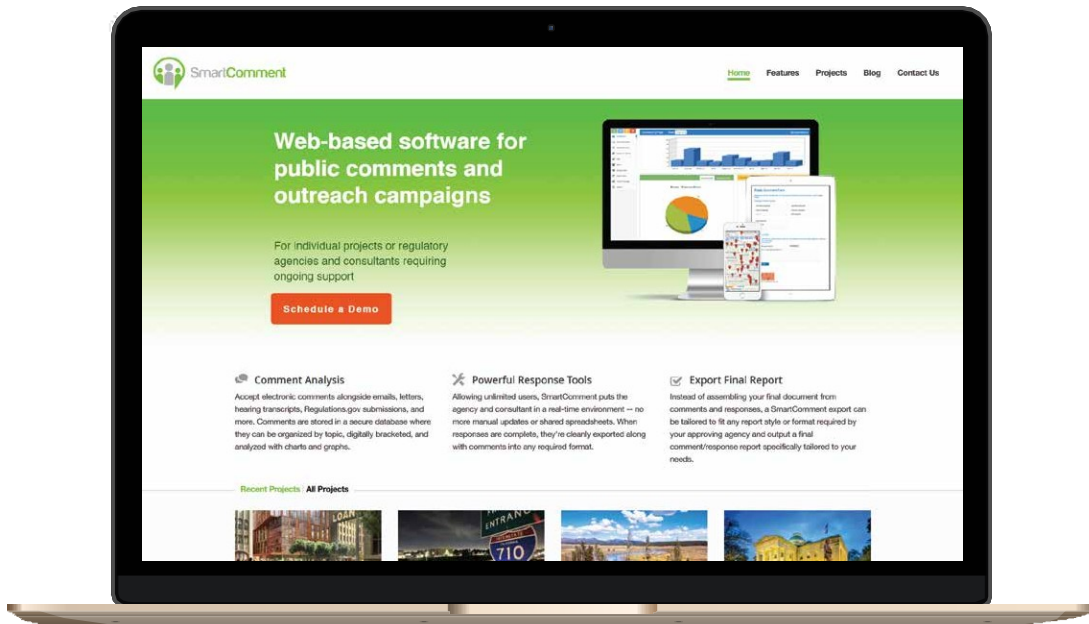





SmartComment

SOFTWARE



 SmartComment is a powerful and interactive digital solution for managing and responding to public comments and creating engagement surveys.

INTRODUCTION

SmartComment is a web-based solution designed with all the tools to help agencies and their consultants manage a large-scale public engagement campaign in the most transparent, efficient and cost-effective manner possible – from an engagement effort regarding an administrative rule change or proposal, to a comprehensive environmental review. Not only does SmartComment provide an attractive and easy-to-use mechanism for the public to submit input, but we carry that ease-of-use through to the agency with powerful back-end capabilities that put agency and consultant staff in a realtime environment that vastly improves the input analysis, response and export experience.

Encompassing all facets of a modern public engagement campaign, SmartComment is simply the most powerful tool available for agencies or consultants looking to increase efficiency and accessibility, while eliminating the manual processes of traditional public engagement management.

PUBLIC INTERFACE

With SmartComment, public input is submitted via a dedicated website hosted with AWS Cloud Services, customized with images and text reflecting the look and feel of the agency or project, and easily accessed via links from the agency website or other outreach materials.

Input Options

Clients have several choices for the function of the public interface. For projects seeking public input on a detailed document or proposal, as part of a collaborative community-planning or quality-review effort, the agency can opt for a customized interface that allows the public to rank project priorities, set a budget, or other means of input (**Figure 1.1**). Agency staff can also employ an engagement survey that allows the public to slide between various sections of the project document and comment where they choose. For environmental reviews that require free-form input from the public, agencies can opt for an open-ended text input box (**Figure 1.2**), whose contents can be broken into topics and organized on the back-end using SmartComment’s suite of powerful analysis and response tools. Regardless of a project’s chosen interface, all public input flows seamlessly and instantly into a secure, cloud-based database accessible only by the project team and its assigned designates.

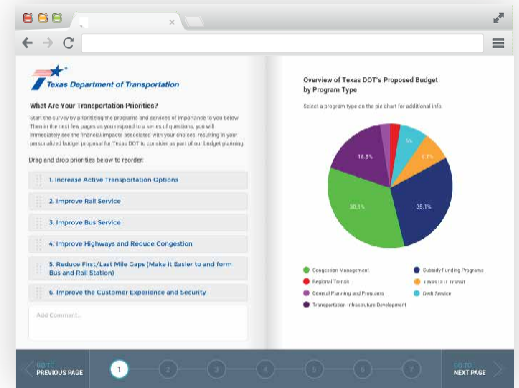


Figure 1.1: In addition to taking public comments, SmartComment’s survey tools allow stakeholders to rank project priorities, define a budget, and other valuable means of input.

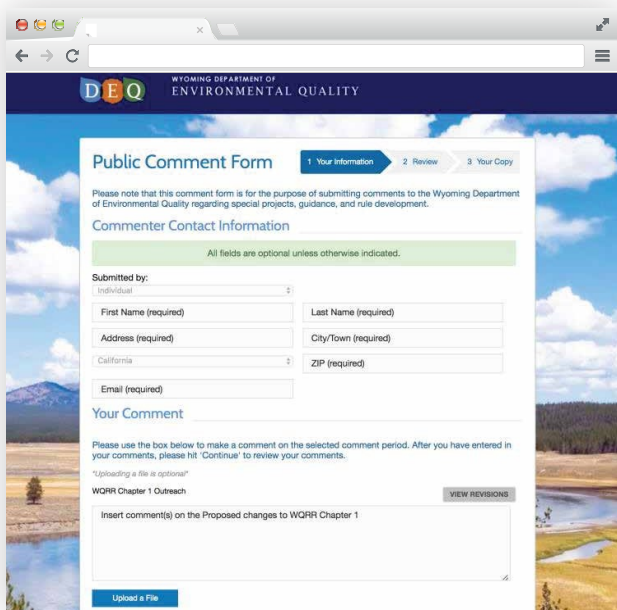


Figure 1.2: SmartComment’s public input page matches the look & feel of your project and allows customizable data fields.

Attachments

No matter the preferred interface, the public can submit a wide variety of attachments either as free-standing submissions or to accompany a text comment. These attachments include images, audio transcripts, PDFs, Word, .txt and all other traditional formats.

Customizable Data Settings

For each project, the agency can decide which required fields members of the public should provide about themselves. Typical data fields include a user’s name, email, phone number, address, and (if relevant) the business or agency they’re representing. This data can be used to push education to the public in the form of further outreach and is never shared with other users or third parties. An agency can also choose to allow anonymous submissions and access.

Accessibility

SmartComment’s public interface can remain online for as long as required by the agency and works for all devices and sizes, including any computer, tablet, or smart phone. Our interface adheres to all requirements of the Americans with Disabilities Act and can be translated into any language needed. The public input page can also provide links to all relevant social media platforms.

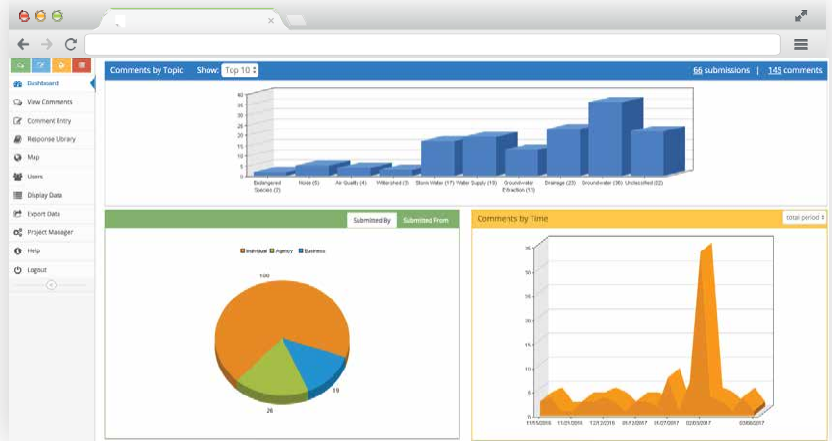
DATA ANALYSIS

Once a piece of input is submitted via the public interface, it can immediately be viewed by staff on the project's customized SmartComment dashboard, which provides an instantaneous, realtime overview of the data received for the project.



Charts & Graphs

SmartComment's analysis tools (**Figure 1.3**) typically include a ticker showing the current number of submissions, a bar graph showing the levels of interest in the project's various topics, a timeline of daily submissions, a pie chart showing which agencies or organizations are weighing in on the project, and any other valuable graphical information an agency requires.

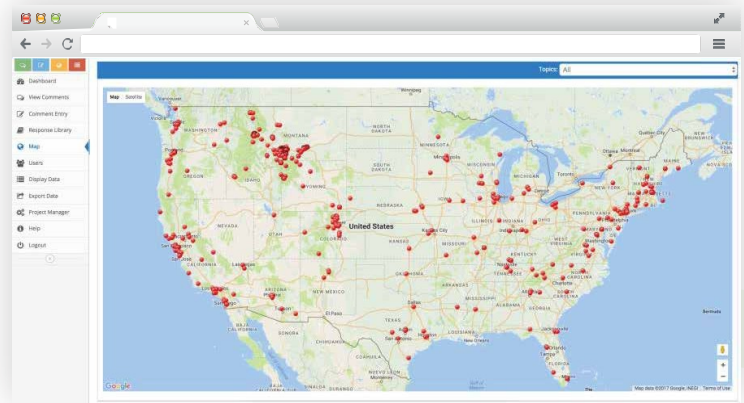


i Figure 1.3: Examine the real-time status of your public input with the SmartComment dashboard.



Submissions by Location

Comments are automatically plotted on Google maps (**Figure 1.4**) and can be filtered by topic, allowing agency staff to effectively shape any further outreach – from which location to schedule for the next public hearing, to which subjects to highlight in a neighborhood flyer or email. With a trove of realtime information at their fingertips, agency staff will no longer have to pull together data in preparation for a meeting or agency update. Instead, they can simply log in to the software to see all the latest information, which can also be easily shared with any stakeholders the project team sees fit.



i Figure 1.4: SmartComment offers a map-based overview of your public input, allowing you to better understand your project data and plan for further outreach.



Every Method of Submission Accepted

In addition to electronic submissions, SmartComment also handles all traditional input forms, including emails, transcripts, letters, handwritten comment cards, and more. Submissions are can easily be imported into SmartComment, where they are treated as digitized data just like website submissions (**Figure 1.4**). With the single letter now in SmartComment, it can be broken into comment topics, each separate comment can now be categorized by charts and graphs while remaining tied to the original digital submission.



i Figure 1.5: If you receive uncategorized data (such as a letter), SmartComment allows you to break the letter into project topics of your choice.

COMMENT RESPONSE

Perhaps no aspect of the SmartComment platform sets it apart like its highly organized, easy-to-use and completely customizable comment response interface (**Figure 1.6**). Employing a combination of user rights and comment response statuses, SmartComment breaks the agency project team into work silos based on their position and department that ensure each team member only deals with information intended specifically for them. Assuming the most thorough scenario, a print-line responder specializing in project design, for example, might only be assigned comments in that subject area that are marked “open” or “unread” or any other designation your agency uses to denote newly submitted comments.

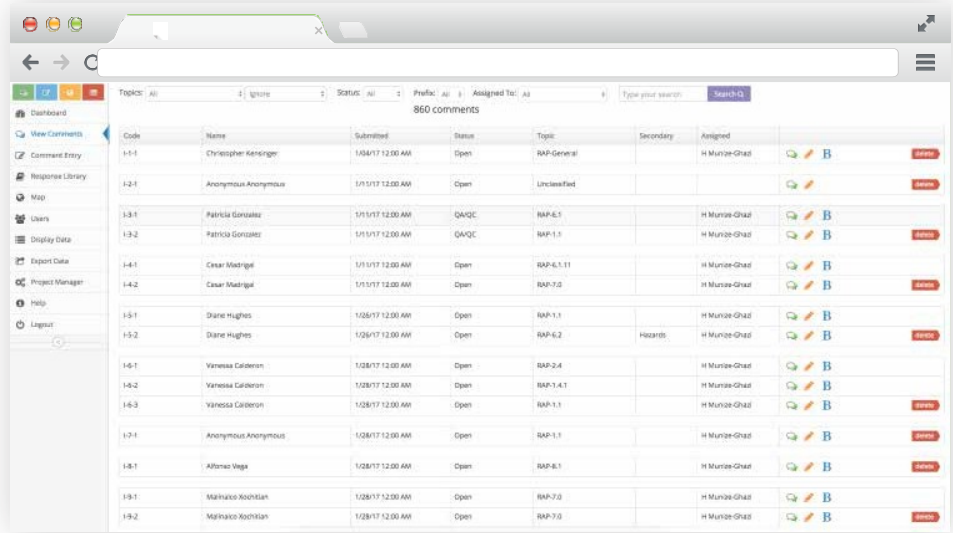


Figure 1.6: Comments can be organized and responded to according to topics chosen by your project team.

Once the specialist staff members crafts a response, they mark it “Ready for Review” (or any other custom status) and send it on to a senior reviewer (**Figure 1.7**). In this manner, comment responses continue to “bubble up” through the response process until marked “Finalized” (or similar) and assigned to the final approving entity — be it an outside agency, general counsel or project manager. Once approved, the response could then be sent to the public member who submitted the original comment or included in the final project document via SmartComment’s export capabilities. In additions, agency staff can easily view a digital breadcrumb of each comment’s response process, showing when the comment came in, all various responses associated with it, and when the response was sent to the public member or approving entity.

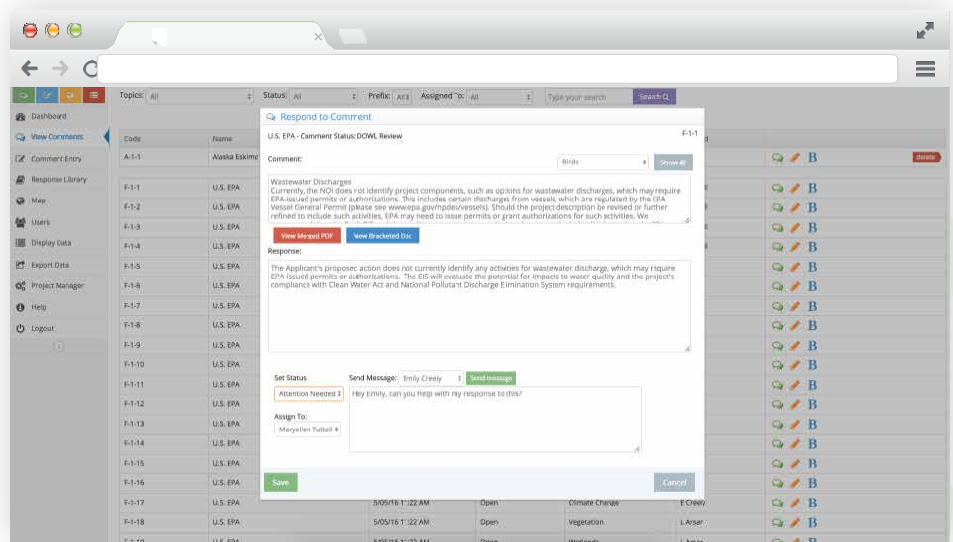


Figure 1.7: Using SmartComment’s response modal, you can make a comment response, assign the response to a team member, or finalize it to be submitted to the public member or into the project document.

DATA EXPORT

At any point in the process, comments and responses can be exported into Excel, PDF, Word and other popular formats (**Figure 1.8**) – both for purposes of organizing official project documents or to provide ease-of-use during the response process. With the click of a mouse, an agency staff member can print an Excel file with the latest project data (or any segment they require) and take it on a plane, home for the night, or to a meeting. No longer do team members have to cobble together a final document out of passed-around spreadsheets and Word files.

Create a Report

In Smartcomment, the final project document is literally built as your staff responds to comments – ready to be produced for all official purposes with just the click of a mouse.

In addition to giving staff specialists the ability to export out comment data, the public has the ability to see all comments that have been received. This functionality is optional for a project, but giving the public a link where they can search for comments

and view all comments is a great way to fulfill public disclosure requests and give an extra level of transparency. By having a SmartComment subscription, you are able to make custom reports for each division in your agency. This allows the project team to export all comments, responses and comment assets into a final report that is customized for the division and consistent with your agency look and feel. This helps with consistency of the report provided and can be downloaded at the click of a button. Many types of exports are available out of the box that includes reports on duplicate form letters, reports by status and various reports to help all staff members stay connected.

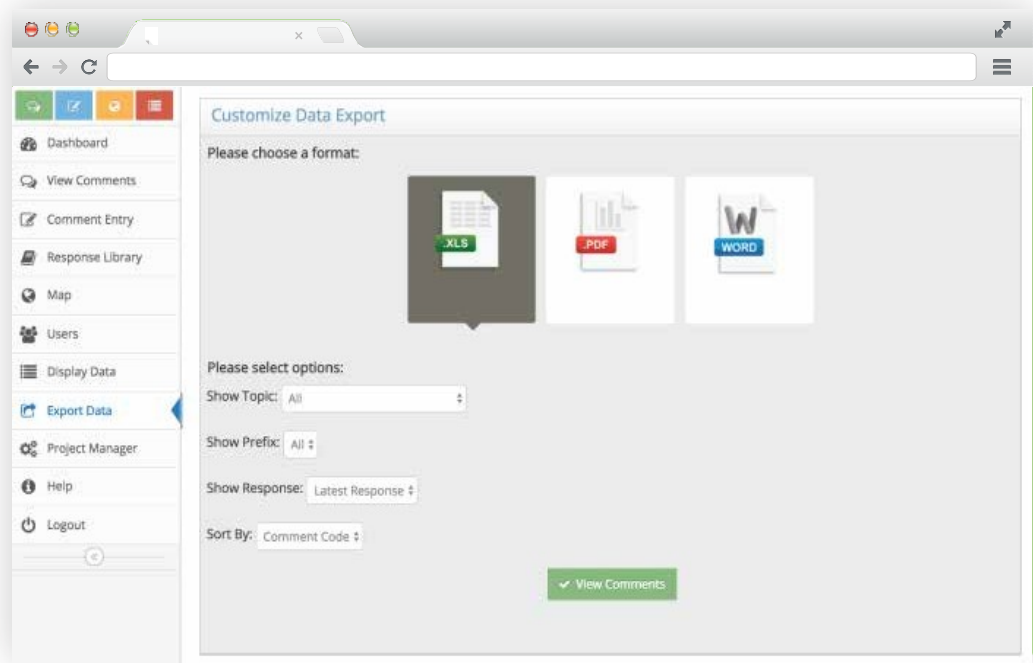


 Figure 1.8: Easily export all data related to your project using the SmartComment data export tools.

Attachments

Attachments submitted with the stakeholder comment are treated as assets to that comment and are always accessible by the project team. When it comes to the point you need to export out all attachments, this is easy as a button click using the SmartComment data export tools. All comment assets can be accessible by a zip file from a custom DropBox link at any time.

PROJECT MANAGER

For subscription clients, SmartComment allows unlimited survey iterations and users, and puts all of an agency’s various public engagement campaigns and data right at its staff’s fingertips.

Public engagement campaigns can be set to automatically open and close on a specific time and date, and have all their topics and criteria set with a few mouse clicks **(Figure 1.9)**. Campaigns can also be partitioned by department or user, ensuring that only relevant parties have access to them. For example, an agency’s environmental staff might only be able to access data related to an active EA or EIS, while public involvement staff might have access to those projects, plus any ongoing customer surveys or service questionnaires. Project data can be stored on our servers for an unlimited amount of time or handed over to the agency after the public engagement campaign is complete.

Surveys

With the SmartComment project manager your staff can create powerful engagement surveys to assist in stakeholder feedback. **(Figure 1.9)** during pre-scoping or just to engage the public on any topic. For a subscription client, our surveys and users are always unlimited with full reporting and features. By using SmartComment for your surveys and comment periods, all data is in one place for access whenever you need for an unlimited time period. This is great tool for internal staff engagement too.

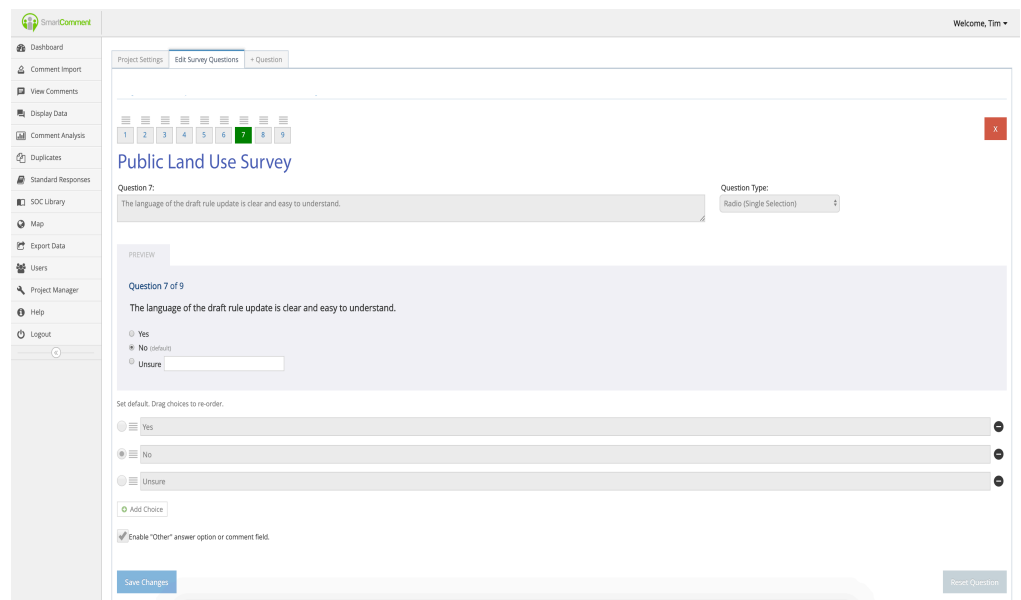


Figure 1.9: Easily set up surveys using SmartComment’s project manager.

And is easy to separate internal surveys with external stakeholder surveys, so all communication can be separated and analyzed by different teams of staff members.

The SmartComment project manager keeps all projects in one place. When you are finished with a project, simply delete the project or hide the project to keep all files and assets available for the life of your subscriptions. If you have a new project to create, you can save time setting it up by importing from a previous project. Creating a project is easy and your staff members have all the tools needed to launch a new comment period, engagement survey or any feedback you need to run your organization.