



Video Streaming Services

RFP 04-34 Response

For City of Bellevue, WA

September 10th 2004

Contact: Tom Spengler
415-522-5216
tom@granicus.com

September 10th, 2004

To: City of Bellevue
Finance Department
Jamie Robinson
11511 Main St, 5th Floor
Bellevue, Washington, 98004

Jamie,

Granicus looks forward to developing a successful long-term relationship with The City of Bellevue, and is prepared to provide the solution described below in compliance with all of the stated terms and conditions of RFP # 04-34. In addition, I would like to note that we are excited about the opportunity to work with other agencies in the E-Gov alliance, and can comply with your requirements in this area. Granicus provides comprehensive solutions to more than 25 local government agencies for creating, managing and distributing live and on-demand streaming media content to support and enhance public meeting communications, internal training and public education programs exclusively for Cities and Counties.

Founded in 1999 Granicus is the leading provider of streaming media solutions to local government, and webcasts substantially more public meetings for local government agencies than any other company. Granicus is dedicated exclusively to the specific needs of these public agencies and public meetings. Because of our dedication to this market niche, you will not see any corporate, educational or media clients listed on our website. Thus, allowing Granicus to focus all of its resources on the needs of Cities and Counties.

Our unique focus has allowed Granicus to develop many distinctive innovations related solely to the streaming of public meetings, which have helped our clients operate more efficiently. In addition, we have developed relationships with a number of other prominent technology providers that server the local government market in order to provide integrated solutions that further automate the legislative workflow. These solutions include a document management and electronic agenda work flow integration with our MinuteMaker™ software, the development of an integrated voting system and a mobile encoding solution for annotating meeting minutes outside the council chambers.

Because anyone can claim that they provide Industry leading products and services, we strongly urge you to speak with our clients as you evaluate streaming media solution providers. To help facilitate your discussions with our clients, we have included our full client contact sheet as Exhibit C of this RFP response.

Granicus is a privately held California Corporation based out of San Francisco. We are currently closing out our fifth year of operations and third straight year of profitability. If selected by the City of Bellevue the Granicus team that will consists of co-founders, Emery Jones and Javier Muniz. Emery will be the City's primary contact during and after the deployment. Javier will be the technical contact responsible for setting up all of the City's software and hardware. Additional details regarding Granicus and the team members involved in the project can be found in Exhibit B.

By selecting Granicus as your streaming media solution provider, you will greatly improve external and internal access to your public meetings. These meetings will be available live over the Internet, and as searchable archives that can be used for efficient long-term record keeping. Streaming with Granicus improves public access beyond what can be provided through cable broadcast. The availability of searchable archives allows a section of any meeting to be retrieved at anytime using a simple keyword search. In addition, documents like staff reports, agenda's, and minutes can be synchronized and linked to your audio and video archive all of which will be available through the City's web site.

While public meeting broadcasts are a compelling and popular use of your Granicus solution, your system can be used by all City departments to present video content internally or externally over the web. Other Counties use the Granicus solution to deliver public education content, public service announcements, and video on demand training.

The Granicus solution delivers the functionality desired by The City of Bellevue, and does it in a way that minimizes the overall cost. Our proposed solution integrates with your current infrastructure and audio video equipment instead of replacing or duplicating it. Additionally, the storage and distribution of your streaming content can be offloaded to the Granicus Media Center eliminating your need to invest in additional dedicated bandwidth and servers, which are necessary to support live and archived streaming to the public. By automating processes that would normally be done manually the Granicus MediaManager™ software also minimizes the impact streaming has on staff time, and eliminates the need for the IT staff to be on hand during meetings. Agenda items can be indexed in real time, and archives are automatically published to the City's web site minimizing the involvement of your Webmaster. Because meeting archives are readily available on the Internet, the need for the clerk's office to retrieve and prepare meeting records will also diminish over time.

At Granicus, we recognize that a great product is only part of what keeps our clients satisfied. For that reason, Granicus provides 24/7 technical support and onsite user training. We also take full responsibility for maintaining and monitoring the technology that powers your solution, so that you can avoid the cost of developing a team of streaming experts. When you need us we will be there to help.

Most Sincerely,

Tom Spengler
Chairman and Chief Executive Officer
Granicus, Inc.

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**Company Information
Form #2**

Company Name: Granicus, Inc.

Home Office Address: 74 Tehama St., San Francisco, CA, 94105

Washington Business Address: NA

Website Address: www.granicus.com

Name, Title, Address, Telephone Number, FAX Number and Email Address of the person to be contacted concerning the proposal:

Tom Spengler, CEO

Tel: 415-522-5216, Fax: 415-522-5215, e-mail: tom@granicus.com

If Applicable, Name of the Parent Company:

NA

Home Office Address, Telephone Number and Website Address of the Parent Company:

NA

Describe the parent company's relationship with the vendor:

NA

If applicable, does the person signing the proposal have the authority to sign on behalf of the vendor?

Yes No

Names of companies that will share significant and substantive responsibilities with the vendor in performing the scope of services under the Contract:

None

Attach to this form, and label appropriately, documentation showing that the vendor is duly organized and validly existing as a corporation or partnership in good standing, and licensed to do business in the City. If the vendor is not licensed to do business in the City, then the vendor must provide a sworn statement that it will take all necessary actions to become so licensed if selected as the selected Vendor.

Client References Form #3

Client References #1

Client Name	City of Stockton
Client Address	425 North El Dorado Street Stockton CA 95202-1997
Contact Name	Bret Hunter
Title	Deputy City Clerk
Phone Number	(209) 937-8550
Email Address	bret.hunter@ci.stockton.ca.us
Type of Services Provided	Live and Archived Streaming, Minutes Annotation,
Hardware & Software Environment	HP / Compaq Windows 2003
Implementation dates	10/03
Synopsis of any implementation complications	Delay for City to procure HP hardware
Services Provided Similar to the City's Scope of Services?	<input checked="" type="checkbox"/> Yes – Explain similarities: Virtually the Same solution. <input type="checkbox"/> No – Explain differences:

Client References #2

Client Name	City of Long Beach
Client Address	333 West Ocean Blvd, Long Beach, CA 90802
Contact Name	Bruce Allen
Title	Project Management Officer
Phone Number	(562) 570-6572
Email Address	Bruce_allen@ci.long-beach.ca.us
Type of Services Provided	Live and Archived Streaming, Minutes Annotation, Fire Training
Hardware & Software Environment	Dell / Windows 2003
Implementation dates	05/03
Synopsis of any implementation complications	Required SDSL for sending Live Stream to Media Center because of substantial congestion on the City's external Internet Connection.
Services Provided Similar to the City's Scope of Services?	<input checked="" type="checkbox"/> Yes – Explain similarities: Virtually the Same solution. <input type="checkbox"/> No – Explain differences:

Client References #3

Client Name	City of Irvine
Client Address	1 Civic Center Plaza, Irvine, CA 92623
Contact Name	Lind Lang
Title	IT Project Manager
Phone Number	(949) 724-6118
Email Address	Linda_lang@acs-inc.com
Type of Services Provided	Live and Archived Streaming, Minutes Annotation
Hardware & Software Environment	Dell / Windows 2003
Implementation dates	03/04
Synopsis of any implementation complications	None
Services Provided Similar to the City's Scope of Services?	<input checked="" type="checkbox"/> Yes – Explain similarities: Virtually the Same solution <input type="checkbox"/> No – Explain differences:

Project Team

Management Team Bio's

Tom co-founded Granicus, Inc. as Chairman and CEO in 1999. He currently heads up Granicus' senior management team and will lead the company in its next stage of growth. Prior to co-founding Granicus, Tom was a member of Andersen Consulting's (now Accenture) premier Internet development group, performing Internet strategy and development work for Q-pass, E-trade, Andersen's R&D division, the United States Post Office and others. Prior to Andersen, Tom worked at Hewlett Packard to help develop leading Intranet communications tools used throughout the organization. Tom currently is a University Advisor for Cal Poly, and a frequent public speaker.

As Granicus' Chief Technology Officer, Javier draws on his broad knowledge of networking and application development technologies to provide direction and insight for Granicus application and infrastructure design. Prior to co-founding Granicus, Javier was a member of the Research and Development Team at Brodia.com and played a key role in developing their now flagship wireless and SmartCard products. Javier began his career at Sun Microsystems designing and managing remote access components of the Sun global network infrastructure, and later went on to WebTV Networks, a wholly owned subsidiary of Microsoft, where he designed and developed applications used by the Network Operations Center to manage a network of over 600 nodes that supported over 1 million active WebTV subscribers

Chief Financial Officer Emery Jones brings a solid background of financial management experience to Granicus. Prior to Granicus, Emery started a successful financial consulting practice where he consulted for various start-up companies and small businesses throughout the San Francisco Bay Area. Emery has also worked abroad in International Trade based in Seattle & Hong Kong, where his responsibilities included negotiating international sales and purchases as well as overseeing compliance to import and export regulations. Emery earned his bachelors degree from the University of Santa Barbara in California in Accounting and Economics.

Customer Support & Problem Resolution: At Granicus, we recognize that a great product is only part of what keeps our clients satisfied. For that reason, Granicus provides 24/7 technical support and user training. We also take full responsibility for maintaining and monitoring the technology that powers your solution, so that you can avoid the cost of developing a team of streaming experts.

The Dedicated contact for all of the City of Bellevue's questions and issue resolution will be Emery Jones. Javier Muniz will be the primary technical contact for issues that require detailed technical assistance or software changes. Javier and Emery have successfully deployed, trained and supported over 25 local government agencies on the Granicus Solution. There will not be any services provided by subcontractors on this project.

Corporate Capabilities and References

Corporate Capabilities: You will find all of the Granicus background information listed below in Form #2 as well as in a more detailed form in **Exhibit B**.

Client References: You will find all of the request client reference information below in Form #3 as well as a complete reference list in **Exhibit C**.

Email: support@granicus.com

At Granicus clients are not directed to a service call desk. Clients call their representative directly, and work on resolving any issues with the system at that time. All calls will be addressed immediately, and in many cases software fixes can be provided the same day. If a request for a new feature requires substantial software development, the request will be prioritized and added to the development schedule.

Because Granicus provides a "Life Time" license, the City will never have to purchase upgrades. Therefore, the city will never be faced with support issues related to an old version of the software. Because the software is provided in an ASP model, the City does not have to worry about installing or upgrade their systems. Granicus takes care of all upgrades as part of our Managed Services program.

Granicus not only provides responsive support, but has also developed a customer advocacy program, which is responsible for ensuring that the City gets the most value possible out of its system. Our Customer Advocacy program actually monitors all aspects of your system, and makes recommendations regarding ways the City could improve its use of the Granicus solution instead of waiting for the City to request help. In addition, Granicus provides a quarterly news letter highlighting new features and functionality that have been added to the solution. Finally, Granicus provides a client message board that not only allows Granicus clients to discuss their use of the system with each other, but also allows Granicus staff to post answers to client questions.

We strongly urge the city to discuss our support and responsiveness to feature requests with our current clients for more details.

H. Licensing

Granicus provides its software as a "Lifetime License", and all software upgrades are included as part of your Managed Services program. This includes both the rights to use the upgraded software and any services required as part of the upgrade process.

The Granicus Managed Services pricing is fixed at the proposed level, and will not increase unless the City purchases additional products from Granicus. At which, time support and software upgrades for those products will be added to the Managed Services program.

The Granicus Service Contract, which covers the complete solution, can be found in **Exhibit D**.

I. Upgrades

At Granicus we are on an "incremental update" cycle, which means that we rarely release upgrades in the typical sense. Instead, we add and upgrade features on our ASP-hosted platform on a quarterly or monthly basis. Since the upgrades are performed by our staff on the weekends, they do not require staff time or cause downtime during business hours.

To deploy upgrades, we have integrated our production servers directly into our source code control system. This gives us the ability to instantly apply and roll back application changes within minutes, preventing deployment mistakes from causing catastrophic failures. Before an update is applied to the system, it must pass 3 separate test cycles: Regression/Unit testing, Partner testing, and User testing. Regression/Unit testing uses a set of automated tools to check the system's performance against a set of pre-defined test scripts. Partner testing involves each of our integration partners executing their applications against our system to ensure compatibility. Finally, user testing ensures that the user interface is intuitive, feature complete and matches design specifications.

Through the Integrated solution you will now have the ability to identify the legislative history of an item and retrieve and view all associated items. This includes the ability to play list the video of an items history from multiple meetings into one presentation while preserving indexing and associated documents of each clip.

- i. **Search process can start with a key word search to identify agenda items on a topic.** Once the appropriate agenda item is identified, the user could simple request the legislative history for that Item. As a result of the request the system would compile all of the supporting records for the item and return them to the user in chronological order. The format could be both video based or document based navigation. Video based navigation starts with the video with index points and associated documents linked to the video. Document based navigation begins wit the minutes and has links to the video and supporting documents, similar to the Granicus MinutesMaker output.

D. Security

Security in the Granicus system is provided by a permissions/authentication layer that handles requests by the application to the database. This allows us to provide security at the asset level, grouping all fields from multiple tables together by related asset. By offloading permissions from the database itself, we can provide a more flexible permissions system while at the same time significantly improving performance. The permissions system, like every other system in our solution, has an intuitive web-based interface.

E. Documentation

The Granicus solution includes a detailed training manual, which describes each feature of the system. This training manual is also included electronically as a help link the MediaManager™ software. An end users "having trouble" guide is also included with the MediaManager™ software. The guide helps users that are trying to view streaming to locate and install the windows media player as well as resolve other possible issues. Granicus updates this material to make sure that it is always current. The installation of all Granicus software is provided by Granicus, and does not require client instructions.

F. System Maintenance

The Granicus system is a proprietary ASP-hosted platform. Because of this, the majority of application maintenance is performed off-site at our MediaCenter locations. The components that operate on-site use Windows Server 2003 and do not require a database server or any third party applications.

G. Support

Granicus offers continuous customer support and is dedicated to ensuring that the City is completely satisfied with Granicus products and services. Granicus staff is **available to the City 24hrs a day**, 365 days a year, via the contact info below.

Direct (8:00am to 6:00pm Pacific time): 415-357-3618
Toll Free (8:00am to 6:00pm Pacific time): 877-889-5495
On-call Technical Support (available 24 hours, 7 days a week): 415-637-0520
Site: www.granicus.com

MediaVault™ / Stream Replicator™:

- Must be at least 2.4GHz Pentium 4
- At least 1GB RAM and 36+ GB internal disk, RAID 1 recommended.
- Should also have external interface for mass storage. (SCSI or Fiber Channel RAID, NAS, or SAN acceptable.)
- Windows 2003 Server Required.

Recommended System (HP):

HP ProLiant DL360 G3 with Intel Xeon 2.8GHz processor, 1GB RAM, On-Board RAID 1 option, Two-(2) 18GB SCSI Hard Drives, Windows Server 2003 Standard Edition (5 Cal)

Note: We usually utilize rack mountable hardware. The rack chassis should be chosen with available rack space in mind.

C. Interfaces

By integrating the Granicus Streaming media solution with a document management solutions you can create the most complete and accessible archive of your public meetings and legislative history. Granicus and its partners are working together to produce a system that will archive and manage all aspects of your public meeting records. This includes meeting agendas, minutes, documents and audio/video recordings. All of these media types are automatically synchronized and cross-linked allowing for intuitive web based search and retrieval of information.

Through the integration of a Document Management solution and the Granicus Streaming Media Solution the following results should be achieved:

1. **Communications Standard** -A key component to our integration efforts was developing an XML Standard to allow the two systems to share information with each other. The Granicus solution and the document management solution maintain their own database and application layer, but will share information directly with each other through an XML interface. This will allow the Document Management or Agenda Management solution to send the agenda information and links to related documents to Granicus for use in live meeting broadcast. It also allows Granicus to return video indexing times and other meta data to the Document Management solution allowing an integrated search by either system.
2. **Administrative Interfaces** – In areas where the Document Management and Granicus solution provide similar interfaces, the interfaces are integrated in a way that will allow client to effectively manage the complete system.
3. **Integration of Public Pages** – It is important that the search, retrieval, and presentation functionality for displaying content by both systems is fully utilized and available on the web. The integration of a Document Management solution with the Granicus streaming media solution leads to some very useful search functionality, examples are listed below.
 - a. **Ability to Search based on Media Type.**
 - i. Documents
 - ii. Agenda/Minutes
 - iii. Video
 - iv. All of the Above
 - b. **Search for Item or Topic History** – Often items or topics will be discussed over a number of public meetings. This can include a number of appearances on the City Council Agenda and multiple commission meetings.

Scope of Services

The proposed Granicus solution meets all of the requirements with a Code rating of 3 except items 31, 36-38, 40, and 41. These items Granicus is committed to developing in conjunction with the City of Bellevue at no additional charge unless third party software is required to meet the needs. Below you will find the matrix provided in Section 3.05 of the RFP as well as answers to the questions listed in this section. For additional information on our products and services, please see Exhibit A

	Description	Code	Comments
	CORE FUNCTIONALITY:		
	Live Broadcasting:		
1	Multicast live streaming of council meetings	3	<p>Included with MediaManager™ - Basic and the Granicus OutCast™ encoder: The Outcast™ Encoder integrates with the web-based Granicus MediaManager™ software and transfers live broadcasts to the Granicus MediaCenter™ in real time. The Granicus MediaCenter™ then duplicates and distributes your high quality audio and video content to the audience requesting the content.</p> <p>While broadcasting a live event, the on-site Granicus Outcast™ Encoder can also archive your broadcasts for on-demand viewing later. Once your broadcast is complete, the encoded event is automatically transferred to the Granicus MediaCenter™ where our suite of streaming media tools are accessible for editing, management and publishing functions.</p>
2	Multicast live streaming of Bellevue TV programming 24/7	3	See above.
	Archiving:		
3	Archive council & all public meetings stored external to COB (at the vendor's media storage site)	3	Included with Managed Services: The Granicus Managed Services plan also includes 12 months of archiving for all public meetings
4	Archive council and all other public meeting content stored internal to COB	3	Included with MediaVault™: The Granicus MediaVault™ integrates with the Granicus MediaCenter™ and transfers archived video to local storage. When archived video is requested, the MediaVault™ takes the place of the Granicus MediaCenter™ and delivers content directly from your location on your network. Should demand for archived content increase beyond your capacity, content can be transferred back to the MediaCenter™ with a click of a button. As a result, the Granicus MediaVault™ provides a superior solution for creating a digital library or records retention system.

	Description	Code	Comments
5	Archive non meeting content (i.e. training & educational) stored external to COB	3	Included with Managed Services: 20 hours or 3 Giga bytes of storage for additional content at the Granicus Media Center™. Additional storage beyond the 3 Gigabytes can be purchased at 5 cents per megabyte per month.
6	Archive non meeting content stored internal to COB	3	Included with MediaVault™ only limited by MediaVault Storage Capacity. Our proposed solution includes 5,000 hours of storage, but could be adjusted up or down.
	Indexing:		
7	Allows indexing of video content during live broadcasts	3	Included with MediaManager™ - Basic Indexing can be done either live or by working with the archived file. Granicus also provides a Minutes Annotation tool as an extension to the Live Indexing tool. The Minutes Annotation tools is included in MediaManager™ - MinutesMaker™
8	Automatically generates video index based upon meeting agenda topic titles	3	Included with MediaManager™ - Basic: The agenda parser allows the City to index its video archives based on agenda item titles, by automatically pulling the agenda item titles and descriptions from the City's agenda and loading them into the Granicus MediaManager™. Other solutions, if they offer indexing, force you to manually retype and load the text for each agenda item. The Agenda Parser feature assures quality indexing and substantially decreases the staff time need to create indices.
9	Provides user friendly software to generate video indexing of archived content	3	Included with MediaManager™ - Basic: Audio and Video archives, which are viewable over the Internet, can be easily indexed with multiple jump points through the Granicus MediaManager™ software. These indexes allow users to jump directly to the specific point in the City's audio/video archive. The Granicus solution also allows for a key word search based on all of the index points associated with the City's complete library of video archives. For example a key word search on "Water" will return to the user a direct link to all of the audio/video archives, which discuss water usage in the City. This functionality substantially increases the convenience of access to meeting archives.
	Locating Content:		

	Description	Code	Comments
10	Provides ability to view listing of available video content by type (i.e. council mtg, information videos)	3	<p>One View / Template is included with MediaManager - Basic and an unlimited number are included with the MediaManager – Enterprise module:</p> <p>Complete Template Language – The Granicus MediaManager™ software uses a tag-based template language to display all published content. This allows you to finely control the look and feel of your video and video-related pages, and does not restrict your layout like a header/footer based publishing system would. By utilizing the Granicus MediaManager™ - Enterprise license you can create and edit an unlimited number of publishing templates. These templates can be easily managed through our HTML editor by your webmaster.</p> <p>Views System – The views system is the counterpart to the template language. The Granicus MediaManager™ software allows you to publish video archives and a list of upcoming live broadcast to the web by creating views. To create a view you simply select the appropriate template and specific content you would like to have published. For example, a city may want to publish all of its City Council archives and the upcoming live broadcast of the City Council meeting on one webpage. To do this simply select the City Council archive folder and City Council event and then select the appropriate template. This will generate an HTML webpage with the appropriate look and feel and content. Link this page into your existing website and your ready to go.</p>
11	Provides end user keyword searching of indexed archived video from the City's complete library of video archives	3	Included with MediaManager™ - Basic: See line 9.
12	Provides end user keyword searching of the titles of all content (i.e. documents, slides) linked to the video archives	3	Included with MediaManager™ - Basic :See above.
	Security:		
13	Provides ability to categorize the media library and limit user access by group (i.e. fire dept staff) to specific videos and associated documents	3	<p>Unlimited Users are Groups are included with the MediaManager – Enterprise module: The User/Group management tools allow the City to categorize its media library, automatically limiting a user's access to only those audio/video archives that are specifically made available to them. By creating group administrators who control certain clips and managing users accounts, you can distribute the content management responsibility for the City's media library.</p>

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	Description	Code	Comments
14	Provides ability to limit access to video content by individual user	3	Unlimited Users are Groups are included with the MediaManager – Enterprise module: See above.
	Document Capture:		
15	Links documents to archived video, directly associating them with indexed segments of video content	3	Included with MediaManager™ - Basic. Our Document management functionality allows documents to be linked to video archives and directly associated to the appropriate agenda items, resulting in a searchable archive that includes both the audio/video record of your meeting and the staff reports or other documents that were used during the meeting. Cross-linking documents and audio/video archives provide the most comprehensive records archive system available.
	Resource Utilization:		
16	Unlimited bandwidth for streaming live content from external vendor site	3	Included in Managed Services: Through Granicus Managed Services we will provide all of the bandwidth and storage necessary to utilize your solution. The Granicus Managed Services plan includes "Unlimited Bandwidth" for streaming the City's live and on-demand content over the Internet through the Granicus Media Center™.
17	Unlimited bandwidth for streaming archived content from external vendor site	3	See Above
18	Provide method for automatic shifting of user access from in-house storage to external vendor site storage based upon traffic volume or type of user (i.e. internal staff vs. citizen)	3	Versus a typical outsourced or internal solution, the Granicus solution uses a hybrid distribution architecture that synchronizes content between your internal servers and our high-speed internet distribution center. This translates into reduced bandwidth usage for your organization since no user traffic flows over your internet connection. This system is self-managing and requires no user intervention, so you can focus on your content and business practices rather than network architecture, cache servers, or complex synchronization systems.
19	Ability to stream live content from internal source for City staff viewing on intranet	3	Included with StreamReplicator™: The Granicus StreamReplicator™ replicates live broadcasts to viewers within your network. It delivers broadcast quality audio and video while minimizing bandwidth use and costs. Its multicast technology allows hundreds of concurrent viewers to watch what your network sees as a single live broadcast stream.

	Description	Code	Comments
20	Ability to stream archived content from internal source for City staff viewing on intranet	3	Included with MediaVault™: The Granicus MediaVault™ integrates with the Granicus MediaCenter™ and transfers archived video to local storage. When archived video is requested, the MediaVault™ takes the place of the Granicus MediaCenter™ and delivers content directly from your location on your network. Should demand for archived content increase beyond your capacity, content can be transferred back to the MediaCenter™ with a click of a button. As a result, the Granicus MediaVault™ provides a superior solution for creating a digital library or records retention system.
	Storage:		
21	External hosted (outside of COB) storage of council & other public meetings (Please explain fee structure)	3	The Granicus Managed Services plan also includes 12 months of archiving for all public meetings
22	External hosted storage for other then meetings (i.e. training & educational videos) (Please explain fee structure)		In addition, 20 hours or 3 Giga bytes of storage for additional content at the Granicus Media Center™. Additional storage beyond the 3 Gigabytes can be purchased at 5 cents per megabyte per month.
23	In-house (internal to COB) storage up to 5000 hours of video	3	Included with MediaVault and proposed 800 GB RAID Array
	Video Streaming Software Used:		
24	Vendor solution uses Microsoft Window Media Player	3	Granicus only uses the Windows Media Player.
25	Vendor solution uses Real Networks Real Player	0	Granicus does not support Real Player
26	Is there a licensing cost for video streaming software	3	There are not licensing fees from Microsoft for using the Windows Media format.
	Administration:		
27	Provides System Administrator and technical staff support 24/7	3	Granicus offers continuous technical and administrator support and is dedicated to ensuring that the City is completely satisfied with Granicus products and services. Granicus staff is available to the City 24hrs a day, 365 days a year, via the contact info below.
28	Provides end user City staff support 24/7	3	Granicus offers continuous user support and is dedicated to ensuring that the City is completely satisfied with Granicus products and services. Granicus staff is available to the City 24hrs a day, 365 days a year, via the contact info below.
29	Provides summary reports about detailed site content usage (i.e. content popularity, # of streaming requests per month, concurrent live streaming requests)	3	Detailed reports as specified are included with MediaManager™ - Basic

	Description	Code	Comments
30	Provides custom website screens to match City look and feel for listing indexed content and display of video player as part of implementation	3	Included in professional services: Our web site integration includes incorporating the public components of the Granicus Media Management™ software into the client's website, matching the look and feel, and integrating the navigation. This service also includes the custom design of a client specific pop-up video player, or skin, and a custom agenda parser to increase indexing quality and efficiency. In addition, our MinutesMaker feature can be customized to provide automatic generation of cross-linked meeting minutes to meet your specific needs.
	DESIRED FUNCTIONALITY:		
	Document Capture:		
31	Links documents from Optika Acorde to archived video via custom interface, directly associating documents/files with indexed segments of video content	2	Integration with Optika will be provided through Granicus Professional Services using our existing XML interface. Granicus MeetingManager™ allows for the integration of the Granicus Streaming media solution with a document management or agenda management solutions in order to create the most complete and accessible archive of your public meetings and legislative history. Granicus and its partners are working together to produce a system that will archive and manage all aspects of your public meeting records. This includes meeting agendas, minutes, documents and audio/video recordings. All of these media types are automatically synchronized and cross-linked allowing for intuitive web based search and retrieval of information. In addition, the document and agenda management integration will allow the two systems to automatically share information and streamlining your agenda and minutes workflow.
	Minutes and Meeting Notes:		

	Description	Code	Comments
32	Combine summary and verbatim notes with comments, documents and agenda items to create a single source to access all info about a specific meeting	3	<p>Included with MediaManager™ - MinutesMaker Module.</p> <p>Granicus MinutesMaker™ acts as a substitute to the City Clerk's current live audio recording equipment and minutes annotation tools, making it simple to annotate your meeting minutes live during the meeting. By using the Minutes Maker software you can capture motions, votes, and discussion summaries as they occur leaving you with minimal annotation work the next morning. The MinutesMaker™ software logic is based on Robert's Rules of Order and standard parliamentary procedure. Thus, allowing the system to easily record a variety of motion types including, amendments, substitute, and free form motions. In addition, the system easily handles updating of the role call during the meeting, recording the times that voting members join and leave a meeting. Votes are recorded live through a simple interface, which defaults all members to yes or absent based on their current attendance at the meeting. Every item that is annotated through the software is automatically linked to the audio and video record of your meeting as you type, enabling very efficient cleanup of your minutes after the meeting.</p> <p>If the Clerk does need to review the audio of the meeting the next day in order to update their minutes, you can simply click on the text of your minutes and the MinutesMaker™ software will play back the audio and video from that precise point in the meeting. While you are watching or listening to the meeting record you can simply and quickly edit the text of your minutes. As a result, you will no longer have to spend hours fast forwarding and rewinding through the audio tape of your meeting in order to finish your minutes.</p>
33	Provide automated tools for generating meeting minutes	3	See Above

	Description	Code	Comments
34	Provide a mobile encoder & minutes taking software for capturing meetings outside of the council chambers (Assumes 1 encoder permanently installed in council chambers A/V media room, & 1 used for mobile)	3	Included with Granicus Mobile encoder, which requires MinutesMaker (above). The Granicus MinutesMaker™ also enables you to utilize the Granicus MobileEncoder™. The MobileEncoder™ will allow you to utilize all of the functionality of the MinutesMaker™ to record and index the audio / video of your meeting, and take your meeting annotations at a remote locations without Internet access. When you return to your office, you can simply upload the audio file to the Granicus Media Manager. At which point it can be automatically published to the city's web site or edited just like the meetings that take place in the council or board chambers.
	Training:		
35	Ability to encode training videos for on-line storage	3	Granicus OutCast encoder can be used to encode any content, but a second encoder from the one doing live streaming of the cable channel would be recommended.
36	Monitoring video viewing to track if student has completed viewing of video	2	This feature is being added to the Granicus MediaManager software in the Training Module. Granicus has committed to collaborate with the Fire department in developing this tool at no additional cost.
37	Provide online testing and track results by user	2	See Above
38	Produce testing results reports by video or by user	2	See Above
39	Ability to limit access to video content to a specific user group (i.e. fire, police)	3	Included with MediaManager – Enterprise see line 13.
	Survey, polling and two way communication:		
40	Provides ability to do end user polling and surveys while the video is playing linking the survey or polls to specific indexed segments on the video	2	See line 36
41	Provides ability to have 'at home' audiences ask typed questions online to speakers during the live streaming video	2	See line 36

B. Hardware and Network

Below are the basic hardware requirements for the Granicus Solution.

OutCast™ Encoder:

- At least 2.4GHz Pentium 4 with Hyper Threading technology
- At least 1GB RAM and 36 GB disk.
- ViewCast Osprey 230 or better video capture card.
- Windows XP or Windows Server 2003 Required.

Project Implementation Timeline

Granicus is pleased to begin a promising and successful relationship with the City of Bellevue. To begin the process, we have outlined a timeline to ensure the efficient and organized implementation of your Granicus solution. Granicus guarantees a 30-day implementation period, which begins the day the service contract and initial fees are received.

1. The City of Bellevue delivers signed proposal and service contract to Granicus
2. Full purchase order is issued by the City of Bellevue.
3. On site installation project plan completed by Granicus & the City of Bellevue.
4. Hardware built, configured and tested by Granicus engineers
5. Granicus in conjunction with the City Webmaster will complete the City of Bellevue's website Integration
6. Granicus completes onsite installation and onsite training.
7. The City of Bellevue completes two-day solution testing and final implementation sign off.
8. The City of Bellevue releases remaining project funds to Granicus.

Price Proposal

Pricing is provided in both Attachment A below, and in a more detailed form in **Exhibit A**.

Attachment "A" Proposal Costs

Application Software Modules For Core System	\$ 15,600.00
Hardware and Required Shrink Wrap Software Compatible with City Environment	\$ 14,600.00
Professional Services For System Configuration And Implementation	\$ 7,760.00
On site training of staff	\$ 1,520.00
Travel and reimbursable expenses for project (estimated)	\$ <u>Included Above</u>
Application Software Modules For Desired Components Or Additional Components Available With Vendor Solution:	
Document system integration module	\$ 8,000.00
Training module	\$ No Charge
Minutes and meeting note taking module	\$ 8,080.00
Surveying polling module	\$ No Charge
The capability to have a portable ability to encode video and audio	\$ 2,400.00 (Per)
Annual maintenance	\$ 19,200
Annual support	\$ <u>Included Above</u>
Annual license fee	\$ <u>Included Above</u>
Annual hosting	\$ <u>Included Above</u>

Note: The Standard Rate for Granicus professional Services is \$200.00 per hour.

Exhibit A – Granicus Detailed Pricing Sheet

Proposed Solution Pricing

Your Granicus solution was designed based on the City of Bellevue's specific streaming needs. Our pricing reflects our commitment to supply our customers with the highest value and utmost quality. Your solution consists of the components detailed below. Please note that computer hardware can be supplied by the City's preferred vendor, but must be shipped directly to Granicus for configuration. In the event that computer hardware is supplied by the City of Bellevue, Granicus is not responsible for the maintenance of the hardware.

Required Functionality

	Original	First in State Discount
Granicus Media Manager		
Hardware		
1 - HP ProLiant DL360 Next Day Three Year Service	\$4,200.00	\$4,200.00
Single Processor Intel Xeon, 2.4 GHz Processor		
36GB Hard Drive		
512 MB SDRAM 133 MHz, 4x128MB DIMMs		
Windows XP Professional		
Osprey 230 Encoder Card		
1 - HP Desktop Next Day Three Year Service	\$1,600.00	\$1,600.00
Single Processor Intel Pentium 4 Processor with HT Technology		
80GB Hard Drive		
1 GB SDRAM 333 MHz		
Windows XP Professional		
Osprey 230 Encoder Card		
Configuration		
Hardware	\$900.00	\$720.00
Software	\$500.00	\$400.00
Software		
Basic (one encoder/parser)	\$6,500.00	\$5,200.00
MinutesMaker	Optional	Optional
Enterprise	\$5,200.00	\$4,160.00
Training Solution	**No Charge	**No Charge
Bundle Discount	\$0.00	\$0.00
Sales Tax 0.00%	\$0.00	\$0.00
Subtotal	\$18,900.00	\$16,280.00

Granicus MediaVault		
Hardware		
1 HP ProLiant DL360 Next Day Three Year Service	\$4,200.00	\$4,200.00
Single Processor Intel Xeon, 2.4 GHz Processor		
36GB Hard Drive		
512 MB SDRAM 133 MHz, 4x128MB DIMMs		
Windows 2003 Professional		
1 - 800 GB 6 Bay SCSI RAID Array	\$4,500.00	\$4,500.00

6 Bay i80303 RISC CPU, 64MB Memory
 64MB Memory, IDE HD to Ultra 160 SCS Interface
 200w PS 5 x 120GB, plus one shelf spare

Configuration

Hardware		\$900.00	\$720.00
Software		\$500.00	\$400.00
Software			
MediaVault Software		\$7,800.00	\$6,240.00
Software License Bundle Discount		(\$3,250.00)	(\$2,600.00)
	Sales Tax 0.00%	\$0.00	\$0.00
	Subtotal	\$14,650.00	\$13,460.00

Granicus Stream Replicator

Hardware (Uses MediaVault Hardware)		\$0.00	\$0.00
Software			
Stream Replicator Software		\$3,250.00	\$2,600.00
	Sales Tax 0.00%	\$0.00	\$0.00
	Subtotal	\$3,250.00	\$2,600.00

Professional Services & Other Hardware

Training			
1 Day Onsite		\$1,900.00	\$1,520.00
Onsite Installation		\$1,900.00	\$1,520.00
Web Site Integration		\$5,000.00	\$4,000.00
Document Management Integration		Optional	Optional
	Sales Tax 0.00%	\$0.00	\$0.00
	Subtotal	\$8,800.00	\$7,040.00

Shipping		\$100	\$100.00
First Months Managed Services		\$1,200	\$1,200.00
Total Bundle Discount		(\$3,250.00)	(\$2,600.00)
	Total Sales Tax 0.00%	\$0.00	\$0.00
Total		\$46,900.00	\$40,680.00

Total Monthly Managed Services		\$1,200.00	\$1,200.00
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Optional or Desired Functionality

	Original	First in State Discount
Granicus Media Manager		
Software		
MinutesMaker	\$9,750.00	\$7,800.00
Bundle Discount (If purchased with Basic)	(\$3,250.00)	(\$2,600.00)
Sales Tax 0.00%	\$0.00	\$0.00
Subtotal	\$6,500.00	\$5,200.00
Granicus Mobile Encoder		
Hardware (Laptop provided by City)	\$0.00	\$0.00
Configuration		
Hardware	\$0.00	
Software	\$300.00	\$240.00
Software		
Mobile Encoder Software (1 License)	\$3,000.00	\$2,400.00
Sales Tax 0.00%	\$0.00	\$0.00
Subtotal	\$3,300.00	\$2,640.00
Professional Services & Other Hardware		
Training		
1 Day Onsite	\$1,600.00	\$1,280.00
Onsite Installation	\$0.00	\$0.00
Web Site Integration	\$2,000.00	\$1,600.00
Document Management Integration	\$8,000.00	\$8,000.00
Sales Tax 0.00%	\$0.00	\$0.00
Subtotal	\$11,600.00	\$10,880.00
Shipping	\$0	\$0.00
First Months Managed Services	\$400	\$400.00
Total Bundle Discount	(\$3,250.00)	(\$2,600.00)
Total Sales Tax 0.00%	\$0.00	\$0.00
Total	\$21,800.00	\$19,120.00

Total Monthly Managed Services Addition	\$400.00	\$400.00
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