

City of Ramsey
Agenda
City Council Work Session
Tuesday, June 27, 2017
5:30 pm
Lake Itasca Room, 7550 Sunwood Drive NW

- 1. Call to Order**
- 2. Topics for Discussion**
 1. City of Ramsey Website Redesign Update, Recommendation and Demonstration
 2. Update on WiFi Service
 3. Update on Past Legislative Session and Other Transportation-Related Legislative Activity
 4. Consider Options for Proposed Plat Known as Northfork Meadows Located Near Puma Street and Alpine Drive; Case of Paxmar (Project #17-126)
- 3. Topics for Future Discussion**
 1. Review Future Topics/Calendar
- 4. Mayor/Council/Staff Input**
- 5. Adjournment**

Meeting Date: 06/27/2017

Information

Title:

City of Ramsey Website Redesign Update, Recommendation and Demonstration

Purpose/Background:

The purpose of this item is to bring forward staff's recommended (and alternate) vendor for the proposed website redesign.

Staff recommends *Civic Plus* for the proposed website redesign project, with *Vision Internet* being an alternate recommendation. Also, we have invited Greg Damon, from Civic Plus, to give a short presentation during the work session and hopefully answer any questions the Council may have. In an effort to get as many questions answered as possible, we'd ask Council Members that have specific questions for Civic Plus prior to the meeting, to contact the Kurt Ulrich, so those questions may be given to Civic Plus prior to the meeting.

Timeframe:

Projected timeline is 16 to 29 weeks after a contract is in place.

Funding Source:

General budget (2017)

The website redesign project was budgeted for with the idea that we may be "breaking out" the initial investment over 2-3 years. This is common practice among the vendors that submitted proposals. The 2017 budgeted amount for the project is \$29,515. Should this budgeted amount be exceeded, the City has identified other funding sources to cover the increase.

The proposed project and implementation cost from Civic Plus is \$24,690. This amount may be subject to change slightly if the City elects to add/remove particular modules or features, or if we elect for additional staff training.

The City IT staff has also identified several third party services that may be discontinued after the website go-live, as the proposed website functions would make them redundant.

Responsible Party(ies):

- IT Department
- Administration
- Various power users in nearly all departments.
- Logis
- Selected Vendor

Outcome:

Providing that all questions are answered, staff is seeking a consensus of the City Council to move forward with the recommended vendor. With this direction, staff will move forward by getting a contract in place with Civic Plus that will come back to a regular Council meeting for formal approval.

Attachments

CivicPlusProposal

Proposal Overview Sheet

Form Review

Inbox

Patrick Brama

Patrick Brama

Kurt Ulrich

Form Started By: Jason Fredrickson

Final Approval Date: 06/22/2017

Reviewed By

Patrick Brama

Patrick Brama

Kurt Ulrich

Date

06/21/2017 02:08 PM

06/22/2017 10:10 AM

06/22/2017 11:32 AM

Started On: 06/16/2017 03:46 PM

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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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
damron@civicplus.com
Direct Line 785-307-9575

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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.

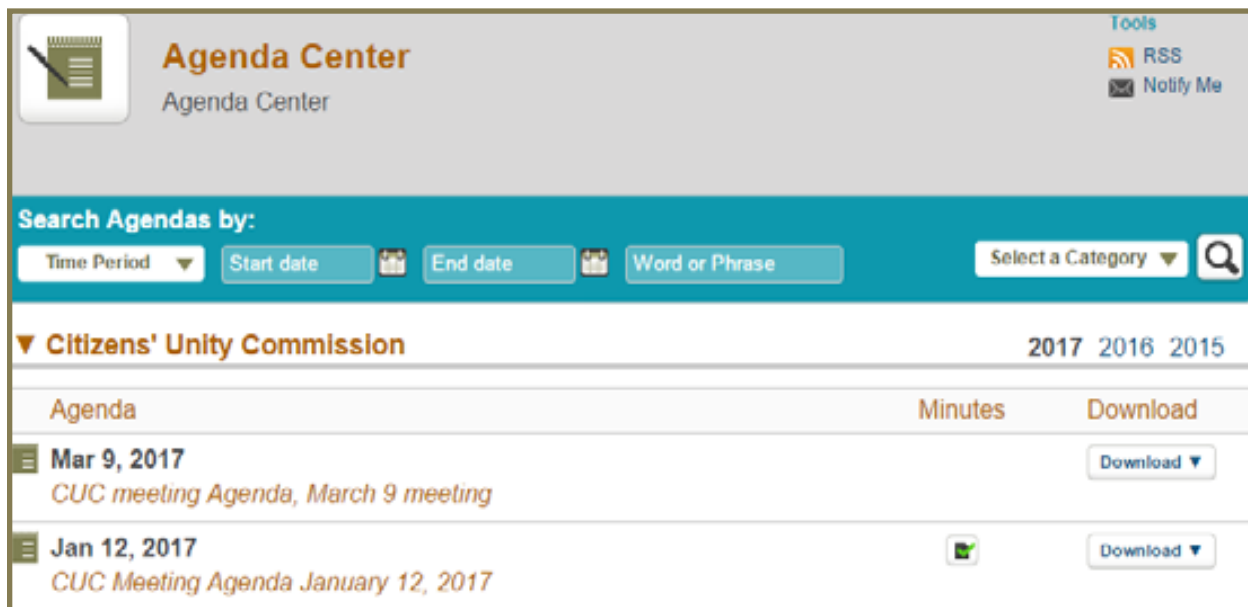
Features & Functionality



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



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.

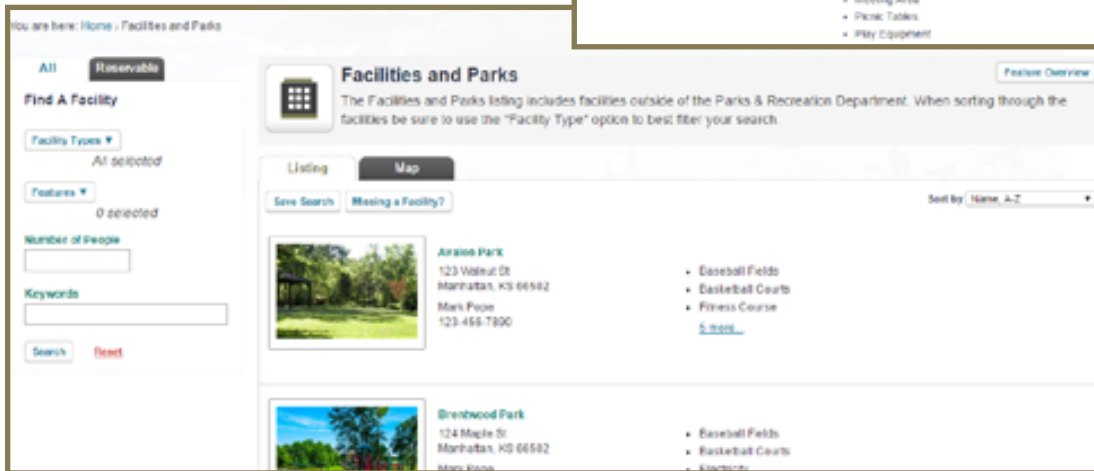
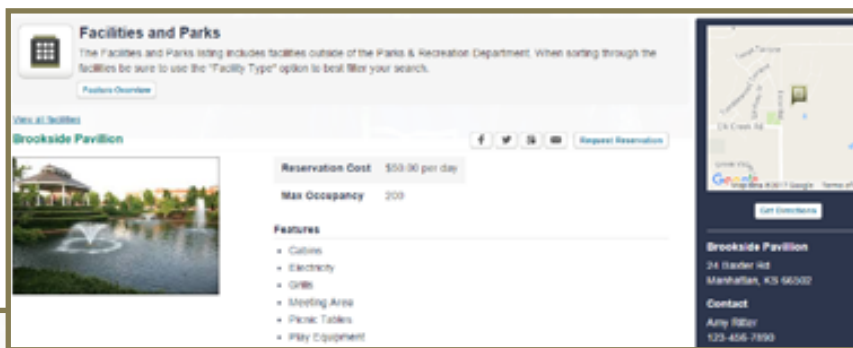
Community Voice™ – Interact with citizens about projects in your community.

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.

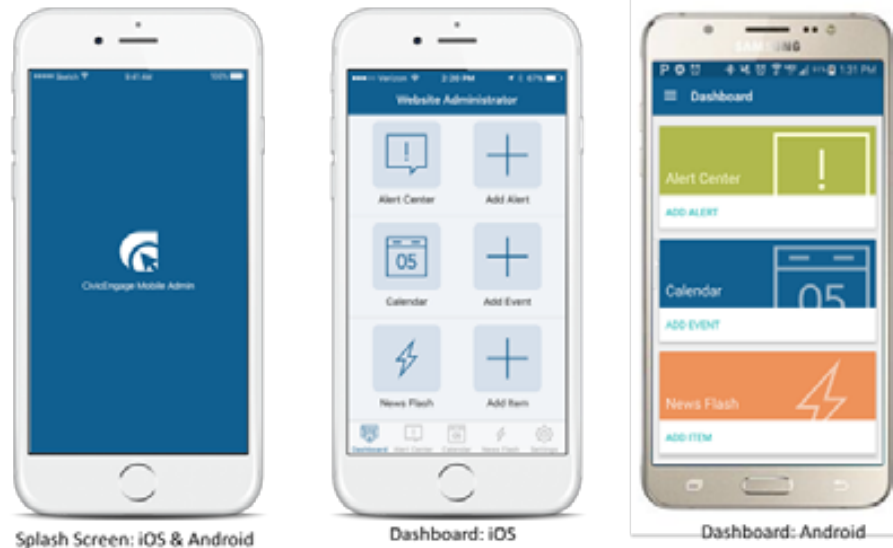
Features & Functionality



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.

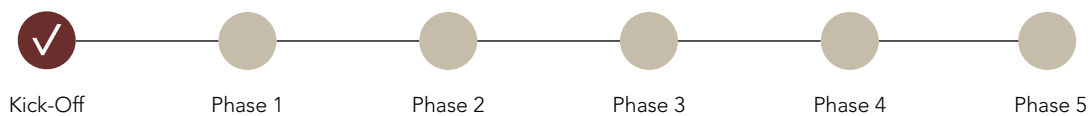
Project Timeline



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

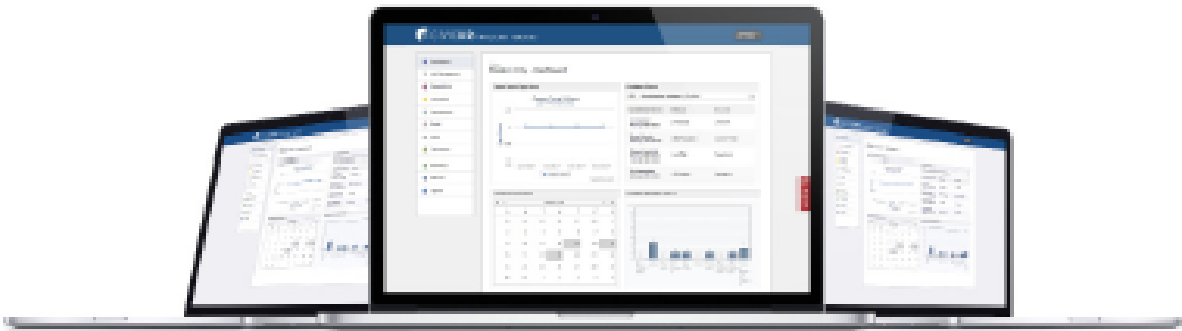
Project Enhancements



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

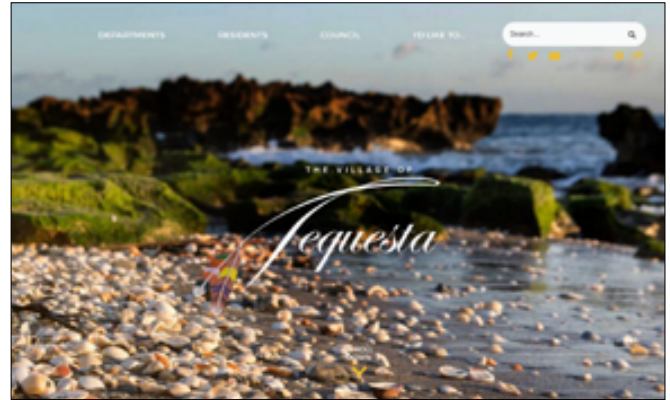


Andover, Minnesota



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
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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!

Requirements

ADA Compliance

Proove and Maintain ADA Compliance	X	X	X	X	X	X
Automation (optional)	?	No	No	No	No	No

Included in Proposal
Partially Meets Expectation
May Require Additional Cost
Not Included in Proposal

Browser Compatibility

IE11	X	Drupal	X	X	X	X
EDGE	X	Drupal	X	X	X	X
Chrome	X	Drupal	X	X	X	X
Firefox	X	Drupal	X	X	X	X
Safari	X	Drupal	X	X	X	X

Communication

Post emergency Notices						
To homepage?	X	?	X	X	X	X
Send via text?	X	Yes	X	?	X	X
Send via email?	X	Yes	X	?	X	X
Post to social media?	X	Pulls from*	X	?	X	X
Third-party?	Yes and No	Likely	No	?	Yes	X
Scheduled Messages						
To homepage?	X	?	X	?	X	?
Send via text?	X	Yes	X	X	X	X
Send via email?	X	Yes	X	X	X	X
Post to social media?	X	Yes	X	?	RSS	X
Third-party?	Yes and No	Likely	No	?	Yes	No
Geographic Broadcast (optional)						
Send via text?			With CivicReady			
Send via email?			With CivicReady			
Post to social media?		No	With CivicReady			
Third-party?			With CivicReady			
Surveys & Polls						
Allow Citizens to Subscribe to	X	X	X	X	X	X
Emails Notifications	X	X	X	X	X	X
Text Notifications	X	X	X	X	X	X
Third-party?	Yes	Likely	No	Yes	No	Yes

Content Migration

	X	X	X	No	X	X
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Facility Rental Online

Workflow Approval Process?	?	X	?	No	?	X
Calendar Sync	?	Not likely	?	No	?	?
Online Payment Support	X	X	X		X	X
PCI Compliant	X	X	X		X	X
Third-party?	No	Yes	No		Yes	No
Integrated Solution?	Limited	?	Yes		Module	Yes
Third-Party?	X	?	No		No	No

Forms

Included in Proposal	X	X	X	No	X	X
# of Users?	4	Large Limit	Unlimited		Unlimited	Unlimited
Cost?	\$250/user/yr	None	Included		Included	Included
# of Admins?	1	Large Limit	Unlimited		Unlimited	Unlimited
Cost?	\$1000/user/yr	None	Included		Included	Included

Home Page

Ability to modify Themes?	X	X		X		X
Modify Static Images?	X					X
Multiple Calendars?	X	X	X	X	?	X
News Items?	X	X	X	X	X	X
Rotating Picture Banner?	X	X	X			
Branding	X	X				X

Hosting

Third-Party?	No	Yes	No	Yes	No	No
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Intranet

Password Protected Intranet	X	Third Party	X	X	X	X
AD (LDAP) Sync	Extra Cost	X	X	X	?	X
Extra Cost?	Yes - \$3000/yr	Maybe	No	No	?	No
Third-Party?	No	Yes	No	No	No	No

Media

Photo Gallery	X	X	X	X	X	X
Video Gallery	X	X	X	X	?	?

Online Payment Solution

Included in Proposal	X	X	X	X	X	X
PCI compliant	X	X	X	X	Yes	X
Third-Party?	No	Yes	Yes	Yes	Yes	Yes

Other Features

Schedule posts to unpublish?	X	X	X		X	X
Search Function	X	X	X	X	X	X

Printer Friendly

	?	X	X	?	?	X
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Reactive Design

	X	X	X	X	X	X
--	---	---	---	---	---	---

Redesigns

	X	X	X	Not Included	X	Credits
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Cost?	Included	Yes	Included		Included	Credits
How Often?	Every 3 years with 5 year deal	2-3 years	Every 4 years		On year 4	Credits

Social Media

Integrate with Facebook?	?	X	X	Third-Party	X	X
Integrate with Twitter?	?	X	X	Third-Party	X	X
Integrate with YouTube?	?	Pull from*	X	Third-Party	?	Display Videos
Ability to archive? (optional)	?	?	Yes	If in CMS	If in CMS	If in CMS

Training

Included?	X	X	X	X	X	X
Days Included	2	?	5 - Online	5 - Online?	2	2
Online Training?	Unlimited	X	5 Days	5 Days	Unlimited	Unlimited

Website Administration

AD (LDAP) Sync		X	X	X		X
Change Preview?	X	X	X	X		X
Create & Modify Templates	X	X	X	X		X
Unpublish Pages	X	X	X	X	X	X
Editors Included	5	Unlimited	Unlimited	Unlimited	Unlimited	Unlimited
Cost	\$200/user/yr	No	No	No	No	No

Optional Items

Workflow Approval Process?	X	X	X	X	X	X
Integrated HR Software	Jobs Portal?		Jobs & Civic HR	X	X	X
Third-party?	Jobs Portal?		No	Plugin	?	No
Online Agenda Creator	X		X	X	X	
Third-party?	No		No	Plugin	X	

Additional Items

Items outside RFP Requirements

eSignature						
Third-party?	No					
Extra Cost?	Included					
Admin Mobile App			X			
Extra Cost?			No			
Citizen App			X		X	
Extra Cost?			Yes		No	

Total Cost	\$16,500	\$70,000	\$24,690	\$27,540	\$28,800	\$51,200
Recurring Annual Cost	\$16,500	? > \$1,200	\$3,600	\$10,392.48	\$5,900	\$10,000

Additional Costs

			Citizen App \$1170 annually \$2750 first year		Design Work Editing	Agenda Creator \$2,000 Menu Designer \$2,750
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* Pulls From - Content is pulled from the social media source and displayed on the City website. No alterations can be made from within the website.

Meeting Date: 06/27/2017

Information

Title:

Update on WiFi Service

Purpose/Background:

The I.T. Manager will be present to provide a brief update on WiFi service in meeting rooms and the Council Chambers. The I.T. Manager is aware of the recent issues and will be making upgrades to address.

Timeframe:

2-5 minutes

Funding Source:

Improvements are estimated to cost \$2,500-\$7,000 depending on findings/ final scope. The City's remnant QCTV Fund will be utilized.

Responsible Party(ies):

IT Manager

Outcome:

Update only (improved WiFi)

Attachments

No file(s) attached.

Form Review

Inbox	Reviewed By	Date
Kurt Ulrich	Kurt Ulrich	06/22/2017 11:46 AM
Form Started By: Patrick Brama		Started On: 06/21/2017 08:44 AM
Final Approval Date: 06/22/2017		

Meeting Date: 06/27/2017

Information

Title:

Update on Past Legislative Session and Other Transportation-Related Legislative Activity

Purpose/Background:

Purpose: To update the City Council on transportation-related legislative activity.

Background: In January of this year, the City Council extended the Professional Services Contract with El Tinklenberg of The Tinklenberg Group. The contract was extended through June, 2017. The purpose of the contract was/is to advance and promote the construction of improvements within the Trunk Highway 10 corridor within the City, more specifically, to seek funding for the upgrading of BNSF impacted interchanges that occur along Highway 10, a priority project. The extension of the contract was intended to coincide with the legislative session. Mr. Tinklenberg will be present at the work session to update the City Council on the past legislative session and other transportation-related legislative activity.

Timeframe:

20 minutes

Funding Source:

Responsible Party(ies):

Outcome:

To receive an update relating to the past legislative session and other transportation-related legislative activity.

Attachments

No file(s) attached.

Form Review

Inbox	Reviewed By	Date
Kurt Ulrich	Kurt Ulrich	06/22/2017 11:48 AM
Form Started By: Jo Thieling		Started On: 06/21/2017 09:23 AM
Final Approval Date: 06/22/2017		

CC Work Session

2. 4.

Meeting Date: 06/27/2017

Submitted For: Tim Gladhill, Community Development

By: Eric Maass, Community Development

Information

Title:

Consider Options for Proposed Plat Known as Northfork Meadows Located Near Puma Street and Alpine Drive; Case of Paxmar (Project #17-126)

Purpose/Background:

The purpose of this case is to review a options for a proposed 149 lot subdivision (56 detached single-family lots with 65 foot wide lots, and 93 detached townhome lots). The project has undergone Sketch Plan Review with the Planning Commission. The Planning Commission outlined a number of concerns indicated in the attached minutes from June 13. Primarily, the Planning Commission desires to check in with the City Council before taking next steps. If the City Council is open to considering this project and required Comprehensive Plan Amendment, the Planning Commission desires to host a public workshop to address concerns raised in the current public comment period.

A Sketch Plan affords the Planning Commission the opportunity to review a project before it enters the official Preliminary Plat stage. The Preliminary Plat (future step) is the most important step in the review process and gives the project 'entitlement' to the project.

Please note that the request requires a Comprehensive Plan Amendment. The City can approve said amendment, but is not obligated to approve said amendment. The City has discretion on how to move forward with the request. It is worth noting that an existing goal of the Comprehensive Plan is to provide for more meaningful density transitioning. This goal was in response to the practice of simply relying on landscaping buffer as a means of transition, as opposed to transition of actual lot size. This goal seems to have been confirmed through the early stages of the 2040 Comprehensive Plan Update.

Notification:

Staff attempted to notify all Property Owners within 700 feet of the Subject Property of the Sketch Plan Review.

Observations/Alternatives:

There are a number of layers to the review of this project. Please see the attached review letter for specific review. Topics include, but are not limited to, the following:

- Comprehensive Plan Amendment
- Compliance with Zoning and Subdivision Code

In this case, Sketch Plan Review is a critical path for this project given that a Comprehensive Plan Amendment is required. There is known opposition to the project. The project also appears to have a level of support as well. There is not strong consensus in either direction. Staff needs Planning Commission and City Council direction in order to respond to the request. At this time, Staff can only layout pros and cons to the project.

Pros

- Additional residential units/tax base/demographics for retail growth.
- Completion of Puma Street concurrently to existing project (Riverstone Addition/Bunker Lake Industrial Park).
- Potential for a quality residential project. Potential to be similar to adjacent project that has existing support from community.

- Manages growth of community into strategic locations (concentrate development near The COR, preserve rural residential areas in other areas identified in the Comprehensive Plan).
- Perceived diversification of builders for sustained growth.

Cons

- Weaker density transitioning than previously planned.
- Not consistent with Comprehensive Plan that was confirmed after public engagement process in 2013, refreshed in 2016.
- Known/assumed opposition from neighboring property owners.
- Extends risk to City related to cost-share of Puma Street construction.
- Perceived saturation of product type in small geographic area.

As proposed, this project would also have the potential for financial obligations to the City to complete the final segment of Puma Street. The proposed development would complete a portion of Phase 2 of Puma Street at the cost of the Developer (60%). The Developer then proposes that the remaining cost be split between the City and Riverstone Addition (Capstone) which is located to the west of this project site. Staff is not proposing to discuss this aspect of the project at this time, but at a future review step once additional direction on land use and zoning is provided.

Funding Source:

All costs associated with processing the Application are the responsibility of the Developer.

Recommendation:

Staff does not have enough policy direction at this time to make a formal recommendation. Staff will need policy direction pertaining to the Comprehensive Plan Amendment before being able to respond further to the request.

Staff would recommend that the proposed development be modified to increase depth and width of lots on western border with existing residential if the Planning Commission does direct the Developer to move forward with Preliminary Plat.

The Planning Commission did not make a recommendation on the Plat at this time. The Planning Commission desires feedback from the City Council and general public before making a recommendation on the project.

Action:

Desired Outcome

The Planning Commission desired direction from the Planning Commission as to whether there is any support in reviewing this project further. If there is desire to review further, which does not commit the City to approving the project, the Planning Commission suggests a public workshop.

If the City Council does not desire to entertain the Comprehensive Plan Amendment, the Planning Commission would recommend that the Developer not submit a Preliminary Plat for review. If a Preliminary Plat were to be submitted under this scenario, the Planning Commission would not recommend approval.

Attachments

Site Location Map

Northfork Meadows Sketch Plan

Northfork Meadows Sketch Plan

Planning Staff Review Letter

Adjacent Project Context Map

Developer Narrative

Letters of Support

Letters of Opposition

Developer Supplemental Submittal

Density Comparison

Draft Planning Commission Minutes dated June 12, 2017

Form Review

Inbox

Tim Gladhill (Originator)
Kurt Ulrich
Form Started By: Tim Gladhill
Final Approval Date: 06/22/2017

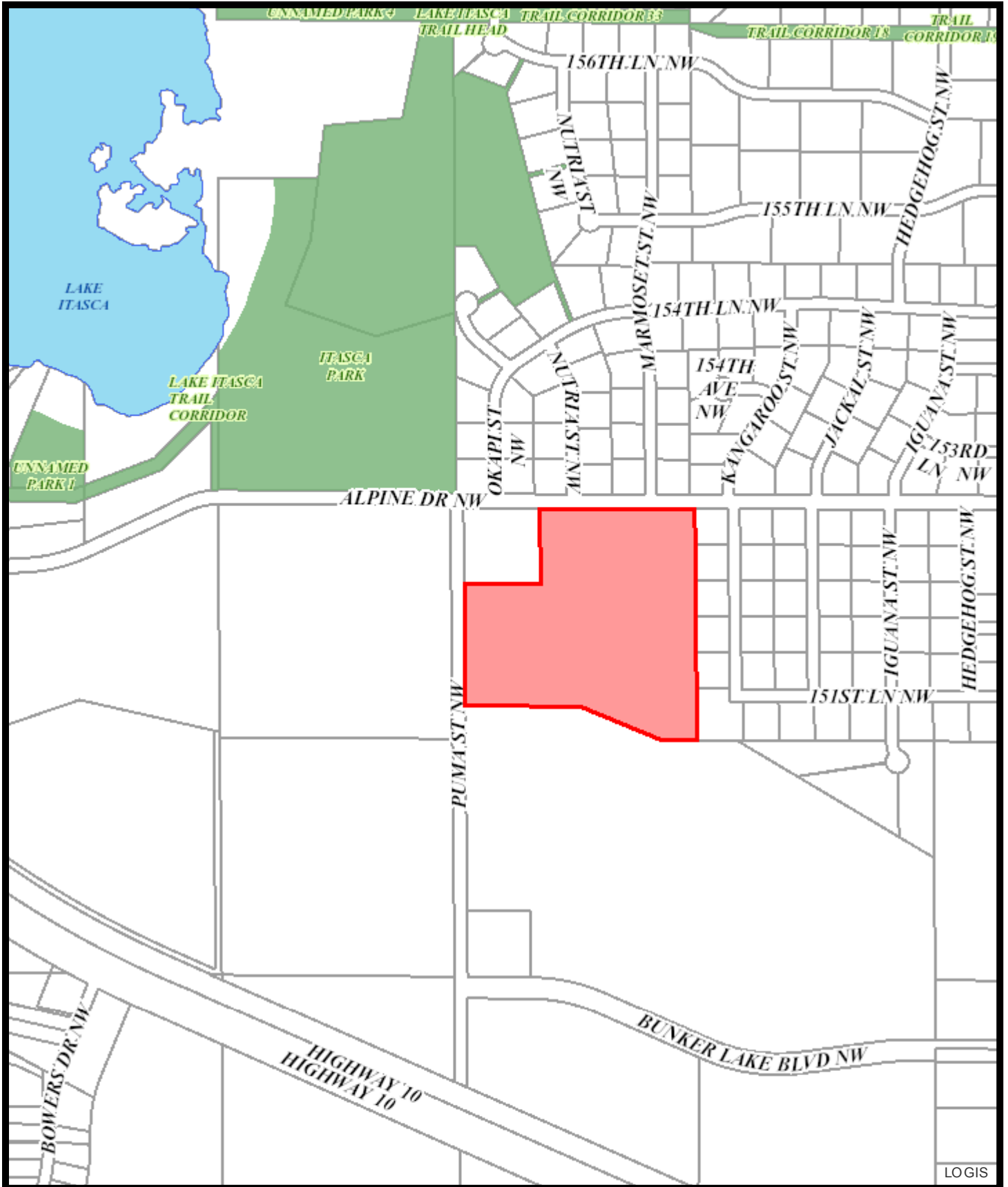
Reviewed By

Tim Gladhill
Kurt Ulrich

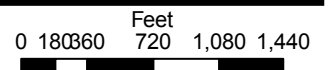
Date

06/21/2017 02:17 PM
06/22/2017 12:26 PM
Started On: 06/21/2017 01:55 PM

Site Location Map

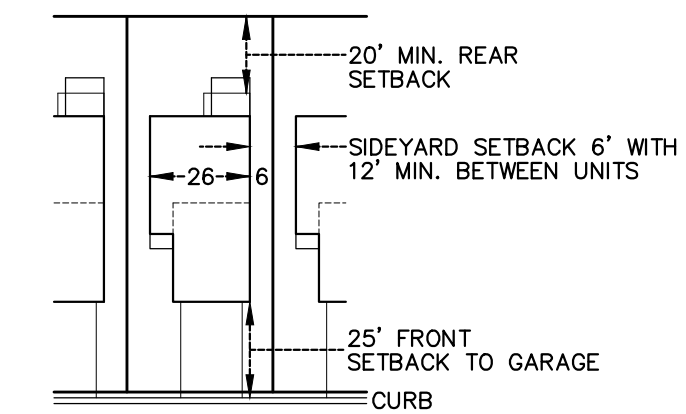


LOGIS

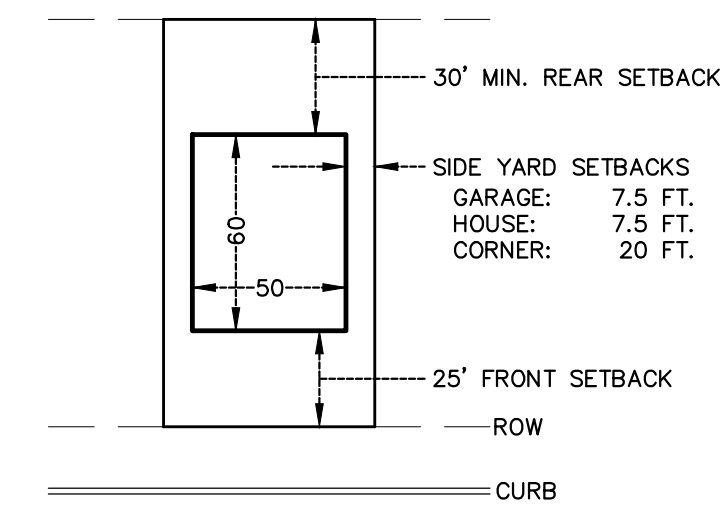




DETACHED TOWNHOME DETAIL



65' LOT DETAIL



LEGAL DESCRIPTION

Outlot A and part of Outlot C, ALPHA DEVELOPMENT, Anoka County, Minnesota
 (Outlot C legal description subject to change at a future date.)

NOTES

- 1) No field work has been completed at this time.
- 2) Subject property address – Southeast quadrant of Puma Street & Alpine Drive NW, Ramsey, MN 55303.
- 3) Topography shown is LIDAR which was provided by the Minnesota Department of Natural Resources.
- 4) Boundary and wetlands shown taken from ALTA/NSPS LAND TITLE SURVEY prepared by Anderson Engineering, dated September 28, 2016.
- 5) No Title Work has been furnished for this survey, property is subject to all easements of record, if any.

SITE DATA

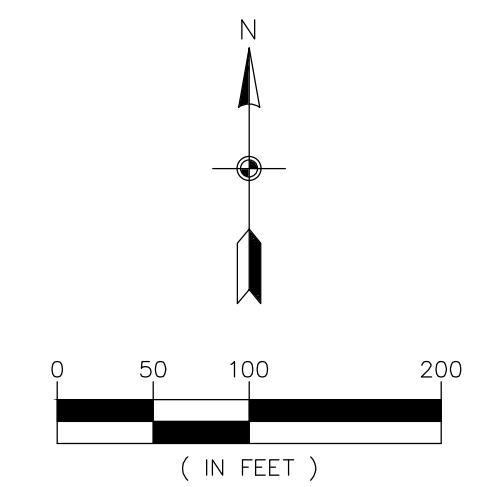
TOTAL BOUNDARY AREA \pm 33.5 AC.
 TOTAL NUMBER OF LOTS 149
 65 FT. LOTS 56
 DETACHED TOWNHOME LOTS 93
 NET DENSITY 5.22 LOTS/AC
 (EXCLUDES ROW AND WETLAND)

65ft. BUILDING SETBACK DATA

FRONT: 25 FT.
 SIDE: 7.5 FT.
 REAR: 30 FT.
 CORNER: 20 FT.

DETACHED TOWNHOME SETBACK DATA

FRONT: GARAGE 25 FT.
 SIDE: 6.0 FT.
 REAR: 20 FT.
 CORNER: 20 FT.



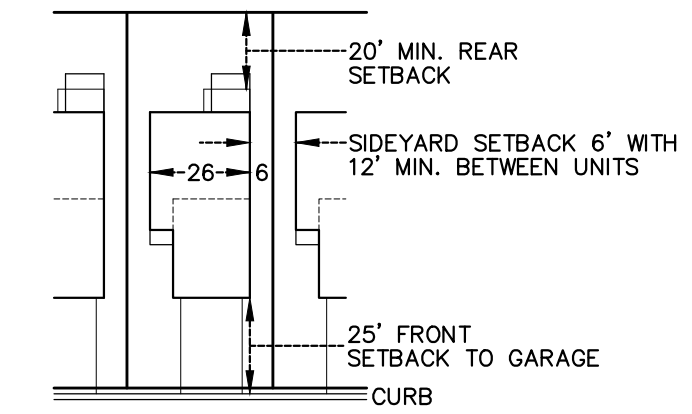
REVISIONS

1.	
2.	
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6.	

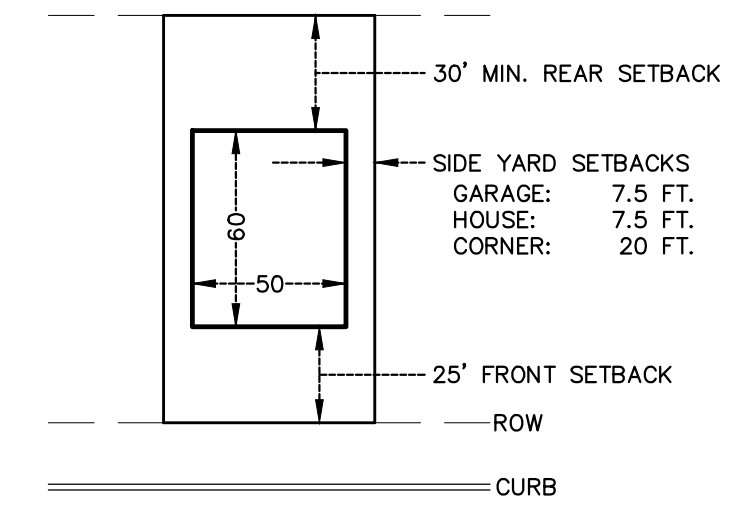
DRAWN BY: C#
 ISSUE DATE: 06/03/17
 FILE NO: XXX



DETACHED TOWNHOME DETAIL



65' LOT DETAIL



LEGAL DESCRIPTION

Outlot A and part of Outlot C, ALPHA DEVELOPMENT, Anoka County, Minnesota
 (Outlot C legal description subject to change at a future date.)

NOTES

- 1) No field work has been completed at this time.
- 2) Subject property address – Southeast quadrant of Puma Street & Alpine Drive NW, Ramsey, MN 55303.
- 3) Topography shown is LIDAR which was provided by the Minnesota Department of Natural Resources.
- 4) Boundary and wetlands shown taken from ALTA/NSPS LAND TITLE SURVEY prepared by Anderson Engineering, dated September 28, 2016.
- 5) No Title Work has been furnished for this survey, property is subject to all easements of record, if any.

SITE DATA

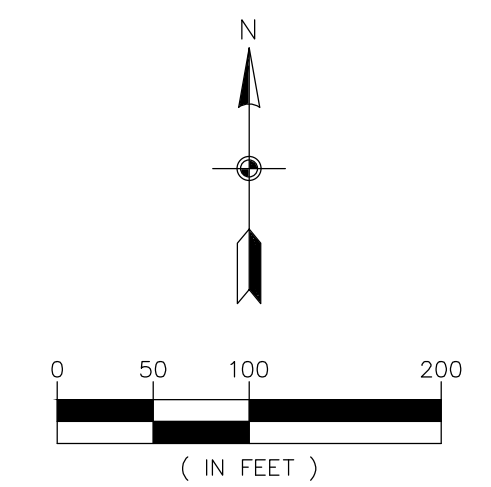
TOTAL BOUNDARY AREA ±33.5 AC.
 TOTAL NUMBER OF LOTS 149
 65 FT. LOTS 56
 DETACHED TOWNHOME LOTS 93
 NET DENSITY 5.22 LOTS/AC
 (EXCLUDES ROW AND WETLAND)

65ft. BUILDING SETBACK DATA

FRONT: 25 FT.
 SIDE: 7.5 FT.
 REAR: 30 FT.
 CORNER: 20 FT.

DETACHED TOWNHOME SETBACK DATA

FRONT: GARAGE 25 FT.
 SIDE: 6.0 FT.
 REAR: 20 FT.
 CORNER: 20 FT.



REVISIONS

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DRAWN BY: C#
 ISSUE DATE: 05/26/17
 FILE NO: XXX

**CITY OF RAMSEY LAND USE APPLICATION
TECHNICAL REVIEW FILE**

DATE	6/8/17	PROJECT ADDRESS	SOUTH OF ALPINE DRIVE AND EAST OF PUMA STREET
PROJECT TITLE	NORTHFORK MEADOWS (SKETCH PLAN)		
PROJECT #	17-126		
DEPARTMENT:	Community Development – Planning Division		
TECHNICAL REVIEWER:	Name: Eric Maass, Planning Consultant Phone: 763-433-4306 Email: EMAass@wsbeng.com		

We offer the following comments regarding your land use application. This sketch plan phase is a conceptual review that focuses on layout and general development standards, but not detailed grading, stormwater, and utility review.

Comprehensive Plan

Action Item: Comprehensive Plan Amendment required to change areas of Low Density Residential to Medium Density Residential

As currently proposed the concept would not meet the requirements of the existing land use designation of “Low Density Residential”. It would fall more in line with the “Medium Density Residential” land use designation. The Comprehensive Plan defines Medium Density Residential as areas that are within the MUSA and intended to receive medium density housing including lower density multi-family housing and higher density single-family housing. Average density will be 6 units per acre [Zoning Code allows for range of 3 – 6 units per acre].

The fact that the project requires an amendment to the Comprehensive Plan and Planned Unit Development affords the City certain discretion in approving/not approving the project.

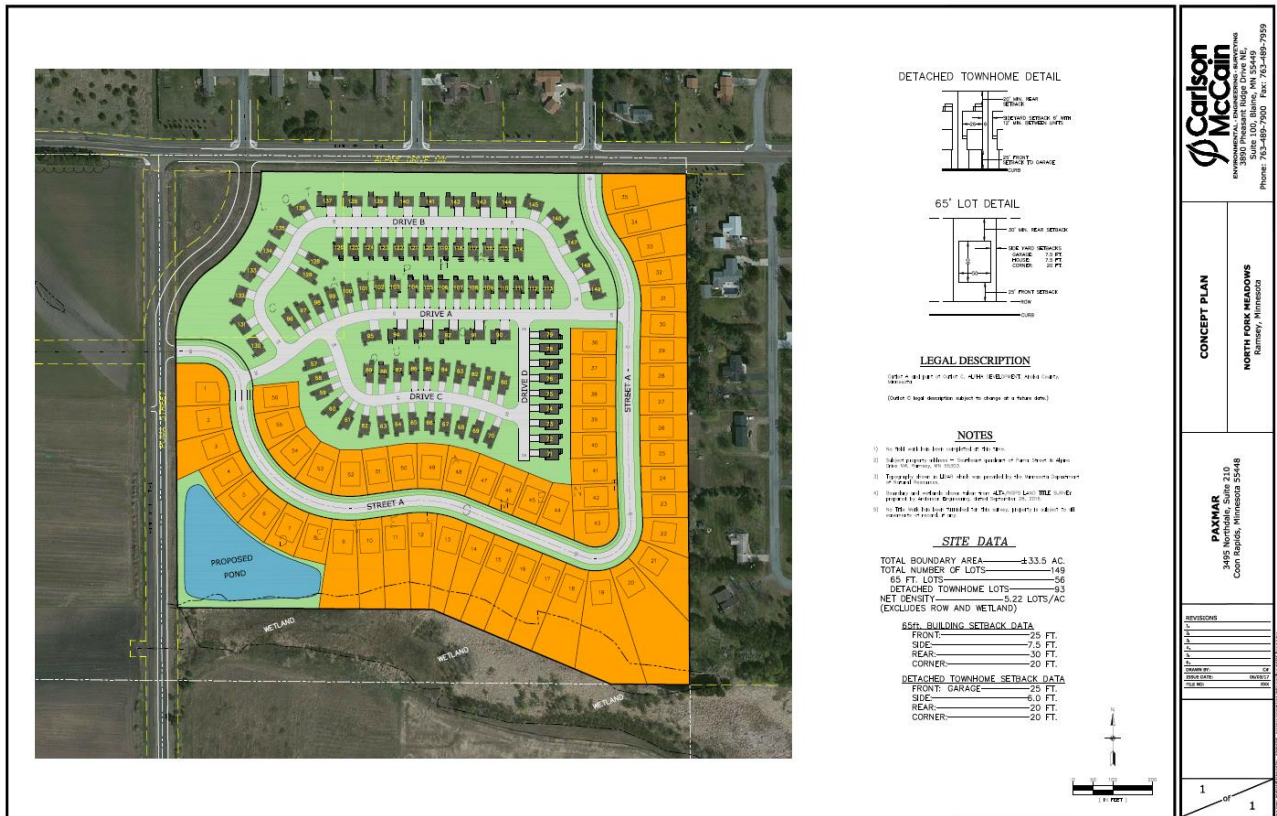
Permitted Uses

Action Item: Zoning Amendment required to be consistent with Comprehensive Plan Amendment noted above.

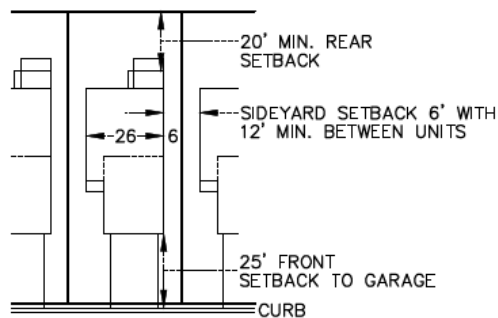
The sketch plan as presented generally fits under the standards of the R-2 Residential District (this district implements the Medium Density Residential (MDR) designation of the Comprehensive Plan. The intent of the R-2 Residential District is to accommodate multiple dwellings at a density of three to seven dwelling units per acre and multiple-dwelling complexes within the 2020 MUSA. All lots created by subdivision located within the 2020 MUSA shall be serviced by sanitary sewer and municipal water. However, there are multiple residential types

within the proposed project that make it difficult to apply one single zoning district to the project. Please note that one of the City's goal is to provide a variety of housing options for people at all life stages and income levels to encourage existing and future residents to stay in Ramsey throughout their lives and to achieve a balanced housing supply. One strategy identified in the Comprehensive Plan to achieve this is to continue to develop more affordable single family housing such as small-lot single family homes. The two (2) different types of housing proposed within the project include:

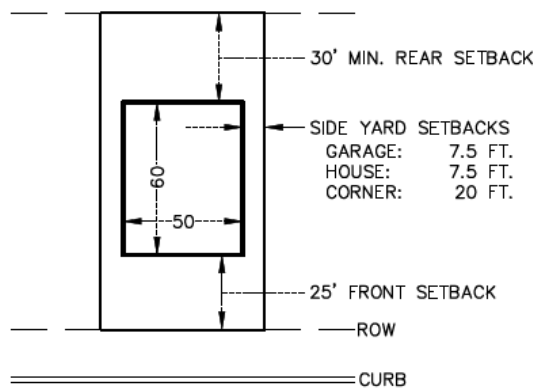
1. 65-foot-wide detached single family lots
2. Detached townhome lots



DETACHED TOWNHOME DETAIL



65' LOT DETAIL



Traditional Single-Family/Small-Lot Single Family Lots (65 foot width)

Detached single-family lots are traditionally guided by the R-1 Residential District. However, the minimum lot width is 80 feet. The City has on multiple occasions allowed this style of development through the PUD process. Most recently, this was utilized for the Villages of Sunfish Lake Development (mid-2000s). These proposed 65 foot wide single family units do not meet the specific definition of detached townhomes in the R-2 Residential District. If a public benefit can be identified, a Planned Unit Development (PUD) zoning may be an appropriate tool

Layout

The following design standards are required for the various housing types proposed within the development. Please note that due to the variety of housing types, it is difficult to apply a single-set of layout standards to the project.

Single Family Detached (R-1)

Miscellaneous Standards	Single Family Lots
Lot size	10,800 square feet
Maximum density (net)	3.0
Lot width	80 feet / corner lot 90 feet
Front yard setback	30 feet
Side yard setback (uninhabitable)	6 feet
Side yards setback (habitable)	10 feet
Rear yard setback	30 feet
Maximum lot coverage	35%
Maximum building height (measured from mean ground level to mean gable)	35 feet
Accessory structure setback (measured from the development boundary line)	30 feet

The known deficiencies are identified by yellow highlighting. The Applicant indicated on the sketch plan a net density of the overall proposed development to be 5.22 lots per acre.

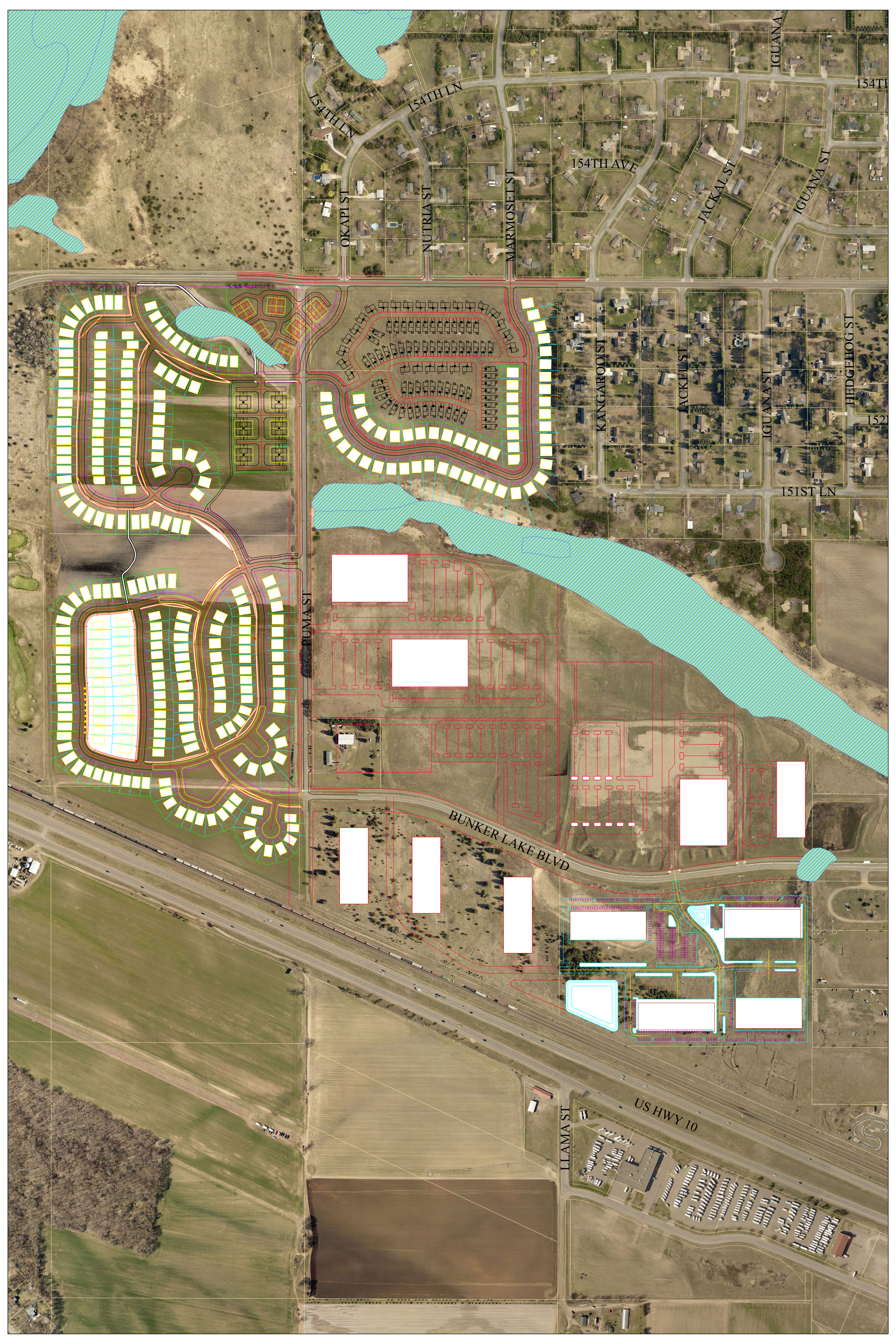
Detached Townhome Units (R-2 Residential)

Miscellaneous Standards	Attached and Detached Townhomes
Lot size	None
Minimum density (net)	3.0
Maximum density (net)	7.0
Lot width	None
Building setback from public street ROW	25 feet
Building setback from private street ROW	25 feet
Building setback from exterior development boundary line	30 feet (25 feet detached)
Minimum separation between buildings, including any appurtenances thereto (i.e., patios, decks)	20 feet (15 feet detached)
Maximum lot coverage for all principal and accessory buildings (excludes impervious or prepared surface)	35%
Maximum building height (measured from mean ground level to mean ground gable)	35 feet
Accessory structure setbacks:	
Front	30 feet or same as principal structure, whichever is greater
Rear	5 feet
Side	6 feet
Side corner	30 feet
Open space required	40% general open space 10% of which must be identifiable community space

The known deficiencies are identified by yellow highlighting. The Applicant indicated side yard setbacks of 6 feet, which when combined with an adjoining lot would only show 12 feet of separation.

Street Widths and Design

The sketch plan proposes both public and private streets within the development. The public streets are shown to have a right-of-way width of 60 feet (actual road width unknown) and the private streets are shown at a total width of 28 feet. The proposed street widths for private roads meet the requirements of the R-2 zoning district with parking permitted on one side of the street. It is unclear if the public roads meet city standards as the road widths were not explicitly identified.



154TH LN

154TH LN

154TH AVE

OKAPI ST

NUTRIA ST

MARMOSET ST

IGUANA ST

154TH LN

JACKAL ST

IGUANA ST

KANGAROO ST

JACKAL ST

IGUANA ST

HEDGEHOG ST

152TH LN

151ST LN

PUMA ST

BUNKER LAKE BLVD

LLAMA ST

US HWY 10

Paxmar Recommendations for City Support of Northfork Meadows Addition

The following talking points were provided by the Developer of Northfork Meadows (Paxmar) as suggestions for supporting a change to the Comprehensive Plan Amendment from Low Density Residential to Medium Density Residential.

Please note that City Staff does not necessary support nor endorse each of these items. City Staff is avoiding responding to each of these talking points to avoid a loop of 'point/counter-point'.

Reasons city should consider approval:

1. Have a developer who is willing to pay almost 60% up front for overall projected costs of Puma extension (total estimated costs puma street extension \$1.4 million- developer portion \$800,000). [Staff note: this cost-share agreement has not been reviewed by the City Council. It would still obligate the City to certain future expenses.]
2. Plan increases density, which will increase long-term tax revenue.
3. Not feasible to develop under straight [Low Density Residential/R-1 Residential District].
4. Plan fits to area- Not a lot of amenities to area and is basic flat field located next to business park to south, multi- family to west, busy street to north and single family to east.
5. Would increase rooftops to attract commercial/business users in new business park and existing COR.
6. Give community more choices on housing stock for area and not limit to [one] builder.
7. Decrease city exposure of failure to [recoup] fees by allowing multiple builders/product being built.
8. Finishes entire area with least amount of prolonged roads under construction.
9. Shows strong support to business leaders that city's growth is important- lots of housing options for workforce.
10. Would give city a surge of cash with lots of [fees], [Sewer Availability Charge (SAC) and [Water Availability Charge (WAC)] fees being paid. [Staff note: the goal for the City is not to maximize collection of fees. Fees are being collected to offset impacts of development and to pay for infrastructure needed to serve the proposed development. Staff would recommend that this not be a finding to support the request.]



6701 W 23rd St
St Louis Park, MN 55426
952-544-1561

June 2, 2017

City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

Att'n: ✓ Tim Gladhill, Community Development Director
Patrick Brama, Economic Development Manager/Ass't City Administrator

Re: Paxmar/Hageman site
Our support for the development with higher density

Hi Tim and Patrick,

Thanks again for your time in our March meeting to discuss the progress of development in the City of Ramsey. It furthered my understanding of the value our parcel may add for all parties.

It has come to my attention of another proposed residential development on the Hageman property near our parcel on Armstrong Blvd and Bunker Lake Blvd. I want to express my support **for** this residential development. The R-1 zoning should be changed to allow for a higher density for this Hageman parcel.

It fits well with the City of Ramsey to have higher density residential development near the City center, which supports further retail business development. Such development provides a sound property tax base, strengthen the ability for commercial/retail establishments to locate in the area with a stable property tax base. The vehicular traffic generated from this site to Highway 10 via Bunker Lake Blvd and Armstrong Blvd is not an issue for our parcel, and will most likely be considered a benefit for the business(s) that ultimately locate on our site.

Again, I **support** the higher density residential development as represented for the Paxmar/Hageman site.

Feel free to contact me with any questions or concerns. I will continue to keep you informed as we proceed with the sale of our parcel.

Sincerely,



Scott A. Weicht
President

Enclosures

cc: David Adolfson, Jr.
Alan Roessler, Paxmar

Rodney A Lee
City of Ramsey Commercial Property Owner

Tim Gladhill
Community Development Director
City of Ramsey
7550 Sunwood Dr. NW
Ramsey, MN 55303

Mr. Gladhill,

The basis of this letter is to show support for the proposed development by Paxmar. As a property owner, I see many benefits to the City, Residents and Businesses.

The proposed development has multiple housing styles and price points. A variety of housing product types and builders in the community will be a great draw to potential buyers/residents. Ramsey has many great attributes and an increased housing stock seems to be needed to meet demand. The proposed development has a bit more density than the R-1 zoning, but it fits the location. A development with multiple housing types would complement not only the existing Single Family to the east, but the business park to the south, busy Alpine Road to the north, and proposed multifamily to the west.

Along with a higher density, also comes an increase in City fees and property tax revenues. With the City having a per lot/unit fee structure, every additional unit means increased fee revenue. The tax valuation will also be higher with the increased density, leading to more property taxes.

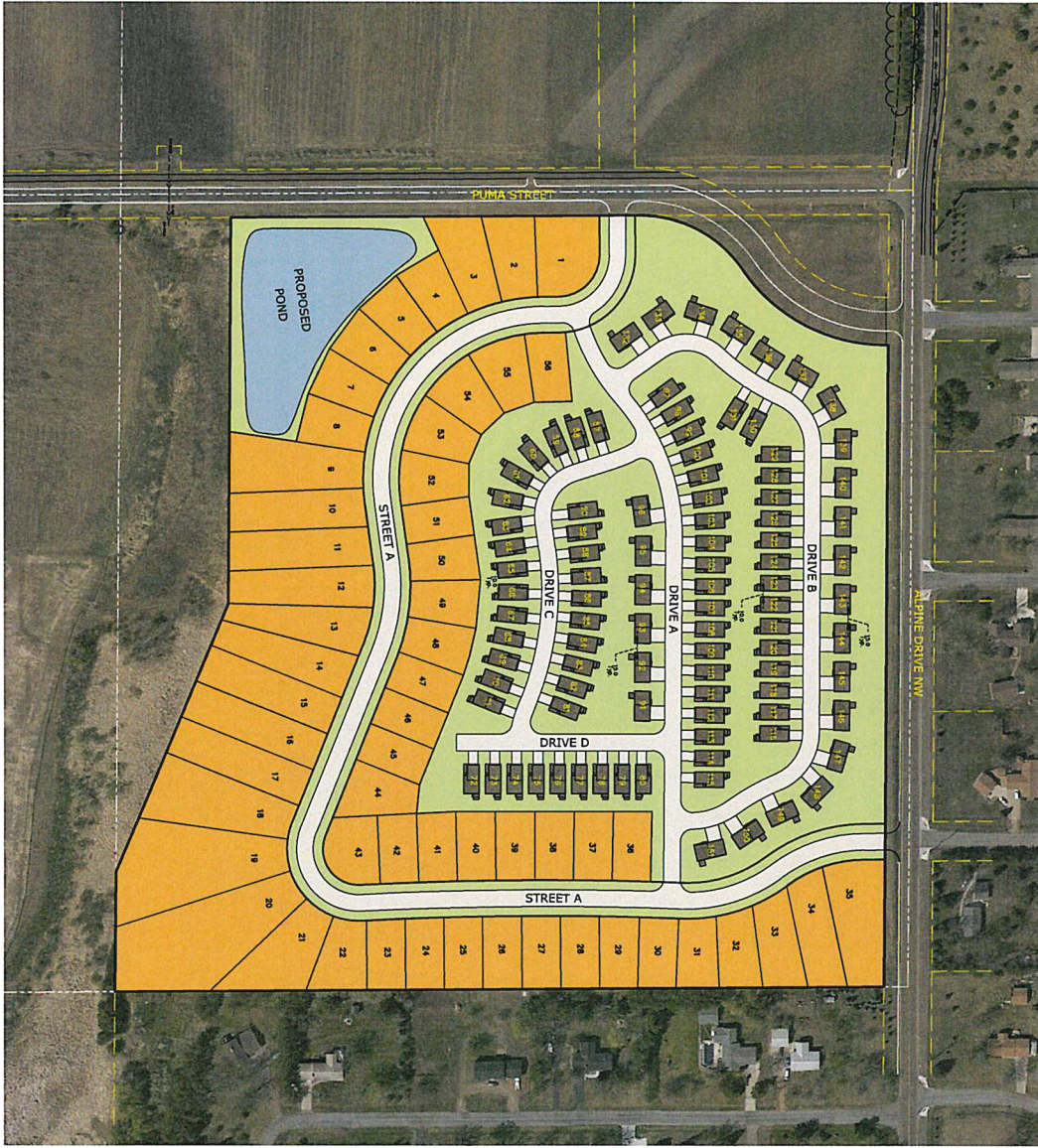
The proposed development would also speed up the Puma Street project. Any reductions in the amount Puma is under construction should be welcomed by the City.

All in all, the proposed development seems like a great fit for the location and I urge the City representatives to approve the project.

Sincerely,



Rodney A Lee
Broker/Owner
Premier Commercial Properties



SITE DATA

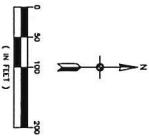
TOTAL BOUNDARY AREA— 433.5 AC
 TOTAL NUMBER OF LOTS— 151
 65 FT. LOTS— 156
 DETACHED TOWNHOME LOTS— 95


SEMI-BUILDING SETBACK DATA

FRONT— 5 FT.
 SIDE— 7.5 FT.
 REAR— 30 FT.
 CORNER— 20 FT.

DETACHED TOWNHOME SETBACK DATA

FRONT HOUSE— 5 FT. OR 7.5 FT.
 SIDE— 7.5 FT. OR 15 FT.
 REAR— ILLUSTRATION FOR TYPICAL
 CORNER— 20 FT.



1 of 1	CONCEPT PLAN HAGEMAN SITE Ramsey, Minnesota	PAXMAR 3495 Northdale, Suite 210 Coon Rapids, Minnesota 55448	 ENVIRONMENTAL • ENGINEERING • SURVEYING 3890 Pheasant Ridge Drive NE, Suite 100, Blaine, MN 55449 Phone: 763-489-7900 Fax: 763-489-7959
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May 25, 2017

Tim Gladhill
Community Development Director
City of Ramsey
7550 Sunwood Dr. NW
Ramsey, MN 55303

Mr. Gladhill,

We are writing this letter to ask your support for the development proposal by Paxmar that will be discussed at the Planning Commission meeting on June 1, 2017.

As a large land owner in Ramsey, I'd like to urge the City Council to consider the development proposal by Paxmar in a favorable manner. Paxmar's proposal will provide a variety of housing types and increase the tax base for City of Ramsey while improving the Puma St/Alpine corridor. Hageman Holdings has worked with the City providing flexibility to zoning and improvements in the Bunker Lake/Puma corridor to support growth. The proposed density increase, we feel, fits into the overall growth vision of Hageman Holdings and City of Ramsey.

As a business owner, I know we look favorable on a community that has a growing variety of housing stock. It is not only valuable from a workforce point of view, but also addition potential customers. The City of Ramsey has invested a large amount of money into the business park and COR areas which by approving this housing project will do nothing but help these areas grow and thrive.

Additional reasons for the support of the PAXMAR development include:

Puma Street extension:

The Puma Street extension is an estimated \$1.4 million-dollar project. Paxmar is willing to pay 60% of that cost, reducing the City and adjacent landowners share of the project.

City Fee/ Tax Revenue:

The proposed plan will increase the density of the site. This will, in turn, increase the amount of fees the city will collect from the normal building process. It will also increase the tax base and tax revenue the City gets on a yearly basis.

Surrounding Area:

The site has certain aesthetic limitations. It is a mostly flat field abutting to a future Business Park to the South, Multi-family to the West (Capstone proposed increased density), Alpine Drive to the North, and Single family to the East. There is little to no elevation changes and very marginal tree cover. The diversified housing of single family and detached townhomes is a good fit for its surrounding.

Variety of Housing Price Points:

Per Minnesota Housing Finance Agency, Median home prices in the Twin Cities Metro area are \$245,000. The community needs for sale housing at affordable prices and a portion of this plan would be directed at those types of products. It also has a product for a traditional "move-up" buyer.

Roof Tops:

An increase of housing activity is sure to bring additional interest for the commercial/business park/COR retail developments in the City of Ramsey. Housing for workers and additional customers are very important for prospective offices/businesses and increasing the retail business like restaurants.

Builder Diversity:

Having additional builders in the community will help the buyers considering purchasing in Ramsey by offering multiple choices and price points. Only having 1 builder in this corridor may hamstring the city by artificially delaying development of multiple parcels.

Pace of development:

This proposal would finish the area with the least amount of prolonged road construction and all work would be completed at the same time. Opening Puma street multiple times for varying lengths of time is not beneficial to surrounding residents or businesses and increases the overall costs to parties involved.

Business Support:

Giving the proposal approval would be a strong sign of support to business leaders of the community, showing Ramsey's commitment to a growing work force and customer base.

The potential for this development to also decrease the City's contribution to the Puma Street project should not be overlooked. If Paxmar is willing to go above and beyond 50% of the cost, it should be seriously considered by the City, not to mention that more infrastructure around adds value and interest to the surrounding properties.

Development is needed in this part of the City. More building will mean more interest, demand, and value of the surrounding properties. If you would like to further discuss please let us know.

Best Regards,

A handwritten signature in black ink, appearing to read "Michael Altimari", with a long horizontal flourish extending to the right.

Michael Altimari

Executive Director of Campus Development
Hageman Holdings, LLC



City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

Attn: Tim Gladhill, Community Development Director
Patrick Brama, Economic Development Manager/Asst City Administrator

Re: Paxmar/Hageman site
Our support for the development with higher density

In regard to the possible future of the Hageman Site in the City of Ramsey:

In my opinion, because of the shortage for new construction affordable housing throughout Anoka County, this would be a great opportunity for the City of Ramsey to add to their tax base and would definitely boost and benefit local businesses as well, creating outstanding stability for the city. The new development site would potentially attract new and existing businesses to expand or relocate to this area.

Ramsey has much to offer and this new development project could complement the established homes and businesses.

To note: I am a Ramsey resident and currently own and operate a Commercial and Residential Real Estate business.

I want to express my support **for** this residential development.

Feel free to contact me with any questions or concerns.

Regards,
Chris Fritch
763-746-3996



May 25, 2017

Tim Gladhill
Community Development Director
City of Ramsey
7550 Sunwood Drive NW
Ramsey, MN 55303

Dear Tim –

We have reviewed the Paxmar concept plan on the Hageman property, located at the southeast corner of Alpine Drive and Puma Street. Although we favor residential growth in this area of Ramsey, we cannot support the concept plan in its current configuration. It seems this layout was completed with sole purpose of maximizing the number of units, without regard for good land planning or thoughtful growth for the City. The current City zoning of this parcel is R1, but the concept shows twice that number of units. These units are very small compared to R1 standards and do not fit the character of the existing single family homes, adjacent to the site.

If a plat were to be brought forward using the R1 zoning standards currently in place, it would present a great opportunity for success in the current marketplace; very similar to the success we are seeing in the Brookfield neighborhood. Not only would R1 housing be a complement to the existing neighborhood, it would also balance nicely with the residential lots in the Riverstone neighborhood offering a wider range of home styles for those seeking to purchase a new home in Ramsey. This would allow the City's current zoning plan to be implemented according to current policy.

Typically, R1 single family lots (80' wide) on a standard parcel of land will produce 2.3 units per acre gross. Paxmar's proposal is requesting a density of 4.5 units per acre and would add 74 additional units on this 33-acre parcel. In comparison, the Riverstone plat is 3.3 units per acre and is zoned mid density. For Paxmar, that would be a significant increase in density that certainly works well for the developer, but doesn't appear to be in the best interest of the overall zoning plan of the City.

For the City, this plan would flood the market with mid density housing, making it increasingly susceptible to market conditions and in turn, pushing home prices down below market levels. The Riverstone plat alone has 293 mid density units, and this concept proposal would add an additional 151 units. 444 mid density units, only separated by a single street.

In addition, we have reviewed the proposal by Paxmar to construct Phase 2 of Puma Street. Simply stated, it seems Paxmar's current proposal to build the Puma Street infrastructure is being offered in return for the developer receiving 74 additional units through rezoning.

It is our request that the City follow the current zoning plan and require R1 housing units on this parcel of land. We are happy to discuss this further, and it is our goal to create the strongest possible land use plan for this area of Ramsey.

Sincerely,

Stephen A. Bona
Vice President of Land Development

Capstone Homes, Inc.
14015 Sunfish Lake Blvd NW, Suite 400
Ramsey, MN 55303
Office: (763) 427-3090 Fax: (763) 712 -9060

Tim

We as the city of Ramsey put a lot of work and money into developing the Comp Plan and we feel it needs to remain as it is and would not like to see it amended.

We as a [border land-owner] would not like to see the mid density that is desired on the Hageman Holdings NW acres on Puma and Alpine instead of the low density that the Comp Plan calls for.

I, Al, personally, when on the City Council, did a lot of work years ago on the Comprehensive Plan so I have a vested interest in the plan and would not want to see it amended.

We as a family 100% support land owners right to develop their own land, but we believe development needs to comply with what fits the area.

Alan Pearson & Family

Tim Gladhill

From: Val Kruger <Val.Kruger@psdlanddevelopment.com>
Sent: Monday, June 12, 2017 3:34 PM
To: Tim Gladhill
Subject: Opposing Letter to the Paxmar Project

Tim:

My husband and I are writing this letter of opposition to the proposed Paxmar development which is directly behind our residence where we have lived for 40+ years. We feel this type of high density development is going to change the essential character of our neighborhood.

When we first built our home we were surrounded by farm fields and there was never any mention of any high density developments and that is one of the reasons we chose to build where we did in Ramsey.

If the City feels it must move ahead with this project, we would like to see some type of noise/visual buffer between our property and the high density housing proposed. We would like to suggest a tree screening buffer and/or a berm to separate the properties.

Ramsey has changed drastically over the past forty years while our neighborhood has been able to keep the rural small town feel. Please do not take this away from us nor take away our quiet enjoyment that is sure to be created by a high density housing right in our back yard.

Sincerely,

Lonnie and Val Kruger
15210 Kangaroo Street NW
Ramsey, MN 55303

Val Kruger

Tim Gladhill

From: Kent Roessler <kent@paxmar.com>
Sent: Monday, June 19, 2017 11:19 AM
To: Tim Gladhill
Cc: Alan Roessler; Philip Rondeau; Pankratz, Brian L. @ Minneapolis
Subject: Lot layout on east end and adjacent values
Attachments: Property values of neighbors.pdf; East side Lot Comparison Sketch.pdf

Tim

We laid out east end to show existing zoning and what would be allowed alongside of our proposal. As you can see we net 3 extra lots which helps pay for puma.

We also pulled the values from Anoka County Assessor dept for 2017 values. Pretty hard to back up a \$400k 80' lot build to a bunch of \$200k properties.

Please add these to your packets and if we have time I would like to calculate a cost comparison to add for total build/revenue for city. Please let me know what cut off time for packets will be.

Thanks

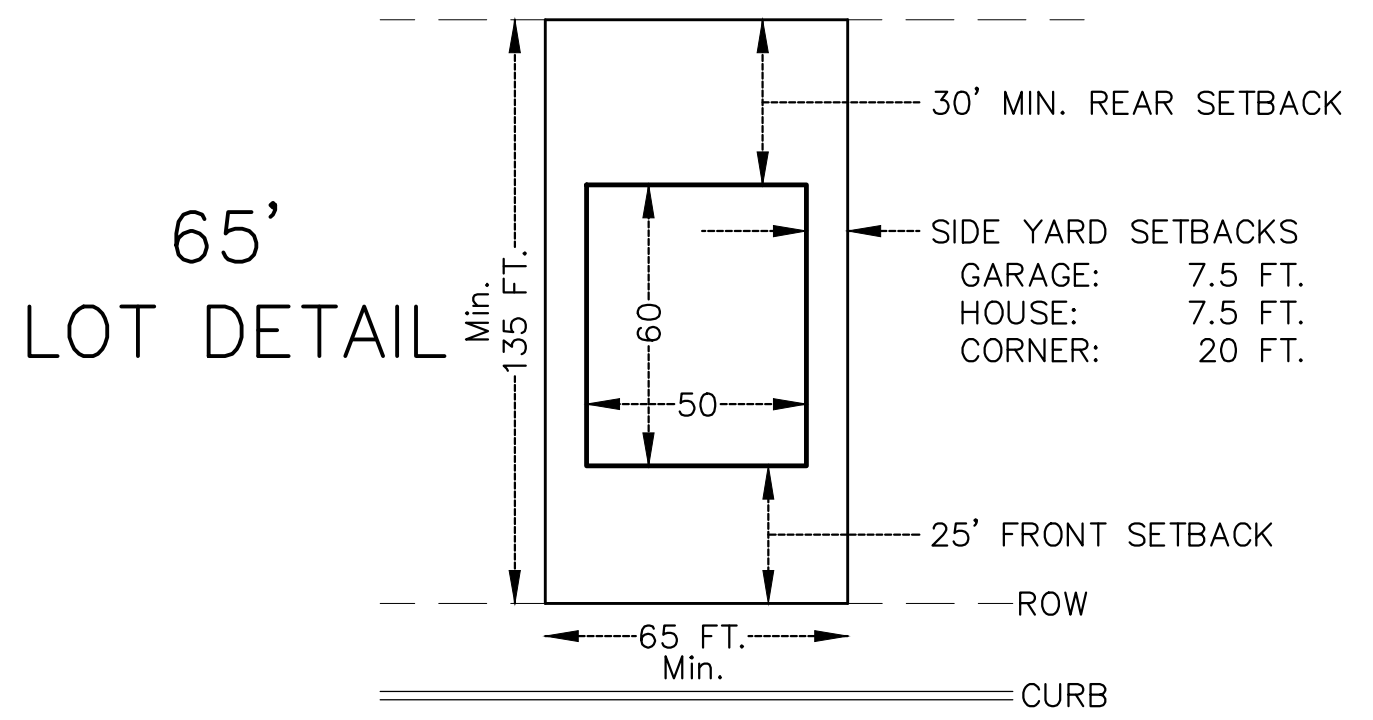
Kent Roessler

Cell (612) 242-5051 | Fax (763) 753-9812

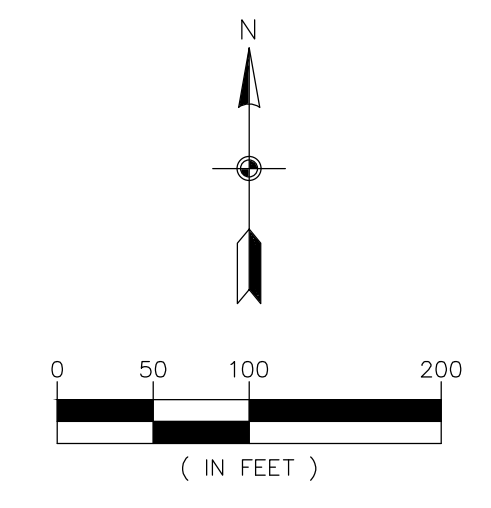
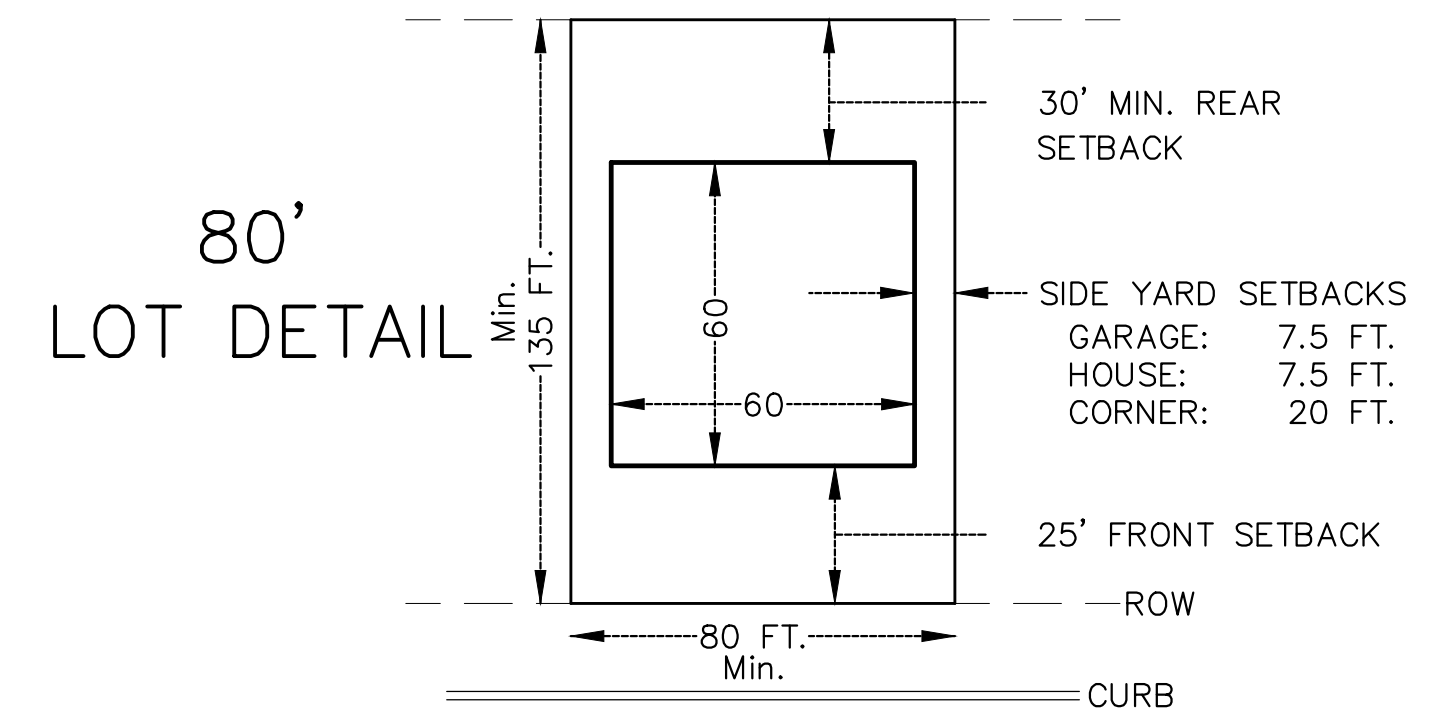
www.paxmar.com | kent@paxmar.com

PAXMAR®

PROPOSED PUD ZONING



R-1 ZONING



**Carlson
McCain**
ENVIRONMENTAL · ENGINEERING · SURVEYING
3890 Pheasant Ridge Drive NE,
Suite 100, Blaine, MN 55449
Phone: 763-489-7900 Fax: 763-489-7959

LOT EXHIBIT

NORTH FORK MEADOWS
Ramsey, Minnesota

PAXMAR
3495 Northdale, Suite 210
Coon Rapids, Minnesota 55448

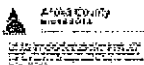
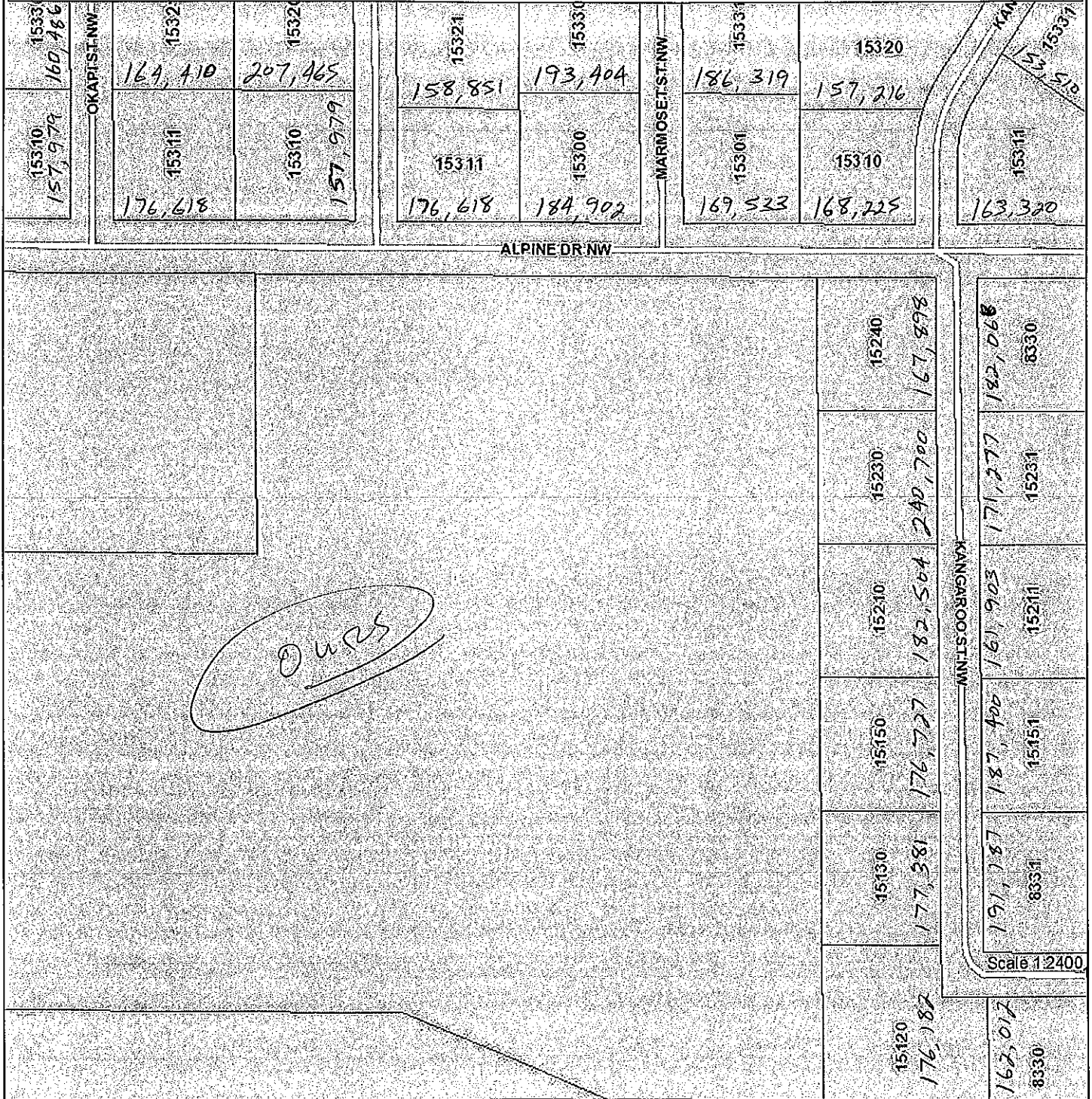
REVISIONS

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DRAWN BY:	C#
ISSUE DATE:	06/19/17
FILE NO:	XXX



<Title>

2017 TMTV



Aerial Photo: Flown Spring of 2014





<u>Description</u>	<u>Unit Price</u>	<u>R-1 Zoning</u>	<u>Total R-1</u>	<u>PUD</u>	<u>TOTAL PUD</u>	<u>Notes</u>
<u>Park Dedication and Trail Development</u>		Units		Units		
Park Dedication	\$ 2,800.00	66	\$ 184,800.00	149	\$ 417,200.00	
Trail Development	\$ 800.00	66	\$ 52,800.00	149	\$ 119,200.00	
			\$ -		\$ -	
<u>Water and Sewer Fees</u>			\$ -		\$ -	
Water Fees - Trunk / Connection	\$ 1,720.00	66	\$ 113,520.00	149	\$ 256,280.00	
Sewer Fees - Trunk / Connection	\$ 1,154.00	66	\$ 76,164.00	149	\$ 171,946.00	
			\$ -		\$ -	
<u>Stormwater Management Fees</u>			\$ -		\$ -	
Stormwater Management	\$ 473.00	66	\$ 31,218.00	149	\$ 70,477.00	
			\$ -		\$ -	
<u>Street Light fees</u>			\$ -		\$ -	
Three (3) Years Operation and Maintenance	\$ 294.00		TBD		TBD	Fixture Count Needed
Total Development Fees			\$ 458,502.00		\$ 1,035,103.00	
<u>Sewer & Water Charges</u>						Collected with Building Permit
Water Accessibility Charge (WAC)	\$ 1,267.00	66	\$ 83,622.00	149	\$ 188,783.00	
Sewer Accessibility Charge (SAC)	\$ 2,485.00	66	\$ 164,010.00	149	\$ 370,265.00	
SAC/WAC Totals			\$ 247,632.00		\$ 559,048.00	
Proposed Additional City Development Fees			\$ 576,601.00			
Proposed Additional SAC/WAC Fees			\$ 311,416.00			
Total Proposed Additional Fees			\$ 888,017.00			



Project Cost Comparison

North Fork Meadows

<u>Description</u>	<u>R-1 - 66 units</u>	<u>/unit</u>	<u>PUD - 149 units</u>	<u>/unit</u>
Hard Cost - Grading, Pipe, Roads, Etc.	\$ 2,300,000.00	\$ 34,848.48	\$ 2,300,000.00	\$ 15,436.24
10% City Escrow Fee	\$ 230,000.00	\$ 3,484.85	\$ 230,000.00	\$ 1,543.62
Puma St. Extension	\$ 800,000.00	\$ 12,121.21	\$ 800,000.00	\$ 5,369.13
10% City Escrow Fee	\$ 80,000.00	\$ 1,212.12	\$ 80,000.00	\$ 536.91
Engineering	\$ 330,000.00	\$ 5,000.00	\$ 521,500.00	\$ 3,500.00
City Fees	\$ 458,502.00	\$ 6,947.00	\$ 1,035,103.00	\$ 6,947.00
	\$ 4,198,502.00	\$ 63,613.67	\$ 4,966,603.00	\$ 33,332.91

The cost of each project is substantially similar, regardless of the product developed. The only major deviations are the City Fees and Engineering, which are based per unit.

Our proposal significantly lowers the per unit costs to a point where it is fiscally feasible to move forward.

**Costs do not include any profit margin for the developer or Land cost*



Property Tax Comparison

North Fork Meadows

	R-1 - 80' SF	65' SF Lots	Detached Townhome	PUD
Units	66	56	93	149
Taxable Market Value/unit	\$ 330,000.00	\$ 300,000.00	\$ 225,000.00	
Property Tax/unit (homesteaded)	\$ 4,046.00	\$ 3,643.00	\$ 2,636.00	Total PUD TMV
Total Taxable Market Value	<u>\$ 21,780,000.00</u>	\$ 16,800,000.00	\$ 20,925,000.00	<u>\$ 37,725,000.00</u>

Paxmar Proposed additional Taxable Market Value over and above current zoning

\$ 15,945,000.00

Yearly Property Tax gain if rezoned to Paxmar proposed PUD

\$ 182,120.00

*Tax based on Anoka County estimated tax calculator

North Fork Meadows/Riverstone Comparison

The developable area is approximately 33.5 acres in size. Both projects have a variety of lot sizes, but overall/gross density is generally comparable. Capstone is proposing two styles of lot sizes in their detached single-family portion of the development, with lot sizes of 65 foot wide and 50 foot wide lots. Capstone is also proposing six (6) four unit attached single-family townhomes (48 units). Paxmar is proposing 65 foot wide single-family lots and 38 foot wide detached townhome lots.

Comparison

	Riverstone (Capstone) 293 units	North Fork Meadows (Paxmar) 149 units
Detached Single-Family	65 foot wide & 50 foot wide 245 units (83.5% of the project) 62.27 acres of the project Density = 3.93 units/acre	65 feet wide 56 units (37.5% of the project) 20 acres of the project Density = 2.8 units per acre
Townhomes	Attached (4 unit) 50 foot wide individual lots 48 units (16.5% of the project) 7.38 acres of the project Density = 6.5 units/acre	Detached 38 foot wide lots 93 units (62.5% of the project) 13.5 acres of the project Density = 6.88 units/acre
Dedicated/Protected Open Space	20.67 acres	0 acres

In terms of gross density, Riverstone calculates at 3.24 units per acre while North Fork Meadows calculates at 4.45. Two factors generally contribute to the difference in density.

1. Riverstone has more open space planned compared to North Fork Meadows. When we look at net density, removing these open spaces from the calculation, the comparison is more similar.
2. North Fork Meadows has a higher percentage mix of the higher density units (townhomes) compared to Riverstone.

5.02: Consider Sketch Plan Review for Northfork Meadows located Near Puma Street and Alpine Drive; Case of Paxmar (Project #17-126)

Presentation

Community Development Director Gladhill presented the staff report stating the purpose of this case is to review a sketch plan for a 149-lot subdivision (56 detached single-family lots with 65-foot-wide lots, and 93 detached townhome lots). A Sketch Plan affords the Planning Commission the opportunity to review a project before it enters the official Preliminary Plat stage. The Preliminary Plat (future step) is the most important step in the review process and gives the project 'entitlement' to the project. Please note that the request requires a Comprehensive Plan Amendment. The City can approve said amendment, but is not obligated to approve said amendment. The City has discretion on how to move forward with the request.

Commission Business

Chairperson Bauer stated he was not on the Planning Commission when the current Comprehensive Plan was put in place. He understood the Commission had to thoroughly evaluate each change and questioned why the current zoning designation was put in place.

Community Development Director Gladhill explained the current zoning designation (Low Density Residential) has been in place for the past 20 years. However, in the yearly 2000's Pulte homes proposed a housing development which matched the LDR zoning. He indicated this development was never completed. He reported this zoning designation was reconfirmed in the 2030 Comprehensive Plan.

Commissioner Brauer recalled this property had been zoned LDR since before The COR was developed.

Commissioner Gengler asked if the neighborhood to the east was zoned LDR.

Community Development Director Gladhill reported this property was zoned Rural Developing and was outside of the MUSA.

Commissioner Nosan questioned if Capstone's subdivision would be across the street from Paxmar's proposed project.

Community Development Director Gladhill stated this was the case.

Commissioner Nosan inquired what the differences were between the Capstone and Paxmar developments.

Community Development Director Gladhill explained both developments were medium density projects. He described the differing buffers between the two projects.

Kent Roessler, Paxmar Land Development, introduced himself to the Commission and thanked them for their time. He explained he had several national and local builders that were interested in a housing development in Ramsey. He stated he currently had a development in Elk River with 250 to 300 lots, and other developments he was working on in Blaine, Buffalo and North Branch. He discussed the proposed detached townhouse community in further detail with the Commission and indicated these types of units were in demand. He reported this development would have a homeowner's association to maintain the exterior of the units. He provided further comment on the styles and types of detached townhome units

that would be constructed, along with the proposed price points. He then discussed the advantages of his proposed upscale neighborhood.

Commissioner Brauer asked if the developer believed the site was being proposed for multi-family based on the site or current market conditions.

Mr. Roessler stated he had considered both the site location and the market conditions. He discussed the developments that surrounding the subject property and recommended the Commission consider re-guiding the property. He anticipated his development would nicely complement the Capstone development.

Commissioner Brauer commented on the density transition issue. He questioned if the developer could amend his plans.

Mr. Roessler explained there was no easy way to completely buffer the project from the three adjacent homeowners. He reported there was an existing tree line in place that was quite dense. He stated he could work with staff to enhance the rear elevation of the units.

Commissioner Gengler asked what the price range would be for the detached townhome units.

Mr. Roessler stated the single-family homes would be in the high \$200,000 to \$400,000. He noted the detached townhome units would range in price from \$190,000 to \$250,000.

Commissioner Nosan believed Paxmar completed nice developments and noted her daughter lived in a Paxmar development in Monticello. She stated she was having a hard time with the transition between the proposed project and the existing homeowners. She questioned how much space was between the new units and the existing homes.

Mr. Roessler reviewed the rear yard setback (30 feet) with the Commission and noted most of his units were 50 feet from the property line. He encouraged the Commission to consider the greater good for the entire community and not strictly how six properties will be impacted.

Community Development Director Gladhill provided further comment on the City's landscaping and buffer requirements. He understood that more work had to be done to address density transition and stated the City was aware of the fact that the existing residents were important to Ramsey.

Commissioner Brauer recommended that the City keep the promises that it has made to its existing residents.

Commissioner Anderson stated he was not in favor of 28 foot streets as this was too narrow. He reviewed the variances from City Code within the project and suggested these areas of the development be further considered. He questioned if the detached townhouse units would have brick.

Mr. Roessler reported the front of the units would have brick or stone.

Commissioner Anderson indicated he was struggling with the proposed unit types but stated he would be willing to listen to future plans from the developer.

Commissioner Surma expressed concern with the existing homeowners and how their property rights would be impacted.

Steve Bona, Capstone Homes, stated he did not oppose the development of this property. He explained he designed his neighborhood with the understanding the subject property would be zoned R-1. He feared the market would be flooded with too many high to mid-density units if both projects were completed. He believed the Paxmar units did not fit with the character of the surrounding neighborhood and for this reason he encouraged the Commission to keep this property zoned R-1.

Chairperson Bauer recommended a worksession meeting be held on this development to allow for further discussion of the project.

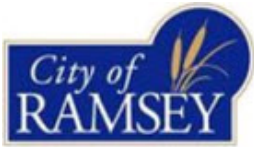
Community Development Director Gladhill stated staff could set a date for a worksession meeting.

Commissioner Brauer stated he would like to see the neighboring property owners involved in the discussions for the proposed development. He did not see how the Planning Commission could move forward on this project until the Commission received direction from the City Council on the Comprehensive Plan amendment. He explained he did not see a compelling reason to change the Comprehensive Plan at this time.

Commissioner Brauer encouraged the developer to continue to work with the City and not take the feedback from the Commission as a no.

Chairperson Bauer recommended a work session meeting be scheduled if the City Council supports the Comprehensive Plan amendment.

Community Development Director Gladhill anticipated that a worksession meeting would not be able to be scheduled until July.



Our Mission: To work together to responsibly grow our community, and to provide quality, cost-effective, and efficient government services.

CC Work Session

3. 1.

Meeting Date: 06/27/2017

Submitted For: Kurt Ulrich, Administrative Services

By: Jo Thieling, Administrative Services

Information

Title:

Review Future Topics/Calendar

Purpose/Background:

Attached is the current list of future topics for work session discussion. Items are drawn from Council requests at meetings, or are related to topics that have been identified in the City's strategic plan. Dates will be assigned in the future.

Recommendation:

N/A

Action:

For Council review - no formal action necessary.

Attachments

Future Topics

Form Review

Inbox

Kurt Ulrich

Form Started By: Jo Thieling

Final Approval Date: 06/22/2017

Reviewed By

Kurt Ulrich

Date

06/22/2017 11:46 AM

Started On: 06/21/2017 09:12 AM

City Council Future Topics – Work Session
(Draft)

Date	Topics for Discussion – Council Action
Future	Discuss Ordinance Governing Unmanned Aerial Vehicle Use (<i>Katers</i>)
Future	Review and Potentially Adopt Ramsey’s Portion of Previous Highway 47 Study (<i>Westby</i>)
Future	Cost Share a Corridor Study for Nowthen Blvd/CR5 (<i>Westby</i>)
Future	Intersection Control Evaluation for Spot Improvements on Armstrong (<i>Westby</i>)
Future	Discussion re Tap Rooms/Brew Pubs (<i>Thieling/Katers</i>)
Future	Assessment Policy Review (<i>Westby</i>)
July 11	2018 Budget Discussion (<i>Lund</i>)
Date	Topics for Discussion – Regulatory
Future	Commercial Signage Standards and Community Sign Plan(<i>Gladhill</i>)
Future	Property Maintenance Code (Maintenance of Buildings and Structures) (<i>Gladhill</i>)
Date	Topics for Discussion – Policy
Future	Public Facilities Naming Policy (<i>Riverblood</i>)
Future	Trail Maintenance Policy (<i>Westby</i>)
Future	Stormwater Pond Maintenance Policy (<i>Westby</i>)
Future	Citizen Volunteer and Recognition Program (<i>Ulrich</i>)
Future	Newsletter Policy to Address Advertising and Content Control (<i>Brama</i>)
August	Discussion re Updating the City’s Personnel Policy (<i>Lasher</i>)
Date	Topics for Discussion – Planning and Budget
Future	Summary of Compensation/Development Plan for Employees (<i>Lasher</i>)
Future	Review Comprehensive Plan for Long-Term Water Supply (<i>Westby</i>)
Date	Topics for Discussion – Information