



SOFTWARE PROPOSAL

PREPARED FOR

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PREPARED ON

August 7, 2019





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Abraham Zambrano
Finance Director
Bedford, NY

321 Bedford Road
Bedford Hills, NY 10507

Dear Abe,

Per our discussions, I am pleased to provide you and your team at the town of Bedford with the attached software proposal for your consideration.

Our mission at ClearGov is to help build a community of transparent, data-driven, modern governments. We are committed to actively listening to the needs of our customers and developing solutions specifically designed to help local agencies communicate and operate more effectively and efficiently. ClearGov solutions are user-friendly, flexible and affordable. And, we pride ourselves on delivering world-class service and turnkey implementations — we do the heavy lifting for you.

We fully appreciate the demands on your time, so I'd like to thank you in advance for the time that you and your team will spend reviewing this proposal. If you have any questions or need additional information of any kind, please do not hesitate to ask.

I am confident that you and your team will be impressed by the ClearGov solutions and even more impressed by how hard we work to make you happy.

We look forward to working with you.

Sincerely yours,

Lena Pelekoudas
ClearGov, Inc.
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TABLE OF CONTENTS

TABLE OF CONTENTS	4
EXECUTIVE SUMMARY	5
SOLUTIONS OVERVIEW	7
INVESTMENT	12
PROJECT MANAGEMENT	13
SCOPE OF WORK	14
TIME COMMITMENT	15
DATA REQUIREMENTS	17
TRAINING & SUPPORT	18
SECURITY OVERVIEW	20
FAQs	22



EXECUTIVE SUMMARY

Mission

ClearGov's mission is to build a community of transparent, data-driven, modern governments. We pursue this mission by providing a suite of turnkey solutions to help local governments operate and communicate more effectively and efficiently.

Solutions Overview

Based on our conversations with the town of Bedford and our understanding of your key needs and objectives, we are proposing the following ClearGov Solutions:

ClearGov Insights Suite

- Transforms complex government financials into easy-to-understand infographics
- Publishes the budget in a uniquely compelling way that drives understanding and support throughout your community
- Includes simple but powerful tools that enable you to offer residents a window into capital projects and department performance

Investment

ClearGov offers solutions that are affordable for local governments of all shapes and sizes. The town of Bedford falls into our Small Tier. Your investment in the ClearGov Solutions proposed herein includes:

Setup Fee (One-time Investment) - Includes all activation, data onboarding, unlimited training, etc.	\$1,800 One-Time
ClearGov Insights Subscription (Annual Investment) - Includes unlimited access and usage of ClearGov Insights, plus unlimited ongoing support	\$5,500 Per Year

See Investment Section below for full details.

Implementation Plan

While ClearGov solutions are designed to be turnkey, we offer dedicated Client Success resources to help you get up and running quickly and efficiently. A comprehensive implementation plan is described in more detail later in this proposal. Here are the highlights:

Project Management

- ClearGov will assign you a dedicated Client Success Manager (CSM) to coordinate, lead, and manage the entire setup process as well as provide ongoing support.

Scope of Work

- ClearGov provides comprehensive onboarding services — at no additional charge — to ensure that you hit your launch targets and get the most value out of your ClearGov investment.

Launch Timeline

- Launch generally takes approximately 2 – 4 weeks from the time that you provide your Client Data Report(s) to ClearGov, depending upon the volume/complexity of your data as well as ClearGov client backlog.

Data Onboarding Requirements

- ClearGov will handle all importing, onboarding, and mapping of data. In short, we'll take your raw financial information, sort it, and upload it to the ClearGov platform so it perfectly matches your chart of accounts. The only thing you have to do is supply your data, which generally involves running a few simple reports from your existing accounting system. We'll walk you through the process..

Training and Support

- ClearGov provides unlimited training and support throughout implementation and the life of your contract. You will also have access to a frequently updated library of online resources and best practices to help you achieve the best outcomes.

Conclusion

In the pages that follow, we'll explain how and why ClearGov solutions not only offer the best value for the town of Bedford, but also make your day-to-day operations more efficient, productive, and impactful.

ClearGov is committed to helping local governments like yours “make democracy work better.” And while that may sound lofty, “democracy” is simply what you do every day. We just want to help you do it in a modern, data-driven way — a way that makes your job easier, lightens your load, showcases all the good work that you do, and ultimately helps you better serve your community.

ClearGov already works with hundreds of local governments across the country, and we'd be delighted to welcome the town of Bedford into the fold. If you have questions or concerns as you review this proposal, please do not hesitate to reach out. Thank you for your consideration.



SOLUTIONS OVERVIEW

ClearGov provides government with a full suite of software solutions that help local officials leverage their fiscal and performance data to build community trust and drive new efficiencies in their financial operations. At ClearGov, everything we do is designed to make complex government data easy to understand and easy to use, internally and by the public at large.

Our focus is on meeting the needs of small to medium-sized governments, not state and federal agencies. Therefore, our software is:



CLOUD-BASED

Web-based software requires no installation, no maintenance and is always up-to-date. We host our software and our data with Amazon Web Services, which ensures data security and world-class software performance.



TURNKEY

We understand that in small to medium-sized governments, staff is almost always stretched too thin. That's why we do all the heavy lifting for you. To get started, all you have to do is send us an Excel file with your data. We'll take care of the rest. When you login to ClearGov for the first time, you'll find that everything is right where it should be.



AFFORDABLE

ClearGov is built and priced for small to medium-sized governments and school districts. Our packages are all-inclusive, so you'll never be charged extra for per-seat licenses, never be surprised with hidden fees, and never pay for support or product updates...never.

Our goal is to delight our customers with unbeatable value in everything we do.

INSIGHTS SUITE

A Government Communications Platform for the Information Age

ClearGov Insights is a suite of cloud-based solutions designed to remove the static from your communications efforts, so you can keep your community in the loop with the solid work you and your team are doing. With innovative, turnkey transparency profiles, project pages, and department dashboards ClearGov Insights helps you tell your story and show your work.

[Watch a 2 minute video demo here](#)



"We wanted the public to see at-a-glance not just how their tax dollars were being spent, but how the Village's finances stacked up against similar-sized communities nearby. ClearGov gives Lemont residents an easy-to-understand visual snapshot of where we are financially so they don't have to scour a 300-page budget book for the fiscal insights they need to make informed decisions."

Christina Smith
Finance Director
Village of Lemont, IL
Population: 16,780

ClearGov Insights Suite Modules



INSIGHTS SUITE **Financial Transparency Module**

Build community trust and support by publishing your financial data in an online profile that's feature-rich, easy to use, and easy to understand. It's an instant best-in-class transparency center that's miles ahead of the usual complex spreadsheets and static PDFs.

- **Easy-to-understand infographic format:** Help citizens and other stakeholders easily visualize and interpret important metrics.
- **Context features that make transparency meaningful:** Add explanatory notes that tell the story behind the numbers. Allow users to compare data side-by-side with similar communities near you.
- **Budget vs. actuals:** Clearly show how funds are collected and allocated. Reveal trends by showing historical data as well.
- **Open checkbook:** If desired, you can provide searchable, check-level detail revealing line-item spend.



Why does Bedford need this?

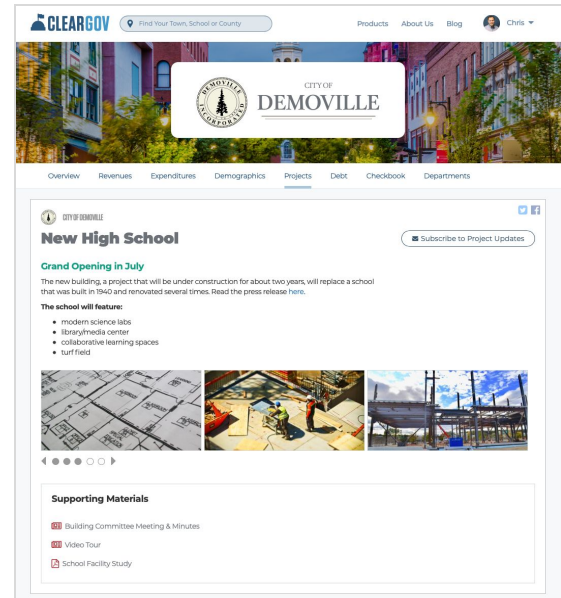
- **Build public trust:** According to the Pew Research Center, only 18 percent of Americans say they trust the government to do what is right. By proactively opening up your data for public consumption, you show you have nothing to hide.
- **Drive community support:** By sharing critical facts and figures with citizens, you can foster a climate of trust and understanding that helps drive public support for key initiatives.
- **Dispel public misconceptions:** MIT research shows that false news travels faster, farther, and deeper than true news, particularly through social media. In the age of misinformation, readily accessible and easily understood facts are your best defense against public misconceptions.
- **Reduce inquiries:** Research by the Sunlight Foundation indicates that municipal transparency programs **reduce citizen information requests by 30 percent**. The more data you share with constituents now, and the clearer you make it, the fewer inquiries and record requests you'll field on an ongoing basis.



Capital Project Communications Module

Quickly and easily create and publish custom Project Pages to keep citizens in the loop with key data and updates about all of your key projects. Templated Project Pages take only minutes to populate and allow you to share photos, timelines, funding sources, and more — all in one centralized location.

- **Share project finances:** Post your project's budget, funding sources and track expenditures along the way.
- **Share images:** Bring your project's story to life by posting photos and architectural renderings.
- **Allow citizens to subscribe:** Visitors to your Project Pages can subscribe to receive automatic email updates every time you make a change.
- **Collect citizen feedback:** Invite visitors to ask questions or post comments in a moderated forum that you control.



Why does Bedford need this?

- **Shine a spotlight on community development:** A good chunk of every tax dollar funds important CIPs in your community — things like new construction, improvements to infrastructure, and other key initiatives. Keep residents (and the press) informed about the issues they care about most.
- **Reduce incoming calls:** Stop fielding the same questions over and over again. Drive residents and other interested stakeholders to online Project Pages via your website and social media.
- **Build public support:** Right now, you may only hear from the squeakiest of wheels, but your community is full of smart, reasonable people. Engage them and invite their feedback in the comments section — a moderated forum that you control.
- **Provide a modern alternative to public meetings for busy constituents:** By publishing project data and updates online you can make it easier for engaged citizens to stay informed.

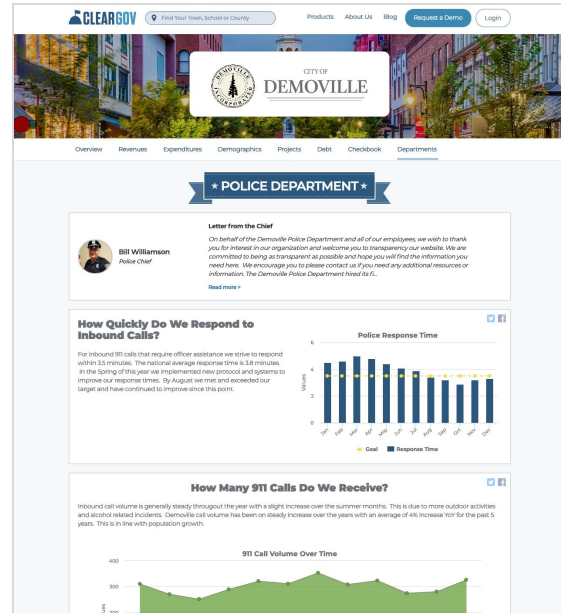


Department Dashboards Module

Tell your government's whole story by publishing updates detailing department-level performance metrics. Showcase KPIs for any and all departments, from animal control to the zoning board.

ClearGov Department Dashboards are extremely flexible and point-and-click easy to assemble. You can use Department Dashboards to display any metric you like. Plus, the ClearGov solution makes sure that your data is presented in a way that's easy for your residents to interpret and understand.

- **Customize:** Display department-specific KPIs. Add the department head's name, title, picture, and a brief intro letter.
- **Create panels:** Select the appropriate template for each section you want to display. If you like, add commentary or explanatory text.
- **Add charts:** Pull in existing graphics from the ClearGov Chart Builder App or easily create new ones specific to your dashboard.



Why does Bedford need this?

- **Promote value:** Where else can the average citizen go to find out about police response times or annual fundraising efforts? Department Dashboards let every division tell its own unique story.
- **Hold departments accountable:** They say that what gets measured is what gets done. ClearGov dashboards are a simple and effective way to track department performance against goals and to promote a culture of performance and transparency agency-wide.



INVESTMENT

Our pricing model matches our products - simple, straightforward and easy to understand:

Setup Fee:

- A **one-time investment** that covers setup, activation, data onboarding and initial training — everything you need to get launched.

Solution Subscription:

- A flat **annual investment** covers unlimited access and usage of your ClearGov solution and includes unlimited support from your dedicated Client Success Manager.

That's it. We don't charge extra for seat licenses or updates or ongoing support or professional services or anything else, so there are absolutely no hidden fees. See the table below for a complete breakdown of what's included.

ClearGov Insights Investment		
Setup Fee (One-time Investment)		\$1,800
- Data Import and Integration	Included	
- Account Activation and Setup	Included	
- Unlimited Training	Included	
- Unlimited Users	Included	
ClearGov Insights - Small Tier (Annual Investment)		\$5,500
- Insights: Financial Transparency Module	Included	
- Insights: Capital Projects Communications Module	Included	
- Insights: Departments Dashboards Module	Included	
- Unlimited Access Usage and Support	Included	



PROJECT MANAGEMENT

ClearGov offers robust solutions that are easy to set up and operate. We understand that most local governments are pressed for resources, so we have designed an activation process that places the bulk of the work on ClearGov. From your perspective, the process will be completely turnkey. This section outlines the key project management roles and responsibilities.



"ClearGov did all the heavy lifting — we didn't have to add staff, data storage space, or anything like that. We just exported the data and ClearGov did the rest."

Carrie Arrenz
Budget Analyst
Sheboygan, WI

ClearGov Role & Responsibilities

ClearGov will assign a dedicated Client Success Manager or CSM to lead the implementation effort. Your CSM will:

- Coordinate and execute the development of the project plan.
- Ensure the timely delivery of items identified as "In scope" within this proposal.
- Train your staff to use ClearGov tools and applications.
- Track, communicate, and expediently resolve any implementation issues.
- Monitor project progress to ensure a timely and efficient launch.

All ClearGov CSM efforts will be performed remotely with direct email and phone contact as necessary.

Client Role & Responsibilities

We ask that you designate one individual as a primary point of contact to facilitate:

- Delivery of "Client Task" items (listed below) in a timely manner.
- Coordination of Client participants for Kick-Off and Training calls.
- Review and approval of onboarded Client Data to confirm launch.



SCOPE OF WORK

In addition to providing unlimited training and ongoing customer support, your dedicated Client Success Manager will coordinate all of the necessary onboarding and updating services required to suit your unique needs. Depending upon which features/functionality you wish to fully or partially leverage, the scope of work to be performed by the ClearGov Client Success team is outlined below.

ClearGov Insights Suite - Scope of Work

Service Description	In Scope
Import historical (actual) fiscal data: Your historical audited financials form the foundation of the Transparency Module implementation.	Up to 20 yrs of historical audited data
Import current and historical budgeted data (Optional): Enables the ability to overlay and present budget to actual performance.	Up to 20 yrs of historical budgeted data
Import ongoing financial updates: You may regularly update audited and/or budgeted data at your discretion, e.g. you may post current FY budget and update periodically with actual spending.	Update monthly, quarterly (recommended) or annually
Import historical checkbook data: (Optional) You may choose to display detailed check data — either publicly or privately.	Up to 100,000 checks
Import ongoing checkbook updates (Optional): Checkbook data may be updated at your discretion.	Update weekly, monthly, quarterly (recommended) or annually
Project Page setup assistance: Although Project Pages are simple and quick to create, ClearGov is happy to walk you through your first Project Page.	Unlimited Project Pages
Department Dashboard setup assistance: Although Department Dashboards are simple and quick to create, ClearGov is happy to walk you through your first dashboard.	Unlimited Dashboards



TIME COMMITMENT

The ClearGov onboarding and activation process is designed to be turnkey and require limited effort on your part. The bulk of the onboarding effort involves uploading, mapping, and configuring your data — a process which is managed entirely by the ClearGov Client Success team. The only To-Do items on your list are A) to send us your data (i.e. run some reports and send us an email), and B) to validate our work.

The following outlines a typical implementation process with estimated Client time commitments.



Client Activation (ClearGov Task)

- Assign and introduce you to your dedicated CSM
- Your CSM will activate your subscription
 - NOTE: (You may access your ClearGov Account immediately upon activation.)
- Your CSM will schedule your kick-off call



Kick-Off Call (Shared Task)

- Your CSM will meet with you (via conference call) to confirm goals, review onboarding steps and deliverables, and establish a timeline
- Your CSM will explain data requirements and provide instructions



Client Data Report (Client Task)

- You run reports from your accounting platform to export necessary data (See *Client Data Requirements* below)
- You send exported reports to ClearGov



Data OnBoarding (ClearGov Task)

- ClearGov Client Success Team completes the onboarding and mapping of your data into the ClearGov platform

NOTE: The onboarding time varies based on the volume and complexity of your data as well as the current backlog of Client activations.



Client Data Review (Shared Task)

- Your CSM will present (via conference call) the mapped data for your review/approval.

NOTE: Generally speaking, there is a primary review call, followed by 1 or 2 additional calls, depending upon the complexity of the data and the number of iterations.



Training and Launch (Shared Task)

- Once you approve your data, ClearGov will activate it within the live platform and schedule the Launch Training call.
- The Launch Training call typically takes about an hour, and you may invite as many people from your team to attend as desired.

Timeline Summary

The overall launch timeline is heavily influenced by your ability to deliver the Client Data Report in a timely fashion. In short, the sooner we receive your data, the sooner we can get you up and running.

As you can see from the implementation process outlined above, the ClearGov implementation process is not a long, drawn-out process. As a general guideline, you can expect to be completely launched within 2 - 4 weeks of whenever you provide us with your Client Data Report, and of course, the bulk of the work during that time period rests on ClearGov's shoulders.

Launch Deadlines

If you have a specific hard launch deadline — such as coordinating with the launch of a new Website — please inform your ClearGov CSM during the kick-off call, and s/he will inform you what will be required to achieve your target launch date.



DATA REQUIREMENTS

The data that ClearGov needs to fully activate your account is relatively straightforward and can be readily accessed from any accounting/ERP system.

Required Files

ClearGov requires only two simple files from you:

Line Item Detail File(s)

- A simple report that provides the full account number, account description, fund, year, and total dollars collected/expended for each account/line item in your chart of accounts.
- Depending upon which accounting system you're using, this report is often referred to as the Trial Balance Report; Account Inquiry Report; or Budget-to-Actual Report.

Account Number Key

- Another simple report that labels or describes the "segments" of each account number (e.g. funds, departments, objects, etc.).
- Depending upon which accounting system you're using, this report is often referred to as the Segment Report or Chart of Accounts.

Optional Files

Ultimately, you decide how the breadth and depth of data that you would like to provide to ClearGov. We recommend the following optional data sets:

Budgeted Revenue and Expense Data

- You can provide historical, current and/or upcoming fiscal year(s) budgeted revenue and expense data.

Checkbook Data

- If you wish to use the Open Checkbook feature, your data must include check-level detail for the most recent fiscal year with as much historical data as you prefer.



TRAINING & SUPPORT

ClearGov solutions are designed to be intuitive and simple-to-use, so chances are that you won't need much hand-holding - even from the start. With that said, ClearGov's training sessions are designed to ensure that you and your team can quickly launch, adopt and optimize the value you receive from the ClearGov platform. We will definitely share some key insights and best practices to help you ramp quickly. All ClearGov customers also receive unlimited access to a frequently updated online support center.

Training Sessions

Your dedicated CSM will work with you to schedule convenient training sessions expressly tailored to your needs. We often suggest training a core group of power users first (usually your finance and/or communications team) and then scheduling broader sessions to include department heads, but it's entirely up to you. We'll provide as much training as you think you need.

ClearGov uses modern web conferencing services to conduct live training sessions remotely. This enables the instructor to share his/her screen and record every session. It also enables you to distribute the recording via email after-the-fact to any who were unable to attend; save it for future reference; and/or train new hires.



"The ClearGov client success team has been incredible — patient, understanding, and responsive — every step of the way."

Jodi Cuneo, CGA
Town Accountant
Walpole, MA

Client Success Expectations

You will be assigned a dedicated Client Success Manager (CSM) who will be responsible for coordinating and managing your activation and onboarding process as well as initial training. Your CSM will also be your primary point of contact for any ongoing support requirements or issues.

Service Level

Our CSMs are committed to responding to all support inquiries within **one business day**, and in most cases, you will receive a same-day response. You will also be provided an escalation

path in the event that you are ever dissatisfied with your CSMs performance or you have a time-sensitive issue that needs immediate resolution.

Client Support Portal

You and your team will have access to text and video training materials in the ClearGov Support Center. This online resource center is constantly updated with new content and best practices.



SECURITY OVERVIEW

The ClearGov platform is hosted by Amazon Web Services (AWS), the world leader in cloud computing as a service. Used by the Departments of Justice, Defense, and Homeland Security, AWS is one of only three vendors that have been granted government authorization to store highly sensitive federal data on its cloud-computing servers.

AWS handles systems, network architecture, and security, enabling ClearGov to focus on what it does best — developing world-class solutions for local governments. With ISO 27001 and FISMA-certified data centers, AWS has made platform security its highest priority in order to protect customers' critical information and applications.

Another key advantage of hosting on the AWS cloud is that it allows ClearGov to easily scale and innovate, while maintaining all security protections across the entire infrastructure.

How secure is ClearGov?

Hosting with AWS ensures that ClearGov maintains the highest security standards in the world:

- Web application firewalls control access to the underlying code.
- AWS has built technologies to protect against distributed denial of service (DDoS) attacks to ensure network availability and application uptime.
- AWS's SQL Server RDS uses server-side encryption to protect sensitive data.

In addition to AWS's secure hosting environment, ClearGov has implemented a number of extra software security features:

- **Secure Socket Layer (SSL):** SSL establishes an encrypted link between AWS servers and the web browser to ensure that all data transfers remain private and integral.
- **SQL Injection Protection:** ClearGov has built protection against SQL injection attacks where hackers attempt to insert nefarious server requests into web forms.
- **Access Rights:** ClearGov has implemented strict permission settings based on roles, which limit access to specific data and application functions. This ensures that internal users are restricted from accessing sensitive data based on privileges assigned by your administrator.
- **Password Authentication:** ClearGov does not store passwords explicitly, but rather "hashes" (encrypts) them so they are not compromised.
- **Logging and Monitoring:** ClearGov employs monitoring features that quickly identify vulnerabilities and provide immediate alerts if action is required.

Where are ClearGov data centers located?

AWS replicates the ClearGov application and data across multiple data centers to ensure redundancy and availability. With this in mind, ClearGov is hosted at the AWS data centers in North Virginia, Ohio, Northern California, and Oregon.

You can learn more about AWS data centers and security measures via the following link:

- <https://aws.amazon.com/security/?hp=tile>.



General Questions

Q: Do we need to dedicate resources for ClearGov implementation?

- **A:** Ideally, we would like to have one point person on your end with whom we can coordinate logistics. We generally require no more than a few hours of that person's time for the entire setup/onboarding process. Typically, that same person is responsible for delivering regular data updates (usually quarterly), which requires only a few minutes of their time once per quarter. (See Project Management section for more details.)

Q: Does ClearGov provide training?

- **A:** The ClearGov platform is designed to be simple and intuitive. With that said, ClearGov will most definitely provide whatever training you and your team need during the kick-off process. And, the ClearGov team is available for unlimited support and/or training on an ongoing basis. ClearGov also provides a video tutorials, online help, and other support materials as well. (See Training and Support section for more details.)

Q: How much effort is required to import our data?

- **A:** In short, not much. All ClearGov Solutions are designed to be turnkey and ClearGov does all of the heavy lifting for you. See Time Commitment section above for more details.

Q: Can ClearGov help us communicate our finances internally?

- **A:** Absolutely. ClearGov is a powerful tool for not only communicating with residents, but also internal stakeholders. ClearGov can act as a central reporting platform that offers clear and easy-to-understand infographics that can be used for presentations and reports both internally and externally.

Q: How will ClearGov store our data? Is it secure?

- **A:** ClearGov utilizes a full suite of solutions from Amazon Web Services (AWS) to host and deliver the data for the ClearGov platform. We specifically selected AWS as our solutions provider because the AWS infrastructure puts strong safeguards in place to help secure and protect customer data. All data is stored in highly secure AWS data centers, and you can learn more about AWS security measures via the following link: <https://aws.amazon.com/security/?hp=tile>. See Security Overview section above for more details.

Q: Are there any accounting systems that are not compatible with ClearGov?

- **A:** The short answer is "No" — we work with everybody. We're not actually doing a direct integration with your accounting system; we just need a simple report, and every accounting system we've ever met can easily produce that report. We've worked with enough of them now that we can probably tell you which report to print, and if it's a new one, we'll help you figure out which report is right.

Insights Suite Questions

Q: Where does ClearGov get its financial data?

- **A:** ClearGov sources its financial data from various entities including state departments of revenue; state education departments; etc. ClearGov also compiles complementary data, such as demographic information, home values, road miles, etc. from various public sources including the U.S. Census Bureau.

Q: How does ClearGov determine the default peer group for peer analysis?

- **A:** ClearGov uses four primary factors to create the ClearGov Default peer Group for each municipality:
 1. ClearGov looks for municipalities with similar populations.
 2. ClearGov looks for municipalities with similar median home values as determined by census data.
 3. ClearGov looks for municipalities with similar commercial assessments to differentiate between rural and urban municipalities.
 4. ClearGov dynamically searches for the closest ten municipalities that meet population, median home values and commercial assessment deviations.
The figures from these municipalities are combined to create a peer average.
- **NOTE:** As a ClearGov Insights Suite customer, you will have the opportunity to create and publish your own custom peer groups, based on whatever criteria is most important to you.

Q: Won't publishing a transparency profile generate a lot of incoming inquiries?

- **A:** On the contrary, our customers find that a ClearGov profile helps the community find the answers they seek more easily and consistently. Plus, you can add commentary that explains your numbers and provides additional context.
- Prior to launch you will want to identify the components of your data that would benefit from some additional context. ClearGov enables you to add commentary to these sections of the profile which will actually reduce the number of inbound public information requests.
- Finally, if you do get an influx of inquiries, you will generally find a consistent pattern to the questions. So, you can use those questions to inform and further enhance your commentary.

Q: What about inciting “community activists”?

- **A:** It seems that every municipality has a small population of what we call “CAVE People” (**Citizens Against Virtually Everything**), and unfortunately, we don't have a direct solution for that. However, a large portion of the most aggressive community activism is generally caused by a misinterpretation of the facts, or simply taking the facts out of context. We have found that ClearGov can drastically change both the tone and substance of the conversation by showing that your local government has nothing to hide, and by delivering not just data, but the stories behind the numbers to help everyone have a more informed and empirically accurate conversation.



PUEBLO WEST
Colorado

"It's our job to communicate our budget — the what and the why — in a way that isn't confusing or overwhelming. We want to proactively engage citizens because what we're doing directly affects them. ClearGov gives us an effective and visually compelling way to do that."

Jay-Michael Baker
Community Engagement Manager
Metropolitan District of Pueblo West