



March 7, 2016

**Julietta Henry**  
**Milwaukee County Election Commission**  
**Elections Director**

Court House Annex  
Room G-10  
901 North Ninth Street  
Milwaukee, WI 53233

Dear Ms. Henry:

It was a pleasure to discuss some of the communication initiatives at the Milwaukee County Election Commission (Election Commission). The enclosed proposal outlines how the Election Commission can benefit from the GovDelivery Communications Cloud.

GovDelivery empowers government to create better lives for more people. More than 1,000 organizations worldwide use the GovDelivery Communications Cloud to inform and engage over 90 million people. GovDelivery is the only digital communications platform built exclusively for public sector organizations in order to promote the usage of services, enhance public awareness, and increase the contributions and involvement of citizen communities.

This proposal addresses three needs for the Election Commission:

- 1) Foundation of Digital Outreach: Establishing the Election Commission's own account for ongoing use of GovDelivery
- 2) Audience Growth: Investing in accelerating the growth of the Election Commission's outreach
- 3) Promoting and Enhancing Online Transactions: Investing in the technology and services to support enhancement to the Election Commission's online transactions

The Election Commission will benefit from GovDelivery's ability to use unrivaled scale and technology to connect with its audiences. GovDelivery is committed to providing a valuable solution to the Election Commission. The GovDelivery Team welcomes your questions, and looks forward to working with the Election Commission to reach and engage the public.

Sincerely,

Brian Szymanski  
Regional Account Executive  
GovDelivery, Inc.




# Communications Cloud Proposal

Presented to the  
**Milwaukee County Election  
Commission**



GovDelivery serves public sector organizations around the world, helping them build and nurture digital relationships with stakeholders. The result is safer lives, happier commuters, healthier families, and better government. As shown in the chart below, GovDelivery employs a number of effective strategies needed in order for the Milwaukee County Election Commission (Election Commission) to inform and engage its audiences.

GovDelivery is the only digital communications platform exclusively for government.

Promote & Transform Services	Enhance Public Awareness	Improve Citizen Involvement
<p>Accelerate and streamline usage of your services. More purchases, enrollments and attendees require embracing the digital world. Communications form an essential part of a winning strategy.</p> 	<p>Inform and engage your audience to drive changes in behavior. Public awareness is about more than just distributing news. It's about getting the right information to the right audience at the right time.</p> 	<p>People volunteer, participate and donate. It's not just about more involvement, it's about involving people in a way that improves the work you do for citizens.</p> 

GovDelivery manages billions of communications every quarter on behalf of clients, ranging from the largest national agencies to small local parks. More than 10 state and local governments in Wisconsin utilize GovDelivery to deliver reliable communications to their audiences.

Every level of government succeeds with GovDelivery.



**Federal Government**

GovDelivery serves more than half of the United States Federal Agencies, along with nearly all Federal Cabinet departments.



**State Government**

More than 40 states across the United States rely on GovDelivery's technology, services, and solutions to share information with local citizens.

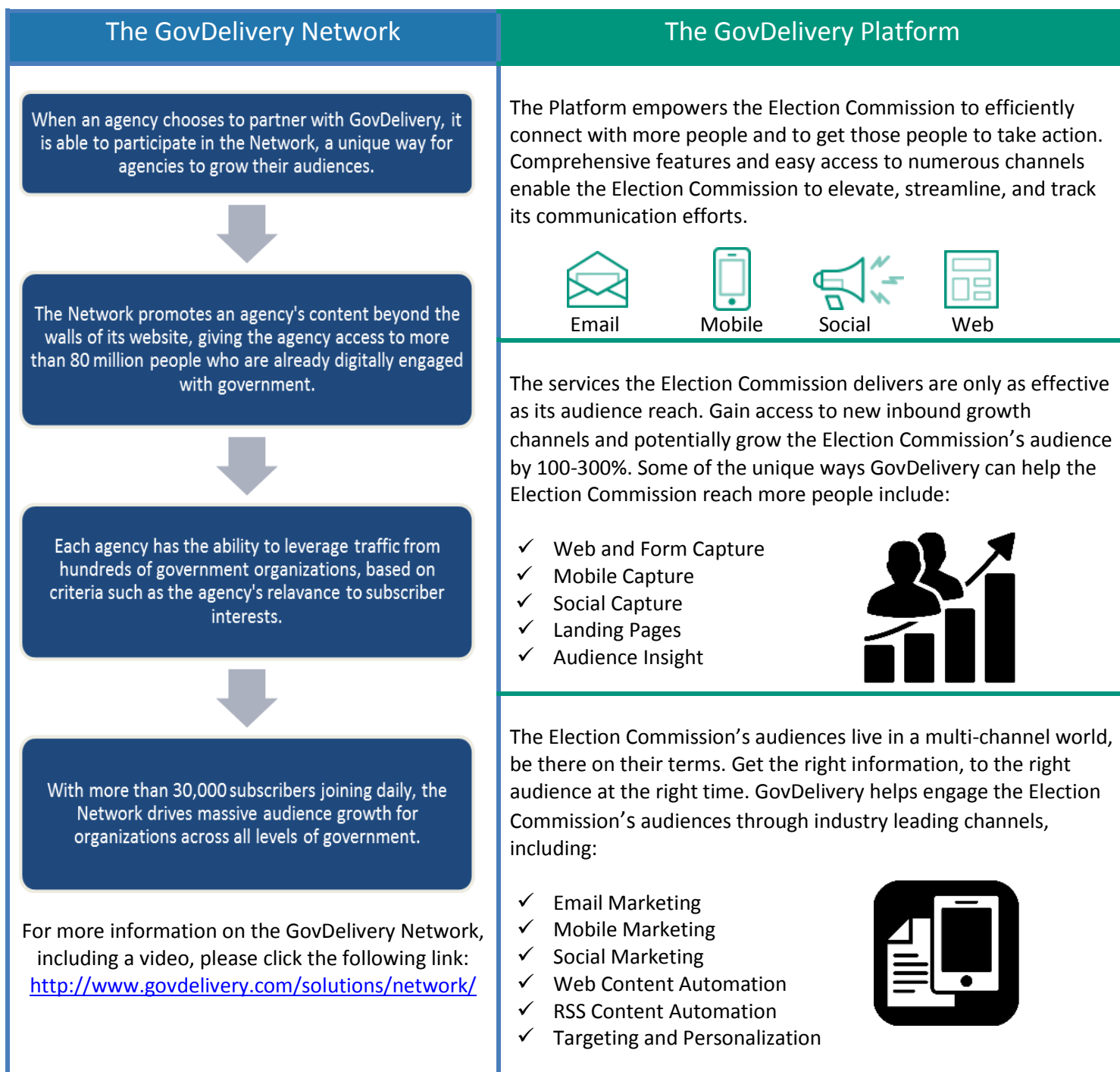


**Local Government**

GovDelivery works with hundreds of local governments to help them improve communications and engagements in their communities.

In a fast-paced, digital world, the Election Commission can only change behavior if it reaches people at the scale and time that matter. Done correctly, the Election Commission can impact how people respond to information and make a difference in their lives. GovDelivery offers a number of solutions that, when executed in tandem, allow agencies to reach more people than before with an impactful message. The ideal solution for the Election Commission is two-fold: leveraging both the GovDelivery Network and the GovDelivery Platform to increase outreach and drive action.

**GovDelivery has all the tools the Election Commission needs to effectively inform and engage its audience.**





### Period of Performance

The term of the subscription will commence on the date this proposal or a contract between GovDelivery and the Election Commission, is executed and shall continue for 12 months.



### Scope and Terms

Scope: The subscription includes the following domain(s) and sub-domain(s):

<http://county.milwaukee.gov/CountyElectionCommission>

Terms: <http://www.govdelivery.com/pdfs/subscription-agreement.pdf>



### Implementation and Ongoing Support

Implementation, training and ongoing customer support services are included in the cost of the GovDelivery subscription. On average, the implementation process takes approximately 4 to 6 weeks depending on the availability of the Election Commission.



### Standard Communications Cloud Inclusions

GovDelivery's Communications Cloud (the Cloud) is a Software as Service (SaaS) solution that enables government organizations to connect with more people. By leveraging the Cloud, the Election Commission is able to utilize a number of different outreach mediums, including email, SMS/text messages, RSS feeds, and social media integration to connect with its target audiences.

Fully customizable signup and email templates, which adopt the Election Commission's look and feel, come standard with the Cloud, ensuring seamless integration with the Election Commission's website. The Cloud also has robust reporting capabilities that will give the Election Commission access to thorough metrics and analytics.

GovDelivery is committed to providing the Election Commission with the best service possible. the Election Commission staff will be trained to effectively use the Cloud.

The following are included with the Cloud:

- ✓ Unlimited Subscribers
- ✓ Unlimited email sends with industry-leading delivery and management of bounces
- ✓ Support to upload and migrate existing email lists
- ✓ Access to an active partnership with the GovDelivery Network
- ✓ Access to 500,000 SMS messages per year from a short code within the U.S. (International numbers not supported)
- ✓ Access to an Implementation Consultant for up to 90 days
- ✓ Access to a Client Success Consultant
- ✓ Unlimited access to web-based recorded trainings and online help
- ✓ Template, Custom Reporting, and Integration Development
- ✓ Complete archive of GovDelivery data created by the Election Commission, including message sends and subscriber history for 18 months (rolling)
- ✓ 24/7 system monitoring, email, phone, and emergency support



**Pricing and Payment Information**

	<u>Price</u>
Total One-Time Setup Cost:	\$2,700.00
Total Annual Cost:	\$12,300.00
<b>Total Cost for Period of Performance:</b>	<b>\$15,000.00</b>

- ✓ All fees are due at the beginning of the Period of Performance. Any lapse in payment may result in suspension of service and will require the payment of a setup fee to reinstate the subscription.
- ✓ This proposal is exclusive of applicable state, local, and federal taxes, which, if any, will be included in the invoice. It is the Election Commission’s responsibility to provide applicable exemption certificate(s).
- ✓ The pricing and terms of this proposal are valid through June 4, 2016.
- ✓ Typical GovDelivery users experience annual renewal increases of no greater than 10%.



**Agreement and Acceptance**

By signing this proposal, the undersigned certifies that they have authority to enter the agreement. The undersigned also understands the services and terms.

**Milwaukee County Election Commission**

Signature: \_\_\_\_\_

Name: \_\_\_\_\_ (please print)

Title: \_\_\_\_\_ (please print)

Date: \_\_\_\_\_

**Billing Information**

Contact Name: \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

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