

TO: James L. App, City Manager

FROM: Meg Williamson, Assistant City Manager

SUBJECT: Visitor Website Redesign - Contract with Civic Resource Group (CRG)

DATE: April 16, 2013

NEEDS: For the City Council to authorize a professional service contract with Civic Resource Group (CRG) on behalf of the Travel Paso Robles Alliance (TPRA) for redesign of the TravelPaso website.

FACTS:

1. The TravelPaso website was created approximately four years ago when the City began its Tourism program. The website serves as a portal for visitor information, including: events, dining, recreation, and lodging opportunities.
2. The City and the Travel Paso Robles Alliance (TPRA) work collaboratively to market and maintain the visitor website. The TravelPaso website is still visually appealing; however, there are functional drawbacks on the "back end" of the website that limit its potential as an effective marketing tool.
3. The TPRA's 2013 Marketing Plan has identified the website redesign as a marketing priority and they have budgeted funding for this effort from their Business Improvement District (BID) assessment funds.
4. A Request for Proposals (RFP) was distributed to thirty five (35) design firms and notice of the RFP availability was published in local papers and on the City's website. Twenty two (22) proposals were received back.
5. An evaluation panel consisting of TPRA members and City staff screened the proposals and identified five (5) firms as finalists. Those finalists presented their proposals on March 15th and 22nd. Evaluation criteria included: overall approach to design and site functionality, timeline, budget and case studies/working examples of their product.
6. At their regular meeting of March 26, 2013, the TPRA voted to recommend that the City Council engage Civic Resource Group (CRG) in a professional service contract to undertake the TravelPaso website redesign.
7. The timeline for website redesign is approximately 4 to 5 months.

ANALYSIS &
CONCLUSION:

The TPRA's marketing efforts are designed to direct potential visitors to the TravelPaso website for information on visiting Paso Robles. A properly designed website is a powerful tool for both the visitor and the marketing destination itself. The current site is limited in its functionality at this time. The redesign of the TravelPaso website will refresh the look of the site and improve the "back end" functionality. The "responsive design" approach will create a compatible experience for both stationary and mobile computer devices, enhancing the TPRA's marketing efforts.

POLICY

REFERENCE: TPRA's 2013/14 marketing scope and budget.

FISCAL

IMPACT: The BID assessment is collected on a monthly basis and accumulates in a separately maintained fund. City staff provides administrative resources to facilitate the goals of the BID. The 2013/14 assessment levy is estimated to generate \$700,000 annually, to be spent on marketing and promotions.

The TPRA budget for web site redesign is \$75,000. The proposal from CRG is approximately \$66,000 with options for future hosting and maintenance that are within the established budget. There are no impacts to the General Fund beyond current levels of staff support/participation.

- OPTIONS:
- a. For the City Council to adopt Resolution No.13-XXX authorizing the City Manager to enter into a professional service contract with Civic Resource Group (CRG) on behalf of the Travel Paso Robles Alliance (TPRA) for the redesign of the TravelPaso Visitor Website.
 - b. Amend, modify or reject above option.

Attachments:

1. Resolution authorizing the City Manager to enter into a professional services contract with Civic Resource Group (CRG)
2. CRG Proposal - Scope of Work

RESOLUTION NO. 13-XXX

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES
AUTHORIZING THE CITY MANAGER TO NEGOTIATE AND ENTER INTO A PROFESSIONAL
SERVICE CONTRACT WITH "CIVIC RESOURCE GROUP" ON BEHALF OF THE TOURISM AND
LODGING PROMOTIONS BUSINESS IMPROVEMENT DISTRICT
FOR REDESIGN OF THE TRAVELPASO VISITOR WEBSITE

WHEREAS, at the request of the lodging industry within Paso Robles, the Business Improvement District (BID) was created by Ordinance 952 NS in December 2008 and has been renewed annually by City Council action; and

WHEREAS, the City Council formed a seven (7) member BID Advisory Committee (also known as the Travel Paso Robles Alliance, or TPRA) and adopted bylaws under which that group would operate to implement tourism and promotion goals associated with the collection and spending of the two percent (2%) BID assessment; and

WHEREAS, the TPRA oversees and guides the direction of BID fund spending and City staff provides fiduciary and administrative support; and

WHEREAS, the TPRA cannot, as an entity themselves, enter into contracts or make direct purchases, but the City can act as agent for those identified needs; and

WHEREAS, the City and the Travel Paso Robles Alliance (TPRA) work collaboratively to market and maintain the visitor website; and

WHEREAS, the TPRA has determined that in order to carry out its marketing goals that it is necessary/desirable to redesign the City's visitor website and improve its functionality; and

WHEREAS, the TPRA's 2013 Marketing Plan has identified the website redesign as a marketing priority and they have budgeted funding for this effort from their Business Improvement District (BID) assessment funds; and

WHEREAS, a Request for Proposals (RFP) was distributed to thirty five (35) design firms and twenty two (22) proposals were received back; and

WHEREAS, an evaluation panel consisting of both City staff and TPRA members screened the proposals and identified five (5) firms as finalists who presented to panelists on March 15th and 22nd where evaluation criteria included: overall approach to design and site functionality, timeline, budget and case studies/working examples of their product; and

WHEREAS, at their regular meeting of March 26, 2013, the TPRA voted to recommend that the City Council engage Civic Resource Group (CRG) in a professional service contract to undertake the TravelPaso website redesign.

THEREFORE BE IT HEREBY RESOLVED that the City Manager is authorized to negotiate and enter into a professional service contract with Civic Resource Group (CRG) on behalf of the Travel Paso Robles Alliance (TPRA) for redesign of the City's visitor website as described in the attached Proposal/Scope of Work (Exhibit A).

ADOPTED by the City Council of the City of El Paso de Robles at a regular meeting of said Council held on the 16th day of April, 2013 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

ATTEST:

Duane Picanco, Mayor

Caryn Jackson, Deputy City Clerk

February 14, 2013

Proposal for:

Travel Paso Robles Alliance (TPRA)

RFP – Visitor Website

Submitted to:

Travel Paso Robles Alliances (TPRA)
Attn: Shonna Howenstine & Victor Popp
100 Spring Street,
Paso Robles, CA 93446

Submitted by:

Civic Resource Group
915 Wilshire Boulevard Suite 2175, Los Angeles, CA 90017
www.CivicResource.com



CIVIC RESOURCE GROUP
FULFILLING THE PROMISE OF TECHNOLOGY™



CIVIC RESOURCE GROUP
FULFILLING THE PROMISE OF TECHNOLOGY™

February 14, 2013

Travel Paso Robles Alliance
Attn: Shonna Howenstine and Victor Popp
100 Spring Street,
Paso Robles, CA 93446

Re: Request for Proposal – Visitor Website

Dear Review Panel:

Civic Resource Group (CRG) is pleased to submit the enclosed web development proposal to the Travel Paso Robles Alliance (TPRA). CRG is a full-service digital consultancy priding ourselves in delivering transformative projects that can “reinvent” how public sector organizations do business in the digital age. CRG is ready to deliver a project that meets and exceeds all requirements in the RFP.

Since 2008, CRG has been working with the State of Wyoming Office of Tourism to help the State make the transition from a static web presence to a dynamic integrated system that is on par with the most advanced and best funded DMO's in the country. The State of Wyoming web portal designed and developed by CRG was awarded the 2011 Best Travel Website by the Web Marketing Association. The web portals we designed and developed for the Palm Springs Bureau of Tourism, and the City/County of Los Angeles ExperienceLA Tourism Portal have been similarly recognized with awards including Gold and Silver Addy Awards, second place for the Best Economic Development Website by the International Economic Development Council (IEDC), and the PC Magazine Editor's Choice for Best Online City Guide. We believe our track record speaks for itself. CRG will aim to deliver a redesigned website and web presence that will help to position Paso Robles as a premier tourism destination.

Should you require further information, or if it is necessary to schedule an interview/presentation, please do not hesitate to contact me directly at (213) 225-1170 extension 234, or by email at gregc@civicresource.com. As Managing Director, I am authorized to bind Civic Resource Group contractually (FEIN#95-4722996). We are truly excited about the opportunity to continue working with TPRA on this project and our team will look to deliver nothing short of a world-class interactive program.

Sincerely,

Gregory G. Curtin, Ph.D.
Managing Director

A. Company Profile

1. Introduction

Civic Resource Group (CRG) is an award-winning, full-service digital consultancy with the resources and expertise necessary to deliver a broad range of web design services for the Travel Paso Robles Alliance (TPRA). For more than a decade Civic Resource Group has been “Fulfilling the Promise of Technology” for our government clients, helping them to harness digital advances and form greater connections with their target audiences. We are a new breed of business, with a different approach, blending the best of new technology, interaction design and communications in the digital age.

CRG’s team of professionals possess a deep understanding of the full web lifecycle development process – from creative strategy/design and online branding to sophisticated backend system integration. In addition, CRG has served as award-winning technology/creative partners on numerous destination marketing projects for municipalities, counties, and statewide agencies throughout the US. We believe this domain expertise in not just web development, but destination marketing will allow CRG to deliver an impactful project for the City of Paso Robles.

CRG projects have won multiple awards—including Best of Industry: Travel Site for 2011 from the Web Marketing Association (WMA), ADDY Awards for online marketing, Digital Government Awards, and the prestigious PC Magazine Editor’s Choice—and are truly in the forefront in leveraging web technologies in the travel destination market. Our strategic vision and strong partnering approach on each project differentiate us from our competitors and allows CRG to consistently deliver award-winning projects to our wide spectrum of public sector clients. We look forward to the opportunity to work with TPRA on this important project and guide the organization in the creation of a new dynamic and engaging tourism website that will generate increased tourism to the region.

2. CRG Expertise

Public/Civic Sector Focus: CRG works exclusively with public agencies and civic organizations of all types, sizes and locality. CRG works in true partnering fashion with organizations, always maintaining flexibility in contracting and scoping matters, especially when new and innovative ideas present themselves during the course of a project. Our 12 years of focused experience in government funded projects, allows CRG intimate knowledge of the best practices and special needs of public sector agencies.

Full Service Technology Company: CRG is a full-service technology company with expertise in website design; web application development; GIS mapping; mobile design and development; interactive production and multimedia; database and systems integration; hosting and managed services; e-communications, social media and e-marketing. Our growing team has skills across ALL major technologies required for this RFP.

Deep Domain Expertise: CRG has worked with a wide range of clients in the civic sector on various projects including web portal development, web strategic planning, new media, IT planning/system upgrades, mobile application development and web application development. Our firsthand knowledge of governmental business and technology standards will be instrumental in the success of this project.

Commitment to Innovation and Value: CRG actively seeks out challenging, innovative and first of kind projects. We recruit only the best talent in interactive design and web development, and have delivered numerous award-winning web portal and web applications that have garnered industry and public sector attention nationally and internationally. On virtually every client engagement CRG provides value added services that were not even contemplated during the RFP stage—we work creatively with our clients to implement new ideas that have value.

Representative Clients



B. Project Samples

The following section demonstrates CRG's direct relevant experience and is followed by a descriptive overview of high profile projects that illustrate CRG's unique capabilities. The highlighted projects below are not meant to be an exhaustive list of all CRG client engagements.

City/County of Los Angeles – ExperienceLA.com Cultural Tourism Web Portal

www.experiencela.com

Civic Resource Group designed, developed and manages ExperienceLA.com, a one-of-a-kind web portal to promote Transit, cultural tourism, and economic development in the LA region to the local, national and international audiences. ExperienceLA was recently awarded the prestigious **PC Magazine Editor's Choice Award for Best Online Regional Guide**.

A collaboration led by various organizations in the LA region including the City of Los Angeles, the Community Redevelopment Agency, the Metropolitan Transportation Authority, and the Los Angeles County Arts Commission, ExperienceLA is a comprehensive program and web portal that provides information on attractions and events in the Los Angeles area, and provides directly usable public transit options and information on CRA/LA target areas to promote economic development.

CRG manages all aspects of the program including content development, online marketing, hosting, mobile support, and managing social networks.

The ExperienceLA.com web portal is database driven and managed through a central administrative/content management system that also allows over 3,000 organizations and venues to register and manage their own information at the site. The site includes interactive maps, searchable directories and event calendars, interactive tour itineraries, user input, electronic communications, and numerous other innovative features including RSS feeds.

Civic Resource Group recently developed and launched the Downtown Los Angeles Public Art & Historic Sites mobile application for the City of Los Angeles. CRG developed the mobile application both the iOS and Android platforms. The mobile application provides an easy to use interactive mobile map of downtown Los Angeles that dynamically pinpoints downtown area Historic Sites and



Public Art based on the user's location. Users can use their favorite social media such as Facebook, Twitter and foursquare to share information about the sites, including taking and uploading geo-tagged photos and providing comments. The mobile app also integrates real-time public transit data so that users can find public transit alternatives to get around Downtown Los Angeles and see all that it has to offer.



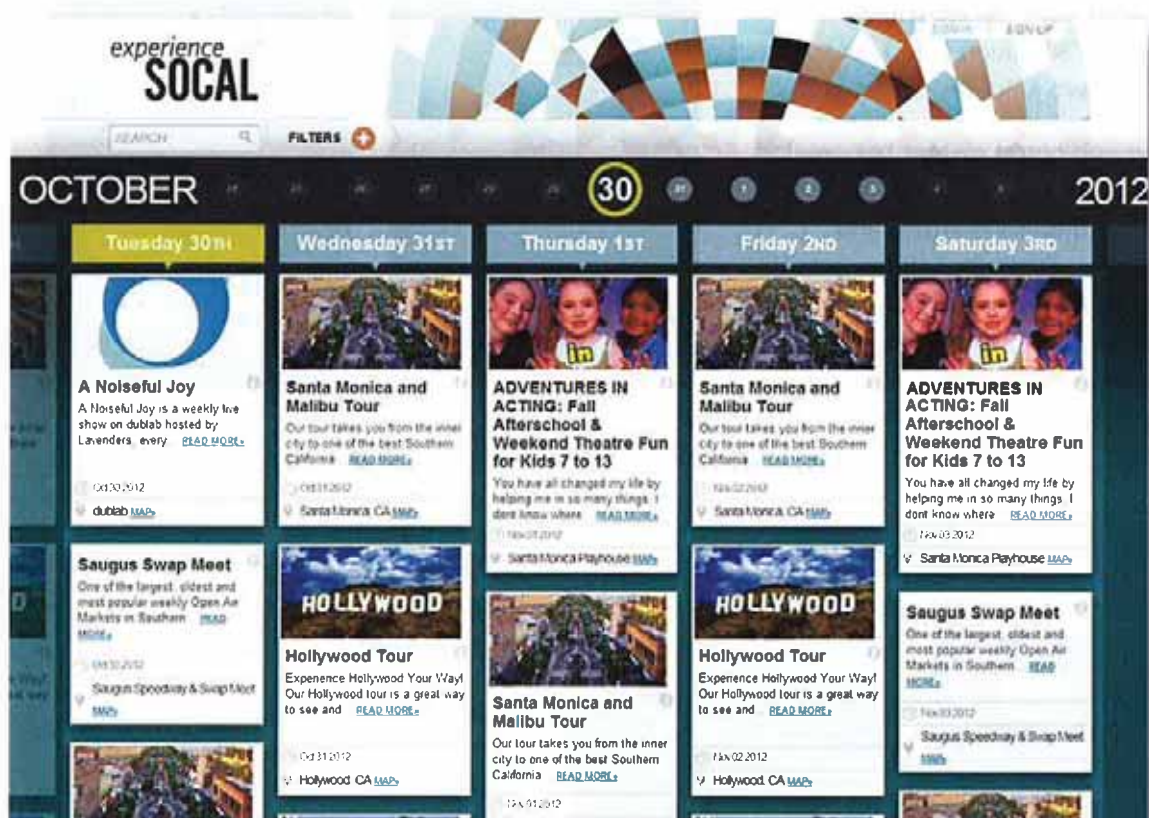
ExperienceSoCal.com Arts and Cultural Information Web Portal/Database (Currently in Development)

www.experiencesocal.com

Civic Resource Group is working with Project Audience, a national cultural nonprofit initiative funded by the Andrew Mellon Foundation, to develop a series of innovative web portals that will promote arts and culture organizations and attendance at arts and culture organizations throughout the nation. ExperienceSoCal, is the first pilot rollout with plans for additional regional cultural web portals throughout the nation to follow. ExperienceSoCal is currently in its Alpha/Beta stages-- a demo with TPRA can be arranged upon request.

ExperienceSoCal is a web portal that aggregates event, venue and provides transit information to various events posted by arts and cultural organizations and contributors. Arts and cultural organizations are given access to the ExperienceSoCal backend dashboard and are able to post events and directly manage their online presence. CRG has played a leading role in the visioning, design and development of the web portal and will continue to provide maintenance/support and content services following the web portal's official launch.

ExperienceSoCal features the latest in usability and Web 2.0 digital tools including: integration of social media platforms, integration of various third party modules and applications, interactive mapping, newsletter integration, responsive design, among many others.



City of Palm Springs – Bureau of Tourism and Convention Center Website and Mobile Application www.cityofpalm Springs.com

The City of Palms Springs Bureau of Tourism selected CRG for its web and mobile application development expertise. CRG completely revamped the agency's approach to the web based systems. CRG is completed a newly redesigned dynamic web driven system that creates a common system among the Palm Springs entities including Convention, and Tourism divisions. CRG worked with the City of Palm Springs to leverage a best-of-breed content management solution that best fit their

needs. The Palm Springs web portals utilizes database technologies to significantly improve site usability and performance including dynamic mapping capabilities. Moreover, the new web portal includes mobile versioning, so the content is easily viewable and accessible by multiple stakeholders from mobile phones. CRG continues to provide maintenance and support for the City of Palm Springs Bureau of Tourism web portal.

The Palm Springs web portal was recently recognized with Gold and Silver Addy Award from the American Advertising Federation (AAF) for superior interactive web solution.

The new web portal system has created an “ecosystem” with City of Palm Springs community partners and stakeholders. The portal allows outside partners (local businesses and various organizations) to create accounts on the website, manage their online presence and contribute to the site through an innovative control panel dashboard. These stakeholders post information on their business and offerings directly onto web



portal. The Palm Springs web portal has become an important business tool for Palm Springs stakeholders and has provided them with a platform to promote their business.

In addition to the web portal and the mobile version of the website, CRG partnered with Tourism Palm Springs Office to develop and release a dedicated Palm Springs Mobile application to complement the web portal.



State of Wyoming Office of Tourism – Web Portal System

The State of Wyoming wanted a completely new way of operating and managing all of its statewide Travel and Tourism business. The State Agency in charge of Business, Economic Development and Travel and Tourism wanted to centralize all of its information management, integrate all of its communications and marketing activities, and be able to effectively track and respond to tourism trends and user behavior. Civic Resource Group implemented an integrated public website/online



information management system for the State of Wyoming that not only serves as a powerful tool for public engagement but a solution for the Agency to streamline its operations and online processes. This web portal system was recently recognized for “setting industry-leading standards web development, including superior functionality and excellent usability” and was named **Best Travel Website** for 2012 by the Web Marketing Association.

The integrated public website/online information management system for the State of Wyoming represents state of the art technology, online business processes and usability design. The user experience design, one of the first of its kind, utilizes photo imagery and interactive maps as the key user engagement tools, feeding users new and relevant content as they browse photos, maps and directories.

The site also features a comprehensive business management system, that allows more than 2000 Wyoming businesses related to the travel and tourism industry secure access to the portal to manage their own business profiles and publish information through the portal. These business partners can input and directly manage business information; upload photos and videos; get site analytics from the State website directly related to their individual business; launch online promotions and marketing campaigns.



A key goal of the state portal is to convey the natural wonders and stunning beauty of the State of Wyoming. In addition to the main portal, CRG maintains numerous related websites including the Film tourism office and a number of other microsites—all the while maintaining a consistent brand image across properties.



In addition, Civic Resource Group implemented an integrated digital and social media strategy to build the user base and user engagement of the Wyoming Tourism web portal. Web 2.0 media tools such as mobile applications, and social media were synched with content on the web portal to encourage user participation and sharing. Further, Twitter, blog, and YouTube content was integrated onto the homepage to provide an in depth editorial and personal look at Wyoming. These media channels have sustained user engagement and have increased the value for all media campaigns and digital efforts.

C. Project Team

The following section identifies the key project personnel and leads who would be working on this contract. Full resumes for the listed individuals can be provided upon request.

Gregory Curtin, Ph.D., JD – Project Principal

Dr. Curtin will serve as the **Project Principal** and will oversee the CRG team, work directly with executive level staff/board members to ensure that an integrated strategy is being delivered for the TPRA. In addition to guiding the overall project strategy and serving as the named individual authorized for contractual representations, Dr. Curtin will also provide valuable input on key phases and ensure that the project encompasses industry best practices and is aligned with TPRA's overall business strategy and vision.

Dr. Curtin has over two decades of experience in public sector technology and has led the design and development of numerous award-winning e-government systems and web development projects. He brings to the table unparalleled expertise in delivering highly successful Web 2.0 (and now 3.0) programs in the public sphere. He has been recognized as a leader in E-Government/Gov 2.0 and is a frequent speaker and author on IT innovation and best practices. He is currently a member of the World Economic Forum's (WEF) Global Agenda Council on the Future of Government where he serves as an international expert on a working group on the future of government in the digital age. In his role as



CRG company founder and Principal he manages a highly qualified interdisciplinary team that has proven experience in delivering similar projects in size and scope.

Sarika Singh – Project Manager

Sarika recently joined CRG as a senior project manager and consultant, and holds a B.S. in Transportation, Logistics and International Business from the R.H. Smith School of Business at the University of Maryland. Mrs. Singh is a certified Project Management Professional (PMP) and has spent the last few years leading a series of major web and technology initiatives for the US Department of Justice in Washington, D.C. One of the key projects that Mrs. Singh worked on for the DOJ was planning and managing the implementation of the DOJ's digital communications and social media strategy. This was part of the US Government's overall push to utilize new communications strategies and "Gov 2.0" tools across the federal government to better inform and engage the public. Mrs. Singh also lead the redesign and development of the FOIA.Gov website, the online portal for the Freedom Of Information Act (FOIA). Mrs. Singh has a broad range of experience in management consulting, technology and project management, and previously worked for Deloitte Consulting and IBM. She is also the founder and director of the South Asian Performing Arts Network (SAPAN) Institute.



Simone Sessler – Project/Solutions Architect

Mrs. Sessler will serve as the **Project Architect** for this project. Mrs. Sessler was the project manager for several of CRG's largest award winning client engagements. She is a senior systems architect and project manager, user interface and system integration specialist and a usability expert who has played a leading role in the development of a number of CRG's major web development projects including two recent projects that represent ground-breaking approaches to system design and web database integration, the Wyoming Travel/Tourism Web Portal and Integrated Information System, and the recently launched San Diego County Water Authority (SDCWA) Online Water Conservation System. Her leadership in bringing web innovation to the project will be instrumental in realizing the vision identified in the RFP and further leveraging. She has been with CRG for nine years and embodies a new breed of web professionals that deeply understand the power of the web to transform industries utilizing the latest Web technologies.

Tiina Vuorenmaa – Digital Lead | User Experience

Ms. Vuorenmaa will serve as the **Digital Lead/User Experience** in this project for the public site enhancements and branding as well as the usability of the system. Ms. Vuorenmaa is illustrative of



the new breed of innovative technologists that CRG actively recruits, with a degree in Mathematics from Wellesley College matched with a Design Degree from the Art Institute in Los Angeles. Ms. Vuorenmaa is an experienced user experience (UX) designer, artist and web architect who has worked with a wide range of clients in the public and private sectors to develop and implement highly professional websites and online applications. She has been with CRG for over three years, and currently serves as the design lead on the State of Wyoming Travel and Tourism web portal, ExperienceLA.com Cultural Tourism web portal, and Wyoming Business Council web portal. The broad base of knowledge and experience Ms. Vuorenmaa can leverage to this project, will go far in streamlining design and prototyping for all required design and development.

Charity Tran – Digital Lead | Web 2.0 | Usability Expert

Ms. Tran will serve as the Digital Lead | Web 2.0 | Usability Expert and will play a key role in the analysis and research of Web 2.0 tools, content and programs. Ms. Tran is a Social Media, Digital Marketing and Usability specialist who has been with CRG for nearly four years. Ms. Tran is currently completing her Ph.D. with a focus on digital content, interaction and usability. Ms. Tran has planned and executed Social Media and Digital Communications strategies for large clients such as the Los Angeles County Metropolitan Transportation Authority, the City and County of Los Angeles through the ExperienceLA.com regional information portal, for the State of Wyoming Travel and Tourism, and on a number of public awareness projects for the Orange County Transportation Authority and other agencies. Ms. Tran also designs and conducts for client's web based focus groups, outreach and feedback sessions and trainings. She is an expert in web analytics and using audience measurement tools to improve site performance.



D. Project Schedule

Please note that this is only a preliminary Project Schedule. Following our Project Kickoff and consequent meetings, this Project Schedule will be refined.

It is important to note that CRG adheres to a variant of the industry best practice Agile web development methodology. This means that development tasks will be defined and prioritized in 2-4 week intervals. This will allow the project team flexibility and allow CRG to more easily incorporate new features or account for unforeseen changes that will be built directly into the project plan.

Paso Robles Visitor Website Project Task	Timeframe	Notes/Approach
1. Kick-Off and Administration	2 Weeks	Work collaboratively with TPRA project team members to lay out the project plan and overall goals for this project. Activities during this task will include, but not be limited to: determining format, and protocol for project status meetings, defining lines of communication and reporting relationships, reviewing project mission, pinpointing high-risk or problem areas, etc.
2. Analysis and Evaluation	2 Weeks	Review all documentation, technical/design guidelines, and assess current CMS/hosting/technical infrastructure. Create content inventory of current site and content migration strategy. Work with Travel Paso Robles Alliance to identify possible implementation of new CMS.
3. Design and Information Architecture	1 Month	Create overall visual design, user experience design, interactivity, information architecture, etc. Recommend required changes and/or enhancements for usability, manageability, navigation, etc. Create design templates and overall user interaction flow.
4. Development	1 Month	Setup/configure content management system as required. Configure the content management system with the specified information architecture, create user roles and permissions, configure administrative interface for ease of use. Development tasks during this stage will include but not be limited to integration of the following features: <ul style="list-style-type: none"> - Site search tool - Social media - User roles and permissions - Mobile responsive design
4. Content Migration and Content Copywriting	2 Weeks	Migrate content to newly redesigned Paso Robles Visitor Website.
5. Quality Assurance	2 Weeks	Thorough quality assurance testing (white and black box testing) will be performed before pushing live. CRG will document testing results, resolve errors/conflicts/bugs.
6. Go-Live, Training, and Final	1 Month	Migrate to the designated hosting server. Additional training will be provided as needed.

Documentation		Production of all final documentation for the completed Paso Robles Visitor Website.
Overall	4 Months	

E. Proposed Cost

1. Cost Proposal Overview

CRG is a full service web firm that excels at regional public sector web sites and provides tremendous value to our clients with our deep subject matter expertise. We understand the public funding nature of this project and will work collaboratively to ensure that TPRA gets maximum value from our proposed web development and related support services. Unlike many of our competitors, CRG takes a collaborative and strategic approach in creating budgets and are sensitive to the public sector RFP process where cost over runs and additional charges are not acceptable.

It is important to note that these are preliminary estimates based on our initial review of the TPRA proposal. CRG will work with TPRA to identify the best approach or combination of approaches that will best fit the needs of the organization for this project.

TPRA Development Costs:

Paso Robles Visitor Website Project Task	Description	Cost Range
1. Kick-Off and Administration	Work collaboratively with TPRA project team members to lay out the project plan and overall goals for this project. Activities during this task will include, but not be limited to: determining format, and protocol for project status meetings, defining lines of communication and reporting relationships, reviewing project mission, pinpointing high-risk or problem areas, etc.	50 Hours @ \$140/hr Total: \$7,000
2. Analysis and Evaluation	Review all documentation, technical/design guidelines, and assess current CMS/hosting/technical infrastructure. Create content inventory of current site and content	60 Hours @ \$150/hr Total: \$9,000

	migration strategy.	
3. Design and Information Architecture	Create overall visual design, user experience design, interactivity, information architecture, etc. Recommend required changes and/or enhancements for usability, manageability, navigation, etc. Create design templates and overall user interaction flow.	135 Hours @ \$125/hr Total: \$16,875
4. Development	Setup/configure content management system as required. Configure the content management system with the specified information architecture, create user roles and permissions, configure administrative interface for ease of use. Development tasks during this stage will include but not be limited to integration of the following features: <ul style="list-style-type: none"> - Site search tool - Social media - User roles and permissions - Mobile responsive design 	200 Hours @ \$125/hr Total: \$25,000
5. Content Migration	Migrate content	30 Hours @ \$105 /hr Total: \$3,150
6. Quality Assurance	Thorough quality assurance testing (white and black box testing) will be performed before pushing live. CRG will document testing results, resolve errors/conflicts/bugs.	30 Hours @ \$105/hr Total \$3,150
7. Go-Live, Training, and Final Documentation	Migrate to the designated hosting server. Additional training will be provided as needed. Production of all final documentation	20 Hours @ \$105/hr Total: \$2,100
Total Cost for Development		\$66,275

Hosting, Maintenance and Support Costs:

Paso Robles Visitor Website Project Task	Description	Cost Range
Hosting	CRG will work with TPRA to identify a cost	12 Months @ \$250/Month



	efficient hosting solution for the newly redesigned website. The chosen hosting solution will be through a third-party provider.	Total: \$3,000
Maintenance and Support	Review all documentation, technical/design guidelines, and assess current CMS/hosting/technical infrastructure. Create content inventory of current site and content migration strategy.	24 Hours @ \$100/hr Total: \$2,400
1-Year Cost for Ongoing Hosting and Maintenance		\$5,400

Grand Total for Development and 1-Year of Hosting/Maintenance	\$71,675
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Civic Resource Group

Project Profiles



Representative Client List



ExperienceLA.com: Project Profile



ExperienceLA.com is an **award-winning , one-of-a-kind transit and economic development web portal** led by various organizations in the Southern California region: Metropolitan Transportation Authority, Community Redevelopment Agency of Los Angeles, the City of Los Angeles, and the Los Angeles County Arts Commission, among others. Civic Resource Group **designed, developed and manages** the day-to-day operations of the dynamic and interactive web portal.

The database driven web portal allows over **2,500 local organizations and businesses** to register, manage, and promote their events directly on the site. Interactive maps, searchable directories and event calendars, interactive tour itineraries, full mobile integration and other web 2.0 features have all been included for the user to interact with the web portal.

www.ExperienceLA.com

ExperienceLA.com Web 2.0/Transit Feeds: Project Profile



1. Calendaring and Information Management:
Advanced calendaring and information system.

2. Integrated Marketing, CMS:
More than 2,500 local organizations and businesses utilize the CMS platform; full backend partner/business management system

4. ExperienceLA.com Mobile Application
Official ExperienceLA.com Mobile Application.



3. Live Metro Transit Feeds
Interactive map with dynamic real-time Metro Transit feeds



City of Palm Springs Tourism Web Portal: Project Profile



Civic Resource Group designed and developed a new web portal for the City of Palm Springs Office of Tourism. The web portal was recently awarded **Gold and Silver Addy Awards** the American Advertising Federation for superior interactive/creative project.

The new website leverages advanced in geo targeting and database technologies to significantly improve site **usability and performance**. The site features CRG's business management application allowing local partners the ability to manage their online presence and contribute to the site through an innovative control panel function.

www.visitpalm Springs.com

City of Palm Springs Tourism Web Portal: Project Profile



1. Award-Winning

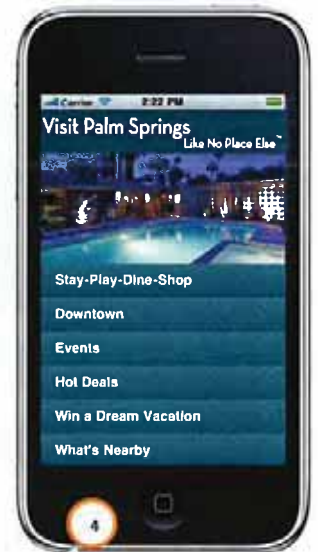
Winner of American Advertising Federation's Gold Addy Award for Superior Interactive Web

2. User/Audience Segmentation and Targeting

Targeted user groups are considered in the design and user experience of the web portal.

3. Business Listings

Local businesses are able to create a profile on the web portal and manage their online presence. Users are able to search for businesses using advanced search functions with filters and sorting capabilities.



4. Visit Palm Springs Mobile App

Users are able to access all information on the web portal through the mobile app available in the iTunes store.



State of Wyoming Tourism Web Portal: Project Profile



Civic Resource Group implemented and manages an integrated public website/online information management system for the State of Wyoming Office of Tourism. The web portal has been touted as **"blowing up the proverbial box"** by industry experts and was recently named as one of the **Top State Tourism Websites** by a leading industry source.

The backend of the website features a comprehensive business management system that allows more than 2,000 Wyoming businesses secure access to the portal to manage their own business profiles and public information through the portal. These business partners can input and manage business information, upload photos and videos, get site analytics, launch promotions etc...

In addition, CRG implemented an integrated digital and social media strategy with various web 2.0 tools such as: mobile applications, interactive mapping, and various social media tools.

www.visitwyo.org



State of Wyoming Tourism Web Portal: Project Features

1. Integrated E-Strategy:

CRG created a successful integrated e-strategy for the State. This strategy has served as a roadmap for all digital efforts.



KEY BENEFITS OF AN INTEGRATED STRATEGY

01. EXTENSION OF THE WYOMING BRAND
 02. COHESIVE AND INTEGRATED MEASUREMENTS
 03. OUTREACH AND ENGAGEMENT
- THE COLLABORATION & PERFORMANCE



2. Wyoming Mobile Application:

CRG designed and implemented a Wyoming "Roam Free" mobile application as part of the State's marketing efforts.



3. Wyoming-Branded Microsites

The backend system allows users the ability to manage multiple microsites from one intuitive backend interface.

4. Interactive Features

The web portal features an interactive map with custom geocoded layers as well as dynamic management of media files.



City of Pasadena Web Portal: Project Profile



Civic Resource Group designed and developed a new web portal for the City of Pasadena as part of a long term integrated **E-government implementation** project. The web portal system features **state-of-the-art features** including: social media integration, an interactive calendar, an interactive subscription and e-alert feature, citizen feedback tools, among others.

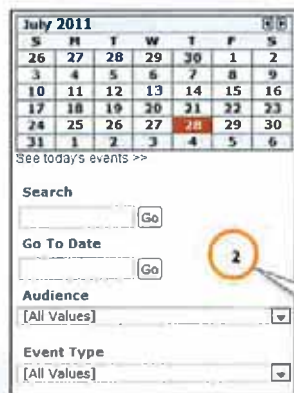
In addition, the website was optimized for mobile devices to allow increased public access to the portal.

www.cityofpasadena.net



CIVIC RESOURCE GROUP
TRANSFORMING THE PUBLIC SECTOR

City of Pasadena Web Portal: Project Features



1. E-Government Services

The web portal features state-of-the-art e-government tools for the public collaboration.

2. Events Calendar

Interactive events calendar with advanced search functions.

3. Mobile Access

Mobile extension of City of Pasadena website that allows easy access to information from mobile phones.



State of Wyoming Business Council Web Portal: Project Profile



Civic Resource Group was responsible for the redesign, development and implementation of the State of Wyoming Business Council's web portal system. The site has allowed the Council's departments to streamline online operations and more efficiently deliver services for constituents. The web portal has become a **crucial resource** for Wyoming businesses, and most important has become an **invaluable tool** in the State of Wyoming's economic development efforts.

www.wyomingbusiness.org



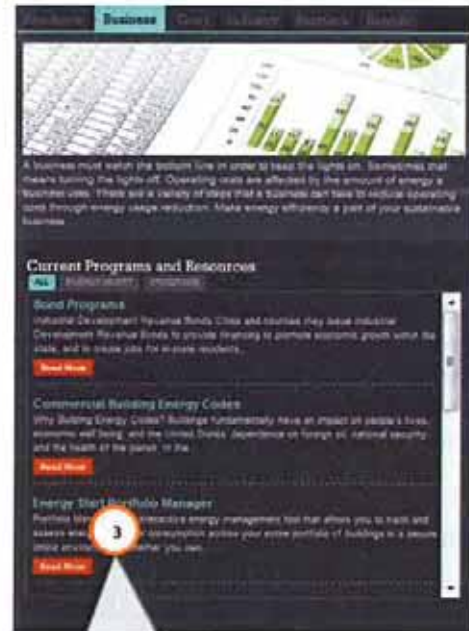
CIVIC RESOURCE GROUP
Facilitating Wyoming's economic growth

State of Wyoming Business Council Web Portal: Project Features



1. Integrated Media Player:
Video player and media files integrated onto every section of the web portal.

2. Google Maps Integration
The web portal features an interactive map with custom geocoded layers that are directly editable by users.



3. Timely and Relevant Information
The web portal features an intuitive and user-friendly backend that allows almost all administrative users the ability to quickly and easily update information on the website.

