MONTECITO FIRE PROTECTION DISTRICT

AGENDA FOR THE COMMUNITY OUTREACH COMMITTEE MEETING

Montecito Fire Protection District Headquarters

595 San Ysidro Road

Santa Barbara, California

September 13, 2013 at 11:00 a.m.

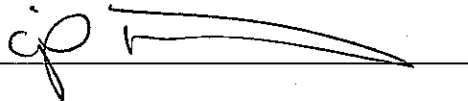Agenda Items May Be Taken Out Of The Order Shown

1. Public comment: Any person may address the Board at this time on any non-agenda matter that is within the subject matter jurisdiction of the Montecito Fire Protection District; 30 minutes total time is allotted for this discussion.

2. Review Proposals for Website services and provide direction.

3. Requests for items to be included for the next Community Outreach Committee Meeting.

Adjournment

This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950.   The date of the posting is September 12, 2013.

MONTECITO FIRE PROTECTION DISTRICT

By_____

Chip Hickman, Fire Chief

Note: In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the District office at 969-7762. Notification at least 48 hours prior to the meeting will enable the District to make reasonable arrangements.

Materials related to an item on this agenda submitted to the Board of Directors after distribution of the agenda packet are available for public inspection in the Montecito Fire Protection District's office located at 595 San Ysidro Road during normal business hours.

Ameravant
web design studio

Letter of Interest

September 11, 2013

From:	**To:**
Ameravant Web Studio	Montecito Fire Protection District
420 E Carrillo Street	Website Development
Santa Barbara, CA 93101	Attn: Chip Hickman, Fire Chief
805-456-6011	595 San Ysidro Road
michael@ameravant.com	Santa Barbara, CA 93108
www.ameravant.com	Phone: 805-969-2537
	Email: chickman@montecitofire.com
	Email cc: geriventura@montecitofire.com

On August 21, 2013 the Montecito Fire Protection District issued an RFP for the development of a new website to replace www.montecitofire.com.   Ameravant was asked, and is very interested in working Montecito Fire Protection District on their new website.

Ameravant is a 13-year old company with 7 employees. We are heavily involved in the Santa Barbara, Goleta and Carpinteria communities. With over 370 active clients we have the technical support team and systems in place to support this new website and full-time Customer support staff to support the people at Montecito Fire Protection District, after the website is live.

Ameravant is committed to contributing to the health of our community. We support over 60 nonprofit organizations. The owner of Ameravant, Michael Kramer, is also involved in these community organizations:
- Board Member of the Goleta Chamber of Commerce (4 years)
- Member of the Carpinteria Chamber
- Member of the Solvang Chamber
- President of the Santa Barbara BMW Motorcycle Club (6 years)
- President of Santa Barbara Referral Associates (10 years)
- Past Board Member (vestry) of Trinity Episcopal Church
- 6 Terms as Director of Leads Club (business networking) over the past 10 years
- Have actively supported the Hispanic Chamber of Commerce and SB Young Professionals Group

Ameravant Employees that will be working on this website are:
- Michael Kramer, client consulting, specification writing, project reviews and client liaison
- Dave Myers, Sr Designer
- Kelly Lane, Designer and content layout
- Joshua Leach, Content migration, Search Engine Optimization and client training
- Matt Burns, domain management, Google notification and post Client Support
- John Richardson, Project Administrator

Sincerely,
Michael Kramer

Montecito Fire Protection District

Website Specifications per RFP
September 11, 2013

www.montecitofire.com

REQUIREMENTS:

1. Enhance the MFPD's overall online presence
2. Redesign the current website with easy navigation
3. The site must contain the following features
   a. Can be easily updated
   b. Contain downloadable documents
   c. Allows for unlimited content to be added
   d. Must contain the content from the current website
   e. Must have an open architecture so in the the future other features can be easily added
4. Expand information about the District's services
5. Keep residents and visitors better informed about services, activities and events, including emergency notifications.
6. The MFPD requires a website that:
7. Is modern and visually appealing and accessible.
8. Displays correctly in all major browsers; these minimally including: IE, Firefox and Chrome, Safari and Opera. (The current release/version of each browser and one prior version)
9. Has a conforming look & feel that works with mobile and tablet browsers. (Responsive Design)
10. Meets ADA / 508 standards compliance.
11. Offers language translation. (Google Translate)
12. Does not rely on an outside webmaster to add new web pages/documents, make changes to existing pages, or update the look and feel of the website as-needed.
13. Has a design architecture that allows for easy accommodation of new pages and features as well as future sub-sites. (multi-tenant websites allow multiple sub-sites)
14. Incorporates RSS feeds or other subscription services that allow residents to subscribe to selected topics on the website. As a result, residents will automatically receive information updates via email or text messages.
15. Includes redundant backup of system information.
16. Incorporates Employment hiring form(s) and database(s).
17. Includes AM Radio station streaming. (plugin)
18. Convert all content and documents from the existing website into the new CMS-based website/templates.
19. Provide website management training to a minimum of four (4) District employees that will be responsible for updating website pages.
20. Provide one (1) year of website support, CMS maintenance and website hosting from the date the new website is "live". This involves 8am-5pm, M-F phone support with remote access and minimum 2 hour call back support after hours and weekends.
21. Provide a proposal for website support, CMS maintenance and hosting beyond year one

Design and Development Team - Dave Myers (4-year design degree) and Kelly Lane

http://artofdavemyers.com - Dave Myers
http://dejalane.com - Kelly Lane
Dave and Kelly are full-time Ameravant Staff Designers. Dave has worked with Ameravant for 7 years and Kelly has worked for Ameravant for over 3 years. Samples of work include:

1. www.carpfire.com - newly released Carpinteria-Summerland Fire Department
2. www.goletavalley.com - Goleta Valley Chamber of Commerce
3. www.solvangcc.com - Solvang Chamber of Commerce
4. www.lemonfestival.com - California Lemon Festival
5. www.johnsonfamilydental.com - Johnson Family Dental
6. www.hazelwoodallied.com - Hazelwood Allied Movers
7. www.schipperconstruction.com - Schipper Construction
8. www.yourwebinarguru.com - Your Webinar Guru
9. http://scoresb.site-ninja1.com - SCORE Business Counceling
10. www.unitedbg.org - United Boys and Girls Club
11. www.abdesignstudioinc.com - AB Design Studio
12. www.stvincents-sb.org - Saint Vincents
13. www.ameravant.com - Ameravant Web Studio
14. www.site-ninja.com - SiteNinja CMS
15. www.cphhomes.com - Capital Pacific Home Builders
16. www.sbexetrans.com - Santa Barbara Executive Transportation
17. www.syvaor.com - Santa Ynez Association of Realtors
18. www.missionterracesb.com - Mission Terrace Skilled Nursing

Past Experience on Similar Projects:

1. www.carpfire.com - newly released Carpinteria-Summerland Fire Department
2. www.goletavalley.com - Goleta Valley Chamber of Commerce
3. www.solvangcc.com - Solvang Chamber of Commerce
4. www.carpinteriachamber.org - New site under construction. To be released 10/1/13
5. www.site-ninja.com - SiteNinja CMS (over 450 pages of content)
6. http://www.calnd.org - California Naturopathic Doctors Association (site updated almost daily)

Viability of the proposed Content Management System "CMS":

Ameravant proposes www.site-ninja.com as the CMS for the new montecitofire.com website. SiteNinja is a more secure platform than other CMS's. Here is a recent article by the Pacific Coast Business Times about security flaws with open source CMS's like Wordpress, Joomla and Drupal.
http://www.ameravant.com/article/4231-wordpress-hacked-how-to-keep-your-small-business-site-secure-on-a-budget

SiteNinja has an open architecture so any 3rd party scripts can be added to provide additional functionality to the website. It is not "open source", which means that 3rd party programmers cannot change the code of the CMS. This is what brings stability and security to SiteNinja. Since the release of SiteNinja, over 3 years ago, there has never been a successful attack on any website or the server environment. On the other hand, there are many SiteNinja clients that were using hacked Wordpress websites.

SiteNinja currently supports over 370 websites, with over 300 in the Santa Barbara area. Major benefits of SiteNinja include:

1. SiteNinja is hosted on the Amazon Cloud, which offers redundant backup of data and hardware used to host the website.
2. SiteNinja meets ADA / 508 standards compliance.
3. Runs on a "Multi-Tenant" environment, which means that deploying sub sites for Montecito Fire District can be done very quickly and can be deployed with the same design as the main site. You can
4. Lifetime free security upgrades.
5. Lifetime free feature upgrades. SiteNinja has full-time programming staff that adds new features, with releases about every 2 months. Anyone using SiteNinja receives the new features for free, with free support for learning how to use the new features. The idea is your website should never be technically outdated, but should alway contain the latest industry features.
6. Lifetime free support from live staff 9am-5pm M-F (phone, screen share, online, Email, Ticket System)
7. Of the most popular CMS's, SiteNinja is the easiest to manage content. Many content areas in the Admin area are drag and drop easy. When you upload images, the are automatically resized into 6 different sizes when can be used anywhere in the website.
8. SiteNinja has "Responsive Design", which means the website will look good on all size devices, including desktop, notepad and mobile phones.
9. SiteNinja is the only CMS to have native Responsive Design on the Admin site, this allow you to post pages, articles, images and videos to your website from your mobile phone.
10. SiteNinja is also designed to enhance the Search Engine Optimization of content, which means SiteNinja website perform better in Google Search over other CMS's
11. SiteNinja adheres to professional industry standards for its Html markup. This can be tested at http://validator.w3.org. Enter www.site-ninja.com into the test field an you will see there are no errors. Enter www.montecitofire.com into the test field an you will see 81 erors, just on the homepage. Errors like this can prevent the content in the page to be correctly indexed by Google and do not adhere to disability standards.

References:

Grace Donnelly Carpinteria-Summerland Fire District g.donnelly@csfd.net www.carpfire.com (805) 684-4591 Michael Padden-Rubin St Vincent's 805-683-6381 x110 mpaddenrubin@sv-sb.org www.stvincents-sb.org	Cynder Sinclair Past Executive Director of SB Neighborhood Clinics 805-689-2137 cynsyn@cox.net www.nonprofitkinect.org Shelby Sim, Development Director Goleta Chamber Of Commerce shelby@goletavalley.com 805.967.2500 x 5 www.goletavalley.com

Stability of Ameravant

Ameravant is a 13-year old company with 7 employees. We are an S-Corp. We have over 370 active client with just over 300 in the Santa Barbara area. About 40% of our revenues come from monthly website hosting

fees. 60% of our revenue comes from new sales. Even though we all support our clients, only one of our employees is 100% dedicated to customer support. The rest of us are selling and developing new websites. As the owner of the business, I (Michael Kramer), could run the company with only 2.5 employees and never need to make another sale. We average 7 new websites per month. We have the largest client base of any Santa Barbara Website Development Company and are highly respected in the community.

Even though the majority of Ameravant's clients are in the Santa Barbara community, we have created a new entity, www.franchisewebtechs.com that is actively marketing to the franchise industry. A key advisory member of Ameravan't team is the past president of the International Franchise Association. We are very excited about serving clients that have multiple locations and need multiple websites.

Total Cost:

1. Base Website, including the migration of all pages of content: $4,500
   a. According to Google, has 272 pages of content. You can test this by going to www.google.com and entering (site:http://montecitofire.com -pdf)
   b.
2. SiteNinja Content Management System includes:
   a. language translation using "Google Translate"
   b. Includes RSS Feeds on Articles
   c. Integrate AM Radio Station Streaming plugin
   d. Ability to add unlimited pages
   e. Built-in Blog
   f. Role Management to allow Users to manage different areas of content
   g. Ability to add unlimited photos and slideshows
   h. Secure Contact Us form, that prevents spammers from using your email address
   i. Lifetime free support
   j. Simple professional template design, as a starting point
   k. Onsite training of client staff to learn how to manage your content
   l. Client is responsible to provide all content for site
   m. Migrate current website content, and optimized for SEO
   n. Create new Navigation & define additional content
   o. Review Page Layout Options
   p. Domain setup and transfer, if needed
   q. Implement facebook and twitter into site, if needed
   r. Register Domain and Sitemap with Google Webmaster Tools - lets Google know we have new URL's for our pages, so Google can update all their indexed pages of the site.
   s. Setup Google Analytics - track visitor traffic to the site
   t. Testimonial System
   u. Homepage Featured Content Slideshow: included (4 slides)
   v. Responsive Web Design for friendly viewing on all Mobile Devices
   w. Event Management System - Events are automatically archived after date of event
   x. Image/video Gallery
   y. Directory Listing System - to manage multiple categories of resources
   z. Private Pages System - allows you to create password protected pages and assign unlimited Username and Passwords to access the pages.
   aa. Daily backup of data (pages and files) for a 30-day period
3. Custom Design: $3,000
   a. includes 4 design reviews
4. Implement Custom Design: $1,500
5. Employment Hiring Form: $500

    a. Export to excel
    b. Time Stamped
    c. Application grading system based on qualifications entered
    d. Secure/encrypted by https
    e. Viewable on multiple browser platforms
    f. Automated response to applicant after submittal
    g. Automated notification to Admins of complete application

6. **Total Cost: $8,500**
7. Terms:
    a. 50% down
    b. 25% at design approval
    c. 25% upon client training or when site goes live, whichever comes first

Website Support after site is live:

Monthly website hosting and support fee are $89 per month, for the life of hosting the site, and includes:
1. Support is 9am-5pm Monday - Friday. Weekend support with 2 hour response.
2. Ameravant's historical support response is 20 minutes
3. Free phone and screen share support for the assistant of managing content.(pages, images, video, articles, events, etc). Client will be able to easily manage content. If client doesn't have the time to manage their own content and request Ameravant be responsible for updating the website, Ameravant will prepare a support agreement based on the estimated time needed each month. For occasional minor updates of content (less than 5 minutes) Ameravant will gladly assist in posting content.
4. Free training of new MFPD staff, at Ameravant's office in downtown Santa Barbara

Timeline of Development

1. From signed Work Order + initial Deposit
2. Week 1-2 : two meetings with Michael Kramer and MFPD staff to define detailed specifications for the website, including layout of homepage content, menu's and design. Dave Myers, Sr Designer, will attend the design meeting.
3. Week 3-5: Ameravant staff will deploy the website with all the functionality defined in the specifications. Staff will also migrate and SEO optimize all page of content from the current site to the new site.
4. Week 4-5: Design review meetings (in person or virtual) with MFPD staff, Dave Myers and Michael Kramer
5. Week 6-7: implement custom design into the website
6. Week 7-8: final site reviews. Site will be ready to go live.
7. Week 8-9: client training at MFPD office, for 4 or more staff

Web Development & Maintenance Work Order:

September 11, 2013

Ameravant
web design studio

Montecito Fire Protection District Website Development Attn: Chip Hickman, Fire Chief 595 San Ysidro Road Santa Barbara, CA 93108 Phone: 805-969-2537 Email: chickman@montecitofire.com Email cc: geriventura@montecitofire.com	Prepared by: Michael Kramer www.ameravant.com mkramer@ameravant.com 805-456-6011 direct line 805-455-2399 cell

See Website Specification document for outline of new website.

Agreements

In consideration of the mutual covenants set forth in this Agreement, Customer and Ameravant hereby agree as follows:

1. Development of Web Site. Ameravant agrees to develop the Website according to the specifications detailed in the Ameravant Order Form**.**

2. Delivery of Website Services. Ameravant will use reasonable diligence in the development and maintenance of the Website and endeavor to start within 1 week of an approved Ameravant Order and initial deposit. The website will be ready for Customer Training within 7-8 weeks. Customer acknowledges, however, this delivery deadline, and the other milestones are estimates, and are not required delivery dates.

3. Delays due to Customer's requests. If Customer changes work requests, features, design or delays in getting content to Ameravant staff, the delivery of the website will be delayed. There may also be delays by Ameravant due to unforeseen circumstances.

4. Ownership Rights. Upon Customer's payment in full for services provided by Ameravant, specifically, but without limitation, Customer shall hold all right, title, and interest in and to graphics, animation, audio components, and digital components of the Web Site (the "Content")

5. Limited Warranty and Limitation on Damages. Ameravant warrants the Web Site will function

according to the terms in the Ameravant Order Form document. If the Web Site does not conform to the Specifications, Ameravant shall be responsible to correct the Website without unreasonable delay, to bring the Website into conformance with the Specifications. This warranty shall be the exclusive warranty available to the Customer. Customer waives any other warranty, express or implied. Customer acknowledges that Ameravant does not warrant that the Website will work on all Internet browsers. Customer acknowledges that Ameravant is not responsible for the results obtained by the Customer on the Website. Customer waives any claim for damages, direct or indirect, and agrees that its sole and exclusive remedy for damages (either in contract or tort) is $125.00.

Ameravant warrants the site for a period of 30 days, after the site is live on the Internet, or 30 days after Ameravant has given notice to Customer that site is ready for Customer Training. During that 30 days Customer is responsible to review all areas of the website and report and functional, design or bugs to Ameravant. Ameravant will fix any bugs or tweaks to the site, to bring the website into initial specifications. After 30 days any work completed by Ameravant is considered maintenance work and will be billed to Customer at $125 per hour. Bug fixes are not considered maintenance and will be fixed by Ameravant at no cost to the Customer. Ameravant warrants that Customer's new website will use current standards to protect the site from attack from web crawlers and viruses. DISCLAIMER: Websites, by their public nature, are subjects of attack from hackers. There is no 100% full-proof way of protecting sites, it's more of a constant battle between hackers and current security technology that prevents hack attacks. If the site is attacked Ameravant assumes no responsibility for down time, loss of data, cost of restoration, etc.

6. Web Site Content. Unless specifically agreed to in writing, Ameravant is not responsible for creation of website content, including but not limited to text, photos, videos, etc. Customer is solely responsible for the content of their web site. Should Customer verbally, via Email or in writing ask Ameravant to assist in reviewing or developing content, Customer agrees to pay Ameravant their standard billing rate of $125 per hour.

7. Web Hosting & Data Backup. Ameravant warrants that any web hosting service offered by Ameravant or used by Ameravant will keep daily backups of both databases and web files, for a period of 30 days. Ameravant does not guarantee against any loss of data if the data center is not able to restore 100% of original content or if a restore point is later than 30 days old. For an additional fee to Customer, Ameravant can create a custom backup schedule that extends beyond 30 days.

Website Hosting and Support monthly fee will begin on the first day of the month, after the site is ready for Customer training. The Customer shall determine when their site goes live, not Ameravant staff. Monthly Website Hosting and Support payments are only available by credit card. Semi-annual or Annual payments may be paid by check.

Ameravant reserves the right to "suspend" the Customer's site if the monthly fee becomes more than 90 days delinquent. This includes the suspension of Customers login ability to the site. Ameravant will contact Customer after 90 days to arrange payments to bring the monthly fee current. If Ameravant and Customer are not able to reach an arrangement within 15 days, Ameravant will "suspend" the Customer's site until arrangements are made. Once arrangements are made, Ameravant will activate the Customer's site within 24 hours and provide Customer new login information.

8. Compensation. For all of Ameravant products and services under this Agreement, Customer shall

compensate Ameravant, in cash. In the event Customer fails to make any of the payments referenced by the deadlines set forth, for the initial delivery of the website or maintenance thereof, Ameravant has the right, but is not obligated, to pursue any or all of the following remedies: (1) terminate the Agreement, (2) suspend or remove the Web Site, (3) bring legal action. All payments 30-days past due will accrue interest charges of 1.5% per month. All past due payments are applied to the oldest outstanding amounts first.

9. Collection Methods. If Customer is on a "Pay by Check" method, and is 60 days behind on their any payment, Ameravant is authorized to use Customer's credit card as the new method of payment.

10. Additional Work. All Additional Work requested by Customer will be billed at $125 per hour or the Retail price of the Ameravant module requested by Customer.

11. Employees. Ameravant is not an employee of Customer. Customer agrees to not solicit work from Ameravant staff, graphic designers, programmers, or anyone working for Ameravant. All persons working for Ameravant have signed agreements to not work directly with Customers of Ameravant.

12. Binding Effect. This Agreement shall be binding upon and inure to the benefit of Customer and Ameravant and their respective successors and assigns.

13 Cancellation Policy. Once this Order is approved, Ameravant incurs expense to set up systems to manage the website project, and web hosting services. Multiple staff will often be working on different areas of the website at the same time. Should Customer cancel their project prior to Customer training, Customer agrees to pay a $1,000 cancellation fee, per website, plus actual programming, graphic design time or other staff expense accumulated up till the time Ameravant receives notice of cancellation. If Ameravant has notified the Customer the website is ready for Customer Training then there are no refunds to the Customer from the initial deposit. Total cancellation fees will never exceed Customers initial deposit.

14. Expiration. If not executed within 30 days from the date at the top of this Agreement, the terms of this Agreement may expire.

ACCEPTANCE OF AGREEMENT:

The above prices, specifications and conditions are hereby accepted. The Developer and Client are authorized to execute the project as outlined in this agreement. Payments will be made as proposed above.

Client's signature: _____ Date_____/_____/_____

Chip Hickman, Fire Chief

Developer's signature: _____ Date 9/11/2013

Michael Kramer, Ameravant Inc.

AMERAVANT WEB DESIGN 420 E CARRILLO STREET Santa Barbara, CA 93101 805-456-6015

September 11, 2013

Chip Hickman, Fire Chief,
Montecito Fire Protection District
595 San Ysidro Road
Santa Barbara, CA. 93108

Re: Proposal to Redevelop and Redesign "montecitofire.com"

Dear Chief Hickman,

It has been an honor to work closely with Montecito Fire
staff, providing for your Web needs since 2007. I take this
opportunity to show that I remain uniquely qualified to
continue providing your Web services.

I have nearly twenty years of experience designing, developing
and managing sophisticated Web-based applications, customized
to meet a wide range of business needs.

Considering that my children are the fourth generation of my
family to call Montecito home, you can continue to count on me
for years of dedicated, attentive service, along with
tremendous local knowledge and insight.

Working closely with MERRAG over nearly a decade as a Board
Member, an active MERRAG Response Team Member and a
Neighborhood Representative, I have gained valuable insight
regarding the information and communication needs of *both* the
community *and* the Fire District. As a radio-carrying Response
Team Member, I am on-call 24 hours a day. In the past, this
has allowed for immediate Web assistance during emergencies.

After careful consideration of your RFP, I submit for your
consideration a modified proposal to provide an upgrade to
your Web site. I look forward to continuing to work with you.
Please feel free to contact me if you have any questions.

Sincerely,

Chris Wilkinson

Post Office Box 50516 • Santa Barbara, California 93150 • Ph: 805-969-7699

A PROPOSAL and SCOPE OF WORK for CONSULTING SERVICES
TO REDEVELOP & REDESIGN the WEBSITE
FOR
Montecito Fire Protection District

SUMMARY AND OBJECTIVE: "montecitofire.com"
eWave proposes to provide consulting services to upgrade the design and functionality of the existing Montecito Fire Protection District Web site,("montecitofire.com").

During the six years since the existing site was developed, the Internet, and how it is accessed, has undergone tremendous change. Most notable is the emergence of *tablets* and *smartphones*. Taking this in to account, we will create an entirely new design and framework that is *responsive* to the device used to view it.

The primary objectives are to:
1. Bring your Web presence up to current standards, including compliance with ADA, current major browsers and basic language translation;
2. Reduce your administrative work load through improved content management processes;
3. Improve the value and streamline the online experience you provide the public;
4. Improve Montecito Fire Protection District's public image;
5. Increase effectiveness through improved communication, strategic marketing, and public service.

Specifically, eWave proposes to:
- Design, produce, and host a visually stunning upgrade to your existing Web site.[Recent examples available on request];
- Provide improved Web-based tools for managing content, interacting with the community, and communicating valuable information. It should be noted that our content management, Web applications and other modules are totally custom and proprietary. Rather than be stuck with a rigid third-party solution, this allows us to provide a totally custom-tailored service on a long-term basis, as your needs change;
- Provide an upgraded Web server with improved disaster resistance. My company is in the process of moving our servers to the safest, most interconnected technology facility in the world, an area free from natural disasters such as wildfires, earthquakes, tornados, floods, hurricanes, ice storms, tsunamis and malfunctioning nuclear plants. It is protected by armed, full-duty security command 24/7/365. Layered on top of this, we are configuring to run a true high

performance computing environment, based on the latest hosting and cloud technology.

- Provide ongoing service and support, allowing you to easily manage, transform and expand your Internet presence for years to come.

Furthermore, a simple yet elegant interface and navigation, combined with striking images, will clearly communicate your message and key information. The technology will be cutting edge, but we will keep it user-friendly. The architecture and design will continue to provide for easy scaling and modifying. We can provide all services necessary to complete this.

The Process

PHASE 1: Collect New Assets
~~~~~~-
You will provide us with any <u>new</u> photos, graphics or text copy. eWave is not proposing to provide any text copy.

PHASE 2: Design and Refine
~~~~~~
Based on any new assets we collect in phase 1, we will refine the look-and-feel of the site to suit your tastes.

PHASE 3: Web Site Production
~~~~~~
Web production upgrades and back-end integration to the Web applications can now be done. As part of the integration process, the new Web site will benefit from an upgrade to the content management system. These tools provide a scalable Web platform that allows Montecito Fire Protection District staff to make Web content changes easily and manage the growth of your Web needs over time.

*Additional requirements can be discussed during the design phase and a reasonable effort will be made to incorporate the requirements. If additional requirements go beyond the current product offering, an estimate for the additional work will be provided in a project change order document.

Training and Support
~~~~~~
With all of the big pieces in place, we will work with your staff to teach them how to update the content of your new Web

site using our Admin tools. I will make myself personally
available for any ongoing support you may require.

Deliverable
~~~~~~
A fully functional Web site in production.

Time Frame
~~~~~~
Based on how quickly we receive various assets and approvals,
I estimate that we will need approximately 8 to 12 weeks to
complete this project.

The cost
~~~~~~
We will provide the services described above as follows:

1. Web Site Design and Production $14,750.
Payable 50% in advance, 50% upon completion.

2. Web Site Hosting $1,495/yr.
Web hosting fees are recurring costs and will be contracted
directly with eWave. This fee covers your use of our content
management software and 24/7 support.

Work Approval
~~~~~~
A 50% deposit of $7,375. and signed scope of work is required
to begin work.

ACCEPTED BY:

_____

_____

Date: _____

eWave

_____

_____

Date: _____

Redevelop & Redesign Website

Montecito Fire Protection District • September 11, 2013

Developed by **Danny Elmore**
Regional Sales Manager
317 Houston St., Suite E   Manhattan, KS 66502
888-228-2233 x310 **+** **Direct** 785-323-1510
Fax 785-587-8951 **+** Elmore@CivicPlus.com

+ CONNECTING PEOPLE

Serving more than **1,400 clients** in 49 states, Canada and Australia, we partner with governments to create **award-winning websites**.

Dear Selection Committee Members:

Thank you for considering CivicPlus as a partner for the Montecito Fire Protection District's website redevelopment. I've carefully reviewed your RFP, and am excited to present a solution to your challenges in creating a navigationally friendly, easy-to-update and visually appealing website, with minimal work and time commitments from your staff.

Of the proposals you review, all should offer a good website design and navigation solution; however, the best solution should also include the latest innovations in government functionality.

CivicPlus is the unique provider of the Government Content Management System (GCMS®) – and one of the most innovative, knowledgeable sources for engaging eGovernment websites. Our expertise lies in our ability to deliver a comprehensive solution that considers administrative ease and collaboration as well as end-user empowerment… all housed within a sophisticated design that resonates with your community and keeps citizen engagement in mind.

Now in our second decade, CivicPlus has created eGovernment solutions for more than 1,400 towns, cities, counties and government agencies serving more than 50 million people in 49 states, Canada and Australia. These communities are using CivicPlus technology to connect in more engaging ways with their residents, visitors and businesses.

In addition to a solution-centric website, CivicPlus provides unrivaled service, support, automatic upgrades and enhancements at no additional charge – guaranteed. Our relentless pursuit of government innovations ensures that our clients' websites, regardless of where they begin on our Community Engagement Scale™ (see page 3), continues to move upward today and tomorrow.

The following proposal details how the CivicPlus solution will reduce your staff's workload, respect budget constraints and, most importantly, provide your community with a powerful online resource that promotes open and transparent access to your district and becomes an engaging communication hub for your community.

I sincerely welcome the opportunity to elaborate further on our proposal and answer additional questions you may have about partnering with CivicPlus.

We look forward to working with the Montecito Fire Protection District.

Respectfully,

Danny Elmore • Regional Sales Manager • Direct Line 785-323-1510 • Elmore@CivicPlus.com

Executive Summary & Introduction

The Montecito Fire Protection District has initiated a Request for Proposal to transform its website with an innovative design that enables visitors to find the services and information they need. The website should be user-friendly and utilize the latest technology to provide a convenient source of information to better communicate with site visitors.

The CivicPlus-Proven Development Approach

CivicPlus provides our eGovernment communication solution to more than 50 million citizens in more than 1,400 municipalities – cities, counties and government agencies of every size across the United States, Canada and Australia. For more than a decade, CivicPlus has focused on government clients, giving our customers access to the latest in next-generation applications that meet and exceed their needs. Those needs include:

- A unique and customized website design with minimal work and time commitments from Montecito Fire Protection District's staff
- Intuitive navigation and page layout with unlimited submenus and subpages
- Interactive functionality through our Government Content Management System (GCMS®)
- Continuously updated, cutting-edge solutions designed by eGovernment experts for governments
- A per-project, customized pricing model with comprehensive training and unlimited support included

Hundreds of Cities & Counties Are Upgrading to CivicPlus Each Year

It's simple: CivicPlus knows municipal government.

- No one else offers the CivicPlus Government Content Management System (GCMS®).

- No one can match our interactive suite of tools that enable governments to better engage and communicate with their site visitors.

- No one can match the CivicPlus development process and the depth of our implementations designed by experts who know local government, its people and its processes.

- No one can match our track record – period.

CivicPlus Client Map

Association   City   County   Other
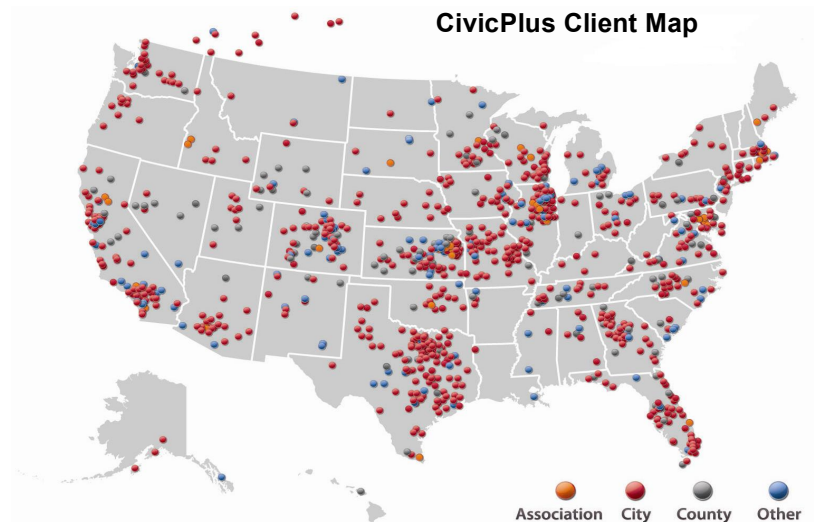
CivicPlus for the Montecito Fire Protection District

Per your RFP, Redevelop & Redesign Website, the following proposal contents include:

- CivicPlus' capabilities, experience and commitment to our clients, as well as our approach and methodology to transforming your site
- Ongoing training and consultation
- Creativity and recommended functionality usage to engage and attract site visitors
- Price estimate

These recommendations for the Montecito Fire Protection District were developed to address your defined needs. All estimates are negotiable based on client requests. We encourage you to schedule a 45-minute demonstration of the latest site developments and the administrative interface that allows non-technical users the ability to update the website as needed.

What Is Community Engagement?

At its core, community engagement is expectation.

More than 75 percent of U.S. residents are connected online. They bank online. They pay bills online. They chat, they opine, they find love… all via the internet. The web has become the first resource for the vast majority of people when they need to find an answer to a question, locate a service, file a complaint or conduct business.

The expectation is that local government should be conducting business online as well.

However, having an engaged community means going beyond the basics of the web. Community engagement is:

- **Transparency** - Removing the veil from local government by providing site visitors with open access to government through citizen-centric technologies and information structures

- **Citizen Sourcing** - Encouraging site visitors to get active, get involved and take ownership of local issues, all through an easily available communication method they're likely to use

- **MicroVoting** – Allowing site visitors' voices to be heard, and making that voice resonate with government leaders in ways that allow for a finger to be placed on the pulse of the citizen's wants and needs

Local governments provide so much service, infrastructure and support to our communities, but too often those efforts go unnoticed and unappreciated. Community engagement is a two-way street – it's letting your site visitors have a voice and letting them know why government matters.

Where You Rank on the Community Engagement Scale™

Governments across the nation find themselves in various stages on the Community Engagement Scale™. Some may inhabit multiple stages, and others may be reluctant to engage more deeply due to concerns of openness and the criticism that may accompany it.

Where does the Montecito Fire Protection District fit within the 6 Levels of Digital Community Engagement? What does each stage look like? What will it take to reach the top?

Only CivicPlus can provide these answers, because CivicPlus is the only government website provider focused on equipping communities to better engage and interact with their site visitors.

6 – Fully Engaged

5 – Participatory

4 – Receptive

3 – Active

2 – Emerging

1 – Static
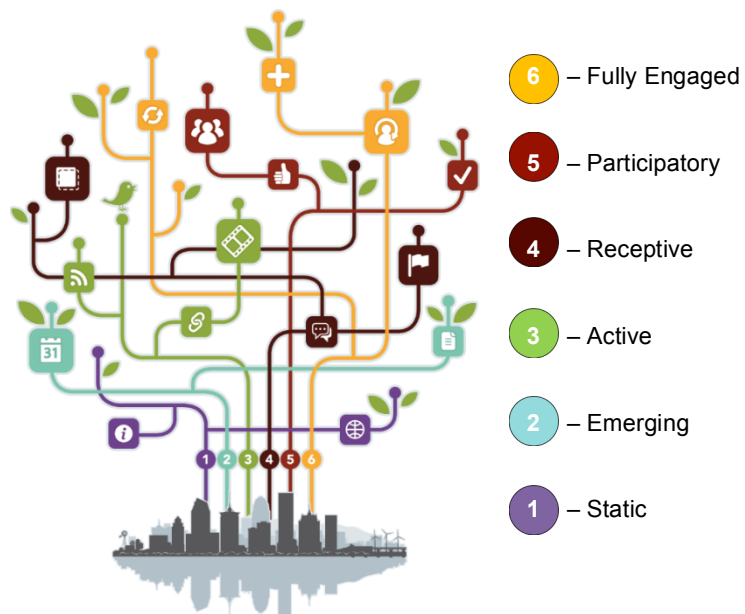
How CivicPlus Can Take You Higher

All of our modules and features are designed to help improve interaction with site visitors on your website, but here are a few examples from CivicPlus that help take community engagement to the next level:

- Citizen Request Tracker™
- Calendar
- Media Center

- Community Voice™
- Facilities and Reservations
- News Flash

- Alert Center
- Form Center
- ePayment Center

History of CivicPlus

Since our inception, CivicPlus has been capturing the passion our customers have for their communities and their residents with high-quality, next-generation websites. We consider it a privilege to partner with municipalities to provide the individuals, families and organizations in your community a website that serves as a primary, interactive communication tool.

Icon Enterprises, Inc., does business as CivicPlus and Networks Plus and employs more than 100 people. Incorporated in Kansas in 1998, we began providing technical-related services in 1994.

CivicPlus was born out of four rural cities' desire for a progressive way to maintain their websites without the burden of employing a continual webmaster. They sought a system that would allow routine updates and changes to be implemented by city staff, regardless of technical skill. After close consultation with these four initial cities, an innovative tool that automated the process of updating website content was developed.

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 150 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 1,400 clients. 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.

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.

Company & Contact Information

Contact Information	Danny Elmore Regional Sales Manager Elmore@CivicPlus.com Toll Free 888-228-2233, Ext. 310 Cell 503-893-0209	**Primary Office**	317 Houston St. Suite E Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Incorporated In	State of Kansas	**Company Website**	www.CivicPlus.com
Legal Name	Icon Enterprises, Inc., d/b/a CivicPlus	**Company Founder**	Ward Morgan, President/CEO
GSA Contract	# GS-35F-0124U	**DIR Contract**	# DIR SDD 1636

Additional Locations	Charleston, SC	Chicago, IL	Columbus, OH	Fort Collins, CO
	Glen Carbon, IL	Mount Laurel, NJ	Olathe, KS	Seffner, FL
	Sherwood, OR	Spring Hill, KS	Topeka, KS	Vancouver, WA

At **CivicPlus**, we have a passion for building websites. We'd like to partner with you to build a website that will serve as a **communication hub** for your community.

Dedicated Project Team

CivicPlus maintains a staff of dozens of personnel who excel in the development and support of government websites. From project management, design and development to training and support, our highly qualified staff ensures the success of your website throughout all phases of construction and beyond. Our expert project leaders (listed below) will match you and your needs to a team of highly qualified specialists who will work directly with you throughout your entire project. *If selected, your project team, including project manager, will be assigned upon contract signing.*

Danny Elmore – Regional Sales Manager

Education	10+ Years of Experience	Role at CivicPlus
Freed-Hardeman University	Increase industry exposure and emphasize client functionality options	Determine the best solution for your website and budget
University of Alaska-Anchorage		
Black Hill State University	Experience in private and government sector	Overall account management
Resume	Negotiate contracts	Ensure customer satisfaction
Software Sales	Manage multiple software client accounts	Oversee product development and product marketing
Client Relationship Management	Resource optimization	
Marketing	Project and program management	
Government	Strategic planning and development	

Cole Cheever – Director of Production

Education	5+ Years of Experience	Role at CivicPlus
BS Business Administration	Client needs analysis & account management	Direct tasks and staff members
Resume	Customer service	Timeline allocation
Marketing Specialist	Deadline satisfaction goals	Project consultation and quality assurance
Account Management	City maintenance	
Senior Project Manager	Marketing analysis and statistics	
	Consulting and business analysis	

Tammy Irvine – Manager of Creative Services

Education	16+ Years of Experience	Role at CivicPlus
BA Fine Art	Print and web design	Head creative development and graphic representations
Resume	Realistic and stylistic drawings	
Scientific Illustrator	Branding expertise	Direct design team and programming
Freelance illustration business	High-level skills in color coordination and design management	Responsible for each website overview and uniqueness
Nationally published designs		
Thorough recognition of full publishing, project management and pre-press processes	Proficient in site layout, initial design, setup of initial pages and functionality of site	

Larissa Palmer – Manager of Content Development

Education	4+ Years of Experience	Role at CivicPlus
Agriculture	Data Management	Oversee content quality management
Business Administration	Contract Negotiation and Review	
	Sales and Customer support	Test new products and services for CivicPlus
Resume	Cost Analysis	
Project Management	Strategic Project Reporting	Ensure incoming projects remain on schedule and are completed in an excellent manner
Business Strategy		
Contract Development and Administration		

Quinton Randel – Manager of Training and Consulting

Education	10+ Years of Experience	Role at CivicPlus
Information Assurance and Network Security	Website usability expertise	Customize the training and consulting experience to your skill set
	Content development	
Resume	Customer service	Provide creative application ideas for the CivicPlus GCMS®
Trainer and Consultant	Expertise in MS Word, Website Management Systems, module functionality, admin functions and creativity	
Operation Management		Effective communication in plain language
Technology Sales	Account Management	
Lending Analyst		

Amy Vikander – Director of Client Care

Education	10+ Years of Experience	Role at CivicPlus
Graphic Design	Customer Service	Conscientious care of the continuing relationship between CivicPlus and client
Resume	Project management	
Property Management	Team management and leadership	Prompt aid on support issues
Client Service Team Leader	Managing customer relationships	Knowledgeable answers for "how to" questions from client's staff
Client Implementation Coordinator	Training	

References

Mountain View Fire Protection District, CO www.mvfpd.org

Client since July 2011

Bill Humphries, IT Director, 303-434-4394, bhumphries@mvfpd.org

West Metro Fire Protection District, CO www.westmetrofire.org

Client since June 2010

Michelle French, System Administrator, 303-989-4307, mhollister@westmetrofire.org

Kent Fire Department RFA, WA www.kentfirerfa.org

Client since January 2012

Randy Droppert, Data Integration Coordinator, 253-856-4466, rdroppert@kentfirerfa.org

The CivicPlus Effect – Award-Winning Websites & Exceptional Results

Since 2006, CivicPlus clients have won an amazing **377** awards for their websites, and recently, the Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private-sector information technology integrators for delivering extraordinary digital solutions to public IT projects. This distinction puts CivicPlus alongside Accenture, IBM, Motorola and Northrup Grumman as the true leaders in municipal government technology.

Our customers are proof that by partnering with CivicPlus, your new website will be amazing. Below is just a sampling of some of the most prestigious awards in the industry earned by CivicPlus customers.

Some of our Award-Winning Clients...

Castle Rock, CO	crgov.com	Ontario County, NY	co.ontario.ny.us
Amherst, MA	amherstma.gov	Richland, WA	ci.richland.wa.us
Hinton, AB	hinton.ca	Farragut, TN	townoffarragut.org
Avondale, AZ	ci.avondale.az.us	Maui County, HI	co.maui.hi.us
Waunakee, WI	vil.waunakee.wi.us	Athens-Clarke County, GA	athensclarkecounty.com
Broken Arrow, OK	brokenarrowok.gov	Dodge City CVB, KS	visitdodgecity.org
Richmond, CA	ci.richmond.ca.us	Montrose, CO	cityofmontrose.org
Missoula, MT	ci.missoula.mt.us	Port of Galveston , TX	portofgalveston.com
Tequesta, FL	tequesta.org	Cumberland County, PA	ccpa.net
Beaverton, OR	beavertonoregon.gov	Danville, VA	danville-va.gov
Caddo Parish, LA	caddo.org	Webster, TX	cityofwebster.com

Recognition

High-Impact, Custom Designs Created Specifically for Your District

Our programmers implement our designers work – not the other way around – so options for a unique site are endless. Designs that truly represent your unique image, message and brand come through extensive access to and consultation with our design team. Our portfolio demonstrates our graphic designers' vast creative abilities and styles. Additional examples can be provided upon request or can be viewed at www.CivicPlus.com/designs.

Washington County, OH – www.washingtongov.org

Design Details: Washington County's history shines through in this simple yet sophisticated design. An intuitive layout guides the user to important information while fostering ease of use among the community.

Also Look For: Mouse-over buttons and click through scrolling menus guide you easily to popular features within this homepage.

Jeffersontown, KY – www.jeffersontownky.com

Design Details: Jeffersontown's website does a great job showing off the amenities offered in the State of Kentucky. The design color scheme is a reflection of their branding and seal.

Also Look For: The use of the ePayment module and Code Red integration.

McKinney, TX - www.mckinneytexas.org

Design Details: Straightforward navigation coupled with an uncluttered homepage and subtle color scheme make the user experience an enjoyable – and easy – one.

Also Look For: McKinney's Economic Development Corporation and Convention & Visitors Bureau subsites.
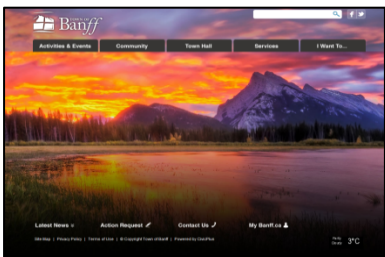
Banff, AB – www.banff.ca

Design Details: Client wanted a minimalist website design. The top banner features pop-out navigation. Simple homepage for ease of search and navigation.

**Also Look For**: Extensive use of Calendar and Citizen Request Tracker modules.

Flagstaff, AZ – www.flagstaff.az.gov

Design Details: Flagstaff fosters community engagement by providing a simple and clean navigation structure. The beautiful landscape imagery is a reflection of a unique natural formation that dominates the landscape.

Also Look For: The "E-Services" section enables the user to monitor their utility account and pay bills as well as view streamed city meetings right from the comfort of their homes.

Designs Continued…
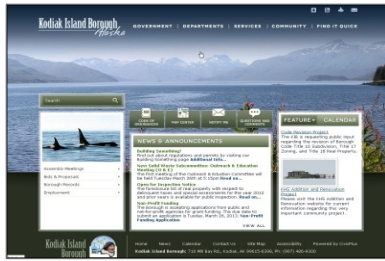
Kodiak, AK – www.kodiakak.us

Design Details: Kodiak Island's uncluttered layout draws the user's attention to important community news and announcements. The site's subtle color scheme highlights the beauty of the magnificent scenery.

Also Look For: "Find It Quick" mega menu section making online services and answers to questions available with one click.

Draper, UT – www.draper.ut.us

Design Details: This simple yet elegant design goes to the heart of the culture in this community – a community focused on preserving its unique identity and heritage.

Also Look For: The extensive use of the Facilities module for parks and trails, as well as department header packages for the Draper Amphitheater and Police Department.

Litchfield Park, AZ – www.litchfield-park.org

Design Details: A great example of how a "dark" website can still be robust and appealing to the eye.

Also Look For: Hover over the "Citizen Center" and take a look at the Mega Menu linking the public to loads of community information.

Blue Earth County, MN – www.blueearthcountymn.gov

Design Details: "Effectively and efficiently delivering essential services" perfectly describes Blue Earth County's appealing web design. Bold blue colors and panoramic images burst from the page to highlight the beauty of the area.

Also Look For: The use of social media integration and library subsite.
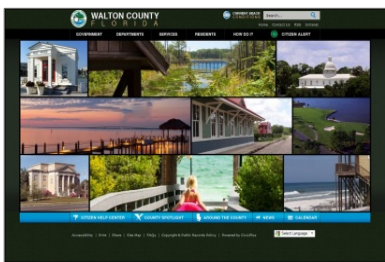
Walton County, FL – www.co.walton.fl.us

Design Details: Beautiful community images and a unique page design invite the user to explore the county's services, check the current beach conditions, and catch up on the news – in just one click.

Also Look For: The use of the CivicPlus Frequently Asked Question module and Google Translation Tool.

Let Our Experts Be Your Trusted Advisors

Only CivicPlus offers the depth and breadth of staff for next-generation eGovernment communication projects. Depending on the size of and duration of your project and whether you utilize our creative, branding and advisory consulting teams, we will engage between six to 11 experienced staff members, representing approximately 7-13% of our full-time staff.

Utilizing his strong technology background, your dedicated regional sales manager, Danny Elmore, initially works with you to determine the best solutions for your administrative users and website visitors.

A member of our seasoned project management team oversees the 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 – with specific case studies and examples – they will ensure the process transitions smoothly from phase to phase. After the completion of each phase, you will be encouraged to fill out a survey rating the project process as well as CivicPlus personnel. The CEO receives the surveys and is personally accountable for your satisfaction, which we guarantee, or we'll refund your money.

You

Project Manager
Consultant guiding you through development as an advocate for your success

Award-Winning Designers
Custom-built, non-template design

Programmers
Implement CivicPlus GCMS

Content Experts
Development & quality control

End-to-End Trainers
Best-practice education

Always-There Support
24/7/365, live, unlimited

A Process Dedicated to Helping You Succeed

Upon completion of a custom design, setup of the website, development of modules, content development and quality control review, your trainer works to ensure your staff masters the simple Government Content Management System (GCMS®) and learns basic website usability concepts. Your new site is then launched and your support calls are handled by our Client Care Department.

Your Role

Your role during the project will be to answer questions, provide input, gain your staff's feedback to complete forms and provide necessary information so CivicPlus can develop recommendations for your design, navigation and content. Your project manager will explain the work required to achieve your goals. Pre-project, on-site strategic planning sessions can be added to the project at an additional cost.

"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."
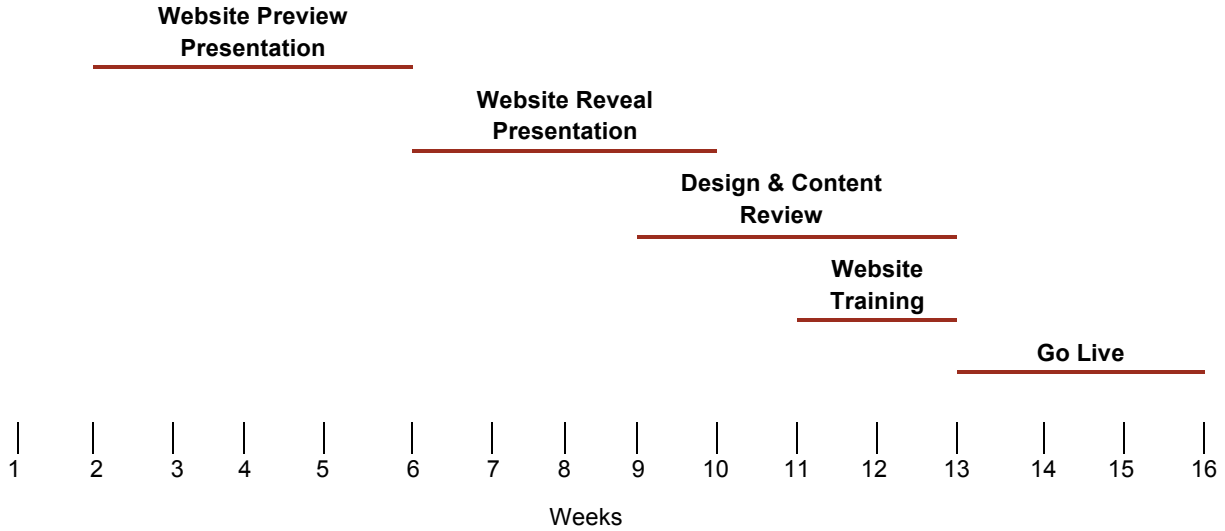
-Karen McGrath, Castle Rock, Colorado

Our Project Development Approach

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

Consulting

Website Preview Presentation

Website Reveal Presentation

Design & Content Review

Website Training

Go Live

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |

Weeks

Typical Project Timeline	Timeline
Phase 1 - Consulting (may vary with on-site meetings) Includes: Needs assessment, best practices, and takeaways assigned.	4-5 weeks
Phase 2 - Website Preview Presentation Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
Phase 3 – Website Reveal Presentation Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and takeaways assigned.	3-4 weeks
Phase 4 – Customized Website Training (varies based upon amount of content) Includes: Customized to give your staff the skills they need to maintain your website.	3-4 week
Phase 5 – Go Live	3-4 weeks
Website Launch	**16 -22 Weeks (On Average)**

Because of the unpredictable timelines associated with bidding processes, we rarely supply a custom timeline in our proposal responses. Working together, we want to ensure a realistic timeline is available to meet your specific goals. Through the outline of our proven development model provided in this proposal, development timelines can be estimated based on the date of the project's initiation.
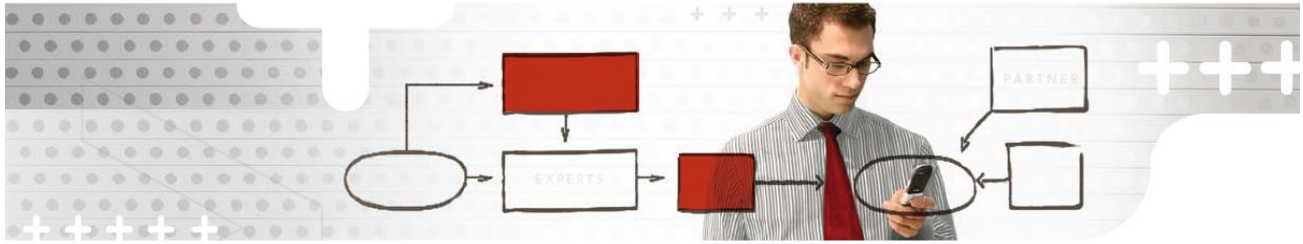
Kick-Off Meeting

During the initial kick-off meeting, you will meet your project manager, senior content developer and senior designer. You will work with your project manager to establish your project timeline, review the startup kit and discuss the takeaway items that need to be completed prior to consulting.

Whether you prefer a more relaxed schedule or a more aggressive timeline, your project manager will discuss the implications of deadlines and the expectations required to keep the project on track. Timelines may be modified upon discussion with your project manager.

Your Role

Tasks your staff will need to complete:

- **Assess Your Current Website**

    For the best consulting experience possible the following takeaways need to be completed prior to your consulting:

    The 6 Stages of Digital Community Engagement Survey – You will take a 3-5 minute online questionnaire to determine where your current website fits on the Community Engagement Scale, www.digitalcommunityengagement.com.

    Department / Division Form - This form will be filled out by each department or division. Each department / division should have an understanding of what services they provide, to whom they provide those services, how they are currently communicating information, their future online communications goals and what they like/dislike about their current web presence.

    Functionality and Design Form - This form will be filled out by your project web team. 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.

    Training Information Form for Departments - This form will be filled out by your project web team to help CivicPlus understand the pain points you encounter in your job. We will call out ways to address your pain points during your training sessions.

    Web Team Form - This form will be filled out by your project web team. 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.

- **Clean House**

    Update the content on your current 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.

Phase 1: Consulting

A CivicPlus consultant will work with you to determine the right direction for your new website. The items you complete prior to consulting play a critical role in establishing the best approach for your site. The items to be reviewed are:

- **Needs Assessment**

  Review the 6 Stages of Digital Community Engagement Survey to determine at which stage your current website ranks and set a goal for your new website. Review the goals and expectations you submitted on the Web Team Form to make sure there is a clear understanding of what the new website needs. Together, we will establish what it will take to meet your website goals regarding design, content and engagement.

- **Functionality & Design**

  Review the information submitted via the Functionality & Design Form to make sure there is a clear understanding of what the new website has to have.

- **Department Needs**

  Meet with your departments to ensure a clear understanding of CivicPlus' Best Practices & Standards for content and gather information on the potential pain points for each department.

Your Role

Items your staff will need to provide:

- **Website Statistics**

  Gather statistics from your current website from the past 12 months.

- **Photos and Template for PDFs**

  Collect pictures to be used in the overall design of the website. Provide a MS Word document template that features your branding / logo. This will be used when converting content into a PDF.

- **List of Departments**

  Compile a list of all divisions and/or departments within your organization.

- **Applications**

  Submit a list of third-party and in-house developed applications presently being utilized on your website.

- **Site Map**

  Pull a site map or outline of your current website's navigational structure. This gives a clear overview of the existing information on the website, including the number and location of pages.

- **Content**

  Provide a list of any content on the current website that must remain as is (verbatim) because of legal requirements. Continue updating the current content on your website.

"I think that the modules that are offered give a lot of flexibility to not only the taxpayers but our employees. We can use this site as much as a tool as the taxpayers do."

-Michael Leiker, *Ellis County, Kansas*

## Phase 2: Website Preview Presentation

Based on your results and goals outlined during consulting, 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 two *custom* layouts that showcase the placement of your navigation and key functionality. Very similar to the floor plan of a house, each layout will allow you to focus on where things are and if the function and proportion of the space is adequate.

Website Layout

The examples below are *not* template layouts. They were created based on specific clients' goals, during their consulting phase. Though layouts may contain the same elements, you must keep in mind that they can be arranged differently.

What will your website's floor plans look like?
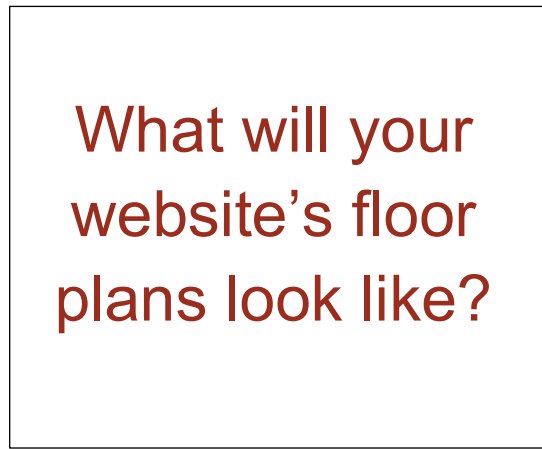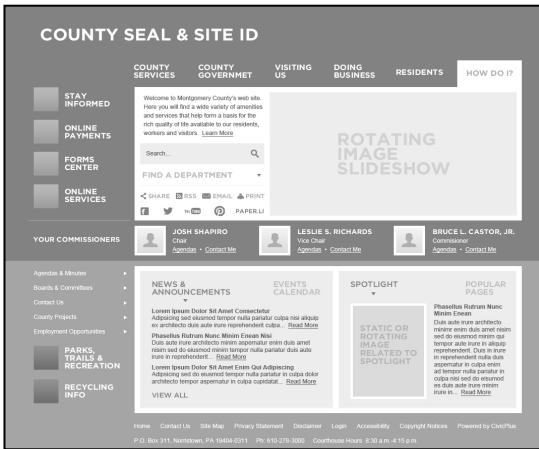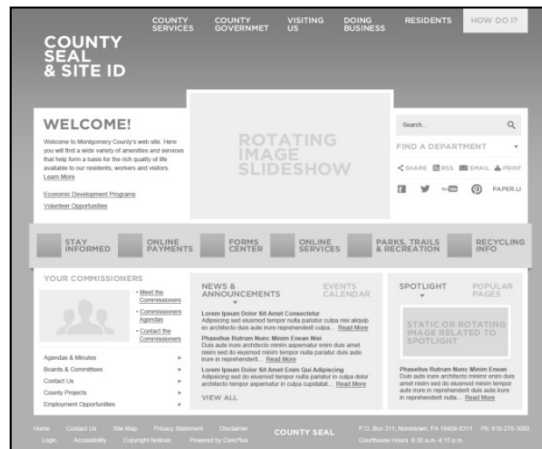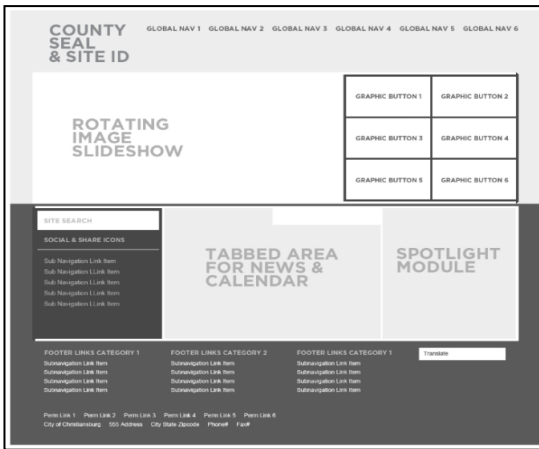
Intuitive, Usable Main Navigation

Simple navigation and consistent page layouts ensure that your visitors can easily find the information they seek. We'll provide you with a complete recommended 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.

What is a "Mood Board"?

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.

Example of a Mood Board
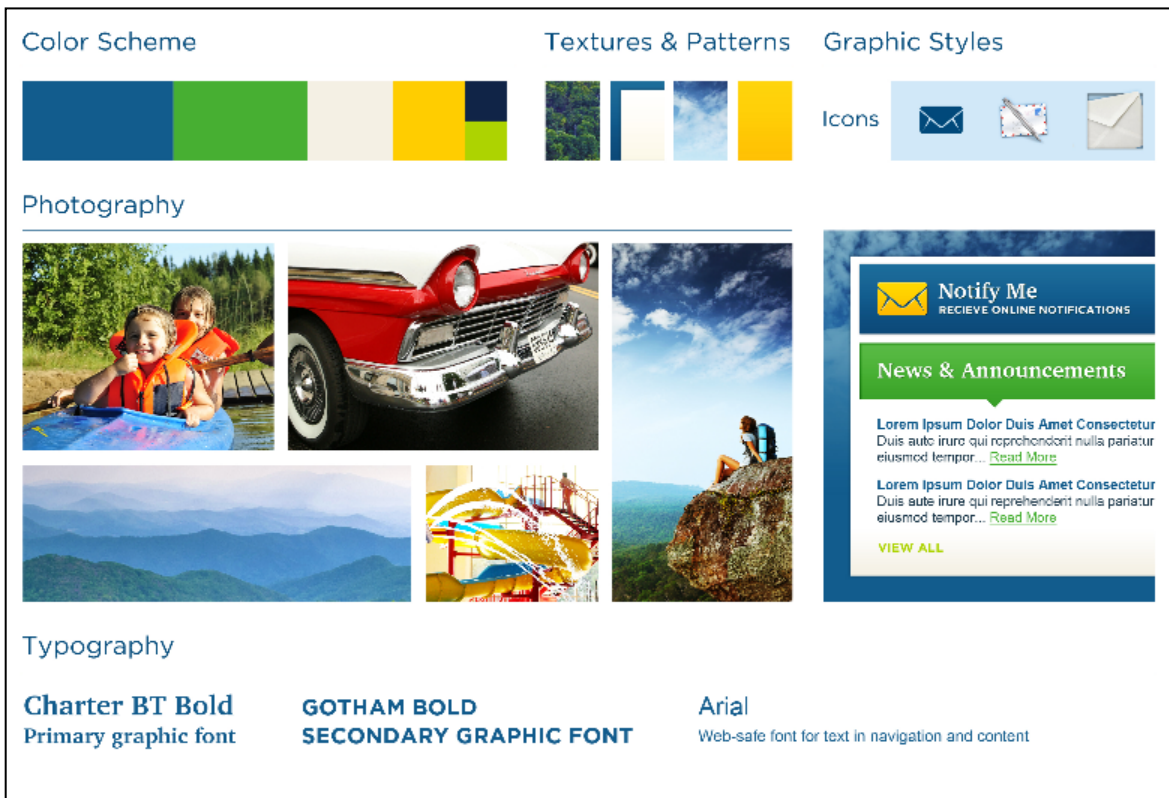
Your Role

- **Approval**

  Once you approve your layout and mood board, your designer will begin development of your design.

- **Marketing Packet Meeting**

  Review marketing packet materials and guidelines.

- **DNS Worksheet Due**

  You will need to ensure that CivicPlus has all the necessary DNS items identified for your website launch to be successful.

"The design phase was great. Your design team was really great. They could take our little comments and make our design reflect our city. They were so good about making our changes and coming up with great ideas."

- Melissa Weiss, Creve Coeur, Missouri

Phase 3: Website Reveal Presentation

Your Project Team will present a fully functional website based on your goals, our recommendations and our combined vision. The team will explain how its expertise has shaped your design and transformed your navigational structure. Your website is now 85 percent complete and, with minimal time investment, your website will be ready to launch!

Content Migration

During the Kick-Off Meeting and Phase 1 your staff had the role of updating the content on your current site. While you were making design decisions, our content development team will optimize and reorganize your content based on CivicPlus best practices.

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. We will also bring over your agendas and minutes. There is no limit to the pages you can create after you have gone through training.

Design/Wireframe Review

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition as many times as you deem necessary, 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. Additional fees for stock photographs or other images are not included in the estimate.

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 almost 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.

Your Role

- **Approval**

  Evaluate presented design and revisions until you are satisfied.

- **Content Review**

  You will review your new website's content and create a list of all the items you would like to see changed. Your CivicPlus trainer will go over your list with you during training, so your staff can gain hands-on experience.

- **Training Preparation Meeting**

  We will help you identify the skills and tools your staff needs to quickly and easily update your website.

Phase 4: Customized Website 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.

We want to make this an enjoyable experience, while encouraging your staff to participate in learning activities that give them a comprehensive understanding of your website. Regardless of technical ability, we will help your staff gain the confidence to effectively maintain your website.

Website Best-Practice & Usability Consultation

Based on your internal daily tasks and workflow, CivicPlus consultants share best practices with your staff for delivering automated services to your site's visitors. One-on-one or department-specific task analysis is included. Each hands-on session is designed to enhance your team's communication skills and highlight their individual specialties that emphasize your public value.

Features, Module & Page Creation Training for Administrators & Content Contributors

To better understand 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.

Typical CivicPlus Training Schedule

Admin Training	Modules (cont.)	Modules (cont.)	Pages & Wrap-Up
Introduction to Website	News Flash	Media Center	Page Creation
Admin Dashboard	Document Ctr. / Archive Ctr.	Alert Center	Advanced Page Creation
Admin Tools	Opinion Polls	Community Voice	Assist departments and staff in page creation
Intranet	Staff Directory	Facilities & Reservations	
Urchin Statistics	Resource Directory	Forms	Consult with departments and staff on further development and ways to enhance site
Set Up Groups & Users	Notify Me®	Request Tracker	
Modules Training	Jobs, Bids & OJA	Agenda Center	
Quick Links	Photo Gallery & Postcard	Featured Info	
FAQs	Slideshow	Real Estate Locator	Wrap-up session
Calendar	My Dashboard	Carb. Calc. & Healthy City	

Training schedules vary depending on the number users to be trained and hours available but will cover the topics shown. Training manuals are available online and can be downloaded at no cost.

"CivicPlus is the company for municipal websites. I can't imagine working with anyone else."

*-**Krystal Britton**, Hinesville, Georgia*

Phase 5: Go Live

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

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.

We will confirm that your initial communication goals developed in Phase 1 have been met, and then your new website is launched to the public. You will continue to receive both technical and consultative support.

Search Engine Registration & Optimization

Before Go Live, your site will be registered with the top search engines. A brief description and a list of key words pertaining to your new website will provide search engines the necessary information to find the website when a user enters a search for your website.

Search engine optimization (SEO) is an important tool to improve search engine page rankings. CivicPlus uses several methods to improve the SEO of our websites. These include development of quality content, use of strong keywords and solid page descriptions. In the near future, changes are planned to further strengthen SEO for our clients. These changes include but are not limited to: user friendly URLs, optimized images and improvements to the site map and page descriptions. These changes will help drive your website to the top of search engine results.

Continued Communication

After your site launches, CivicPlus provides ongoing support. As your site grows, our support team will ensure that you receive the following resources:

- Press release creation
- Monthly e-newsletter
- Website award submissions
- CivicPlus online support
- Annual site reviews

"With CivicPlus, you're not just getting a website. It's social media, it's emergency alerts, it's my weekly blog, it's the mobile version of the site. Our website is tied to Facebook and Twitter, so updates are automatic. We're pushing information to where the people are. What good is all the good in your community if no one knows about it?"

*-**Thomas Russo**, Newton Township, New Jersey*

System Ownership

Under our standard operating model, our clients own all data and software associated with the website – the design, the page content, all module content, all importable / exportable data, all archived information and the GCMS®. This allows them the peace-of-mind of remaining in total control of all website content and functionality. While hosted and maintained with CivicPlus, this data is never shared, and CivicPlus retains tight controls over our hosting operations, allowing for daily site backups, redundant power and internet systems, site redundancy and emergency recovery procedures.

If the contract between your organization and CivicPlus were to be canceled due to the wishes of the client, our Support Department would work with you to transfer all associated data and software in order to make a smooth transition to the client's new hosting arrangement and, if necessary, management platform.

In the highly unlikely event that CivicPlus were to cease support for the software due to bankruptcy, acquisition, a change in business operations or other circumstances, you would also receive full and complete control of all website data and software.

Under either circumstance, provision of the core code, all associated modules and functionality would allow the client to move the entire website to an alternative hosting location without altering the management tools or modifying operation of the website in any way.

Ongoing Training & Support Opportunities

We want your website to be an investment that holds its value over time rather than a big expense that you have to budget for every few years. We apply this same thinking to our approach toward training and support, too. After the launch of your website you should be able to keep current staff as well as new-hires trained and supported as they update and maintain your site. CivicPlus offers ongoing training and support, as well as the incredible resource of more than 1,400 other municipalities that use the CivicPlus Government Content Management System (GCMS®). Stay up to date and always informed with unlimited access to:

CivicPlus Connection

When you join the CivicPlus community, you're connecting with our entire staff as well as a network of more than 1,400 cities, counties and other government entities that use the CivicPlus solution. CivicPlus Connection – a social network for CivicPlus users – invites our customers to engage us and each other even more!

By logging onto CivicPlus Connection, you can:
- Earn different levels of CivicPlus certification, from contributor to webmaster, at our online testing center
- Access online training manuals and videos to learn the tips, tricks and processes to become the expert at creating the best website for your users in the CivicPlus University section
- Attend webinar series for refresher trainings or for sneak peeks at the newest features and functionality in development
- Try to stump the CivicPlus trainers with a question
- Share ideas and contribute to bettering our community through opinion polls, surveys and group discussions
- Stay up to date on the latest trends in web technology, design and government processes through blogs, webinars and informational updates tailored to local government professionals
- Access our always-available online support center for our clients
- Signup to be a part of the CivicPlus beta testers to get your hands on the newest features and functionality first

The CivicPlus Connection is another exciting benefit to the CivicPlus client experience and available only for clients who have been through initial training.

Resource Center

With CivicPlus, you will discover a team of people ready to help you at any time. We are not just with you for the development, design and launch – we will be here year after year to respond to new needs and new opportunities for you to build you site into the best site it can be.

Community Engagement Consultants

CivicPlus has a team of Community Engagement Consultants 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 site visitors, 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 & Support Includes:	
Support	**Maintenance of CivicPlus Application & Modules**
7 a.m. – 7 p.m. (CST) Mon. – Fri. (excluding holidays)	Install Service Patches for OS
24/7 Emergency Support	Upgrades
Dedicated Support Personnel	Fixes
2-hour Response During Normal Hours	Improvements
Usability Improvements	Integration
Integration New and Upgraded Services	Testing
Proactive Support for Updates and Fixes	Development
Online Training Manuals	Usage License
Monthly Newsletters	
Phone Consulting	
CivicPlus Connection	

Automatic CivicPlus Software & Module Updates

All CivicPlus customers receive the benefits of new features and upgrades that we add to our ever-growing Government Content Management System (GCMS®). The core of the CivicPlus product offering grows with you and your community, ensuring that your site never grows stale and that your website is truly an investment.

Mobile Website Detection & Browsing

Mobile browsing is automatically available with a CivicPlus-developed website, meaning your site visitors can easily access and refresh your site and its important content from any mobile platform, such as their iPhones, Androids, Blackberrys, etc.

Software Licensing

No programs or software are necessary to install, meaning you and your staff can update the site from any internet connection or platform (Mac or PC) at any time. The Montecito Fire Protection District will *not* pay money per seat to install software. You can have an unlimited number of users in the system. Citizens Request Tracker is limited to 5 users; additional user licenses may be purchased.

CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 30 Days from September 11, 2013.

Project Development and Deployment	
Initial GCMS® upgrades, maintenance, support and hosting – no additional cost	**$21,306**
Server Storage not to exceed 15 GB; Media Center Storage not to exceed 10 GB	
Total Fees Year 1	**$21,306**

With CivicPlus' Annual Services, you'll enjoy redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, unlimited upgrades, recurring training, and access to the CivicPlus community. Protecting your investment is important, and our Annual Services allow you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive software upgrades, maintenance and optimization. Additionally, your staff will have full access to our support staff, ensuring that they're always up to date on our latest features and functionality.

Annual Services (Continuing GCMS® Upgrades, Maintenance, Support and Hosting) *Billed 12 months from contract signing; subject to annual 5% increase year 3 and beyond*	$3,837

Optional Payment Plan – CivicPlus Advantage

CivicPlus Advantage offers local governments an alternative payment plan that eases the impact of a new website on your budget and spreads the one-time project development costs over a longer period of time.

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract**. And because we value our continuing relationships with our customers, those who extend their contract beyond the three-year minimum will receive a redesign at the end of their fourth year with CivicPlus – at no additional charge.

CivicPlus Advantage	1st Year	2nd Year	3rd Year	4th Year
Annual Recurring Fees	$9,660	$9,660	$9,660	$4,230

The CivicPlus Redesign Option

At CivicPlus, we realize that over time, you might decide that you want to change your design by giving it a visual refresh, so to speak. On average, we have noticed that clients tend to request a redesign about every four or five years in the life of a typical government website.

But instead of starting completely over from scratch with a new website rebuild, CivicPlus has an option that can not only help save you time and effort, but *lots* of money too!

With our CivicPlus Redesign Option, at the end of your fourth year of continuous service with us, you will automatically receive a website redesign with no further out-of-pocket expense. The cost of the redesign is included in your annual fees each year, giving you the knowledge that your website design will never become stale and that you'll never have to build your site from the ground up again!

The CivicPlus Redesign Option Includes:
• New CivicPlus Basic Redesign • Redevelop banner • Up to three graphic buttons to promote special services • Redevelop navigation method (may choose top drop-down or other options) • Select color scheme to match new graphics • Design setup – wireframe • Print this page option • Email this page option • Breadcrumbs • Sitemap • Redevelop graphic elements of website (Newsflash, FAQs, Calendar, etc.) • Project management • Testing • Review • Content migration – Includes retouching of all existing pages on the redesigned website to ensure proper formatting, menu structure, and application of new site styles. Note: Content will be rewritten or pages broken up (shortened or resectioned) during this process to reflect best web usability practices. • Site styles and page layouts will be touched so all pages match the new design and migrate cleanly

Project Development

Kick-Off Meeting <u>Deliverable</u>: Project Timeline, training jump start and worksheets	**Included**
Phase 1: **Consulting** <u>Deliverable</u>: Needs assessment, best practices and worksheets	**Included**
Phase 2: Website Preview Presentation <u>Deliverable</u>: Website layout and mood board will be presented for your approval	**Included**
Phase 3: Website Reveal Presentation <u>Deliverable</u>: Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	**Included**
Phase 4: 32 Hours Customized Interactive Webinar Training for up to 6 employees *Quote includes free use of up to 6 webcams and headsets* <u>Deliverable</u>: 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 consulting to result in effective communication through your website.	**Included**
Phase 5: Go Live <u>Deliverable</u>: Content migrated from current site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines.	**Included**
Additional Functionality	
Google Translation Tool	**Included**
Options Included in One-Time Fee	
See project enhancement options on the next page	**Optional**
Total Project Development and Deployment Fee *Initial GCMS® upgrades, maintenance, support and hosting included – no additional cost* *Server Storage not to exceed 15 GB; Media Center Storage not to exceed 10 GB*	**$21,306**
Total Fees Year 1	**$21,306**

Project Enhancement Options

Options	One-Time Fee
Phase 1: Content Consultation Three days on-site, up to six departments per day. *Quote includes travel expenses.* A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance. <u>Deliverable</u>**:** A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions.	Optional $10,000
Phase 1: Process Roadmap Consultation Three days on-site. *Quote includes travel expenses* A consultation package concentrating on evaluation of processes for customer and citizen services. Designed to fit specific client needs in management of the website design and creation process on the client side. <u>Deliverable</u>**:** A comprehensive report of current citizen-facing practices and citizen/customer-facing processes, recommendations for improving quality and efficiency of government-to-citizen and government –to-customer relations and processes, a follow-up report reviewing the results of implemented suggestions.	Optional $10,000
Phase 1: Citizen Engagement/Website Marketing Suite Three days on-site. *Quote includes travel expenses.* This consultation will focus on creating a strategic marketing plan for the new website directed at your main public-facing stakeholders (site visitors and businesses) in an effort to increase awareness of the site and increase interaction with the site's functionality. We will work with you to create a custom plan for advertising and driving traffic to your website geared toward capturing and building upon the momentum gained in the days and weeks that follow the new site's launch. <u>Deliverable</u>: • **Strategic Initiatives:** A strategic marketing plan aimed to increase awareness of the site and increase interaction with the site's functionality using targeted marketing tactics, a recommended plan of action for implementing new site and tools, a follow-up report reviewing the results of implemented suggestions. • **PR Services:** Press release development, distribution and measurement, letter to local library development, letter to local library development, letter to request dedicated link development, how to guide – approach local paper, how to guide – invite local media. • **Social Media Services**: Consultation and recommended posts, Facebook update examples, how to guide – respond to social media.	Optional $10,000
Phase 1: Public Engagement Evaluation Two days on-site. *Quote includes travel expenses.* A consultation package concentrating on evaluation the satisfaction of site visitors/customers regarding the current website and online services. A survey will be conduct to discover general levels of satisfaction, desired site functions, features and tools, current tools features or functions that are not considered valuable or need altered. <u>Deliverable</u>: A follow-up report containing findings of current engagement level along with recommendations and roadmap for getting to the desired level of engagement.	Optional $7,800

Phase 1: Website Design Consultation Two days off-site – conducted remotely. A consultation package concentrating on evaluating the form and function of the current website design and potential problems therein. Deliverable: A comprehensive report on all findings regarding the current site design, recommendations and roadmap for implementing the design to meet your overall goals, a follow-up report reviewing the results of implemented suggestions.	Optional $3,600
Phase 1: Intranet Consultation Three days on-site. *Quote includes travel expenses.* A consultation package concentrating on evaluating and improving current functions of interdepartmental relations and recommendations for increasing effectiveness through the use of all available web tools. Deliverable: A comprehensive report on all findings regarding the current intranet system being used and success rate of current system functions, a detailed plan for making improvements and adapting the intranet system to your needs, a follow-up report reviewing the results of implemented suggestions.	Optional $10,000
Phase 4: 3 Days of Customized On-Site Implementation Training for up to 12 employees *Quote includes travel expenses ($80 per person per day for the 13th attendee and beyond)*	Optional $7,000
Phase 4: Training/Consulting Two days on-site Review website with department administrators and provide additional time for basic learners. Review website procedures. Must be held concurrently with original on-site training session.	Optional $7,800
Post-Training: Website Presentation Two days of on-site meetings to present website to stakeholders. *Quote includes travel expenses.*	Optional $7,800
Post-Training: Three-Month Checkup Held three months after go-live, includes two days on-site of additional consultation/training. *Quote includes travel expenses.*	Optional $7,800
Post-Training: Three Day Annual Refresher One day on-site consultation, two days on-site refresher/advanced training. *Quote includes travel expenses.*	Optional $10,000
Post Go-Live: 50 Pages of Additional Content	$1,450
Virtual Webmaster: Five Hours of Content Updates per month.	Optional $5,700 Annual Minimum

Annual Recurring Training: Training on new functionality and services
     Deliverable:
       • **New User Training:** A three-hour training for new users to learn basic features of the GCMS®.
       • **Refresher Training/New Module Training:** A three-hour session designed to refresh existing users as well as to train them on new modules.
       • **New Feature Overview:** A three-hour session designed to make users aware of recently released modules and features.
       • **Website Review Consulting:** An hour-long, in-depth review of the client website followed by a two-hour session with client users.
	Optional $2,000 Annually

Functionality Options	One-Time	Annual
GoCitizen Pro Custom Mobile App (iOS & Android)	$4,500	$1,200
Department Header Package *(No annual fee in the first year; annual fees starts in second year)*	$3,100	$650
Language Translation (hand translation, priced per single language)	$125/page or $1,000/10 pages	n/a
LDAP Integration	$1,200	$300
New Logo Development	$5,000	n/a
New Logo Development with Branding & Graphics Development	$7,000	n/a
Subsite *(No annual fee in the first year; annual fees starts in second year)*	$8,000	$1,575

Project Development and Deployment Includes the Following:

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	• Content Library (Content Templates)
• Business/Resource Directory	• Dynamic Breadcrumbs
• Calendar	• Dynamic Sitemap
• Carbon Calculator	• Expiring Items Library
• Citizen Request Tracker™ (5 users)	• Graphic Link Administration
• Community Voice™	• Links Redirect and Broken Links Finder
• Document Center	• Menu Management
• ePayment Center	• Mouse-over Menu Structure
• Facilities & Reservations	• MuniMobile™
• Frequently Asked Questions	• Online Editor for Editing and Page Creation (WYSIWYG)
• Forms Center	• Online Web Statistics (Only With CivicPlus Hosting)
• Healthy City	• Printer Friendly/Email Page
• Intranet	• Rotating Content
• Job Postings	• RSS
• License & Permits	• Search Engine Registration
• Media Center with Live Streaming Video	• Site Layout Options
• My Dashboard	• Site Search & Entry Log
• News Flash	• Slideshow
• Notify Me® Email & SMS Text Subscription	• Social Media Integration (Facebook, Share and Twitter)
• Online Job Application with 1 Generic Application	• User & Group Administration Rights
• Opinion Poll	• Web Page Upload Utility
• Photo Gallery	• Website Administrative Log
• Postcard	
• Quick Links	
• Real Estate Locator	
• Spotlight	
• Staff Directory	

Support	Maintenance of CivicPlus Application & Modules	Hosting
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)	Install Service Patches for OS	Shared Web/SQL Server
24/7 Emergency Support	Upgrades	DNS Consulting & Maintenance
Dedicated Support Personnel	Fixes	Monitor Bandwidth-Router Traffic
2-hour Response During Normal Hours	Improvements	Redundant ISP
Usability Improvements	Integration	Redundant Cooling
Integration New & Upgraded Services	Testing	Diesel Powered Generator
Proactive Support for Updates & Fixes	Development	Daily Tape Backup
Online Training Manuals	Usage License	Intrusion Detection & Prevention
Monthly Newsletters		Antivirus Protection
Phone Consulting		Upgrade Hardware
CivicPlus Connection		

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.

No HTML knowledge is needed to update your website. However, if desired, HTML code can be used throughout the website for advanced users.

With extensive web applications in place, continual enhancement and an easy-to-use interface, our clients are the proud owners of their websites and are excited to be part of the CivicPlus community.

Additional benefits of the CivicPlus GCMS® include webpage version controls, customizable levels of user-rights, searchable data, accessible customer support services, instantaneous functionality updates, comprehensive security and much more.

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 are constantly being developed and upgraded to meet the needs of our clients. A list of our modules follows.

Core GCMS® Modules

Agenda Center

The CivicPlus Agenda Center is an all-inclusive agenda creation module. No longer will you have to build your agendas in a word-processing program, print it out and pass it around the office for approval, export the final version to a PDF and then upload it to the website. Agenda Center allows for the creation and management of the entire agenda process, from submitting preliminary items at the departmental level, to a robust and easy-to-use workflow, to the publishing of the agenda live to the public – one smooth and seamless process.

The Agenda Center not only offers a one-stop-shop for agenda creation, but upon publish of the approved agenda, a template for the minutes of that meeting can also be generated.

Additionally the Agenda Center ties in with the Archive Center, so published agendas and minutes can be placed in an Archive Center category for immediate storage. You can also update your site visitors in a fast and timely manner by using the Notify Me® module to send email and text message updates of published agendas and minutes.

Archive Center

The Archive Center has been developed specifically for the storage and retrieval of agendas, minutes, newsletters and other date-driven documents. Archives can be searched by date, category or keyword, and the unique "View Most Recent" link functionality on your website pages automatically pulls the most recently uploaded item every time you add a new document within that category.

Business/Resource Directory

Think of the Business/Resource Directory as the Yellow Pages of your website, as it provides site visitors with links to and information about organizations and services within your community. Site visitors can search by business or organization name or category, and entries can be organized by business (Yellow Pages-style) or by category (topical directory-style).

The module can display useful information such as a description of the business/organization, link to an interactive map, address, phone number, email and link to the business' website. Site visitors can also download the included iPhone App at no cost, allowing them to search for businesses or services on the go.

Calendar

The Calendar Module allows administrators to set up calendar items to help keep the public informed about upcoming events and meetings in your 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. Multiple calendars are available.

> **Department Calendar:** 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).

> **Featured Events:** You can draw attention to upcoming events using the Featured Events functionality, within the Calendar module.
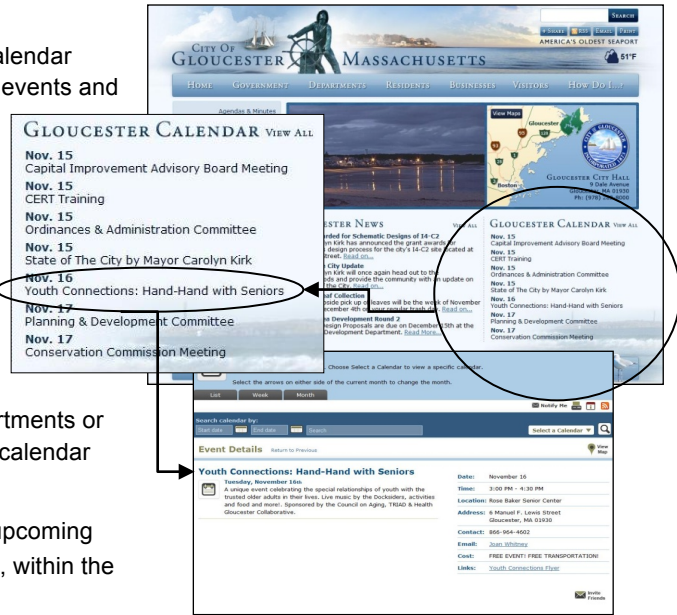
The Calendar supports multiple views, including a monthly view that displays all the events in a month.

Document Center

The Document Center is a document storage center that 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. Instead of bogging down your employees with requests for documentation, site visitors can locate the forms and documents they need easily online. Your employees can easily add new documents and direct site visitors to the information they requested online, without sending out extra paperwork. 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.

Frequently Asked Questions

Help your site visitors reduce time-consuming phone calls or trips to government offices by answering commonly asked questions through your website. Frequently Asked Questions (FAQs) – which can be organized by departments and/or category – may be added to any page of your website and can be set up to link to additional information or documentation for easy reference. FAQs have their own search feature, so your site visitors can easily find answers to the questions they ask the most.

News Flash

The News Flash Module provides an area where important and timely news and announcements are posted. Any department may utilize this module for posting information that is specific to their department, like a change in meeting location, results from an election, rainout announcements for sports fields and more. News Flash is a dynamic page element that may be placed on any page, and each News Flash item has its own start and expiration date.

Opinion Poll

The Opinion Poll Module allows you to interact with your site visitors. Once a user submits their vote, poll results are displayed. This is a popular module and is an easy way to keep people coming back to see what's new on your site.

We recommend that the poll questions be non-controversial, as results are not scientific. The results may be used to provide website decision-makers with valuable information in order to make informed decisions. Also, using the Opinion Poll Module demonstrates even further the true interest your municipality has in its site visitors and stakeholders.

Photo Gallery

The Photo Gallery Module is designed to allow you to store and display photographs in a central location to showcase to your site visitors 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. Users will be able to:

- Explore your municipality through albums and favorites
- Browse your featured photos and events
- Share with friends or send as postcard
- Submit images
- View images as thumbnails or full-size
- Write descriptions with each photo
- Search the Photo Gallery
- View a slideshow of photos
- Give photo credits
- 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.

Quick Links

The Quick Links Module allows you to place links to related and often-requested information directly on the page of your choice. The entire collection of these links is contained within the actual module, and is unlimited in the amount of categories and links that you can provide to your users. The links can be to interior pages of your website, to documents and forms, or to outside websites. You can organize the links by category or item and can set them up to auto-publish and unpublish.

Spotlight

The Spotlight function creates additional space on a webpage that allows you to highlight important text or widgets in a compact, easy-to-update module. The information posted with this module can relate to one or more pages.

Staff Directory

If the Business/Resource Directory is your website's Yellow Pages, then the Staff Directory Module is the white pages. A time-saving resource for your site visitors, Staff Directory provides detailed contact information for your staff and various offices all in one place, decreasing the number of calls requesting contact information. You can include as much or as little employee and department information as you deem necessary; plus, Staff Directory entries can be linked to pages throughout your site, providing quick access to a specific department or employee's information.

Employee information can include title, biography, photo and contact links via email or form submittal (email addresses are blocked from email harvesting programs). Website users can search the directory for a specific employee by last name, first name or department.

Transaction Modules

Bid Postings

The Bid Postings Module provides a simple and easy-to-use method of posting and organizing bids, RFPs and RFQs online for vendors or local contractors that are interested in providing products and services to your community. Provide links to upload the full RFP package, links to related web pages or post other bid details like the scope of work. Bids can be searched by category, title or closing date and by open, closed, cancelled or awarded. This module is integrated with the Notify Me® Module, allowing site visitors to sign up to be notified when new bids are available or when bids are updated let interested parties know of amendments, cancellations and to whom the bid was awarded. Bids can also be set to automatically expire (become unpublished) from the site if you so choose.

Citizen Request Tracker™

The Citizen Request Tracker™ (CRT) is a powerful tool that facilitates interoffice and government-to-citizen communication and workflow concerning requests reported by site visitors. Site users create a profile and submit requests or complaints, view pending issues, reopen closed issues, request additional information and more. Once a profile is set up, contact information is automatically filled in when a site user submits a new request. Furthermore, problems reported over the phone can be manually entered into the system for increased efficiency. Marketing the CRT™ system as the primary tool for communication on problems and requests in your area will allow you to reduce staff time spent on addressing issues by hand and will allow your constituents to interact with your staff any time of the day.
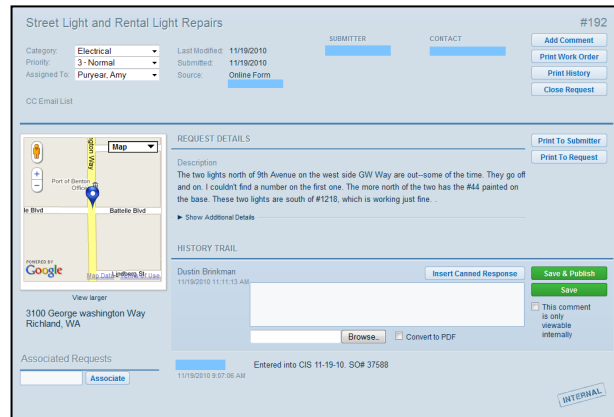
The CRT™ System Makes It Easy To:

- Add comments and action items
- Assign the request to a staff member
- Review the history of the issue
- Send messages to the constituent
- Close the request

- Print and/or export statistics and reports
- Print work orders
- Generates efficiency statistics and reports
- Export data in CSV or tab-limited format

ePayment Center

Integrate eCommerce on your website with no third-party store to setup, and save your citizen's time and effort by affording them the opportunity to pay for services directly through your website. You have the ability to customize or make changes to any form that you create to take in online payments such as permit fees, registration fees, pool passes, etc. Email notifications are sent out to both customer and client when a transaction is made. Financial reporting through our trusted PCI-compliant partner is also available with the click of a button.
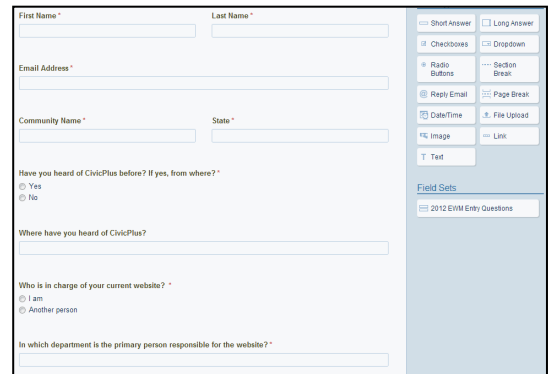
Facilities & Reservations

The Facilities & Reservations Module allows the site administrator to display local facilities and their amenities and to manage their availability to the public. A site visitor can search for facilities by type or amenities available, review the amenities for each facility, retrieve location information with mapping integration (ESRI,GIS, Google, etc.) and easily reserve the facility. Search results will offer additional options such as admission requirements, handicap accessibility and how to reserve or make payments.

A description with details of the facility (location, contact information, photographs, video, map, handicap accessibility, rental availability, etc.) display within each facility's listing, with your staff able to allow for online reservation requests and interactive calendar to view and manage online reservations. This module is integrated with the Form Center and e-Payment module for a streamlined reservation process.

Form Center

Having online forms 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 site visitors 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 with this module, 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.

In addition to being able to create your own form, you can track your forms through your website! No more lost emails and sorting for statistical data through multiple emails. 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.

Job Postings

Display available jobs within your organization on your website in an easy-to-search-and-retrieve format for your site visitors. The Job Posting Module allows you to provide as many details as you like and link to a number of files supporting the available position(s), with the ability to allow the visitor to download a job application and email their resume to the person/department of your choice. Website visitors can sort jobs by date or job type, and can sign up to be notified of new jobs through the Notify Me® Module. You can also choose to allow for online applications using the Online Job Application Module.

The Job Postings Module can also be set up to allow employers within your community to be able to post their own available job openings in a controlled environment on your website, helping to boost your community's economic standing and further make your website the hub of information within your community.

Licenses & Permits

This online service gives you the ability to let site visitors submit request for and payment of simple permits online. Once a resident fills out the required fields on their license or permit submission form, they are issued the printable version of their license/permit immediately, and you can set these requests to utilize the CivicPlus ePayment Center Module or to be cost-free.

Creating a new license or permit request form is done through the Forms Center, and you can utilize one of our 10 default forms or create your own customized form. You can also add number and letter formatting as a way of tracking permits (ex: 01234-Kansas).

Online Job Application

Save yourself and your site visitors' time, save paper and give your website users instant access to apply for available positions with the Online Job Application Module.

Allow applicants to apply completely online by filling in the application, attaching supplemental paperwork and submitting to your HR department, with applications time- and date-stamped. Applicants can also create an online profile, which allows them to update their application and apply for other jobs without filling out multiple applications.

Your staff can be notified by email when a new application has been received, which then allows you to view, sort and download submitted applications. And fear not about lost applications – they're kept in a database on the website for easy retrieval.

Real Estate Locator

The Real Estate Locator helps attract incoming businesses and site visitors by providing a one-stop shop for available real estate listings in your community. Properties – commercial or residential – can be organized by and searched for by neighborhood, street or zone, and price range.

Additionally, the Real Estate Locator can be set up to allow realtors and brokers the ability to post their own available properties in a controlled environment on your website, further helping boost economic development.

Interactions & Communications Modules

Alert Center

The Alert Center provides an efficient and noticeable way to get important news out to your community, whether it be local inconveniences like street closures and road conditions or critical, up-to-the-minute emergencies like flood warnings and Amber Alerts. With one click, graphics and information can be activated on your website from a variety of layouts that best fit the alert's importance, with public notifications sent out through email, text message and social media.

When a user clicks on an alert that is displayed on the site, they will be taken to the module information that details the alert, as well as provides photos, links to other resources and a history of updates.
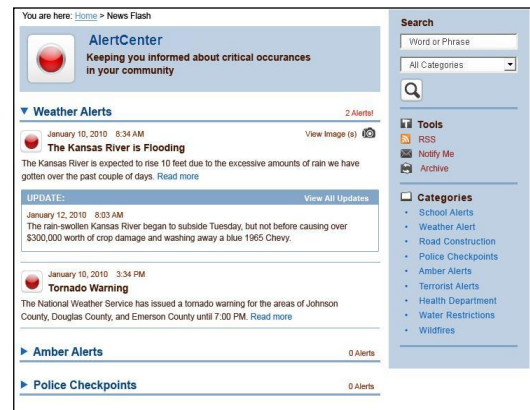
Blog

The Blog Module helps open up the lines of communications between administrators and site visitors, increasing government transparency and citizen interaction. The Blog features the option to allow citizen comments for feedback (comments can be moderated before being published to the website).

Community Voice™

Community Voice™ is an interactive module that uses citizen sourcing to create dialog on your site while allowing you to showcase things you are implementing in your community. The module encourages citizen idea submission, engaging discussions, voting, user recognition and more. Your site administrator creates general topics that site visitors can provide input on. Site visitors can create a user account through My Dashboard to submit their ideas, leave comments and vote other ideas up or down within each topic.

Showcasing Community Voice on your website increases communication and citizen satisfaction within your community, showcases projects and initiatives within your community, and helps consistently drive traffic to your site.

Carbon Calculator

Help your website keep up with green initiatives by allowing your site visitors to track their carbon footprint.

Healthy City

Help keep your site visitors more health-conscious by giving them a way to track their daily and weekly exercise routine.

Media Center with Live Streaming Video

The Media Center Module 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.

Media Center 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.

This unparalleled offering from CivicPlus comes standard with our product with 10 GB of storage (roughly 40 hours), something our competitors simply cannot match.

My Dashboard

With My Dashboard, site visitors can set up a profile on your website that allows them to pick and choose the information that automatically becomes fed to their dashboard upon site login. In one simple and streamlined view, your users can immediately see important news, available job openings, keyword searches, favorite pages, calendar feeds and much more.

Your users will be able to login to My Dashboard using the Facebook Connect feature, negating the need for multiple usernames and passwords.

Notify Me®

With Notify Me®, visitors can sign up to be notified via email and/or SMS text message 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 the first 500 text message subscribers are free, with the option to add more for an additional fee.

This module automatically integrates with our Alerts Center, News Flash, Calendar, Job Postings, Bid Postings and Blog modules. Also, administrators can create as many Notify Me® lists as they want.

Notify Me® supports HTML and plain text versions of email messages, and newsletter templates can be created for added presentation quality.

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.

All of these features make Notify Me® an excellent and valuable communication tool for your website, allowing you to continuously stay in contact with your site visitors by sending them important information updates that they are interested in receiving.

Postcard

Highlight your community by giving visitors the opportunity to email virtual picture postcards with personalized messages.

Social Networking & Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their site visitors in unique and innovative ways. From community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, we are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the world of Gov 2.0. 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.

Facebook and Twitter

Many governments are finding Facebook to be an essential part of their online presence, as it provides another avenue to share news, announcements, events, pictures and videos with a wide range of regular site visitors. CivicPlus can create your Facebook page and 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.

Twitter's short, 140-character "tweets" offer a way for municipalities to distribute information quickly and effectively. CivicPlus can link your website to your Twitter account for automatic publishing of news and announcements such as road closings, meeting schedules and emergency notifications.

Administrative Features

Feature	Description	Benefit
Instantaneous Updates	Updates are posted to the live site in real-time once the administrator publishes the page.	**Timesaver** – Ensures your site is communicating the most up-to-date information.
Browser Based	No installation of programs or software needed, meaning you and your staff can update the site from any Internet connection or platform (Mac or PC) at any time.	**Convenience** – Updates can be made anywhere at any time. **Money Saver** – Does not charge a per seat rate to install software.
Mobile Updates	Immediately update your site from any location with urgent announcements using your tablet.	**Crisis Communication** – Warn audiences of crisis situations from anywhere at any time.
Action Items	Direct access to a queue of items waiting to be published or reviewed by the administrator provided immediately upon login.	**Convenience** – Helps the administrator stay organized and timely with the site.
Site Search and Site Search Log	Powerful site search automatically indexes all content making it easy for all visitors to find information. This feature also keeps a log of all words that are searched by your visitors.	**Knowledge** – The search log serves as a tool in making decisions about updates and upgrades as well as placement of key items on the homepage.
Automatic Alt Tags	Built-in features ensure your site is Section 508 compliant.	**Convenience** – Editors do not need to know Section 508 requirements as the system will automatically format to accommodate for Section 508 compliance.

Application Programming Interfaces (APIs)

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. It's this "open architecture" approach that allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs and tie them into the site, using the site itself as a sturdy platform on which to build. Maintaining the site's base code will fall on CivicPlus' shoulders, saving you time, effort and, most importantly, money.

Bad Links Identifier

You may not be aware of any broken links on your website, but your guests are. This module creates a list of the 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.

Content Creation

Recognizing that not all site administrators possess high levels of technical expertise, the CivicPlus GCMS® makes it easy to add new content, edit old content, and keep page layout consistent through use of our WYSIWYG editor.

This front-end edit feature makes updating website content even quicker and easier, as users have point-click-edit access to information, right from the front-end of the website. To edit content, all you have to do is follow the steps below.

> **Step 1:** Find the page creation icon, and click on the area of the website that you wish to edit.

> **Step 2:** Make changes to the website, then click 'Save'. Changes are immediately reflected on the site.

A great tool for users to update the website from the public view, CivicPlus' Live Edit allows you to see where your information will be posted before you make any changes. If you would like to move a page under a different department or move the entire department section of your website to a different location, just follow the steps below.

Step 1: Find the page creation icon, and click on the section of the navigation you wish to move.

Step 2: Drag-and-drop the page or section in its new location. Changes are immediately reflected on the site.

The page content creation functionality is separate from the overall design of the site; the content will reflect font sizes and styles associated with the various heading levels and content types. Content changes will not affect the design, though the site breadcrumbs, page structure and sitemap will dynamically update upon publish of any content changes.

Unlimited pages can be created with the CivicPlus GCMS® and there is no limit to the depth of pages that can be created. You are responsible for the depth of navigation. 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.

Content Library

The Content Library features galleries full of templates and pages all at your fingertips. It is a way for you to create and share page templates and layouts between coworkers, departments or with the entire CivicPlus community. The Fire Department is not sure what pages to include under their section? Search the Content Library. Need some ideas on how to set up a fantastic Permits and Licenses page? Find examples in the Content Library. Want to share a great page that you made on your website? Share it with the entire CivicPlus community.

Templates and pages are categorized by type or department and available in all site sizes. CivicPlus includes its own personal picks and best practices for each type and department. Pages and templates can be voted on and rated by your peers, with the ability to view top downloads and top contributors from the entire CP community. The highest rated and downloaded templates will have their creator placed in a CivicPlus Hall of Fame.

Content Scheduling

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.

Every aspect of the system has the ability to have expiration dates. These dates are logged in an Expiring Items Report and can have an automatic email sent to you 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.

Content Versioning

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.

Dynamic Layout

The layout for your website is determined by you and the designer. The placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily. Our consultants make recommendations based upon website-user studies and research on best practices.

Dynamic Page Components

Events Calendar, FAQs, Opinion Poll, News Flash and other new features may be included as dynamic page components. Dynamic Page Components may be placed on any page and will help dedicated areas of the site

appear as its own website. For example, the entry page for your Parks and Recreation Department can be customized with specific lists of events, FAQs and news announcements pertaining to that department.

Dynamic Breadcrumbs & Site Map

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 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.

eCommerce Integration

While CivicPlus does offer our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your site visitors to easily log on and pay bills ranging from property taxes to 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.

Of the vendors that we've worked with, many allow for one-time credit card or debit card payments, payment through the Automated Clearing House (ACH) network and even Interactive Voice Response (IVR) payment options via telephone. Many give users the option for automatic bill payment, with payment being automatically withdrawn from the specified account on a certain day each month. These payment processors feature payment and usage reporting, and all of our eCommerce partners meet the Payment Card Industry's Data Security Standard (PCI DSS). Integration of third-party vendors is subject to scope and additional fees.

History Log

Easily track changes made to your website by all of your users with the 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.

Integration/Interfacing

CivicPlus has performed a variety of integration services for our clients, all of which work cohesively with most third-party software applications. The CivicPlus GCMS® is different from other standard design programs, in that we have the ability to link with most software or databases you are currently utilizing. Systems such as purchasing, taxes, assessment and utilities have been developed for many of our clients.

Integration can take place on varying levels, from simply linking to a third-party-hosted site to dynamically drawing in content from other existing sites to actual custom programming to integrate services into our GCMS®. Our typical method of integration involves dynamically scraping content from an existing web application, allowing continuously updating content or form fields to access an application to be drawn directly into the CivicPlus-created site.

If a web interface currently exists for an application on a client's web server, we recommend moving it to a third-level domain so that it can remain active when the CivicPlus site is launched; CivicPlus can then draw in that content from the third-level domain directly into the primary site at a lower cost than actual integration into the GCMS®.

If true integration rather than interfacing is required, the project will need to be more fully scoped and additional charges may be incurred.

Intranet

We can set up an Intranet for your site to be used by employees or other groups that need to share non-public resources. An intranet is a secure location on your website that allows employees to login and access information specific to them, and you have the ability to set up multiple Intranet groups with varying view rights.

Most modules available to the public on your site are also available for use on the Intranet. For example, you can use the Calendar Module to notify employees of work events; FAQs to answer questions about wages; Notify Me® to send notification of flexible benefits deadlines; and News Flash module to let employees know of births, marriages and other personal events.

Levels of Rights

Most information is constantly changing and needs to be updated frequently. With CivicPlus, each department is capable of updating their own content. 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 the consistent.

A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website. Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve the pages.

LDAP Authentication

LDAP authentication provides our clients with a powerful and simple way to manage users and permissions within our system by syncing your website up with your existing active directory database, negating the need for multiple user upload and sign-on. Features of this functionality include:

- Log on with existing network account credentials

- Automatic user creation

- Automatic permissions setup

- Integrate with other non-LDAP authentication systems

- Easy-to-use "remember me" sign-in

- Security features like "next required login"

Because LDAP authentication requires custom programming time, additional fees apply.

Link Redirects

This is helpful in marketing an area of your website by creating a web address that is easy to remember. Instead of sending your users to http://civicplus.com/index.aspx?nid=351, you can send them to http://civicplus.com/awards. A more obvious link is great for print materials and much easier to tell people how to find a particular page on the website.

Maps – Clickable, JavaScript or Flash

Help website users find commonly requested information such as:

- Bus schedules

- Parks

- Walking tours

- Bike paths

- Trash pick-up schedules

- Location of highways

- Tourist attractions

- Education information

- Major employers

- Demographics
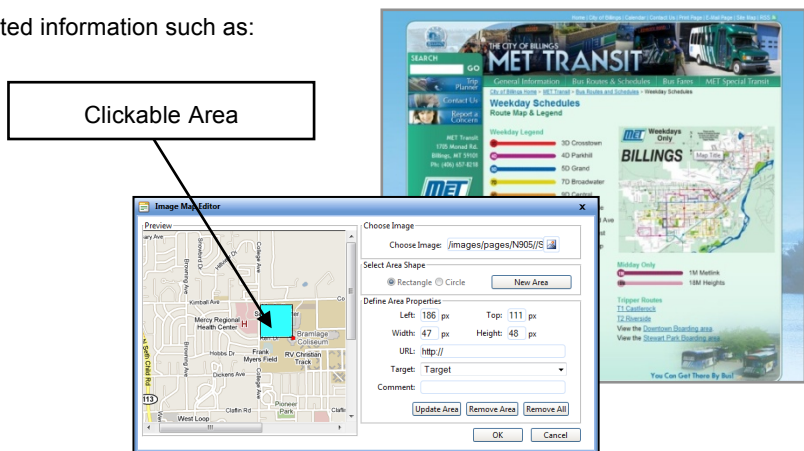
Maps can be customized as simple, clickable maps through the use of our Image Map Editor, or more sophisticated JavaScript or Flash (additional fees required for Javascript or Flash development). Either one provides a great way to present your community to web visitors.

MuniMobile™

CivicPlus' MuniMobile™ feature ensures that your website will have a mobile-compatible version, automatically, with no extra work required. Given the near-ubiquitous demand for full-mobile sites, CivicPlus offers this functionality a no additional cost.

The design, navigation and content of your website will be automatically configured in such a way that a person viewing the site from a mobile device will still be afforded the same ease-of-use and intuitive setup as if they were navigating the website on a computer, with an option to view the full website available as well.

Portal Page Development

Portal pages are often developed to bring numerous site resources together into one central entry location. Creating a graphic overview, the portal provides direction to a diverse group of site visitors while reinforcing your website's key message. Portal pages may be simple links or may be developed using animation such as JavaScript or Flash programming. Because there is additional design and programming time involved with portals, additional fees apply.

Printer Friendly

Our printer friendly functionality does more than simply call the browser's print command – it separates the critical content from the template so as to give a clean presentation of the information that needs to be printed without the menu structure and banner information.

RSS Feeds

RSS stands for Real Simple Syndication, and in short, it's a way of bringing your site to the people rather than waiting for them to come to your site to find out new information. 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.

Site Search

On the public side of the site, we supply all our clients with a robust site search with advanced search features. 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.)

With the Site Search Log, site administrators can review a history of searched-for words by frequency, date, time and exact terms input by site visitors. This is a helpful tool for your site users and also a means of keeping your staff in-the-know of what items are being regularly searched on your site.

Supported Browsers

Websites built by CivicPlus 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*.

Website Statistics

In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Google Urchin Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.
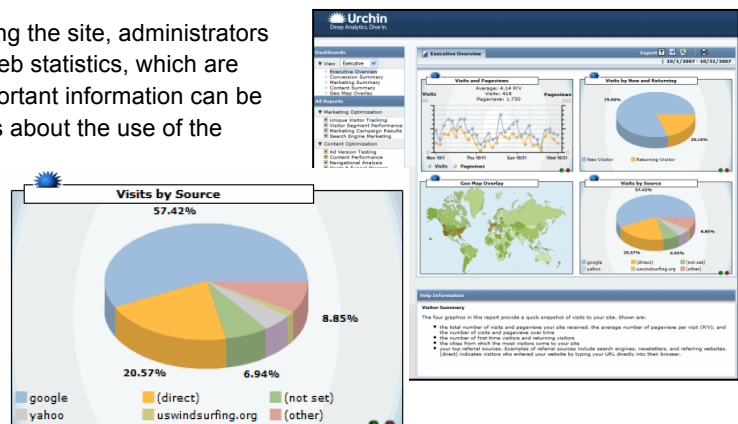
Hosting & Security Features

CivicPlus' Network Operations Center – based in Kansas City, MO – is set up specifically for website hosting and administration. Redundant power sources and internet access ensure consistent and stable connections, and regular hardware upgrades make certain that CivicPlus-hosted sites are maintained on up-to-date, reliable equipment.

Hosting With CivicPlus Includes:	
• Shared Web/SQL Server	• Diesel Powered Generator
• DNS Consulting and Maintenance	• Nightly Tape Backup
• Monitor Bandwidth-Router Traffic	• Intrusion Detection and Prevention
• Redundant ISP	• Antivirus Protection
• Redundant Cooling	• Hardware Upgrades

Physical Security	• Biometric access • Proximity card key system prevents unauthorized access to servers • High-resolution, closed-circuit video with time lapse recording covering secured areas • All visitors require a full-time escort within hosting area • Redundant cooling systems
Power	• All systems fed by uninterruptible power supplies (UPSs) with diesel-powered generator backup
Bandwidth	• 1GB burstable internet capability with option to expand • Multiple carriers to provide redundancy for continuous connectivity – including MCI/Verizon, Hurricane Electric and Cogent • AT&T: 45Mbps fiber optic network • Cox: 100Mbps fiber optic network • BGP internet routing; continuously monitor and manually balance internet load between carriers for optimal speed
Monitoring	• Round-the-clock (24/7/365) monitoring of all critical components, including: internet connectivity, servers, routers, switches and power systems
Backup	• Tape backup performed daily • Off-site tape archive
Antivirus	• Continuously scan system • Signature files auto-updated every 4 hours from national registry
Data Security	• Server operating systems applied as necessary • Router level port blocking and reporting • Router level packet filtering and reporting • Server level port blocking and logging • Ongoing security analysis by Cisco security specialist
Data Redundancy	• RAID Level 5 data storage array • RAID 1 + 0
Intrusion Detection	• Redundant Palo Alto Advanced Services Firewalls
Staff Certifications	• Full-time electrical engineers (EE) • Full-time Microsoft-certified systems engineers (MCSE) • Full-time Cisco-certified network associates (CCNA) • Full-time Cisco-certified network professionals (CCNP)

Conclusion

As your website committee narrows the search for a partner to create the website for the Montecito Fire Protection District, CivicPlus would like to be your partner of choice.

Our experienced and knowledgeable professionals are committed to creating the communication infrastructure that the Montecito Fire Protection District desires.

- Your district will have access to the most experienced staff in the municipal website management market, and your project team will work with you to create a unique and engaging site that reflects your community.

- CivicPlus will remain a trusted advisor and support resource after the site launches; the Montecito Fire Protection District will always have access to government communication experts.

- Your site will grow and change with you as industry trends and technology change. CivicPlus will ensure that your website is on the cutting edge – *always*.

We have the expertise to build
award-winning eGovernment websites.

Our promise: We will work with you until you
are 100% happy with the look, content
and functionality of your website.

Additional Documentation

Clarifications & Exceptions

Reference	Your Language	CivicPlus Proposes
RFP Page 3, Scope of Services	Includes AM Radio station streaming	Note: CivicPlus would be able to achieve this using a third party integration.
RFP Page 3, Scope of Services	Provide one (1) year of website support, CMS maintenance and website hosting from the date the new website is "live".	Change to read: Provide one (1) year of website support, CMS maintenance and website hosting from the date of contract signing.

Certificate of Insurance

ACORD®	**CERTIFICATE OF LIABILITY INSURANCE** — DATE (MM/DD/YYYY) 5/22/2013

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Elizabeth Smoller
Charlson-Wilson Insurance	PHONE (A/C, No, Ext): (785) 537-1600 — FAX (A/C, No): (785) 537-1657
555 Poyntz Avenue, Suite 205	E-MAIL ADDRESS: bsmoller@charlsonwilson.com
P.O. Box 1989	**INSURER(S) AFFORDING COVERAGE** — NAIC #
Manhattan KS 66505-1989	INSURER A: Sentinel Insurance Company, LTD — 11000
INSURED	INSURER B: Rated by Multiple Companies — 00914
ICON ENTERPRISES INC D/B/A	INSURER C: Hartford Insurance Group
NETWORK PLUS AND CIVICPLUS	INSURER D:
317 HOUSTON STREET	INSURER E:
MANHATTAN KS 66502	INSURER F:

COVERAGES   CERTIFICATE NUMBER: 2013 Master   REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	**GENERAL LIABILITY** X COMMERCIAL GENERAL LIABILITY CLAIMS-MADE X OCCUR			37SBAAM8566	5/17/2013	5/17/2014	EACH OCCURRENCE	$ 2,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 1,000,000
							MED EXP (Any one person)	$ 10,000
							PERSONAL & ADV INJURY	$ 2,000,000
							GENERAL AGGREGATE	$ 4,000,000
	GEN'L AGGREGATE LIMIT APPLIES PER: X POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ 4,000,000
								$
A	**AUTOMOBILE LIABILITY** X ANY AUTO ALL OWNED AUTOS SCHEDULED AUTOS HIRED AUTOS NON-OWNED AUTOS			37UECTZ7974	5/17/2013	5/17/2014	COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
							BODILY INJURY (Per person)	$
							BODILY INJURY (Per accident)	$
							PROPERTY DAMAGE (Per accident)	$
							PIP-Basic	$
	UMBRELLA LIAB OCCUR EXCESS LIAB CLAIMS-MADE DED RETENTION $						EACH OCCURRENCE	$
							AGGREGATE	$
								$
B	**WORKERS COMPENSATION AND EMPLOYERS' LIABILITY** Y/N ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N/A		37WECPA9652	5/17/2013	5/17/2014	X WC STATU-TORY LIMITS OTH-ER	
							E.L. EACH ACCIDENT	$ 1,000,000
							E.L. DISEASE - EA EMPLOYEE	$ 1,000,000
							E.L. DISEASE - POLICY LIMIT	$ 1,000,000
C	Technology E&O			00 TE 0277079-13	1/1/2013	1/1/2014	Each Glitch Limit	3,000,000
							Aggregate Limit	3,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (Attach ACORD 101, Additional Remarks Schedule, if more space is required)

CERTIFICATE HOLDER	CANCELLATION
FOR INFORMATIONAL PURPOSES ONLY PLEASE CONTACT AGENT TO BE LISTED AS CERTIFICATE HOLDER	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.
	AUTHORIZED REPRESENTATIVE Martha Pottberg/TPB *Martha Pottberg*

ACORD 25 (2010/05)   © 1988-2010 ACORD CORPORATION. All rights reserved.
INS025 (201005).01   The ACORD name and logo are registered marks of ACORD

Sample Contract - Standard Terms & Conditions

CivicPlus looks forward to negotiating a mutually beneficial contract with the Montecito Fire Protection District.

Client Deliverable

1. Icon Enterprises, Inc., d/b/a CivicPlus ("CivicPlus") will create a unique website for the Montecito Fire Protection District ("Client") that includes all functionality as defined in Exhibit A – CivicPlus Project Deliverables, attached hereto.

Additional Services

2. Client may contract with CivicPlus for additional Consulting, Website Design, Setup, Programming, site modification, Training services (Project Development and Deployment Services), Additional Page and/or Graphic Design that exceed those defined in Exhibit A. CivicPlus will invoice Client for the additional services immediately prior to project Go-Live. Services that involve billable time beyond the contracted amount will be documented and invoiced. Written approval by the Client is necessary before billable time is incurred.

3. Client may contract with CivicPlus for additional Annual Services that exceed those defined in Exhibit A. CivicPlus will invoice Client for Annual Services immediately prior to project Go-Live. Modules that incur additional usage fees may be purchased and activated at any time.

4. Acceptance of this Agreement signifies Client's approval of any billable time specifically related to training services as detailed in Exhibit A, wherein a stated number of attendees is specified. Coverage for additional attendees not covered under this agreement is billed at a per diem rate specified in Exhibit A.

Billing & Payment Terms

5. One-third of the total First Year Fee will be billed upon completion of Phase 1: Consulting; one-third of the total First Year Fee will be billed upon completion of Phase 3: Website Reveal Presentation. The remainder of the total First Year Fee and any additional Project Development and Deployment services will be invoiced after Phase 4: Customized Website Training has been completed.

6. The Client shall sign a project completion and acceptance form prior to project go-live. The date may be extended if material system or operational failures are encountered. Immediately after completing training the final bill for the project development and deployment services will be billable and payable. All Parties agree that the website will not go-live until the project is accepted in writing by the Client.

7. Total First Year invoices are due by the first of the following month, but no later than 30 days from invoice date. Project Development will be discontinued if payment is not made within 30 days after the invoice due date.

8. Invoicing for Annual Services begins one (1) year from contract signing.

9. Annual Services invoices may be prorated in order to correlate with the Client's budget year, and are invoiced prior to the year of service.

10. After project go-live, if the Client's account exceeds 60 days past due, Support will be discontinued until the Client's account is made current. If the Client's account exceeds 90 days past due, Annual Services will be discontinued until the Client's account is made current. Client will be given 30 days notice prior to discontinuation of services for non-payment.

11. The Client will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the Client will be charged a $5.00 convenience fee.

12. Unless otherwise limited by law, a finance charge of 2.9 percent (%) per month or $5.00, whichever is greater, will be added to past due accounts. Payments received will be applied first to finance charges, then to the oldest outstanding invoice(s).

13. Provided the Client's account is current, at any time the Client may request an electronic copy of the website graphic designs, the page content, all module content, all importable/exportable data, and all archived information ("Customer Content"). Client agrees to pay $250 per completed request. Provided the Client's

account is current, upon termination of services Client may request a complimentary electronic copy of website Customer Content and CivicPlus Government Content Management System ("GCMS®") software.

Agreement Renewal

14. Either party may terminate the Annual Services Agreement at the end of the contract term by providing the other party with 60 days written notice, prior to the contract renewal date.

15. In the event that neither party gives 60 days notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term.

16. In the event of early termination of this Agreement by the Client, full payment of the remainder of the contract is due within 15 days of termination.

17. Each year this Agreement is in effect, a technology investment and benefit fee of 5 percent (%) of the total Annual Services costs will be applied.

Support

18. CivicPlus will provide unlimited telephone support Monday through Friday, 7 a.m. to 7 p.m. (Central Time) excluding holidays, for all trained Client staff. Emergency Support is provided on a 24/7/365 basis for emergency contacts named by the Client. Client is responsible for providing CivicPlus with contact updates.

19. Support includes providing technical support of the GCMS® software, application support (pages and modules), and technical maintenance of Client's website. Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.

20. During the period of this agreement and subsequent annual renewals, CivicPlus warrants that it will, without additional charge to the Client, take action to correct any problems or defects discovered in the GCMS® software and reported to CivicPlus by the Client, such warranty to include ongoing maintenance upgrades and technical error correction.

21. CivicPlus provides online website statistics software at no extra charge. If Client desires to use other website statistic software, CivicPlus will provide the necessary log file access.

Marketing

22. Client will work with the CivicPlus Marketing Department to make a reasonable attempt to gather information and meet deadlines associated with website award contest entries throughout the term of this agreement, and to create a case study related to their website.

23. Client permits CivicPlus to include an example of the Client's home page and a link to the Client's website on the CivicPlus corporate website.

24. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to create a news item to be released in conjunction with their project Go-Live date. Client will provide CivicPlus with contact information for local and regional media outlets. CivicPlus may use the press release in any marketing materials as desired throughout the term of this Agreement.

25. Client allows CivicPlus to display a "Powered by CivicPlus" insignia, and web link at the bottom of their web pages. Client understands that the pricing and any related discount structure provided under this agreement assumes such perpetual permission.

Intellectual Property, Ownership & Content Responsibility

26. Upon full and complete payment of submitted invoices for the Project Development and Deployment and launch of the website, Client will own the Customer Content, as well as the GCMS® software.

27. Upon completion of the development of the site, Client will assume full responsibility for website content maintenance and content administration. Client, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Customer Content.

28. Client shall not (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the GCMS® software in any way; (ii) modify or make derivative

works based upon the GCMS® software; (iii) create Internet "links" to the GCMS® software or "frame" or "mirror" any GCMS® administrative access on any other server or wireless or Internet-based device; or (iv) reverse engineer or access the GCMS® software in order to (a) build a competitive product or service, (b) build a product using similar ideas, features, functions or graphics of the GCMS® software, or (c) copy any ideas, features, functions or graphics of the GCMS® software.

29. The CivicPlus name, the CivicPlus logo, and the product and module names associated with the GCMS® software are trademarks of CivicPlus, and no right or license is granted to use them.

Indemnification

30. Client shall defend, indemnify and hold harmless CivicPlus, its partners, employees, and agents from and against any and all lawsuits, claims, demands, penalties, losses, fines, liabilities, damages, and expenses including attorney's fees of any kind, without limitation, in connection with the operations of and installation of software contemplated by this Agreement, or otherwise arising out of or in any way connected with the CivicPlus provision of service and performance under this Agreement. This section shall not apply to the extent that any loss or damage is caused by the negligence or willful misconduct on the part of CivicPlus. If Client and CivicPlus are both negligent, damages shall be apportioned in accordance with the percentage of negligence of each party. This paragraph is not intended to benefit entities not a party to this contract.

Liabilities

31. CivicPlus will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other service provider whose facilities or services are used in furnishing any portion of the service received by the Client. CivicPlus will not be liable for any failure of performance that is caused by or the result of any act or omission by Client or any entity other than CivicPlus that furnishes services, facilities or equipment used in connection with CivicPlus services or facilities.

32. Except as expressly provided in this Agreement, CivicPlus makes no expressed or implied representations or warranties, including any warranties regarding merchantability or fitness for a particular cause.

Force Majeure

33. No party shall have any liability to the other hereunder by reason of any delay or failure to perform any obligation or covenant if the delay or failure to perform is occasioned by force majeure, meaning any act of God, storm, fire, casualty, unanticipated work stoppage, strike, lockout, labor dispute, civic disturbance, riot, war, national emergency, act of Government, act of public enemy, or other cause of similar or dissimilar nature beyond its control.

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PROPOSAL

**Presented to:
Montecito Fire Protection District**

1. LETTER OF INTEREST

September, 11, 2013

Chip Hickman, Fire Chief
Montecito Fire Protection District
595 San Ysidro Road
Santa Barbara, CA 93108

Dear Chip,

It is with great pleasure that Americaneagle.com presents this proposal to you for the design and redevelopment of a website for Montecito Fire Protection District. It is our goal to ensure that all the needs of your organization are met in an effort to create a modern website that generates greater awareness of the MFPD brand and services. Additionally, we will implement a sophisticated back-end system for efficient content management along with the flexibility to add new features and functionality to the site as your needs evolve.

Americaneagle.com is a full service web company. We have been in the software design business since 1978 and are now leaders in the industry, offering web consulting, design, development, hosting, online marketing, and maintenance services. We developed our first website in 1995, and are a financially stable company with a staff of over 250 professionals.

To better understand Americaneagle.com's experience and capabilities, below you will find a few select examples of our most relevant client work.

- Burbank Police Department: www.burbankpd.org
- Park Ridge Fire Department: www.parkridge.us/fire
- Skagit Transit: www.skagittransit.org
- Brooklyn Park: www.brooklynpark.org
- Suffollk County Water Authority: www.scwa.com

Here are a few of the advantages that you can expect from Americaneagle.com:

- **Experience:** With 18 years of website development experience and an extensive client portfolio, Americaneagle.com is able to pull from this broad exposure in order to recommend relevant and purposeful technology for all clients.
- **Ownership:** We will provide MFPD with a perpetual royalty-free license for all of the code we create for the site. This means there will be no ongoing licensing fees. The site will also be fully portable.
- **Control:** The Content Management System (CMS) will enable approved administrators to update the website using word-processor-style tools and simple prompts using drop-down fields and drag and drop functionality.
- **Support**: Americaneagle.com provides unparalleled hosting and maintenance services. MFPD will have the opportunity to host your web application on Americaneagle.com's servers and select from a variety of ongoing maintenance options.

Thank you again for considering Americaneagle.com. We look forward to working with you on this project and promise a sincere commitment to ensuring your online success and total satisfaction.

Regards,

Amanda Carmody

TABLE OF CONTENTS

Americaneagle.com is a dynamic website company, offering a diverse, all-inclusive range of online services for those looking to succeed in today's global economy. Since 1995, Americaneagle.com has developed more than 5,000 total solutions for a wide range of clients, from start-ups to Fortune 500 companies, professional sports teams to government organizations, small online storefronts to large multi-channel retailers. Americaneagle.com is a family-owned, privately held company steadily committed to a spirit of ingenuity and incomparable service that has made us a leader in our industry.
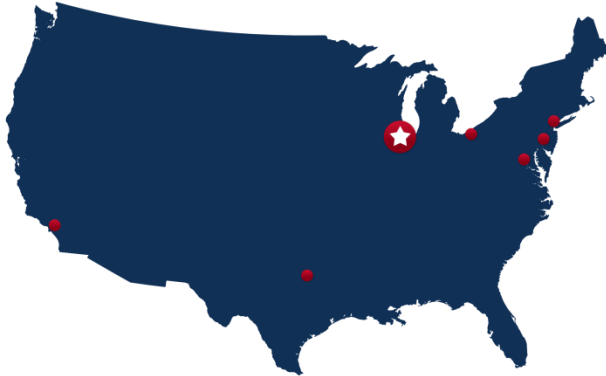
Date Company Established: 1978

Number of Employees: 250+

Locations: Chicago (headquarters), Washington DC, Los Angeles, New York, Philadelphia, Dallas and Cleveland

Primary Development Center: Chicago

SERVICES

- Website Consulting & Strategy
- Website Development
- Graphic Design
- E-commerce
- Content Management Systems
- Database Design
- Application Design
- Mobile Solutions
- Programming
- Web Hosting
- Search Engine Optimization
- Website Maintenance

INDUSTRY SOLUTIONS

- Associations
- E-commerce
- Government
- Healthcare
- Marketing & Informational
- Media & Entertainment
- Schools
- Social Networking
- Sports
- And more!

AWARDS

3. STAFF RESUMES

To give you a feel for the qualifications of our staff, please find a snapshot of Americaneagle.com staff below. The members below are envisioned as being integral parts of the team due to their experience working with similar clients.

RAEF CHENERY, DEPARTMENT MANAGER – PROJECT MANAGER	
Education	BS in Business Marketing, Indiana University's Kelley School of Business
Experience	Raef has worked at AmericanEagle.com for approximately four years. Prior to coming to AmericanEagle.com, Raef worked overseas in Southeast Asia. As a Project Manager at Americaneagle.com, Raef has experience with clients both large and small, from brochure websites to highly customized E-Commerce solutions. Raef is exceptionally detail oriented and able to keep his clients objectives at the forefront of the entire development process. His background in business marketing is a critical piece of the way Raef manages projects and his department, enabling him the understanding and the ability to not only develop, but to consult from a higher business level. He has always maintained a focus on working to exceed customer expectations and manages projects in a hands-on fashion, with a strong commitment to meeting the highest quality standards.

CHRIS WITT, SENIOR PROGRAMMER	
Education	BS in Sound Engineering, DePaul University BA in Composition, DePaul University MM in Ethnomusicology, University of Illinois MS in Computer Science, DePaul University
Knowledge	VB.NET, jQuery, Classic ASP, VBScript, JavaScript, SQL Server, MySQL, Oracle, C++, Visual Basic, Java, Perl
Experience	Chris has been working with Americaneagle.com since 2001, applying his knowledge predominantly on websites for professional and collegiate athletics, as well as financial and association industries. Beyond that, Chris is also deeply skilled at custom programming and integrating with deeds and other applications. He has been lead programmer on many advanced projects, including those for The White House, team sites for the NFL and NHL, and the Pro Football Hall of Fame. Chris is currently in the process of programming new websites for Mailboxes.com and The Online Catalog.

DOUG HOUSTON, SENIOR GRAPHIC ARTIST	
Education	BFA Graphic Design, University of Illinois Urbana/Champaign
Experience	As a senior graphic artist at Americaneagle.com with over 10 years of professional design experience, Doug's background includes a comprehensive understanding of both Web and print graphic design. This unique background, as well as his ability to interface easily with clients, has enabled Doug to create highly-engaging and functional website designs that drive success. He has worked on hundreds of projects, in nearly all industries, including retail, associations, schools, sports, and government. Among his award-winning designs is BerettaUSA.com, which won both a 2010 Horizon Interactive Award and 2011 MCM award for outstanding website design and usability. Doug has also designed sites such as RichardRoeper.com, ACG.org, TransitChicago.com, NascarMedia.com, and AgWeb.com.

RYAN MCELRATH, TECHNOLOGY STRATEGIST	
Education	BSE in Computer Science, Princeton University
Experience	As Chief Technology Officer, Ryan has an incredible ability to assimilate new and existing technologies and brings extensive technical experience to any major project. He has been actively involved in the development and hosting of hundreds of websites, including projects for customers such as the White House (Obama Inauguration), Chicago Transit Authority, Chicago Bears (Super Bowl XLI), New York Giants (Super Bowl XLII), Philadelphia Eagles, Abbott Laboratories, and General Motors. He also spearheaded the effort to get Americaneagle.com certified for Visa PCI compliance in securely handling credit card data and continues to manage those services today.

4. STATEMENT OF UNDERSTANDING

OVERVIEW

Montecito Fire Protection District is looking to redesign and develop their current website in order to have a stronger web presence and keep the citizens of Montecito well informed regarding services, activities, events, and emergency notifications.

Americaneagle.com will create a polished, professional, and easy to use website where site visitors can view FMPD services information.   We will create interior pages that maintain the graphical look and feel of the homepage. In addition, we will assure continuity within all areas of the new site design by establishing and adhering to guidelines for graphics, font, color, navigation tools, and other elements. Americaneagle.com will optimize the site for the primary search engines and directories on the Internet. We will optimize all elements of your site – graphics, programming, structure – for fast downloading.

PROJECT INITIATIVES

Montecito Fire Protection District is seeking to collaborate with Americaneagle.com for a full-service website solution in order to provide a more robust, cost-effective and easy-to-manage website. MFPD will require all that Americaneagle.com offers including but not limited to: Section 508 and ADA-supported graphic design, Content Management System (CMS) development, and e-communication technologies.

MFPD has sought Web developers like Americaneagle.com to build a totally new website off a robust Content Management System (CMS) framework that will better reflect MFPD while communicating news, information, and programs. To achieve this, Americaneagle.com will deliver on the following project services:

PROJECT SCOPE

- Project Planning & Management
- Custom Graphic Design
- Front-End Development
- SEO Coding & Tools
- idev® Website Platform
    - o   Tools
- idev® Content Management System (CMS)
- Testing & Training
- Shared Hosting
- Client Services & Maintenance

GRAPHIC DESIGN & FRONT-END DEVELOPMENT

CREATIVE STRATEGY

The creative strategy for the new website will play a key role in this project. The design and architecture of the site will facilitate a user-friendly experience by supporting the user's navigation pursuits. Americaneagle.com will consult the branding standards and marketing collateral of MFPD to ensure continuity of on and offline marketing endeavors. We will work closely with the appropriate personnel to determine an attractive graphic layout taking into consideration such elements as logo, images, color palette, and other related design flourishes.

We are well versed in creating a User Interface (UI) that is focused on optimal usability- marrying best practices with custom design elements to tailor the site to meet the unique expectations and demands of the client's audience and site offerings. Our focus is to create custom interfaces that are highly user-friendly and functional for the end user that will translate to improved results for the client.

CONCEPT DEVELOPMENT

Americaneagle.com will begin with the creation of a homepage concept. Based on feedback gathered from MFPD, edits or additional concepts will be created until the homepage design accurately reflects the vision desired by MFPD and approval has been provided. After approval of the homepage design, Americaneagle.com will create the interior page design compositions for your review and approval.

FRONT-END DEVELOPMENT

Once graphic compositions are approved, Americaneagle.com will move the project through the HTML coding phase to produce the website templates. This phase revolves around coding of the website graphics and framework (including navigation menus) to ensure optimal efficiency and load time.

SEARCH ENGINE OPTIMIZATION (SEO)

Optimal organic search exposure is important to the success of a website. Indeed, search engine exposure will ensure optimal web traffic and optimal online conversions. There are many factors at play when devising a successful SEO strategy, including building quality and fresh content, link building, social sharing, and many others. To help you achieve your SEO goals, Americaneagle.com provides the following search engine optimization tools and services:

ARCHITECTURE

Americaneagle.com follows coding best practices through:

- Crawlable Pages
- Quick Load Time
- Auto-Generated Title Tags and Friendly URLs
- H1 & H2 Tags
- Meta Descriptions and Meta Keyword Import
- Sitemap
- Robots.txt

CMS TOOLS

Through the Content Management System, you are able to manage the following SEO fields and settings:

- Title Tag
- Meta Keywords
- Meta Description
- Alt Tag
- Custom URL
- 301 Redirect Tool
- No Follow/No Index Settings

SEO OPTIMIZER

Within the CMS, the SEO Optimizer allows site administrators to modify search engine optimization fields for every web page. The SEO Optimizer is a centralized area to view and update all SEO Titles, Meta Descriptions and URLs, creating efficiencies for your staff. Additionally, the SEO Optimizer identifies poor SEO practices and will display warning icons explaining the potentially harmful practices, such as missing or duplicate data.
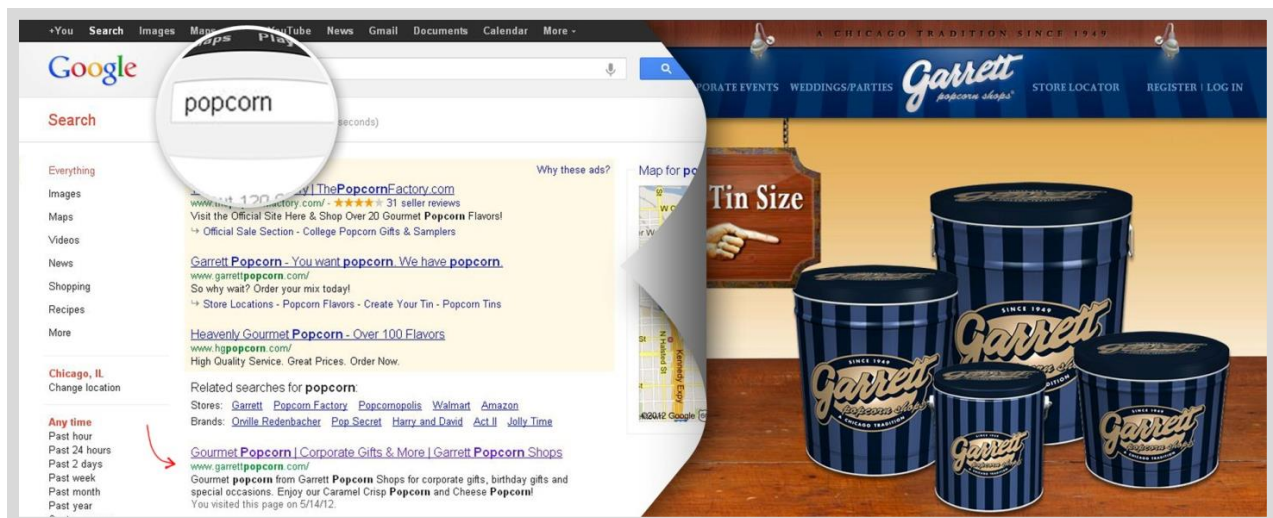
PROJECT MANAGEMENT

organizational chart

The Project Team handles pre-launch objectives.

The Account Team handles post-launch objectives.

DEPARTMENT MANAGER

PROJECT TEAM

PROJECT MANAGER

ACCOUNT TEAM

ACCOUNT MANAGER

| CREATIVE | FRONT END DEVELOPERS | PROGRAMMERS | INTEGRATION SPECIALISTS | QUALITY CONTROL SPECIALISTS | SERVER TECHNICIANS | ACCOUNT PROGRAMMER |

development process

PLAN 1.

DESIGN 2.

BUILD 3.

BETA 4.

LAUNCH 5.

- Research
- Analyze
- Review Best Practices
- Consult
- Document

✔ **PROJECT PLAN DOCUMENTS**

- Design Concept
- Design Presentation & Review
- Design Changes

✔ **HOMEPAGE & INTERIOR PAGE DESIGN**

- HTML
- Programming
- Integration (if applicable)
- Design Changes
- Quality Control

✔ **PRESENTATION OF BETA SITE**

- Training
- Client Testing
- Beta Changes
- Hosting Review

✔ **FINAL BETA SITE**

- Site Launch
- Activate Analytics
- Transition to Support Team

✔ **LIVE SITE**

SUPPORT 6.

- Hosting
- Site Maintenance & Updates
- New Features
- Ongoing Planning
- Analytics Review

✔ **24/7 SUPPORT**

5. POTENTIAL PROJECT TIMELINE

Although the development process at Americaneagle.com varies from project to project depending on variables (approvals of graphics, submission of content, research), the chart below displays the estimated time frame for each phase of the Americaneagle.com development process. Also note that the estimated timeframes listed below assume timely response from MFPD during all key milestones, including kick-off planning, Project Plan development, graphic design, user interface/template design, testing, and beta changes. **NOTE: The below chart reflects average timelines. Americaneagle.com would be happy to fully discuss any desired specific timelines**.

ACTIVITY & DELIVERABLES TIMELINE	PARTY
STEP 1: PLANNING & STRATEGY – Average Timeframe (3-4 weeks)	
Discovery Phase: This includes interview key staff to discover goals of project.	AE & Client
Analysis Phase: This includes analyzing any discovery reports and staff feedback in preparation for the development of the Project Plan.	AE
Kick-off Meeting: The kick-off meeting will be designed to delve deeper into the proposal, feedback, and creative elements of the site. From here, the Project Plan will be developed.	AE & Client
Project Plan Development: This includes reviewing fields that need to be included in the CMS, permission systems; integration points (if any) and so forth.	AE
Review of Project Plan	Client
Feedback to Project Plan and revisions made.	AE & Client
Review of Revised Project Plan	Client
Approval of Project Plan	Client
Pre-Production Planning based client's final approval of Project Plan.	AE
Content Gathering and Forwarding to AE: Provide AE electronic images, logo in EPS format, and all content organized by page.	Client
Initial Technical Set-Up: Begin process of transferring domain names, ordering VeriSign Certificates, Payflow Pro, and any other necessary server information.	AE
STEP 2: GRAPHIC DESIGN & USER INTERFACE – Average Timeframe (4-6 weeks)	
Design Mock-ups / Composition: (proposed layout, color schemes, and images)	AE
Review and Feedback on comps to proceed to preview.	Client
Graphic Preview based on feedback of comps.	AE
Review and Edit changes for graphic design (round 1 of 2).	Client
Develop Second Graphic Comps	AE
Review and Edit: Review and provide list of changes for graphic design (round 2 of 2).	Client
Final Small Edits to second set of graphic comps.	AE
Final Approval of graphic designs (requires signature).	Client
STEP 3: HTML & CONTENT PLACEMENT – Average Timeframe (3 weeks)	
Code HTML: Code pages, code website structure, prepare all include files and style sheets.	AE
Develop CSS Sheets for website consistency.	AE
Implementation of final, approved graphics with code.	AE
STEP 4: PROGRAMMING – Average Timeframe (3 weeks)	

Programming of Front-End Functionality: (forms, galleries, etc.)	AE
Programming of CMS System	AE
Programming and Setup of Databases	AE
Present Beta (test) Website	AE & Client
STEP 5: BETA SITE, TESTING, & TRAINING – Average Timeframe (3-6 weeks)	
Testing of Beta Website: Provide list of changes (round 1 of 2).	Client & AE
Revisions to Website based on change management.	AE
Testing of Beta Website: Provide final list of changes (round 2 of 2).	Client
Final Revisions to site based on final changes.	AE
Training Session of CMS.	AE & Client
STEP 6: GO LIVE – Average Timeframe (1 week)	
Set-Up Hosting on AE Servers.	AE
Website Delivered on CD-ROM if desired.	AE
"GO Live" Packet Delivered	AE
Provide Customer Service Resources and Contacts	AE
Host and Maintenance: AE to provide ongoing hosting and maintenance services (If desired).	AE

6. CONTENT MANAGEMENT SYSTEM

The CMS will enable approved administrators to update the website using word-processor-style tools and simple prompts using drop-down fields and drag and drop functionality. Moreover, it is very easy for administrators of all types to use it. In fact, no prior programming knowledge or HTML experience is required. Only basic computer skills are needed. What's more, the CMS we develop for MFPD is developed around proven technology that we have continually enhanced over the last 18 years. Finally, MFPD will have access and ownership of the code upon the completion of the project terms, which makes the CMS and website fully portable.

HIGHLIGHTS OF THE AMERICANEAGLE.COM CONTENT MANAGEMENT SYSTEM

- **Web-Based Access:** The CMS is web based and not software based.

- **User Setup:** The CMS will be programmed around a permission-based architecture. In other words, access to the CMS will be controlled by you, and each user will be given permission to access areas of the CMS that they are responsible for keeping up to date.

- **My Dashboard/Action Items:** Upon logging in, all website CMS users will see an area which showcases all admin actions.

- **Table Builder:** Through the WSYIWYG editor you will be able to easily build tables to be placed on multiple pages throughout the site.

- **Page & Navigation Builder/Content Tool:** You will also be able to control virtually every static page of the website through Americaneagle.com's Content Tool. This system gives you the control to create new pages, edit existing pages, create new unique landing pages, delete pages, and add interactive features to pages. Beyond this, you will be able to add, edit, and delete navigation components as well. This feature ensures that you will be able to expand its website weeks, months, and years after launch.

- **Asset Library:** CMS users will be able to add/edit/delete assets such as files and images. The assets will be stored in a repository that is accessible through the CMS. This will allow your staff to share assets among multiple departments, which in turn saves time. The Asset library also allows you to upload assets in a bulk manner.

- **Auto-Publishing and Expiring/Archiving Tools:** You will be able to set the publishing and expiration dates to various areas of the CMS.

- **Automatic Site Map Updating:** Whenever a new page is added or deleted, the site will be programmed to update the Site Map. This will reduce the opportunity of displaying "dead" links.

- **Style Sheets:** A style sheet will be programmed into the system to ensure that each page has a consistent look and feel. It will ensure that pages are consistent in form from one to the next. This style sheet will also prevent administrators from using fonts, colors, and other formatting elements that interfere with ADA/W3C compliance.

- **Custom URL's:** Administrators can create custom URL's.

- **One-Time Upload of Content:** Through the CMS, site administrators will be able to upload site content, for example, a news article, and publish it to multiple areas or sections of the site all at once.

- **Drag & Drop Editing:** CMS administrators will be able to quickly move content on a page using drag and drop functionality. Furthermore, editing takes place within a page layout.

- **Cloning Tool:** Administrators will be able to clone a web page, event, and other content through the CMS. This feature will be helpful for those times when administrators would like to easily copy content from existing pages so it can be used for a new page.

- **History/Audit Trail:** Website administrators can view the history of any page, feature, or module within the website. By viewing the history the administrator can view the initial creation, all modifications, and by who and when these events took place.

- **Restoring Capabilities:** Website administrators will have the capability to not only view previous versions of the webpage, but also restore back to a particular version.

- **Screen Cast:** Administrators can make digital recordings of the CMS back-end screen that is currently being viewed, enabling administrators to demonstrate the functionality of modules and tools for internal training purposes. This feature can also be used to assist with the ticket submission process. The administrator can simply record a screen cast and submit it to the Americaneagle.com Intranet. The ticket will be associated with your account and will be ready for review by the project/account manager.

BACK-END CMS IMAGES:

CMS HOMESCREEN

New Page Wizard

Page Settings

red color - denotes required fields

< Change Page Type

2. Adjust settings for your Desktop page

Page Name: ☐ Default Page in the Section?

Section: Click here to select a section.

URL:

For example:
If your Page Name is **"About Us"** then you may want the URL to be **/about-us/**

Preview URL: http://cms-demo.idevdesign.net/

Template:

Home Page | Interior Left Rail | Interior No Rail | Interior Right Rail

> Control all static content of the website using the content tool to create and revise pages.

Save Preview Your session will expire in 60 minutes » renew ➕ ADD MODULE ❓ Help Exit

PARK RIDGE

THE OFFICIAL WEBSITE OF THE CITY OF PARK RIDGE   Home City Departments Contact Us Help I want to ▾

A Wonderful Place

ABOUT PARK RIDGE | OUR GOVERNMENT | LIVING IN PARK RIDGE | ONLINE SERVICES | DOING BUSINESS

Home

About Us
Latest News
Latest Events
Photo Gallery
Fire Department Home

Events

VIEW: summary | month | week

August 2010

S	M	T	W	T	F	S
01	02	03	04	05	06	07

MONDAY, JANUARY 01, 0001

12:00 AM - 12:00 AM

> The page builder is designed to look like your Website, so making edits and changes is simple. Each content module, as well as most areas can be edited through the powerful content tool.

MODULES

Content | News | Events

Polls | Photo Gallery | WYSIWYG

FAQ | Navigation

> Add most modules to any page on the site by clicking the "Add Module" link in the CMS. A drop down will appear allowing you to easily select a module and designate where it will be located within the page.

CONTENT TOOL

The content tool allows website Admins to easily add text and other website content using a WYSIWG editor (a format very similar to Microsoft Word).

EMBED YOUTUBE VIDEOS

Using the content module, easily embed YouTube videos right into the WYSIWYG.

ADMIN GROUPS

Assign users to specific groups, controlling their level of access to certain areas, templates, and content within the website, permitting certain actions, and managing user workflow.

WEBSITE PLATFORM

The names of the pages below are tentative and based upon initial discussions. Your Project Manager will work with you to develop a more firm outline as the project moves through the early stages of development.

FAQ

This section will contain questions and answers to the most popular questions. The page will be presented in a clean, organized fashion to make it easy for visitors to find the information they are looking for. Moreover, you will be able to also create categories for the FAQ, allowing you to organize the FAQ by topic (i.e. service/product related questions, etc.). The FAQ page will also include an email and question field for users to quickly submit a question of their own if they don't see an answer they are looking for. You will be able to manage the FAQ and FAQ categories at any time through the CMS, as well as reply to user-submitted questions or make a user-submitted question an active Q&A on the FAQ page.

BANNER ADS

Your project manager will work with you to define homepage ad zones, interior page zones, etc. to best meet your internal marketing and product/service needs. Through the Content Management System, you will be able to easily manage the ads throughout the site and view the tracking. The marketing possibilities are endless and, since these modules will be changeable, you can update these areas as frequently as desired. All marketing ads will be stored within the CMS, so that you can select and alter which ads appear on the site at any time. Additionally, through the CMS, you will be able to view the tracking stats for ads throughout the site. This will help you better gauge the efficacy and performance of each ad by realizing the Impression Count, Click Count, and Click-Through Rate.

IDEV® FORM BUILDER

The Americaneagle.com form builder will allow you to create, copy and modify countless forms for use on the website. Administrators will be able to generate custom forms selecting from a wide array of fields. The form builder can be utilized for various form needs, for example, employment applications, contact us, surveys, registrations and more. This intuitive tool allows administrators to build forms with ease, using drag and drop functionality. All form submissions will be stored within the CMS, allowing administrators to search/sort by each field and export to a .CSV file. Americaneagle.com will create a Contact Us form for the MFPD website; however, all other form creation will be MFPD's responsibility.

The Form Builder has several user-friendly components:

- Content Fields
    - WYSIWYG
    - Spacer
    - Help Tooltip
    - Reply To

- Field Blocks
    - Newsletter Sign Up
    - Full Address

- Form Fields (Single Column Layout)
    - Text Box
    - Text Area
    - Check Box
    - List Of Check Boxes
    - Radio Buttons
    - Drop Down List
    - Calendar

- Control Settings

- View Submissions

CALL TO ACTION

Prominently displayed call-to-action buttons that encourage visitors to request follow-up action are fundamental to optimal website lead generation. This tool will define a path for the user to inquire about services. The call-to-action feature can appear on all pages, allowing visitors to request more information by linking to the main contact page. Using the field based format in the contact form, site visitors will input their contact information. Site administrators can then access the call-to-action submissions through the CMS.

GET IN TOUCH WITH US >

AGENDA AND MINUTES

The agendas and minutes section will present users with agenda and minutes information in an intuitive, organized fashion. This section will "power" the front-end page. The agendas and minutes will be uploaded through the CMS, and links and search criteria will be available on the front end.

Agendas & minutes features include:

- Add, Edit, & Delete Meeting Agendas and Minutes
- Denote Meeting Name
- Set Meeting Date & Time
- Add, Edit, & Delete Meeting Categories
- Add Attachments

CAREERS

The careers section will allow users to view available positions within your company. The job postings will be presented on the employment landing page. Each posting will display the title, brief description, post date, and other desired fields. Job postings can also include categories, if desired, to help group the positions by job type, department, etc. The landing page will allow the users to filter/search job postings by any available category or data field (i.e. by department). Each posting will be linked to a secondary page, which will display the job's full details and will link to an online application form. The application form will allow users to upload their resume for review. You will be able to manage the careers through the CMS, which will allow you to add, edit, or delete career categories; add, edit, or delete individual postings; and view applicants and resumes.

BIDS / RFP'S

Utilizing the Bids/RFP tool, you will be able to post Bids and RFP forms and documentations. This will also allow you to easily display bid results. Offering this documentation and information on the website will also help reduce calls to offices checking on bid statuses or requesting copies of the RFP. This area will be controlled using the content tool, described below under content management system, as well as the documents repository explained above.

Using the Content Management System Administrators can:

- **Add, Edit, & Delete Categories:** Using the field based format, administrators will be able to set-up categories which bids can be associated with.
- **Add, Edit, & Delete Bids:** Using the field based format, administrators will be able to:
  - Provide Bid Details, Including:
    - Title
    - Summary
    - Contact Information
    - Download PDF
- **View Vendor Accounts:** Administrators will be able to view job seekers accounts.
- **Export Data:** Administrators will be able to export vendor data for use offline.

DEPARTMENT DIRECTORY

The department directory will allow you to display a searchable list of personnel that comprise your staff. To support usability, the user will be able to filter the directory by both last name and department/category. Department directory features include:

- **Main Departments:** The main page of the department directory will feature a drop-down listing of your departments/categories. You will have control to add, edit, and delete departments/categories.
- **Sorting and Filtering:** Users will be able to change the sort by department/category and last name.
- **Staff Landing Pages** The directory will include these minimum personnel details:
  - Name
  - Phone Number
  - Department
  - Email address (not displayed on public page)
  - Photo
  - Responsibilities (if applicable)
- **Contact Directory:** The new website will hide e-mail addresses from the public. This will not only protect the privacy of listed person, but also reduce the proliferation of SPAM. This directory will include:
  - E-mail contact form: This technology will allow users to contact the person directly through the website without having access to their personal e-mail address. Once the e-mail is submitted through the site, it will be delivered to the member through their own e-mail program.

DOCUMENT LIBRARY

To help manage your website documents, Americaneagle.com will equip the new site with a Document Library tool that will allow you to add, edit, and delete documents from the site with ease. Upon uploading a document through the CMS, you will indicate Document Headline, Post Date, Archive Date, Summary, and Document.

You will also be able to create and manage Document categories. This will allow you to associate each document with a particular category so that your end users can filter all documents by a designated category and so that you can feature documents from specific categories on other pages of the site via the Documents Module. Through the CMS, you will be able to add, edit, and delete categories as desired.

Document Library Features:

- **File Formats:** You will be able to post an array of file formats.
- **Date Post:** Each form may also contain the date when it was posted to the website.
- **Filters:** Visitors will be able to filter documents by category. Furthermore, you will have the ability to add, edit, and delete categories through the CMS.

E-ALERTS

The E-Alert system allows staff to easily and effectively increase communication to its website stakeholders. The E-alert system allows website visitors to subscribe to alerts detailing website changes he/she is interested in being kept up to date on. The E-Alert system automatically disseminates an e-mail notice to subscribers via a schedule set up by administrators, and based on visitor's preferences, for example daily or weekly. Americaneagle.com will create a single graphics-based template that is used for all e-alerts. This template will be designed to match the site's current graphic themes using the files we developed during the initial design. Administrators will have text editing capabilities to these templates within the CMS. The scope of this proposal accommodates the set-up of the idev® E-Alert System. However, beyond this, there would be a monthly service fee based on the number of emails sent per month. Please view the fees section of this proposal, which outlines several pricing tiers.

EVENTS CALENDAR

The events calendar will allow you to showcase upcoming events, as well as display a main calendar, listing all upcoming activities and events.

The Events Calendar has many highly intuitive front-end website features, including:

- **Filters:** Website visitors can filter by event category, such as location.
- **Weekly, Monthly, and Daily Views:** Website visitors can view the calendar in the format he/she likes best.
- **Add to My Calendar:** Users will be able to export events into a file that can be imported into their e-mail or calendaring software.
- **Mouse-Over/Quick View**: This technology will enable the user to view the event abstract without having to pop open a window or click through to event-detail.
- **Printer Friendly**: Visitors can easily print event and event details.
- **View attached Images and Documents:** This helps visitors attain all information in a centralized place.
- **RSS Feeds:** Website visitors can sign up for RSS feeds by event category.

Using the Content Management System website administrators will be able to:

- **Add, Edit, & Delete Events:** Using the field based format, administrators will be able to:
  - **Set Event Details**
    - Name
    - Start Date
    - Details
    - Reoccurring
    - Images
    - Categories
    - Description
  - **Upload Associated Documents**
  - **Designate Location, which embeds a Map**
  - **Insert Search Engine Controls**
  - **And More!**

NEWS

At your discretion, this section can include a list of news, press releases, newsletters, and other mentions. You will have the ability to add, delete, and modify the news that appears on the site through the Content Management System. When appropriate, documents, such as newsletters, publications, etc., can be made available for user download in PDF file format. Upon entering a news article through the CMS, you will indicate Article Headline, Article Image, Image Caption, Post Date, Archive Date, Summary, Article Body, Related Documents, and Related URLs. Emergency Alerts can be used to draw attention to a specific emergency announcement or direct users to pages that have been created for the emergency announcement. Furthermore, you will have the ability to manage news categories that will allow you to group articles into meaningful categories, which will make it easy for users to navigate to desired news articles.
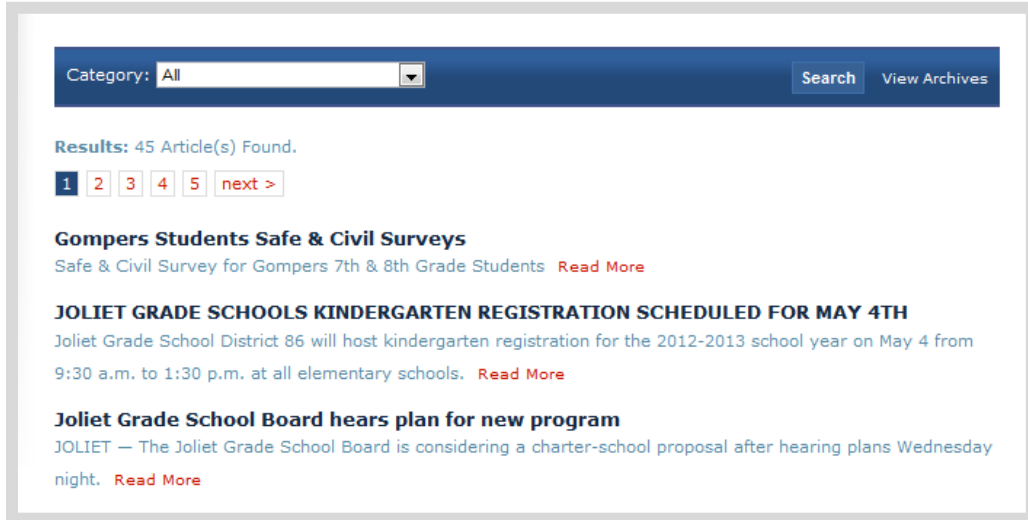
RSS FEEDS

Instead of forcing users to come to the website for updates, the RSS feed enables updates to be pushed to them. Users will need to have RSS readers in order to view the feed. RSS readers are now installed in popular software such as Internet Explorer and MS Outlook. Americaneagle.com can program multiple outboard RSS feeds for the new website, including:

- News
- Events
- Alerts

SLIDESHOW

The homepage can feature a graphic focal point to help immediately convey the nature of the website to your visitors. One option for a focal point is a main marketing photo or several rotating marketing photos, which can be changed out as necessary through the Content Management System to keep the site fresh and up-to-date. Your Project Manager will work with you to determine how this space should be used. Image slideshows can be added to any page of the website. An example slideshow can be seen below, as created for www.burbankpd.org.

SITE TRANSLATION

Americaneagle.com will implement Google Translates product on the new website. This is an easy, fast, and cost effective way to offer translations of the site content. Currently this product is offered free of charge by Google. Americaneagle.com will implement the necessary code into the site to feature this *product. The capabilities will be limited to the product offered by Google. * Please note, the translations are not nearly as precise as human edited translations.*
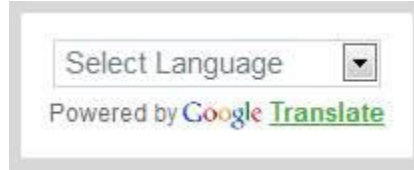
SOCIAL NETWORKING & SHARING TOOLS: Social bookmarking options will help spread awareness for the new websites and products. In addition to bookmarking, popular social widgets for Facebook, Twitter, and Pinterest will be embedded on the pages, allowing users to like, tweet, or pin.
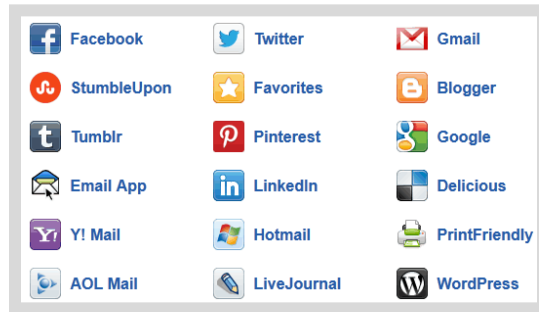
SINGLE SOURCE SOCIAL NETWORK PUBLISHING
Americaneagle.com's CMS offers the convenience of built-in social-site publishing. Meaning, administrators will be able to publish updates to Facebook, Twitter, and LinkedIn through the same CMS where website content is managed. This tool will not only free administrators from updating these external websites on an individual basis, but it will also ensure that news, events, emergencies, and more are easily and efficiently broadcast.

Within this website development project, MFPD will have a variety of content pages. Any time after launch of the website, MFPD will have the ability to add, edit, and delete content pages of the website using the Content Tool, described below under Content Management System. Not only can each page display images and text, but any of the interactive features/modules we develop for this project can also be added to any website page(s).

All of the following features could be incorporated to improve the usability of the site.

SIGN UP FOR EMAIL: This will allow users to input their email address to receive emails with news, company announcements, etc.

EMAIL A FRIEND: Throughout the site, visitors will have the option to email a link that corresponds to a specific page on the website. This can be included on all product pages. It will include an online form to insert a friend's email information as well as a brief message.

PRINT PAGE: Americaneagle.com will program a "Printable Version" icon onto designated pages of the site. Once clicked on, a user will be able to print the page from his/her computer in user-friendly format. With this functionality, visitors will be able to avoid cutting off any content or printing unnecessary graphics.

YOUTUBE VIDEOS: Using the Americaneagle.com CMS, You will be able to quickly and easily embed YouTube files into the site.

SITE MAP: A site map can be created to give users a guide to the website contents and may also help improve search engine visibility.

404 PAGE: Americaneagle.com will create a custom 404 error page so that if a user directs to a bad link, he/she will be directed to a designated live page rather than a dead end. This will be helpful in keeping visitors on your site as long as possible even in the event they reach a bad link.

SEARCH: For internal site search, we will implement one of Google's Site Search products (www.google.com/cse/). While there are no additional fees to implement either product, MFPD will be responsible for any associated third-party fees.   Google's   Site   Search   product   fees   can   be   found   at http://support.google.com/customsearch/bin/answer.py?hl=en&answer=72334. Google's free search product is generally not recommended, as ads selected by Google display on your site.

GENERAL EXPECTATIONS & ASSUMPTIONS

PLATFORM/LANGUAGE

The website and CMS will be developed off a Microsoft ASP.NET platform backed by a Microsoft SQL database server.

BROWSER COMPATIBILITY

In the development of your site, Americaneagle.com will establish compatibility with multiple browsers and multiple platforms. We will design and test the new site in a number of different environments to ensure that the maximum audience is reached. Specifically, this will include:

Browser Compatibility	
Mac	**PC**
• Firefox 20-22 • Safari • Chrome 26-28	• Firefox 20-22 • Internet Explorer 8-10 • Chrome 26-28

IMAGE USE

It is the responsibility of the client to provide images and other digital assets for use on the website. It is the client's responsibility to obtain proper permission to use any images provided to Americaneagle.com. Logo development and image manipulation are not included as part of this proposal.

STOCK PHOTOGRAPHY

If the client does not have any images, stock photography can be purchased for use. Americaneagle.com can help with photo research, but it will be the client's responsibility to pay for any images used in the design.

CONTENT SUBMISSION AND ENTRY

Americaneagle.com will provide the client access to a web-based tool to upload and manage website content. Americaneagle.com will import and format all uploaded content into the website in preparation for launch. Americaneagle.com has reviewed your existing website; within the scope of this proposal, Americaneagle.com assumes that the new site content will be similar in scale to your existing site.

INTEGRATION

This proposal does not accommodate for integration with any offline databases, software, or programs for the purpose of importing data from or to the website.

LINKING OUT

The following will continue to link out to 3rd party sites/applications.

- MERRAG
- University of Utah - Meso West
- ca.gov- Department of Water Resources
- Montecito Water District
- Montecito Sanitary District

- Montecito Association
- Santa Barbara County Sheriff's Department
- 1st District Supervisor
- All of Fire Departments in Santa Barbara County
- National Weather Service
- Cal Trans Road Conditions
- FEMA Kids
- Wildland Residents Association
- Etc.

EQUAL OPPORTUNITY EMPLOYMENT

Americaneagle.com maintains our healthy working environment by adhering to our policy to provide equal employment and individual opportunity to all job applicants and employees without regard to race, color, religion, sex, age or national origin.

TRAINING

Americaneagle.com tailors its training for each of our clients and will train all necessary individuals on the web applications prior to launch. The training process ensures that site administrators will be able to accurately, completely, and successfully manage their website. Additionally, Americaneagle.com can continue to provide training as part of the Retainer Program after the site is live.

Training Session
This proposal includes one four-hour training session via web demo.

Video Tutorials
Americaneagle.com also provides access to video tutorials for standard CMS features.

TRAVEL EXPENSE

Americaneagle.com has budgeted $1,000.00 for non-refundable travel expenses related to this project. Any additional travel expenses will be billed to MFPD, as long as said travel and expenses are pre-approved by customer.

ADA/W3C COMPLIANCE

In 1998, Congress amended the Rehabilitation Act to require Federal agencies to make their electronic and information technology accessible to people with disabilities. Americaneagle.com will design all pages of the site to comply with this Act as per the provisions set forth therein. As part of this effort, general guidelines dictate that the site must include:
- Readable navigation
- A way for persons with disabilities to skip redundant navigation
- Properly labeled images
- Minimization or removal of any unnecessary animation or "Flash" graphics
- Forms with labels corresponding to inputs and data tables structured a certain way and that can be tabbed in a logical order.

Americaneagle.com also follows W3C guidelines.

*Please be aware that full compliance with the standards above may restrict some of the website's creative flourishes and navigation features. The limitations will be discussed with MFPD during the early planning stages or just prior to commencement of the graphic design phase.

Americaneagle.com has vast experience implementing compliant sites from organizations like the MFPD, to the federal government, including the development project for www.whitehouse.gov.

MANAGED SHARED HOSTING

ADVANTAGES OF AMERICANEAGLE.COM HOSTING SERVICES

- 18 Years of Experience
- Privately Owned Data Centers
- PCI Compliant Data Center
- Hosting Over 3,500 websites
- Experience Hosting FISMA sites

- Continuous Upgrades and Updates To Hosting Infrastructure
- Highly Secure and Redundant Systems
- 24 Hours, 365 Days Per Year Support

CLIENTS CURRENTLY HOSTED AT AMERICANEAGLE.COM

- Chicago Transit Authority
- Sabre
- Chicago Bears
- Hobby Lobby
- United States Tennis Association
- Dale Carnegie

- United Center
- Dayspring (Hallmark Greeting Cards)
- Mars, Inc.
- Beretta
- And many more…

DATA CENTERS

Americaneagle.com owns a private state-of-the-art data center in Chicago that is staffed on a 24/7/365 basis by Americaneagle.com personnel. We also have a large private cage in a data center in Kenosha, Wisconsin for disaster recovery purposes.

Americaneagle.com is compliant with PCI (Payment Card Industry) as a level one service provider. This is the highest level of security compliance. The PCI DSS (Data Security Standard) is a single security standard comprised of the cardholder security programs from the five major credit card companies. The standard was created to protect their customers from increasing identity theft and security breaches. Any organization that accepts, processes or stores cardholder information must be PCI compliant, including merchants and third-party providers. This includes websites that accept payment cards. We are validated by a Visa-approved auditor who performs a one week on-site audit on an annual basis.

In addition, Americaneagle.com cleared a series of extensive federal background checks in January 2009 to receive top secret clearance for its data centers to host the www.whitehouse.gov site.

HOSTING SPECIFICATION

Shared Server Environment
For this shared hosting environment, Americaneagle.com will provide MFPD with 2GB of disk space and 350 GB of monthly data transfer; however, additional space and bandwidth are available if necessary. Data transfer overages will be charged at the rate of $1.00 USD for each additional 1 GB per month. Additional disk space will be charged at the rate of $50.00 USD for each additional 1 GB per month.

GOOGLE ANALYTICS

Americaneagle.com will program the new website with web traffic reporting software, Google Analytics. This website traffic analysis service helps explain how, where, and when visitors navigate through your site. The information displayed in these reports is very valuable for assessing the website return on investment and shaping future enhancements around the behavior patterns of your visitors.

Google Analytics is a free tool that is great for tracking various website statistics and has the ability to track specific action goals. On a website, the single-most important goal to be reached is increased user engagement. Based on the critical information that can be gleaned from this, Americaneagle.com will setup one goal in Google Analytics that helps MFPD to monitor the status of this goal regularly using the tools provided by Google Analytics.

Americaneagle.com reserves the right to change Analytics providers during the hosting period. While Google Analytics is a free traffic analysis service at the time of this document, you will be responsible for any future third-party costs, should Google Analytics become a paid service.

CLIENT SERVICES & MAINTENANCE

CLIENT SERVICES DEPARTMENT

To support your evolving online needs, Americaneagle.com offers our clients efficient and timely support services through our Client Services Department's Maintenance Program. The Maintenance Program enables Americaneagle.com to allocate a consistent bucket of hours each month to be used by MFPD for a myriad of support services – from designing new banner ads, implementing new site features, making database changes, and more. Maintenance hours can be used for any Americaneagle.com service, including:

- Consulting
- Account Management
- Training
- Graphics
- HTML
- Programming
- Technical Support
- Content Entry, And More…

KEY BENEFITS

Here are some of the key benefits of the Maintenance Program:

- **Budgeting** – Not only is the Maintenance Program offered at a reduced hourly rate, it is easier for MFPD to budget web development expenses if it is fixed from month to month.

- **Scalability** – The Maintenance Program can be scaled up or down depending on demand over time. This initial hour allocation is based on expected need.

- **Timing** – Because we know that MFPD will be investing in these support hours every month, we are able to allocate sufficient resources to guarantee timely implementations.

- **Quoting** – Formal quotes will not be as necessary as many upgrades will simply be requested on an as-needed basis. However, larger projects that require a team of experts will require a separate quote.

- **Talent** – Some of our most skilled programming staff is dedicated to our Client Services Department to ensure that we are providing the highest quality of service as your site evolves and grows over time.

DESCRIPTION

Your account will be handled through a pool of account managers for the ongoing upgrades and modifications to the existing website. An extranet ticketing system will be used to schedule and monitor tasks. The account managers/programmers will have a working knowledge of all aspects of website development, including programming, design, management, marketing and consulting.

Account managers/programmers will be able to complete the majority of the changes/upgrades to the web applications; however, they will not be able to complete everything on their own. They will regularly interact with other Americaneagle.com employees as needed to support various aspects of your site's evolution. Any project that requires a full development team may be priced out as a separate project in order to not affect the day-to-day service of your website.

MAINTENANCE HOURS

Based on a preliminary understanding of your needs, MFPD's Maintenance Program will include two (2) hours per month. This is a rolling block of time, thus it will accrue and roll over month after month; the maintenance hours do not expire. If more work is needed after the allotted time, Americaneagle.com's staff will complete the work at the standard rate of $200 per hour. Large projects may require a separate proposal and additional fees.

7. CLIENT SHOWCASE

Government agencies are charged with an important mission: conveying crucial information to the community it serves and administering your vital functions. Despite the weight of the task at hand, often government agencies find themselves hindered by outdated technology that fails to effectively serve its staff or community.

Americaneagle.com has a deep understanding of government agencies' needs forged from experience working with a variety of government clients. From local school districts and municipalities to national agencies and the White House, we design and implement digital solutions that facilitate efficient communication to your key audiences.


"Thanks to Americaneagle.com, members of the Association for Corporate Growth can now search for business opportunities, connect with colleagues, engage in conversations, access critical data, share photos and videos, register for ACG events and establish a unique online presence. These advantages add great value to ACG membership and empower chapters to more effectively serve members."
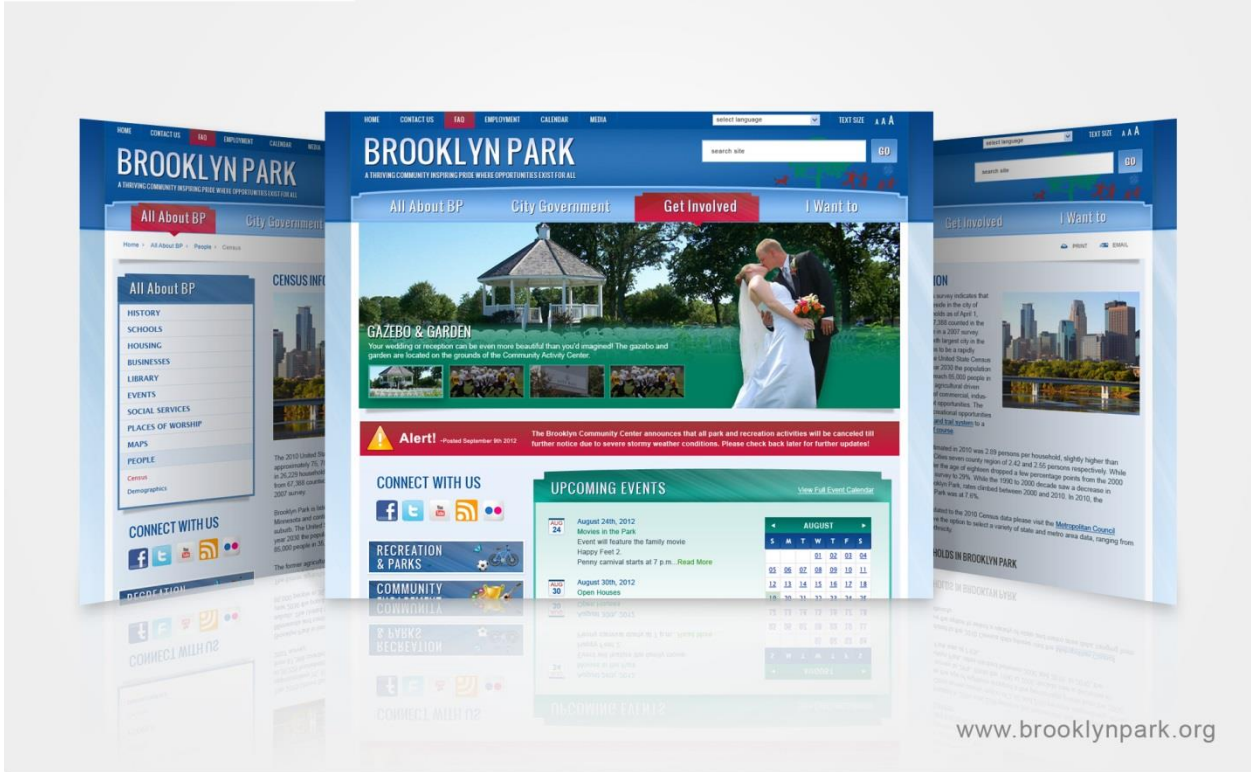
- Gary A. LaBranche, President & CEO

BURBANK POLICE DEPARTMENT

www.burbankpd.org

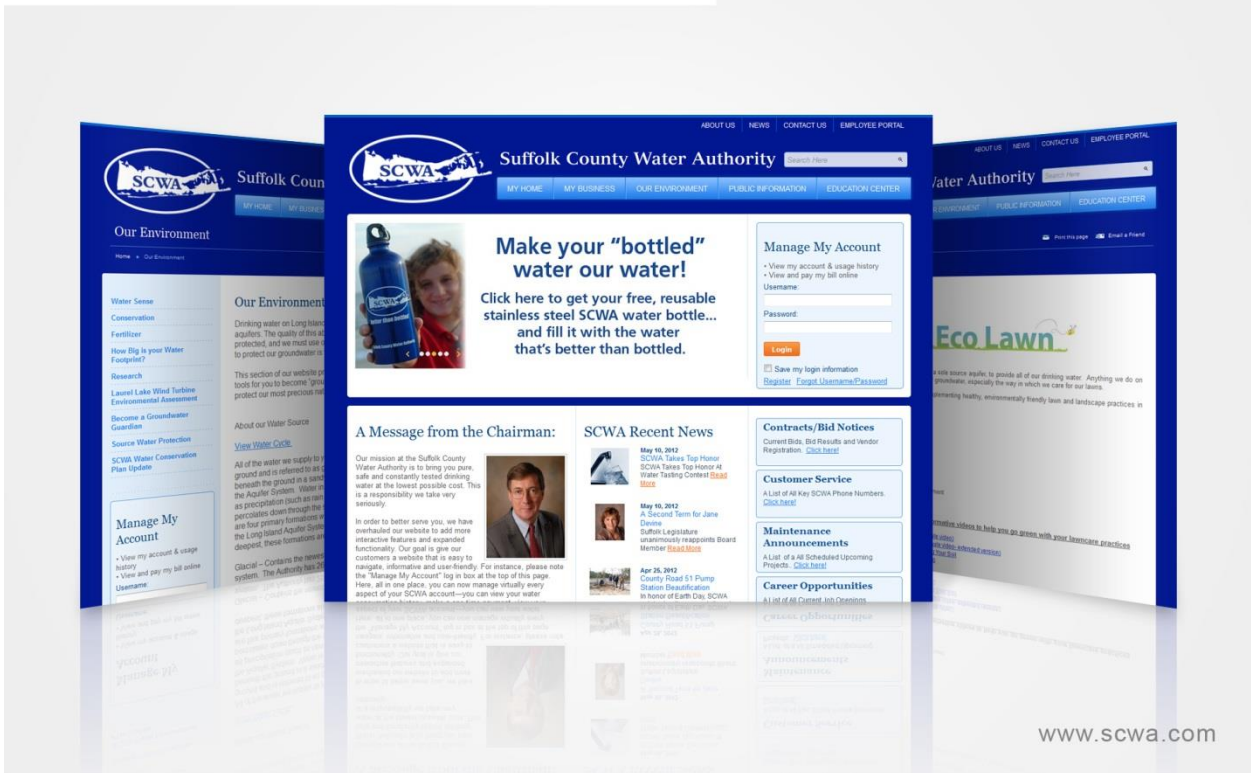# CITY OF PARK RIDGE FIRE DEPARTMENT

www.parkridge.us/fire
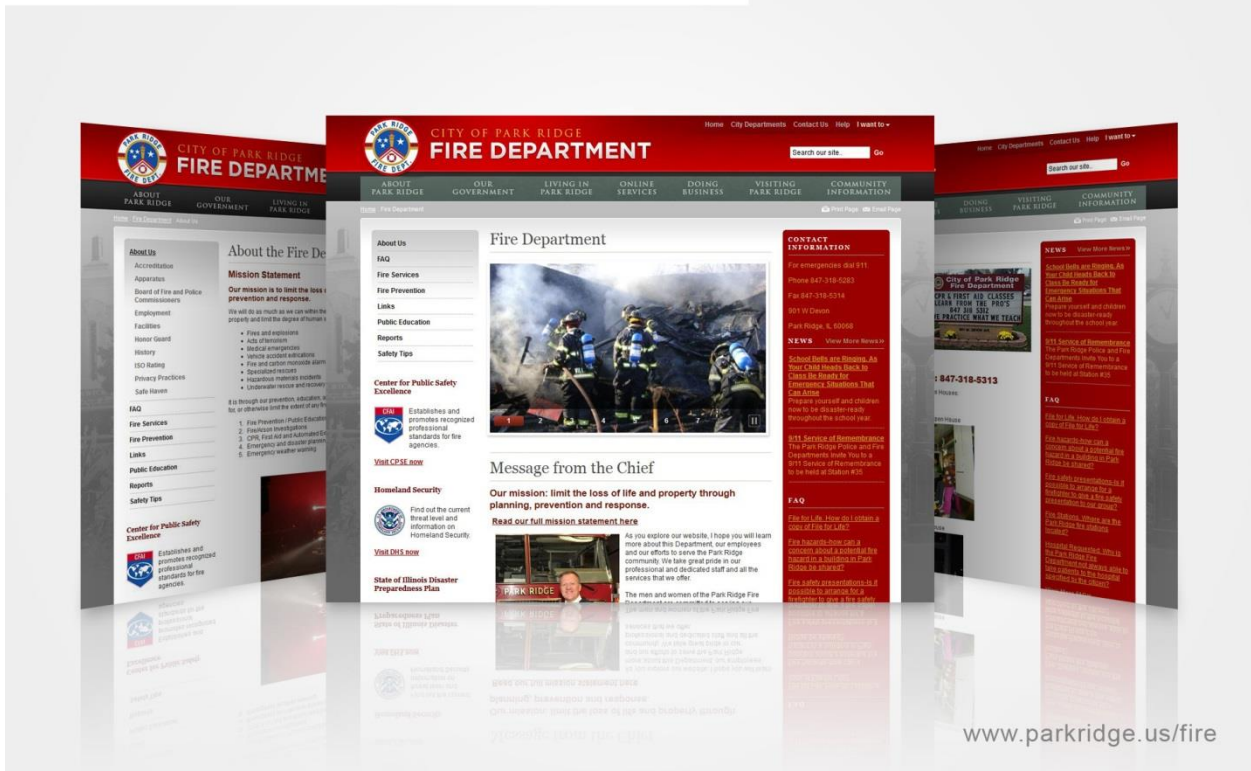
BROOKLYN PARK

www.brooklynpark.org

SUFFOLK COUNTY WATER AUTHORITY

www.scwa.com

8. REFERENCES

Out of respect to our clients' schedules, Americaneagle.com prefers to offer our clients the courtesy of notifying them before being contacted as a reference. Please let us know if you plan on contacting any of the below references:

REFERENCE 1	
Company name	Burbank Police Department
Web address	www.burbankpd.org
Customer address	200 North Third Street, Burbank, CA 91502
Contact	Sarah Litton
Contact phone #	202-566-3100
Contact email address	slitton@eac.gov
Services provided	Website development, CMS implementation, training, and strategic consulting.
REFERENCE 2	
Company name	Greater Dayton RTA
Web address	www.i-riderta.org
Customer address	4 S. Main Street, Dayton, OH 45402
Contact	Sabrina Pritchett
Contact phone #	937-435-8352
Contact email address	spritchett@greatdayonrta.org
Services provided	Website development, CMS implementation, training, and strategic consulting.
REFERENCE 3	
Company name	City of Park Ridge
Web address	www.parkridge.us
Customer address	505 Butler Place, Park Ridge, IL 60068
Contact	Diane D. Nelson
Contact phone #	847-318-5221
Contact email address	dnelson@parkridge.us
Services provided	Website design, development, CMS implementation, training, strategic consulting, hosting and maintenance.

PRICING

The fees cover all items listed (unless otherwise noted) and include all necessary programming, set-up, and consulting time to complete this project.

REQUIRED FEES

BASE PROGRAMMING, DESIGN, AND CONSULTING FEES	$23,000.00

OPTIONAL FEES*

MONTHLY FEES FOR SHARED HOSTING**	$75.00 PER MONTH
MONTHLY FEES FOR MAINTENANCE (2 HOURS PER MONTH)	$300.00 PER MONTH
E-ALERT EMAIL DELIVERY FEES	SEE CHART BELOW

* Please Note: For ongoing monthly charges, Americaneagle.com will establish an ACH (electronic payment) withdraw or a monthly credit card payment with you.

**Please Note: Hosting licenses (Windows Server licenses and SQL Server licenses) are not portable. Hosting fees are subject to change.

E-ALERT EMAIL DELIVERY FEES
There will be a monthly tiered subscription fee based on the number of emails sent per month. In order to set you up with an appropriate monthly subscription package, we need to discuss the size of your email list, anticipated growth, and the number of emails that will be created each month. Until further discussion, please view the following table, which estimates broadcast email charges based on monthly delivery tiers:

EMAIL DELIVERY FEES		
Monthly Subscription Fee	**Total Emails Sent Per Month**	**Overage Rate**
$125	Up to 13,000 e-mails	$.015
$180	13,001 to 19,000 e-mails	$.0104
$270	19,001 to 30,000 e-mails	$.01
$360	30,001 to 45,000 e-mails	$.009
$560	45,001 to 80,000 e-mails	$.008
$600	80,001 to 100,000 e-mails	$.007
$1,000	100,001 to 200,000 e-mails	$.006
$1,200	200,001 to 300,000 e-mails	$.005
$2,340	300,001 to 600,000 e-mails	$.004
$0.0035 per e-mail	600,001 to 5.0 Million e-mails	$.0039
$0.003 per e-mail	More than 5.0 Million e-mails	$.0035

TERMS & WARRANTY

One half of total amount will be due at time of order; the remaining half will be due 30 days after presentation of the beta test site or upon completion of the site, whichever is sooner.

All information, logos, addresses, pictures, domain names, and website are property of MFPD. Americaneagle.com will provide MFPD with a perpetual, royalty-free license to any programming code created by Americaneagle.com, with the exception of the Broadcast Email System and the Advanced Search Tool. This allows MFPD to continue to use the code, even if no longer an Americaneagle.com client; however, MFPD may not resell the source code to other companies or web developers.

Americaneagle.com is committed to the provisions outlined in the Equal Opportunity Clauses of Executive Order 11246 (41 CFR 60-1.4), section 503 of the Rehabilitation Act of 1973 (41 CFR 60-741.5(a)), section 402 of the Vietnam Era Veterans Readjustment Act of 1974 (41 CFR 60-250.5(a)) and the Jobs for Veterans Act of 2003 (41 CFR 60-300.5(a)), as well as any other regulations pertaining to these orders.

LIMITED WEBSITE WARRANTY

Upon launch of your website, your website will be covered under a ninety (90) day limited warranty. The limited warranty provides assurance that the web application will meet its functionality specifications, as set forth in the approved project document(s). This limited warranty covers any bugs (programming errors) reported to Americaneagle.com within ninety (90) days of the site launch date; any bugs reported within this time period will be fixed at no additional charge to the client. After the ninety (90) day limited warranty period is over, all bugs, web application changes and improvements, web application support, consulting and system analysis, and additional training is billable work and will be deducted from your maintenance retainer or is subject to charge at Americaneagle.com's standard hourly rate.

This limited warranty is limited to the functionalities and features of the web application, as defined by the approved project document(s). Any changes requested outside the scope of the approved project document(s) will be subject to additional charges. Any bugs with third party products (including: servers, database integration, software, and plug-ins) that are determined to be the error of the third party are not covered under the limited warranty and are subject to additional charges.

The right to this limited warranty is forfeit if the website or the codes are accessed by the client or any third party company. This limited warranty will not be honored if any payments are overdue.

AMERICANEAGLE.COM MAKES NO EXPRESS OR IMPLIED WARRANTY, INCLUDING, BUT NOT LIMITED TO, ANY WARRANTY OF QUALITY, PERFORMANCE, MERCHANTABILITY OR FITNESS FOR ANY PURPOSE, WITH RESPECT TO ANY SERVICES PERFORMED OR ANY GOODS INCLUDING, BUT NOT LIMITED TO SOFTWARE, DEVELOPED HEREUNDER. AMERICANEAGLE.COM SHALL NOT BE LIABLE TO CLIENT OR ANY OTHER PARTY FOR ANY DAMAGES, EXPENSES, FEES OR LOSSES (LOSSES) ARISING AS A RESULT OF THIS AGREEMENT OR THE SERVICES PROVIDED HEREUNDER, WHETHER FOR WORK PERFORMED, GOODS OR SERVICES DEVELOPED, OR OTHERWISE WHICH ARE IN THE AGGREGATE IN EXCESS OF THE APPLICABLE AMOUNT OF FEES ACTUALLY PAID TO AMERICANEAGLE.COM BY CLIENT WITH RESPECT TO THE ASSIGNMENT RESULTING IN SUCH LOSSES. IN NO EVENT SHALL AMERICANEAGLE.COM BE LIABLE TO CLIENT OR ANY OTHER PARTY FOR ANY INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES OR LOSSES, INCLUDING BUT NOT LIMITED TO LOST PROFITS, ARISING FROM OR RELATED TO ANY SERVICES PERFORMED OR GOODS DEVELOPED PURSUANT TO THE AGREEMENT.

_____
Name

_____
Signature

_____
Date

ADDITIONAL CONSIDERATIONS

In addition to the design and development work outlined above for the initial development of your website, the development project can include additional functionality upon request. Some additional functionality you may be interested in is outlined below. Please note that these services are priced separately from the site development or can be quoted upon request/further discussion.

MOBILE WEBSITE
Americaneagle.com will develop a mobile-friendly version of the website, enabling users accessing the site from mobile browsers to conveniently view content displayed properly within a smaller mobile screen.

Mobile Website Features: The mobile website will be a condensed version of the desktop site, as visitors on a mobile device are even more concerned with accessing information as quickly as possible than in comparison to desktop users. Also, the size of the screen and time it takes users to conduct certain actions on a mobile version, dictate that the mobile site should contain easy access to the most important and essential elements.

Content Management System: The mobile site will be controlled using the same content management system described throughout this proposal, meaning the mobile site will be simultaneously updated alongside the desktop site. Admin also have the ability to create mobile pages with separate content than the desktop version of the page.

Supported Devices: Americaneagle.com will develop the mobile site for optimization in the following browsers:

- Most current Native Browser version available on all versions of Apple iOS 5.0 and greater on the iPhone, iPod Touch and iPad.
- Most current Native Browser version available on Android OS v2.3 and greater

NOTE: This includes all existing native browsers for these operating systems up to the time of contract acceptance.

INTEGRATION

For the development of this project, there may be a need to integrate the website with internal systems in order to streamline business operations. Americaneagle.com has vast experience integrating with in-house systems of all types, including Lead Management Software, Association Management Systems, GIS Systems, Student Information Systems, custom solutions, and more. However, further discussions will be required to provide an accurate estimate.

Bank Letter of Reference

StateBank

1010 WESTLOOP PLACE
MANHATTAN, KS 66502 | 785-587-4000

May 6, 2013

Icon Enterprises, Inc.
D/B/A CivicPlus
317 Houston Street, Suite E
Manhattan, KS 66502

Re: **CivicPlus**

To Whom It May Concern:

Kansas State Bank of Manhattan is pleased to provide a Bank letter of
Recommendation for our valued customers, Icon Enterprises, Inc, d/b/a
CivicPlus. In addition to deposit accounts, we currently extend credit facilities to
Icon Enterprises, Inc, d/b/a CivicPlus, aggregating in the mid-six figure
proportions. All deposit and credit facilities have been handled in a very
satisfactory manner.

The company's reported financial position is sound and supportive of current and
"future" credit extensions. We enjoy a strong working relationship with Icon
Enterprises, Inc. and are pleased to call them a valued customer.

If you have any questions or require additional information, (with Icon
Enterprises, Inc. approval), please do not hesitate to contact us.

Sincerely,

Lowell L. Kohlmeier
Executive Vice President

LLK/aej

MEMBER FDIC | EQUAL HOUSING LENDER   MANHATTAN | JUNCTION CITY | WICHITA | PHOENIX | ksstatebank.com