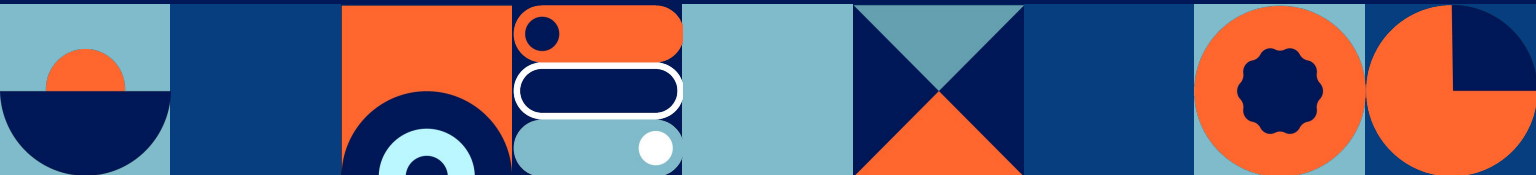




The City of Hyattsville

## Pricing + Proposal

March 2022





# MATERIALS

1. Engagement in **Hyattsville, MD**
2. Standard Pricing
3. Full Quote
4. Meet Your Engagement Advisor
5. Implementation Timeline
6. Implementation Calendar
7. New + Upcoming Features



# CitizenLab can help **Hyattsville** create a new home for online engagement



## Today

Upcoming sustainability plan and PB process; online engagement has been sporadic as of late

Data from prior engagement (online + offline) is siloed

Strong local culture of engagement, but City has limited capacity to manage and respond to feedback

## With **CitizenLab**

Centralized hub where residents can learn and share ideas on active and upcoming plans

All data stored in one place for easy analysis and sharing; City receives custom reports to help validate spending decisions

Intuitive UI makes engagement easy for residents; hands-on support ensures platform design matches Admin capacity

# Pricing for Hyattsville, MD

	ESSENTIAL \$ 4,000 / year	STANDARD \$ 7,500 / year	PREMIUM \$ 10,500 / year
USAGE	<b>Up to 2 admins</b> <ul style="list-style-type: none"> <li>✗ No project managers</li> <li>✓ Up to 3 active projects</li> <li>✗ No project folders</li> </ul>	<b>Up to 4 admins</b> <ul style="list-style-type: none"> <li>✓ Up to 5 project managers</li> <li>✓ Unlimited active projects</li> <li>✓ Unlimited project folders</li> </ul>	<b>Up to 8 admins</b> <ul style="list-style-type: none"> <li>✓ Unlimited project managers</li> <li>✓ Unlimited active projects</li> <li>✓ Unlimited project folders</li> </ul>
FEATURES	<b>All Participation Methods</b> <i>Ideation, maps, survey, poll, PB, proposals</i> <ul style="list-style-type: none"> <li>✓ Customizable design</li> <li>✓ Communications: emails &amp; widgets</li> <li>✓ Manual groups &amp; closed projects</li> <li>✓ Dashboard &amp; analytics</li> </ul>	<b>All Essential features +</b> <ul style="list-style-type: none"> <li>✓ Online workshops</li> <li>✓ Personalized domain</li> <li>✓ Custom topics, user fields &amp; maps</li> <li>✓ Smart groups &amp; granular permissions</li> <li>✓ Project reports</li> </ul>	<b>All Standard features +</b> <ul style="list-style-type: none"> <li>✓ Premium styling options</li> <li>✓ Premium content sections</li> <li>✓ Integrations &amp; API access</li> <li>✓ ID verification &amp; Single Sign-On</li> <li>✓ AI-assisted data insights</li> </ul>
SERVICES	<ul style="list-style-type: none"> <li>✓ Essential onboarding</li> <li>✗ No project design workshops</li> <li>✓ Participation expert access</li> </ul>	<b>All Essential services +</b> <ul style="list-style-type: none"> <li>✓ Standard onboarding</li> <li>✓ Up to 1 project design workshop</li> <li>✓ Project templates</li> </ul>	<b>All Standard services +</b> <ul style="list-style-type: none"> <li>✓ Premium onboarding</li> <li>✓ Up to 2 project design workshops</li> <li>✓ Priority support</li> </ul>
	<b>+1,200 one-time implementation fee</b>	<b>+2,400 one-time implementation fee</b>	<b>+3,500 one-time implementation fee</b>

**Multi-Year  
Discounts  
Available**

## City of Hyattsville Quote

CitizenLab recommends the **Standard** or **Premium** tiers, depending on whether the City of Hyattsville wants to make use of the *Insights* tool for easy analysis on open-ended platform text.

	Essential	Standard	Premium
<b>Annual License</b> <i>Valid for one year. Dedicated support included throughout license period.</i>	\$4,000 / year	\$7,500 / year	\$10,500 / year
<b>Implementation (one-time)</b> <i>Includes technical setup, training, and ongoing support (see Slide 7)</i>	\$1,200	\$2,400	\$3,500
1-Year Cost	\$5,200	\$9,900	\$14,000
2-Year Cost (5% license discount applied)	\$8,800	\$16,650	\$23,450
3-Year Cost (7.5% license discount applied)	\$12,300	\$23,213	\$32,638
A 3-Year commitment saves you	\$300 / year	\$563 / year	\$788 / year

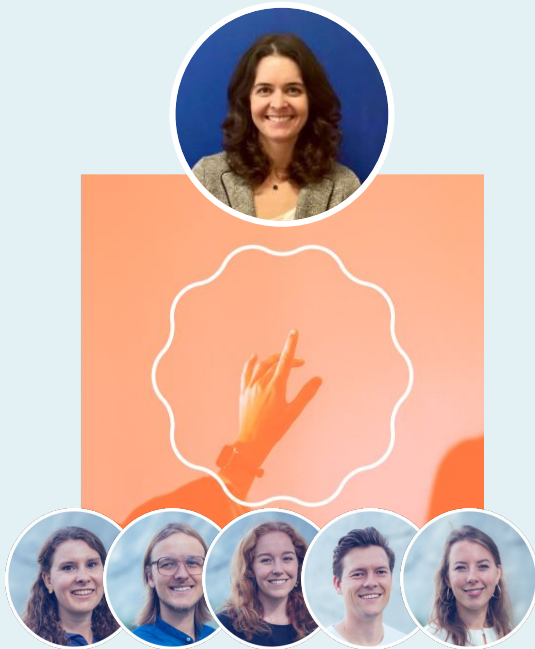
# Hi, my name is **Amanda**

## **Gov Success Manager**

*Based in Santa Cruz, CA (PST)*

As your **Government Success Manager** I will lead you through implementation and ensure you get the most value from your platform. My role is to train you and your team, help you design and customize your platform, and assist with any technical questions you may have.

And as your **engagement advisor**, I will provide strategic advice to ensure you consistently produce best-practice engagement for your community.



# A timeline that fits **your needs**

- ESSENTIAL
- STANDARD
- PREMIUM

ALL PLANS

## Kickoff session

Kick-off meeting during which we discuss your main objectives and design the implementation plan together.



## Pre-launch Quality Check

Using our pre-launch checklist, we will send you recommendations on what to improve before we go live and let the engagement start.



## 2 strategic sessions

We assess the platform's performance, review the past and ongoing projects, give you advices and reflect on the upcoming projects.



ONBOARDING

LAUNCH



CONTINUOUS

## Participation strategy Session

Using our e-Participation Canvastm, we co-design a comprehensive strategy for engagement success.



## Design & Build Session

We design your first project(s) together while we advise you on how to leverage specific platform functionalities.



## Up to 3 Expert sessions








Choose between an Engagement booster, Inspiration session, Internal organization workshop, or Project Design workshop.



STANDARD AND PREMIUM PLANS

# Sample Onboarding Calendar

Assuming a contract start date of **April 18**, we can launch the platform by the week of **May 23**




 <b>Kick-off meeting</b>	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	 <b>Strategy workshop</b>	Day 7
Day 8	Day 9	Day 10	 <b>Team Training</b>	Day 11	Day 12	Day 13	Day 14	
Day 15	 <b>Expert Session</b> Internal Comms	Day 16	Day 17	Day 18	Day 19	Day 20	<b>Expert Session</b> Best Practices	Day 21
Day 22	 <b>Pre-Launch Review</b>	Day 23	Day 24	Day 25	 <b>Platform launch</b> 			



# 2022 Product Roadmap

The CitizenLab platform is constantly improving based on feedback from our 300+ cities around the world.

*Here's what's coming to your platform soon!*

In Development <i>1-3 Months</i>	Planned <i>In 2022</i>	Research <i>TBD</i>
 <p><b>ENGAGE</b></p> <p><b>Reach across digital divides</b> <i>Sign in and outreach via text messages</i></p>	<p><b>More front-end integrations</b> <i>Embed data, maps, and budgets</i></p>	<p><b>Easy text surveys</b> <i>Collect resident input via text surveys</i></p> <p><b>Engage via phone calls</b> <i>Feedback hotline + voice to text transcription</i></p>
 <p><b>MANAGE</b></p> <p><b>Find relevant projects faster</b> <i>Filter projects by status, geographic areas, and custom tags on homepage</i></p>	<p><b>Align platform to web assets</b> <i>Flexible configuration of platform design/structure</i></p>	<p><b>Back-end integrations for seamless workflows</b> <i>Expansion and documentation of APIs</i></p>
 <p><b>DECIDE</b></p> <p><b>Better insights from open text</b> <i>Improvements to keyword visualization</i></p> <p><b>More flexible data analysis</b> <i>Analyze multiple projects or by folder</i></p>	<p><b>Easily connect feedback to decisions</b> <i>Dashboard &amp; reporting improvements</i></p>	<p><b>Track representativeness</b> <i>Understand which groups are under- or over-represented in feedback</i></p> <p><b>Pull learnings from comments</b> <i>Incorporate platform comments into Insights analysis</i></p>