

**EMERGENCY RESOLUTION NO. 40-2017**

A RESOLUTION AUTHORIZING THE CITY MANAGER TO ENTER INTO AN AGREEMENT BY AND BETWEEN THE CITY OF MONROE AND CIVICPLUS FOR THE REDESIGN OF THE CITY'S WEBSITE AND DECLARING AN EMERGENCY.

WHEREAS, Council desires to update the City's website and staff is recommending that an agreement be entered into with CivicPlus.

NOW, THEREFORE BE IT RESOLVED BY THE COUNCIL OF THE CITY OF MONROE, STATE OF OHIO, THAT:

SECTION 1: The City Manager is hereby authorized to enter into an agreement by and between the City of Monroe and CivicPlus for the redesign of the City's website pursuant to the terms and conditions set forth on Exhibit "A" attached hereto and made a part hereof.

SECTION 2: This measure is hereby declared to be an emergency measure necessary for the immediate preservation of the public peace, health, safety and welfare and further for the reason that Council desires to redesign the City's website at the earliest possible date so that it is more user friendly and ADA compliant. Therefore, this measure shall take effect and be in full force from and after the earliest period allowed by law.

PASSED: July 11, 2017

ATTEST:

  
\_\_\_\_\_  
Clerk of Council

APPROVED:

  
\_\_\_\_\_  
Mayor

This legislation was enacted in an open meeting pursuant to the terms and provisions of the Sunshine Law, Section 121.22 of the Ohio Revised Code.

"I, the undersigned Clerk of Council of the city of Monroe, Ohio, hereby certify the foregoing (ordinance or resolution) was published as required by Section 7.16 of the Charter of the City of Monroe.

  
\_\_\_\_\_  
Clerk of Council  
City of Monroe, Ohio



May 16, 2017

302 South 4th Street, Suite 500  
Manhattan, Kansas 66502  
888-228-2233



Jennifer Patterson  
Assistant to the City Manager  
City of Monroe, Ohio

RE: Website Redesign Services

Dear Jennifer:

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

Our company is passionate about our mission to help make local government better. We know we aren't just designing a website; we are helping build a trusted and long-term relationship between you and your community through our state-of-the-art technology and process. Collaborating with you throughout the process ensures we deliver the right solution, housed within a sophisticated and custom design that captures the culture of your community.

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

- A one-of-a-kind design that captures your community's unique qualities, and we'll work with you until you are completely satisfied with the design concept
- A pre-kickoff virtual Envision Consultation with our consulting expert to help you identify your project needs and goals - at no charge to you
- 40+ modules with all of the features and functionality you need and that have been tried and tested by CivicPlus clients for over 20 years
- A guaranteed redesign after only 48 months of service to keep your website fresh and innovative
- Hands-on existing content migration by our team of experts to ensure the content you present is optimized, relevant, and accessible to all
- 24/7/365 support with secure hosting and maintenance to keep your investment safe and current
- 100% satisfaction with your new website - or your money back



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

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

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

Sincerely,

A handwritten signature in black ink, appearing to read 'Luis Martinez'.



Luis Martinez  
Regional Sales Manager  
martinez@civicplus.com  
Direct Line 785-370-2520

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# Project Approach Summary

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

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



# Executive Summary

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

■ **EASY-TO-USE CMS**

Our CivicEngage Content Management System (CMS) is developed specifically for local government with unique functionality to streamline your processes and offer self-service options to reduce call volumes and walk-ins for common requests.

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

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■ **MOBILE ADMIN APP**

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

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■ **COMMUNITY ACTIVITY MANAGEMENT**

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

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■ **SECURE, CLOUD-BASED HOSTING**

Provide peace of mind for your staff and community that your site is in good hands. Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating. We guarantee a 99.9% uptime for your website (excluding maintenance).

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■ **24/7/365 SUPPORT**

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

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■ **CUSTOM DATA DRIVEN DESIGN**

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

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■ **FULLY RESPONSIVE**

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

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■ **CONTENT MIGRATION & OPTIMIZATION**

One of our Content Development teams will manually migrate text, documents, and images from your current site to your new CivicPlus site - saving your staff hours of effort, ensuring consistency, accessibility, and that your information is easier to access and navigate.

■ **DEDICATED PROJECT TEAM**

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

■ **ENVISION CONSULTATION CALL**

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

■ **CUSTOMIZED TRAINING**

Through two (2) days of interactive virtual instruction, our trainers will ensure your staff gains the confidence to effectively and easily maintain your new website with our WYSIWYG live editing tools and intuitive user interface.

■ **DESIGN ESSENTIALS**

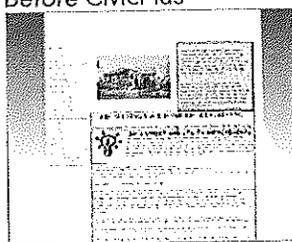
These design tools within CivicEngage allow your staff to build, modify, and manage your website's look and feel within the design and structure parameters of your website.

■ **GUARANTEED REDESIGN**

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

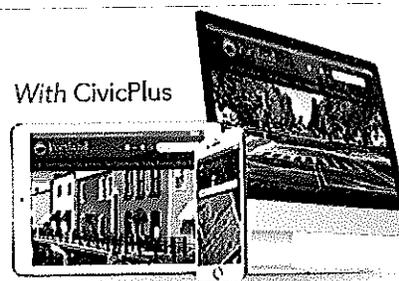
We set high standards for local government websites knowing that technology and trends are always changing. With CivicEngage, we'll automatically update your system to keep pace with industry improvements, security enhancements, and your visitors' changing needs.

*Before CivicPlus*



**Portland,  
Michigan**

*With CivicPlus*



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

# CivicPlus Company Overview

20+

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

200+

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

2,500+

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

55k+

Over 55,000 internal admin users

60M+

More than 60 million online visitors (and counting!)

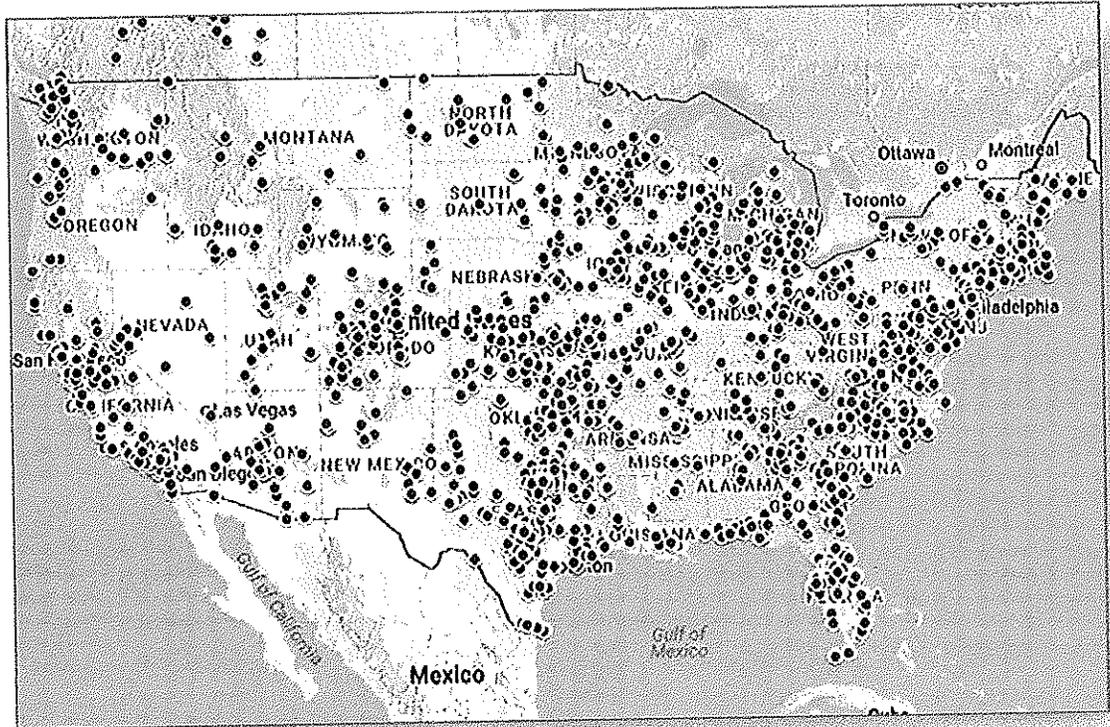


5-time Inc. 5000 Honoree



[www.govtech.com/100](http://www.govtech.com/100)

## CivicPlus Communities



CivicPlus' team of over 200 professionals develop and deliver superior local government web technology, human resources efficiency, parks & recreation management functionality and mass notification solutions for our clients.

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

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

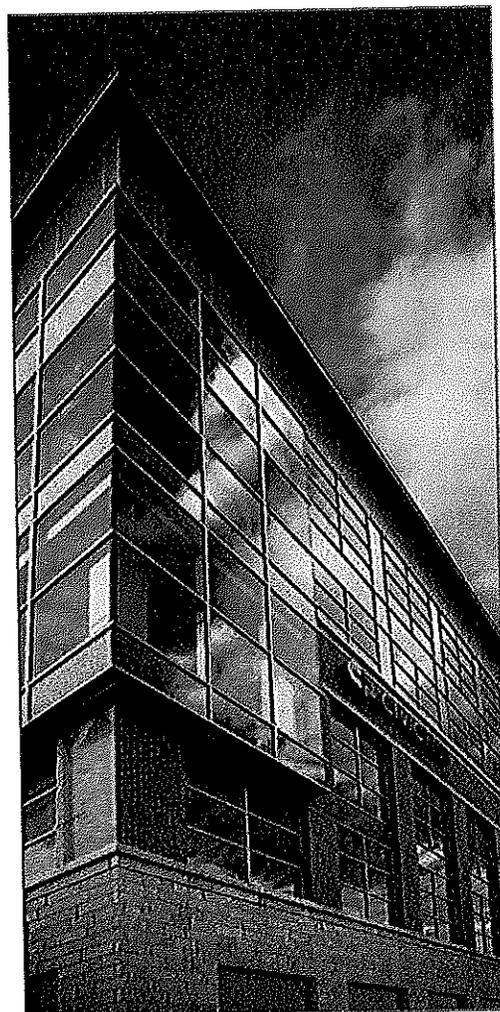


We believe in the goals our clients are seeking to achieve, and we work alongside them to do our part to help. These partnerships have provided great insight into how their web environments need to work and how we can help them find the right solutions to meet those needs. That help means:

- Guiding – with unparalleled consulting and training and facilitating stakeholder buy-in
- Supporting – with exceptional client service before, during and after launch
- Protecting – with industry-leading 24/7 security, support and service, *and*
- Learning – with continual client contact to better ourselves and our products

Ultimately, CivicPlus is a company that's about amazing people doing amazing things. CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients, their 55,000+ internal users and the 60 million online visitors (and counting!).

We consider it a privilege to partner with our clients and provide them with a solution that will serve their needs today and well into the future.



## Our Promise To You

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

# Project Team

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

## Adam Block – Manager of Project Administration



Adam leads our project management team. This team oversees inter-departmental and client interactions assuring that your project will be developed in a timely manner by professional website experts.

**Education**  
BS Business Administration  
Management  
Economics

**Resume**  
Lead Project Manager  
Financial Services

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

## Zach Myers – Manager of Creative Services



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

**Education**  
Bachelors of Fine Arts  
Graphic Design

**Resume**  
Lead Senior Designer  
Design & Development

**7+ Years of Experience**  
Branding  
Illustration  
Visual & Web Design

## Amanda Felber - Assistant Manager of Content Development



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

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

**Resume**  
Content Developer II  
Lead Content Developer

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

## Jim Flynn – Chief Systems Architect



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

**Education**  
BA Computer Information  
Systems

**Resume**  
System Architect  
Information Technology Director

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



### Jim Steffensmeier – Manager of Training and Consulting



From consulting services to content development to technical specifications, our consulting and training department will assist you in developing the right message in the right way by the right team. He will coordinate his team of professionals to deliver the consulting and training services you need to achieve success.

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

**Resume**  
Training  
Consulting

**10+ Years of Experience**  
Customer Service  
Best Practices & Website Optimization  
US Army Veteran

### Sumre Amerin – Manager of Account Management



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

**Education**  
BS in Integrated Services

**Resume**  
Performance Management  
Consultant  
Sales Manager

**10+ Years of Experience**  
Leadership  
Customer Service  
Project Management  
Process Improvement

### Constance Huseh – Manager of Client Support



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

**Education**  
BA English, Communication

**Resume**  
Technical Support Specialist  
Documentation and Communications Manager

**5+ Years of Experience**  
Technical Support  
Business Management  
Team Building  
Customer Service

## COMPANY & CONTACT INFORMATION

Contact Information	Luis Martinez Regional Sales Manager martinez@civicplus.com Direct Line 785-370-2520	Primary Office	302 S. 4th Street, Suite 500 Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Legal Name	CivicPlus, Inc.	Company Founder	Ward Morgan, Owner / Chairman of the Board
Incorporated In	State of Kansas	Date Incorporated	June 1998
Company Website	www.CivicPlus.com	Purchasing Vehicles	GSA Contract # GS-35F-0124U TIPS/TAPS Contract # 2092613 CMAS Contract # 3-13-70-2966A Interlocal Purchasing

# Experience & References

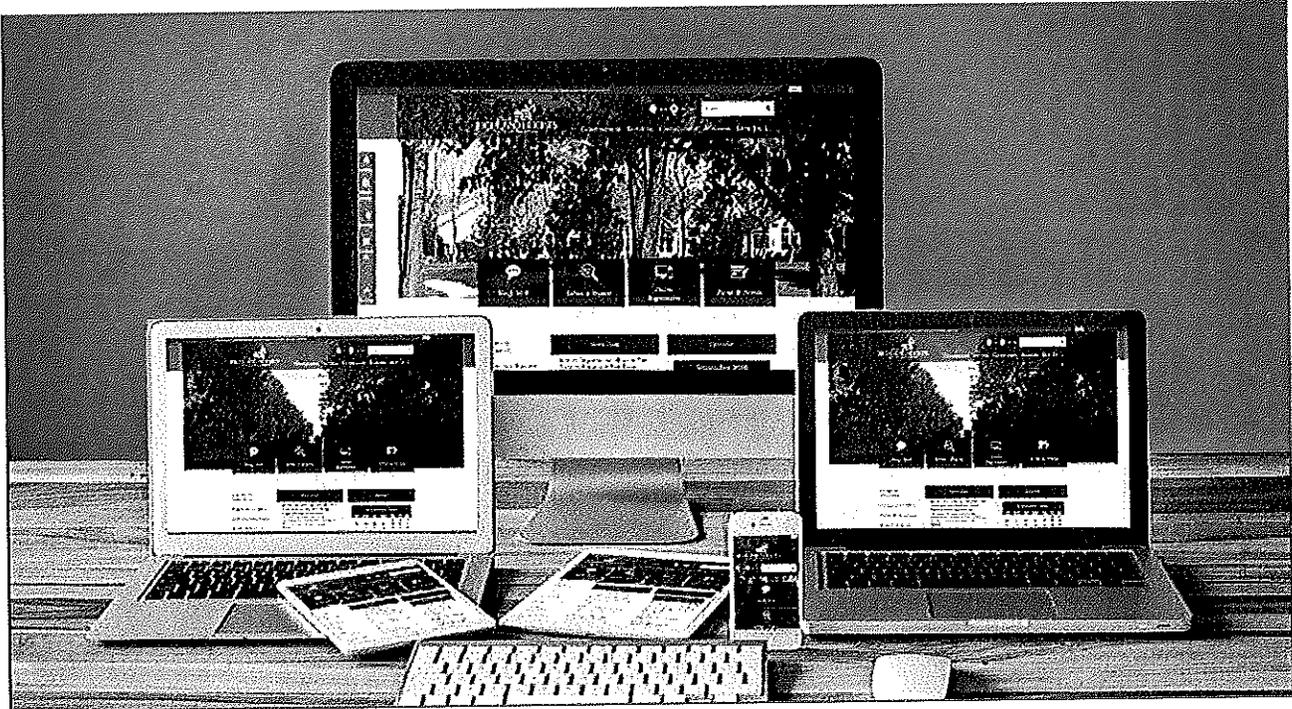
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We have assisted more than 2,500 clients throughout the United States, Australia and Canada with the design, implementation and hosting of new, engaging, innovative and functional websites. Included are just a few examples of relevant sites, similar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

But don't take our word for the success of these sites. Contact our clients and let them tell you about their experiences working with CivicPlus. Want to see more? Just let us know...we have about 2,500 we can share with you!

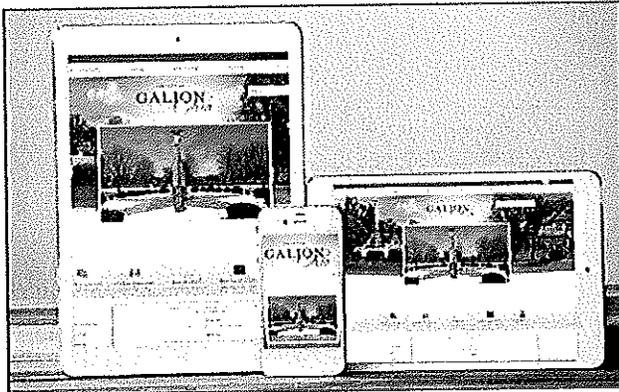
# Client References

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HIGHLAND HEIGHTS, OHIO  
[www.highlandhts.com](http://www.highlandhts.com)

Marlene Kole, Executive Assistant  
Phone: 440-461-2440  
Email: [mkole@highlandhts.com](mailto:mkole@highlandhts.com)



GALION, OHIO  
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MAYFIELD HEIGHTS, OHIO  
[www.mayfieldheights.org](http://www.mayfieldheights.org)  
Renee Augustine  
Mayor Executive Assistant  
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Email: [reneeaugustine@mayfieldheights.org](mailto:reneeaugustine@mayfieldheights.org)

# CivicEngage CMS

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## Content Management System

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

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

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



# User Interface

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

# Features & Functionality

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

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

**Archive Center** - Specifically for the storage and retrieval of agendas, minutes, newsletters and other date-driven documents.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Photo Gallery** – Store and display photos.

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

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

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

# Features & Functionality

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## Gov 2.0 & Social Networking

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

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

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

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

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

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

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

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

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

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

**Content Versioning** – CivicEngage includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content.

# Features & Functionality

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

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

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

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

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

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

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

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

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

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

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

# Features & Functionality

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

**Supported Browsers** – CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including: Internet Explorer, Firefox, Safari and Chrome.

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

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

## Application Programming Interfaces (APIs)

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

- **APIs:** CivicPlus offers integration via SOAP and REST APIs. Our APIs are available within the CivicEngage system, which allow your IT staff and developers to build community-specific applications right from your website. Enabling communication between your CivicPlus software and third party systems provides the flexibility to leverage the capabilities of both. This information exchange between systems maximizes productivity and efficiency, allowing you to do more with your available resources.
- **Integrations:** CivicPlus routinely integrates with other software to maximize the efficiency and effectiveness of our platform. Most integrations are embedded tools, allowing you to seamlessly leverage the technology with no additional steps. Common integrations that help local government organizations are our data integrations with ESRI and Google Maps within our emergency management, facilities management, and activities software. Additionally, our clients utilize analytics tracking offered through Piwik or Google Analytics. CivicPlus also utilizes the robust functionality and options available through Zapier to assist with client integrations.
- **Custom Programming:** We know that sometimes out-of-the-box solutions won't meet your needs so CivicPlus does offer custom integrations, completed on a case-by-case basis. We offer one-time custom programming, as well as a retainer package which allows organizations to customize their product.

# Project Enhancements

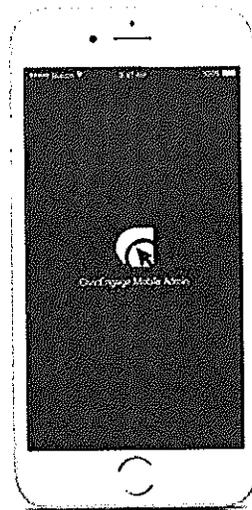
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## MobileAdmin App

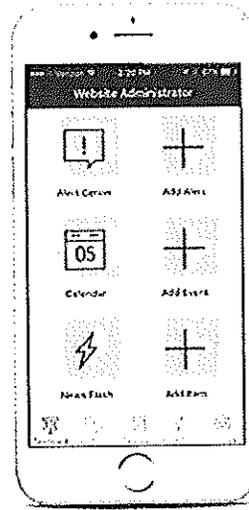
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The MobileAdmin App puts the power of your website computer in the palm of your hand, allowing you to communicate important information to your citizens, anytime, anywhere.

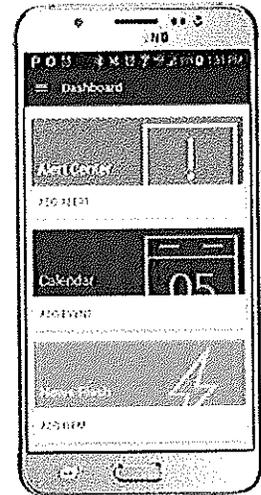
The MobileAdmin App provides access to key functions of your CivicEngage website from an Apple® or Android™ smart phone or tablet. This powerful administrative tool allows you to manage key features of your website when you're away from your computer, helping you to more efficiently execute your citizen communication strategy.



Splash Screen: iOS & Android



Dashboard: iOS



Dashboard: Android

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

# Project Timeline/Development

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

# Project Timeline

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

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

## Project Phase Descriptions



## Kick-Off Meeting

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

# Project Phase Descriptions

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## Phase 1: Website Optimization

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### REVIEW NEEDS

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

### DESIGN, CONTENT & FUNCTIONALITY

Goal: Determine how you want your website to look, feel and function.

### BEST PRACTICES

Goal: Outline our CivicPlus content best practices and standards.

## Phase 2: Design Presentation

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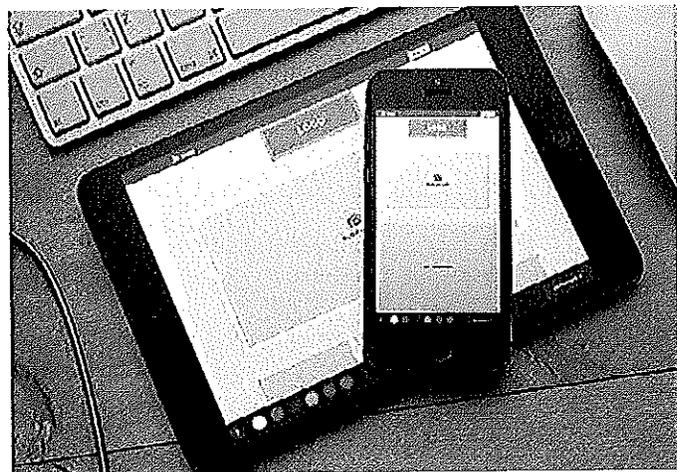
Based on the results and goals outlined during the Optimization, your project team will collaborate and present the most effective layout for your website, ensuring a responsive structure that's optimized to display in any format – now and in the future.

### RESPONSIVE PROTOTYPE

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

### COLOR PALETTE

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



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

# Project Phase Descriptions

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## Phase 3: Production Site Development

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

### CONTENT DEVELOPMENT

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

### DESIGN REVIEW

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

### ACCESSIBILITY COMPLIANCE

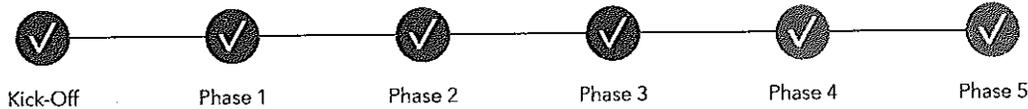
Our designers and programmers automatically implement all the accessibility features necessary to ensure your site is compliant with accessibility standards outlined within Section 508 and WCAG Level A & AA. We will make recommendations on best practices for keeping your content accessible and available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

- All menu items are clickable
- Submenus display throughout the site
- Alt tags are used for images
- Site maps are dynamically generated
- Documents and links can be set to open in the same window



# Project Phase Descriptions

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## Phase 4: Website Review & Training

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

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

### FEATURES, MODULE & PAGE CREATION TRAINING

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

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

## Phase 5: Go Live

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

### TESTING AND REVIEW

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

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



# Your Role

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

## ✔ ASSESS YOUR CURRENT WEBSITE

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

- **Functionality and Design Form** – Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.
- **Web Team Form** – Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus project team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.
- **Content Form** – The information that you provide on this form will also help our content development professionals to assess your wants and needs.

## ✔ CLEAN HOUSE AND UPDATE CONTENT

We will need you to update the content on your current primary live website. This step is critical to guaranteeing the information available is relevant, fresh and on-point. Your staff should delete any pages from your current website that you no longer want or need and ensure the remaining information is

applicable and up-to-date. If you are not able to access your current site, our team will work with you to ensure that your content needs are addressed.

## ✔ GATHER PHOTOS AND LOGOS

Collect pictures that will be used in the overall design and logos or branding that should remain consistent.

## ✔ DEPARTMENT LIST

Provide a list of all departments in your organization.

## ✔ WEBSITE STATISTICS

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

## ✔ SITE MAP

Provide the outline of your current site's navigational structure.

## ✔ EXTERNAL APPLICATION LIST

Supply a list of all third-party or in-house applications being utilized.

## ✔ VERBATIM CONTENT

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

## ✔ UPDATE INTERNET BROWSERS

Ensure you have most up-to-date web browser versions within your organization's computers.

# Support, Hosting & Security

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

# Continuing Service & Support

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

## AROUND-THE-CLOCK SERVICE & SUPPORT

With technology, unlimited support is crucial. Our live support personnel based in the United States are ready to answer your staff members' questions and ensure their confidence in using our site. When you choose CivicPlus, our knowledgeable staff is available from 7 a.m. to 7 p.m. (CST) to field your calls, emails, and live chat. Emergency services are available free of charge after regular hours with our on-call staff 24-hours a day.

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

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

## WWW.CIVICPLUS.HELP - THE CIVICPLUS HELP CENTER

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

## DEDICATED ACCOUNT MANAGEMENT

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

# Hosting & Security

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CivicPlus protects your investment and takes hosting and security of our client sites seriously.

Redundant power sources and internet access ensures consistent and stable connections. We invest over \$1.0M annually to ensure we adapt to the ever-changing security landscape while providing maximum availability. To help ensure your site is protected at the level you need, CivicPlus offers two options for coverage.

## **INCLUDED HOSTING & SECURITY PACKAGE**

Your system is monitored 24/7/365. CivicPlus' extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled. From our secure data center facilities to constant and vigilant monitoring and updating of your system, including 99.9% guaranteed up-time (excluding maintenance), we've got you covered.

## **PLATINUM HOSTING & SECURITY PACKAGE**

Ensuring your visitors can access your site and that it continues to be business as usual with the least amount of interruption is attainable through the CivicPlus Platinum hosting and security. Cyber security is a high profile topic that makes the news almost daily. Every industry is a target, including local government. Our Platinum package protects your site through all of our included hosting and security features, but also adds the peace of mind of comprehensive and continuous DDoS protection. Our team has been pressure tested by high-profile events and has the experience and expertise to handle any situation. We've got you covered.

## **ONGOING PROTECTION SERVICES**

If you choose the Included Package and experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options that are available to you at the time of event. Whatever your needs are, we have an option that will be a fit for your community.

HOSTING & SECURITY FEATURES	INCLUDED	PLATINUM
<b>Data Center</b>		
Highly reliable data center	✓	✓
Managed network infrastructure	✓	✓
On-site power backup & generators	✓	✓
Multiple telecom/network providers	✓	✓
Fully redundant network	✓	✓
Highly secure facility	✓	✓
System monitoring	24/7/365	24/7/365
<b>Software</b>		
Automated CivicEngage software updates	✓	✓
Server management & monitoring	✓	✓
Multi-tiered software architecture	✓	✓
Server software updates & security patches	✓	✓
Database server updates & security patches	✓	✓
Antivirus management & updates	✓	✓
Server-class hardware from nationally recognized provider	✓	✓
Redundant firewall solutions	✓	✓
High performance SAN with N+2 reliability	✓	✓
<b>Bandwidth</b>		
Multiple network providers in place	✓	✓
Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack)	✓	✓
Burst bandwidth	22 Gb/s	45 Gb/s

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

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

# Scope of Work

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What we promise to deliver.



# Scope of Work

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## KICK-OFF MEETING

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

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

## PHASE 1: WEBSITE OPTIMIZATION

Deliverable: Website optimization meeting

- Provide communication support and status to key stakeholders via email or phone as needed
- Review goals and expectations you submitted on the completed forms to ensure all needs are clearly understood
- Present best practices to enhance your new site

## PHASE 2: DESIGN PRESENTATION

Deliverable: Website responsive prototype and color palette presentation

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



### PHASE 3: PRODUCTION SITE DEVELOPMENT

Deliverable: Website design and production

- Present a fully functional website on production URL
- Migrate up to 115 pages for url [www.monroehio.org](http://www.monroehio.org)
- Migrate Microsoft Word or .pdf documents of current, plus previous three years, of agendas and minutes
- Conduct a quality review of the website to ensure the statement of work is met, after approval of design and functionality
- Coordinate training needs

### PHASE 4: WEBSITE REVIEW & TRAINING

#### TWO (2) DAYS WEB-BASED TRAINING FOR UP TO SIX (6) STAFF MEMBERS

Deliverable: Train System Administrator(s) on CivicEngage administration, permissions, setting up groups, users and module administration. Basic user training on pages, module entries and applying modules to pages.

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

### PHASE 5: GO LIVE

Deliverable: Custom website launched to the public

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

# Proposed Investment Estimate

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What we promise to deliver.

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

# Year 1 Investment Proposal



All quotes are priced per project and presented in US dollars.  
Pricing is valid for 60 days from May 16, 2017.

As detailed in the proposal, Monroe's project development includes:

## Website Design, Development & Deployment

- CivicEngage Content Management System (including upgrades, hosting, maintenance and support)
- Migration of up to 115 pages for url [www.monroeohio.org](http://www.monroeohio.org)
- Included Hosting and Security Package

## Professional Consulting Services & Training

- Two (2) Days Web-Based Implementation Training for up to Six (6) Staff Members

## Projects Enhancements & Functionality

- MobileAdmin App (with Alert Center)
- Design Essentials

Total Investment – Year 1 \$13,499



# Annual Investment

## Year 2 and Beyond

### Annual Hosting/Maintenance Service (Beginning year 2)

Receive maximum benefit at minimal cost while protecting your investment. Each year of your contract, you'll receive system enhancements, maintenance and optimization and have full access to our support staff so your site stays up-to-date with our latest features and functionality. Your annual services fee includes redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, and access to the CivicPlus community. Annual Hosting/Maintenance Services are subject to a cumulative annual 5% technology fee increase beginning Year 3 (for non-CPA payment projects) and beyond.

Annual Hosting & Maintenance (Beginning year 2)  
**\$3,000**

### CivicPlus Advantage - Alternate Payment Plan

The CivicPlus Advantage (CPA) provides zero interest, level payments that divides the Total Investment - Year One expense of your project over the first three (3) years of your contract. Each payment also includes your Annual Hosting/Maintenance Services. Our CivicPlus Advantage payment plan lowers your initial "out of pocket" expenses dramatically.

1st Year CPA Payment .....	\$6,499	3rd Year CPA Payment.....	\$6,499
2nd Year CPA Payment.....	\$6,499	4th Year Annual .....	\$3,150 <i>(annual + 5% technology fee)</i>



## Redesign Guarantee

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