

City of Ramsey, Minnesota

Website Redesign, Development, Implementation of the City of Ramsey Website

Presented by:

Greg Damron, Regional Sales Manager



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 **CIVICPLUS[®]**

April 26, 2017

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Manhattan, Kansas 66502

888-228-2233



Jason Fredrickson
Information Technology Manager
Ramsey City Hall
7550 Sunwood Drive NW
Ramsey, MN 55303

RE: Website Redesign, Development, Implementation of the City of Ramsey Website

Dear Mr. Fredrickson and Selection Committee:

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 highlights your community, its assets, and attractions to potential residents and businesses.

We know that Ramsey is unique with your own set of values and goals so, we tailor our solutions to meet your specific needs. Your new site will be developed on the most robust and flexible content management system available. Our CivicEngage is an easy-to-use suite of cloud-based tools built specifically for local government that will deliver all the functionality you require as well as help you evolve your web presence into a powerful communication tool between the City and outside citizens. Your dynamic website will be designed and organized in a manner that allows all visitors to easily find and access information. You'll be able to inform, empower and communicate with your citizens and staff in more efficient ways. Easier for you, easier for them.

CivicPlus will deliver a website that encourages engagement for all visitors (WCAG 2.0 Level A & AA accessibility standards), and that conveys your look (through a custom design), with the functionality you need to communicate your message effectively through mass notifications (with Notify Me), online payment options, facility rental, and form creation and submission among all the other features and functionalities built in to CivicEngage and CivicPlus websites. The CivicEngage Content Management System also provides easy integration with a number of third party applications.

We encourage you to contact the references we've included and discover what their experiences are working with CivicPlus. A Ramsey 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.



It's been an honor to witness your growth and development and I look forward to working with you further. I greatly appreciate the relationship we have developed and sincerely welcome the opportunity to elaborate further on our proposal and answer any additional questions you may have about partnering with CivicPlus.

Sincerely,

A handwritten signature in blue ink that reads "G. Damron".



Greg Damron
Regional Sales Manager
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Response to RFP Scope of Work and Requirements

Ramsey'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. Your site will be easy to use, professional and will uniformly represent the quality and culture of the City.

Information about additional solutions and services offered by CivicPlus are included on pages 26-32 of this proposal.

Executive Summary



We propose the following approach to help you meet your goals and needs including the items specified in your provided Scope of Work and Requirements:

■ **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.

■ **MOBILE ADMIN APP**

Share important information with your citizens quickly by securely adding, modifying, and approving categories and items for CivicEngage's module Alert Center. You can also include access to communication modules News Flash and Calendar for on-the-go updates and modifications for an annual fee.

■ **MEDIA ON-DEMAND**

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

■ **ACTIVITIES 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 the power, combine with Facilities, Calendar and ePayment to fully integrate the functionality.

■ **SECURE, CLOUD-BASED HOSTING**

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

■ **24/7/365 SUPPORT**

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

■ **CUSTOM DATA DRIVEN DESIGN**

Our experienced designers will work with you until you are 100% satisfied to create a unique, attractive design with a consistent, user-friendly navigation framework that will be professional, and enhance the image of the City. We will also work with you to design a fitting home page for the City website that will allow users quick access to high-traffic pages and information. Utilizing relevant data to drive decisions, especially those that increase user experience, is at the core of our process. Among other data driven tools, heat mapping and website analytics may be utilized.



- **FULLY RESPONSIVE**

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

- **CONTENT MIGRATION & OPTIMIZATION**

One of our Content Development teams will manually migrate text, documents, and images from your current site to your new CivicPlus site - saving your staff hours of effort, ensuring a uniform format, accessibility, and that your information is organized and easy 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. During the development process, we will maintain timely and regular communication with the City.

- **CUSTOMIZED TRAINING**

We will aid the City in transitioning to the new website with staff training and unlimited access to our online resources with guidebooks, instructional videos and more. Through five 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.



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

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.



User Interface



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

Features & Functionality



Modules & Tools

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

- Easily upload agendas and minutes
- Create agenda templates within the system
- Deliver email and text message notifications of new agendas and minutes
- Archive previous years of agendas and minutes
- Workflow approval process for submitted meeting materials
- Specific agenda and minutes search feature

| Citizens' Unity Commission | | 2017 | 2016 | 2015 |
|--|---------|----------|------|------|
| Agenda | Minutes | Download | | |
| Mar 9, 2017 <i>CUC meeting Agenda, March 9 meeting</i> | | Download | | |
| Jan 12, 2017 <i>CUC Meeting Agenda January 12, 2017</i> | | Download | | |

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 based on category and/or department to inform citizens of upcoming activities.

- Clean, easy to read design and layout
- Distribute event notifications via email, text and social media
- Integration into citizen's personal calendars via iCal and RSS
- Customizable calendar views and categories



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 widgets.

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

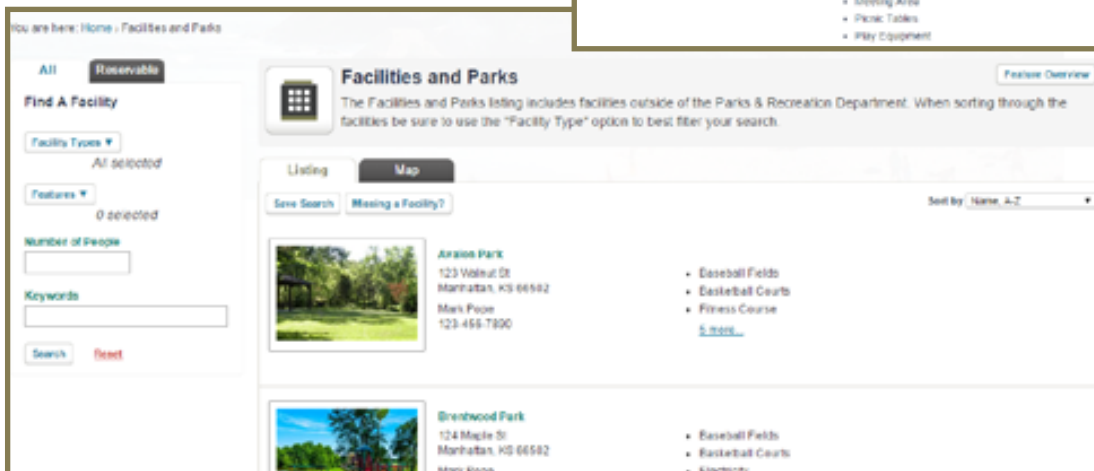
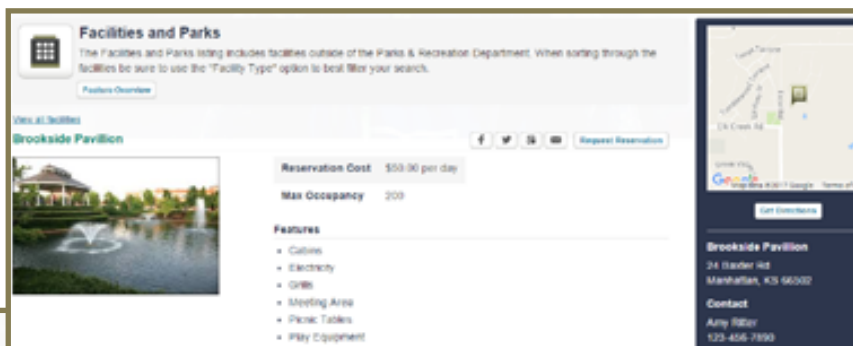
Community Voice™ – Interact with citizens about projects in your community.

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.

- Highlight all available community facilities
- Allow online reservation requests for facility rental
- Feature available amenities, slideshows, images and documents
- Integrate with a calendar to show availability and submit reservations





Form Center – Create custom online forms that can be completed and submitted online. Forms can also be used to create surveys.

- Easily create online fillable forms that are mobile friendly
- Integrate with reservations, jobs, activities, and ePayment modules
- Route specific forms to the correct staff member
- Submitted forms kept in a searchable and exportable database

Form Center

Search Forms:
Word or Phrase Select a Category

By [signing in or creating an account](#), some fields will auto-populate with your information and your submitted forms will be saved and accessible to you.

Comments / Suggestions / Complaint Form Sign in to Save Progress

The City of (Your City) FixIT Form will help us identify a problem in your area – and fix it fast. Should a problem require urgent attention, please call us immediately. For a police emergency, dial 911. Otherwise, call (XXX) XXX-XXXX. Thank you for your assistance!

Contact Information

First Name* Last Name*

Address1*

Address2

City* State* Zip*

Phone Number* Email Address*

Please indicate the nature of your problem by checking the appropriate box(es) below:

| | | |
|---|---|---|
| <input type="checkbox"/> Pothole | <input type="checkbox"/> Litter | <input type="checkbox"/> Noise nuisance |
| <input type="checkbox"/> Damaged curb | <input type="checkbox"/> Road striping | <input type="checkbox"/> Hazardous parking |
| <input type="checkbox"/> Traffic signals | <input type="checkbox"/> ADA Complaint | <input type="checkbox"/> Storm sewer leaking/blockage |
| <input type="checkbox"/> Weeds | <input type="checkbox"/> Blocked drainage channel | <input type="checkbox"/> Water leaking on roadway |
| <input type="checkbox"/> Dogs barking | <input type="checkbox"/> Street Lights | <input type="checkbox"/> Loose/protruding manhole cover |
| <input type="checkbox"/> Abandoned vehicles | <input type="checkbox"/> Damaged sidewalk | <input type="checkbox"/> Discrimination Complaint |
| <input type="checkbox"/> Chemical discharge | <input type="checkbox"/> Traffic/Road signs | <input type="checkbox"/> Fair Housing Complaint |
| <input type="checkbox"/> Water leaking | <input type="checkbox"/> Overhanging trees/shrubs | |

Brief Description (or other problem not listed)

Location of Problem

Receive email copy

Email address



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

Job Postings – Post available jobs online and accept online applications. We also have CivicHR, an optional enhancement, that easily integrates with your CivicEngage website. CivicHR is a highly robust Human Resources Management System for Applicant Tracking, Onboarding, and Performance Management.

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. You can post emergency notices on the website homepage and use Notify Me to send out email and texts. With Social Media Integration, you can automatically publish news and notices from one central location. For an even more robust solution, we offer CivicReady as an optional enhancement for your emergency notification needs.

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

Photo Gallery – Store and display photos with the option of displaying rotating banner images. Photos can be displayed on any page of your site.

Quick Links – Place links on any page.

Spotlight – Highlight important text or widgets in a compact, easy-to-update module.

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

Lightweight Directory Access Protocol (LDAP)

LDAP is an Internet protocol that email and other programs use to look up information from a server. With LDAP, you can easily manage permissions and log ins to your CivicEngage CMS. Your staff to be able to log into the website from any system using the same username and password they use to log into their work computer.

WHAT LDAP CAN DO

- Increases access – Eliminates the need for users to remember an additional username and password.
- Increases security – Users are less likely to write down authentication credentials if they only need to remember one set.
- Eliminates Administration – Eliminates the need to create and maintain additional user accounts and user account permissions in the CMS. Users are added to groups via directory service.

Features & Functionality



Gov 2.0 & Social Networking

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

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

Administrative Features

ADA Compliance – CivicEngage is engineered and implemented as the most compliant CMS when evaluated by WCAG 2.0 A & AA. Projects are implemented with ADA compliant colors and fonts and content publishing requires items like alt-tags and link tags to name just a few of our many ADA friendly features and best practices. We take great pride in our projects ensuring inclusiveness for all stakeholders being able to use the new CivicEngage powered website. Our best practices include code-based updates and content standards that references WCAG 2.0 A and AA, which encompass and surpass Section 508 standards

Instantaneous Updates – Once published, updates are posted to the live site in real time.

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.

Mobile Updates – Immediately upgrade your site 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.

Bad Links Identifier – This module creates a list of the broken links on your site when they are accessed.

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. You will be able to preview changes to all content before 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!

Features & Functionality



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

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.

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 PCI compliant and 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.

Integration/Interfacing – CivicPlus' integration services work cohesively with most third-party software applications. We have the capability to link with most software or databases currently utilized. Systems such as purchasing, taxes, assessment and utilities have been developed for many of our clients.

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.

Features & Functionality



Maps – Easily add maps to any page of your site to help website users find commonly requested information. Maps can be simple, clickable maps, using our native Image Map Editor to create different link areas, or 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.

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

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

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

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

Application Programming Interfaces (APIs)

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

- **APIs:** CivicPlus offers integration via SOAP and REST APIs. Our APIs are available within the CivicEngage system, which allow your IT staff and developers to build community-specific applications right from your website. Enabling communication between your CivicPlus software and 3rd 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, numerous clients utilize analytics tracking offered through Piwik or Google Analytics.
- **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.

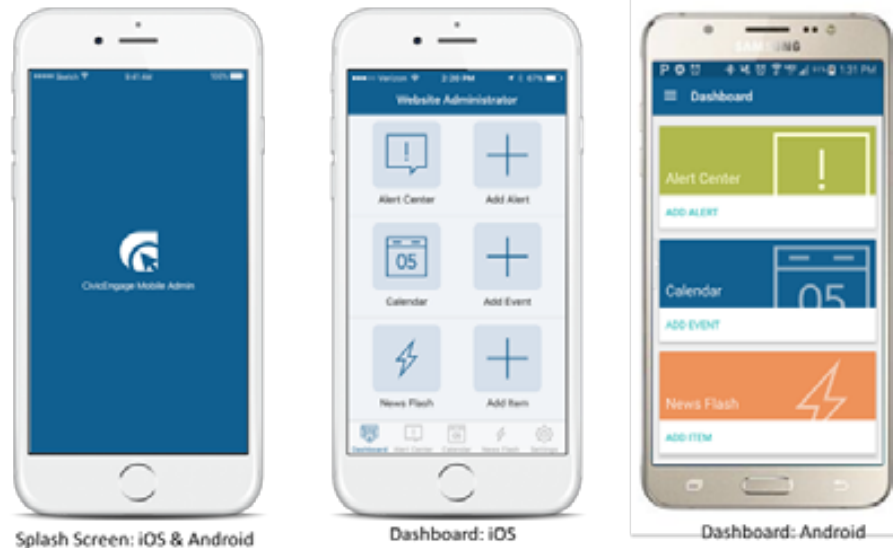
Features & Functionality



MobileAdmin App

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

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



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

Intranet

The CivicEngage CMS contains an intranet solution to allow employees and other groups to login and access non-public resources and information. With the included intranet, you will have the ability to:

- Set up multiple intranet groups with varying view rights. With their employee login, your staff can access information specific to them.
- Create pages with the permission level set to intranet only. This will allow only employees with a username and login to see those internal pages.
- Create a category within a module with a permission level set to intranet only. Use modules for internal purposes. 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.

If the City desires an intranet with a unique look and different URL, a separate subsite can be purchased and developed to be completely dedicated to its employee-only content.

Project Enhancements



Media On-Demand

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

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

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





Why Host with CivicPlus

CivicPlus fully understands some of our customers and prospective customers' desire to host the CivicPlus CivicEngage Content Management System (CMS) and their website on their own server(s); however, CivicPlus customers – regardless of size – host at our dedicated hosting facility that is designed for operating local government websites. The CivicEngage CMS is web-based software, and with a fully hosted and maintained solution, there are no versions from which to choose and no system upgrades to purchase year after year. The technical experts at CivicPlus are dedicated to improving and enhancing the existing system, offering customers the benefits of new technologies, improvements in operations and, when problems do arise, a faster response time.

CivicPlus has a dedicated hosting facility specifically built and maintained for website hosting and administration; 97% of CivicPlus customers utilize this hosting facility for their hosting, backup and security needs, including some of our largest cities and counties. Redundant power sources and internet access ensure consistent and stable connections with an average uptime of 99.9%. Our on-site internet access provides bandwidth of up to 150 mbps, and regular hardware upgrades ensure that CivicPlus hosted sites are maintained on the most up-to-date, reliable equipment. Full backups are provided as a regular service for hosted customers with all servers backed up nightly and additional optimization processes run on a weekly basis.

When hosting with CivicPlus, the customer does not need to purchase additional hardware or change in-house configurations on existing servers. When a customer hosts, CivicPlus staff must coordinate with client IT staff in order to roll out upgrades and provide regular maintenance to the software. CivicPlus hosted sites can be maintained and upgraded without coordination that often delays improvements. As with most web-based management systems, technical support and maintenance processes are simply handled more smoothly when sites are hosted on our dedicated servers; plus, our servers are optimized for our CMS, meaning that the customer does not need to purchase or maintain additional hardware specifically for their website.

Many IT staff members are concerned about their ability to develop applications within the CivicPlus system; We have nearly a dozen Automated Programming Interfaces (APIs) scattered throughout the system, and continue to build more to make integrations with the 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 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.

Hosting with CivicPlus allows customers to maintain their current security preferences on all internal IT resources without needing to open any channels to outside sources for maintenance, and during the project development phase, hardware preparation is hands-off for clients hosting with CivicPlus.

Hosting & Security



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

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

INCLUDED HOSTING & SECURITY PACKAGE

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

PLATINUM HOSTING & SECURITY PACKAGE

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

ONGOING PROTECTION SERVICES

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



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



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

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

Project Timeline

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.

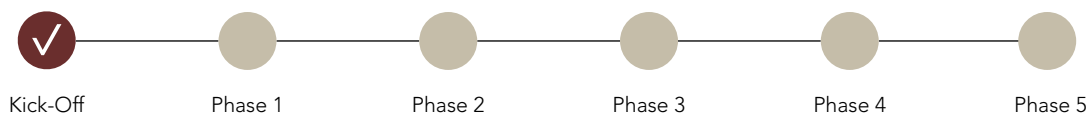
Project Timeline



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 – 25 WEEKS | | | | |
|---------------------------------|-------------|-------------|-------------|-------------|
| Phase 1 | Phase 2 | Phase 3 | Phase 4 | Phase 5 |
| 4 – 6 Weeks | | | | |
| | 3 – 5 Weeks | | | |
| | | 3 – 5 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



Phase 1: Website Optimization

REVIEW NEEDS

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

DESIGN, CONTENT & FUNCTIONALITY

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

BEST PRACTICES

Goal: Outline our CivicPlus content best practices and standards.

Phase 2: Design Presentation

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

Responsive Prototype

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

Color Palette

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



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

Project Phase Descriptions



Phase 3: Production Site Development

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

CONTENT DEVELOPMENT

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

DESIGN REVIEW

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

ACCESSIBILITY COMPLIANCE

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

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



Project Phase Descriptions



Phase 4: Website Review & Training

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

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

FEATURES, MODULE & PAGE CREATION TRAINING

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

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

Phase 5: Go Live

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

TESTING AND REVIEW

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

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



Response to Respondent Questions

1) CivicPlus' Experience and History

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

History of CivicPlus



CivicPlus Communities



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

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

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



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

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

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

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



Our Promise To You

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

2) Additional Services and Enhancements

In addition to CivicEngage, we offer solutions to meet your human resources, parks & recreation management, and emergency & mass notification needs. The approximate share of business devoted to web design is currently 91%. Please take a look at additional information highlighting some of our additional solutions and optional project enhancements.

- + Send eCommunication Module
- + Custom Mobile App
- + Active Directory Federation Services (ADFS)
- + CivicAdvise
- + CivicHR
- + CivicRec
- + CivicReady

Send eCommunication Module

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



Additional benefits of the Send eCommunication module include:

- Content auto-posts to your website
- Unlimited communication – there isn't a limit to the number of emails you can send (text messaging rates do apply)
- Template options to make customizing your message quick and easy
- Access to all subscriber lists in your CivicEngage website, including the ability to select multiple lists

Project Enhancements



Custom Mobile App

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

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

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



Active Directory Federation Services (ADFS)

Reduce the need and frustrations multiple logins can cause in the work day. ADFS simplifies access to systems and applications by using a claims-based authentication and access authorization mechanism to maintain application security. Your IT team will be able to manage users across multiple systems from a single location.

CivicEngage ADFS at a glance:

- Ability to login into the CMS from any device with an Active Directory username and password
- One-time login for users logged into a domain computer
- Auto-account generation
- Group syncing
- Choose which internal pages and modules are used for ADFS login and which are not
- Customize the design of your ADFS login page

Project Enhancements



CivicAdvise Consulting Services

Our expert consultants will meet with you to develop a personalized plan that is practical and ready to execute. We will help you:

- Identify goals for implementation and beyond
- Make a plan to improve information and end-user navigation
- Ensure everyone’s needs are heard and addressed
- Assist in analyzing web statistics and citizen input
- Create process maps for critical services
- Suggest streamlined content making it easy for citizens to follow and staff to maintain

| CIVICADVISE CONSULTING PACKAGES | | |
|-----------------------------------|--|--|
| CivicAdvise Consultation Offering | Why Attend | Organization’s Commitment without Consulting |
| Align | Consultant will work with all stakeholders to get everyone excited and aligned for website project. | 60 staff hours |
| Research | Consultant will work with stakeholders to collect data (call logs, foot logs, web analytics, third party applications) to make good project decisions. | 120 staff hours per 200 pages |
| Navigate | Consultant will work with departments to recognize their audience, top services and most relevant information. | 60 staff hours per 6 departments |
| Optimize | Consultant will facilitate creation of a process map for critical departments or services, and will create a plan for how to optimize via the website. | 30 staff hours per 1 service |

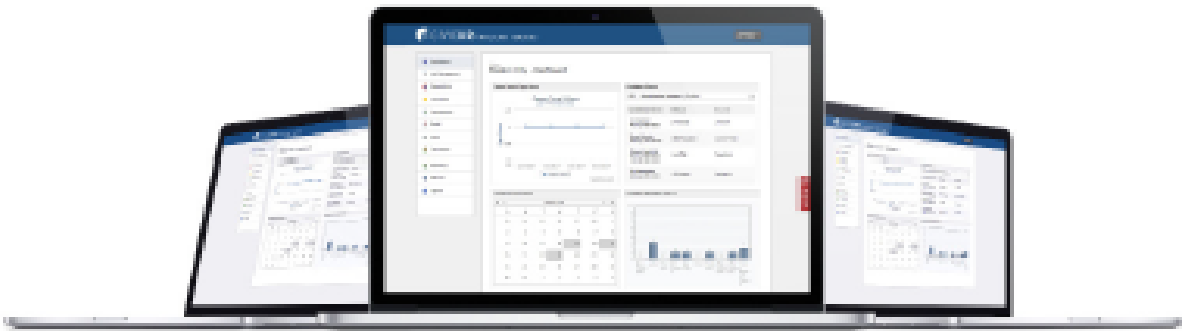
Project Enhancements



CivicHR

Think of everything you do to recruit and hire a new employee. The paperwork. Multiple job board postings. Spreadsheets. Now, think of an online system that simplifies the HR processes associated with hiring and employee engagement. Automated processes that will:

- Increase the quality and performance of employees
- Reduce administrative costs associated with HR processes
- Ensure the compliance of HR practices



The CivicHR family of solutions include:

- **Applicant Tracking** is a web-based recruiting and hiring platform. All the tools needed to easily manage job descriptions, publish open positions, accept online applications, and screen candidates. .
- **Employee Onboarding** is a web-based onboarding platform. All the tools needed to easily create, distribute, and collect necessary employee forms, as well as distribute surveys, setup employee resources, and manage training plans.
- **Performance Management** is a web-based performance evaluation platform. All the tools needed to complete employee performance evaluations, track skill development, provide feedback, and measure staff engagement.

Product Enhancements



CivicRec

Facilitate Easier. Manage Better. Participate Faster.

CivicRec is a hosted, web-based application specifically designed to meet the needs of recreation and park districts and municipal recreation departments. Our system is a Software as a Service (SaaS) solution that is ready to go off-the-shelf.



- Activity Registration – Ask prompts at checkout, have waivers confirmed, present forms to your registrants, process credit cards, and more. Makes activity registration easy.
- League Management – Organize and manage leagues year-round. Registrations can be done by team or individuals. Schedule for regular season and tournaments.
- Ticketing – Create, sell, and scan tickets for events.
- Facility Management – Take facility rentals and requests online or in office. Use the simple click and reserve interface to complete your bookings quickly.
- Membership Management – Sell memberships in house or online, print membership cards or use pre-printed dongles, and quickly check people in and out of the facility.
- Point of Sale – An enterprise level system built right in. Process a registration, book a facility, or sell merchandise in the POS screen from anywhere in the system.
- Reporting – Advanced access, control, and customization of reports. Print, export, e-mail, save, and automate from within the system.
- And more!

Product Enhancements



CivicReady Mass Notification System

The most complete communications tool for local governments

CivicReady is a cloud-based mass notification system that is designed to empower local governments to communicate routine and emergency information to citizens quickly and effectively, no matter where they are in the community.

CivicReady offers multiple reliable and secure methods for sending notifications. You can email your message from an external email account, text it in from your cell phone, call it in through our 24/7 emergency support team, or send it with a single tap on your smartphone using our mobile app.



CivicReady allows you to send unlimited SMS text, email, and Text-to-Speech (TTS) messages for emergency and routine notifications at high rates of speed. With its speed and growing number of ways to send and receive communications, the possibilities to reach citizens with CivicReady are virtually limitless. CivicReady provides:

- Easy-to-use workflows for all notifications, from emergency to routine communication
- One-click quick launch templates
- Innovative integrations, including two-way communications and geo-targeted messaging with ESRI integration
- Reliable, optimized message speeds, security and 99.99% uptime
- Unlimited users (administrators, subscribers, & groups) and communication (SMS, voice call, emails, and more)

Additional CivicReady tools include:

- Automated Notifications – Save time and effort with automated National Weather Service communication to citizens in the projected path of severe weather.
- IPAWS – Reach individuals within the affected area immediately without subscription through CivicReady's integrated IPAWS platform.
- CivicReady Mobile App – Allow users to access the full power of CivicReady from iOS or Android devices and launch critical alerts or enable push notifications to receive important community messages from any location.
- Interactive Voice Response – CivicReady's Interactive Voice Response two-way voice and text alerts enable administrators to conduct polls and surveys via the Text-to-Speech voice engine.
- Conference Bridge – Instead of waiting for others to dial in to a conference call, CivicReady's conference bridge calls out to the relevant staff, so everyone is connected on a unified call immediately.

3) Employee Qualifications

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. Your individual, dedicated team members will be determined just prior to Kick-Off so we can be sure they will be available to begin your project immediately and work directly with you throughout the entire process. The time needed to deliver a successful project by your project manager and art director will be determined once final scope has been defined. This process helps ensure we deliver the attention and effort you need and deserve to create a website that achieves your vision of success. Our project team members have worked on multiple projects of similar size and scope to Ramsey's. A list of similar projects each individual has worked on can be provided upon contract signing, if desired.

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 on-going 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

4) Software Used for Development and Design

Photoshop is used for web page design, utilizing Illustrator occasionally for line work or font manipulation. It's important to understand that the designers do not cut the graphics or build the website. They pass the Photoshop files to the programming department to cut, load, and build the site. Our designers create freely without programming limitations. This may be quite different from competitors who use a web building program and are limited by their knowledge of both graphics and programming. Illustrator is used for logo and mascot development, final art is supplied as re-sizable vector art and InDesign is used for print layouts and branding guides.

Our CivicEngage CMS is another tool used in the development and design of a website. CivicEngage is a robust and highly 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 instantaneously. 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.

5) Responsibilities

What Ramsey is responsible for during the website design process.

Your Role



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

✓ ASSESS YOUR CURRENT WEBSITE

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

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

✓ CLEAN HOUSE AND UPDATE CONTENT

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

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

✓ GATHER PHOTOS AND LOGOS

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

✓ DEPARTMENT LIST

Provide a list of all departments in your organization.

✓ WEBSITE STATISTICS

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

✓ SITE MAP

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

✓ EXTERNAL APPLICATION LIST

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

✓ VERBATIM CONTENT

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

✓ UPDATE INTERNET BROWSERS

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

What We Need From You



KICK-OFF MEETING

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

What We Need From You

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

PHASE 1: WEBSITE OPTIMIZATION

Deliverable: Website optimization meeting

What We Need From You

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

PHASE 2: DESIGN PRESENTATION

Deliverable: Website grayscale layout and mood board color pallet presentation

What We Need From You

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



PHASE 3: PRODUCTION SITE DEVELOPMENT

Deliverable: Website design and production

What We Need From You

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

PHASE 4: WEBSITE REVIEW & TRAINING

FIVE (5) DAYS WEB-BASED TRAINING FOR UP TO 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.

What We Need From You

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

PHASE 5: GO LIVE

Deliverable: Custom website launched to the public

What We Need From You

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

6) Expected Interaction

CivicPlus will have one-on-one meetings with the Ramsey web committee throughout the project with open communication and multiple points of approval built into the process. Our team consists of a Project Manager and Art Director on a typical project. The Project Manager coordinates the process from start to finish, and will be your primary connection. The Art Director is the creative voice, working with you to clarify your vision into a cohesive look and layout.

Projects are broken into multiple phases, the first primarily consisting of information gathering. From this point we put together the building blocks for the website, including proposed navigation and grayscale layout. The next phase involves collaboration with you to perfect the presented elements before combining them to create the prototype of the website. Once design files are agreed on, we again collaborate with you to finalize the website design. Throughout every stage of the project, we encourage and rely on your input and knowledge of your community culture to develop the right tone and right look for your website.

The City of Ramsey will fill out a Web Design Optimization form specifically detailing your anticipated goals as well as any appropriate information regarding the City itself (website wants, needs, background information, branding information, etc.). Once completed, the Web Design Optimization meeting will be scheduled by the Art Director. During the meeting, the City and CivicPlus will discuss design direction and determine what tasks will be performed by CivicPlus and what will be required of the City.

With the information gathered from the City via the Web Design Optimization form and during the meeting, CivicPlus will create a proposed layout and mood board to present. The City will then meet with CivicPlus for a layout proposal presentation and discussion to reach approval of layout and mood board. CivicPlus and the City of Ramsey will then meet to review design comps and submit desired adjustments. Once the final design is approved, CivicPlus will supply the design files to the City.

During the project development, the City will be required to approve website layout, including design approach, through online approval forms. This will occur after Phase 2 – Design Presentation Meeting, and after Phase 3 – Production Site Development Meeting, including a final design after Phase 3. Approval and acceptance by the City of deliverables after Phase 2 and Phase 3 occurs when the applicable CivicPlus online forms are submitted by the City of Ramsey's project manager.



7) Support

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

Implementation Support



KICK-OFF MEETING

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

CivicPlus Will

- Assign a project manager to your project
- Conduct a project kick-off meeting to review awarded contract
- 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

CivicPlus Will

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

PHASE 2: DESIGN PRESENTATION

Deliverable: Website grayscale layout and mood board color pallet presentation

CivicPlus Will

- 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

CivicPlus Will

- Present a fully functional website on production URL
- Migrate up to 225 pages for url www.ci.ramsey.mn.us
- 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

FIVE (5) DAYS WEB-BASED TRAINING FOR UP TO 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.

CivicPlus Will

- 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

CivicPlus Will

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

Implementation Training



OVERVIEW: A CivicPlus Trainer will deliver web-based training over five days to all web administrators and departmental users and equip them with the necessary knowledge and tools they need in order to maintain the new CivicEngage website.

OUTCOME: A fully trained staff that can manage their own sections of the site. Users will leave training proficient in best practices and module usage, as well as how to use widgets and edit their web pages.

ACTIONS:

- Pages Live Edit – Your CivicPlus Trainer will introduce you to our unique front-end editing tools and our dynamic widgets. Learn how to change navigation, edit content, add and remove pages, and how to set up content for easy maintenance.
- Modules – Your CivicPlus Trainer will introduce you to all of the modules included in your CivicEngage platform. All stakeholders will not only learn how to use the module, but how to use it to accomplish the common tasks they do most frequently on the website, and how to do it as efficiently as possible.
- Admin Tools – All site tools, analytics, permissions, user management, and enterprise level settings will be taught in a special session with Admins and reinforced throughout the engagement.
- Social Media – Your CivicPlus Trainer will work with you to ensure your social media accounts are set up and your staff can successfully update each account.
- Work Session – Our Trainers believe that learning isn't optimal without doing, so they will incorporate work session time into each session to ensure your staff is getting the hands on experience needed to reinforce the learning and make it stick. As an added benefit, they encourage working on real content, which means you will be that much closer to the end goal by the end of training!

Continuing Service & Support



Receive ongoing guidance and assistance from our knowledgeable staff. Always obtain the answers you need to keep your website current and online.

AROUND-THE-CLOCK SERVICE & SUPPORT

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

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

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

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.

Ongoing Training



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 towards training and support. 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 interactive community of more than 2,500 other municipalities that use the CivicEngage CMS. Stay up to date and always informed with unlimited access to the CivicPlus Help Center.

With CivicPlus Help Center, you can:

- 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
- Attend webinar series for refresher trainings or for sneak peeks at the newest features and functionality in development
- 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 that is easy to navigate with predictive search
- Sign up to be a part of the CivicPlus beta testers to get your hands on the newest features and functionality first

8) Contact Information

| COMPANY & CONTACT INFORMATION | | | |
|-------------------------------|---|---------------------|---|
| Contact Information | Greg Damron Regional Sales Manager damron@civicplus.com Direct Line 785-307-9575 | 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 |

References

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



CROW WING COUNTY, MINNESOTA

www.co.crow-wing.mn.us

Cindy Benedett

Information Technology Manager

Phone: 218-824-1368

Email: cindy.benedett@crowwing.us



ANOKA COUNTY, MINNESOTA

www.co.anoka.mn.us

Paul Burtness

Website Coordinator

Phone: 763-323-5732

Email: paul.burtness@co.anoka.mn.us



NORTHFIELD, MINNESOTA

www.ci.northfield.mn.us

Michelle Mahowald

Human Resources Director

Phone: 507-645-3012

Email: michelle.mahowald@ci.northfield.mn.us

Client References



COON RAPIDS, MINNESOTA
www.ci.coon-rapids.mn.us

Stephanie Ring
Communications and Marketing Coordinator
Phone: 763-767-6582
Email: sring@coonrapidsmn.gov



ANDOVER, MINNESOTA
www.ci.andover.mn.us

Scott Allen
Information Technology Coordinator
Phone: 763-767-5148
Email: s.allen@andovermn.gov

Design Portfolio

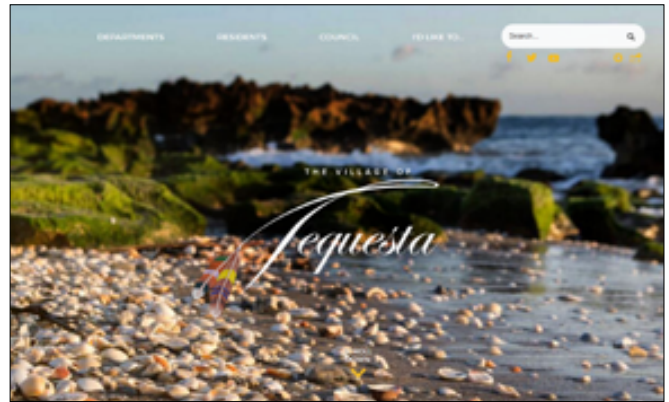


Andover, Minnesota



www.ci.andover.mn.us

Tequesta, Florida



www.tequesta.org

Oak Hill, Tennessee



www.oakhilltn.us

Becker, Minnesota



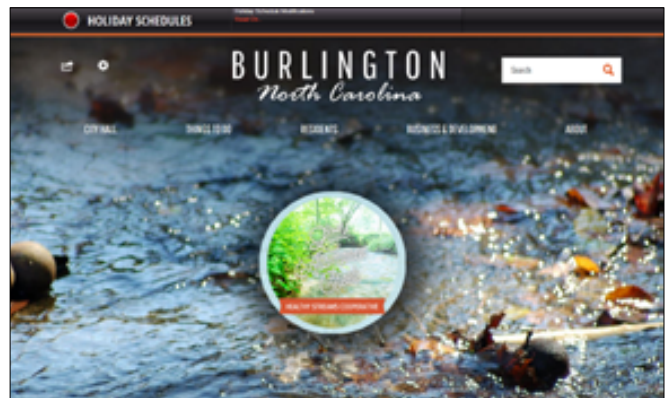
www.ci.becker.mn.us

Elk River, Minnesota



www.elkrivernm.gov

Burlington, North Carolina



www.ci.burlington.nc.us

Proposed Investment Estimate

What we promise to deliver.

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

All-Inclusive Pricing

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

This model of pricing eliminates the uncertainty of paying by the hour and provides you with a concrete price that only varies if additional functionality of work outside of the original project scope is requested. If additional services are requested our clients will receive a lump sum cost estimate for each additional service.

Payment Terms

Total 1st Year Fee will be invoiced at the completion of the following phases:

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

Year 2 Annual Services will be invoiced one (1) year from contract signing.

Year 1 Investment Proposal



All quotes are priced per project and presented in US dollars.
Pricing is valid for 60 days from April 26, 2017.

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

✓ Website Design, Development & Deployment

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

✓ Professional Consulting Services & Training

- Five (5) Days of Web-Based Implementation Training for up to Twelve Staff Members

✓ Projects Enhancements & Functionality

- LDAP
- Media On-Demand
- MobileAdmin App (with Alert Center)
- Design Essentials

| | |
|---------------------------|----------|
| Total Investment – Year 1 | \$24,690 |
|---------------------------|----------|



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)

\$3,600

CivicPlus Advantage - Alternate Payment Plan

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

| | | | |
|----------------------------|---------|----------------------|--|
| 1st Year CPA Payment | \$7,818 | 4th Year Annual..... | \$7,818 |
| 2nd Year CPA Payment..... | \$7,818 | 5th Year Annual..... | \$7,818 |
| 3rd Year CPA Payment..... | \$7,818 | 6th Year Annual..... | \$3,780 <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!