet onsite. They'll be immediately available within the platform, for staff and applicants.



*Intelligent routing ensures inspectors maximize efficiency in their daily routes*

### → Completely automate license renewals

Streamline the license renewal process to support improved compliance and internal efficiency. In a few easy steps, completely automate license renewals by type and renewal period, so staff members can focus on higher priority tasks.



*Streamline licensing and increase compliance with batched campaign renewals.*

## Additional Features

- **GIS.** Explore your Esri ArcGIS maps in the platform to conduct spatial analysis around development operations.
- **Online Payments.** Let applicants pay online via credit card or eCheck and receive direct deposits of permit revenue.
- **Addressing.** Sync your master address table to bring parcel data into any permit application automatically.
- **Accounting.** Automatically sync daily financial transactions to your accounting system.

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## A Trusted Partner

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### Security

OpenGov PLC works over HTTPS secure protocols to ensure all data is encrypted. Our cloud data centers are backed by best-in-class security.



### Reliability

Your data is automatically backed up in real-time, so you're never at risk of loss. We target 99.9% system uptime across a nationwide server network.



### Access

Access OpenGov PLC from any web browser on a computer or mobile device.

# OpenGov Permitting, Licensing, and Code Enforcement

## Solution Detail

### The platform for smarter government.

Built on a modern technology framework, PLC is lightning-fast, highly-available and plays nice with other modern cloud systems. It's professionally-designed, so buttons, fields, and features are just where you'd expect.

With PLC, officials can adapt any citizen service process to allow online submission, routing, approvals, payments, and document issuance, all from a centralized digital record. Its intelligent workflow engine takes all of the manual work out of processing a citizen request or internal directive. And with built-in activity feeds, departments get a whole new way to see what's going on around them, and what requires their attention.



Reduce IT burden with a modern cloud platform



Process any permit, license, or case type



Offer easy online constituent services



Thoughtfully redesigned for the modern government



Drag-and-drop customization tools

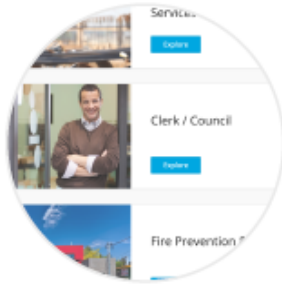


Powerful new features to optimize your processes

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### Offer superior citizen service.

PLC includes the ability to enable online submission of any application form. Say goodbye to stacks of paper and status inquiries, and let citizens apply, pay, and track their requests online.

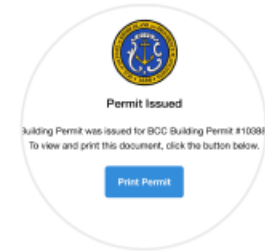


### Provide a one-stop service portal

The customer service portal allows you to educate constituents about service information and submission requirements. Applicants can submit applications, pay fees online, and message reviewers.

### Offer automated status updates

Customers get automatic email notifications of any activity on their application, reducing status inquiry volume. Customers can also track the status of their application in real-time.



### Communicate with customers



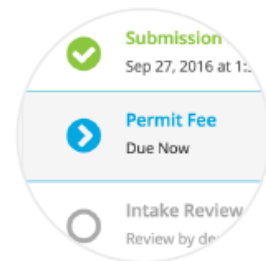
Message applicants from right within the platform to document requests for missing documentation, progress updates, and other customer correspondence. Applicants can message you back with information, feedback, or compliments. It's all documented, all in one place.

### Achieve high performance.

PLC's workflow engine lets you determine the steps that happen once an application is submitted. Whether there are two steps or twenty, the workflow ensures every request goes where it needs to go, exactly when it needs to get there. With automated notifications, activity tracking, and performance metrics, you'll experience a whole new way to work.

### Streamline multi-department workflows

Every record has a workflow where post-submission activity is recorded. Let each submission flow electronically from intake to departmental reviews, automatically assigning to the next available employee. And ensure that no permit is ever issued before all required approvals are complete.

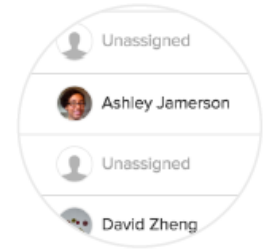


### Approve with a click

When it's your turn to approve, it's easy to make a decision with big, color-coded buttons. If something isn't quite right, you can halt progress and send a message to the appropriate party for resolution. All activity is kept in one central place so nothing gets lost.

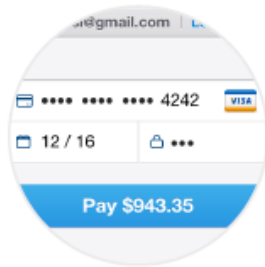
### See who's doing what

With approvals reports, you get a bird's-eye view of all active approvals in your department. Easily see unassigned or overdue work. If you need to manually reassign a workload to someone else, just click and type a new name right in the report. The new reviewer will automatically be notified.



### Automate revenue collection.

Automatically calculate fees with PLC by building fee schedules into your workflows. Let citizens pay anytime, anywhere with a credit card, and easily reconcile all transactions daily with the accounting features. It's full-cycle revenue management, integrated right into your processes.

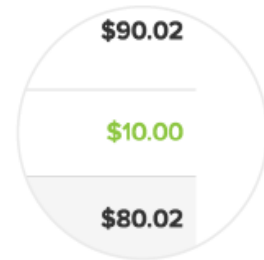


### Accept online payments 24/7

In addition to cash and check payments, enable anytime online payment via credit card or eCheck so applicants can pay without coming into Town Hall. Online payments are built right into PLC, so there's no need for a merchant account. You can even keep your existing credit card infrastructure at the cashier's office, if applicable.

### Automate fee calculation

Reduce errors and simplify fee collection by having PLC calculate fees automatically according to your schedules and application content. Authorized users can override automatic calculations, and you can build next year's fee schedule in advance without disrupting operations.



Amount	Account	Date
\$195.00	654123	Nov 14, 2016
\$7.20	159357	Nov 14, 2016
\$60.00	670998	Nov 14, 2016
\$115.00	654123	Nov 14, 2016
\$58.80	159357	Nov 14, 2016
\$0.00	670998	Nov 14, 2016
	654123	

### Reconcile with accounting

The built-in ledger records all payments and refunds with their corresponding general ledger account, letting you easily import transactions into your finance and accounting system. An optional integration can automate your daily import.

### Gain powerful data insights.

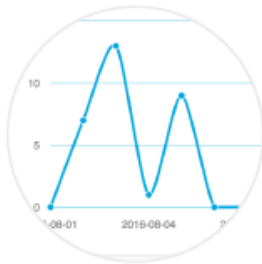
Understand departmental performance like never before with PLC's built-in analytics engine. With progress reports, graphs, and performance metrics, you'll always know how things are going and what's falling behind.





### Track progress at-a-glance

Record status reports let you see the status of all applications in real-time. See what was completed and what's still in progress for any given timeframe.



#### Explore trends over time

Built-in graphs let you see permit and inspection counts throughout the week, month, or any timeframe you choose. See when the busiest and quietest times of the month were, and be prepared when requests spike.

#### Measure departmental performance

Examine approval times for each process and take action to reduce bottlenecks. Easily report on departmental activity and track progress as average processing times decrease with process improvements.

Completion Date
Nov. 17, 2016
Nov. 17, 2016
Nov. 16, 2016



#### Build, save, and share reports

Use simple built-in reporting tools to configure the reports you rely on every day. Save them for later use, or export them to Microsoft Excel for advanced customization. Share reports with others to make sure everyone is always on the same page.

## Digitize plan review.

Replace rolls of paper plans with a fully-digital plan review process. With the right hardware, software, and PLC, your team can receive, review, and collaborate on plans and then communicate changes to the applicant.

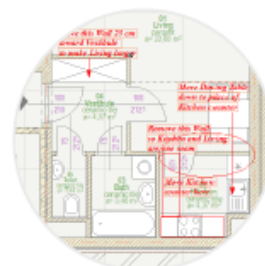


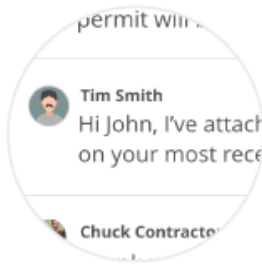
#### Receive and manage plans electronically

Let applicants submit plans electronically during or after initial submission. Manage plan revisions right from PLC's built-in document management.

#### Markup, comment, and revise

Use Adobe Acrobat, BlueBeam Revu, or any other document markup tool to draw, comment, and markup plans either individually or with others on your local network. Then upload back to PLC to share with the applicant. All stakeholders are automatically notified when new plans are attached.





### Collaborate on plan changes

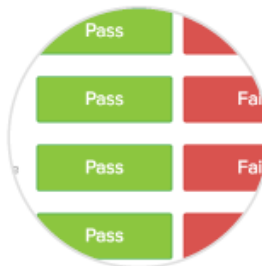
Message applicants from right within the platform to communicate about plan revisions. Keep all correspondence in one place to make sure everyone is on the same page during the plan review process.

### Streamline inspections.

Simplify schedule management and reduce manual data re-entry with PLC. Let citizens request the date of their inspection according to your availability, and let PLC automatically assign the next available inspector. And with the capability to conduct inspections on a tablet, your inspector's workload just got a lot lighter.

#### Enable online inspection requests

When it's time for an inspection, let citizens request the date they prefer. Assign inspectors manually, or automatically. And if there's any need for a date change, the applicant will automatically be updated via email.

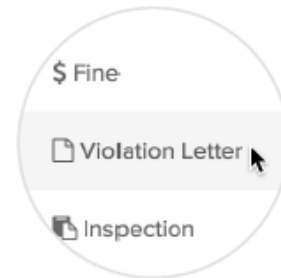


#### Conduct inspections on a tablet

Save time during inspections by digitally recording results with an onsite tablet. They'll be immediately available within PLC, and the applicant will be able to view the results.

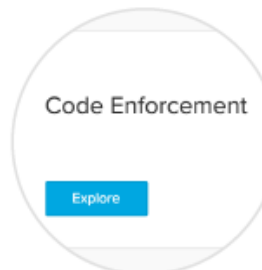
#### Issue letters and take action in the field

In one click, authorized inspectors can issue letters of violation, certificates of occupancy, fines and fees, and additional requirements. ViewPoint Cloud puts the full power of the workflow engine in your field operations.



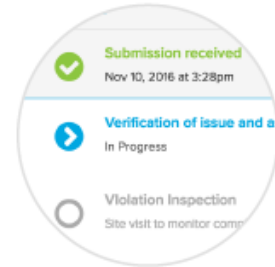
### Manage code enforcement.

Code enforcement and permit staff can finally get on the same page with integrated operations in PLC. See the full permit and violation history of any property, manage violations internally, and let citizens submit complaints anonymously online.



### Accept online complaints

Citizens can submit complaints online right from the same place they find all other online services in PLC. You can enable either named or anonymous complaints and decide the level of follow-up after the fact.



### Manage field and office operations

Handle internal actions and field inspections on code enforcement cases from a centralized workflow. Ensure procedures are followed and record all actions taken on a case. And issue letters, fines, and follow-up actions.

Type	
28266	Building Permit
28268	Tall Grass
28269	Street Cut

### Get the full picture of any property

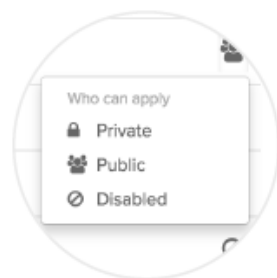
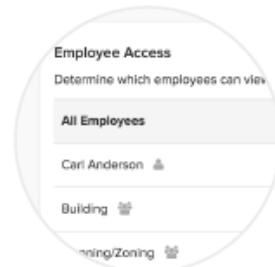
See the full history of permits, licenses, inspections, and code violations on any property from a centralized profile page. Get owner info and even see street-level imagery of the property, where available.

### Control and audit system access.

PLC's granular user access architecture lets you fine-tune user access by permit or license type. In addition, you can determine what aspects of your operations are visible to the public, and which are restricted. With the built-in activity log, all actions are logged in a central place for easy auditing.

### Determine granular user access rights

From each permit or license type's settings, you can determine which users or groups can view, edit, and administer records of that type. In addition, you can dictate who has authority to approve any step in a permit's workflow.



### Determine public access

PLC is built for public access, with high security in mind. For each permit or license type, decide whether the public can apply online, and whether the public can view records of that type.

### View logs of all system activity

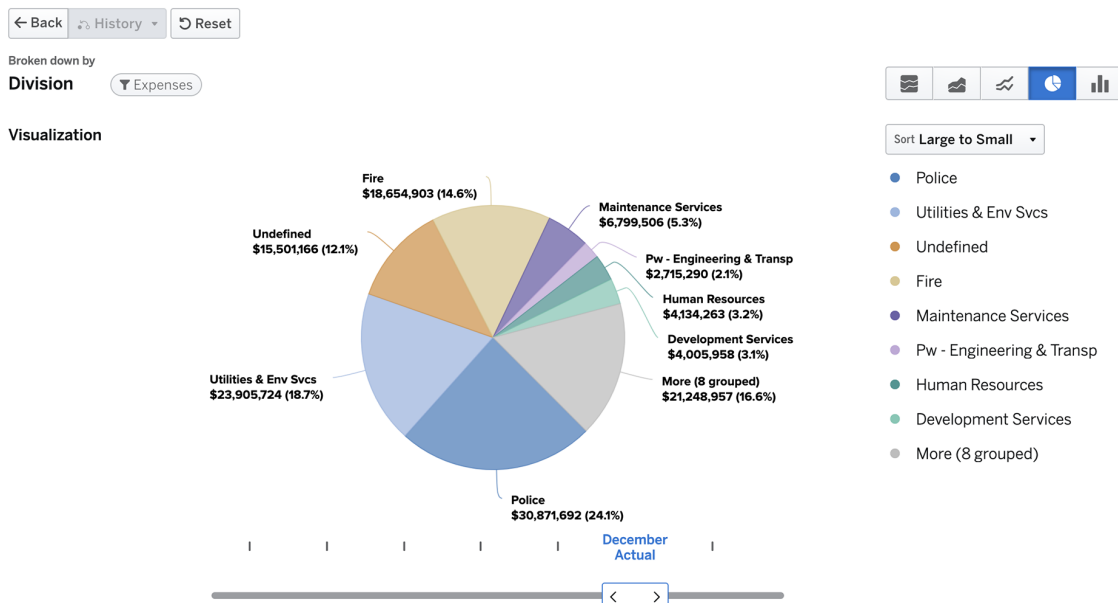
Every action in PLC is recorded in the Activity Log. Administrative users can access this log at any time and filter by activity or record to see who is doing what, and ensure full compliance.



# The Reporting and Transparency Platform

## Build Trust with Internal and External Stakeholders

Build trust and transparency with your community on the topics that matter by presenting complex financial information in a simple way with appropriate context to inform your community. Host discussions with Open Town Hall software, and communicate directly with your community. Promote collaboration and efficiency internally with centralized reporting and workflows to increase understanding across your organization through interactive dashboards that turn data into insights.



### Present complex information that all parties can understand.

Keep internal and external stakeholders updated on performance and aligned around high-level strategic goals. Gain at-a-glance insights with interactive dashboards, take action with customized alerts, or dive into the granular details for deeper analysis.



### Broaden citizen engagement.

Supplement public hearings with virtual town halls, budget simulations, and online surveys that are easy and convenient. You can gather broader feedback from residents by reducing the barriers of involvement.

### Reduce reporting bottlenecks across your organization.



Free up your IT and Business Intelligence professionals with centralized reporting and immediate access to necessary day-to-day data for every department.

### Achieve your communications objectives.



Put your capital and strategic plans online in a way that your citizens can easily understand and even interact with. Tell the stories behind your data by quickly creating, editing, and publishing content in real-time, while easily incorporating feedback. Then, identify and analyze citizen engagement by seeing the number of views, unique visitors, and social sharing metrics.

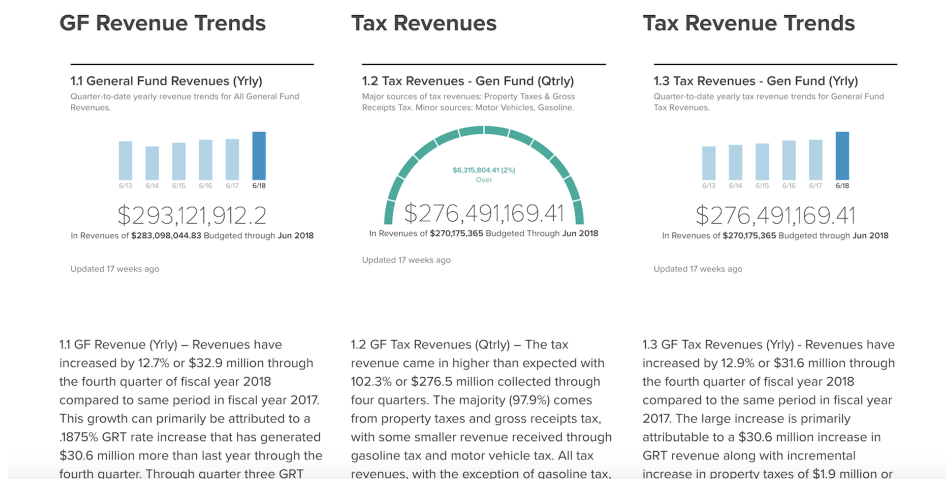
### Reporting and Transparency Use Cases

- Interactive budget summary
- Satisfaction surveys
- Participatory budgeting
- Performance reporting
- Citizen ideas/feedback portal
- Internal project coordination
- Emergency communication
- Strategic planning
- Stakeholder engagement

### Key Features

#### → Focus on outcomes with dynamic reporting functionality.

Establish goals for departments, programs, or initiatives, then track relevant KPIs to keep external stakeholders updated on spending, performance, and progress.

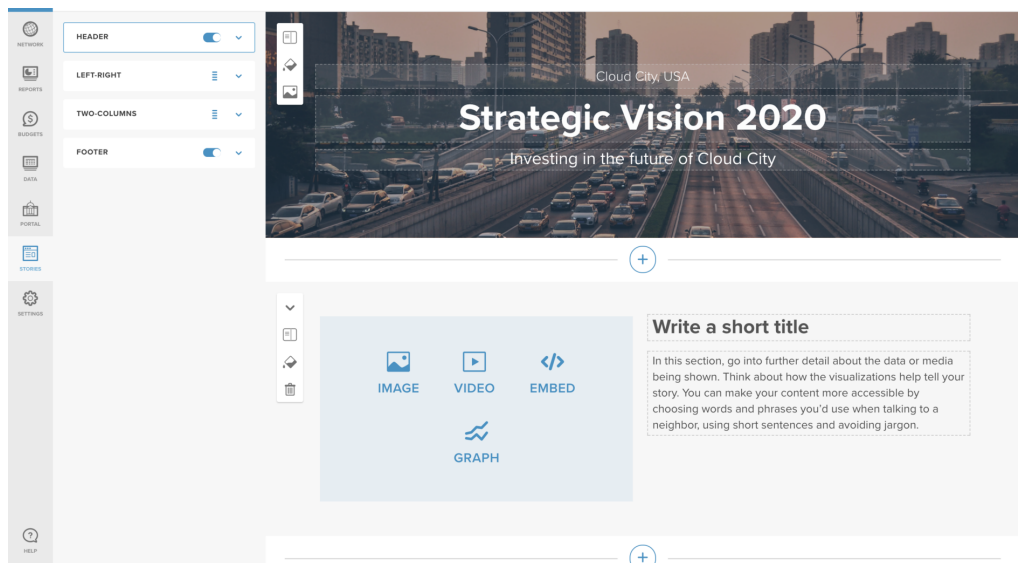


*Infuse complex data with meaningful narratives everyone can understand*

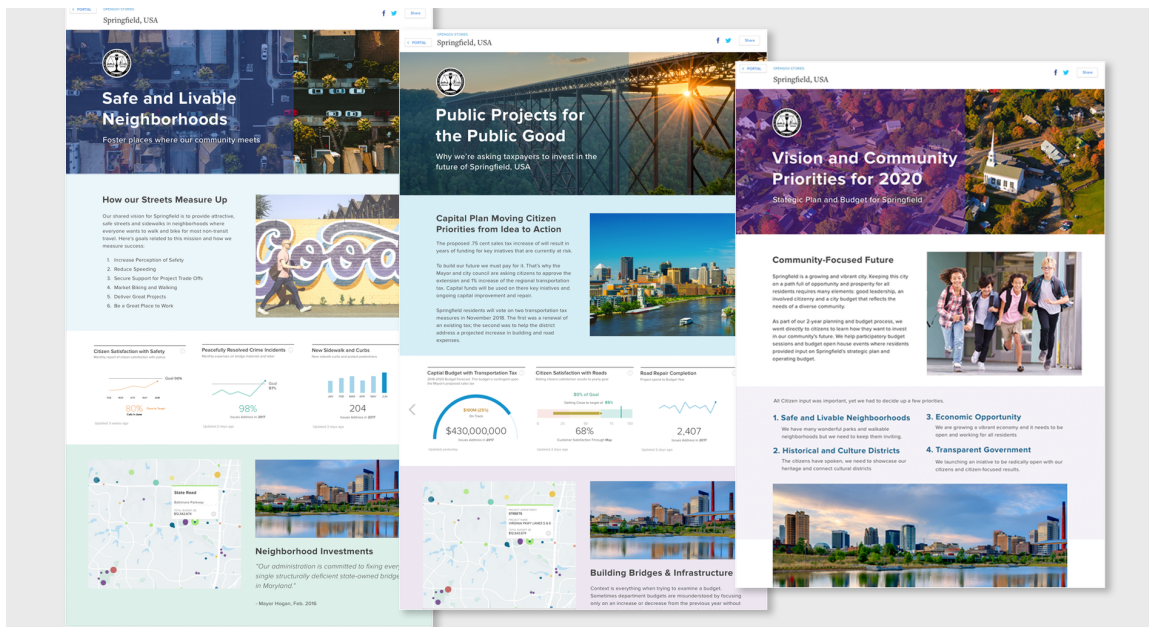
#### → Communicate clearly and increase transparency with stakeholders.

Create and share content easily and quickly. Use a simple, drag-and-drop page builder to combine your data with images, dashboards, maps, and narrative context. Present

complex information in a way that's easy for anyone to understand. Share via email, social media, or through your agency's website.



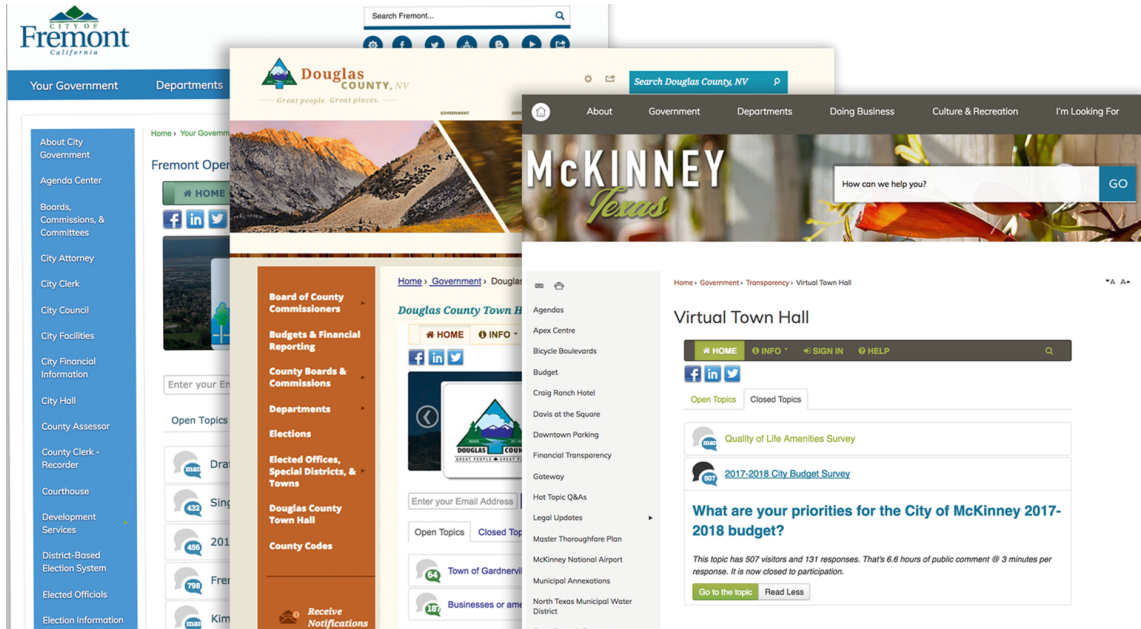
Simple, visual page builder with drag-and-drop components and customizable themes.



Present complex information in a way that's easy for anyone to understand.

→ **Capture feedback online, at meetings, or on-the-go.**

Record feedback from residents, colleagues, and other stakeholders at any moment through online surveys, virtual town halls, mobile forms, or budget simulations.



*Agency-branded surveys and online forums.*

## Additional Features

- **Share the data behind the news.** Visually dynamic tiles reveal the yearly, monthly or weekly breakdowns of your underlying report through pie charts, stacked bars, and summary tables.
- **Better project planning.** Fulfill public input requirements for grant applications and collect the public response you need to for planning large-scale projects.
- **Social media impact.** Share your published pages on Facebook, Twitter, Nextdoor, or LinkedIn and track your story's analytics in OpenGov.

# Pricing

OpenGov's pricing model consists of a flat, annual subscription for the associated software and professional services components. Our professional services include everything needed to ensure a successful launch: Design, Configuration, Implementation, Migration and Training. **OpenGov offers a non-restrictive, unlimited pricing model, meaning customers are not limited to number of users, logins, permits, inspections, dashboards, reports or datasets.** Rather, we charge a flat, annually recurring subscription fee to encourage our customers to utilize the platform, increase adoption throughout their organization, get valuable unlimited usage, and have a predictable annual cost.

Software	Description	Georgia State Contract	Payment Schedule
<b>Permitting, Licensing, and Code Enforcement Suite</b>	Collaboratively build workflows and forms across the City for permitting, inspections, review, and business/liquor licensing. A one stop citizen service portal with application submissions, tracking, alerts, and updates. Optimize routing inspections and scheduling, collect revenues, renewal management, and streamline multi department workflows. Master Address Table, State Contractor License Database, GIS integration, Autofill Capability	\$106,742	Annual
<b>Reporting &amp; Transparency Platform</b>	Reporting & Analytics, Performance Dashboards, KPIs, Stories, Open Town Hall, Data Management, Integration to Financial Management System		
<b>Premium Support Services Platinum</b>	Dedicated Technical Account Manager, Highest SLA, for enhanced post-go-live support		
Deployment	Description	Georgia State Contract	Payment Schedule
<b>Professional Services</b>	Design, Configuration, Implementation, Training, etc.	\$193/hr 220 hours across all features from Project Planning Discussion	One-Time
Smyrna Yearly Breakdown			
Year 1	\$149,202 (inclusive of Professional Services + Annual Software Subscription)		
Year 2	\$112,079 (Annual Software Subscription)		
Year 3	\$117,683 (Annual Software Subscription)		



# OpenGov Project Delivery Approach

## Who We Are

### Mission-Driven

Powering more effective and accountable government

### Trusted

Over 2,200 public agencies leverage OpenGov technology

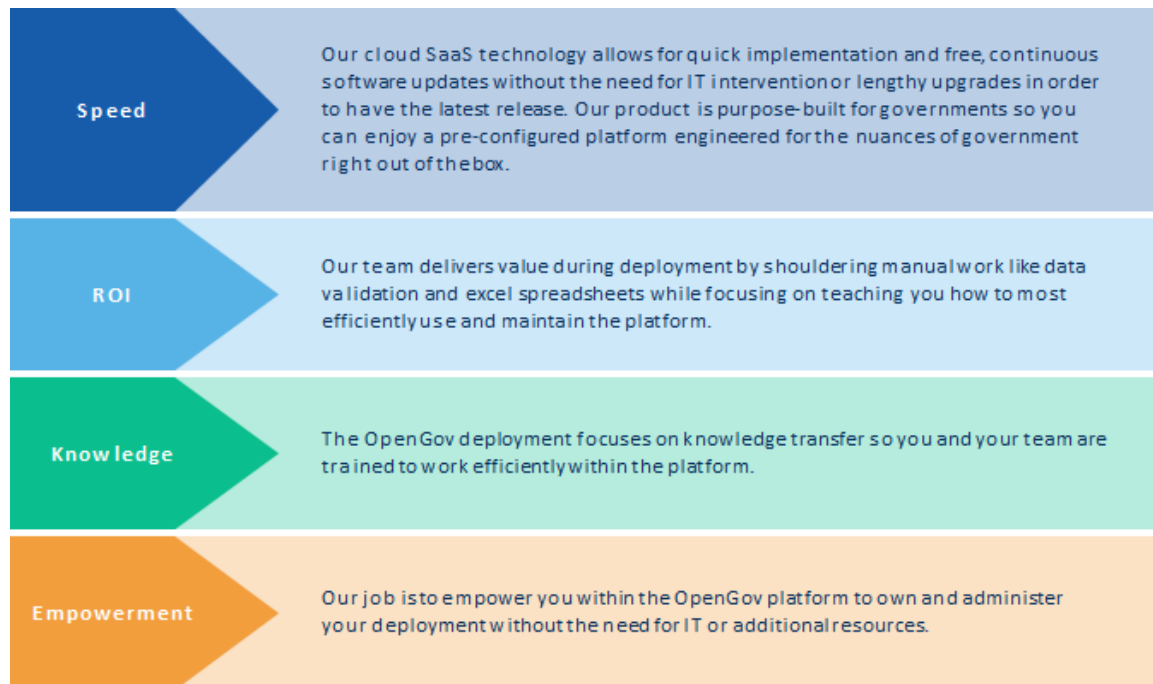
### Innovative

Easy-to-use, best-in-class, and intuitive cloud software

### Experts

Over 300 years of public sector experience on staff

## OpenGov Implementation is optimized for:



## Why Customers Love Working With Us

Your success as a customer is OpenGov's top priority. OpenGov customers receive a tailored deployment offering following standard methodology informed by implementing our software at more than 1,000 governments. As a customer, you can leverage the knowledge of an OpenGov team comprised of former government finance directors, chief information officers, budget and performance analysts, and Software-as-a-Service (SaaS) professionals to arm you with insight, expertise, and industry-leading best practices enabling you to drive efficiency and outcomes for your organization.

## OpenGov PLC Deployment Overview

When implementing PLC projects, we find it best to take a phased approach to ensure each project component is successful. OpenGov’s architecture makes this approach well-suited to enabling rapid deployment and maximizing ROI. The following is simply an example of what the implementation process looks like. We will deliver a complete Statement of Work to the City.

OpenGov PLC Implementation Process	
Phase	Deliverables
<b>Kickoff &amp; Strategic Planning</b>	<ul style="list-style-type: none"> <li>● Assemble Team and Align on Objective</li> <li>● Identify Departments and Types of Applications</li> <li>● Identify Best Practices &amp; Potential Pitfalls</li> <li>● Establish Timeline and Target Launch Date</li> </ul>
<b>System Administrator Training</b>	<ul style="list-style-type: none"> <li>● 2-hour webinar designed for 1-3 system administrators</li> <li>● Learn the ins and outs of the OpenGov PLC suite</li> </ul>
<b>Validation &amp; Testing</b>	<ul style="list-style-type: none"> <li>● Validate your Configuration</li> <li>● Review Data from Legacy System</li> <li>● Review Additional Data Integrations or Exports</li> </ul>
<b>End User Training</b>	<ul style="list-style-type: none"> <li>● 2-hour webinar for all users in the system</li> <li>● Learn how to complete inspections, pull reports, and process applications</li> </ul>
<b>Sign Off &amp; Go-Live</b>	<ul style="list-style-type: none"> <li>● Set User Permissions and Roles</li> <li>● Review &amp; Sign Off on Implementation</li> <li>● Start Accepting Public Applications</li> </ul>

\* In-person professional services available upon request.

## OpenGov PLC Project Management Methodology

Our Implementation team will work with the City’s stakeholders to map each permitting, licensing, and code enforcement processes and assess adherence to best practices. OpenGov will collect all application forms, permits, letters, and fee schedules associated with each permit type for use in OpenGov PLC. From there, OpenGov will lead a Process Improvement Consultation prior to system implementation.

Our veteran support team will work with the City’s test environment to check all aspects of the platform before going live, phasing in the software by department and permit type, while continuously testing functionality and improving training processes throughout. Additionally, our database specialists will migrate data from all relevant legacy systems,

and efficiently conduct the specified conversions at multiple points throughout the implementation process.

Immediately prior to Go Live, OpenGov will make a final data import to include any data created since the previous import. This ensures a seamless transition from the legacy system to OpenGov PLC with no risk of data loss.

OpenGov will provide a test instance of the software to each applicable division for user acceptance testing. This allows for thorough, in-depth testing of functionalities, as well as data imports, in environments distinct from the live portal.

OpenGov will migrate permit data from the current system to the PLC environment. Form fields and permit data from the existing database will be recreated in OpenGov platform exactly as found in the originating system.

The scope of the data migration includes:

1. Records (Permits, Licenses)
2. Applicant Information
3. Location Information
4. Total Fee and Total Payment
5. Associated Contractor(s)
6. Associated permit or license data fields (e.g. work description, square footage, etc.)
7. Inspections (results and dates)
8. CO Issuance Date

Our veteran support team will work within the City's production environment to check all aspects of the platform before going live, phasing in the software by division or permit type, while continuously testing functionality and improving training processes throughout. Additionally, our database specialists will migrate data from all relevant legacy systems, and efficiently conduct the specified conversions at multiple points throughout the implementation process.

Although the ease of deployment and training lead 95+% of OpenGov PLC customers to choose a fully virtual implementation and training process, OpenGov does offer on-site training at an additional cost if necessary. All training will be performed using a blend of OpenGov and City's resources, and a robust knowledge base is available online with training and implementation documentation.

Following Go-Live, OpenGov offers standard support services, a robust knowledge base of articles, training and configuration documentation, quarterly user groups, and continuing 1-on-1 training, if required at an additional cost.

## Resources and Support

As an OpenGov customer, you are supported by our Customer Success team from deployment through adoption and beyond. When you contact OpenGov, your first point of contact will be a real, live person. OpenGov provides best-in-class standard support resources such as telephone, email, and an online portal as well as additional support channels like webinars, user groups, a resource center, and a thriving community of tips and best practices provided by your peers.

- **Technical Support:** Our team of highly trained support analysts are available to solve any issues you have with any part of your solution within the OpenGov Cloud.
- **OpenGov Community:** OpenGov has a safe and secure online community for government professionals to connect with their peers, share their experiences, and learn best practices.
- **User Groups:** Our subject matter experts host regular user groups online and in-person. Learn from the pros and your peers!
- **Resource Center:** We provide you with articles and videos to enhance your learning and education of OpenGov.
- **Free Webinars:** As a customer, you can look forward to engaging and informative webinars. Get a crash course in performance management or learn about the latest features of your OpenGov software.
- **Live Chat:** Contact support seamlessly while using the product through our live chat feature staffed by the Customer Success team.

## How to work with us

These are some of the typical customer roles involved during deployment:

- **Project Manager:** the primary point of contact for OpenGov during the implementation.
- **Commissioner/Director of Building Department:** partners with OpenGov team to outline applicable permit(s) processes.
- **IT Dept:** provides the necessary data for OpenGov implementation.
- **Communications:** partners with OpenGov to lay out the best strategy for launching to stakeholders.

- **Subject Matter Experts:** partners with OpenGov daily to execute the tasks and become a subject matter expert in OpenGov.

## Critical High-Value Adds

**Ongoing Product Updates, At No Additional Cost.** OpenGov develops its own cloud-hosted, SaaS products that are available 24/7 through the use of any web browser, on any computer. While traditional software is installed on-premise and places a heavy burden on every customer to maintain and update, OpenGov's SaaS model guarantees that every customer is always using the latest features and enhancements to our software. This means that you would no longer need to pay for expensive customizations and teams of programmers to maintain a complex, unsustainable, and unreliable solution. Instead, you will receive a product that incorporates feedback from all governments in OpenGov's network, with updates occurring automatically every two weeks and ongoing support, giving your team a solution that is scalable, sustainable, easy-to-use, and affordable.

Our updates are applied frequently and effortlessly to the customers. Because the software is centrally housed, new releases do not require an installation. With OpenGov, you will have access to a platform that updates immediately, without a formal upgrade process and effort.

**Unlimited Usage Model.** OpenGov's software was created to be useful, usable, and used by our customers, not to be sequestered to a small group of users with licenses. For this reason, our design enables non-technical users to quickly become proficient at using our software effectively and we refuse to issue licenses so that our software can be used as widely as possible across the organization. We view ourselves as more successful when our customers are able to leverage our software for as much value as possible without encountering artificial boundaries to its usage.

OpenGov provides an unlimited usage model. OpenGov does not charge our customers based on how many datasets they post to our platform. As the project scales, we also do not charge extra based on number of users nor per server nor per dataset. Rather, we charge a flat, annually recurring fee to encourage our customers to post as many datasets and to add users as they deem fit. OpenGov wants our customers to use the site as much as possible without usage constraints. Additionally, this provides our customers with the ability to easily budget for the cost of the software without fear for the cost of mid-year increases.

As mentioned above, with OpenGov's SaaS model, our customers will gain access to rapid, continual and significant capabilities consisting of two-week product releases that will be available to our customers at no extra cost. These product releases are dictated by

feedback from customers and their ever-evolving priorities. OpenGov is continually innovating and constantly improving our platform to supply software that is made for Government by Government.

**Customer Manager (CM) Support Model.** OpenGov customers benefit from a support model that relies upon dedicated CM's who will be your main point of contact post-deployment. Our team of highly experienced CM's will collaborate with the project leaders to ensure that your overarching goals are incorporated and managed during and after deployment. With our highly configurable software, our CM's work closely with you to deliver the most value to your organization so your needs are met.

# Customer Stories

As a mission-centric company serving the public sector, OpenGov is a company whose success is hinged upon the success of the governments we serve. When we engage with our customers, we not only seek to develop long-lasting professional relationships that grow and flourish over time, but we also nurture close, personal connections with the Community Development Directors, IT Administrators, City Managers, and many other government personnel we serve. These profound connections humanize the work that we do and provides us with a deep-rooted understanding of the challenges that public sector employees face when they go to work every day. This understanding, in turn, informs the direction in which we build and further enhance our products. Our focus is on making government employees' lives easier, removing the drudgery of paper-based processes and data silos that hinder you from focusing on the more important, strategic decision-making in mission-critical government-operations.

In working with over a thousand governments across the nation, we have found that when we first meet with a government, they often want to hear how our current customers are using our software and what benefits they have gained from it. Accordingly, we thought we would share a few stories from current customers who have seen incredible success from their partnership with OpenGov so you know what to expect from developing a relationship with our team.

## Customer Stories



### Franklin, MA

The Town of Franklin, MA, set out to modernize citizen services with online capabilities, while also leveraging technology to increase internal productivity among local government staff. Since implementing OpenGov PLC, the Town has received the following benefits:

- Rapid 3-week implementation timeline
- Accepted more than a dozen online applications in the first week
- Paperless process reduces waste from 5,00 handwritten, paper forms
- Dog license application now takes 3-4 minutes to complete and submit



## Kernersville, NC

OpenGov's PLC team [implemented a new permitting system](#) in the Town of Kernersville in only two months, streamlining the inspection and permitting process via a user-friendly and easy-to-use platform.

- Reduced average permit processing time from 2 months to 2 weeks
- Increased productivity by allowing staff to customize their own workflows
- Organized operations and eliminated the need for paper-based tickets and spreadsheet reporting



## Central Falls, RI

Before implementing OpenGov PLC, the City of Central Falls struggled against decentralized paper operations and inefficient communication that prompted the City to find a modern solution.

- 5+ hours per week in time savings for reporting
- Improved transparency for permitting information
- Increased productivity for city staff
- Better public trust as a result of communication tools



## Lakeville, MA

The Town of Lakeville previously relied on a paper-based process for their permitting system, and they also suffered from disjointed processes across departments and between Town contractors and developers. Since adopting OpenGov PLC, the Town has gained the following benefits:

- Paper to paperless permitting in 9 months
- Able to enforce a 48-hour inspection response to residents
- Faster application processing times
- Found 4 new uses for the software beyond building permits



## Danbury, CT

By the time COVID-19 had entered the world, the City of Danbury was already three months into using OpenGov PLC, which allowed the City to develop a safe reopening workflow connected with other departments.

The key benefits the City has seen include:

- Reopened 24 restaurants on day-one
- GIS integration enables “cocktail-napkin sketch” submissions
- Single form application for reopening businesses
- Permit cadence maintained even with COVID



## North Smithfield, RI

After seeing neighboring communities make the switch to ePermitting, the Town of North Smithfield decided to evaluate available software that would simplify internal operations and increase efficiency with permitting approvals. After deciding on OpenGov PLC, the Town gained the following benefits:

- A rapid 30-day implementation process
- Streamlined RFP process through statewide initiative
- Accepted 31 online applications in the first week of operation
- Staff are happy with new tools streamlining and improving internal processes



## Customer Quotes



**Dan Ralley**, Assistant City Manager  
City of Upper Arlington, OH

“[Before implementing OpenGov PLC,] the software they were using was a large enterprise software package that integrates well with our financial management and has other modules, but unfortunately it doesn’t do permitting very well. And our staff was feeling the brunt of that.”

“After going through this process, the nature of our work has changed significantly. One of the initial wins we saw, when we were setting up forms, they became about half the length they were before because we didn’t have to repeat questions. It becomes a much better customer experience, which is very important to us, especially for those who are submitting a large volume of permits.”

“There’s a visual feedback mechanism built into the software that allows customers to see exactly who’s reviewing their permit, how long it’s been, and how much longer it might be...we’re very excited about that, because a lot of our daily workload is phone calls for people to set up an inspection or inquire about the status of their permit. We think the nature of our work is going to change significantly when implementing this new product.”

The City of Upper Arlington is currently using OpenGov’s PLC suite.



**Paul Leedham**, Chief Innovation Officer  
City of Hudson, OH

“The software has been so easy to configure in comparison with our legacy system, which was very cumbersome. With the drag-and-drop design of OpenGov PLC it’s so easy to make workflows. It’s just more advanced technology. The tool sets that are available now in comparison with the the technology that was developed 10 years ago—it’s night and day difference.”

The City of Hudson is currently using the solutions in OpenGov’s PLC suite.



**Jamie Hellen**, Deputy Town Administrator  
Town of Franklin, MA

“When someone says, ‘oh shoot I need to license my dog and today’s the deadline,’ we want that service to be a Google search away. We want to be a one stop shop for people’s questions and services.”

“The comments we’ve gotten from people thus far have been very positive—that the system is easy to use or it took them less than 3 or 4 minutes to license their dog. And meanwhile it saved them an hour long trip to and from town hall at a minimum.”

“That’s the kind of efficiency and brand we want...the ability to save people time and hassle is where the rubber meets the road in changing the paradigm of what government does.”

The Town of Franklin is currently using OpenGov’s PLC suite.

Of course, these are just a few examples of what our customers are saying about us. If at any point in your decision-making process you would like to speak to one or more of our customers, we would be more than happy to set up a reference call for you.