

**A free ePetition
offer for you...**

**How can you beat the
ePetition
deadline ?**

- ▶ **Helping you beat the December deadline**
- ▶ **We know our system is effective**
- ▶ **Joining forces to make petitioning even more effective**
- ▶ **Everything you need to know about the software**
- ▶ **How to get a FREE ePetition system**
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Sign up for Public-i's ePetition system by the end of November and we'll make sure you meet the Government's deadline of 15th December 2010

Helping you beat the **December deadline** Why beat the December deadline with Public-i?

Do you want to put a new ePetition service in place to meet the Government's deadline of 15th December 2010?

As a dedicated provider of new technologies to Local Government, we believe that putting an ePetition service in place before the end of 2010 will not only ensure you meet your statutory duties, but also give you instant access to a new resource that could help you deliver social and democratic value for years to come.

And because we have a long-term commitment to working with the Public Sector at a local level, we've made sure that using Public-i's ePetition technology will give you the most effective, affordable and sustainable service on the market.

ePetitioning is one of the most effective ways we have to connect citizens to the decision making process. It's also a great way to connect both online with offline processes and formal and informal ways of involving your citizens in local democracy.

As more and more forward-thinking Councils use social media as an essential business tool, ePetitions will play an increasingly pivotal role in the local democratic process. This is why you need to make sure you choose a petitioning system that not only helps you beat the Government's deadline, but also helps to develop an effective, affordable and manageable petitioning service for years to come.

Public-i's ePetition system is designed to do just that.

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How we know our system is effective

Public-i has been delivering technologies and strategies to the Public Sector at a local level for more than a decade. Every new product we develop is tried, tested and constantly improved. Our new ePetition system is no exception.

We've made sure that our petitioning technology is fully compliant with the requirements and guidance for the Local Democracy,

Economic Development and Construction Act, and developed the system in partnership with Bristol City Council and Edinburgh Napier University.

Throughout the development process we've regularly updated the system to reflect recent best practice and support the EuroPetition project which brings together ePetitions experts from across Europe.

When you sign-up for Public-i's ePetition system you'll also get instant access to a User Group of Councils who provide direct feedback to the ongoing roadmap for the product, to ensure it continues to be a great product that is constantly developed and improved.

Some key features

Public-i's petitioning software is designed to support the full petition lifecycle and ensures that you have the power to moderate petitions and maintain complete control over the their progress.

Other key features include:

- ▶ The ability to handle paper as well as electronic petitions
- ▶ Social media 'share' features to help you reach more people
- ▶ A facility to help you associate key members with specific petitions
- ▶ Tools to help share administration between multiple officers in different departments
- ▶ The ability to match postcodes to Ward information

In addition, the software can be easily deployed in different languages so that you also have the option of offering this service to non-English speakers directly.

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Joining forces to make petitioning even more effective

As a committed partner to the Public Sector we recognise that there is an urgent need for you to find more effective and affordable ways of doing business. That's why we've designed a system that enables you to implement a shared ePetition platform with your local partners if you want to.

Taking a partnership approach to petitioning not only saves money, but also provides a more joined-up

service to your citizens who don't always know which organisation they should be petitioning.

With Public-i's ePetition system we've made it really simple for you to implement partnerships across Districts, within Counties and even more broadly across a range of local strategic partners. You can also add new partners at anytime which means if you sign up to the system straight away

you can still add new partners as they are ready to get involved.

Looking ahead, we have already adapted the ePetition system to ensure close alignment with the Local Democracy Act and offer a partnership model that will allow ePetitions to be shared across County and District Councils, as well as with different Authorities such as Police and Fire Authorities.

This new partnership model will not only give your citizens a single online space where they can interact and take part in relevant community issues, it will also allow Authorities to share the administration of one system in a way that encourages collaboration, increases efficiency and reduces costs for all the Authorities involved. If you are ready to implement a shared petitioning service, our ePetition software is already available in a partnership version which is designed to support your partnership working with the following features:

- ▶ A database of administrators linked to particular Targets (County, District, Police etc.)
- ▶ Alerts of new ePetitions sent by email to corresponding administrator email addresses and/or all ePetitions sent to one shared Super User administrator account
- ▶ ePetition targets chosen by citizens that can be modified by administrators
- ▶ A database of ePetition categories linked to specific officers and targets
- ▶ ePetitions assigned by administrators to particular categories will alert correct officers and administrators
- ▶ An ePetitions display sorted by Target or Category
- ▶ RSS feeds for ePetitions available by Target or Category
- ▶ A Paper petition option for each new ePetition or integration with old paper petition

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Everything you need to know about the software

The Public-i ePetition software is an Open Source application written in PHP / MySQL. It follows an MVC architecture and is built on the popular CodeIgniter development framework. The code has been developed in an Object Oriented manner and is readily expanded or customised.

Open Source Software (OSS) is software in which the source code and certain other rights are provided under a licence that meets the Open Source Definition or is in the public domain. This permits users to use, change and improve the software and even redistribute the software. Although OSS is often referred to as Free Software, what this actually means is free access to the source code.

Public-i's Open Source ePetition software is available from The Open Source Observatory and Repository for European public administrations (OSOR): www.osor.eu/projects/epetitions

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How to get a **FREE** ePetition system

One of the unique features of Public-i's new petitioning technology is that it has been written with Open Source Software (OSS). What this means is that if you have the technological capacity in house, you can get free access to the source code and build the system yourselves.

And because we want to make our ePetition software available to as many local partners as possible, we've created a number of different ways for you to implement the system depending on your budget, resources and technical capabilities:

1. Fully Open Source – you can take the code and do the whole thing yourselves with no need to involve Public-i
2. We can provide technical consultancy to help you with your own implementation
3. We can implement and host the system on a shared framework basis which means that you will automatically benefit from any updates we roll out to the code
4. Alternatively we can offer a dedicated hosting contract and carry out the implementation for you – this is particularly useful if you want access to the code but can't host LAMP software internally

If you are not sure which version makes most sense for you then please give us a call. The cost will vary depending on your unique requirements, but as a guide we estimate the average cost of implementation will be around £3500. Hosting and support will vary depending on your set-up.

For more information please email: richard.scales@public-i.info

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About Public-i

Public-i is the leading provider of strategies and technologies for engaging people in local democracy.

We work with the Public Sector at a local level to provide cost effective and innovative products which create democratic and social value from new technologies.

We have been serving this sector for more than a decade, which means we've kept our existing clients up to speed with the very latest developments in eDemocracy and social media.

We do this by constantly developing strategies, products and services that are designed to make it as easy as possible for our clients to make the most of new technologies.

Looking forward to the next decade, our aim is to lead the market in providing affordable and effective solutions that respond to the changing needs of the Public Sector at a local level.

For more information about Public-i please either call or email us:

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