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A GRANICUS COMPANY

PROPOSAL FOR

WEBSITE REDESIGN SERVICES FOR THE CITY OF ASHEVILLE

Presented On: Friday, February 12, 2016
Proposal Valid for: 120 days

Prepared For:
Christy Edwards
City Manager
City of Asheville
3 Hunt Hill Place
Asheville, NC 28801
Phone: (828) 259-5950
Email: cedwards@ashvillenc.gov

Proposal Contact:
Jason Reis
Director of Business Development
Civica, A Granicus Company
707 17th Street Suite 4000
Denver, CO 80202
Phone. (949) 899-8097
Email: jason.reis@granicus.com

civica

A ⊙ GRANICUS COMPANY

More than the launch of a new website, Civica is about giving residents a way to easily and powerfully interact with local government.

Civica is one of the most experienced and innovative Government website development companies in the U.S. We work exclusively for Local Government, Special Districts, Special Events and Non-Profits, with installations in over 125 public sector agencies and 300+ projects/ system deployments nationwide. Recently, Civica has become a part of Granicus, Inc. Now governments can use our all-in-one shop for agenda management, web casting and website design.

As the leader in the market and only provider to offer the complete integrated platform to fill the needs of Asheville; Granicus offers the first cloud platform and suite of applications designed specifically for government agencies.

The Center for Digital Government remarked that cities across the United States recognized as "the most innovative and pioneering counties in the nation" turn to Granicus for their software solutions.

We are proud to have the City of Asheville in our family of clients and look forward to exceeding expectations to make this new website a reality for your staff, visitors, and most importantly your community of residents.

CORE SOLUTIONS

Responsive Web Design and Development

Comprehensive Content Management System

Mobile Application Development

Cover Letter

Dear Christy,

We are excited to send you this presentation and cost estimate for a new, fully responsive and hosted website for the City of Asheville. We've had great tremendous success with the recent launch of new sites for Town of West Hartford, CT (**www.westhartfordct.gov**), City of Fullerton, CA (**www.cityoffullerton.com**), City of Carlsbad, CA (**www.carlsbadca.gov**), and City of Santa Barbara, CA (**www.santabarbaraca.com**). We would be proud to continue our partnership with you on this opportunity, as we are exited to continue doing great things for your community.

For more than 15 years, Granicus has partnered with local governments and special districts across the country to provide public communications software and tools, and with the recent addition of the CivicaCMS product, Granicus is as well-positioned as any partner to strengthen and support government communications officials in their daily tasks. Through our continued partnership with the City of Asheville, we believe Granicus could provide immense value to the community through a website built on a leading content management system.

Our sites aren't just great to look at; they are functional, easily accessible across all devices, and powered by the CivicaCMS for complete control. The key to our award-winning technologies is our collaborative and partner-focused approach. Behind every great organization are great members, and the city's website should be an accurate and easy-to-use reflection of the pride they take in the organization.

We are available to answer any questions and look forward to demonstrating our capabilities to your team.

Respectfully submitted,

Jason Reis
Director of Business Development
(949) 899-8097
jason.reis@granicus.com

Jason Fletcher
CEO of Granicus
(720) 240-9586
jason.fletcher@granicus.com

COMPANY BACKGROUND

Civica is one of the most experienced and innovative Government website development companies in the U.S. We work exclusively for Local Government, Special Districts, Special Events and Non-Profits, with installations in over 125 public sector agencies and 300+ projects/system deployments nationwide.

Recently, Civica has become a part of Granicus, Inc. Now governments can use our all-in-one shop for agenda management, web casting and website design. As the leader in the market and only provider to offer the complete integrated platform to fill the needs of 3CMA; Granicus offers the first cloud platform and suite of applications designed specifically for government agencies. Cities across the United States recognized as "the most innovative and pioneering counties in the nation" turn to Granicus for their software solutions, as found by the Center for Digital Government.

During the last 17 years, we have created a number of custom online tools to ensure smooth communications and timely project management, with client staff having full and transparent access to our online project management systems and development environments.

We stand out from the competition not just because we have been doing this longer than anyone else, but because we have a personal touch combined with a level of professionalism that few vendors can match. Each client has its unique needs and we respect that. Your new site will be built from your perspective and with your needs in mind, not ours.

COMPANY SIZE
IN BUSINESS SINCE: 1997
TOTAL SIZE OF FIRM: 135
FEDERAL TIN#: 91-2010420
SOFTWARE COMPANY FOR
GOVERNMENT.

OFFICE LOCATION
707 17TH STREET
SUITE 4000
DENVER, CO 80202
720-240-9586
WWW.GRANICUS.COM
WWW.CIVICASOFT.COM

OTHER INFORMATION
CIVICA SOFTWARE, INC. (CIVICA),
IS OWNED BY GRANICUS INC.,
A DENVER COLORADO CLOUD
SOLUTIONS

AVAILABILITY
CIVICA IS AVAILABLE TO BEGIN THIS PROJECT IMMEDIATELY (UPON NEGOTIATION OF A CONTRACT).

*Civica is the prime and sole contractor for this project. All work will be completed by our in-house team.

1. Please cite at least three (3) references listing accounts which the bidder is/has furnished web development services described herein within the last three to five years. If you have experience specifically working with municipalities and/or local government, please include those in your references. References should include the name of the organization, active links for the websites, a brief summary of the contract and the name and telephone number of a responsible contact person.
Our references have been included in this response starting on Page 16 (City of Fullerton, City of Carlsbad, City of Santa Barbara, City of West Hartford).

2. Please describe how long your company has been in continuous operation.
Civica has been deploying web solutions solely in the government space since 1997.

3. Please describe your experience within the last 24 months with professional content management solutions, template design, skinning, and end user training. Please describe your resources and procedures for providing web development and design services.
Approximately 9 months ago, we released an update to our system, which included enhancements to the HTML Editor and Code Snippets feature. We additional launched new and improved options for posting emergency alerts. This update was released to our current install base of clients. In November, Civica became part of Granicus, Inc., the leader of agenda management and web-casting software solutions. Together, this partnership will provide municipalities with a unrivaled sole-source solution for web-based, government sector technology.

4. Please describe how your company evaluates the user experience of content management solutions that your company has developed or implemented.
Non-technical users should feel empowered to make content updates with ease. The system should anticipate your needs, and provide automated multi-tasking to accomplish posting of content to multiple streams, including social media, RSS feeds, and email subscription lists. Posting news, alerts, events, bids, jobs, and forms should be as easy as filling out a web-form - a step by step process to insure that nothing is missed.

5. Please provide a scope of work that includes specific details and pricing for the proposed items described in this document, listed on page 2. Pricing should include content migration from site to site. All offerings should be itemized showing individual item pricing. Hourly rates and estimated hours required for each service should also be included. The project budget is no more than $30,000.
Our pricing proposal includes all options requested by the City. Please see pricing section of the proposal on Page 21.

Table of Contents

Project Team Description

PRINCIPAL

Chief Executive Officer:
JASON FLETCHER

Jason is passionate about instilling a culture of high performance with a team focused on continual improvement, individual ownership and intellectual curiosity. As head of the executive team, Jason believes strongly in building product that is inspired by and provides deep value to the Granicus client base. Jason's primary goal is aggressive and strategic growth, keeping Granicus a celebrated leader in government technology. A Denver native, he graduated from the Leeds School of Business at the University of Colorado Boulder. Over his 17-year career, Jason has successfully guided key teams for major organizations, most recentlyas President of CII, an organization that experienced a fourfold rate of growth under hisstewardship.

Vice President of Marketing & Strategic Partnerships:
MICHAEL ASHFORD

Michael grew up in local government as the son of a Community and Economic Development Director and has relied on those insights to connect public sector employees' needs to technology solutions throughout his career. As the Vice President of Marketing and Strategic Partnerships at Granicus, Michael guides the company's demand generation strategy and thought leadership efforts. He has nearly a decade of experience in the eGovernment software space, having worked previously at MindMixer and CivicPlus, and has been a featured speaker and presenter at conferences across the country on eGovernment trends. Michael graduated from Kansas State University with a B.S. in Mass Communications and Journalism.

OPERATIONS & PROJECT MANAGEMENT

PROJECT MANAGER:
JEANNE GREGG

Jeanne has over 20 years of experience in building, leading & motivating teams, and managing projects & programs in both domestic and international technology arenas. Her experience spans small privately owned corporations, big corporations and business ownership. She holds a Master's degree in Applied Linguistics from the University of Saarland. Jeanne is passionate about streamlining and establishing processes to ensure the highest levels of customer satisfaction. Jeanne manages all phases of a project, acting as a liaison between the client and various Civica staff active at each stage of design and development.

ACCOUNT MANAGEMENT

BUSINESS DEVELOPMENT:
JASON REIS

Jason received a Bachelor of Science degree in Web Design and Interactive Media from the Art Institute of California, Orange County, where he graduated as valedictorian with President's Honors. With over 10 years of experience in various professional service roles spanning entertainment, startup ventures, website design, and software business development, his technical background provides a solid foundation for client solution scoping and delivery. Jason collaborates with clients to keep focus on user interface and experience.

CLIENT SOLUTIONS:
IAN NICHOLLS

Ian has a Bachelor's degree in Web and Interactive Media Design from The Art Institute of California, Orange County. He has worked in both management and production for various media, giving him an insightful perspective on

relationships between clients and companies.

Ian works closely with clients to understand and communicate their needs to the Civica Team in order to produce personal and distinctive solutions. A strong advocate for our clients' aspirations, he works alongside designers and programmers to assist in product development.

WEB DESIGN
DESIGN AND INTEGRATION: MARCO SEGURA

Marco received his Bachelor of Science degree in Web Design and Interactive Media from the Art Institute of California, Orange County. He has in-depth experience in website front-end design and integration, corporate branding, graphic design and is highly skilled with graphic design tools such as Adobe Photoshop and Illustrator. Marco maintains expert knowledge in CSS, JavaScript, PHP, MySQL, HTML5 and ASP.NET. He leads the design team in creating and integrating designs for client websites.

DESIGN AND INTEGRATION: RYAN SAPP

Ryan obtained his Bachelor of Science degree in Digital Media and Web Design from The Art Institute of California, Orange County. Before joining Civica, he provided effective web solutions for the Chuck Jones Center for Creativity, Suziki Strings and several other small businesses in Southern California. Ryan has over 7 years of design and integration experience. His designs include dynamic and creative websites which combine his skills at CSS, JQuery, PHP and AJAX, accentuating his experience with digital art and interactive media.

DESIGN AND INTEGRATION: PATRICK EAGAR

Patrick earned his BFA in Communication Art from Otis College of Art and Design in Los Angeles. A California native, he has worked with Tim Burton through Disney, as well as Sony, Square Enix and Legendary Productions. Patrick has 7 years of experience designing and integrating outstanding websites and maintains expert knowledge of CSS, HTML5, UI, and JQuery. He specializes in government website designs that showcase social and new media.

DEVELOPMENT & ENGINEERING
SENIOR ENGINEER: DAVE WELCH

Dave holds a Bachelor's degree from California State University Long Beach. He has 18 years of experience building a variety of software applications in ASP. NET (VB.NET, C#.NET), classic ASP, Cold Fusion, .PHP and SQL frameworks including MS SQL and My SQL. He maintains expert knowledge of Server Side Code, databases and numerous APIs. He created and modified several of the Civica CMS modules. Dave currently leads the ongoing development of the CRM, email applications, specific customized modules, extranet applications and heads the Civica Development Team.

PROGRAMMER ANALYST: SANUJA KANUNGO

Sanuja has a Master's degree in Management Information Systems, from UT Dallas. She interned with the Walt Disney Operations Measurement Department in Florida and worked as a Software Developer with First Communications in Chicago, Illinois. She has 3+ years of experience as a software engineer and maintains expert knowledge of ASP, .NET, JQuery, C# and SQL Server. She is the lead on several Civica CMS modules including the interactive maps.

DISCOVER
Every community is unique. Implementing technologies to best serve your community requires a deeper understanding of usability and audience.

DESIGN
A strong user driven approach toward community branding ensures your website and mobile app seamlessly deliver both style and functionality.

DEVELOP
Stability, security, and accessibility are vital to any site development. We integrate the latest technologies into your solution to provide a flexible foundation for years to come.

DEPLOY
Content migration, quality assurance, training, and the convenience of on-going support come standard. Civica provides everything needed for a successful launch, even hosting.

www.granicus.com

707 17th Street, Suite 4000, Denver, CO 80202

Average Timeline: 13-24 Weeks

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

A refined Milestone and Deliverables Timeline and Schedule, which fits the requirements of the Client, will be established at time of contract negotiation and execution. Whenever possible, Civica will work on various project phases concurrently to reduce the overall project timeline.

Milestone 1: Discovery and Kick-Off Meeting
1 week from contract execution

Milestone 2: Concept and Design
4-6 weeks from kick-off meeting

Milestone 3: Development and Integration
3-5 weeks from concept/design

Milestone 4: Information Architecture / Content Migration
6-12 weeks from design integration

Milestone 5: Training
2 weeks during content migration

Milestone 6: Quality Assurance/ Technology Transfer
1-3 weeks from completion of content migration

The new functionality is wonderfully versatile and flexible. The display of the buttons and banners truly enhances our pages. The flexibility we have with the buttons, both in the homepage and the subpages is truly fantastic! "

Rick Lynch, IT Application Specialist
City of San Leandro, CA

Milestone 1: Discovery and Kick-Off Meetings

Civica will host kick-off meetings with your website project team to review and evaluate the current site and identify goals, expectations, and your explicit wishes and requirements for the new website. We encourage your team to present design examples to compliment the work and experience our designers bring to the table.

Additionally, we will introduce all of the tools we will use to make this project a collaborative success story (Collab, Content and Branded Page Matrices for Content Migration, etc.), we will also discuss and establish the precise project timeline, milestone goals and expectations.

Estimated Timeline: 1 week from contract execution

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

Milestone 2: Concept and Design

Upon completion of the design kick-off meeting, our in-house team will have everything they need to drive the design a direction home, establishing what will ultimately become the new website look and feel, layout and content hierarchy.

Using a variety of proven-effective layouts (themes), our expert team will help you select the best design direction for your users. Civica will work back and forth with your team, branding the selected theme as allowed to ensure all preferred photos, graphics, colors, features and functionality have been considered and included. If a new custom design is desired, we have options available to deliver all new design concepts for review and selections.

Throughout the process, your team will be in direct personal communication with the Civica design team, with every opportunity for you to offer comments and feedback on all revisions. Our goal is to deliver a new site that you will be proud to call home.

Estimated Timeline: 4-6 weeks from kick-off meeting

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

Milestone 3: Development and Integration

Once you approve the homepage and secondary (internal) page designs, Civica will host a development (test) version of what will be your new website. We will integrate the approved designs with the new system and, at this point, the new design will "come to life."

Your staff will have the ability to interact with the new site features, and upon completion of this stage you will have the current version of the CivicaCMS. The new system will have modules, tools and features including:

- News and Announcements
- User Administration System System
- Photo Manager
- Simple Forms
- Phone Directory
- FAQs
- Advanced Media Manager

- Agendas and Minutes
- Press Releases

- Slideshows
- Job Classifications
- RFPs and Bids
- QuickLinks
- e-Notify and Email Manager

- FileBank
- A-Z Index

- Interactive Maps
- Calendar
- Job Postings
- Contacts

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

Milestone 4: Information Architecture and Content Migrations Services

The Civica Content Migration teams primary objective is to relocate all content from the previous navigation structure to the new structure, including the addition and restyling of any new content. We will do a comprehensive analysis of the current content (HTM, HTML and ASPX code), as well as structure an inventory of additional contents, which also require migration. For example:

- News Migration Migration
- FileBank Organization
- A-Z Index Setup
- Image Resizing

- FAQ Migration
- Online Forms
- Staff Directory

- Calendar
- Slide Shows
- Page Contact

Civica will provide a complete content migration plan for successfully migrating content to the new website applying global styles for the new design. Civica considers the budget for this project to be of highest priority, and for that reason, pricing for content migration is best established after a pre-analysis has taken place. Civica will work with your IT administrators to fully understanding the format, storage, structure and styling of the current website content in order to provide a content migration plan that is most efficient and cost effective.

During content migration, the development site will remain available for review on a 24/7 basis. As sections of the site are completed, you will be notified via Civica's internal project management system, and a request for sign-off will be posted.

Civica's content migration services can extend far beyond the simple transfer or relocation of content from a previous navigation structure into a new structure. Our content migration team is highly skilled and experienced at streamlining your website for optimum content delivery and performance. Available content migration services can include, but are not limited to:

- Give existing content a modernized look and feel, complementing the new portal design
- Clean up and removal of extraneous 'junk' code and formatting from previous years, which can slow down site performance
- Employ styled tables and a clear information architecture and content hierarchy
- Use our knowledge and expertise of the CivicaCMS to transform bland HTML pages into visually pleasing, easy to navigate and easy to maintain content.
- Utilize CMS modules and tools for superb content performance, organization and delivery.
- Review of content for grammatical and spelling errors
- Set up CSS style sheets, drop downs and automatic content styling tools
- Optimize all graphics for Web delivery
- Integrate CMS modules to handle content such as news, events, alerts and documents in appropriate and powerful ways
- Setup Popular Links and QuickLinks on homepage and secondary pages
- Organize FileBank structure, files and naming conventions, including the creation of appropriate FileBank display pages
- Establish core News and Calendar feed targets for immediate access by staff
- Final check and removal of any broken and/or duplicate links

Milestone 4: Information Architecture and Content Migrations Services

Throughout the entire development cycle, we maintain a system that replicates your final deployment environment. All functionality testing and development will take place on this system to ensure an accurate representation of the finished product.

Although testing occurs throughout the project, in this stage the site is scrutinized on multiple platforms, browsers, and bandwidth environments. The various systems planned for the site will be tested and all subsections will be refined and tested for proper linkages and content control.

Estimated Timeline: 6-12 weeks from design integration

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

> " Civica staff has been phenomenal to work with. We're really enjoying the site! "

Pamela Burns, Communications Supervisor
Dallas-Fort Worth Clean Cities, TX

Dallas-Fort Worth CLEAN CITIES

Web Marketing Association's
WebAward 2014
Congratulations to Dallas-Fort Worth Clean Cities
Winner of Energy Standard of Excellence 2014

Milestone 5: End User Training (Editor/Admin)

Our team will provide end-user training in focused onsite or webinar training sessions. Each session will take your content editors through the tools necessary to maintain and update the content on the website and the procedures for creating and posting new content onto existing pages. These "content editor" training sessions will be held at your offices. Session topics include, but are not limited to:
create and edit page content, best practices for importing and working offline, use of basic modules (News, Calendar, FileBank, etc.)

In addition, we will provide in-depth "system administrator" training for selected users in the full use of the Civica administration system. The session topics include, but are not limited to: setting up all user rights and privileges, configuring Workflow and approver level assignment,
understanding all of the Civica tools necessary to maintain and redesign the website (creating new pages, landing pages, modifications to navigation and graphic changes to the website)

Estimated Timeline: 2 weeks during content migration phase

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

Milestone 6: Quality Assurance and Technology Transfer

Although the site will be continually tested during the entire duration of development, a final checking and testing will take place at this stage. Civica will deploy the new website on the **Civica Cloud worry-free hosting.**
If a beta (soft-launch) is desired, Civica will assist in configuring the current website so that the public and staff may view the new site via a link from the current website, or alternatively link back to the previous site from the new redesign (if client hosts). A feedback form will be included so that users can submit comments and suggestions.

At the point of soft or hard launch, the site will **go-live**. You will take full control of the maintenance of all sections, including f**ull access to the source code** for

Typical Timeline: 1-3 weeks from completion of content migration

Milestone 1	Milestone 2	Milestone 3	Milestone 4	Milestone 5	Milestone 6
Kick-off	Concept and Design	Development and Integration	Architecture and Content Migration	End-User Training	QA & Technology Transfer

www.granicus.com

707 17th Street, Suite 4000, Denver, CO 80202

Client References

Fullerton, CA
303 W. Commonwealth
Fullerton, CA 91730
www.ci.fullerton.ca.us

Steven Yee
Webmaster, IT. Dept.
O: (714) 738-6538
steveny@ci.fullerton.ca.us

Current client website redesign, fully responsive with 9 screen interactive scrolling design, each with unique services, icon tray and more. Share and Follow option from the homepage
DOS: 2006

Carlsbad, CA
1200 Carlsbad Village Dr.
Carlsbad, CA 92008
www.carlsbadca.gov

Greg Wallace
Sr. Web Administrator
O: (760) 602-2489
greg.wallace@carlsbadca.gov

New client website redesign, fully responsive with completely reimagined information architecture, humanistic user experience, news center, library subsite, social media integrations, and strong searchability
DOS: 2014

Santa Barbara, CA
735 Anacapa St.
Santa Barbara, CA 93101
www.santabarbaraca.gov

Scott Nelson
Webmaster
O: (805) 897-2510
snelson@santabarbaraca.gov

New client website redesign, fully responsive with unique floating panel approach, colorful user portal functionality, video libraries, several 3rd party integrations, interactive maps (parks, construction, downtown parking), and powerful search
DOS: 2013

Carlsbad, CA

Launched in September of 2014, the website features a design that truly represents the Carlsbad, CA community and its 115,000 residents. From the surf inspired main navigation, to its custom Library Subsite and City News Room, the redesigned website was designed to reinvigorated the community.

Key features include:
- Completely Responsive Design with Cross Browser Compatibility
- Library Sub-Site for department specific customization and functionality
- City News Room with Social Media Integrations
- Google Search Integration
- "How Do I" navigation for easy access to information our users requested most
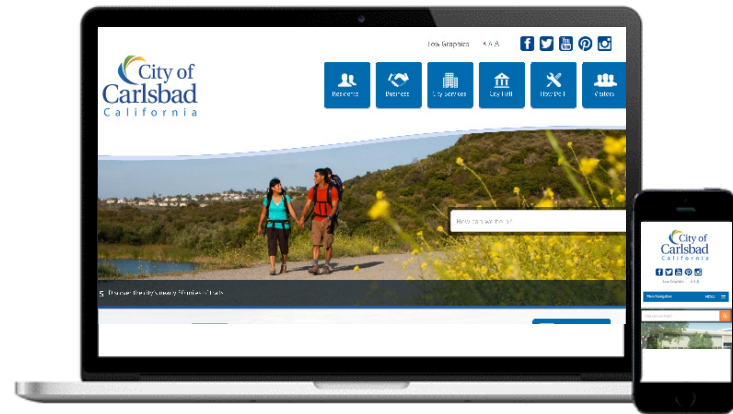
Since launch, the site has received tremendous amounts of positive feedback from both staff members, as well as residents. Users are spending less time searching for what they are looking for, and more time engaging with fresh content throughout the site, as well as communicating with us more than ever on digital channels.

FOR REFERENCE, CONTACT:
City of Carlsbad
1200 Carlsbad Village Drive Carlsbad, CA 92008
www.carlsbadca.gov/

Greg Wallace
Sr. Web Administrator O: (760) 602-2489
greg.wallace@carlsbadca.gov

www.granicus.com

707 17th Street, Suite 4000, Denver, CO 80202

WEST HARTFORD
C O N N E C T I C U T

I WANT TO...   GOVERNMENT   TOWN SERVICES   BUSINESS   THINGS TO DO   CONTACT US

West Hartford, CT

The Town of West Hartford is located just outside of Hartford Connecticut, and is home to over 64,000 residents. A completely reworked and responsive website was launched with a modern look and feel, powered by CivicaCMS to create and distribute new content to its community on a regular basis.

The goal of the site was to provide the residents of West Hartford with a modern digital hub, allowing them to access key information and documents.

Key features include:

• Completely Responsive Design with Cross Browser Compatibility

• Custom Google Search Integration

• Bulky Waste Permit Form with Payment Integration (https://www.westhartfordct.gov/gov/departments/pw/bulkywastepermit.asp)

• Prominent Events Calendar on Homepage to Encourage Community Engagement
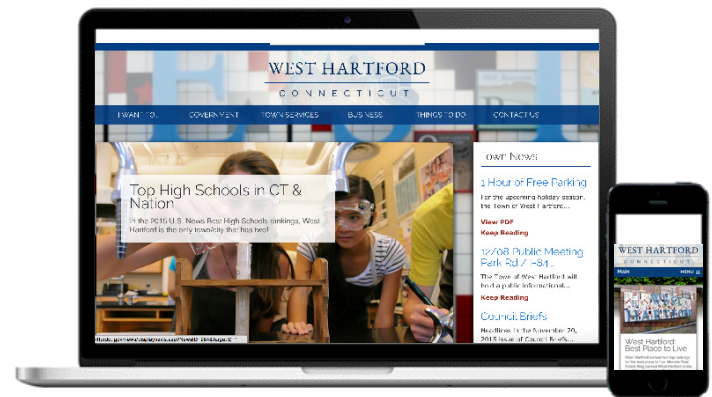
IT Specialist, Jeff Roller, led an internal team of key stakeholders and worked closely with Civica Software on the project from concept to launch. Since launch the site has been very well received by internal staff and community members for its robust content and ease of use.

FOR REFERENCE, CONTACT:

Town of West Hartford

50 S. Main Street - Room 409 West Hartford, CT 06107 www.westhartfordct.gov

2015 Government Standard of Excellence - WebAwards 2015 FINALIST - Best City Portal for "Best of Web"

Jeff Roller

Information Specialist O: (860) 561-7588

jeff.roller@westhartfordct.gov

Gwww.granicus.com   707 17th Street, Suite 4000, Denver, CO 80202

City of SANTA BARBARA

City Offices: **CLOSED** this Friday, December 04, 2015.

VISITING ▼   SERVICES ▼   GOVERNMENT ▼   BUSINESS ▼   HOW DO I ▼   CONTACT US ▼

Santa Barbara, CA

Situated between the Santa Ynez Mountains and the Pacific Ocean on a sunny stretch of Western coastline, the City of Santa Barbara has been aptly nicknamed "The American Riviera" by its visitors and residents. Its picturesque scenery and Mediterranean climate are home to approximately 90,000 people, and draw about 6.1 million more visitors each year. With its ever-changing calendar of programs and events paired with a constant influx of visitors, the city of Santa Barbara required an especially fluid and adaptable web solution to assist future evolution.

The new website functions as a hub, focusing all of the city's initiatives and consolidating its schedule into an easily accessible platform. Robust, detailed drop-down and mega menus such as "How do I" and "Contact Us" are designed to guide site visitors and reduce the need for people to call the city's departments with information inquiries.

Santa Barbara and Civica have continued to cultivate their successful partnership, launching an innovative, real-time parking application. Working in conjunction with Sentry Control Systems, the app serves the more than 4.4 million cars that use the city's Downtown Parking Program per year. The mobile-focused, PCI DSS compliant solution allows users to view parking lot availabilities in real time, as well as to receive GPS directions directly to their desired lot through their native mobile map application.

"We're really using the website to engage in a two-way manner, this is something different from what we used to be, which was just delivering information. [Now] we have a lot of ways for people to contact us and ask a lot of questions; so we can engage more, and really provide more of a conversation than just a tell." -Scott Nelson

FOR REFERENCE, CONTACT:

City of Santa Barbara

735 Anacapa St., Santa Barbara, CA 93101 www.santabarbaraca.gov

Scott Nelson

Webmaster

O: (805) 897-2510

snelson@santabarbaraca.gov

G www.granicus.com

707 17th Street, Suite 4000, Denver, CO 80202

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A **GRANICUS** COMPANY

Below is a sample from our current client portfolio:

Carlsbad, CA	Rancho Cucamonga, CA	Montclair, CA
Elsinore Valley MWD, CA	San Leandro, CA	Placerville, CA
Laguna Beach, CA	Fairfield, CA	San Bernardino, CA
Lakewood, CA	Fullerton, CA	Santa Barbara Airport, CA
Mountain View, CA	Saratoga, CA	San Carlos, CA
DFW Clean Cities, TX	**San Ramon Valley Fire, CA**	Westminster, CA
Woodland, CA	West Sacramento, CA	Long Beach, CA
Garland, TX	Lake Forest, CA	Orange, CA
Indian Wells, CA	Montebello, CA	Roseville, CA
Bakersfield, CA - in redesign	Rancho Santa Margarita, CA	Inglewood, CA
Fullerton PD, CA	Solano County, CA	Martinez, CA
Murrieta, CA	**Visalia, CA**	Redondo Beach, CA
Newton, MA	El Cajon PD RV Permits, CA (app)	Bellflower, CA
Irvine TV (ICTV), CA	Pacifica, CA	Brentwood, CA
Pico Rivera, CA	Palo Alto, CA	Cal CUPA, CA
Pleasant Valley RPD, CA	Eureka, CA	Cambridge Hsg Auth., MA
Port of Long Beach, CA	Orange County, CA	Compton, CA
Gloucester County, NJ	Folsom, CA	Connect Transit, IL
Livermore, CA	Fullerton Police, CA	Durham MPO, NC
Oceanside, CA	L.A. County SD, CA	Irvine, CA
South Coast Water District, CA	Long Beach Library, CA	**Livermore/Pleasanton Fire,CA**
Whittier, CA	WESA Water, CA	Norco, CA
Conejo Parks, CA	Newport Beach PD, CA	Pleasanton, CA
Downey, CA	**Unified Fire Authority, UT**	Team Fire Force(OCFA), CA
Santa Barbara, CA	Rocklin, CA	Thousand Oaks, CA
Hanford, CA	Santa Fe Springs, CA	Tustin, CA
Laguna Hills, CA	El Segundo, CA	Walnut Creek, CA
Long Beach Airport, CA	**Merced, CA -in redesign**	

Cost and Budget

The following is our initial cost proposal based on the details and information gathered in discussions and through researching your current Web presence.

New Website Discovery
Current website review and evaluation, including user and staff goals and requirements
Full discussion of objectives and goals for the new website
Interactive demonstration of wireframes, design themes and Civica technology stack
Introduce and create accounts for collaborative tools for authorized personnel

$1,134

Website Design Process
Discussion of design examples and desired design direction
Establish homepage design concept based on design meeting feedback
Development of secondary (internal page design)
Additional design concepts can be added to this proccess ($2,250 per concept)

$2,592

Website Development and Integration
Integration of the approved design on a development CMS installation
Implementation of CivicaCMS and required features
Delivery of fully responsive website framework optimized for mobile

$6,750

New Website Information Architecture and Navigation
Audit of existing navigation and inventory of content (pages, news, documents) to be migrated
Establish and construct new and improved information architecture for website

$1,339

Web-Ready Content Migration (discounted block rate)
Migrate up to 200 pages of "ready for web" content to new site according to a content migration matrix
Establish and deploy global styling to all current and future content pages
Final check content for duplication errors, broken links and spelling
Additional content migration available for 50 pages at $940.00

Up to 200 pages - $1,400

Quality Assurance and Technology Transfer

Final checking and stress testing of complete site

At launch, you will take full control of the maintenance of all sections

Full access to the source code (Private Open-Source)

$1,674

Project Management

Complete hands-on project management for website from Kick-off to Launch

Setup and project task tracking in Collab (project management software solution)

$1,604

CMS Staff Training - 10 hours of Live Web-Based Training

Training for Basic User and System Administrators (all expenses have been included)

Unlimited user access to Civica Knowledge Base and Online Video Help Center

Additional day/sessions can be added to this contract

Option for web-based recordable session ($900 for 4 hour block)

10 Hours Live via Web - $2,250

Annual Maintenance, Support and Hosting

Annual Maintenance and upgrade program - security patches, updates, enhancements within current framework

Private and secure cloud-based hosting with disaster recovery, backups, and 99.5% uptime

Includes full Access to Civica phone support during business hours for staff and administrative users

Includes a FREE website design refresh at the end of year four (with 3 year commitment)

$4,200 per year

Final Cost Summary

New Client Website Powered by the Civica CMS	$19,293
Content Migration - Web Pages (200 pages)	$1,400
End User Training (10 Hours Live via Web)	$2,250
Maintenance, Hosting and Support (year one)	$4,200
Google Site Search and Google Analytics Integration	Included
3rd-Party Integrations (external link / iframe only)	Included

Total Year One Cost $22,943

We have multi-year pricing options available which can spread the year one cost across multiple years, if desired.

Recurring Costs (year 2+)
Maintenance, Hosting and Support $4,200 annually**

*Subject to a 5% annual increase to accommodate growth in site size/traffic

FREE DESIGN REFRESH included in Year 4 with a multi-year commiment

OPTIONS (NOT INCLUDED IN BASE PRICE)

BRANDED DEPARTMENT SECTIONS   Starting at $350

Options to add unique landing page, title-bar graphics, feature buttons and background image to department sections of the website.

USER PORTAL $6,580 (one-time)

Website visitors create accounts which allowing personalization of the web experience, including favoriting pages, news and calendar feeds, notification preferences (eNewsletters), icons and more.

CUSTOM MAP SETUP AND CONFIGURATION $1,180 - $2,500 per Map

Design, styling and icons for a Department or Agency Map
Ex. Parks, Local Businesses, or special projects

UNIQUE DEPARTMENT SUBSITE $10,950 per Subsite

If a different layout, navigation, user experience and interface is desired.

G www.granicus.com   707 17th Street, Suite 4000, Denver, CO 80202

Technical Support and Maintenance

Software Warranty

Civica fully warrants the Content Management Software and website to be free of all bugs and defects for 12 months from the date the website goes live.

Civica remains committed to a long-term partnership with all its government clients and its technicians will be available during regular business hours to assist personnel in all aspects of the website maintenance and also to advise staff on the development of any applications required to interface with other e-government initiatives. These services will be provided free of charge for a three month period post the website go-live date.

Should any additional professional services be required regarding the design, implementation, content conversion or training either beyond that included in the proposal or after the three-month initial period the following rate structure would apply:

Principals:	$210 per hour
Custom programming and integration:	$155 per hour
Project management:	$135 per hour
Web design:	$116 per hour
Web mastering:	$96 per hour
HTML Production:	$93 per hour
Specializing Programming - Scope For Price	

Annual Maintenance Program

An annual maintenance and upgrade program is available that will ensure all website and purchased modules installed contain the latest features developed during the previous year. In addition, it will provide you staff with access to Civica engineers during normal business hours to consult on any proposed website and software integration issues. (Included no-charge for first year following go-live)

Ongoing Training, Web Mastering & Custom Development

Civica has several packages training and web mastering packages available, either via GoToMeeting or onsite with cost of travel and expenses. Custom development packages can be accommodated by pre-approved proposal funding as part of this proposal, and can include graphic design services, department branding and site additions.

Updates

Generally, administrative and general updates are released within 9 to 12 months of the previous release. Changes to specific modules may be provided and integrated with client system upon their approval.

Live Customer Support via Phone, Email or Support Center

Our support team includes dedicated personnel to handle direct phone and email support. Our core development team (the actual programmers who create the technology) is also available to answer and address issues directly. In addition, we have launched Civica Support – a new online Support management system allowing clients to access online Help, a Knowledge base and Forums, submit issues online via our issue tracking system and access all documentation.

Security patches and necessary upgrades are scheduled upon immediate discovery - normally within a few hours of being brought to our team's attention. We assist onsite technology staff with all updates as part of the annual maintenance including all new features added (for other clients and as part of our normal ongoing development cycle) for the modules and systems you have purchased. The impact on your staff is normally no more than a few hours in total.

Issue Categories and Response Times

PRIORITY 1: EMERGENCY

Reserved for anytime there is a severe application problem resulting in complete work stoppage for a large number of your staff, or complete loss of service to either website or intranet (application-related site outage). Access to key points of contact is available 24 hours a day.

Response: 30-60 minutes during prime hours (M-F 8AM - 6PM)

60-120 minutes off-hours, holidays and weekends

Resolution: 4-12 hour resolution time
Notifications: Project Manager is given a detailed report by the   Civica on-call technician (for off hours only) and distributes to the IT Manager.

Update: Hourly or as scheduled with Civica
Examples: Web server is up but application non-functional.

SQL-server errors not related to hardware

Patch updates from vendor or Microsoft cause incompatibility resulting in service outage

PRIORITY 3: MEDIUM

Moderate business impact; issues have affected customer productivity. Work around may exist or problem is for non-business-critical task.

Response: 8 hours

Resolution: 5 business days

Update: Staff is notified when Civica completes repair
Examples: File attachments won't upload.
Presentation layer is not rendering correctly

PRIORITY 2: HIGH

Reserved for when an application or service is available, but in a degraded mode. Work around is feasible or loss of service for short time is acceptable. Impacts a small group or complete work stoppage for an individual.

Response: 2-4 hours during prime hours (M-F 8AM - 6PM)

Resolution: 3-5 business days

Update: Daily or as scheduled with Civica
Examples: Site is operational, but search, calendar or other modular unctionality is non-operational or impaired presentation layer is up but back-end is non-operational

PRIORITY 4: LOW

Limited business impact. equest can be scheduled.

Response: 2-3 business days

Resolution: As scheduled by Civica

Update: Staff is notified when Civica completes repair
Examples: Programmatic change to back-end to improve   efficiency
Programmatic change to front-end
Distribution of all patches and upgrade

Technology: CivicaCMS Out-Of-The-Box Features and Functionality

The Civica CMS – Simple Management with Modules

With over 22 modules and counting, the Civica CMS is a comprehensive and highly capable system right out of the box. Whether you're looking for simple event calendars and job postings, or customizable mapping features on an RFP coordination, our modules are easy to deploy and even easier to manager.

ADMINISTRATION, PERMISSIONS AND WORKFLOW

At the core of CivicaCMS is the Admin Module. The Admin Module allows for simple centralized setup and management of user rights, roles, and permissions across the entire system. Leverage custom workflows and user roles for seamless content revisions and approvals. External authentication is also available against third party systems such as Active Directory, via a dedicated hosting environment.

Restrict access to specific modules and functionalities based upon user roles or departments, on the fly and without the need for IS/IT involvement. As a result, content is self-managed by internal staff for increased efficiencies in a monitored environment. For maximum visibility, an audit trail of changes to the site and its systems are maintained within the Administration MS-SQL database. A full audit trail of every change to the site and publication of new content is maintained by the Administration MS-SQL database

NAVIGATION, PAGES AND SECTIONS

The Civica CMS makes it simple and quick to edit content in all areas of the website. From our "what you see is what you get (WYSIWYG) editor to our new simplified "Add a Page" feature, we give you full control to sustain your website with new and exciting content for years to come. We include features like Paste From Word, Page Version Time Machine and Spellchecker to give you full control of content management. The center for navigation and page control is NavBuilder, which allows authorized staff to create new pages and folders/sections within the site. With one click, authorized staff can create a new page on the site, using either a simple HTML blank page, a predefined template-based page with integrated module functionality, a branded department page, or more complex "widget" pages. The system automatically populates the associated site indexes and metadata.

The navigation structure and all associated drop down menus are also created from the NavBuilder system. This includes the ordering, layout, colors and styling of the menus.

MODULES, MODULES, MODULES!

The Civica CMS provides an extensive array of modules and tools for proper organization of content. Staff contacts, job postings, press releases, RFPs and bids, e-newsletters - there's a module for that! Best of all, the core CMS package includes all these modules and more, so you don't have to worry about hidden or future costs for service.

DOCUMENT MANAGEMENT

FileBank is a robust and fully integrated document management system which provides high-level organization, tagging and posting of all document materials. Custom features include the ability to set upload size and type restrictions, detailed metadata and search, as well as configurable viewing rights and permissions for documents and file directories.

SEARCH

CivicaCMS comes fully integrated with Google Custom Search Engine (GSE) for a powerful, detailed and familiar search experience. GSE extends search capabilities into documents stored within FileBank (PDF, Word, Excel, PowerPoint, etc.). This single integration enables users to instantly locate documents, as well as perform a complete text search within the documents themselves.

MEDIA MANAGER

CivicaCMS places full design control into the hands of authorized staff with the Media Manager module. Wherever possible, design elements including buttons, icons, and imagery are managed through one central location, and able to be quickly modified or swapped-out on the fly. Government communication needs to be agile and adaptive, CivicaCMS and the Media Manager provide all the tools to keep your new website current, fresh, and serving your community best.

PHOTO MANAGER

Showcasing great imagery of your community has never been easier. Photo Manager brings powerful photo management capabilities to a single interface within CivicaCMS. A variety of Meta Data options are available to allow for easy searchability and organization across multiple photo galleries and groups. Just had an event in your community? Take your event online and publish a new photo gallery for your community to engage with.

CALENDAR

When communities come together over events, they thrive. The CivicaCMS

the homepage or simultaneously on multiple calendar feeds, tagged with filters such as department, age group or location for easier search. Enhance event posts with pictures, descriptions, website links, attached documents, contacts and map location details.

NEWS & ALERTS
Build awareness and maintain government transparency through a constant feed of news and information. From emergency alerts to simple announcements and social media sharing, CivicaCMS's News Module is powerful and agile. Easily host and manage an unlimited number of departments or project news feeds in addition to the central news feed typically found on the website homepage.

Choose from a variety of display options such as text-only, thumbnail graphics, or even a full-width responsive slideshow for a unique look and feel. Keeping your residents informed and connected has never been easier with APIs and RSS feeds, as well as CivicaCMS's optional user-driven Resident Portal.

SOCIAL MEDIA MANAGER
Engage your community through their favorite social media channels like Facebook and Twitter. Directly connected to the News & Alerts Module, the Social Media Module instantly pulls all socially distributed content into a simple dashboard, keeping a log of all activity for tracking and redistribution. Custom RSS feeds can also be configured through the Social Media Module, making it a dynamic necessity for community engagement.

FORMS
Capturing feedback and information from your community is vital for constant improvement. Deploy a quick and simple visitor survey or a fully dynamic CPR class registration form with complete payment integration

in seconds with CivicaCMS's Form Module. Tracking and reporting are all available in a centralized and secure database, and form submissions can be custom tailored per use case.

GIS AND MAPPING
Civica is an ESRI business partner with all of our products that interface with GIS systems being built on ESRI Software. We have created a number of mapping applications, including Crime Mapping, Parcel- and Address-based Information Displays, Capital Improvement Planning, Business Development mapping and a number of client-specific customized displays.

EMAIL MANAGER
CivicaCMS's Email Module is a full-service mass email and text communication distribution solution, digitally connecting your agency with both large groups (20,000+) and individuals. Create newsletters or emails using built-in templates or custom tools, manage distribution lists, and analyze reporting insights for every communication that is sent out.

For full ICANN SPAM compliance users are able to opt-in, as well as manage their subscription directly through an optional Resident Portal. Beyond the Email Module, CivicaCMS supports integration with most popular third party email platforms and solutions, including Constant Contact and GovDelivery.

SOCIAL MEDIA
Civica has made it easy - one click easy - to share information like calendar events and news across popular social media streams including RSS, Facebook and Twitter. Civica can assist with configuration, making sure the Social Media Module provides easy access to any and all social streams across various department. Additionally, it's standard practice to provide website visitors with the ability to share your website content across their own social streams, as well as browse your social feeds in embedded

live stream feeds on your new website homepage or social media center.

WEBSITE MAINTENANCE AND HEALTH TOOLS
The Civica CMS has built-in health tools to make sure your website is always running smoothly and free of errors. Among these tools is the ability to produce reports and fix broken link errors, duplicate links, broken pages (404 errors) and image metadata.

SITE MAPPING, A-Z INDEX AND QUICK LINKS
The Civica CMS comes standard with dynamic Site Map features, providing an index of your site that is always current and easily available. A-Z Index automatically links Web pages into the site map, indexing page construction for both Internal and external Web links, significantly improving the website's search capabilities. Adding Quick Links to this toolset provides the ability to create and manage hyperlinks that are short, easy to remember and promotional-material friendly.

APIS
Given the API specifics, Civica can develop the proper interface to allow the CMS to communicate with an external API. Included with the CMS is the ability to communicate with the most common API's – Facebook, Twitter, RSS, Flickr, etc.

We would love to demonstrate for you and your website project team all these features and more. Please contact us if you have a feature or requirement that you don't see listed above and we can discuss.
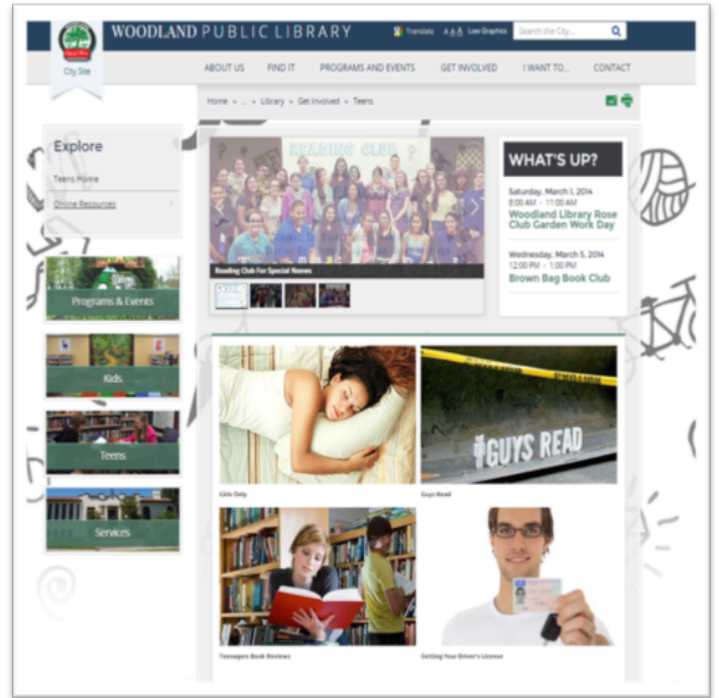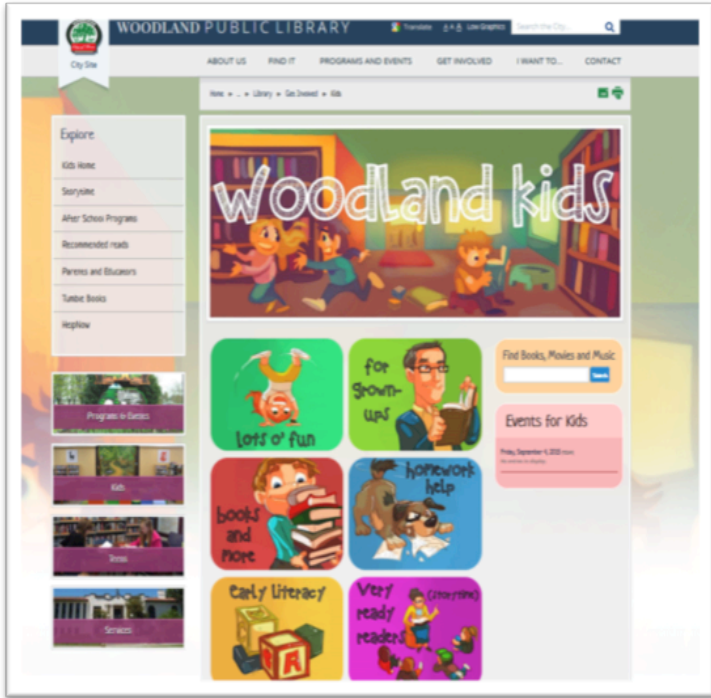
WIDGET LANDING PAGES AND BRANDED SECTIONS

In addition to the many page layouts that are included with the Civica CMS (HTML, Calendar, News, Press Releases, Filebank, etc.). Civica has a variety of customization options for any website section typically used by departments, agencies, special events and/or programs. The above example (KIDS and TEEENS section for the Woodland Public Library) demonstrates some of these options including custom background images, feature buttons (below side navigation), custom page look and feel, widget layout options (news feeds, calendar feeds, social media streams, icon trays, etc.) and more.

Civica Software has used its multiple years of experience in the municipal field to adapt their CMS to make ADA compliance as easy as possible for the content inputting user as well as front end users.

A few examples of the automatic tools are:
- News/Calendar modules: Automatically add an alt attribute to image tags when one is not provided
- Design only images are added via CSS-background so they will not interfere with screen readers
- WYSIWYG Editor provides a table wizard that adds <TH> tags where necessary
- Form Editor adds a label to every input

Other elements that are added to websites are:
- Skip to content link (Santa Barbara)
- Low Graphics (text only) Version is self-generated by the system; this is so administrators don't have to input information twice
- HTML Table Markup is only used for tabular data and not design or layout

Also as part of the Civica workflow, every site goes through a quality assurance process using ADA available tools (http://wave.webaim.org/) and human resources before sites
go-live.

> " I am very pleased with Civica. From the start of the project through content migration and 'go live' the Civica team worked with us to make our Website update a success. "

EJ Boranian, IT Manager
City of Whittier, CA

Assumptions

- Unless otherwise stated, this estimate is good for 120 days from the date first set forth above.
- A full and detailed project schedule will be delivered on commencement of the project.
- All terms and conditions of the foregoing subject to a definitive written agreement to be agreed between the parties, if so desired.
- The client shall be responsible for making additional payments for changes requested by the client's employees or agents in original assignment. However, no additional payment shall be made for changes required conforming to the original assignment description, or to amend any vendor omissions.
- Development and changes are billed are billed at the rates set forth in this proposal and are subject to possible (though unlikely) review year 3 of contract.
- The Client will be solely responsible for securing all licenses, digital certificates, and rights of usage to external links and services.
- Civica Software shall retain all rights to reuse all technologies created and implemented for this assignment.
- The production team and any other authors in the work shall receive a credit line with any editorial usage to the extent such credit lines are in accordance to the customary practice in the industry. And, in keeping with the spirit of the Internet, and because Civica Software is active in the web community, we request credit for development of the website on the bottom of the home page of the developed website. This is handled with a graphic image / hypertext link to the Civica website. Modifications of the agreement must be written, except that the invoice may include, and the client shall be obligated to pay fees or expenses that were orally authorized in order to progress promptly with work, if followed up with written confirmation within five (5) days.
- Any additional design concepts or revisions, content migration or custom development, including retrofitting custom code for responsive design, conversion of existing Flash-based technologies to use industry standard HTML5 display technologies, along with all custom integration items not set forth in the RFP document, will be billed at the rates set forth in this estimate / proposal.
- Any integration with a 3rd party or internally development application (including custom functionality) will first be evaluated by Civica, in order to provide proper cost for integration.
- A Free basic graphic redesign of (1) website after four years of uninterrupted Annual Maintenance Service is will include the following: One (1) Homepage composition based on current theme library, with one (1) revision. One (1) Secondary page composition based on homepage design with one (1) revision. Integration of final design compositions with City website. Migration of current existing content. Free basic graphic Redesign DOES NOT include: Any addition of new content by Civica, any relocation of current content to a new navigation structure by Civica, any changes of Website functionality outside of those necessary with new homepage design. Additional Features and functionality not available on the original website may be subject to addition charge.

civica

A G GRANICUS COMPANY

Carlsbad, CA
Elsinore Valley MWD, CA
Laguna Beach, CA
Lakewood, CA
Mountain View, CA
DFW Clean Cities, TX
Woodland, CA
Garland, TX
Indian Wells, CA
Fullerton PD, CA
Murrieta, CA
Newton, MA
Irvine TV (ICTV), CA
Pico Rivera, CA
Pleasant Valley RPD, CA
Port of Long Beach, CA
Gloucester County, NJ
Livermore, CA
Oceanside, CA
South Coast Water District, CA
Whittier, CA
Conejo Parks, CA
Downey, CA
Santa Barbara, CA

Hanford, CA
Long Beach Airport, CA
Rancho Cucamonga, CA
San Leandro, CA
Fairfield, CA
Fullerton, CA
Saratoga, CA
San Ramon Valley Fire, CA
Walnut Creek, CA
West Sacramento, CA
Lake Forest, CA
Montebello, CA
Rancho Santa Margarita, CA
Solano County, CA
Visalia, CA
El Cajon PD RV Permits, CA (app)
Pacifica, CA
Palo Alto, CA
Eureka, CA   Orange County, CA
Folsom, CA
Fullerton Police, CA
Los Angeles County SD, CA
Long Beach Library, CA

Newport Beach PD, CA
Unified Fire Authority, UT
Rocklin, CA
Santa Fe Springs, CA
El Segundo, CA
Merced, CA
Montclair, CA
Placerville, CA
San Bernardino, CA
Santa Barbara Airport, CA
San Carlos, CA
Westminster, CA
Long Beach, CA
Orange, CA
Roseville, CA
Inglewood, CA
Martinez, CA   Redondo Beach, CA
Bellflower, CA
Brentwood, CA
Cal CUPA, CA
Cambridge Housing Auth., MA
Compton, CA
Connect Transit, IL

Durham MPO, NC
Livermore/Pleasanton Fire, CA
Norco, CA
Pleasanton, CA
Team Fire Force (OCFA), CA
Thousand Oaks, CA
Sunnyvale, CA
Mill Valley, CA
San Bruno, CA
Tustin, CA
WESA Water, CA
.... AND YOU!

Thank You

You deserve to own more than just a website. Civica Software is home to innovators, thinkers and industry leaders, and by letting us work with you, you are guaranteeing a beautiful and scalable web presence that will meet the needs and expectations of your community and visitors.

Web design, management and hosting is our only business, and we would be proud to be your partner.