

**From:** [Tom Diebert](#)  
**To:** [Lori Martin](#)  
**Subject:** Price breakdown by System  
**Date:** Tuesday, January 5, 2021 4:26:33 PM

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Hi Lori,

I was nice speaking with you this afternoon.

The cost breakdown per system is as follows:

Campaign Disclosure E-filing system: \$3,400/year ongoing

Form 700 E-filing system: \$1,200/year ongoing (plus NetFile pays your initial FPPC application fee to become a paperless Form 700 agency of \$1,000)

Discount for taking both systems at the same time: (\$900/year)

Total for both systems after discount is taken: \$3,700/year (NetFile still pays your initial FPPC application fee of \$1,000)

If you have any other questions, just let me know. Have a wonderful rest of your day!

Best regards,

Tom Diebert

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Agency support e-mail: [staffhelp@netfile.com](mailto:staffhelp@netfile.com)

Pro-Treasurer support e-mail: [support@netfile.com](mailto:support@netfile.com)

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**NetFile**  
2707 Aurora Road  
Mariposa, CA 95338  
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December 14, 2020

Lori Martin, MMC  
Administrative Services Director/City Clerk  
City of Hercules  
111 Civic Drive  
Hercules, CA 94547

Dear Lori:

Thank you for the e-mails today. Here is some background information as well as a proposal for our e-filing and administration systems for both the Campaign Disclosure and Form 700 SEI filings.

### **How NetFile Works**

NetFile is a hosted solution that provides you with an extremely affordable system that will enable your filers to electronically file Campaign Statements and/or Form 700 filings.

### **Who Uses NetFile**

NetFile is being used by almost 200 local government agencies in CA today. For Cities, NetFile dominates this market space. Over 72% of Cities in CA using a Form 700 e-filing system and over 95% of Cities in CA using a Campaign e-filing system use NetFile. Our City clients in Northern CA using our systems include Albany, Antioch, Berkeley, Calistoga, Capitola, Carmel-By-The-Sea, Chico, Dublin, East Palo Alto, Fremont, Fresno, Gilroy, Half Moon Bay, Hayward, Hollister, Livermore, Lodi, Los Gatos, Manteca, Menlo Park, Milpitas, Modesto, Monterey, Morgan Hill, Mountain View, Oakland, Oakley, Oroville, Pacific Grove, Palo Alto, Patterson, Piedmont, Pleasanton, Redding, Richmond, Ross, Sacramento, Salinas, San Bruno, San Francisco, San Luis Obispo, San Rafael, Santa Clara, Santa Cruz, Santa Rosa, Sausalito, Sonoma, Stockton, Sunnyvale, Tiburon, Watsonville, West Sacramento, and the Town of Yountville. Our County clients in Northern CA using either one or both our systems are Alameda, Butte, Contra Costa, Del Norte, Madera, Marin, Merced, Monterey, Nevada, Placer, San Francisco, San Mateo, Santa Clara, Santa Cruz, and Shasta. We have several state agencies and boards and commissions in Northern CA who use our systems as well.

### **Cost Information**

NetFile does not charge any setup costs or hidden costs to worry about. Our ongoing fee includes everything (unlimited training, support, maintenance). All form changes and system updates are included as well. The cost for our systems for you would be as follows:

**Annual total for both systems: \$3,700/year\***

We can guarantee this pricing for up to 5 years.

### **NetFile's Included Main Features**

- Hosted platform means you don't need to load any software on your servers or apply any updates or security patches
- Includes your setup, unlimited support, maintenance, and unlimited training
- Automated correspondence and generate filing status reports on the fly
- Filer portal (where the filer creates and electronically files their documents)
- Industry exclusive Form 700 mobile device filer platform
- Your 87200 filers can paperless file directly to the FPPC through the NetFile system
- All your Form 700 and 87200 filers can create expanded and or combined statement filings
- NetFile pays for your initial FPPC \$1,000 paperless application fee
- Exclusive Campaign Filer training program that includes free telephone training by NetFile
- NetFile clients have the option to schedule live Campaign filer trainings in their office with NetFile staff providing the training
- Free public viewing portal to display your FPPC 800 series forms you are required to post online

### **NetFile's Exclusive Public Viewing Portal Features**

NetFile easily gives you the ability to show or not show electronically filed documents. Come January 1, 2021 AB 2151 comes into effect that requires local government agencies (like Cities and Counties) to post on the internet within 72 hours a copy of any campaign filing made (both paper and electronic). Any electronic filing through NetFile is instantly be posted online in redacted form as soon as it is e-filed by the filer.

### **Ethics Training and Sexual Harassment Training Tracking & 800 Series Form Public Site**

The NetFile Form 700 system also includes the ability to track all your Ethics Training and Sexual Harassment Training filers and their filings. The system also comes with a free public viewing portal to display your FPPC 800 series forms.

### **Cross Jurisdictional Electronic Filings**

NetFile is the ONLY solution that can offer you cross jurisdictional filings to all of our Form 700 agencies. The reason we can do this and others can't is ALL of our clients use our hosted solution. Just tell us which filers of yours file to our other agencies and we can link them at the database level to make their paperless filing easy across all their agencies.

### **How Long Does it Take to Setup?**

Currently our lead time is 2 days to set up a new agency. For Form 700 the FPPC has to approve you to become paperless and this takes approximately 2 weeks. To become a paperless filing agency for Campaign Disclosure requires an ordinance change. We can send you ordinances from other Cities to review.

### **The NetFile Difference**

The City of Santa Clara was our first Campaign agency back in 2003. The City of San Diego made history with our Campaign system having the first ever paperless campaign statement filed on January 22, 2013. Changing your ordinance is all you have to do! As mentioned above, I can send you samples of other agencies ordinances so you don't have to reinvent the wheel for your ordinance.

The California Political Treasurers Association has endorsed NetFile as the preferred system for local government clients. Attached is a press release about this.

For Form 700 Statements of Economic Interests, NetFile leads the way. Starting the end of 2006 for the County of San Bernardino as well as the Cities of Anaheim and San Diego, NetFile beat the competition to the market by 2 years. NetFile has industry exclusive features for the Form 700 system as well like dedicated mobile apps available through GooglePlay for android devices or the Apple App store for iPhones or iPads.

One of the most important advantages with NetFile is all your revenue spent with NetFile stays in the USA. Additionally, the philosophy at NetFile is that we are a Service Company not a Software Company. We feel our most important strength is the support we provide our clients. This starts at the top and percolates through every level of our organization.

### **NetFile Social Responsibility Program**

Because City Clerks comprise our largest customer market segment, several years ago we developed a program geared towards giving back to the community of Clerks. In 2019 we spent over \$50k just on the CCAC! This included providing free Workshops for Cities all over CA. We had 135 clerks attend our Workshop in Ontario and 93 attend our Workshop in Mountain View in July 2019. This year, due to Covid, we have provided 5 free web-based workshops free to clerks to help them achieve their CMC or MMC accreditation. Over 900 clerks have attended these sessions to advance their education.

If you need any additional information, just let me know.

Best regards,



Tom Diebert  
Vice President, NetFile



## California Political Treasurer's Association

1127-11<sup>th</sup> Street, Suite 210  
Sacramento, CA 95814

January 1, 2020

Tom Diebert  
Vice President & COO  
NetFile, Inc.  
2707-A Aurora Road  
Mariposa, CA 95338

Dear Tom:

One of the goals of the California Political Treasurer's Association (CPTA) is to promote the concept of paperless electronic filing for Campaign Disclosure statements in California at all levels.

As such, we would like to acknowledge NetFile, Inc. and their contributions over the years to the local Agency filing community, specifically County and City Agencies in California.

Our members have worked with several of these Agencies and applaud NetFile's efforts in making their Agency system work within the confines of Assembly Bill 2452 which allows local governments to electronically file Campaign Statements in California in a true paperless fashion. We know the first ever paperless filing in CA took place on January 22, 2013 through a CPTA treasurer filing to a NetFile Agency system. Since then we have seen NetFile being adopted by several local government Agencies in CA today.

As such, we recommend that all local government Agencies in CA go to a paperless filing system for their Campaign Disclosure filings. From the prospective of the CPTA, we recommend those Agencies use NetFile as their preferred solution.

NetFile's background in Campaign Disclosure gives them the unique advantage of having expertise nowhere else available for the local government filing community. The fact that NetFile accounts for over 70% of all filings made to the Secretary of State of CA gives them a distinctive advantage in Campaign Disclosure expertise not found anywhere else. All of the treasurers agree that any filings made to local governments that use the NetFile system, makes the process easy and results in the ultimate level of transparency.

We applaud NetFile's efforts in promoting paperless electronic filing in CA and endorse them as the solution of choice for California local government Agencies.

Sincerely,

A handwritten signature in black ink that reads "Laura Ann Stephen". The signature is fluid and cursive, written in a professional style.

Laura Ann Stephen  
Vice President, Legislative Affairs

# Campaign Disclosure

## FPPC CAMPAIGN FORMS



### NetFile's advantages..

Hosted Platform

Setup Included

Filer Application

Public Portal

Internal Kiosk

Unlimited Support

Unlimited Training

Free Filer Training

3rd Party Uploads

CA Based Support

Preferred by CPTA

Industry Innovator

Industry Leader

Support Driven

Data Security

## E-FILING & ADMIN SYSTEM

### Campaign Statements Made Simple and Secure

Make your hard to track paper filing system obsolete with the most experienced provider of Campaign Disclosure systems! NetFile supports paperless as well as paper filed documents. Being hosted online, the agency, filer, and public can access the system any time day or night. NetFile is an extremely affordable solution for all sizes of local government agencies. Our system comes with around the clock support that is 100% based in California - no need to worry about foreign based programming or support.

Fact: NetFile's support is based from the top down.

Fact: NetFile considers itself to be a support and service company.

Fact: NetFile DOES NOT make contributions to local candidate controlled committees!

## Electronic Filing

First time filers can request free live software training from NetFile staff! Filers can input their data as they go or all at one time. Drafts can be generated at any time for review prior to filing. A link from your website starts the filing process. The site is hosted by NetFile but looks just like your site. NetFile servers ensure fast and efficient filings. The submitted filing is validated to stop amendments from happening in the first place. Online documentation available for the filer to make filing easy!

## Agency Management Tool

The system acts as your repository of filers and filings. Create the filers in the database just once. Notifications can be sent out through the system to filers. Track your filers and their deadlines through our advanced filing status report. Includes several industry exclusive tools to push information to staff regarding filers and their filings.

# Campaign Disclosure INFO SHEET

## Document Viewing Portal - Public Transparency Site

You can choose to have your filers' documents shown over the internet in redacted form with your own redaction specifications. You can even narrow down which filers you would want to show.

**ADVANCED PUBLIC SEARCH INCLUDED!** This means you can search for elements across all your electronically filed data. This guarantees the utmost in transparency for the public to view the filed data.

## Document Viewing Portal - Private Site

The system also comes with a kiosk mode that allows you to show filings in unredacted form, but only in your office. That way if someone walks in requesting to view a filing, you can just point them to one of your computers to search for the filings. They could print to your internal printer if they want to purchase a hard copy. No more pulling files and making copies that waste valuable staff time!

## NetFile is Number One in California

NetFile is California's first internet based accounting, disclosure, and data management system. Our clients accounts for well over half of all electronic disclosure document filings in the state of California. For our local government platform, there have been hundreds of thousands of e-filings made from both our Form 700 SEI filing and admin system as well as our Campaign Disclosure filing and admin system.

## Unparalleled Training and Technical Support

Our business model is based on an ongoing service with no long term contractual commitments from our clients. This guarantees you the best in training and support!

## Contact Information:

<b>Company Name:</b>	NetFile, Inc.
<b>Address:</b>	2707 Aurora Road Mariposa, CA, 95338
<b>Phone:</b>	(209) 742-4100 (Main Line & Support)
<b>Phone:</b>	(559) 250-4847 (Local Government Sales)
<b>Fax:</b>	(209) 391-2200
<b>E-mail:</b>	sales@netfile.com
<b>Website:</b>	www.netfile.com

NetFile also has an e-filing system for local governments for Statements of Economic Interests FPPC Form 700 as well as Ethics Training Tracking and Sexual Harassment Training Tracking.



# FPPC Form 700

## STATEMENT OF ECONOMIC INTERESTS



NetFile's advantages..

Hosted Platform

FPPC Approved

Setup Included

Ethics & Sexual  
Harassment  
Training Tracking

Filer Application

Video Tutorials

Public Portal

Internal Kiosk

Unlimited Support

Unlimited Training

Industry Innovator

Industry Leader

Support Driven

Data Security

## E-FILING & ADMIN SYSTEM

### Forms 700/800/Plus Forms Training Tracking

Make your hard to track paper filing system obsolete with the most experienced and leading provider of e-filing systems! NetFile does support paperless as well as paper-filed documents. Being hosted online, the agency, filer, and public can access the system at any time day or night. NetFile is an extremely affordable solution for all sizes of local government agencies. Our system comes with around the clock support that is 100% based in California – no need to worry about foreign based programming or support.

Fact: NetFile's support is based from the top down.

Fact: NetFile considers itself to be a support and service company.

Fact: Nobody takes care of their clients like NetFile!

## Electronic Filing

Filers can no longer make mistakes that would cause them to amend their filings for missing required fields. All the filers' data from previous filings that can be used for future filings is retained to make their next filing extremely easy! Drafts can be generated at any time for review prior to filing. A link from your website starts the process. NetFile servers ensure fast and efficient filings. Online video tutorials and documentation makes it easy for filers!

## Agency Management Tool

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<b>E-mail:</b>	sales@netfile.com
<b>Website:</b>	www.netfile.com

NetFile also has an e-filing system for local governments for their Campaign Disclosure filings and administration of **FPPC Forms 410, 450, 460, 461, 470, 496 & 497.**

