



BEST AND FINAL OFFER

**SANTA ROSA,
CALIFORNIA**

*Best and Final Offer Letter with Revised Scope of Work Proposal
as submitted electronically February 18, 2016.*

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February 18, 2016

Jennifer Myles, Senior Buyer
City of Santa Rosa
635 First Street, 2nd Floor
Santa Rosa, CA 95404



RE: Request for Proposals 15-54 City of Santa Rosa Website Design and Replacement Best and Final Offer

Dear Jennifer:

In the CivicPlus response to Santa Rosa's Request for Proposals in November 2015, we presented aggressive pricing to ensure we offered a value that fulfilled the needs you described. After meeting with you and discussing your goals further, we are excited to offer even greater value to the City of Santa Rosa in our best and final proposal offer.

We have revised our proposal to include an additional 1,000 pages of content migration for a total of 2,000 pages to be manually reviewed and optimized by our experienced content development staff. In combination with our included on-site navigation and content consulting, we are confident that Santa Rosa will have highly accurate, usable and easy-to-maintain content from day one of your new website.

To make certain your website keeps up with the City after launch, we have also added 30 hours of our Continuous Improvement Services to be used for technical design, content development, consulting or training each year of your contract with CivicPlus. These hours do not have to be earned over the course of your contract. The City will have an additional 30 hours to be used as you need them each year when your contract is renewed.

In addition to Continuous Improvement Services, CivicPlus will make sure you lead the pack in technology after the launch of your new website today and in the future with a free redesign every 48 months to ensure your site is fresh and cutting edge! Along with the added benefits that we are now providing, we are even further increasing the value for Santa Rosa in our revised pricing described in the following best and final cost proposal. We are excited to partner with Santa Rosa and look forward to making this website redesign extremely successful.

Sincerely,

Phil Carselowey
Regional Sales Manager
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Direct Line 785-410-5254

Brian Rempe
President

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BEST AND FINAL OFFER CLARIFICATIONS

1. Does your CMS have the ability to notify users if a page has not been edited within a certain period of time?

Yes. This ability is available by creating end dates on pages so users are notified via our content scheduling functionality. Our History Log also informs you of when items have been changed or edited.

2. What is the page migration cost for a) All Pages, b) 1,000 pages and c) 3,000 pages?

All pages up to 2,000 and three years of Agendas and Minutes are included in the cost. Any pages over 2,000 are \$6 a page. It's important to remember that we have trained professionals touch each page. We aren't copying and pasting. We are reviewing and optimizing all of the content for your new website.

3. If the City chooses to have more pages migrated than we contracted for, what is the cost-per-additional migrated page?

\$6 a page.

4. The City expects to have one (1) continuous work-week of vendor facilitated community and key staff meetings (1-2 per day) in Santa Rosa. Is there an additional cost to have a representative from your firm attending the community meetings? What is that cost (including travel and expenses, please identify any and all costs associated)?

We have built in 5 days of on-site consulting. This can be used for a project kickoff meeting, navigation and content consulting or community engagement meetings. Our project manager will certainly provide you with our best practices for using these days, but ultimately it's your choice how they are used. If you need anything beyond the 5 days that are included, each day of additional on-site consulting would be \$3,600 a day all inclusive.

5. Given that you have a custom CMS what level of post-launch support do you anticipate from the City IT Department (if any)?

We are expecting the IT department to have little to no post-launch support involvement. The City website users would utilize our support service, training resources, etc. We don't expect the City IT Department to be needed for any level of post-launch support. We built in 5 days of on-site training and 3 days of virtual refresher training 90 days after the launch. On top of this training we provide you with an account manager, online resources and a 24/7 support center. There are no limits on how many staff members can call into our support center or how often they call.

6. What quantity city-employee training have you included for pre-launch? Is it online, or at our facility?

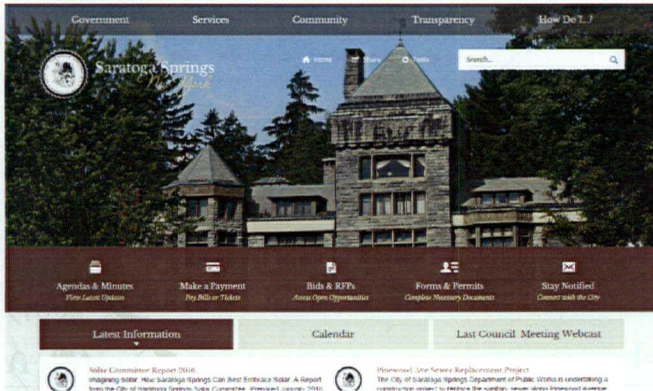
We have built in 5 days of on-site training for pre-launch training and 3 days of customized virtual refresher training for any employee that feels they need more training after working with our GCMS for 90 days.



7. Please send the background information on the project manager you will assign to our project. Include prior project management examples that the individual has led for other Cities/Counties.

CiCi Wood-Coyan is a senior project manager with several years of experience. She started with CivicPlus as a consultant prior to transitioning into a project manager role. Some of her work is provided below.

Saratoga Springs, New York



www.saratoga-springs.org

Glenwood Springs, Colorado



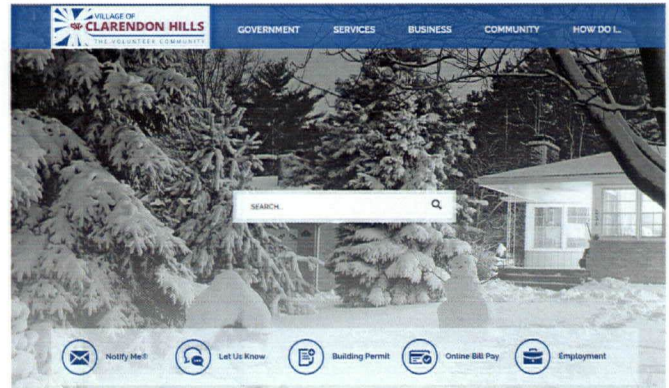
www.ci.glenwood-springs.co.us

Fishers, Indiana



www.fishers2040.com

Panama City, Florida



www.clarendonhills.us

8. Please identify your technical support options with associated costs for each option. Is technical support available 24/7?

24/7 support is included at no additional cost. You will have an account manager, unlimited access to our 24/7 support center and all-inclusive access to our online resources. On top of this our Regional Sales Manager is available for on-site check ins throughout your partnership with CivicPlus



BEST AND FINAL COST PROPOSAL

All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from February 18, 2016.

Website Design, Development & Deployment

- CivicEngage Content Management System (including upgrades, maintenance and support)
- Migration of **2,000** pages of existing content
- Included Premium Security
- Hosting server storage not to exceed 40 GB

Professional Consulting Services & Training

- 5 Days On-Site Navigation and Content Consulting
- 5 Days of On-Site Implementation Training
- 3 Days of Virtual Refresher Training 60-90 Days Post Go Live

Project Enhancements & Functionality

- CivicSend
- CivicMobile app for main URL
- CivicMedia up to 40 GB storage
- 3 Department Header Packages
- **30 hours Continuous Improvement Services annually** (i.e. technical design, content, consulting and/or training.)

Initial Total Investment - Year One \$117,635
 Value Added Discount -\$11,759

Revised Total Investment - Year One \$105,876

Annual Hosting/Maintenance Services Fee

allows you to 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, recurring training, and access to the CivicPlus community.

The Annual Hosting/Maintenance Services Fee is subject to a cumulative annual 5% technology fee increase beginning Year 3 (for non-CPA payment projects) and beyond.

Initial Annual Fee (beginning Year 2) \$12,480
 Value Added Discount -\$1,245

Revised Annual Fee (beginning Year 2) \$11,235

Alternate Payment Option

CivicPlus Advantage (CPA)

This alternate payment plan provides **zero interest, level payments** that divides the *Total Investment - Year One* expense of your project over the first three (3) years of your contract. Each payment also includes your Annual Hosting/Maintenance Service Fee. Our CivicPlus Advantage payment plan lowers your initial "out of pocket" expenses dramatically. Below outlines Santa Rosa's yearly payments (with a four-year contract) with the CivicPlus Advantage payment option.

1st Year CPA Payment	\$42,782
2nd Year CPA Payment	\$42,782
3rd Year CPA Payment	\$42,782
4th Year (annual + 5% Technology Fee)	\$11,797

CivicPlus 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. Your website stays current and doesn't need to be re-built from the ground up again!



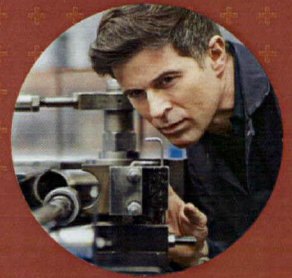
EXECUTIVE SUMMARY

Santa Rosa's 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.

Our approach to achieving your vision will include:

- **Fully Responsive Design** – A customized website design to meet your unique needs and desires. This will include project design, development, and implementation of our GCMS with responsive design, so your site adjusts to the screen size and orientation regardless of the device.
- **eGovernment Content Management System (GCMS®)** – A robust and sophisticated management system which allows migration of existing content and ease of use for your staff to update and manage.
- **Customized Training** – Through 5 days in Santa Rosa, our trainer will ensure your staff is ready to hit the ground running at Go Live.
- **Dedicated Project Team & Continuing Support** – Your dedicated team will assist you through the development process, and includes your project manager, expert designer, and a team of content experts to migrate, edit and optimize your website. Our support team ensures your complete satisfaction with our products for as long as you are part of the CivicPlus family.
- **Guaranteed Redesign** – 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. Your website stays current and doesn't need to be built from the ground up again!
- **CP Connection** – *THE* place to stay in the loop! Our online community for all CivicPlus clients provides you the venue to exchange ideas and best practices with other CP clients; continue training and learning more about our GCMS and support services.
- **CivicSend** – a visually rich e-communication platform fully integrated with GCMS® and designed to save time, improve efficiency and increase community engagement. This platform allows for unlimited subscribers, emails, and social media integration communicated through mobile responsive and easily customizable templates.
- **CivicMobile** – In addition to responsive design for mobile web users, research shows 86% of the time we spend on mobile devices is spent using apps. The CivicMobile App puts the power of your website conveniently in your citizens' hands. Updates to your site are automatically synced in real-time.



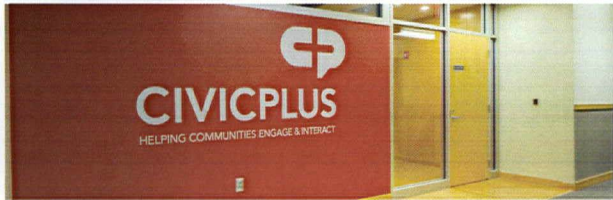
OUR PHILOSOPHY

Deliver a unique and customized, fully responsive website design reflecting your vision.

- Intuitive navigation and page layout with unlimited submenus and subpages.
- True live editing and training so your staff can be efficient on day one of your new website.
- Interactive functionality through our GCMS® and continuously updated, cutting-edge solutions designed by experts specifically for you.



INTRODUCTION



CivicPlus is the unique provider of the Government Content Management System (GCMS®)—the most innovative, user-friendly and comprehensive source for engaging eGovernment websites. Our clients' solutions are based on the latest in web coding technologies. They function across all major browsers, platforms (including mobile) and incorporate engaging features such as social media integration.

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 200 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 1,900 clients with over 50,000 users. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting. We consider it a privilege to partner with municipalities such as yours to provide your community a website that will serve your needs today and in the future.

Your new website will convey a sense of place for your community, be visually appealing and utilize the latest technology to provide a convenient source of information to communicate and engage your community – so they can find the information they need, when they want it.

Why should Santa Rosa choose CivicPlus to achieve its vision?

- We are driven by client service, not billings. Our goal is to become your trusted partner and deliver what you need.
- We set the industry standard and have the reputation to back it up, for helping governments better connect with citizens and constituents and we will bring that same expertise to your project.
- We deliver in-house professional consulting services to provide direction for your vision, alignment, consistency and peace of mind knowing your website will be what you need today and tomorrow.
- We develop highly-usable, mobile responsive sites so your website is available anywhere at any time.



DID YOU KNOW?

Our clients have won over 370 state and national awards for their websites designed and implemented by CivicPlus. We think our clients' success speaks for the quality of our work.



- We create a website specific to how you and your citizens will use it and design it to be both end-user and maintenance friendly.
- We securely host your site in our state-of-the-art facilities – keeping it safe. **We exceed industry standards maintaining over 99.7% up time for our clients' websites!**
- Our proven step-by-step implementation process has been effective for clients throughout the United States, Canada and Australia.
- Since our inception nearly 20 years ago, our focus has been and continues to be, helping local governments work better and that involves knowing what you need to be successful in your procurement process. From the RFP process and finalization interviews to contract negotiation and approval to accounting and billing, CivicPlus brings the experience and familiarity with procurement processes to help keep your project moving forward and moving smoothly.



Our dedication to working closely with you throughout the project and developing a unique-to-you design ensures we deliver a website that is not only functional, but will **WOW** your visitors.

We can't wait to get started on yours!

- CivicPlus has no violations of federal, state or local regulations nor laws in the past five years.
- CivicPlus has no pending or current litigation.
- We have no arrangements with other firms that could pose a conflict of interest.
- No information contained in this proposal is deemed proprietary or confidential.



HEAR FROM OUR CUSTOMERS

"I became increasingly impressed with the capability of CivicPlus. We had other companies come in and do presentations; some of their websites were beautiful, but they weren't as interactive or integrated with other modules, or they were limited as to what they could do. The fact that CivicPlus customized from scratch, not from a template, was fantastic. Every module I could ever think of and more was fully integrated with the site — which was a dream come true."

Tricia Dzuris
Assistant to Town Manager
Chelmsford, MA



SCOPE OF SERVICES

1. Branding/Common Theme/Consistent Design: One overall design template or wireframe is created specifically for the site's homepage and interior pages with the City's style, logo and brand guidelines in mind and maintaining the look, feel and navigation throughout the main URL. Each Department Header in this project includes a unique URL where applicable, custom site identifier or logo, unique homepage that follows the layout of the main URL, unique global navigation and menus, custom background image and/or slideshow of images, unique graphical buttons, and the same choice of modules to use on the homepage and interior pages. This will allow for a level of individuality between City functions and departments while maintaining the common theme and branding throughout the sites. Page layout options are available within the Online Page Editor content creation functionality, and those layouts are separate from the overall design of the site. Content changes will not affect the design, though the site breadcrumbs, page structure and sitemap will dynamically update upon publish of any content changes.

2. User Testing: We do extensive user testing to observe what users do, where they succeed, and where they have difficulties with the user interface. We refine the design ideas that test best through multiple iterations, gradually moving from low-fidelity prototyping to high-fidelity representations that run on the computer. Then we test each iteration. Once we decide on and implement the final design, we test it again. A testing period (typically one month) is provided between the completion of training and your site's Go Live date and can include a selected group of the public. This will allow you to add, create, and make adjustments to content as well as ensure overall satisfaction with your website. CivicPlus is browser based, which means content changes will display and function the same way before and after Go Live. A signed acceptance form is required prior to Go Live. The only way to a high-quality user experience is to start user testing early in the design process and we keep testing every step of the way.

3. Style Guide and Templates: Our consulting and design teams will work with your staff to develop a website style guide that will establish standards for use of colors, fonts, graphics and images to maintain brand consistency while considering ADA accessibility best practices. Pages and modules will default to these standards and wherever possible, we use live text instead of graphics to reduce the download time of pages and increase your control. Our drag-and-drop interface allows for a variety of smart fields and auto-populating.

4. Search: We supply all of our clients with a powerful site search that automatically indexes all content making it easy for visitors to find information. From the search bar, our predictive search will automatically suggest pages, files and documents as users type guiding them to relevant pages. The CivicPlus Site Search will search through web pages on your site, PDF documents, any module entries and document files. Video and sound files are searched by name. The Site Search organizes the results by the type of information (calendar item, web page, Microsoft files, PDF documents, etc.)

5. Search Engine Optimization: In today's world, SEO must be viewed as an ongoing way of life rather than a one-time deal, but the days of just including "keywords" has passed. Through CivicPlus' GCMS and the talented professionals helping you craft your message online, we will include not only optimal keywords, but clear, direct and descriptive content. Content that search engines such as Google and Firefox now employ to rank their search results. Relevant descriptors and keywords are used as part of the setup of each new page in our process – making your site easier to find and keeping it top-of-mind for your visitors. During the content migration and training we will work with you to determine the best practices of including searchable terms and descriptors and train your staff on best practices to do the same for future pages. As part of your project, we will submit all this information for you to multiple search engines, so your site will be ready to be searched and found as it goes live.



6. Content Management System (CMS):

a. The CivicPlus GCMS® 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 throughout your site. Our editor includes a spelling and grammar check. No HTML knowledge is needed to update your website. However, if desired, HTML code can be used throughout the website for advanced users.

b. The GCMS® includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content so that previous versions can be accessed or used, if necessary. Archived content can be viewable by the public if desired, but is typically not shown on the public-facing side of the site and just housed within the Archives. Administrators and staff with module access may access those archives; others will not see them.

The Bad Links Identifier module creates a list of broken links on your site when they are accessed. It also allows a site visitor the ability to enter comments concerning how they accessed the page. On the administrative side of the system an asterisk alerts you that a comment concerning a bad link has been posted.

c. Every aspect of the system has content scheduling ability to be assigned start and stop dates. When creating an entry, simply select the date and time desired for the material to publish and/or unpublish. Material can be set to auto-unpublish or it can be manually retired. These dates are logged in an Expiring Items Report and can have an automatic email sent 72 hours before it is set to expire. When items expire they are unpublished from public view, but will remain in the system until someone manually removes them from the archive. This allows you to bring the page back at any time with updated content.

d. CivicPlus utilizes Microsoft SQL Server, ASP, JavaScript and HTML for web development. All content is organized in accordance with web accessibility and usability standards. This includes easily legible standard fonts, live text instead of graphics wherever possible, no information being conveyed

exclusively through color, and all images and hyperlinks having an alternative text attribute. Our printer friendly functionality also separates critical content from the site template to provide a clean print without menu structure and banner information. We have attempted specifically to comply with Section 508 referring to website accessibility standards and support a variety of assistive technology.

e. Most information is constantly changing and needs to be updated frequently. With CivicPlus, each department is capable of adding, editing and deleting all of their own content within their established levels of rights. Even though each department can update their own information and web pages, the menu structure, top of page, banner and navigation throughout the site remains consistent. CivicPlus' Live Edit allows you to see where your information will be posted before you make any changes. Publishers and administrators can be given rights to adjust hierarchical menu items, such as moving a page under a different department or a department section to a different location.

f. Our GCMS has the ability to display feeds from a variety of other sites, including, but not limited to, Instagram, Facebook and Nixel.

g. A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website. Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve varying levels of changes. The site can inherit existing City Active Directory (LDAP) permission groups.

h. We have nearly a dozen application programming interfaces (APIs) scattered throughout the system and continue to build more to make integrations with the GCMS® and disparate applications as straightforward as possible. This includes many popular merchant solution providers. Our ePayment Center also allows you to process payment transactions via the website.



i. The same level of rights functionality available to typical user access can be used to give temporary access to consultants and vendors and can be terminated by a City administrator at any time.

7. Navigation Integration: With mega menus and dropdown and pop-out menu functionality, you can essentially get to any page on your website within a single click if you desire. You can create unlimited pages with the CivicPlus GCMS® and there is no limit to the depth of pages that can be created. During the three days of On-Site Navigation and Content Consulting, CivicPlus will assist the City in determining the best depth, orientation and flow of navigation to stay consistent throughout the site. Additionally, when a user visits your site, Dynamic Breadcrumbs are used to show their location within the website. Breadcrumbs are automatically generated by the CivicPlus system. This feature assists a site visitor in understanding the site structure and navigation. A dynamically generated site map also automatically updates itself to your menu system, so if a menu item is renamed, added or deleted in your navigation, the site map will reflect those changes.

8. Responsive Framework: As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site will adjust to the screen size and orientation of the device its being viewed on and our designers keep usability in the forefront when setting up designs to maintain not just the home page, but every page of your site as responsive. This flexibility provides a seamless user experience. Our websites are viewable in all common browsers; however, they are optimized for administrative use with Windows 2000+ and supported in the two most recent versions of any major browser including: Internet Explorer, Firefox, Safari and Chrome.

9. Libraries: All uploaded content to our sites has the ability to be posted to the website for public access and searched.

a. File Repository: Our Document Center allows for a variety of file types (e.g., PDF, spreadsheets, pictures, video files, sound clips and more) to be downloaded or viewed by the end user, allowing for easy access for your site visitors. Your employees can easily add new documents and direct residents to the information they requested online. Moreover, all files are organized by our structured filing system of folders and subfolders, keeping all of your information easily obtainable by your citizenry 24/7.

b. Image Repository: The Photo Gallery Module is designed to allow you to store and display photographs in a central location to showcase to your citizens and the world the best that your community has to offer. Photo Gallery helps your website become the place to put your community's best face out there and to attract new citizens to your area.

Users will be able to explore your municipality through albums and favorites, browse featured photos and events, share with friends, send postcards, submit images, view images as thumbnails or full-size, write descriptions, search, view a slideshow, give photo credits and give images "thumbs up."

You can use the Photo Gallery to store and organize photo files by department, division, and/or event. Like the Document Center, you can store as many pictures in as many albums as you like.

c. Video Repository: CivicMedia provides an affordable way to upload video files and stream live video right through your website without the need to purchase costly third-party solutions. This module is optimized for the storage of video files, but it takes you a step further by providing an avenue to stream meetings, demonstrations and events right through your website. All you need to get started is a camera connected to a computer with internet access. Just about any file format is supported and are easily searchable, shareable and accessible from almost any device.



10. Business Transactions: While CivicPlus offers our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your citizens to easily log on and pay bills ranging from class registrations and permit applications to property taxes and utilities. The payment processor used for transactions is dependent upon the municipality's wants and needs, with every effort made to ensure a clean, seamless on-site presentation of the payment portal. Integration of third-party vendors is subject to scope and additional fees.

11. Subscription Services: With Notify Me®, visitors can sign up to be notified via email about community activities, meetings and other updates to your website. Users can self-manage multiple subscriptions at once, and unsubscribing is easy. You can send out unlimited emails and can include links to documents as they are published on the City's website. This module automatically integrates with our News Flash and Calendar modules. You can set up notifications as drafts and set them to send to subscribers at a specified date and time. Additionally, most current subscriber notification lists can be imported to our system, while the email lists created by your CivicPlus system can be exported for other files and/or purposes. Administrators can create as many Notify Me® lists as they want, which will integrate with the CivicSend module to efficiently communicate with citizens via email, SMS/text, Facebook and Twitter through a single point of access.

12. Streaming Video: See 9.c. Video Repository.

13. Forms Creation/Printing: Our Form Center makes it easy for you to receive useful information from your community and for your community to complete tasks online. These completely customizable forms can be used as a means for citizens to contact you with questions, requests and feedback or to sign up for various events and activities. You can have as many online forms as you need, creating forms easily from scratch or from our library of sample online forms. Various field options include long

answer, radio button, drop-down lists and multiple choice (among others), with formatting options that include font colors, background colors, text alignment and more. You can preview forms as you create and edit them instead of sending it to someone else for changes. The Form Center lets you develop every aspect of your online form with no programming knowledge necessary through a simple drag-and-drop interface. Any form submitted on your website can be received via email to as many people as you wish and/or be kept in a backend database with basic analytical reporting available. This data can then be exported to Microsoft Access, Excel or other database software. All forms or documents requiring plug-ins will include links.

14. Site Map: A dynamically generated site map automatically updates itself to your menu system. So if a menu item is renamed, added or deleted in your navigation, the site map will reflect those changes.

15. Website Analytics: In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics through Piwik Analytics. Important information including page hits, total pages, popular pages and browsers used can be pulled from this data in order to make decisions about the use of the website.

16. Social Networking/Mobile Users: CivicPlus can sync your website to your Facebook profile to automatically publish news and calendar events on Facebook with a link to your website for more information. We can also link your website to your Twitter account for automatic publishing of news and announcements, such as road closings, meeting schedules and emergency notifications. CivicSend can also be used to easily communicate to multiple channels (email, SMS, Facebook, Twitter) from one interface. Other social networking sites (such as LinkedIn, YouTube, Pinterest, etc.) can be featured on your website as links to your organization's profile on those particular websites.



17. Compliance: CivicPlus best practices include code-base updates and content standards that reference World Wide Web Consortium and Web Content Accessibility Guidelines (WCAG) 2.0 A and AA, which encompasses and surpasses Section 508 standards. Our software includes a number of methods to ensure compliance with Section 508, including tabbed navigation on all pages and alternate language tags for all images. Our content development staff is trained to recognize when particular content may be inaccessible to some users, crafting alternate descriptions for image-based content, such as charts and graphs. In our role as a consultant, we will continue to make recommendations to our clients on best practices for keeping their posted content accessible and available for all users. All of our eCommerce partners also meet the Payment Card Industry's Data Security Standard (PCI DSS).

18. Multiple Languages Support: The Google Translation Tool is included in pricing. Hand translation is priced per language.

19. RSS Feeds: RSS feeds are included on all CivicPlus sites. When a user signs up for RSS feeds, they receive email notifications of the latest news updates without having to visit your website. RSS begins by downloading a free reader and then subscribing to the feed. Then, as often as the website is updated, the subscriber receives notifications of these updates at their earliest convenience.

20. Logging: Easily track changes made to your website by all of your users with the CivicPlus History Log. Track changes made to items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable and exportable.

21. City Calendar Feature: The Calendar Module allows administrators to set up calendar items to help keep the public informed about upcoming events and meetings in your community and allow the community. Events can be set on a one-time basis or as recurring events for multiple months in advance, with short descriptions and hyperlinks to display the event details. The calendar recognizes the current date as the starting date for the display of events and provides easy navigation to future events. The Calendar supports multiple views, including a monthly view that displays all the events in a month. Any page on your site can display the most current calendar items in a special content area, great for departments or sections of the website that wish to have their calendar events appear on their page(s). You can also draw attention to upcoming events using the Featured Events functionality, within the Calendar module. iCal integration allows for sharing, downloading and exporting of events.

22. Content Migration: Your new website will incorporate all existing City content and primary web services with the portability to handle increased content and future features. After confirming that the City has reviewed existing site content for outdated, incorrect or unnecessary page information, our content experts will migrate all pages to the new system once layout and navigation have been decided. For content from third-party vendors, we support IFRAME and can dynamically scrape content from existing web applications, allowing continuously updated content or form fields to access an application to be drawn directly into the CivicPlus-created site.



CITY OF SANTA ROSA CONTRACT CLARIFICATIONS

Attachment A Page 2 *“Consultant shall submit monthly statements to City which shall itemize the services performed as of the date of the statement and set forth a progress report, including work accomplished during the period, percent of each task completed, and planned effort for the next period. Invoices shall identify personnel who have worked on the services provided, the number of hours each worked during the period covered by the invoice, the hourly rate for each person, and the percent of the total project completed, consistent with the rates and amounts shown in Exhibit B.”*

CivicPlus prices on a per project basis. We have found that this type of pricing structure eliminates surprise costs and is overall more cost effective. Our goal is not to “nickel and dime” our clients with hidden fees or hourly rates. We have presented the most cost effective solution while still meeting your needs.

For billing, one half of the total First Year Fee will be invoiced at the completion of the following phases:

- a. Phase 2: Website Layout – one half of the Total Fees Year 1.
- b. Phase 4: Customized Website Training - the remaining half of the Total Fees Year 1.

Attachment A Page 5 *“City shall have the right to terminate this Agreement for convenience at any time by giving a written notice of termination to Consultant.”*

Either party may terminate the agreement at the end of the contract term by providing the other party with 60 days written notice prior to the contract renewal date.

Attachment A Page 7 *“City shall have full ownership and control, including ownership of any copyrights, of all information prepared, produced, or provided by Consultant pursuant to this Agreement.”*

Upon full and complete payment of submitted invoices for the Project Development and launch of the website, Client will own the Customer Content (defined as website graphics, the page content, all module content, all importable/exportable data, and all archived information). Intellectual Property of the GCMS® will remain the property of CivicPlus.

Attachment One Page 12 *“All policies shall provide or be endorsed to provide that coverage shall not be canceled, except after prior written notice has been provided to the City in accordance with the policy provisions.”*

Our insurer will not guarantee 30 days notice, however, CivicPlus will provide you with notice as soon as possible after notification of cancellation. We fulfill all of the City’s other insurance requirements outlined in Attachment One.



CIVICPLUS FEATURES & FUNCTIONALITY

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 instantaneously. The CivicPlus Government Content Management System (GCMS®) utilizes Microsoft SQL Server, ASP, JavaScript and HTML 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.

Modules	Functionality
Agenda Center	Action Items Queue
Alerts Center & Emergency Alert Notification	Audit Trail / History Log
Archive Center	Automated PDF Converter
Bid Postings	Automatic Content Archiving
Blog	Dynamic Breadcrumbs
Business/Resource Directory	Dynamic Sitemap
Citizen Request Tracker™	Expiring Items Library
Community Connection	Graphic Link Administration
Community Voice™	Links Redirect
Document Center	Menu Management
ePayment Center or eCommerce Integration	Mouse-over Menu Structure
Facilities & Reservations	Live Editing and Page Creation
Frequently Asked Questions	Online Web Statistics
Form Center	Printer Friendly/Email Page
Intranet	RSS
Job Postings	Site Layout Options
My Dashboard	Site Search & Entry Log
News Flash	Slideshow
Notify Me™ email and 500 SMS subscribers	Social Media Integration
Photo Gallery	User & Group Administration Rights
Quick Links	Web Page Upload Utility
Spotlight	Website Administrative Log
Staff Directory	





HOSTING & SECURITY SERVICES

CivicPlus protects your investment and takes hosting and security of our client sites seriously. Redundant power sources and internet access ensures consistent and stable connections. We invest over \$1.0m annually in to ensure we adapt to the ever-changing security landscape while providing maximum availability. To help ensure your 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 99.7% guaranteed up-time. We've got you covered.

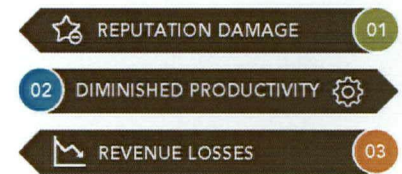
Platinum Hosting & Security Package

Ensuring your visitors can access your site and that it continues to be business as usual with 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.

TOP CONSEQUENCES OF AN ATTACK



SOURCE: PONEMON INSTITUTE, MARCH 2015

Hosting & Security Features	Included Hosting & Security	Platinum Upgrade Hosting & Security
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 GCMS software updates	✓	✓
■ Server management & monitoring	✓	✓
■ Multi-tiered software architecture	✓	✓
■ Server software updates & security patches	✓	✓
■ Database server updates & security patches	✓	✓
■ Antivirus management & updates	✓	✓
■ Server-class hardware from nationally recognized provider	✓	✓
■ Redundant firewall solutions	✓	✓
■ High performance SAN with N+2 reliability	✓	✓
Bandwidth		
■ 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
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	<p>Not Included Additional coverage available at time of event. (Additional fees apply)</p>	✓
■ 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



CONTINUING SERVICE & SUPPORT

CivicPlus won't be with you just for the development, design and launch – we will be here year after year to respond to new needs and new opportunities for you to continue to have the best site possible. We offer all of our clients continuing support and additional advantages as a member of the CivicPlus family.

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.

Around-the-Clock Technical Support

Our support personnel 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 and emails, and emergency services are available after regular hours with our on-call staff 24-hours a day.

In addition to fielding support requests, CivicPlus is 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 even affect our clients' websites. Our expertise in website management provides assurance to our clients that their site is in good hands.

Maintenance of CivicPlus Application & Modules
Install service patches for OS system enhancements
Fixes
Improvements
Integration
Testing
Development
Usage License

Support
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)
24/7 Emergency Support
Dedicated support personnel
2-hour response during normal hours
Usability improvements
Integration of system enhancements
Proactive support for updates & fixes
Online training manuals
Monthly newsletters
Routine follow-up check-ins
CivicPlus Connection



HEAR FROM OUR CUSTOMERS

“CivicPlus acted quickly to quash a DDOS on our website. The site was back up within an hour. The speed in which your folks responded and the personal attention of your staff was very refreshing. I will give a double thumbs up to CivicPlus on this issue. I even bragged about you at our Director’s meeting!”

Sally Ellertson
Public Information Officer
City of Burleson, TX



SCOPE OF WORK

Kick-Off Meeting

Deliverable: Project timeline, training jump start, online forms, kick-off meeting

CivicPlus will:

- Assign a project manager to your project
- Conduct a project Kick-off meeting to review awarded contract
- Assign your dedicated project manager
- Establish communication plan for project duration
- Identify all key internal and external key stakeholders
- Develop project plan and timeline
- Provide project management and support

What we will need from you:

- Completion of: Functionality and Design Form, Web Team Form and Content Form (prior to Phase 1)
- Attend Kick-off meeting with key stakeholders and decision makers
- Approval of the project timeline
- Update current primary content and delete any pages no longer needed or not to be migrated.

Phase 1: Website Optimization

Deliverable: Website optimization meeting

CivicPlus will:

- 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

What we will need from you:

- Gather and provide statistics from the current website for the previous 12 months
- Collect graphics to be incorporated in the new site
- Submit a list of all divisions and/or departments within the organization
- Submit a list of third-party and in-house developed applications presently being utilized
- A site map or outline of the current website's navigational structure
- A list of any content on the primary website that must remain intact (verbatim)

Phase 2: Website Layout

Deliverable: Website grayscale layout and mood board color pallet presentation

CivicPlus will:

- Present one custom layout in grayscale and one mood board color palette including placement of navigation, graphic buttons and feature areas - based on previously determined goals
- Begin design development once approved

What we will need from you:

- Approval of and/or request changes to layout and mood board concepts
- Review of marketing packet material and guidelines
- Phase 2 - Website Layout billing milestone complete



Phase 3: Website Reveal

Deliverable: Website design and production

CivicPlus will:

- Present a fully functional website on production URL
- Migrate all agreed upon content pages
- 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

What we will need from you:

- Evaluate and provide feedback on design and content
- Collaborate with CivicPlus on proposed changes
- Provide all necessary DNS items identified
- Submit any revisions to design (until agreed deadline date determined during Kick-off meeting)
- Design changes requested after agreed deadline date, will cause Go Live date to be adjusted

Phase 4: 5 Days of Customized On-Site Implementation Training

Deliverable: Train *System Administrator(s)* on GCMS® Administration, permissions, setting up groups and users, module administration. *Basic User* training on pages, module entries, applying modules to pages. Applied use and usability consultation

CivicPlus will:

- Provide training as agreed upon for staff members, based on internal daily task and workflow
- Train staff on GCMS®, including updating content pages and modules
- Provide access to online training manuals and videos for additional assistance

What we will need from you:

- Provide a location for training with internet access
- Provide computers for training purposes
- Phase 4 - Training billing milestone complete

Phase 5: Go Live

Deliverable: Custom website launched to the public.

CivicPlus will:

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

What we will need from you:

- Test GCMS® functionality and update the final site as per approved timeline
- Report any system issues
- Sign off on finalized site before Go Live

Project Enhancements

- CivicSend
- CivicMobile app for main URL
- CivicMedia up to 40 GB storage
- Branding & Style Guide
- 3 Department Header Packages
- 5 Days of On-Site Navigation and Content Consulting
- 3 Days of Virtual Refresher Training 60-90 Days Post Go Live
- 30 hours of Continuous Improvement Services annually (technical design, content, consulting and/or training)





PROPOSED TIMETABLE AND PHASING



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

Typical Project Timeline	Timeline
Phase 1 – Website Optimization Includes: Needs assessment, best practices, and takeaways assigned.	4-6 weeks
Phase 2 - Website Layout Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
Phase 3 – Website Reveal Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and take-aways assigned.	3-5 weeks
Phase 4 – Customized Training Includes: Customized to give your staff the skills they need to maintain your website.	3-4 weeks
Phase 5 – Go Live	3-5 weeks
Website Launch	16 - 24 Weeks (On Average)

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

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



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks





Average Project
Timeline 16-24 Weeks



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks

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.

Phase 1: Website Optimization

Review Needs

We will review where you are now and discuss where you want to go.

Functionality, Design & Content

We will review how you want your website to look, feel and function.

Best Practices

We will discuss our CivicPlus content best practices and standards.

Phase 2: Website Layout

Based on your results and goals outlined during the website optimization phase, your project team will collaborate to present the most effective user interface for your website, ensuring a flexible design optimized to display in any format now and in the future.

Deliverables Include:

- **Layout:** You will be presented with a custom layout that showcases the placement of your navigation and key functionality. Very similar to the floor plan of a house, the layout will allow you to focus on where things are and if the function and proportion of the space is adequate.
- **Global Navigation:** Simple navigation and consistent page layouts ensure that your visitors can easily find the information they seek. We'll provide you with a best practice navigation for your new website based on your community engagement goals and our prior experience in working with government entities.
- **Mood Board:** Your Project Team will also present a custom mood board reflecting the color and imagery that will set the tone for your design. A mood board is a collection of colors, textures, images, graphics, text and descriptive words. These items will be applied to the floor plan you choose. Think of this as the paint that will be used on the canvas that you have chosen.



Phase 3: Website Reveal

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.

The CivicPlus content usability experts research and establish their standards from the following resources: Jakob Nielsen, www.Usability.gov and www.HowTo.gov. We will format and reorganize your content so it is easy for visitors to quickly scan and retrieve desired information. There is no limit to the pages you can create after you have gone through training.

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. Custom designs are rarely produced in anticipation of a project.

Copyright authorization and/or photography production are required unless you already have quality, usable photographs.

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. 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

CivicPlus recognizes accessibility standards recommendations made by a variety of groups, including the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI) as written in the Web Content Accessibility Guidelines (WCAG). Through adherence to Section 508, CivicPlus is able to meet nearly all Priority One, Two and Three guidelines set forth in the WCAG. Those left unmet do not need to be addressed in order to allow basic access to content; some of the more stringent requirements of the WCAG may limit design and content development options.

Average Project
Timeline 16-24 Weeks



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks





Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks

Phase 4: Customized 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 provides in-person or online webinar 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 scannability.

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.

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.



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

Average Project
Timeline 16-24 Weeks



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks



PROJECT STAFFING

CivicPlus' project development approach has been proven successful in the launching of over 2,000 government-related websites. As a part of that successful process, it is our policy to assign individual team members at the project start. Your individual, dedicated team members will be determined just prior to Kickoff so we can be sure they will be available to begin your project immediately and work directly with you throughout the entire process. This process helps ensure we deliver the attention and effort you need and deserve to create a website that achieves your vision of success.

From project management, design and development to training and support, our professional staff ensures the success of your website. Your website will be designed, developed and hosted by CivicPlus trained professionals. No aspects of the project will be outsourced or subcontracted. Our expert project leaders will coordinate your needs with qualified specialists who will work directly with you throughout your project development and beyond.



Phil Carselowey – Regional Sales Manager

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



Katrina Lewison – Manager of Project Administration

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



Jessica Jones – Manager of Content Development

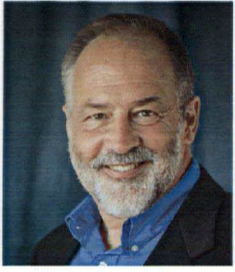
Jessica's goal is to help make your website convey the messages you need. She heads our content development department with almost four years at CivicPlus. She will assign a team of developers to help you develop and maintain quality content for your site and keep your project on schedule.



DID YOU KNOW?

Our technical and development staff holds a variety of certifications including: Microsoft-certified system engineer, Cisco-certified engineer, Microsoft-certified software developer, Microsoft Office user specialist and project management professional from the Project Management Institute.





Tony Ridder – Manager of Creative Services

Tony knows all things design. He has been the head of our creative development and graphic representations for more than two years and is responsible for each website overview and uniqueness. He leads our brilliant team of designers at CivicPlus and will team you with the right designer for your project. Your senior designer will assist the project manager in the direction of your project.



Jim Steffensmeier – Manager of Training and Consulting

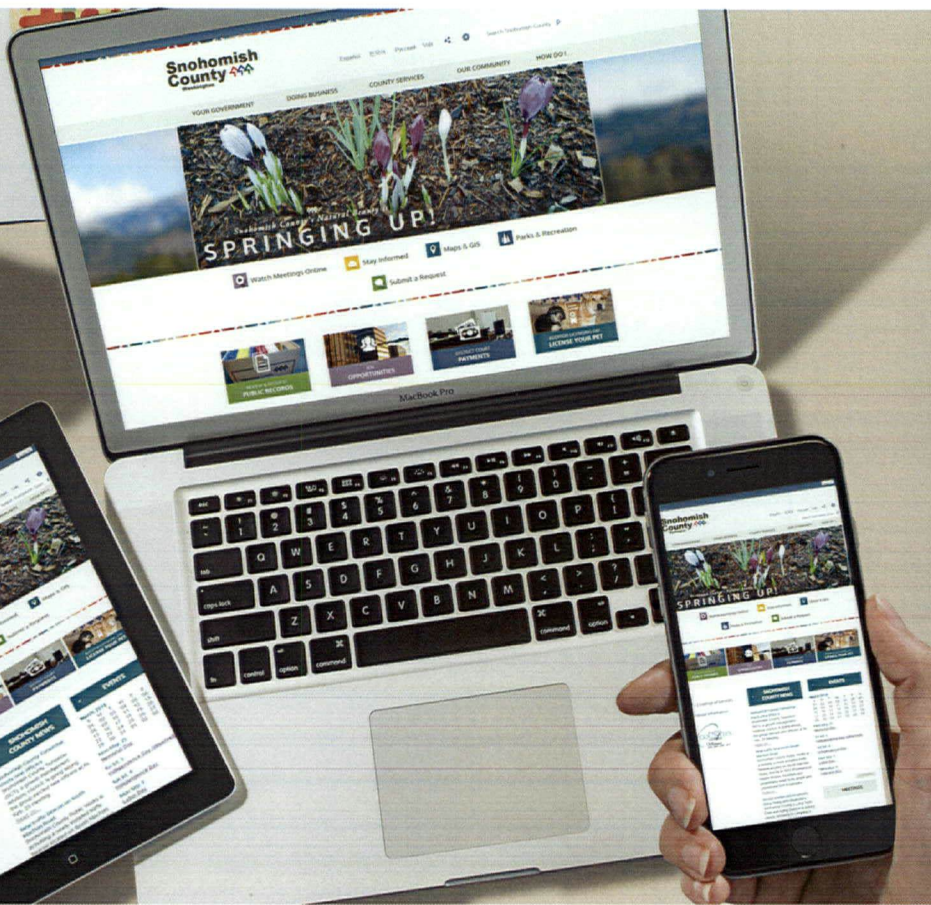
From consulting services to content development to technical specifications, our consulting and training department will assist you in developing the right message in the right way by the right team. As Manager with a Masters degree in Adult Education/Training, Jim brings unprecedented experience to our customers through his five years with CivicPlus and more in the technology industry. He will coordinate his team of professionals to deliver the solutions you need to achieve your training and consulting success and hit the ground running at Go Live.



Amy Vikander - Director of Account Management

Upon launch of your website to the public, Amy, who has been with us for nearly 9 years, will assign an account manager to your project. Your dedicated account manager stays current on new CivicPlus products and will continue to optimize your site. This specialized team member will provide you with information on how to better engage your citizens utilizing the tools that CivicPlus has put into place on your website.





HEAR FROM OUR CUSTOMERS

“Converting our old web site in to the modern County web presence would have cost more in time and frustration than the reasonable cost associated with hiring CivicPlus consulting staff to lead the way.”

Snohomish County, Washington

www.snohomishcountywa.gov

3000 Rockefeller Avenue MS 709

Everett WA 98201

Premium Website, Department Headers, Subsites

Contact:

David Stroble

Web Project Manager

david.stroble@snoco.org

425.388.7020

Snohomish County, WA

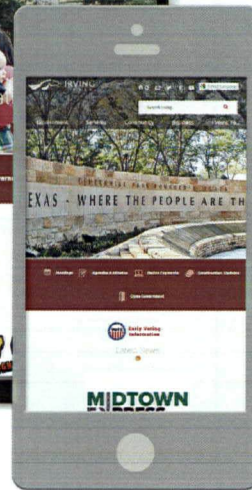
David Stroble

Business Analysis & Project Management Team

REFERENCES

We have assisted over 2,000 clients throughout the United States, Australia and Canada with the design, implementation and hosting of new, engaging, innovative and functional websites. Following are just a few examples of relevant sites, similar in scope to your project, which we have designed, followed by a list of our clients in the state of California just since 2010. But don't take our word for the success of these sites. Contact our clients and let them tell you about their experiences working with CivicPlus. Want to see more? Just let us know...we have more than 2,000 we can share with you!





City of Irving, Texas

www.cityofirving.org

825 W Irving Blvd

Irving TX 75060

Premium Website, CivicMobile App,

Department Headers, Intranet Subsite

Contact:

Angie Kilbourne

Web Content Specialist

972.721.2521

akilbourne@cityofirving.org



City of Brea, California

www.ci.brea.ca.us

1 Civic Center Circle

Brea CA 92821

Premium Website, Department Headers

Contact:

Cindie Ryan

Public Information Officer

714.990.7673

cindier@cityofbrea.net



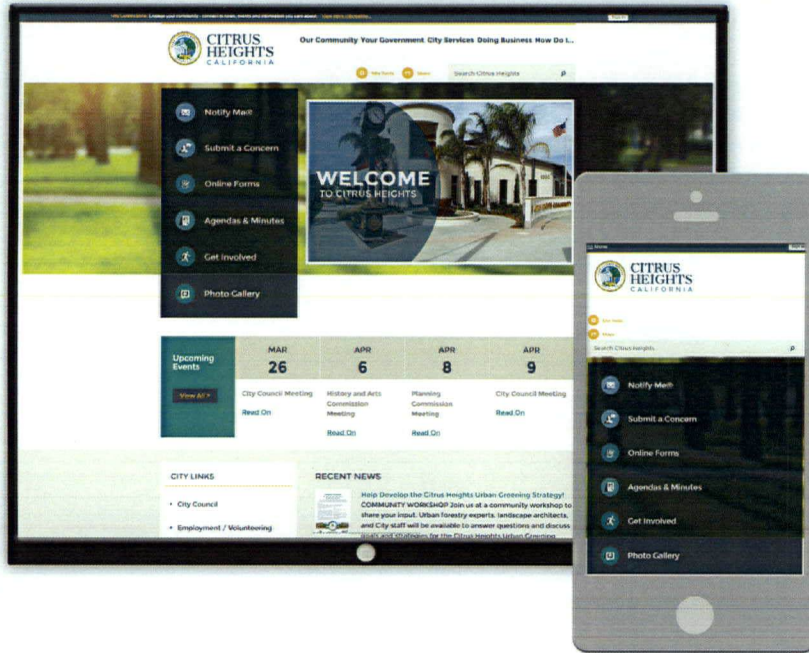
HEAR FROM OUR CUSTOMERS

"A company is created by its people. The CivicPlus staff is phenomenal. CivicPlus is going to understand what your town means to you and your residents and how you want your town or city to appear. They are just as passionate about promoting your area as you are."

Castle Rock, Colorado

Karen McGrath





City of Citrus Heights, California

www.citrusheights.net

6237 Fountain Square Dr.

Citrus Heights CA 95621

Premium Website, CivicMobile App,

Department Headers

Contact:

Brian Koski

Director of IT

916.727.4735

bkoski@citrusheights.net



La Habra, California

www.lahabracity.com

201 E. La Habra Blvd

La Habra CA 90631

Premium Website, CivicMobile App,

Department Headers

Contact:

Norissa Cuyno

Community Information Coordinator

562.383.4015

ncuyno@lahabracity.gov



HEAR FROM OUR CUSTOMERS

"If you're a municipality that has limited IT and communication resources, CivicPlus is definitely worth looking into. When we were thinking about a new website, we decided, 'Let's get a professional in here who already has this figured out to get our website going.' The whole process was a good experience. From the time we signed the contract, we had our website up and running in six months. And CivicPlus has really good customer service. I think our money was definitely well-spent."

Kirstyn Barr

Public Information Officer

Vienna, Virginia



WEBSITE DESIGN AND IMPLEMENTATION EXPERIENCE

Pismo Beach, California



www.pismo beach.org

Panama City, Florida



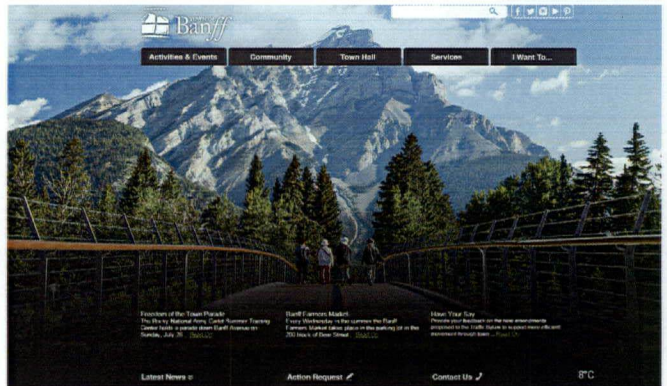
www.pcgov.org

Citrus Heights, California



www.citrusheights.net

Banff, Alberta



www.banff.ca

Lampasas, Texas



www.ci.lampasas.tx.us

Bayside, Wisconsin



www.bayside-wi.gov



SIGNED ADDENDA

- Addendum 1
- Addendum 2
- Addendum 3
- Addendum 4





October 22, 2015

ALL PROSPECTIVE BIDDERS

ADDENDUM 1 - RFP 15-54 – City of Santa Rosa Website Design and Replacement

Notice is hereby given that certain sections contained in the above referenced Request For Proposals are being amended, clarified and/or deleted and are identified as Addendum No. 1 and attached hereto.

THEREFORE: All bidders are required to note this Addendum No. 1, and are required to sign this Addendum and shall submit this Addendum with the sealed proposal. Addendums submitted separately from the sealed proposal will be opened with the sealed proposal at the date and time specified in the Request For Proposals.

Should you have any questions, please feel free to contact me at 707-543-3709.

Jennifer Myles

JENNIFER MYLES
Senior Buyer

Attachment

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 1 of 3
NAME OF BIDDER:		

Addendum No. 1

Clarification:

Page 7 of 13, under RFP Cost – Sealed Envelope 2, Paragraph section will be moved and revised to reflect the proper paper copies required, and pages per envelope:

Proposals shall be submitted as **one original, and eleven (11) paper copies**. Proposals will not exceed 30 pages, tabbed sections, including any attachments, and will be submitted in an original with seven copies. **The original must be clearly marked and contain original signatures.** Failure to clearly mark the original and provide original signatures may result in a proposal being found non-responsive and given no further consideration. The services provided, qualifications, experience, and reference portions of the proposals will be weighted more heavily than the costs. Proprietary data or trade secrets should be clearly identified in its entirety as such in your proposal.

NOTE: All proposals are required to be signed and dated by an authorized officer of the firm.

Section Moved and Revised:

Page 6 under Submittal Instructions, before RFP Proposal Documents – Sealed Envelope 1, to read:

Proposals shall be submitted as **one original, and eleven (11) paper copies**. Proposals will not exceed 30 pages (Sealed Envelope 1 Proposals), and 5 pages (Sealed Envelope 2 Cost), tabbed sections, including any attachments, and will be submitted in an original with eleven copies. **The original must be clearly marked and contain original signatures.** Failure to clearly mark the original and provide original signatures may result in a proposal being found non-responsive and given no further consideration. The services provided, qualifications, experience, and reference portions of the proposals will be weighted more heavily than the costs. Proprietary data or trade secrets should be clearly identified in its entirety as such in your proposal.

NOTE: All proposals are required to be signed and dated by an authorized officer of the firm.

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 2 of 3
NAME OF BIDDER:		

Request for Information Submittals and Answers:

Are you open to a Canadian firm bidding on the proposal?

Yes

Are there any custom applications on the current websites that are required to be migrated to the new site or skinned to match the new design? If so, can you please provide the URLs?

This will not be a part of the initial evaluation or project, but taken on as-needed.

For the Multiple Languages Support in the website is the Google Translation service still acceptable? The current site utilizes this service.

Yes

Can you provide a list of forms that are required to be integrated? Are these to be completed online and submitted via email? Or are these PDF documents only?

This will not be a part of the initial evaluation or project, but taken on as-needed.

Is there a preference of CMS system?

No

Are you open to a SaaS model for a CMS?

Yes

How many user seats are required?

Roughly 50

How many staff will be required to be trained on the new system?

Roughly 50

Are you intending to retain your current website hosting provider? Or are you open to other third party hosting options?

We are internally hosted and open to other approaches.

Is there an anticipated launch date?

We hope to launch within one year of vendor selection.

Do you have a set budget for this project? Are you able to disclose it?

We do not have a fixed, predetermined budget, but will finalize based on RFP responses.

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 3 of 3
NAME OF BIDDER:		

NO. 1

DATED: October 22, 2015

COMPANY NAME: CivicPlus

COMPANY ADDRESS: 302 S 4th Street, Suite 500

REPRESENTATIVE'S NAME: Brian Rempe

SIGNATURE: *B. Rempe*

DATE: November 2, 2015



October 26, 2015

ALL PROSPECTIVE BIDDERS

ADDENDUM 2 - RFP 15-54 – City of Santa Rosa Website Design and Replacement

Notice is hereby given that certain sections contained in the above referenced Request For Proposals are being amended, clarified and/or deleted and are identified as Addendum No. 2 and attached hereto.

THEREFORE: All bidders are required to note this Addendum No. 2, and are required to sign this Addendum and shall submit this Addendum with the sealed proposal. Addendums submitted separately from the sealed proposal will be opened with the sealed proposal at the date and time specified in the Request For Proposals.

Should you have any questions, please feel free to contact me at 707-543-3709.

Jennifer Myles

JENNIFER MYLES
Senior Buyer

Attachment

**CITY OF SANTA ROSA
REQUEST FOR PROPOSALS**

CONTINUATION SHEET	BID NO. RFP 15-45	Page 1 of 3
NAME OF BIDDER:		

Addendum No. 2

Request for Information Submittals and Answers:

S. No	Question	Reference to RFP
1	"Ability to integrate with merchant solution providers." who are the current merchant solution providers that city is working with? See #6.	Page no. 4
2	"Must inherit City Active Directory (LDAP) permission groups", Please let us know, what Active Directory is been used currently by City? To integrate activate directory, do you recommend to us OKTA or Centrify? The City uses ADFS to sync groups and permissions	Page no. 4
3	Can we know the current utilization metrics of the website? How many residents access it in a month? How many concurrent users? How many concurrent users the website is expected to support? Roughly 3,500 users per day.	General
4	What is the current technology stack? Is there a CMS which is currently being used? If yes, what is it and what have been the challenges with it? Yes. Sharepoint 2007.	General
5	How many static pages and dynamic pages is part of the current website which needs to be migrated to the redesigned website? The City has not evaluated the final number of pages to be migrated.	General
6	Are there are any 3 rd party integrations or other integrations with the current website other than online payments systems and video streaming services? If yes, what are the integrations currently available? No.	General
7	Are there any effort spent currently on SEO? If yes, can you please provide some details? No.	General
8	Who is currently providing the online payment systems and video streaming services? Various for online, and Granicus for streaming.	General
9	Can the work be done offsite or offshore? Yes.	General

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 2 of 3
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10	<p>It is noted that the selected Vendor will work with the City to finalize on the design features and to come up with the final scope before the commencement of the project. Can this phase be the planning phase of the project?</p> <p>Yes.</p>	General
11	<p>Will City of Santa Rosa provide all software and integration infrastructure, if so, does it need to be estimated by vendor/consultant.</p> <p>The City will supply hardware (only) if hosted on-premise.</p>	General
12	<p>“Foster a positive image” - What is the current feel about the website and is there any statistical data to back it up with?</p> <p>No statistical data is available.</p>	General
13	<p>“Pushing information through Social media platforms” – Are the accounts/pages on social media platforms created for City of Santa Rosa? If yes, do you have the full control of those accounts?</p> <p>Yes and Yes.</p>	General
14	<p>Is it possible to provide a list of social media platforms that you are targeting?</p> <p>Twitter, YouTube, FaceBook.</p>	General
15	<p>Does City of Santa Rosa have its own Google webmaster and Google analytics account? We assume those details will be shared to the selected vendor.</p> <p>Yes.</p>	General
16	<p>It is stated that ‘the selected vendor has to work with city staff and a selected group of the public to test and evaluate website user experience options’. Will you be identifying the group and if yes, when will it be done?</p> <p>Yes, we will be identifying the group. It will be done later in the process after initial discussions with the selected vendor.</p>	User Testing
17	<p>“... conversion of existing online interactive applications.” – What kind of applications are there that needs to be converted? What technology used to build these applications?</p> <p>IFRAME or web services support will be sufficient.</p>	Content migration
18	<p>Does the City have any prior or current existing relationship with any agencies?</p> <p>No, there are no current relationships with agencies for this project</p>	General
19	<p>How many agencies will be submitting proposals?</p> <p>There are approximately 50 vendors registered as potential bidders, with 40 that have downloaded the documents. Of those, it is hard to estimate how many proposals will be received.</p>	General

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 3 of 3
NAME OF BIDDER:		

NO. 2

DATED: October 26, 2015

COMPANY NAME: CivicPlus

COMPANY ADDRESS: 302 S 4th Street, Suite 500

REPRESENTATIVE'S NAME: Brian Rempe

SIGNATURE: *B. Rempe*

DATE: November 2, 2015



October 26, 2015

ALL PROSPECTIVE BIDDERS

ADDENDUM 3 - RFP 15-54 – City of Santa Rosa Website Design and Replacement

Notice is hereby given that certain sections contained in the above referenced Request For Proposals are being amended, clarified and/or deleted and are identified as Addendum No. 3 and attached hereto.

THEREFORE: All bidders are required to note this Addendum No. 3, and are required to sign this Addendum and shall submit this Addendum with the sealed proposal. Addendums submitted separately from the sealed proposal will be opened with the sealed proposal at the date and time specified in the Request For Proposals.

Should you have any questions, please feel free to contact me at 707-543-3709.

Jennifer Myles

JENNIFER MYLES
Senior Buyer

Attachment

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 1 of 3
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Addendum No. 3

Request for Information Submittals and Answers:

The addendum stated that proposals from Canadian firms will be accepted. Will the City also accept proposals from firms anywhere in the world that use offshore labor? **Yes.**

The RFP states the Vendor needs to have "a local physical presence during the implementation and future expansion phases." Can you please clarify what constitutes a local physical presence? Most of the MIG web team works out of our main office in Berkeley, CA, and four key members of our web team live in the North Bay. MIG also has a small Kenwood, CA, office. Does this meet the local physical presence requirement? Finally, do you prefer that we place staff onsite at the City during the implementation and expansion phases? **The RFP team did not specify the geographic radius of "local", but Sonoma County meets the general desire. The ability to have local resources available during key parts of the planning and implementation is important to the City.**

The previous feedback stated the following for custom applications and forms:

Are there any custom applications on the current websites that are required to be migrated to the new site or skinned to match the new design? If so, can you please provide the URLs?

This will not be a part of the initial evaluation or project, but taken on as-needed.

Can you provide a list of forms that are required to be integrated? Are these to be completed online and submitted via email? Or are these PDF documents only?

This will not be a part of the initial evaluation or project, but taken on as-needed.

There are several custom applications/forms that are integrated/skinned/linked within the current website. Several examples are noted below:

<http://agency.governmentjobs.com/srcity/default.cfm> (NEOGov)

<http://srcity.org/Pages/MySantaRosa.aspx> (Accela)

<https://econnect.ci.santa-rosa.ca.us> (Active)

<https://citizen.srcity.org/citizenaccess/default.aspx>

[https://ws.srcity.org/useraccess/\(S\(se5w21uft2302e45tm4qnwul\)\)/default.aspx?SK=635814559782361401](https://ws.srcity.org/useraccess/(S(se5w21uft2302e45tm4qnwul))/default.aspx?SK=635814559782361401)

<http://ci.santa->

[rosa.ca.us/departments/transit/CITYBUS/Pages/PurchasePassesTickets.aspx](http://ci.santa-rosa.ca.us/departments/transit/CITYBUS/Pages/PurchasePassesTickets.aspx)

<https://santarosa.bizlicenseonline.com>

<http://ci.santa-rosa.ca.us/departments/recreationandparks/Pages/DonatetoRP.aspx>

<http://ci.santa-rosa.ca.us/departments/fire/Pages/FirePermit.aspx>

Are these to be skinned and included in the project budget and timeline? **No**

Are there other custom applications/forms available on the website? **Not that the City is aware of.**

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 2 of 3
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Domains

The website alternates between two domains in the navigation and content as follows:

<http://srcity.org/>

<http://ci.santa-rosa.ca.us/>

Will there be a primary domain selected? Or will both continue to resolve? **Both**

Additional Clarifications:

All questions are to be directed to Jennifer Myles at least ten (10) calendar days before the submission due date will be answered in an addendum, with the supplemental information resulting from such questions provided to all known potential proposers, for their use in preparing proposals.

Are you able to modify ten (10) calendar days to five (5) to allow for additional clarifications? – **The City would rather not extend the due date, various panel members have agreed to a tentative schedule and with Holidays upcoming, it will be required to stay true to the schedule as much as possible.**

Ability to manage user access, assign roles, groups and permissions. Must inherit City Active Directory (LDAP) permission groups.

Is this just for the initial user account creation in the CMS? Or is the CMS login intended to automatically connect with the LDAP directory?

How many user accounts are there? Automatically. **The City uses Active Directory Federation Services.**

Ability to integrate with merchant solution providers.

Can you provide a listing of your merchant providers? Is this considered in scope for this project? Or is this to be taken on as-needed? **Not in this scope, and to be resolved later if needed.**

Due to the additional clarifications and items noted above, can you extended the due date to Friday November 6th at 4:00pm or the following week? **The City would rather not extend the due date, various panel members have agreed to a tentative schedule and with Holidays upcoming, it will be required to stay true to the schedule as much as possible.**

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 3 of 3
NAME OF BIDDER:		


NO. 3

DATED: October 26, 2015

COMPANY NAME: CivicPlus

COMPANY ADDRESS: 302 S 4th Street, Suite 500

REPRESENTATIVE'S NAME: Brian Rempe

SIGNATURE: 

DATE: November 2, 2015



October 28, 2015

ALL PROSPECTIVE BIDDERS

ADDENDUM 4 - RFP 15-54 – City of Santa Rosa Website Design and Replacement

Notice is hereby given that certain sections contained in the above referenced Request For Proposals are being amended, clarified and/or deleted and are identified as Addendum No. 4 and attached hereto.

THEREFORE: All bidders are required to note this Addendum No. 4, and are required to sign this Addendum and shall submit this Addendum with the sealed proposal. Addendums submitted separately from the sealed proposal will be opened with the sealed proposal at the date and time specified in the Request For Proposals.

Should you have any questions, please feel free to contact me at 707-543-3709.

Jennifer Myles

JENNIFER MYLES
Senior Buyer

Attachment

CONTINUATION SHEET	BID NO. RFP 15-45	Page 1 of 3
NAME OF BIDDER:		

Addendum No. 4

Request for Information Submittals and Answers:

USER TESTING:

Are there expectations for user interactivity and/or a click-through for the testing, or are static mockups and wireframes acceptable at this stage?

Static mockups/wireframes are fine.

What are your expectations for tracking/logging user interaction? (heat-mapping etc.).

The City has not identified the specific method.

We will bring expectations of both Internal (our own QA team) and External (City team plus focus groups) Quality Assurance sessions. Is the City prepared to allocate the resources for a dedicated City QA team?

The City will have a team responsible for final QA, but expect the vendor to deliver a site that has had initial QA done by the vendor.

CMS:

Ability to integrate with merchant solution providers." Please provide the names of third-party merchant services that will require integration.

Integration at the IFRAME level is sufficient. Some might require web services, but that would be additional work to be negotiated.

RESPONSIVE:

RFP requests that the new site be "Responsive/Not mobile theme" but then states "Provide capability for device detection and mobile previewing". Since device detection and mobile previewing necessitate adaptive and mobile-only serving of content, would an adaptive approach be acceptable?

Yes.

LIBRARIES:

"Files: allow users to upload documents of any file type" - Are there limits on file types?

Key document formats (PDF, mainly).

CALENDARS:

"Capabilities for public-entry if desired by the City" - Does this need to be user-verified? How is this curated/approved by the city?

Yes, and Yes.

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 2 of 3
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SEARCH:

For the "comprehensive and powerful search capability" request, is Google site search sufficient, or are you asking for a custom search feature (based upon well-regarded search engines such as Lucene)?

Google-based site search would be sufficient. Presentation of the search results should be user friendly.

BROWSERS:

Microsoft no longer supports Internet Explorer. Are you requiring the website is compatible with it? How many versions back?

Yes, IE compatibility is required, at least with the 2 latest versions of IE.

IMAGE REPOSITORY:

When you say you want users to "mass upload images with the ability to automatically size and resize images and thumbnails," are you saying you are looking for a graphical interface for users to crop and resize images that they've just uploaded before they're saved to the image repository for use in the site? How extensive is this resizing feature?

Yes. Basic resizing.

BUSINESS TRANSACTIONS:

Section 10 seems to be saying that there will be links to third-party payment applications, which makes sense. What does "allow for developing new applications as part of the website framework" mean, however?

Mainly web services or app integration. The City has not defined the interfaces, however.

WEBSITE ANALYTICS:

Is the City looking for more than Google Analytics can provide. Would training on GA be desired so the City can leverage the work that Google has done to provide very detailed and comprehensive website traffic analytics?

GA is acceptable.

WEBSITE LOGS:

How detailed should the logs be? What information is required?

Minimal.

CITY OF SANTA ROSA
REQUEST FOR PROPOSALS

CONTINUATION SHEET	BID NO. RFP 15-45	Page 3 of 3
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CONTENT MIGRATION:

What type of content "hosted by third-party vendors" is included in your current site? Which vendors? Does "Provisions for providing this style of integration with third party applications must also be included" mean that we will create and submit styled templates to the third party vendors, or did you have something more in mind?

Mainly IFRAME-based today. The City will work with our third-party vendors to re-skin their solutions to match the new layout.

RFP SUBMISSION:

You indicate you don't want any emblems or identifiers to organizational affiliations. Does this include our company's name and branding?

We would not want any emblems or identifiers within the proposal, or on our site.


NO. 4

DATED: October 28, 2015

COMPANY NAME: CivicPlus

COMPANY ADDRESS: 302 S 4th Street, Suite 500

REPRESENTATIVE'S NAME: Brian Rempe

SIGNATURE: 

DATE: November 2, 2015