

City of Redmond, Washington

Website Redesign Phase 2 - RFP 10599-17/DKK - Re-bid



Presented by:
Phil Carselowey, Regional Sales Manager

Executive Summary & Overall Approach



Experience and Stability

CivicPlus has been under the same ownership since our founding over 20 years ago, and we now serve more than 2,500 clients. This level of experience and stability offers you peace of mind and confidence that your website redesign will be successful. By partnering with CivicPlus, Redmond will receive the following:

- **EASY-TO-USE CMS**

Our CivicEngage Content Management System (CMS) is developed specifically for local government with unique functionality to streamline your processes and offer self-service options to reduce call volumes and walk-ins for common requests. With 40+ modules and tools available, CivicEngage will empower your staff to update your website content easily and often. Additional benefits of the CivicEngage CMS include webpage version controls, customizable levels of user-rights, searchable data, accessible customer support services, instantaneous functionality updates, comprehensive security and much more.

- **MOBILEADMIN APP**

With this administrative app, you can share important information anywhere at anytime by securely adding, modifying, and approving categories and items for CivicEngage's module Alert Center. (Upgrade available to include News Flash, Calendar, and Citizen Request Tracker.)

- **SECURE HOSTING, CLOUD-BASED ACCESS**

Provide peace of mind for your staff and community that your site is in good hands. Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating. We guarantee a 99.9% uptime for your website (excluding maintenance). No need to log into a network - access can be achieved anywhere from nearly any device.

- **24/7/365 SUPPORT**

Our helpful in-house support team is available via telephone, email and live chat to ensure your complete and ongoing satisfaction with our products and service.

- **DEDICATED PROJECT TEAM**

A specialized team of experts will assist you throughout the development process including a project manager, an art director, content developers and a trainer/consultant.

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- **CIVICADVISE CONSULTING**

During four (4) days of on-site sessions, a CivicPlus consultant will work with departments within the City to recognize the most important information needed for navigation in order to implement and sustain a successful website with alignment of your strategic goals.

- **CUSTOMIZED TRAINING**

The City will receive four (4) days of on-site Implementation Training as well as two (2) days of web-based Post-Go Live Refresher Training.

- **ACCOUNT MANAGEMENT**

The City will be given a dedicated account manager to help you implement the tools needed to successfully meet the level of community engagement that you desire. This specialized team member can provide you with further information on how to engage your citizens, utilizing the tools on your new website.

- **GUARANTEED REDESIGN**

At the end of your fourth year of continuous service with us, you're eligible to receive a basic website redesign with no further out-of-pocket expense. Your website stays current and won't need to be rebuilt.

Company & Contact Information

Contact Information

Phil Carselowey
Regional Sales Manager
carselowey@civicplus.com
785-410-5254

Primary Office

302 S. 4th St, Ste 500
Manhattan, KS 66502
Toll Free: 888-228-2233
Fax: 785-587-8951

Company Founder

Ward Morgan
Owner and
Chairman of the Board

Purchasing Vehicles

GSA Contract #:
GS-35F-0124U
TIPS/TAPS Contract #:
2092613zz
Interlocal Purchasing

Company Website

www.CivicPlus.com

Legal Name

CivicPlus, Inc.

State Incorporated:

Kansas

Date Incorporated:

June 1998



Phil Carselowey
Regional Sales Manager
carselowey@civicplus.com
785-410-5254



Jeff Logan
Vice President of Sales
(Authorized to legally bind CivicPlus)

Responses to RFP Questions

System and Implementation

- **Implementation Plan** – Information on our implementation process (Project Schedule) is located on page 8.
- **Responsive Design** – As part of providing industry-leading technology, responsive design is included with your CivicPlus site. Your site will adjust to the screen size of the device its being used. Our creative team will work closely with the City to develop the right design that conveys your design vision with our CMS requirements.
- **Testing Methodologies** – We have solid, tested QA processes in place which ensure that we build quality upfront in our products and not just test it late in the process. This provides a cushion between the development environments and clients to assure that everything that rolls out to clients is approved by the QA team.

Training Services

Through four (4) days on-site in Redmond, our trainers will ensure your staff gains the confidence to effectively and easily maintain your new website with our WYSIWYG live editing tools, intuitive user interface and best practice guidelines. In addition, your staff will be able to refresh their knowledge and skills working with the CivicEngage CMS through two (2) days of virtual sessions after the launch of your new site with our Post-Go Live Refresher Training. You will also have 24/7 access to our online Help Center where users can review articles, user guides, FAQs, and can get tips on best practices.

Content Migration

One of our Content Development teams will manually migrate text, documents, and images from your current site to your new CivicPlus site - saving your staff hours of effort, ensuring consistency, accessibility, and that your information is easier to access and navigate. The Content Developers pay close attention to how the information is organized, structured and presented so that your website is easy-to-navigate for people who aren't familiar with government. We base our content development best practices on usability, consistency, Americans with Disabilities Act (ADA) and WCAG compliance standards from leading industry experts like HowTo.gov, and the Research-Based Web Design and Usability Guidelines (PDF) from Usability.gov.

Content Management System (CMS)

We recommend using the CivicEngage CMS. It is a robust and flexible CMS that has all of the features and functionality you need today and in the future. Developed specifically for government entities, CivicPlus provides a powerful content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website instantaneously. The CivicEngage CMS utilizes Microsoft SQL Server, ASP, JavaScript and HTML for web development. Below is a list of features requested by the City. For more details on all of CivicEngage's functionality, please reach out to Gary Stachler.

Required Features

- **Site Search and Search Log** – Our predictive site search automatically indexes all content making it easy for visitors to find information. All search words are kept in a log, so you can see highly searched information.
- **Responsive Pages** – All pages of your new website will be built to be responsive so your site adjusts to the screen size of the device being used.
- **News** – News Flash provides a dynamic place to post important and timely news and announcements.
- **Translation** – Integration with Google Translate instantly translates web pages to over 100 other languages.
- **ADA Compliance** – As an industry leader with more than 2,500 local government clients, CivicPlus takes accessibility compliance seriously. CivicPlus best practices include code-base updates and content standards that reference the latest ADA requirements and Web Content Accessibility Guidelines (WCAG) 2.0.
- **Banner Capabilities** – You will be able to display banners with special effects on photos or short videos.
- **Photo Gallery** – The Photo Gallery Module is designed to allow you to store and display photographs in a central location to showcase to your citizens and the world the best that your community has to offer.
- **Calendar** – The Calendar Module supports multiple views, including a monthly view that displays all the events in a month. Events can be set on a one-time basis or as recurring events for multiple months in advance, with short descriptions and hyperlinks to display the event details.
- **Blog** – Post about community topics and allow citizen comments and subscriptions with the Blog Module.
- **Forms** – Form Center has customizable forms for questions, requests and feedback or to sign up for various events and activities. Any form submitted on your website can be sent via email to as many people as you wish and/or be kept in a backend database with basic analytical reporting available.

- **Scheduled Publishing** – Simply select the date and time desired for the material to publish and/or unpublish.
- **Version History** – The CMS includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content so that previous versions can be accessed or used, if necessary.
- **Designer Level HTML/CSS Access** – HTML code can be used throughout the website for advanced users. We have also included Design Center Pro with your project. Design Center Pro is a suite of graphic design tools that allow you to build, modify and manage your website design at an advanced level including widget management, incorporation of color/fonts outside of the current site palette, and the ability to modify the layout of your design.
- **Monitoring & Reporting** – Modules in the CivicEngage CMS have various reporting features. To further your monitoring of your website, analytics are provided (more information below).
- **SEO** – We will include not only optimal keywords, but clear, direct and descriptive content throughout your site. Relevant descriptors and keywords are used as part of the setup of each new page in our process – making your site easier to find and keeping it top-of-mind for your visitors. During the content migration and training, we will work with you to determine the best practices of including searchable terms and descriptors and train your staff on best practices to do the same for future pages.
- **Analytics** – In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Piwik Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.

Optional Features

- **SEO** – Search Engine Optimization is a service that we provide to every CivicPlus client, both during implementation and by providing your staff with best practices during training.
- **Recommended Services** – We have included Design Center Pro, ADFS Integration and CivicAdvise Consulting to your website project to enhance your experience and create a website that you are 100% satisfied with. If the City desires, we have many other enhancements for website projects as well as other web-based products to strengthen your online presence and engagement with your citizens. Please reach out to Gary Stachler for additional information.
- **Accounts & Profiles** – With My Dashboard, residents and users can set up a profile on your website that allows them to pick and choose the information that automatically becomes fed to their dashboard upon site login.

Additional CMS Features

- **User Roles & Access** – A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website. Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve the pages.
- **Development & Preview** – The CivicEngage CMS provides simple-to-use tools for your entire staff to contribute to your web presence. It's easy to add new content, edit old content, and keep page layout consistent through use of our WYSIWYG editor and drag-and-drop live editing.
- **Active Directory** – We can incorporate the City's Active Directory Federated Services into the CivicEngage CMS.
- **HTTPS Only Web Environment** – We will provide the City with one (1) SSL certificate for your website.

Hosting Services

Redundant power sources and internet access ensures consistent and stable connections. We invest over \$1.0M annually to ensure we adapt to the ever-changing security landscape while providing maximum availability.

- **Geographical Presence** – CivicPlus maintains a “warm” off-site facility (Phoenix, AZ) for hosting in the event of complete failure of the primary hosting facility (Kansas City). We do have additional, non-disclosed back-up locations in the event additional locations are needed.
- **SSL Certificates** – We have included one (1) SSL certificate with your website project.
- **Dynamic Scaling Capabilities** – We operate with a Microsoft stack using multi-tenancy to allow for optimum load balancing.
- **DDoS Protection** – Monitoring and alerts are in place to detect any type of DDoS. A mass majority of attacks are just handled by the Data Center without customers being affected. Any attack that does affect clients is handled through our SOP's which includes the network operations and support teams working together to remedy the situation and communicate with clients. We will also work with authorities and share any logs necessary to assist the authorities.
- **Dedicated Hosting Levels** – To help ensure your site is protected at the level you need, CivicPlus offers two options for coverage. We propose the Included Hosting & Security Package for your website project. The City may upgrade to the Platinum Hosting & Security Package - please see Gary Stachler for more details.
 - **Included Hosting & Security Package** – Your system is monitored 24/7/365. 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 99.9% guaranteed up-time (excluding maintenance), we've got you covered. If you choose the Included Package and experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options that are available to you at the time of event. Whatever your needs are, we have an option that will be a fit for your community.
 - **Platinum Hosting & Security Package** – Our Platinum package protects your site through all of our included hosting and security features, but also adds the peace of mind of comprehensive and continuous DDoS protection and faster RPO and RTO times.. Our team has been pressure tested by high-profile events and has the experience and expertise to handle any situation. We've got you covered.
- **Support Hours & SLA** – Our live support personnel are available from 7 a.m. to 7 p.m. (CST) to field your calls, emails, and live chat. Emergency services are available free of charge after regular hours with our on-call staff 24-hours a day. We have Service Level Agreements which include a 99.9% uptime (excluding maintenance) and service credits for each of our Included and Platinum hosting packages. A copy of our SLA may be provided to the City upon request.
- **Updates** – Our Maintenance window is from 10PM Central Saturday nights to 6AM Central Sunday mornings. Any maintenance on servers are regularly scheduled to occur during this time unless an out-of-band maintenance is warranted. All critical updates are applied after testing unless they are a very high security risk in which they will be applied out of band. All others are evaluated and installed if needed. Sites are normally available during this window period. If there is an event that requires no risk of any downtime, it can be communicated through support or your account manager that you do not wish to receive the pushes, and it can be scheduled for a later date.
- **Disaster Recovery** – Our primary hosting facility is a Tier II data center housed in one of the key fiber transit buildings for Kansas City. The facility is of a redundant design in terms of infrastructure, network and servers, meaning multiple internet providers and power sources to prevent downtime. All of the facility's database and web servers are backed up nightly; all backups are stored securely off-site. CivicPlus maintains a “warm” off-site facility for hosting in the event of complete failure of the primary hosting facility. Data housed at the primary facility is replicated at CivicPlus' backup disaster-recovery location on a daily basis. During activation of the disaster-recovery plan, the backup facility springs into operation immediately and is fully operational with all hosted sites replicated and online in as little as three hours. Our Included package has an RPO of 24-hours and RTO of 8 hours. Our Premium package has an RPO and RTO of 4 hours.

Experience & Capabilities



CivicPlus' team of over 250 professionals develop and deliver superior web technology, human resources efficiency, parks & recreation management functionality and mass notification solutions for our clients.

CivicPlus is the integrated technology platform for local government, working with over 2,500 local governments including municipalities, counties, and municipal departments. CivicPlus' focus to help local governments work better and engage their citizens through their web environment began in 1994 in Manhattan, Kansas by the owner, Ward Morgan. CivicPlus became a Kansas Corporation in 1998 and is still headquartered in this vibrant university town. Our commitment to deliver the right solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a world leader in government web technology.

CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients, their 55,000+ internal users and the 60 million online visitors (and counting!). We consider it a privilege to partner with our clients and provide them with a solution that will serve their needs today and well into the future.



CivicPlus Communities

As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site adjusts to the screen size regardless of the device they are using. CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including: Internet Explorer, Firefox, Safari and Chrome. This flexibility provides a seamless user experience.

Your website will be designed, developed, and implemented by CivicPlus trained professionals. No aspects of the project will be outsourced or subcontracted.

CivicPlus understands and agrees to obtain a City of Redmond business license as a requirement for performing the services contained in this proposal and will do so upon selection as the City's vendor.

Project Staff

CivicPlus' project development approach has been proven successful in the launching of over 2,500 government-related websites. As a part of that successful process, it is our policy to assign individual team members at the project start. Your individual, dedicated team members will be determined just prior to kick-off so we can be sure they will be available to begin your project immediately and work directly with you throughout the entire process. This process helps ensure we deliver the attention and effort you need and deserve to create a website that achieves your vision of success. Please see attached for additional information on our team leaders.

Exhibit 2: Pricing Methodology

Year 1 Investment

\$85,945

Website Design, Development & Deployment

- CivicEngage Content Management System (including upgrades, hosting, maintenance & support)
- Migration of up to 1,500 pages for url: www.redmond.gov
- Platinum Hosting & Security Upgrade for www.redmond.gov

Professional Consulting Services & Training

- 4 Days On-Site CivicAdvise Consulting (travel costs included)
- 4 Days On-Site Implementation Training for up to 12 Staff Members (travel costs included)
- 2 Days Web-Based Post-Go Live Refresher Training for up to 6 Staff Members/Session

Projects Enhancements & Functionality

- | | |
|---------------------------------------|---|
| ■ MobileAdmin App (with Alert Center) | ■ ADFS Integration |
| ■ Design Center Pro | ■ 1 SSL Certificate for URL www.redmond.gov |

Year 2 & Beyond - Annual Hosting/Maintenance

\$11,590

Receive maximum benefit at minimal cost while protecting your investment. Each year of your contract, 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. Your annual services fee includes redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, and access to the CivicPlus community. Annual Hosting/Maintenance Services are subject to a cumulative annual 5% technology fee increase beginning Year 3.

Project Investment

CivicPlus prices on a per project basis. We have found that this type of pricing structure eliminates surprise costs and is overall more cost effective. We have presented the most cost effective solution while still meeting your needs. This model of pricing eliminates the uncertainty of paying by the hour and provides you with a concrete price that only varies if additional functionality of work outside of the original project scope is requested.

Redesign Guarantee

At the end of your fourth year of continuous service with us, you are eligible to receive a basic website redesign with no further out-of-pocket expense. Keep your website fresh, innovative and up-to-date!



Addendum 1 to Exhibit 2 – Platinum Hosting, Support and Service Level Agreement

Hosting Details

Data Center	<ul style="list-style-type: none">• Highly Reliable Data Center• Managed Network Infrastructure• On-Site Power Backup & Generators• Multiple telecom/network providers• Fully redundant Network• Highly Secure Facility• 24/7/365 System Monitoring
Hosting	<ul style="list-style-type: none">• Automated GCMS® Software Updates• Server Management & Monitoring• Multi-tiered Software Architecture• Server software updates & security patches• Database server updates & security patches• Antivirus management & updates• Server-class hardware from nationally recognized provider• Redundant firewall solutions• High performance SAN with N+2 reliability
Bandwidth	<ul style="list-style-type: none">• Multiple network providers in place• Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack)• 45 Gb/s burst bandwidth
Disaster Recovery	<ul style="list-style-type: none">• Emergency After-hours support, live agent (24/7)• On-line status monitor at data center• Event notification emails• Guaranteed recovery TIME objective (RTO) of 4 hours• Guaranteed recovery POINT objective (RPO) of 4 hours• Pre-emptive monitoring for disaster situations• Multiple data centers• Geographically diverse data centers
DDoS Mitigation	<ul style="list-style-type: none">• Defined DDoS Attack Process<ul style="list-style-type: none">• Identify attack source• Identify type of attack• Monitor attack for threshold engagement• DDOS Advanced Security Coverage<ul style="list-style-type: none">• Continuous DDoS mitigation coverage• Content Distribution Network support• Proxy server support• Live User Detection service

Support and Maintenance

Support Services

CivicPlus' on-site support team is available from 7:00 am to 7:00 pm CT to assist clients with any questions, concerns or suggestions regarding the functionality and usage of CivicPlus' GCMS® and associated applications. The support team is available during these hours via CivicPlus' toll-free support number and e-mail. Support personnel will respond to calls as they arrive (under normal circumstances, if all lines are busy, messages will be returned within four hours; action will be taken on e-mails within four hours), and if Client's customer support liaison is unable to assist, the service escalation process will begin.

Emergency support is available 24-hours-a-day for designated, named Client points-of-contact, with members of both CivicPlus' project management and support teams available for urgent requests. Emergency support is provided free-of-charge for true emergencies (ie: website is down, applications are malfunctioning, etc.), though Client may incur support charges for non-emergency requests during off hours (ie: basic functionality / usage requests regarding system operation and management). The current discounted rate is \$175/hour.

CivicPlus maintains a customer support website that is accessible 24-hours-a-day with an approved client username and password.

Service Escalation Processes

In the event that CivicPlus' support team is unable to assist Client with a request, question or concern, the issue is reported to the appropriate CivicPlus department.

Client requests for additional provided services are forwarded to CivicPlus' Client Care personnel.

Client concerns/questions regarding GCMS® or associated application errors are reported to CivicPlus' technical team through CivicPlus' issue tracking and management system to be addressed in a priority order to be determined by CivicPlus' technical team.

All other requests that do not meet these criteria will be forwarded to appropriate personnel within CivicPlus' organization at the discretion of the customer support liaison.

Included Services:	
Support	Maintenance of CivicPlus GCMS®
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel Usability Improvements Integration of System Enhancements Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Routine Follow-up Check-ins CivicPlus Connection	Install Service Patches for OS System Enhancements Fixes Improvements Integration Testing Development Usage License

CivicPlus Service Level Agreement

CivicPlus will use commercially reasonable efforts to make the GCMS® available with a Monthly Uptime Percentage (defined below) of at least 99.9%, in each case during any monthly billing cycle (the "Service Commitment"). In the event CivicPlus does not meet the Service Commitment, you will be eligible to receive a Service Credit as described below.

Definitions

- "Monthly Uptime Percentage" is calculated by subtracting from 100% the percentage of minutes during the month in which the GCMS, was "Unavailable." Monthly Uptime Percentage measurements exclude downtime resulting directly or indirectly from any Exclusion (defined below).
- "Unavailable" and "Unavailability" mean:
 - The HTML of the home page of the site is not delivered in 10 seconds or less 3 times in a row when tested from inside our network and returns a status of 200.
 - The Main page of the site returns a status other than 200 or 302 3 times in a row.
- A "Service Credit" is a dollar credit, calculated as set forth below, that we may credit back to an eligible account.

Service Commitments and Service Credits

Service Credits are calculated as a percentage of the total charges paid by you (excluding one-time payments such as upfront payments) for the month (beginning with the first full month of service) in accordance with the schedule below.

Monthly Uptime Percentage	Service Credit Percentage
Less than 99.9%	1% of one month's fee

We will apply any Service Credits only against future payments otherwise due from you. Service Credits will not entitle you to any refund or other payment from CivicPlus. A Service Credit will be applicable and issued only if the credit amount for the applicable monthly billing cycle is greater than one dollar (\$1 USD). Service Credits may not be transferred or applied to any other account. Unless otherwise provided in the Client Agreement, your sole and exclusive remedy for any unavailability, non-performance, or other failure by us to provide the service is the receipt of a Service Credit (if eligible) in accordance with the terms of this SLA.

Credit Request and Payment Procedures

To receive a Service Credit, you must submit a claim by opening a case with Support. To be eligible, the credit request must be received by us by the end of the second billing cycle after which the incident occurred and must include:

1. the words "SLA Credit Request" in the subject line;
2. the dates and times of each Unavailability incident that you are claiming;
3. the affected Site domains; and
4. Any documentation that corroborate your claimed outage.

If the Monthly Uptime Percentage of such request is confirmed by us and is less than the Service Commitment, then we will issue the Service Credit to you within one billing cycle following the month in which your request is confirmed by us. Your failure to provide the request and other information as required above will disqualify you from receiving a Service Credit.

SLA Exclusions

The Service Commitment does not apply to any unavailability, suspension or termination of GCMS®, or any other GCMS® performance issues: (i) that result from a suspension; (ii) caused by factors outside of our reasonable control, including any force majeure event or Internet access or related problems beyond the demarcation point of CivicPlus; (iii) that result from any actions or inactions of you or any third party; (iv) that result from your equipment, software or other technology and/or third party equipment, software or other technology (other than third party equipment within our direct control); (v) that result from any maintenance as provided for pursuant to the Client Agreement; or (vi) arising from our suspension and termination of your right to use the GCMS® in accordance with the Client Agreement (collectively, the "SLA Exclusions"). If availability is impacted by factors other than those used in our Monthly Uptime Percentage calculation, then we may issue a Service Credit considering such factors at our discretion.

Disaster Recovery Feature Service Commitment

CivicPlus will use commercially reasonable efforts to insure that in the event of a disaster that make the Primary data center unavailable (defined below) Client site will be brought back online at a secondary data center (the "Service Commitment"). In the event CivicPlus does not meet the Service Commitment, you will be eligible to receive a Service Credit as described below.

Definitions

- "Datacenter availability" is determined by inability to provide or restore functions necessary to support the Service. Examples of necessary functions include but are not limited Cooling, Electrical, Sufficient Internet Access, Physical space, and Physical access.
- A "Service Credit" is a dollar credit, calculated as set forth below, that we may credit back to an eligible account.
- Recovery Time Objective (RTO) is the most anticipated time it will take to bring the service back online in the event of a data center event.
- Recovery Point Objective (RPO) the amount of data lost that is considered acceptable.

Service Commitments and Service Credits

Service Credits are calculated as a percentage of the total charges paid by you (excluding one-time payments such as upfront payments) for the month accordance with the schedule below.

Recovery Time Objective	Service Credit Percentage
4 Hours	10% of one month's fee
Recovery Point Objective	Service Credit Percentage
4 Hours	10% of one month's fee

Project Schedule



Consulting, design, usability guidance, programming, secure hosting and dedicated training - CivicPlus delivers all of this and more during the development of your new website. Exact development timelines can vary due to scope, client availability, milestones set and other factors. To deliver the best possible solution for the City's web environment, your project development is estimated at 28+ weeks.

	<h2>Phase 1: Initiate/Kick-Off Meeting 1-2 Weeks</h2> <p>Tasks: Assign a project manager; conduct a kick-off meeting; establish a communication plan; identify all key internal and external stakeholders; develop a project plan and timeline; provide project management and support</p> <p>Deliverables: Project timeline; training jump start; online forms; kick-off meeting</p>
	<h2>Phase 2: Analyze 3-6 Weeks</h2> <p>Tasks: Provide communication support and status to key stakeholders; review goals and expectations to ensure all needs are clearly understood; four (4) days of web-based Navigate Consulting</p> <p>Resources: Completed Functionality and Design Form, Web Team Form and Content Form; graphics for new site; statistics from the current website for previous 12 months; list of all divisions and/or departments in the organization; list of third-part and in-house developed applications being utilized; site map or outline of the current website's navigational structure; list of content on the primary website that must remain intact, verbatim</p>
	<h2>Phase 3: Design & Configure 4-9 Weeks</h2> <p>Tasks: Present a prototype in design presentation meeting, begin development once approved</p> <p>Deliverables: Website grayscale layout and mood board color pallet presentation</p> <p>Milestones: Website Layout billing milestone</p>
	<h2>Phase 4: Optimize 3-8 Weeks</h2> <p>Tasks: Present a fully functional website on production URL, up to 1,500 pages of existing content migration including Microsoft Word and .pdf documents as well as previous three years of agendas and minutes, conduct a quality review of the website after approval of design and functionality, coordinate training needs</p> <p>Deliverables: Website design and production</p>
	<h2>Phase 5: Training & Education 1-4 Weeks</h2> <p>Tasks: Four (4) days of on-site training for up to 12 staff per session, provide access to online training manuals and videos for additional assistance;</p> <p>Deliverables: Train System Administrator(s) on CivicEngage administration, permissions, setting up groups, users and module administration. Basic user training on pages, module entries and applying modules to pages</p> <p>Milestones: Training billing milestone</p> <p>Resources: Provide location for training with internet access; provide computers for training</p>
	<h2>Phase 6: Launch 1-2 Weeks</h2> <p>Tasks: Address system issues identified, redirect the domain name to the newly developed website after you have signed off on completed projected</p> <p>Deliverables: Custom website launched to the public; Two (2) additional days of web-based training for up to six (6) staff members post launch</p>

References & Work Samples



We have assisted more than 2,500 clients throughout the United States, Australia and Canada with the design, implementation and hosting of new, engaging, innovative and functional websites. Included are just a few examples of relevant sites, similar in scope, which we have designed. Please see Attachment 2 for an additional Work Sample.

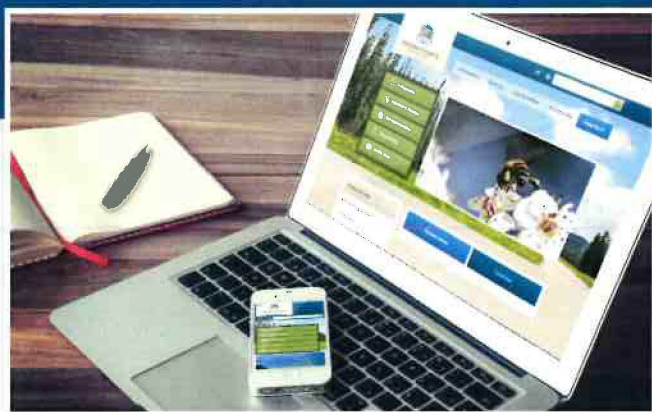


KENNEWICK, WASHINGTON
www.go2kennewick.com

Christina Palmer, Director of Management Services
509-585-4486 | Christina.Palmer@ci.kennewick.wa.us



SPOKANE COUNTY, WASHINGTON
www.spokanecounty.org
Kirsten Frost, Senior GIS Analyst
509-477-7216 | kfrost@spokanecounty.org



YAKIMA COUNTY, WASHINGTON
www.yakimacounty.us
Melissa Peachey, Interim Marketing Director
972-941-7324 | melissap@plano.gov

Attachment 1 Staff Resumes



A dedicated project team will assist you throughout the development process to ensure your project's success and your complete satisfaction. Our expert project leaders will coordinate your needs with qualified specialists who will work directly with you throughout your project and beyond.



Adam Block – Manager of Project Administration

Adam 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.

Education
BS Business Administration
Management
Economics

Resume
Lead Project Manager
Financial Services

5+ Years of Experience
Project Management
Business Management
Team Building
Customer Service



Zach Myers – Lead Graphic Designer

The team of designers, developers and art directors partner with the team project manager in designing and creating our websites. He will coordinate the creative approach with a dedicated senior art director to assist the project manager in the visual direction of your project. Our creative services staff, all with Bachelor of Fine Arts degrees, are responsible for each website overview and uniqueness of design and will work with you until it achieves your vision.

Education
Bachelors of Fine Arts
Graphic Design

Resume
Lead Senior Designer
Design & Development

7+ Years of Experience
Branding
Illustration
Visual & Web Design



Amanda Felber – Assistant Manager of Content Development

Our expert content developers' goal is to migrate and arrange content for usability that exceeds the expectations of citizens and local government. Amanda's content development team strives to deliver a website on schedule that is easily understood, ADA compliant for Section 508 and WCAG Level A & AA, which can be efficiently maintained.

Education
BA in Psychology
Minor in Writing
Coursework in Editing, Business,
and HTML

Resume
Content Developer II
Lead Content Developer

7+ Years of Experience
Customer Service
Team Building
Leadership Coaching
WCAG/ADA Compliance
Web Best Practices for Usability



Jim Flynn – Director of Information Security and Infrastructure

Jim coordinates and manages our in-house experts on the technical aspects of your project development. His team will develop your new website so it delivers the functionality and integration you need. Jim also leads our hosting and security services to ensure your new website is safe, maintained, and remains updated.

Education
BA Computer Information
Systems

Resume
System Architect
Information Technology Director

18+ Years of Experience
Cyber Security
Network Infrastructure
System and Software Architecture



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 consulting and training services you need to achieve success.

Education

MA in Education/Adult Education Training
& Training
BS in Psychology
AA in Business Management

Resume

Consulting

10+ Years of Experience

Customer Service
Best Practices & Website Optimization
US Army Veteran



Sumre Amerin – Manager of Account Management

Upon launch of your website to the public, Sumre will assign an account manager to your account. Your dedicated account manager is a specialized team member that will ensure you stay current on CivicPlus solutions. This individual is your main point of contact and will partner with you to create an on-going strategy to better engage your citizens by utilizing the tools and products that CivicPlus has to offer.

Education

BS in Integrated Services

Resume

Performance Management
Consultant
Sales Manager

5+ Years of Experience

Leadership
Customer Service
Project Management
Process Improvement



Constance Huseth – Manager of Client Support

Constance Huseth manages the technical support team for all CivicPlus products. Upon launch of your new CivicPlus website, any technical questions or issues you may encounter may be reported to your CivicPlus Technical Support Team. This specialized team operates on a 3 tier, product specific, escalation process to report technical issues to the products development team and works hand-in-hand with our Help Center to continually improve online assistance content and best practices information.

Education

BA English, Communication

Resume

Technical Support Specialist
Documentation and
Communications Manager

5+ Years of Experience

Technical Support
Business Management
Team Building
Customer Service

Attachment 2 Work Sample



Springfield, Missouri

"I like that the CivicPlus system is government specific. It's not a platform you could get off the shelf somewhere. CivicPlus understands government-related services. They know what we're looking for. When I tell them our citizens need certain functionality, they try to figure out a way to help us accomplish that. And the support is phenomenal. Very responsive, helpful, and easy to understand." – Nichole Plowman, Administrative Systems Analyst

Before CivicPlus

Springfield's old website wasn't quite getting the job done, according to Systems Analyst Nichole Plowman. It was self-hosted, static and difficult to use and maintain. They were using web design programs that required technical expertise. "Also, there was no approval process, so when anyone made an update it was automatically published, whether it was done correctly or not."

The site's navigation was another big issue. Finding things from a user perspective wasn't intuitive and updating any navigational changes on the back end was a cumbersome process. "Our old templates didn't update the way they were supposed to, so every time we added a new page, we had to add that new link to multiple pages throughout the site," said Plowman. "It was really a huge problem."



The City also wanted a responsive design and a mobile app that both citizens and staff could access on-the-go, as well as a hosted solution that ensured their website was secure, backed up, and available 24/7.

After CivicPlus

Their maintenance issues have been solved by the CivicEngage CMS that allows staff of varying technical aptitudes to easily make changes. The system automatically updates the site navigation when new pages are added.

"Saving drafts of pages and the approval process is very simple now," Plowman said. "One thing I really like about the new system is the workflow. The departments can make changes to their own content, but we get a notification before it actually goes live, which is very helpful. I also love that permissions are customizable, so if some departments are capable of direct updates, I can set them up to direct publish and not affect the others that need approval."

The City is also thrilled with the mobile-friendly, responsive design features. "It's very easy to update anywhere, at any time, on many different devices," Plowman said. "The admin site is very intuitive and easy to use." Melissa Haase, Assistant Director of Public Information, agrees. "That's one of my favorite things about the system. You're not chained to