

## APPENDIX G – FUNCTIONAL REQUIREMENTS

The City of Cleveland’s functional and technical requirements for the Media Management and Citizen/Community Engagement solutions are listed in this appendix. The Vendor must respond to each of the requirements by placing an “X” in the column of the appropriate response (see table below for response code definitions). For any requirement without a response, the City will assume the Vendor cannot provide the functionality.

Response Code	Definition
<b>Y – Yes</b>	Requirement can be implemented “out of box” without customizations or modifications to the existing application
<b>N – No</b>	Requirement will not be implemented
<b>Cu – Customization</b>	Requirement can be met by changing existing software or through use of software tools (NOTE: In Comments column, describe the customization and the estimated level of complexity – High, Medium, or Low)
<b>F – Future</b>	Requirement will be met by packaged software currently under development, in Beta test, or not yet released (NOTE: In Comments column, indicate expected release date and any anticipated additional cost)
<b>3 – 3<sup>rd</sup> Party</b>	Requirement will be met by 3 <sup>rd</sup> party software package that is included in this proposal (NOTE: In Comments column, indicate name of proposed 3 <sup>rd</sup> party software package and proposed interface/integration services)
<b>Co – Configuration</b>	Requirement can be met through changes to setting of tables, switches and rules without modification to source code (NOTE: In Comments, describe any changes to “out of box” workflow functionality)

City of Cleveland Requirements for _____ System								
#	Requirement	Response to Requirement						Comments
		Y	N	Cu	F	3	Co	
<b>Functional Requirements Media Management</b>								
<b>Print, Online and Broadcast Monitoring</b>								
1	Provides media outreach, monitoring and reporting.							
2	Allows the team to target and engage with reporters via a comprehensive media directory with the contact information of active national and local media							
3	Offers annual editorial calendars to target long-lead publications							
4	Captures print, broadcast and online clips which are exported in an ongoing report							
5	Monitors national and international broadcast stations with a reporting feature to analyze and measure data							
6	Allows the team the ability to search and retrieve links to media mentions of issues or topics that may arise at a certain time but don’t need consistent tracking							
7	Provides ability to measure press coverage over a designated period of time.							

**City of Cleveland Requirements for \_\_\_\_\_ System**

#	Requirement	Response to Requirement						Comments
		Y	N	Cu	F	3	Co	
8	Saves clips in a permanent electronic archive							
9	Ability to distribute news releases from City of Cleveland email addresses; access to news wire distribution							
10	Filters stories that happen to mention key terms, but are unrelated							
11	Provides exportable PDFs of print and online articles							
12	Offers a centralized dashboard with analytics							
<b>Social Media Monitoring and Analysis</b>								
13	Provides social media monitoring of conversation and brand mentions occurring on and off City platforms							
14	Gathers fan demographics and analyzes data, to create a more accurate reporting of online conversation							
15	Offers increased accuracy in capturing Tweets; Tweets are then sent via email as frequently as a the team selects							
16	Predicts emerging trends, viral content and key influencers							
17	Measures conversation sentiment							
18	Includes support for multiple social media accounts, with the ability to add more seamlessly as needed							
19	Geo-fencing and geo-targeting options to focus on City residents and visitors; monitor multiple locations simultaneously							
20	Searches real-time social feeds from top social media sources							
21	Searches and monitors keywords, hashtags, and phrases daily							
22	Archives relevant content							
23	Offers visual chart-based comparative analysis to help understand how the City's communication efforts perform compared to other government entities							
24	Allow posts to be scheduled on multiple social media channels across multiple accounts, including sponsored and paid posts							
25	Support the export of data as a PDF, Word, Excel and PowerPoint presentation to be imported into other tools for analysis							
26	Analyze performance and provide recommendations to develop high performance posts							
27	Measure the performance over time of our paid posts in order to better help us single out those posts that perform well as promoted content							
28	Report how visitors from social sites are acting on our website, (useful for determining ROI and showing how social sites are driving people to seek more information on the City of Cleveland )							
29	Provides analysis of blog performance							
30	Offers an intuitive and shareable dashboard specific to each channel							
31	Compiles data in printable easy-to-read reporting formats							

City of Cleveland Requirements for _____ System								
#	Requirement	Response to Requirement						Comments
		Y	N	Cu	F	3	Co	
32	Offers desktop and mobile app viewing of dashboard							
<b>Social Media Graphics and Content Support</b>								
33	Turns data into social media-friendly charts and graphics, templates for reports, posters, etc. Allows the City to create 'easy-to-understand' visual content and inform the public of studies, the administration's achievements, etc.							
34	Helps create social media posts, provides timely ideas for content and offers templates for quick, social media-friendly design.							
<b>Email and Enews</b>								
35	Manages eNews content and allows the team to build multiple lists of subscribers to receive news from City Hall.							
36	Allows the team to monitor open rates, website clicks and create multiple simultaneous campaigns to test messaging and engagement.							
37	Offers mobile optimized viewing options for subscribers.							
<b>Project Management</b>								
38	Organizes projects, files and internal communications efforts to improve and organize Public Information Officer (PIO) collaboration.							
39	Offers a central space to store files, report information, instant message, etc.							
<b>Presentations</b>								
40	Offers an interactive way to make presentations							
41	Allows for printable user-friendly PDFs							
<b>System Access and Functionality</b>								
42	Provide the support schedule i.e., 24 hours a day x 7 days a week, 365 days a year.							
43	Abide by the regulatory and compliance rules (e.g. HIPAA, ITAR) in protecting electronic information from unauthorized access							
44	Provide role-based security options							
45	Provide mobile device functionality							
46	Function with multiple operating systems, such as Windows 7 and above and iOS 8, etc.							
47	Cross-browser compatible, such as with IE8 and above, Safari, Chrome, and Fire Fox							
48	Provides a backup and disaster recovery plan							
<b>Key Performance Indicators Needed for Communications Measurement</b>								
49	Percentage coverage of the City of Cleveland that is positive online media							
50	Percentage coverage of the City of Cleveland that is positive print and broadcast media (include TV and radio)							
51	Percentage of coverage that includes key messages							
52	Percentage of coverage that includes quotes from City of Cleveland							

**City of Cleveland Requirements for \_\_\_\_\_ System**

#	Requirement	Response to Requirement						Comments
		Y	N	Cu	F	3	Co	
	spokespeople							
53	Number of potential impressions on online media							
54	Number of potential impressions through broadcast media (include TV and radio and regional media )							
55	Number of potential impressions through print media (include regional press)							
56	Impressions, Reach and Engagement on social media platforms							
57	Number of users who interact with the blog content							

## Functional Requirements Community/Citizen Engagement

1	Cloud based solution								
2	Ability to ask an open question, post a poll, or make important announcements including pictures and graphics.								
3	Social Media Sharing Tools								
4	Embeddable content that can be easily integrated into our website.								
5	Responsive (aka <b>mobile friendly</b> ) design								
6	Users/stakeholders can place a pin on a map to respond to and submit ideas								
7	Photo sharing option for participants to upload photos in response to a question / topic								
8	Administrative users to post questions / topics and make edits to the site as needed								
9	Ability to translate the site and responses between English and foreign languages, instantly								
10	Ability to upload videos, photos, images, reports, PDF's, etc.								
11	Template based layouts for easy page creation by non-coders								
12	Ability to send notifications/newsletters to participants								
13	Moderation tools to help filter out profane language, flag inappropriate comments/behavior, and the ability to delete comments and/or deactivate participants								
14	Ability to create infographics and summary reports at the conclusion of a topic								
15	Ability to track participant activity to identify the most active users								
16	Ability to upload and display shapefiles with an interactive map (GIS)								
17	Ability to view participation geospatially and see which datasets (i.e. socioeconomic, educational attainment, demographics, etc.) correlate with participation								
18	Reporting that shows gender, zip code, and age range of participants - can see demographic information for each question / topic, as well as at aggregate level								
19	Trackable view and shares								
20	Capture targeted data								
21	Ability to create surveys and polls								
22	Content control								