PACIFIC CITY COUNCIL AGENDA
Council Chambers - City Hall. 100 3rd Ave. SE

May 2, 2016
Monday

Workshop
6:30 p.m.

1.   **CALL TO ORDER/PLEDGE OF ALLEGIANCE**

2.   **ROLL CALL OF COUNCIL MEMBERS**

3.   **ADDITIONS TO/APPROVAL OF AGENDA**

4.   **DISCUSSION ITEMS**

(2)   **A. AB 16-054: Website update presentation from Civic Live**   (25 min.)
                (Richard Gould)

(15)   **B. AB 16-055: Website update presentation from Civic Plus**   (25 min.)
                (Richard Gould)

5.   **ADJOURN**

AGENDA BILL NO. 16-054

TO:　　　　　　　Mayor Guier and City Council Members

FROM:　　　　　　Richard Gould, City Administrator

MEETING DATE:　May 2, 2016

SUBJECT:　　　　 Presentation by Civic Live on Website Redevelopment.

ATTACHMENTS:
- **Civic Live Proposal for Website Development and hosting**

Previous Council Review Date:　April 11, 2016 and multiple Technology Committee Meetings in 2016.

Summary:　The city's website needs to be updated. In August of 2015, a Request for Proposals was issued for the related work. Five responses were received by the City in October of 2015. The Technology Committee reviewed and scored the 5 proposals and rated Sitecrafting's proposal to be the one to take to the City Council. However, due to a breakdown in communications, the Mayor and Technology Committee have directed staff to bring the next two finalists Civic Live and Civic Plus to present to Council on redesigning the City's Website.

Recommended Action:
Direct the Mayor to bring an agreement with one of the two vendors in redesigning the City's Website back to Council in later May.

Motion for Consideration:　None.

Budget Impact:　$10,000

Alternatives:　Stay with the current website and upgrade with Auburn IT.

www.civiclive.com

PacificWA.gov Website Redesign, Development, and Implementation

Project Proposal

PREPARED FOR:

Richard Gould
City Administrator

The City of Pacific
Washington

PREPARED BY:

John Julius
Proposal Developer

t: 1.877.519.3851 ext. 723
e: john.julius@civiclive.com
f: 1.866.204.6147

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LETTER OF INTEREST

ATTN: Richard Gould
         The City of Pacific

RE: Website Redesign, Development, and Implementation

Richard Gould,

I am pleased to present CivicLive's response to the City of Pacific's RFP for Website Redesign, Development, and Implementation.

The contents of this Technical Proposal address your project's requirements as outlined in your RFP. Our Technical Proposal is followed by a Cost Proposal that outlines our bid using CivicLive's pricing tables. The Cost Proposal also includes rate tables for additional professional services, and flat rates for additional training services we can offer if desired.

If your vendor evaluation team requires clarification about the contents of our Technical Proposal, we invite your team to a demo presentation that can be scheduled at your convenience with CivicLive's Project Director, Padraig O'Shea. During this presentation, we can provide more details about our proposed solution, demonstrate our software, and conduct preliminary negotiations, if so desired.

We are thankful for having this opportunity to work with The City of Pacific, and look forward to forthcoming updates in your vendor evaluation process.

Sincerely,

John Julius | CivicLive Proposal Developer
Phone: 1.877.519.3851 ext. 723 | Email: john.julius@civiclive.com

175 Bloor St. E, South Tower, Suite 900
Toronto, Ontario, Canada
M4W 3R8

www.civiclive.com

CIVICLIVE QUALIFICATIONS AND PROPOSAL

About Us

CivicLive operates within Reliance Communications LLC, a California based company and an independent subsidiary of West Corporation. The company is very profitable and stable, especially given the backing of West Corporation and its $2.6 billion market capitalization. CivicLive was founded in 2001 and has constantly expanded to become a recognized and respected web solutions provider for North American towns, cities, counties, regional municipalities, agencies, and state/provincial governments.

> *Using the Internet to serve stakeholders better is our top priority. We want organization websites to be the instinctive first choice for community engagement, not an afterthought.*
>
> **John Carbrey**
> CivicLive CTO

OUR MISSION:

Provide the public sector with enterprise-grade web software solutions it needs to succeed in an era where stakeholders are seeking more services and information from them on the Internet.

Our company's innovative approach to design and software development has garnered the praise of the technological community and has led CivicLive towards winning many technology and business accolades and awards. We continue to refine our solutions and services in order to build websites that will set new standards for years to come.

Benefits of Partnering with CivicLive

CivicLive serves over 1,000 public sector institutions with web software solutions designed to meet their needs. For each project we undertake, our team brings 14 years of experience working with organizations. In other words, we've perfected the tools and techniques to make your Website Redesign, Development, and Implementation project a success.

- **WE HELP ORGANIZATIONS** make the best of their investment in websites as marketing tools by providing leading-edge creative web design services.
- **WE SET YOUR WEBSITE FREE** by offering no limits on hosting services, unlimited website hierarchies, and easy 3rd party app integration via APIs and Web Services.
- **WE'LL HELP YOU COMPLY** with public sector legal standards with unlimited records retention and security standards that have passed the Department of Defence's stringent standards.
- **WE STAY BUDGET FRIENDLY** with flexible SaaS solutions and streamlined project-management capabilities that save your City money.

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Easy-to-Use Website Content Management Software

The backbone of CivicLive's web solutions is our easy-to-use SitePublish web Content Management System [CMS]. This browser-based, enterprise-grade software has been continuously-improved by CivicLive's software development team and features numerous modules and functionality designed to simplify website content management and administration.

We've highlighted some key SitePublish features in this section, and encourage your team to schedule a presentation with us so we can showcase this functionality in a live demo.

> *Either maintain your website's currency and accuracy, or shut it down. Bad information is worse than no information.*
>
> **Robert McArthur**
> eGovernment Project Director
> National Policy Research Council

▪ WYSIWYG PAGE CONTENT EDITOR

Content creation and editing is powered by a What You See Is What You Get (WYSIWYG) Content Editor. This editor provides numerous tools from Word Processor-style formatting, spell checking, and multimedia management, making it simple to create and update a page's content.

▪ FORMS & REQUEST SYSTEM

CivicLive offers a versatile Citizen Request System that can be used to simplify the process of discovering and requesting government services right from your website. This system can be used to fulfill a myriad of different roles, including (but not limited to):

- ✓ Requesting City Services
- ✓ Applying for Permits & Licenses
- ✓ Submitting Complex Web Forms

▪ DRAG-AND-DROP PAGE DESIGNER

Place any of SitePublish's numerous widgets on webpages simply by dragging the widget you want from SitePublish's drag-and-drop interface. This easy-to-use element will place advanced page editing right in to the hands of even the most non-technical user.

▪ CLOUD-BASED DOCUMENTS & MEDIA

Upload thousands of document and multimedia files your City uses in to SitePublish's centralized Document & Media Libraries to facilitate the creation of a completely digital archive and resource centre for staff and citizens. Using this tool, administrators, councillors, department heads and even citizens can work together to build, share and access an ever-expanding library of resources that will help City groups and communities accomplish their goals and stay engaged.

▪ NEWS & ALERTS ENGINE

The News and Alerts Engine is a powerful tool that allows you to publish news or announcements in one central location and have them appear everywhere on the site that you want that content to be. The News & Alerts Engine supports RSS subscriptions, allowing your stakeholders to subscribe to your news feeds and receive notifications when new content is published.

RSS-POWERED CALENDAR

SitePublish's Calendar module supports multiple integrated calendars, allowing your staff to separate calendars by topic, and also merge calendars for stakeholder convenience. The calendar exports iCal files to Outlook to maintain consistency, and supports RSS subscription, allowing users to subscribe to events they want to be updated on.

CONTENT SCHEDULING

SitePublish also provides Content Scheduling tools that make it easy to plan ahead and be prepared for important page updates. These tools allow you to release information on a given date, remove a webpage from the public view on a given date, auto-archive a page, or send stale-content reminders and reports that make it easy to track which pages need to be updated.

EASY 3ʳᴰ PARTY INTEGRATION

SitePublish supports seamless integration with 3ʳᵈ party tools like Google Analytics, Social Media platforms, Multimedia Players for easy video streaming, and many more.

ACCESSIBILITY MANAGEMENT

Meeting W3C, WCAG, and Section 508 guidelines is always a priority for government websites, so SitePublish includes an Accessibility Checker to ensure your page meets all legal requirements for accessibility on an ongoing basis. SitePublish can also run reports out-of-the-box such as a broken link validator, content update and usage reports, and page error verification reports.

USER PERMISSIONS MANAGEMENT

SitePublish also provides the security and access control that an organization Website needs. Powerful User Permissions allow control over who can view, create, edit or delete site content. Your Administrators can give specific users the ability to access and modify the webpages or subsections that are most relevant to their role within your City organization.

E-COMMERCE FRAMEWORK

City services aren't always free. That's why CivicLive offers an E-Commerce Framework, allowing your City to offer paid online services such as registering for events right alongside cost-free services. In order to maintain security, transactions can be processed using PCI-compliant hosted pay page payment processors.

Cost-Effective Long-Term Support Services

CivicLive has proposed a Software-as-a-Service (SaaS) solution as our response to your Website Redesign, Development, and Implementation project's long-term requirements. With an SaaS solution, your City administrators will enjoy:

▪ TECHNICAL SUPPORT SERVICES

CivicLive offers every client unlimited-access to our friendly Technical Support Specialists over numerous methods, including:

- ☐ **A Toll-Free Support Hotline**
- ☐ **Email Support**
- ☐ **Live Online Chat**
- ☐ **Emergency Pager Support**
- ☐ **A Structured Support Escalation Process**
- ☐ **Technical Support Ticket Tracking**
- ☐ **Access to User Manuals and Multimedia over a Client Intranet**

▪ SITEPUBLISH SOFTWARE VERSION UPGRADES & MAINTENANCE

CivicLive invests considerable resources in to the long-term maintenance and development of our SitePublish CMS software. We give every client access to our software maintenance and upgrade services in order to ensure the SitePublish CMS your City uses is always the latest and best version of our software. Benefits of our Software Maintenance and Upgrades include:

- ☐ Getting access to the latest eGovernment tools and modules we develop for SitePublish
- ☐ Ensuring that software is always up-to-date with CivicLive's latest security standards
- ☐ Software upgrades are handled by CivicLive's team, which means your IT team never has to worry about spending time on installing updates themselves

▪ ENTERPRISE-GRADE HOSTING & DATA PROTECTION SERVICES

Our enterprise-grade Hosting & Data Protection Services are extensive, and include:

- ☐ **Unlimited-bandwidth hosting via our international, 14-point North American Content Distribution Network**
- ☐ **Weekly Full/Incremental Database Backup Services with Remote Location Storage**
- ☐ **Redundant Network, Power & Database structures**
- ☐ **Defined Firewall Architecture**

▪ AN UNLIMITED-USER SITEPUBLISH CMS SOFTWARE LICENSE

CivicLive doesn't want to limit any City's website management experience and processes by limiting the number of staff users who assume web management roles using our SitePublish CMS software. That's why CivicLive's Software-as-a-Service solution includes an unlimited-user software license that is bundled together along with technical support and software maintenance services in to one low annual services fee.

In other words, your website governance team will never feel pressured to limit the number of users on the SitePublish CMS; any member of your City's staff can contribute to your new eGovernment strategy!

DESCRIPTION OF RELATED EXPERIENCE

CivicLive solutions have been implemented with these valued clients and many more:

Project	Contact Information

The City of Tacoma
CITY WEBSITE DESIGN & DEVELOPMENT

CivicLive partnered with the City of Tacoma to create lasting changes in how Tacoma residents would interact with their government. Tacoma residents will be able to get any City information they want from any type of device thanks to our responsive full mobile-optimization solution.

www.cityoftacoma.org

Mike Hammoud, Web Lead
253.502.2215
mhammoud@ci.tacoma.wa.us

The City of Vallejo
CITY WEBSITE DESIGN & DEVELOPMENT

The City of Vallejo is a medium-sized city in the San Francisco Bay area that chose CivicLive to thoroughly modernize its web presence. Thanks to CivicLive's software and creative services, Vallejo stands out among its neighbors as a city that gets the most out of its municipal website!

www.cityofvallejo.net

Craig Whittom, Assistant City Manager
707.648.4579
cwhittom@cityofvallejo.net

Saddle Hills County
COUNTY WEBSITE DESIGN & DEVELOPMENT

Saddle Hills wanted a new website to provide more information to residents, businesses, and industry in an engaging and effective manner. CivicLive worked closely with Saddle Hills to redesign their website, updating its appearance, structure, and delivery of content to simplify access and information-sharing between the public and the county.

www.saddlehills.ab.ca

Mike Archer, Communications Coordinator
780.864.3760
marcher@saddlehills.ab.ca

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Mobile Optimization with Responsive Design

Between the anticipated eclipse of tablet sales over conventional computer sales and recent studies that show 28% of all website traffic being conducted using mobile devices, the message is clear to organizations: your stakeholders want information accessible on the go.

That's why CivicLive wants your City to offer web-based services where your stakeholders will use them the most: on their mobile phones, tablets, and other portable devices. For your Website Redesign, Development, and Implementation project, we'll make your website mobile-friendly with Responsive Web Design.

BENEFITS OF RESPONSIVE DESIGN

Responsive Design maintains a consistent look and feel for your website across all platforms, keeping navigation familiar to end-users. Furthermore, services and functionality can be securely accessed from their mobile browsers at once, without the need to switch between multiple mobile apps that your City may have developed in the past; with a responsive-design website from CivicLive, the web services your stakeholders need are all there, just like with their desktop experience.

Responsive Design is the simplest, most effective means for making your website function optimally on any screen size and any device platform. Although responsive design may be the only form of mobile-optimization your website needs, CivicLive can also explore additional mobile solutions with your project team such as Android and iOS smartphone apps.

PROJECT ORGANIZATION AND STAFFING

CivicLive's Delivery Team is the team of technical professionals that perform all of the tasks in CivicLive's SmartWork Project Implementation Methodology. These tasks include project management, website design and implementation, CMS configuration, training, and quality assurance.

MATTHEW O'DONNELL | CIVICLIVE PROJECT MANAGER

Education

Bachelors of Engineering in Electronic and Computer Systems, Honours

Key Technical Skills

ASP.NET, Solution Design, HTML, CSS, JavaScript, API Integration Solutions

Profile

CivicLive's Project Manager assigned to your project is Matthew O'Donnell – a dedicated technical and client specialist whose work extends to numerous recent and ongoing CivicLive implementations. Since joining CivicLive in 2009, Matthew has successfully provided implementation and project management services for a wide range of clients.

Matthew will be the primary point of contact between your City's Website Project Team and the CivicLive Delivery Team throughout our SmartWork Project Implementation Process.

KEVIN COX | USABILITY & MOBILE OPTIMIZATION DESIGNER

Education

Multimedia Design and Production Technician, Humber College

Key Technical Skills

HTML, CSS, jQuery, Responsive Design, Usability Testing

Profile

Kevin is a creative and technical specialist whose HMTL and JavaScript web design skills have given him a reputation as a usability expert. He fulfills the crucial Usability & Mobility Optimization Designer role at CivicLive, where he focuses on turning design mockups and wireframes into a usable, cross-platform-compatible website through technical design implementation processes.

JUDY WANG | SITEPUBLISH CMS ARCHITECT & DEVELOPMENT MANAGER

Education

MSc Computer Sciences

Key Technical Skills

C#, ASP.NET, Technical Design

Profile

Judy has over fourteen years of software development and analysis experience. She is an expert in analyzing, designing and developing enterprise multi-tier Web applications. As a member of the CivicLive team for over seven years, Judy has led a team of developers whose work is deployed through the ever-expanding selection of SitePublish CMS modules.

PADRAIG O'SHEA | PROJECT DIRECTOR

Education

Hons. BSc Computer Engineering

Key Technical Skills

Technical Design, C#, API Development & Integration Solutions, HTML, JavaScript, CSS

Profile

As CivicLive's Project Director, Padraig provides overall product development strategy for our eGovernment solutions from a product roadmap perspective as well as a client-specific solutions perspective. Your City will be communicating with Padraig throughout the initial relationship-building stages to get your initial Website Redesign, Development, and Implementation project off the ground, and may also work with him again on future projects that require his expertise. Padraig is also the second tier contact person for any support escalations that are not immediately resolved by CivicLive's Technical Support Specialists.

GENERAL APPROACH

CivicLive's SmartWork project implementation methodology guides both the City of Pacific staff and the CivicLive Delivery Team through a proven 8-phase process that ensures we eliminate risk, reduce rework, avoid unexpected delays, and meet all of your project core objectives. SmartWork's 8 phases are:

CivicLive kicks-off your Website Redesign, Development, and Implementation project with an Envisioning meeting resulting in the project's first deliverable: the Vision Scope Document.

A detailed planning phase where specific project goals, technical requirements and milestones ensues, resulting in the official Project Plan – a benchmark project document created by our Project Manager with input from your team.

CivicLive's Design Team takes over and completes our iterative Design Methodology, the phase where your site's Information Architecture, Wireframe, and Interface Design deliverables are all completed.

Our technical team then configures our SitePublish CMS based on the technical requirements outlined in the Planning phase. This phase ends with the SitePublish fully-configured and ready for your staff to be trained to use it.

Once SitePublish is configured, a CivicLive Training Specialist teaches your users how to use it in online or onsite training sessions focused on your users' specific roles and skillsets. We recommend at least two web-based training sessions for every client.

The combined efforts of your newly-trained staff and a CivicLive Migration Specialist come together to transfer webpage content for your existing website in to the relevant sections of your new CivicLive website.

CivicLive's Quality Assurance Analysis team conducts a detailed inspection of your site's page-level and functional quality, fixing any problems they find. This phase ends with a stable website ready to go live to the public.

Our SmartWork process ends with the launch of your website. This phase also marks the start of our SaaS Support Services which we'll provide for the duration of the Contract Term.

SCHEDULE

The following table provides an estimated project timeline and highlights project milestones using our SmartWork Project Implementation Methodology.

Website Redesign, Development, and Implementation Project SmartWork Timeline	Est. Duration
THE ENVISIONING PHASE	1 Day
Project Kick-Off Meeting	
THE PLANNING PHASE	5 Days
Draft Master Technical Project Plan & Charter	
Client Reviews Technical Project Plan & Project Charter	
FIRST MILESTONE: Finalized Technical Project Plan & Charter Documents	
THE DESIGNING PHASE	10 Days
Conduct Vision & Requirements-Gathering Process	
Conduct Iterative Information Architecture Process	
Conduct Iterative Wireframing Process or Customize Template	
Conduct Iterative Interface Design Process or Customize Template	
MILESTONE: Finalized Website Design	
Implement Responsive Webpage Templates in CMS	
THE CONFIGURING PHASE	20 Days
Provision Staging Environment	
Install SitePublish on Staging Environment	
Configure SitePublish Modules	
Integrate 3rd Party Software	
MILESTONE: Fully-Configured Technical Solution	
THE TRAINING PHASE	3 Days
Conduct Training Sessions	
MILESTONE: Fully-Trained City of Pacific Staff	
THE MIGRATING PHASE	5 Days
Collaborative Web Content Migration	
Collaborative Document & File Migration	
MILESTONE: Beta Website Launch	
THE STABILIZING PHASE	20 Days
CivicLive Quality Assurance Process	
City of Pacific Staff User Acceptance Testing Period	
THE DEPLOYING PHASE	1 Day
FINAL MILESTONE: Website Launch!	

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BUDGET

One-Time Implementation Fixed Fee	$8,000.00

Our One-Time Implementation Fee covers costs associated with designing, developing and implementing your new website using our SmartWork Methodology. Key deliverables per SmartWork phase include:

Envisioning & Planning Phase Deliverables
- Kick-Off Meeting
- Finalized Project Plan and Project Charter

Configuring Phase Deliverables
- Complete SitePublish CMS Software Configuration
- Integration of Desired 3rd Party Software

Migrating Phase Deliverables
- Completion of Desired Website Content Migration

Designing Phase Deliverables
- A Templated Responsive Website Design for PacificWA.gov

Training Phase Deliverables
- Completion of Training Sessions
- User Manuals, Videos, and Online Resources

Stabilizing Phase Deliverables
- Completed User Acceptance Testing with Testing Documentation
- A Stable Beta Website

Deploying Phase Deliverables
- PacificWA.gov goes Live!
- Finalized Project Documents

Annual Software-as-a-Service Fixed Fee	$1,500.00

CivicLive's Annual Software-as-a-Service [SaaS] Fee Includes the following services:

- Enterprise-grade Website Hosting and Data Protections Services for PacificWA.gov
- SitePublish CMS Software Version Upgrades & Maintenance
- Unlimited Access to Technical Support

- Unlimited-User Software License
- A Redesign of your Website at the End of Contract Year #4 [if desired]
  PLEASE NOTE: There is no Annual SaaS Fee for Contract Year #1

Although our proposed Design, Development & Implementation costs include many hours of professional services, the following hourly rates are presented in the event that additional work is requested after your website's launch:

PROFESSIONAL SERVICES	HOURLY RATE
Programing	$150.00
Graphic Design; Content Optimization; Usability Testing/Improvement; Technical Support (for no-contract clients)	$115.00
Quality Assurance Analysis; Project Management; Training	$125.00
Marketing Specialist Services	$90.00

AGENDA BILL NO. 16-055

TO: Mayor Guier and City Council Members

FROM: Richard Gould, City Administrator

MEETING DATE: May 2, 2016

SUBJECT: Presentation by Civic Plus on Website Redevelopment.

ATTACHMENTS:
- **Civic Plus Proposal for Website Development and hosting**

Previous Council Review Date: April 11, 2015 and multiple Technology Committee Meetings in 2016.

Summary: The city's website needs to be updated. In August of 2015, a Request for Proposals was issued for the related work. Five responses were received by the City in October of 2015. The Technology Committee reviewed and scored the 5 proposals and rated Sitecrafting's proposal to be the one to take to the City Council. However due to a breakdown in communications the Mayor and Technology Committee have directed staff to bring the next two finalists Civic Live and Civic Plus to present to Council on redesigning the City's Website.

Recommended Action:
Direct the Mayor to bring an agreement with one of the two vendors in redesigning the City's Website back to Council in later May.

Motion for Consideration: None.

Budget Impact: $12,000

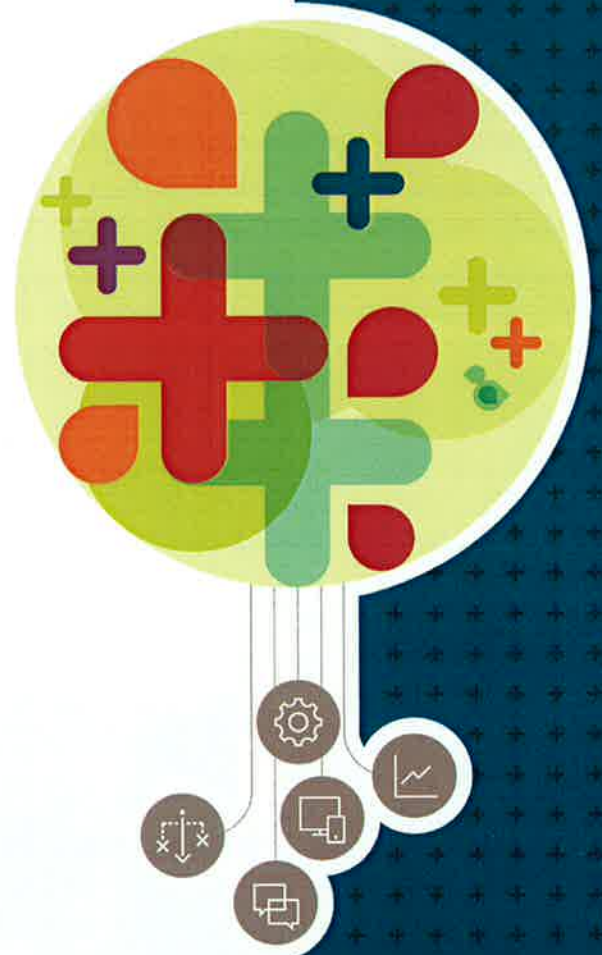**Alternatives:** Stay with the current website and upgrade with Auburn IT.

CIVICPLUS®

ACHIEVING YOUR VISION

PACIFIC,
WASHINGTON

Will Spicer
Regional Sales Manager

+ CONNECTING PEOPLE

October 1, 2015

Richard Gould
City Administrator
City of Pacific
100 3rd Ave. SE
Pacific, WA 98047

Dear Richard Gould:

Meeting the expectations of citizens is at the core of civic responsibility. Finding that perfect blend of functionality, ease of maintenance and citizen engagement can be daunting. Today's "what I want, when I need it" society is all about digital and timely responses. Saving time and money and increasing citizen satisfaction is every government entity's goal. How do you achieve both? It's easy with CivicPlus—we help you achieve your vision of success.

Our company is passionate about our mission to help make local government better. We are not just designing a website, we are helping build a trusted and long-term relationship between you and your community through our state-of-the-art technology and process. Our expertise lies in collaborating with our clients to deliver the right solution, housed within a sophisticated and custom design that captures the culture of your community.

The following information will show you how the CivicPlus CORE solution will reduce your staff's workload, respect your available budget and most importantly provide your community with a powerful online resource. A resource that promotes open and transparent access to your municipal offices and becomes an engaging communication hub for your community.

Our included approach was developed to address your defined needs. All estimates are negotiable based on client requests. We encourage you to schedule a 45-minute demonstration of the latest site developments and the administrative interface that allows non-technical users the ability to update websites as frequently as needed and let us show you why CivicPlus is the right choice for Pacific.

Please review our proposal closely. We encourage you to contact our references and find out for yourself their experiences working with CivicPlus. We think you will be impressed. With CivicPlus, you will save time, resources, and dollars by moving your communications online and your website visitors will find what they need, when they need it. We look forward to working with you and your staff to help make your vision become a reality.
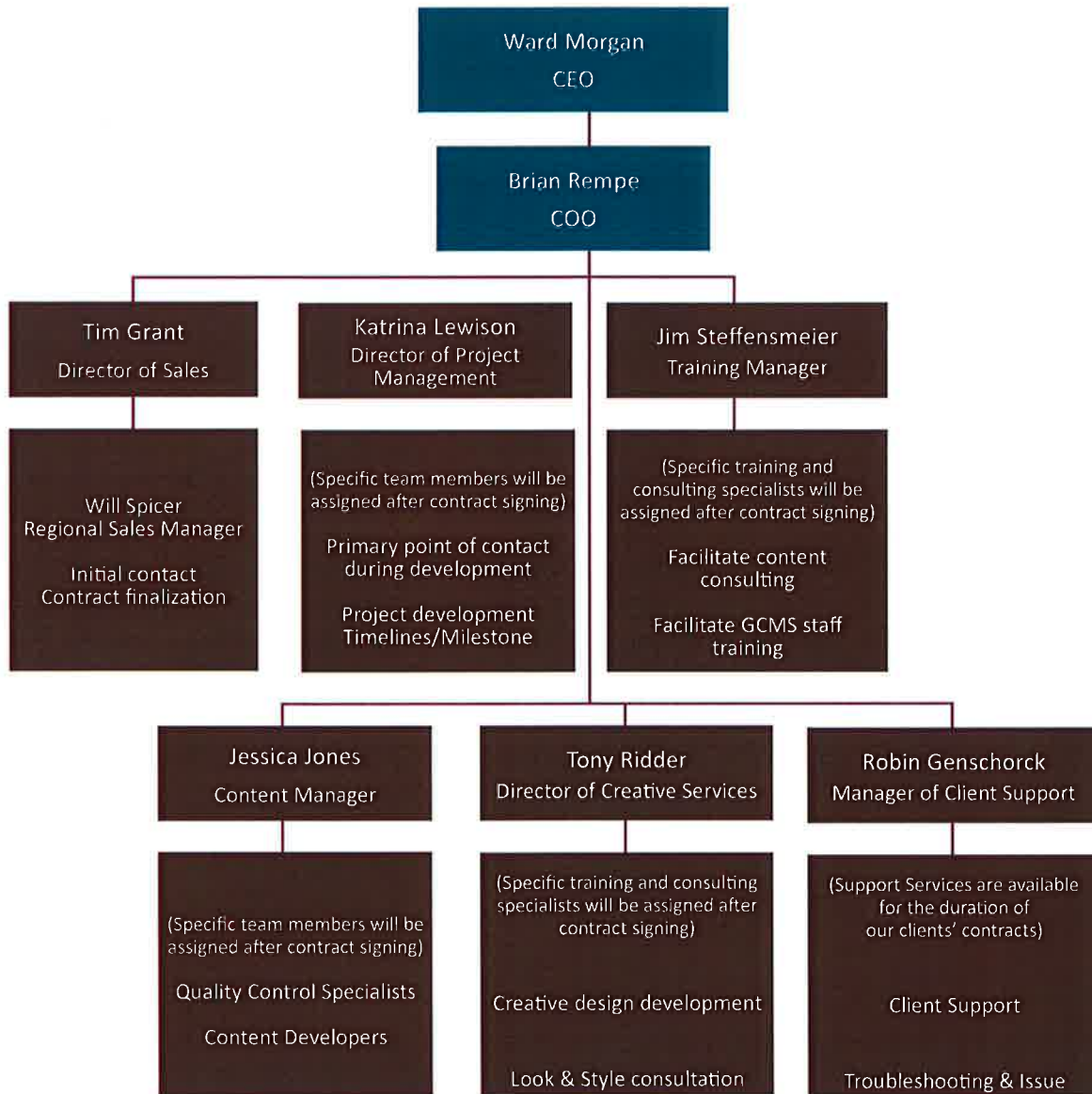
Sincerely,

Will Spicer
Regional Sales Manager
Spicer@CivicPlus.com
302 S. 4th Street, Suite 500
Manhattan, KS 66502
Direct Line 785-323-4772

ORGANIZATIONAL CHART

Ward Morgan
CEO

Brian Rempe
COO

Tim Grant
Director of Sales

Katrina Lewison
Director of Project Management

Jim Steffensmeier
Training Manager

Will Spicer
Regional Sales Manager

Initial contact
Contract finalization

(Specific team members will be assigned after contract signing)

Primary point of contact during development

Project development Timelines/Milestone

(Specific training and consulting specialists will be assigned after contract signing)

Facilitate content consulting

Facilitate GCMS staff training

Jessica Jones
Content Manager

Tony Ridder
Director of Creative Services

Robin Genschorck
Manager of Client Support

(Specific team members will be assigned after contract signing)

Quality Control Specialists

Content Developers

(Specific training and consulting specialists will be assigned after contract signing)

Creative design development

Look & Style consultation

(Support Services are available for the duration of our clients' contracts)

Client Support

Troubleshooting & Issue

YOUR TEAM OF PROFESSIONALS

From project management, design and development to training and support, CivicPlus professionals will coordinate your needs with qualified, dedicated specialists who will work directly with you throughout your project development and beyond.

Will Spicer – Regional Sales Manager

As your regional sales manager, I will initially work with you to determine the best solutions for your administrative users and website audience. My extensive knowledge of our GCMS®, website usability expertise and client-driven philosophy will ensure that we arrive at the best solution for your budget.

Katrina Lewison – Manager of Project Administration

Katrina leads our project management team. This team oversees inter-departmental and client interactions assuring that your project will be developed in a timely manner by professional website experts. Using their knowledge of effective online citizen engagement techniques, they will keep the process moving smoothly from phase to phase.

Jessica Jones – Manager of Content Development

Jessica's goal is to help make your website convey the messages you need. She heads our content development department. She will assign a team of developers to help you develop and maintain quality content for your site and keep your project on schedule.

Tony Ridder – Manager of Creative Services

Tony knows all things design. He is the head of our creative development and graphic representations and is responsible for each website overview and uniqueness. He leads our brilliant team of designers at CivicPlus and will team you with the right designer for your project.
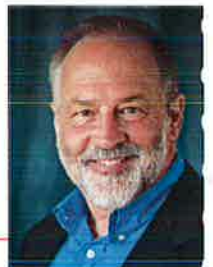
Jim Steffensmeier – Manager of Training and Consulting

From consulting services to content development to technical specifications, our consulting and training department will assist you in developing the right message in the right way by the right team. He will coordinate his team of professionals to deliver the solutions you need to achieve your training and consulting success.

Troy Galvan - Manager of Account Management

After your GoLive date, Troy will assign an account manager to your project. Your account manager stays current on new CivicPlus products and will continue to optimize your site. This specialized team member will provide you with information on how to better engage your citizens utilizing the tools that CivicPlus has put into place on your website.
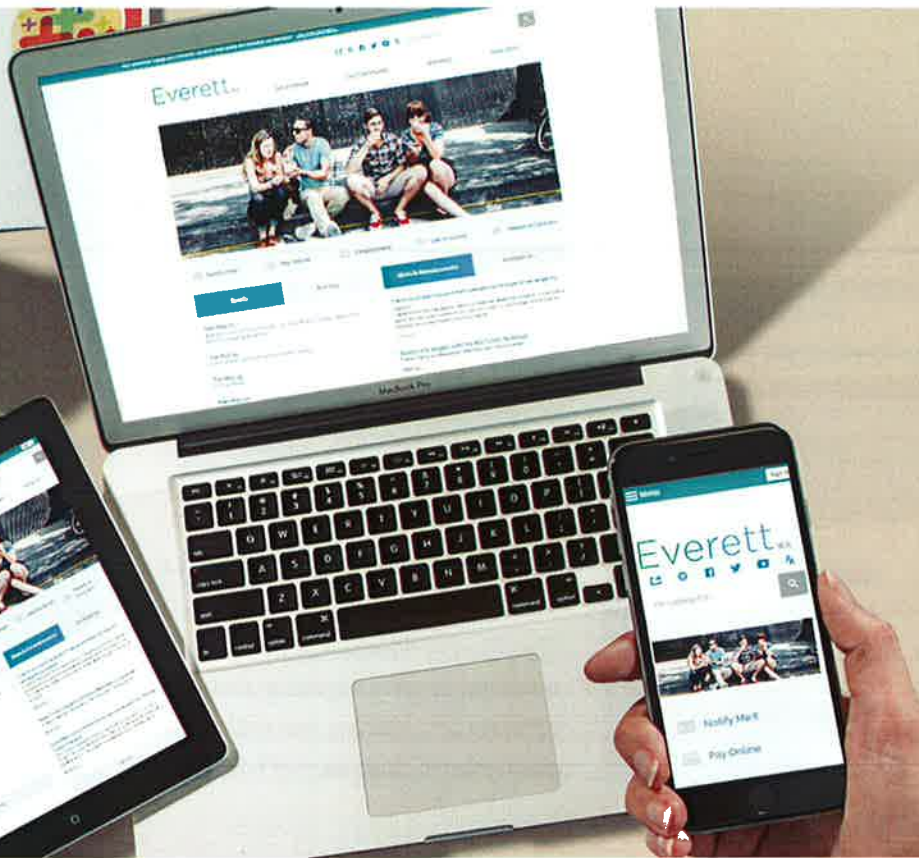
Everett, Washington
www.ci.everett.wa.us

CivicPlus provided a website redesign, content
migration and optimization, training and
continued maintenance, support and hosting.

Meghan Pembroke
Public Information Director
425-257-8687
mpembroke@everettwa.gov

EXPERIENCE & CLIENT REFERENCES

We have assisted more than 1,900 clients throughout the United States, Australia and Canada
with the design, implementation and hosting of new, engaging, innovative and functional web-
sites. Following are just a few examples of relevant sites, similar in scope to your project, which
we have designed. But don't take our word for the success of these sites. Contact our clients and
let them tell you about their experiences working with CivicPlus. Want to see more? Just let us
know...we have about 1,900 we can share with you!
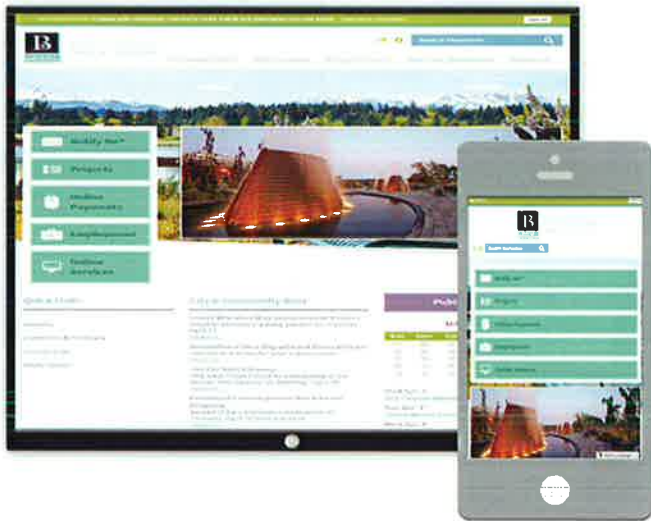
Bremerton, Washington
www.ci.bremerton.wa.us

Kevin Matthew
Information Services Manager
360-473-5473
Kevin.Matthew@ci.bremerton.wa.us

CivicPlus provided a website redesign, content migration and optimization, training and continued maintenance, support and hosting.

Issaquah, Washington
www.ci.issaquah.wa.us

Warren Kagarise
Communications Coordinator
425-837-3013
warrenk@issaquahwa.gov

CivicPlus provided a website redesign, content migration and optimization, training and continued maintenance, support and hosting.

? DID YOU KNOW?

Walk-in and phone questions can cost on average $17 per transaction? Online, self-service resources for information average only $4 each!

Source:
*Public Policy & Administration
University of Utah, 2012*

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PROJECT DEVELOPMENT

Our goal is to make your Core website process as simple as possible for you and your staff and to efficiently deliver your web environment.

Kickoff Meeting /Initial Design Meeting: During this meeting, your CivicPlus project manager will review the chosen layout and will answer any questions or concerns regarding the layout. Additionally, we will discuss any necessary clarification needed surrounding the design or content on your website.

To ensure this an effective meeting, and to keep your project moving forward and on schedule, we will need you to complete the following tasks prior to the Kickoff meeting:

- **Photos** – Choose and upload photos that are an excellent representation of your community and should be considered for use in the overall design of the site. Photos must be high resolution files in order for our designers to manipulate the images for a site. **If you do not have high resolution photos, CivicPlus will choose stock images which are representative of your community or organization.

- **Layout Decision** – Review provided documentation of options of the four homepage layouts. Colors, photos, buttons, and other content items should be reviewed and chosen that best represent your community which will then be customized to fit your needs.

- **Design & Navigation Worksheets** – Once completed, there will be an approximately 30 minute discussion to answer questions and seek clarification on content or design preferences of your site.

CivicPlus Group Webinar Training: In order to for your team to be equipped to keep your new website updated and have the capability to add content as needed, up to three (3) members of your organization will participate in a six (6) hour virtual group training (with other CivicPlus clients) on vital features of the GCMS and the traditional method of editing pages.

Project Development & Scope of Services

Design & Project Overview	
• Client will choose from pre-designed layout templates and customize the color palette (No changes will be made to the existing layout. This includes changes to the banner size, navigation, layout, and graphic buttons) • Client will provide images that are unique to their community (or agree to stock graphics selected by CivicPlus) for banner and background images	
Site Development	
• Client may opt to keep the generic homepage slideshow provided. If a personalized slideshow is preferred, CivicPlus must receive a minimum of 12 photos. • 20 pages of content development that the Client can modify with our GCMS®	Included
Training	
• Five hours of group (with other clients) virtual training for up to 2 staff (training will be held from 10:00 am to 4:00 pm Central Time on the scheduled day) • Client will have unlimited access to online training library	

CORE WEBSITE PROJECT TIMELINE

Project Development	Timeline
Client Gathers Deliverables (Completes online forms and supplies photos)	2-4 Weeks
Kickoff/Initial Design Meeting	30 Minutes
Website Design	3-4 weeks
Content Development and Module set-up	3-4 weeks
CivicPlus Group Webinar Training (client completes video self-training through CivicPlus Connection prior to webinar training)	6 Hours
Client content additions (most clients choose to add their own content prior to Go Live date)	2-4 weeks
Go Live	16 weeks (average)*

Because of the unpredictable timelines associated with bidding processes, we rarely supply a custom timeline in our proposal responses. Timelines are set according to your needs and may be modified upon discussion with your project manager.

This timeline represents our previous client experience and is based upon the client meeting all deadlines. Many clients indicate a preference toward a more relaxed schedule that allows ample time for each task and review.

PROJECT DEVELOPMENT ESTIMATE
CORE WEBSITE

Project Development & Deployment	Initial GCMS® upgrades, maintenance and support Migration of 20 pages of existing content	Included
Project Enhancements & Functionality	6 Hours of Group Webinar Training	Included
Hosting & Security	Gold Hosting and Security Hosting server storage not to exceed 5 GB	Included

Total Investment Year 1 **$9,805**

(Find out below how our CivicPlus Advantage alternative payment plan can assist you)

Ongoing Protection Services allows you to receive maximum benefit at minimal cost and protecting your investment is important. You'll receive system enhancements, maintenance and optimization and have full access to our support staff so your site stays up to date with our latest features and functionality. Includes redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, recurring training, and access to the CivicPlus community.

Billed 12 months from contract signing - subject to annual 5% increase year three and beyond (Beginning Year 2) **$1,995**

CivicPlus Advantage eases the budgetary impact of your new site and provides a **level payment plan** option which will dramatically lower your Year 1 Investment, project development and start-up costs. Through a minimum four-year contract, this **zero interest plan** spreads your investment costs over the life of the contract.

	1st year	2nd year	3rd year	4th year
CivicPlus Advantage Annual Investment Payments	$4,599	$4,599	$4,599	$2,095

ACHIEVING YOUR VISION

Pacific is seeking development of a user-friendly site that can deliver large amounts of content that may change frequently to various stakeholder audiences. In addition to a flexible, user friendly site with an intuitive interface, there must be a web-based, database focused administration tool that allows key staff to easily manage updates and content without directly accessing source code or high-level coding functions.

How will we deliver this success for you? We propose the following approach to achieve your vision - our **CORE** program. You will benefit in a multitude of ways:

- **A templated website designed with your guidance and your community in mind** – Our designers work with you to develop a website featuring one of our four outstanding template layouts that will meet your unique needs and requirements.

- **Government processes re-engineered with web applications** – The modules, features and functionality included in our CORE program, through our GCMS®, will allow your staff to simplify the process for site visitors and automate internal procedures.

- **Continuing Partnership** - means your questions are always answered – We don't disappear after your website is launched. Our support team ensures your complete satisfaction with our products.

- **Community** – CivicPlus users have their own social network, CivicPlus Connection. Here, users can connect with more than 1,900 cities, counties and other government entities to share ideas and make suggestions for bettering CivicPlus and our products. We are always listening!

- **Group (with other clients) web-based training** – Designed to meet your needs and capabilities to allow your staff to hit the ground running at Go Live.

We set high standards for government websites with our services – technology and trends are always changing - with CivicPlus, your content management system will be upgraded to keep pace with industry improvements and your visitors' changing needs.

OUR PHILOSOPHY

We will deliver a customized, responsive website design reflecting your vision with intuitive navigation and page layout with unlimited submenus and subpages. True live editing and training is included so your staff can be efficient on day one of your website. Interactive functionality through our GCMS® and continuously updated, cutting-edge solutions will be designed by experts - specifically for you.
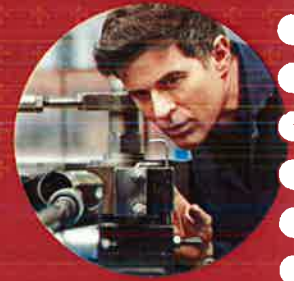
DID YOU KNOW?

82% of users have completed at least one transaction on a government website and 69% have completed more than one.

Source:
Public Policy & Administration University of Utah, 2012

CORE WEBSITE
FEATURES & FUNCTIONALITY

Consulting, design, usability guidance, programming, secure hosting and dedicated training - CivicPlus delivers all of this and more during the development of your new website.

These are all essential elements to a successful project and all delivered by CivicPlus on your project. Our approach focuses on collaboration with you on each step in the process - this is a partnership. Our proven development approach and team of specialists will ensure a project that yields the most value for your dollar and communicates your vision.

The CivicPlus **CORE** package includes the CivicPlus GCMS® with the following essential modules and functionality:

Modules	Functionality
Admin Home/Dashboard	Action Items Queue
Calendar	Dynamic Sitemap
Document Center	Dynamic Breadcrumbs
Frequently Asked Questions	Automated PDF Converter
Form Center	Printer Friendly / Email Page
Image Center	RSS Feed Setup
News Flash	Mobile Responsive Design
Notify Me® (E-mail only)	Site Map
Quick Links	Site Search & Entry Log
Staff Directory	User & Group Administration Rights
Slideshow	Expiring Items Library
	Links Redirect
	Drag and Drop
	Online Editor for editing and page creation (WYSIWYG)
	Links to Social Media Accounts

HOSTING & SECURITY SERVICES CORE WEBSITES

CivicPlus protects your investment and takes hosting and security of our client sites seriously. Redundant power sources and internet access ensures consistent and stable connections. We invest over $1.0m annually in to ensure we adapt to the ever-changing security landscape while providing maximum availability. To help ensure your Core website is protected at the level you need, CivicPlus offers two options for coverage.

Included Hosting & Security Package

CivicPlus' extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled. From our secure data center facilities to constant and vigilant monitoring and updating of your system, including 99.7% guaranteed up-time. We've got you covered.

**TOP CONSEQUENCES
OF AN ATTACK**

REPUTATION DAMAGE 01

02 DIMINISHED PRODUCTIVITY

REVENUE LOSSES 03

SOURCE: PONEMON INSTITUTE, MARCH 2015

Gold Hosting & Security Package

If disaster recovery and faster RTO and RPO times are important to you, upgrading to the Gold hosting and security package will help assure business continuity for your community. A fully redundant secondary geographically dispirate data center gives you the peace of mind in the event of a disaster. We've got you covered.

Ongoing Protection Services

Whether you choose the included or Gold hosting and security package if you experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options available to you at the time of event. Whatever your needs are we have an option that will be a fit for your community.