



COMMUNICATION



PV City Modes of Communication:

Facebook

Website

Newsletter Mailed

Newsletter Emailed

City Sign

925 people in PV don't get a Utility Bill

We spend

\$1849.31 per month on Utility Bill + Newsletter

\$909.07 per month on Newsletter Only (print and ship)

SOCIAL MEDIA

2-4%

Average organic reach

Plus ads, distractions, and noise

Peny.

A single-purpose app for official city communication

✓
62% average reach—residents actually see your updates

✓
Zero algorithms controlling what residents see

✓
A single source residents can trust

✓
Direct official communication channel




✗ The Old Way

- ✗ City Website (outdated CMS)
- ✗ Social Media (4+ platforms)
- ✗ Email Marketing Tool
- ✗ SMS Notification Service
- ✗ Event Management Platform
- ✗ Emergency Alert System
- ✗ Public Calendar System
- ✗ Document Repository

➔ The Peny Way

One Unified Platform for City Communication

Simplifying how cities manage and share information

One Place to Update Information

Publish once instead of updating websites, social media, alerts, and inboxes separately.

Fewer Systems to Manage

Consolidate content, posts, events, and alerts into one platform instead of juggling multiple vendors.

Fewer Resident Calls and Emails

Residents can find answers on their own using AI-powered search across official city content.

Less Staff Time Spent Repeating Answers

Common questions are handled automatically, freeing staff to focus on higher-value work.

Peny.
Solution Pricing Login [Try Peny →](#)

One platform to manage city information, powered by AI

☰

AI Assistant

Generative AI answers resident questions instantly using only your city's official information.

☰

Agentic CMS

Replace your outdated CMS with Peny. Less time managing info. More time serving residents.

☰

Emergency Alerts

Send verified emergency alerts directly to residents, without relying on social media.

☰

Smart Notifications

Send geo-targeted alerts, from emergencies to everyday city updates, directly to residents.

☰

News Feed

Engage residents with a clean, social-style feed. No noise. No misinformation. No algorithms.

☰

Events

Engage residents by letting them know what events are happening in the city.

Peny

\$10,000 per year
(much more than a penny!)

Full solution website +++

1 year commitment



Order Form | 2025

Subscriptions & Services

Description	Amount
GONotify Citizen Notifications & Alerts (Notify) - Unlimited Subscription	\$4,800 /year
Voice & Text Sending of SMS & Voice Messages - 25,000 Credits Per Year	\$1,000 /year
Services: \$0 Annually: \$5,800	



CivicPlus
302 South 4th St. Suite 500
Manhattan, KS 66502
US

Quote #:
Date:
Expires On:

Statement of Work
Q-114691-1
1/6/2026 3:49 PM
3/31/2026

Client:
City of Pleasant View, UT

Bill To:
PLEASANT VIEW CITY, UTAH

SALESPERSON	Phone	EMAIL	DELIVERY METHOD	PAYMENT METHOD
Austin Timsit		austin.timsit@civicplus.com		Net 30

One-time(s)

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Mass Notification Standard Implementation	Mass Notification System Standard Implementation	USD 1,155.00

Recurring Service(s)

QTY	PRODUCT NAME	DESCRIPTION	12 Month Value
1.00	Communicator Unlimited SMS + Unlimited Emergency Voice	Emergency and Mass Notification platform with multi-channel alerting, geo-targeting, polling, mobile apps. Unlimited SMS for all communications. Voice minutes for emergencies. Includes NOAA integration, IPAWS, and white/yellow page data for emergencies.	USD 6,000.00

Total Investment - Initial Term	USD 7,155.00
Annual Recurring Services (Subject to Uplift)	USD 6,000.00



Constant Contact provides email marketing and communication tools for municipalities to engage residents, manage newsletters, and share updates. It features customizable email templates, list segmentation, social media scheduling, and AI-assisted content creation, with specialized, tailored, or multi-account pricing options available for local governments.

Key Features:

Template Set Up - Drag and Drop

Ai creation – transfers to Facebook, Instagram, etc.

Full Analytics – Open Rate, click rate, resend

Survey & Polls

Can schedule social media posts ahead of time

Email and SMS Messaging

Cost for 6,000 sends (500 x 12 or 2 comm per month)

Month to Month	\$45	5% off
6 month	\$216	20% off Non-profit is reflected here
1 year	\$378	30% off

If we go over and deplete the account .002 cents per send

Onboarding included in price

30 day money back guarantee – Trial period

Text messaging

500	\$10
1000	\$20
2500	\$45

Text My Gov

- Owned by I-Works
 - Chatbot Widget (not an app)
 - Opt in – subgroups and geofencing
 - Can schedule alerts ahead of time
 - Templates available
 - Limit to 160 characters per text
 - CORE Plan \$6,800 annually
 - 75,000 text messages
 - If go over you can add more texts
 - *25,000 for \$300*
 - *50,000 for \$550*
 - *100,000 for \$750*
- Rolls/banks into the next year*

What do we want to keep? What is working?

My ideas:



MAYOR'S
MESSAGE



DID YOU KNOW



CITY MINUTE