Council Agenda Report

From: Meg Williamson, Assistant City Manager
David McCue, Information Technology Manager

Subject: City Website Redesign and Upgrade – Service Agreement

Date: November 21, 2017

Facts

1. The City's website went live in 2002 on a platform that now has limitations especially related to mobile technology. An updated, modern platform will automatically format to take advantage of different display types such as smart phones, tablets, and wide screens.
2. The City currently maintains over 800 web pages with almost 48,000 documents. The homepage, www.prcity.com had over 153,000 unique visitors in the last year.
3. Council approved $46,000 in Fiscal Year (FY) 2017-18 budget for the replacement of the City's website.
4. Staff reviewed multiple website design options and invited three well-known government website vendors that specialize in public agency information, workflow, and implementation to "demo" their products. Two vendors subsequently provided proposals: CivicPlus and Vision Internet. These proposals were compared and contrasted based on their ability to provide a host of website attributes/improvements along with service reliability.
5. Both products include tools to improve communication with citizens, such as citizen request management (CRM) features that allow reporting and tracking of community concerns. Additionally there is media-on-demand (streaming), an e-communication module (newsletters, texts, and emails), bi-lingual features, and a mobile app (notifications, reporting issues, etc.).
6. All other things being equal, the CivicPlus product was seen as the superior proposal because:
   a. CRM component is more robust
   b. Has geo-tag mapping capabilities for CRM
   c. Free site "refresh" after 4 years
   d. Easily customizable and user-friendly backend (CMS)
   e. High marks from references
   f. Less expensive
7. CivicPlus representatives provided a "demo" of their website product to the City's executive management team (all department heads) to explore whether the product could meet their varied service expectations. The executive team recommended proceeding with CivicPlus for the website upgrade.
8. The website upgrade will be a hosted solution utilizing the vendor's internet connection and hardware with 24/7/365 support and denial of service attack security mitigation (cybersecurity features).
9. CivicPlus has over 20 years of experience and more than 2500 local government clients.

Options

1. Take no action.
2. Authorize the City Manager to enter into an agreement with CivicPlus to replace the City's website in an amount not to exceed $39,025.
3. Provide alternative direction as may be appropriate.

Analysis and Conclusions

The City's current website was built long before wide-screen monitors and mobile computing became the norm. Also, there are many more tools currently available to improve communication and the ease in which citizens access city services. While at the time it was state of the art, the City' website is now due for replacement.

Government website vendors are extremely familiar with the needs of communicating with citizens and the need for providing information in a variety of methods and formats. There is great potential for cost savings to purchase from a vendor like CivicPlus rather than hiring a firm to design a customized website.

The CivicPlus software will include content management software (CMS) to decentralize website updates, which allows a broader range of city staff to contribute to the city's website presence. This feature is expected to free up certain Information Technology (IT) resources for other work efforts.

Implementation will include design influence and content input from all departments and divisions. There will also be opportunity for community outreach and input in website features.

Fiscal Impact

The FY 2016-17 / FY 2017-18 Adopted Budget allocated $46,000 towards a City website redesign project. The CivicPlus proposal is within the originally adopted budget.

However, the ongoing hosting costs will be approximately $11,000 per year starting in FY 2018-19, and is $3,000 more than originally estimated. These increased costs will be included in the next Biennial Budget for FYs 2018-19 and 2019-20. Regardless, these ongoing hosting costs are within industry norms.

Recommendation

Authorize the City Manager to enter into a professional services agreement with CivicPlus for upgrade of the City's website in an amount not to exceed $39,025.

Attachments

1. CivicPlus Website Redesign Proposal

Paso Robles, California
Website Redesign Services

CIVICENGAGE

Presented by:
Will Spicer
Senior Regional
Sales Manager

CP CIVICPLUS®

May 30, 2017

David McCue
IT Manager
City of Paso Robles, California

RE: Website Redesign Services

Dear David:

Society expects instant access to information and the internet is the number one place people go for news, answers, interaction with officials, and as their main communication venue. In today's virtual world, making your government work better can be a challenge when you don't have the tools and resources to get the job done right. So how do you meet these ever-increasing expectations with already-constrained resources? As your partner, that's where CivicPlus can help.

Our company is passionate about our mission to help make local government better. We know we aren't 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. Collaborating with you throughout the process ensures we deliver the right solution, housed within a sophisticated and custom design that captures the culture of your community.

We know that Paso Robles is unique with your own set of values and goals. We don't offer cookie-cutter solutions - we tailor our solutions to meet your specific needs. With CivicPlus as your partner, you'll receive:

- A one-of-a-kind design that captures your community's unique qualities, and we'll work with you until you are completely satisfied with the design concept

- A pre-kickoff virtual Envision Consultation with our consulting expert to help you identify your project needs and goals - at no charge to you

- 40+ modules with all of the features and functionality you need and that have been tried and tested by CivicPlus clients for over 20 years

- A guaranteed redesign after only 48 months of service to keep your website fresh and innovative

- Hands-on existing content migration by our team of experts to ensure the content you present is optimized, relevant, and accessible to all

- 24/7/365 support with secure hosting and maintenance to keep your investment safe and current

- 100% satisfaction with your new website - or your money back

Your new site will be developed on the most robust and flexible content management system available. Our CivicEngage is an easy-to-use suite of cloud-based tools built specifically for local government that will help you evolve your web presence. You'll be able to inform and empower your citizens and staff in more efficient ways. Easier for you, easier for them.

CivicPlus will deliver a website that conveys your look (through a custom design), with the functionality you need to communicate your message effectively (with Notify Me and Send eCommunication), and encourage engagement for all visitors (WCAG 2.0 Level A & AA accessibility standards) among all the other features and functionalities built in to CivicEngage and CivicPlus websites.

We encourage you to contact the references we've included and discover what their experiences are working with CivicPlus. A Paso Robles and CivicPlus partnership will save you time and money and will deliver your community a website that will grow with you and where your visitors can find what they need, when they need it.

Sincerely,

Will Spicer
Senior Regional Sales Manager
spicer@civicplus.com
Direct Line 785-323-4772

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Project Approach Summary

Paso Robles' proactive vision to develop a user-friendly, self-service government web environment for its community and employees is commendable. You should have complete confidence that the firm you choose to achieve your vision and create your website is the right choice. Becoming your strategic, trusted partner is paramount to the professionals at CivicPlus.

Although you currently have a capable web presence, it's time for a new look with better functionality. CivicPlus will help you re-envision, re-new, and re-invigorate your website. Working closely with you, we will assist in designing a new look, updated usability, accessibility, and quality for the delivery and exchange of information for your audience.

Executive Summary

We propose the following approach
to help you meet your goals:

- **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.

  CivicEngage will empower your staff to update your website content easily and often with robust, straightforward editing tools and permission-based access.

- **SEND eCOMMUNICATION MODULE**

  Our integrated e-communication module easily sends emails, texts, and social media updates in visually rich, mobile responsive, and easily customizable templates through a single interface.

- **MEDIA ON-DEMAND**

  Engage your citizens through easy-to-use live streaming capabilities and accessible on-demand videos integrated with the CivicEngage CMS.

- **CUSTOM MOBILE APP**

  Put the power of your CivicPlus site in the hands of your citizens with push notifications and automatic updates synced in real time with your website. Your mobile app will provide the capability for your community to access your website for key content, and stay engaged 24/7.

- **MOBILE ADMIN APP**

  This convenient app provides you with ultimate flexibility. You can share important information anywhere at anytime by securely adding, modifying, and approving categories and items for CivicEngage's module Alert Center. You can also upgrade to access communication modules News Flash and Calendar for even more on-the-go updates and modification functionality.

- **COMMUNITY ACTIVITY MANAGEMENT**

  Our Activities feature allows you to manage your community activities through a single interface. From listing activities to accepting registrations and creating waitlists, this feature will meet all your needs. To maximize its power, combine with Facilities, Calendar and ePayment to fully integrate the functionality.

- **SECURE, CLOUD-BASED HOSTING**

  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).

- **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.

- **CUSTOM DATA DRIVEN DESIGN**

  Our experienced designers will work with you until you are 100% satisfied to create a custom, impactful design that will reflect your unique story. Utilizing relevant data to drive decisions, especially those that increase user experience, is at the core of our process. Among other data driven tools, heat mapping and website analytics may be utilized.

- **FULLY RESPONSIVE**

  Support citizens on the go with abundant online resources accessible from their mobile phone or tablet. With responsive web design throughout, the content on your site will automatically adjust to the screen size of any device. For our mobile web clients, we design mobile first to ensure it is responsive!

- **CONTENT MIGRATION & OPTIMIZATION**

  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.

- **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.

- **ENVISION CONSULTATION CALL**

  A pre-kickoff virtual Envision Consultation with our consulting expert to help you strategize your project needs and goals - at no charge to you.

- **CUSTOMIZED TRAINING**

  Through three (3) days of interactive virtual instruction, our trainers will ensure your staff gains the confidence to effectively and easily maintain your new website with our WYSIWYG live editing tools and intuitive user interface.

- **DESIGN ESSENTIALS**

  These design tools within CivicEngage allow your staff to build, modify, and manage your website's look and feel within the design and structure parameters of your 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 doesn't need to be rebuilt from the ground up.

We set high standards for local government websites knowing that technology and trends are always changing. With CivicEngage, we'll automatically update your system to keep pace with industry improvements, security enhancements, and your visitors' changing needs.

Before CivicPlus

With CivicPlus

Portland, Michigan

After partnering with CivicPlus, Portland, Michigan was able to connect and engage their community better through their innovative, mobile, secure and interactive site.

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CivicPlus Company Overview

20+
20+ years of experience with a focus to help local governments.

200+
200+ employees, many who have experience in local government organizations.

2,500+
More than 2,500 local government clients across Canada and the U.S.

55k+
Over 55,000 internal admin users

60M+
More than 60 million online visitors (and counting!)

5-time Inc. 5000 Honoree   www.govtech.com/100

CivicPlus

CivicPlus Communities

CivicPlus' team of over 200 professionals develop and deliver superior local government 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 are 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.

We've steadily grown over the last 20+ years and have honed our skills working with municipal organizations across the US and Canada - helping them streamline their daily work and better inform and connect their communities.

We believe in the goals our clients are seeking to achieve, and we work alongside them to do our part to help. These partnerships have provided great insight into how their web environments need to work and how we can help them find the right solutions to meet those needs. That help means:

- Guiding – with unparalleled consulting and training and facilitating stakeholder buy-in

- Supporting – with exceptional client service before, during and after launch

- Protecting – with industry-leading 24/7 security, support and service, *and*

- Learning – with continual client contact to better ourselves and our products

Ultimately, CivicPlus is a company that's about amazing people doing amazing things. 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.

Our Promise To You

We will deliver a high-caliber, responsive web presence that reflects your vision in design, features, and functionality. The CivicEngage premium solution is simple-to-use, yet flexible and powerful – with intuitive navigation for your citizens and an intuitive administration for your staff. True live editing and training is included so your staff can be efficient on day one, and we'll continue to support you after launch. Your system will be secure and continuously updated, as our experts develop further cutting-edge solutions designed specifically for local government.

Project Team

From project management to design and development to training and support, 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 development 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	Resume	5+ Years of Experience
BS Business Administration	Lead Project Manager	Project Management
Management	Financial Services	Business Management
Economics		Team Building
		Customer Service

Zach Myers – Manager of Creative Services

Zach's team of designers, developers and art directors partner with the team project manager in designing and creating our websites. He will assign 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	Resume	7+ Years of Experience
Bachelors of Fine Arts	Lead Senior Designer	Branding
Graphic Design	Design & Development	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	Resume	7+ Years of Experience
BA in Psychology	Content Developer II	Customer Service
Minor in Writing	Lead Content Developer	Team Building
Coursework in Editing, Business,		Leadership Coaching
and HTML		WCAG/ADA Compliance
		Web Best Practices for Usability

Jim Flynn – Chief Systems Architect

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	Resume	18+ Years of Experience
BA Computer Information	System Architect	Cyber Security
Systems	Information Technology Director	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	Resume	10+ Years of Experience
MA in Education/Adult Education & Training	Training	Customer Service
BS in Psychology	Consulting	Best Practices & Website Optimization
AA in Business Management		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 ongoing strategy to better engage your citizens by utilizing the tools and products that CivicPlus has to offer.

Education	Resume	10+ Years of Experience
BS in Integrated Services	Performance Management	Leadership
	Consultant	Customer Service
	Sales Manager	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	Resume	5+ Years of Experience
BA English, Communication	Technical Support Specialist	Technical Support
	Documentation and Communications Manager	Business Management
		Team Building
		Customer Service

COMPANY & CONTACT INFORMATION

Contact Information	Will Spicer Senior Regional Sales Manager spicer@civicplus.com Direct Line 785-323-4772	Primary Office	302 S. 4th Street, Suite 500 Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Legal Name	CivicPlus, Inc.	Company Founder	Ward Morgan, Owner / Chairman of the Board
Incorporated In	State of Kansas	Date Incorporated	June 1998
Company Website	www.CivicPlus.com	Purchasing Vehicles	GSA Contract # GS-35F-0124U TIPS/TAPS Contract # 2092613 CMAS Contract # 3-13-70-2966A Interlocal Purchasing

CivicEngage CMS

Content Management System

The CivicEngage CMS is a robust and flexible CMS that has all of the features and functionality you need today and in the future.

Developed for organizations that have a need to update their site frequently, CivicPlus provides a powerful government content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website with ease. The CivicPlus content management system, CivicEngage utilizes Microsoft SQL Server, C# MVC, HTML5, AngularJS and CSS3 for web development.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary, and all content is organized in accordance with web usability standards.

User Interface

CivicEngage's intuitive interface empowers your staff in more efficient ways. Based on client input and extensive testing, the CivicPlus team has created a clean, crisp updated look-and-feel for the admin-side of CivicEngage. It's sleek and streamlined, designed specifically to make your job easier.

Features & Functionality

Activities – Create activities and accept registrations while integrating with other CMS modules.

Agenda Center – Create and display agendas and minutes for various civic organizations.

Alert Center – Post emergency or important information on your website to notify citizens via email and SMS.

Archive Center - Store and retrive agendas, minutes, newsletters and other date-driven documents.

Bid Postings – Simple and easy-to-use method of posting your bids.

Blog – Post opinions/information about various community topics and allow citizen comments and subscriptions.

Business / Resource Directory – List municipal contact information and community resources.

Calendar – Create multiple calendars and events to inform citizens of upcoming activities.

Carousel Widget – Allows you to present more impactful information with easier navigation in a single page element that can hold up to 10 clickable rotating groups of 1-3 widgets.

Citizen Request Tracker™ – Allow users to report a problem and provide follow-up communication with the point of contact.

Community Voice™ – Interact with citizens about projects in your community.

Document Center – Organize and house documents in one central location.

ePayments – Allow customers to have the ability to process payment transactions via the website.

Facilities & Reservations – Showcase community facilities and allow reservations online.

Form Center – Create custom online forms that can be completed and submitted online.

Frequently Asked Questions (FAQs) – Answer the most frequently asked questions from your visitors.

Job Postings – Post available jobs online and accept online applications.

My Dashboard – Allow users to personalize their dashboard to stay updated on news, events, and information they care about.

Notify Me™ – Send out mass emails and SMS to subscribers of specific lists.
(Includes 500 SMS subscribers)

News Flash – Post organizational news items, right on your home page, that are important to your citizens.

Opinion Poll – Interact with your site visitors by posting various questions and polls.

Photo Gallery – Store and display photos.

Quick Links – Place links on any page using your WYSIWYG editor that let your visitors find what they need quickly.

Spotlight (Advanced widget) – Lets you highlight important text or widgets in a compact, easy-to-update tool.

Staff Directory – Detailed contact information for your staff and offices.

Features & Functionality

Gov 2.0 & Social Networking

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. We are dedicated to helping our clients integrate their web content into dynamic social media sites that easily drive citizens to more information.

CivicPlus can sync your website to your Facebook and Twitter profiles to automatically publish news, notices, and calendar events from one central location. Other social networking sites (such as LinkedIn, YouTube, Pinterest, etc.) can have feeds displayed on any page of your site and can be featured on your website with links to your profiles.

Administrative Features

Live Edit – Your staff is able to edit directly on the front-end making updating website content quick and easy, as users have point-click-edit access to information. Live Edit allows you to see where your information will be posted before you commit to any changes.

Browser Based – No installation of programs or software needed! Your staff can update the site from an internet connection or platform (Mac or PC) at any time.

Admin App Updates – Update your admin functions (Alert Center included - NewsFlash and Calendar available as upgrades) from any location using your tablet or phone.

Pending Approval Items – Direct access to a queue of pending items to be published or reviewed by the administrator upon login.

Site Search and Search Log – Powerful site search automatically indexes all content making it easy for visitors to find information. A log of all words that have been searched by visitors is kept, allowing you to update highly searched information and feature key items.

Automatic Alt Tags – Built-in features ensure your site is Section 508 compliant without having to know the requirements.

Content Creation – CivicEngage makes it easy to add new content, edit old content, and keep page layout consistent through use of our What You See Is What You Get (WYSIWYG) editor. Content changes will not affect the design - site breadcrumbs, page structure and sitemaps will dynamically update upon publishing. With mega menus and drop-down, pop-out menu functionality, you can essentially get to any page on your website within a single click if desired!

Content Scheduling – Material throughout the entire system can be set to auto-publish, auto-expire or can be manually retired.

Content Versioning – CivicEngage 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.

Features & Functionality

Dynamic Layout – The layout for your website will be determined by you and the designer. Placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily.

Dynamic Page Components – Events Calendar, FAQs, Opinion Poll, News Flash and other new features may be included as dynamic page components. Dynamic Page Components may be placed on any page and will help dedicated areas of the site appear as its own website. For example, the entry page for your Parks and Recreation Department can be customized with specific lists of events, FAQs and news announcements pertaining to that department.

Dynamic Breadcrumbs and Site Map – Dynamic Breadcrumbs are used to show a visitor's location within the site. Breadcrumbs are automatically generated by our system. A dynamically generated site map automatically updates to reflect your new navigation if changes are made.

ePayments / eCommerce Integration – The ePayments module is included with our premium website solution and allows customers to have the ability to process payment transactions via the website, saving staff time and effort by of manually processing payments. To take advantage of this module, additional processing transaction and merchant account fees will apply.

History Log – Easily tracks changes made to your website including items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable and exportable.

Intranet – An intranet is a secure location on your website that allows employees and other groups to login and access non-public resources and information. You will have the ability to set up multiple intranet groups with varying view rights.

Levels of Permissions – Levels of Permissions may be defined as publishers (create or publish) or authors (create but not publish), or as administrators of modules. Assigned groups may have the right to update their own content without affecting web pages, menu structure, top of page, banner or navigation.

Active Directory Authentication – LDAP or ADFS authentication provides a powerful and simple way to manage users and permissions within our system by syncing your website with your existing active directory database - negating the need for multiple user upload and sign-on. Because LDAP and ADFS require custom programming time, additional fees apply.

Link Redirects – Instead of sending your users to http://civicplus.com/248/Awards-and-Recognition, you can send them to http://civicplus.com/awards. A more intuitive approach to help visitors find particular pages.

Maps – Easily add maps to any page of your site to help website users find commonly requested information. Maps can be developed simply by using our native Image Map Editor to create different link areas. More detailed and interactive maps can easily be embedded from Google, ESRI, and more using the HTML widget.

Printer Friendly – Our printer friendly functionality does separate critical content from the site template to provide a clean print without menu structure and banner information included.

Features & Functionality

RSS Feeds – RSS stands for Real Simple Syndication and in short, it brings your site to the people. After signing up, they receive email notifications of the latest news updates.

Supported Browsers – 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.

Translation – Integration with Google Translate instantly translates web pages between English and over 100 other languages.

Website Statistics – Administrators will be trained on the use and analysis of web statistics, provided through Piwik Analytics.

Application Programming Interfaces (APIs)

We know that each municipality has unique needs and develops individualized solutions through software, data integrations and custom programming to meet those needs. We help you to bring these pieces together in a single location. We continue to improve and evolve our CMS to make integrations with our CivicEngage CMS and disparate applications as straightforward as possible. It's this "open architecture" approach that allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs using the site itself as a sturdy platform on which to build.

- **APIs**: CivicPlus offers integration via SOAP and REST APIs. Our APIs are available within the CivicEngage system, which allow your IT staff and developers to build community-specific applications right from your website. Enabling communication between your CivicPlus software and third party systems provides the flexibility to leverage the capabilities of both. This information exchange between systems maximizes productivity and efficiency, allowing you to do more with your available resources.

- **Integrations**: CivicPlus routinely integrates with other software to maximize the efficiency and effectiveness of our platform. Most integrations are embedded tools, allowing you to seamlessly leverage the technology with no additional steps. Common integrations that help local government organizations are our data integrations with ESRI and Google Maps within our emergency management, facilities management, and activities software. Additionally, our clients utilize analytics tracking offered through Piwik or Google Analytics. CivicPlus also utilizes the robust functionality and options avialable through Zapier to assist with client integrations.

Project Enhancements

Send eCommunication Module

Send eCommunication is a visually rich communication module for government, used to efficiently distribute general (non-emergency) communication to citizens. Send eCommunication is more than a simple email newsletter tool; it provides CivicPlus clients with a single point of access, via integration with CivicEngage, to multiple communication channels, including: email, SMS/text, Facebook and Twitter. Send eCommunication centralizes communication, saves administrative users time and improves overall productivity.

Additional benefits of the Send eCommunication module include:
- Content auto-posts to your website

- Unlimited communication – there isn't a limit to the number of emails you can send (text messaging rates do apply)

- Template options to make customizing your message quick and easy

- Access to all subscriber lists in your CivicEngage website, including the ability to select multiple lists

Project Enhancements

Media On-Demand

CivicPlus offers a robust mobile video experience as part of our media solution. Consumption of video is continuing to grow, and providing this option as part of your overall experience is a must have to drive engagement for anything from board meetings to community events.

Management of your videos is easy with dedicated storage space (separate from your website) and the ability to embed your videos within any page with the easy-to-use drag and drop tool. In addition, your citizens can:

- Access videos anywhere and anytime
- Watch high definition playback on most mobile devices
- Engage with real-time videos
- Live stream video with clear and crisp high definition viewing quality

Project Enhancements

Custom Mobile App

The Custom Mobile App is designed to look and work great on both iOS and Android mobile devices. Developed with both end users and admins in mind, our mobile app will keep your users informed in a timely manner and your staff more efficient with content and alert scheduling capabilities. Through integration with Notify Me, your citizens are able to receive updates across all of their mobile devices with push notifications.

Your mobile app will sync with your website, keeping your mobile site users up to date with the most current information – without the need to duplicate your staff's work. In addition, our professional staff makes sure the system stays up-to-date with hardware and software upgrades. This will ensure a system that is always optimized, secure and problem-free.

We will work closely with you to match the aesthetics of your application – from the splash screen to the background imagery to the banner – with your website to create a polished and seamless theme across the different media with which your site visitors are interacting with you.

Project Enhancements

MobileAdmin App

The MobileAdmin App puts the power of your website computer in the palm of your hand, allowing you to communicate important information to your citizens, anytime, anywhere.
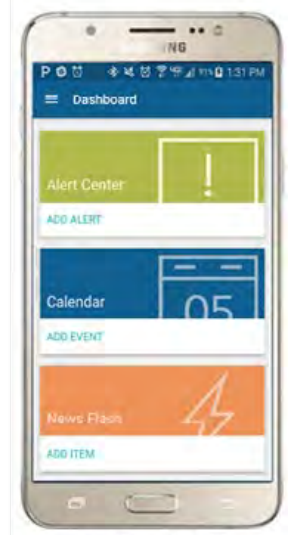
The MobileAdmin App provides access to key functions of your CivicEngage website from an Apple® or Android™ smart phone or tablet. This powerful administrative tool allows you to manage key features of your website when you're away from your computer, helping you to more efficiently execute your citizen communication strategy.

Share important information with your citizens quickly by securely adding, modifying, and approving categories and items for certain CivicEngage modules including Alert Center, with an optional upgrade to incorporate News Flash and Calendar. Continual hardware and software upgrades from CivicPlus ensures your MobileAdmin App remains fully-optimized – just like your communication strategy. Access to the Citizen Request Tracker module will be available in 2017.

Splash Screen: iOS & Android   Dashboard: iOS   Dashboard: Android

Project Timeline/Development

A dedicated project team will assist you throughout our proven development process to ensure your new website achieves your vision of success and delivers you complete satisfaction - guaranteed.

Project Timeline

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

PROJECT TIMELINE: 16 – 28 WEEKS				
Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
4 – 6 Weeks				
	3 – 6 Weeks			
		3 – 7 Weeks		
			3 – 4 Weeks	
				3 – 5 Weeks

Project Phase Descriptions

✓ Kick-Off — Phase 1 — Phase 2 — Phase 3 — Phase 4 — Phase 5

Kick-Off Meeting

During the initial kick-off meeting, you will meet your project manager to establish your project timeline, review the startup kit and discuss the takeaway items that need to be completed. Your project manager will discuss the implications of deadlines and the expectations required to keep the project on track.

Project Phase Descriptions

Kick-Off — Phase 1 — Phase 2 — Phase 3 — Phase 4 — Phase 5

Phase 1: Website Optimization

REVIEW NEEDS
Goal: Review where you are now and discuss where you want to go.

DESIGN, CONTENT & FUNCTIONALITY
Goal: Determine how you want your website to look, feel and function.

BEST PRACTICES
Goal: Outline our CivicPlus content best practices and standards.
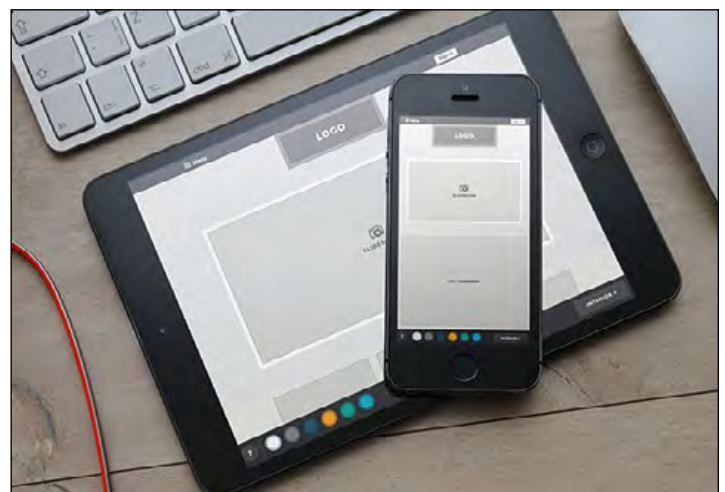
Phase 2: Design Presentation

Based on the results and goals outlined during the Optimization, your project team will collaborate and present the most effective layout for your website, ensuring a responsive structure that's optimized to display in any format – now and in the future.

RESPONSIVE PROTOTYPE
You'll be presented with a simple, responsive prototype that demonstrates the placement of your navigation and key functionality. This prototype is a rudimentary version of a home and interior page that will act as a blueprint to ensure that design choices translate into effective user experiences. The layout is hosted on a unique web address so it can be viewed on multiple devices and easily shared with key stakeholders.

COLOR PALETTE
A custom color palette is also included with your responsive prototype. It is paired with your layout so that it is easy to envision how colors will enhance the design and engage your users.

Our prototype presentation software allows you to visualize the proposed design and style of your new site and how it will respond on both desktop/tablets and smartphones.

Project Phase Descriptions

✓ Kick-Off —— ✓ Phase 1 —— ✓ Phase 2 —— ✓ Phase 3 —— ○ Phase 4 —— ○ Phase 5

Phase 3: Production Site Development

Your Project Team will present your layout, functionality and design based on your goals, our recommendations and our combined vision.

CONTENT DEVELOPMENT

During the Kick-Off Meeting and Phase 1 your staff has the role of updating the content on your current primary site. While you are making design decisions, our content development team will optimize and reorganize your content based on CivicPlus best practices. Content from sites other than the primary site can be migrated to the new primary site for an additional fee.

DESIGN REVIEW

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your project's Go Live date will be adjusted. Following design approval and functionality development, we conduct a review to ensure your expectations are met and website best practices are upheld.

ACCESSIBILITY COMPLIANCE

Our designers and programmers automatically implement all the accessibility features necessary to ensure your site is compliant with accessibility standards outlined within Section 508 and WCAG Level A & AA. We will make recommendations on best practices for keeping your content accessible and available for all users by ensuring that, among other things:

- All menu items are clickable

- Submenus display throughout the site

- Alt tags are used for images

- Site maps are dynamically generated

- Documents and links can be set to open in the same window

Project Phase Descriptions

Kick-Off	Phase 1	Phase 2	Phase 3	Phase 4	Phase 5
✓	✓	✓	✓	✓	✓

Phase 4: Website Review & Training

Our goal for training is to give your staff the skills and tools they need to quickly and easily keep your website current. Trainers will work with you to ensure your staff is correctly trained. Before your site is launched, CivicPlus will provide in-person or online training to equip your staff with the knowledge, tools and comfort level needed to maintain the site's integrity upon Go Live.

Regardless of technical ability, we will help your staff gain the confidence to effectively maintain your website.

FEATURES, MODULE & PAGE CREATION TRAINING
Included in our training for Administrators & Content Contributors will be delivering an understanding of your site's navigation and page layout and how these affect target audiences. We will instruct your staff on creating area-rights and back-end features for site administration as well as review all the modules included with your site. Your staff will learn how to create links, format text and lay out pages for usability and scanability.

CivicPlus training manuals and videos are available for download at no cost from our online resources.

Phase 5: Go Live

This is an exciting time; it is the last step before your new site launches! Your Project Team will provide you the information you need to prepare your site for Go Live.

TESTING AND REVIEW
You typically have three weeks after training to become familiar with your site. This will allow you to add, create and make adjustments to content on your production site, as well as ensure overall satisfaction with your website. Content changes will display and function the same way before and after your Go Live date.

Upon completion of a collaborative final review of the website and a final spelling and links checkup by our Quality Control Team, your domain name is directed to the newly developed website.
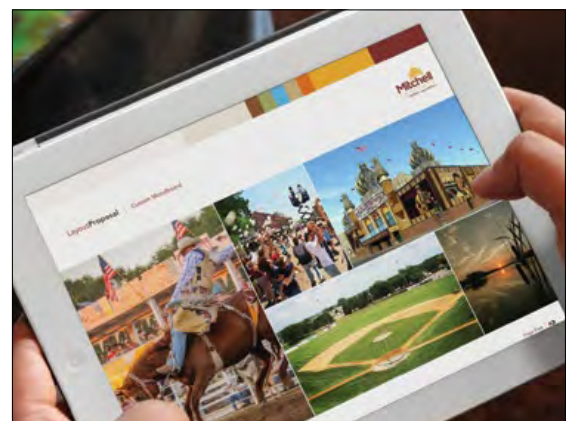
Your Role

We will need your help to create the strongest possible website for your community. During the process, you will have homework. Yes, homework! We will need you to:

✓ **ASSESS YOUR CURRENT WEBSITE**
For the best consulting experience possible the following takeaways need to be completed prior to your consulting:

- **Functionality and Design Form –** Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.

- **Web Team Form –** Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus project team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.

- **Content Form –** The information that you provide on this form will also help our content development professionals to assess your wants and needs.

✓ **CLEAN HOUSE AND UPDATE CONTENT**
We will need you to update the content on your current primary live website. This step is critical to guaranteeing the information available is relevant, fresh and on-point. Your staff should delete any pages from your current website that you no longer want or need and ensure the remaining information is applicable and up-to-date. If you are not able to access your current site, our team will work with you to ensure that your content needs are addressed.

✓ **GATHER PHOTOS AND LOGOS**
Collect pictures that will be used in the overall design and logos or branding that should remain consistent.

✓ **DEPARTMENT LIST**
Provide a list of all departments in your organization.

✓ **WEBSITE STATISTICS**
Provide statistics from your current site for the previous 12 months along with a list of all pages and downloaded documents.

✓ **SITE MAP**
Provide the outline of your current site's navigational structure.

✓ **EXTERNAL APPLICATION LIST**
Supply a list of all third-party or in-house applications being utilized.

✓ **VERBATIM CONTENT**
Compile a list of any content on your current website that must be migrated verbatim to your new site.

✓ **UPDATE INTERNET BROWSERS**
Ensure you have most up-to-date web browser versions within your organization's computers.

Support, Hosting & Security

You are now a part of the CivicPlus family and will continue to receive both technical and consultative support from our Support and Account Management team.

Continuing Service & Support

You will receive ongoing guidance and assistance from our knowledgeable staff and get the answers you need to keep your website current and live.

AROUND-THE-CLOCK SERVICE & SUPPORT

With technology, unlimited support is crucial. Our live support personnel based in the United States are ready to answer your staff members' questions and ensure their confidence in using our site. When you choose CivicPlus, our knowledgeable staff is 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.

CivicPlus is also proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity and the internet in general, our personnel often identify and correct issues before they ever affect our clients' websites.

SUPPORT	MAINTENANCE OF CIVICPLUS APPLICATION & MODULES
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) / 24/7 Emergency Support	Install service patches for OS system enhancements
2-hour response during normal hours	Fixes
Dedicated support personnel	Improvements
Integration of system enhancements	Integration
Usability improvements	Testing
Online training manuals	Development
Proactive support for updates & fixes	Unlimited Administrative Users
Monthly newsletters / Ongoing follow-up check-ins	
CivicPlus Help Center Community Forum	

WWW.CIVICPLUS.HELP - THE CIVICPLUS HELP CENTER

CivicPlus clients and their visitors have 24/7 access to our online Help Center where users can review articles, user guides, FAQ's, and can get tips on best practices. The Help Center also provides our release notes to keep you in the loop on upcoming enhancements and maintenance. The Community Forum allows your staff and your users to interact with each other, send CivicPlus feedback and suggestions for future system enhancements, and view trending topics among members - along with other functional and engaging features and capabilities.

DEDICATED ACCOUNT MANAGEMENT

CivicPlus has a team of dedicated account managers to help you implement the tools needed to successfully meet the level of community engagement that you desire. Upon website Go Live, you will have a dedicated member of this team to help you keep up on new CivicPlus products and optimize your site. This specialized team member can provide you with further information on how to engage your citizens, utilizing the tools that CivicPlus has put into place on your new website.

Hosting & Security

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 to ensure we adapt to the ever-changing security landscape while providing maximum
availability. To help ensure your site is protected at the level you need, CivicPlus offers two options for
coverage.

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.

PLATINUM HOSTING & SECURITY PACKAGE

Ensuring your visitors can access your site and that it continues to be business as usual with the least
amount of interruption is attainable through the CivicPlus Platinum hosting and security. Cyber security
is a high profile topic that makes the news almost daily. Every industry is a target, including local
government. 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. 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.

ONGOING PROTECTION SERVICES

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.

HOSTING & SECURITY FEATURES	INCLUDED	PLATINUM
Data Center		
Highly reliable data center	✓	✓
Managed network infrastructure	✓	✓
On-site power backup & generators	✓	✓
Multiple telecom/network providers	✓	✓
Fully redundant network	✓	✓
Highly secure facility	✓	✓
System monitoring	24/7/365	24/7/365
Hosting		
Automated CivicEngage 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		
Multiple network providers in place	✓	✓
Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack)	✓	✓
Burst bandwidth	22 Gb/s	45 Gb/s

HOSTING & SECURITY FEATURES	INCLUDED	PLATINUM
Disaster Recovery		
Emergency after-hours support, live agent (24/7)	✓	✓
On-line status monitor by Data Center	✓	✓
Event notification emails	✓	✓
Guaranteed recovery TIME objective (RTO)	8 hours	4 hours
Guaranteed recovery POINT objective (RPO)	24 hours	4 hours
Pre-emptive monitoring for disaster situations	✓	✓
Multiple data centers	✓	✓
Geographically diverse data centers	✓	✓
DDoS Mitigation		
Defined DDoS Attack Process	✓	✓
Identify attack source	✓	✓
Identify type of attack	✓	✓
Monitor attack for threshold* engagement	✓	✓
DDoS Advanced Security Coverage		
Continuous DDoS mitigation coverage	NOT INCLUDED Additional coverage available at time of event. Additional fees will apply.	✓
Content Distribution Network support		✓
Proxy server support		✓
Live User Detection service		✓

*THRESHOLDS: Traffic exceeds 25 Mb/s sustained for 2+ hours. Traffic over 1 Gb/s at any point during attack

Scope of Work

What we promise to deliver.

Scope of Work

- Assign a project manager to your project

- Conduct a project kick-off meeting to review awarded contract

- Establish a communication plan for project duration

- Identify all key internal and external stakeholders

- Develop a project plan and timeline

- Provide project management and support

PHASE 1: WEBSITE OPTIMIZATION
Deliverable: Website optimization meeting

- Provide communication support and status to key stakeholders via email or phone as needed

- Review goals and expectations you submitted on the completed forms to ensure all needs are clearly understood

- Present best practices to enhance your new site

PHASE 2: DESIGN PRESENTATION
Deliverable: Website responsive prototype and color palette presentation

- Present a simple, responsive prototype that demonstrates the placement of your navigation and key functionality as well as a custom color palette that are based on previously determined goals

- Begin design development once approved

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PHASE 3: PRODUCTION SITE DEVELOPMENT
Deliverable: Website design and production

- Present a fully functional website on production URL

- Migrate up to 225 pages for url www.prcity.com

- Migrate Microsoft Word or .pdf documents of current, plus previous three years, of agendas and minutes

- Conduct a quality review of the website to ensure the statement of work is met, after approval of design and functionality

- Coordinate training needs

PHASE 4: WEBSITE REVIEW & TRAINING
THREE (3) DAYS WEB-BASED TRAINING FOR UP TO SIX (6) STAFF MEMBERS
Deliverable: 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.

- Provide training as agreed upon for staff members, based on internal daily task and workflow

- Train staff on CivicEngage, including updating content pages and modules

- Provide access to online training manuals and videos for additional assistance

PHASE 5: GO LIVE
Deliverable: Custom website launched to the public

- Address system issues identified

- Redirect the domain name to the newly developed website once you sign off on the completed project

Proposed Investment Estimate

What we promise to deliver.

We will want to talk with you in more detail about your goals, expectations and vision before we finalize your scope so we deliver what you need, when you need it.

Year 1 Investment Proposal

All quotes are priced per project and presented in US dollars.
Pricing is valid for 60 days from May 30, 2017.

As detailed in the proposal, Paso Robles' project development includes:

✓ **Website Design, Development & Deployment**

- CivicEngage Content Management System (including upgrades, hosting, maintenance and support)
- Migration of up to 225 pages for url www.prcity.com
- Included Hosting and Security Package

✓ **Professional Consulting Services & Training**

- Three (3) Days Web-Based Implementation Training for up to Six (6) Staff Members

✓ **Projects Enhancements & Functionality**

- Send eCommunication Module
- Custom Mobile App
- Media On-demand (Live Streaming and 10 GB additional storage)
- MobileAdmin App (with Alert Center, Calendar, NewsFlash and CRT upgrade)
- Design Essentials

Total Investment – Year 1	$39,025

Annual Investment

Year 2 and Beyond

✅ **Annual Hosting/Maintenance Service** (Beginning year 2)

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 (for non-CPA payment projects) and beyond.

Annual Hosting
& Maintenance
(Beginning year 2)

$10,975

CivicPlus Advantage - Alternate Payment Plan

The CivicPlus Advantage (CPA) provides zero interest, level payments that divides the Total Investment - Year One expense of your project over the first five (5) years of your contract. Each payment also includes your Annual Hosting/Maintenance Services. Our CivicPlus Advantage payment plan lowers your initial "out of pocket" expenses dramatically.

1st Year CPA Payment $16,585	4th Year CPA Payment......................$16,585
2nd Year CPA Payment....................$16,585	5th Year CPA Payment......................$16,585
3rd Year CPA Payment......................$16,585	6th Year Annual................................$11,524 *(annual + 5% technology fee)*

100%
REDESIGN
GUARANTEE

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!