

City of Fayetteville Staff Review Form

2014-0349

Legistar File ID

8/19/2014

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Dale Vanderford

7/31/2014

Information Technology /
Finance & Internal Services Department

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Approval of a contract with CivicPlus in the amount of \$65,714.00 plus a project contingency of \$6,571.00 and taxes of \$6,407.12 for Website Redesign and Hosting of Accessfayetteville and the Citynet Intranet websites.

Budget Impact:

4470.9470.5315.00	1010 - General
Account Number	Fund
04047.1	AccessFayetteville Technical Improvements
Project Number	Project Title
Budgeted Item? <u>Yes</u>	Current Budget \$ 118,921.00
	Funds Obligated \$ 9,547.00
	Current Balance \$ 109,374.00
Does item have a cost? <u>Yes</u>	Item Cost \$ 78,692.12
Budget Adjustment Attached? <u>No</u>	Budget Adjustment \$ -
	Remaining Budget \$ 30,681.88


V20140710

Previous Ordinance or Resolution # _____

Original Contract Number: _____

Approval Date: _____

Comments: Item cost includes the contract the amount of \$65,714.00 plus a project contingency of \$6,571.00 and taxes of \$6407.12.

 8/6/14

Paul A. Beber 8-6-2014



CITY COUNCIL AGENDA MEMO

MEETING OF: 08/19/2014

TO: Mayor and City Council

THRU: Don Marr, Chief of Staff

FROM: Dale Vanderford, Project Manager of Information Technology

DATE: Wednesday, July 30, 2014

SUBJECT: CivicPlus Contract to replace AccessFayetteville website and CityNet intranet site

RECOMMENDATION:

It is the desire of the City to have a single, state of the art web content management design platform for the City. The City solicited competitive proposals from firms, via RFP 14-07, capable of providing a single web content management system that could replace the two, now aging systems in place today that are obsolete and not compatible with newer Operating systems and web browsers. This new Web Content management system has the features and interoperability desired for this type of system and can provide integration into the existing systems currently owned by the City, such as web payments.

The City advertised, requesting proposals from firms capable of providing the access control and security system in April, 2014. Proposals were received in May, 2014. A total of four firms responded. The selection committee voted in favor of recommending a contract to CivicPlus.

BACKGROUND:

This resolution will approve the contract for the site re-design for both "AccessFayetteville" and "CityNet" and replacement of the two sites, with a modern, hosted infrastructure that is wholly supported offsite at the vendor, while allowing more ubiquitous web design throughout the City. The new CivicPlus sites will give the departments increased flexibility for accessing and updating departmental data on websites, which will be beneficial for the quick dissemination of data to residents of the City.

This item also includes the initial year of hosting both websites, with 2 additional 1 year renewals.

DISCUSSION:

None

BUDGET/STAFF IMPACT:

There is currently \$109,374 budgeted in the Sales Tax Capital Improvements Fund for the initial design and hosting of the first year. The subsequent ongoing annual hosting costs will be programmed in General Fund within the Information Technology Division's budget starting in 2016.

City of Fayetteville, Arkansas					
RFP 14-07, Website Redesign and Hosting					
Cost Allocation Summary: Design and Hosting					
Item	Location	New Contract / Base Bid Price –	Contingency (10% of Civic Plus Contract Pricing)	Taxes	Total Cost
1	Website Design	\$65,714.00	\$6,571.00	\$6,407.12	\$78,692.12
2	Hosting Year 1	Included in Website Design Costs	\$0		\$0
3	Hosting Year 2	\$7,651.00	NA	\$745.97	\$8,396.97
4	Hosting Year 3	\$8,033.55	NA	\$783.27	\$8,816.82
5	Hosting Year 4	\$8,435.23	NA	\$822.43	\$9,257.66
4- Year Cost					\$105,163.57

Attachments:

- RFP 14-07
- CivicPlus RFP Response
- CivicPlus Contract
- Civic Plus Memo
- Civic Plus Form

RESOLUTION NO. _____

A RESOLUTION TO AUTHORIZE A CONTRACT WITH ICON ENTERPRISES, INC. DOING BUSINESS AS CIVICPLUS IN THE AMOUNT OF \$65,714.00 PLUS APPLICABLE TAXES FOR CITY WEBSITE AND INTRANET REDESIGN AND HOSTING, AND TO APPROVE A PROJECT CONTINGENCY IN THE AMOUNT OF \$6,571.00

BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF FAYETTEVILLE, ARKANSAS:

Section 1. That the City Council of the City of Fayetteville, Arkansas hereby authorizes the Mayor to sign a contract with Icon Enterprises, Inc. doing business as CivicPlus in the amount of \$65,714.00 plus applicable taxes for redesign and hosting of the City of Fayetteville website and intranet, and further approves a project contingency in the amount of \$6,571.00.

PASSED and APPROVED this 19th day of August, 2014.

APPROVED:

ATTEST:

By: _____
LIONELD JORDAN, Mayor

By: _____
SONDRA E. SMITH, City Clerk/Treasurer

City of Fayetteville - Purchase Order Request (PO)

(Not a Purchase Order)

All PO Requests shall be scanned to the Purchasing e-mail: Purchasing@fayetteville-ar.gov.
Purchase shall not be made until an actual PO has been issued.

Requisition No.: _____ Date: CivicPlus (Website Redesign)
7/31/2014 5 of 138

P.O Number: _____

Vendor #: _____ Vendor Name: **CivicPlus** Mail Yes No **Legistar#:**
2014-0349

Address: **317 Houston Street** FOB Point: _____ Taxable Yes No
Expected Delivery Date:

City: **Manhattan** State: **KS** Zip Code: **66502** Ship to code: _____ Quotes Attached Yes No
08/30/2014

Requester: **Dale Vanderford** Requester's Employee #: **NA** Extension: **8320**

Item	Description	Quantity	Unit of Issue	Unit Cost	Extended Cost	Account Number	Project.Sub#	Inventory #	Fixed Asset #
1	Web Consulting and design services	1		65,714.00	\$65,714.00	4470.9470.5315.00	04047.1	NA	
2	Sales Tax	1		6,407.12	\$6,407.12	4470.9470.5315.00	04047.1	NA	
3					\$0.00				
4					\$0.00				
5					\$0.00				
6					\$0.00				
7					\$0.00				
8					\$0.00				
9					\$0.00				
10					\$0.00				
*	Shipping/Handling		Lot		\$0.00				

Special Instructions: _____

Subtotal: **\$72,121.12**

Tax: **\$0.00**

Total: **\$72,121.12**

Approvals:

Mayor: _____ Department Director: _____ Purchasing Manager: _____

Chief Financial Officer: _____ Budget Director: _____ IT Director: _____

Dispatch Manager: _____ Utilities Manager: _____ Other: _____



A. 7
CivicPlus (Website Redesign)
City of Fayetteville, Arkansas
Purchasing Division – Room 306
113 W. Mountain
Fayetteville, AR 72701
Phone: 479.575.8220

TDD (Telecommunication Device for the Deaf): 479.521.1316

RFP (REQUEST FOR PROPOSAL)

REQUEST FOR PROPOSAL: RFP 14-07, Content Management System & Web Design Services

DEADLINE: Friday, April 28, 2014 before 2:00:00 PM, local time

PRE-PROPOSAL TELECONFERENCE: Friday, April 04, 2014 at 10:00 AM, local time

RFP DELIVERY LOCATION: Room 306 – 113 W. Mountain, Fayetteville, AR 72701

PURCHASING AGENT: Andrea Foren, CPPO, CPPB, aforen@fayetteville-ar.gov

DATE OF ISSUE AND ADVERTISEMENT: Friday, March 21, 2014

REQUEST FOR PROPOSAL
RFP 14-07, Content Management System & Web Design Services

No late proposals shall be accepted. RFP's shall be submitted in sealed envelopes labeled with the project number and name as well as the name and address of the firm.

All proposals shall be submitted in accordance with the attached City of Fayetteville specifications and bid documents attached hereto. Each Proposer is required to fill in every blank and shall supply all information requested; failure to do so may be used as basis of rejection. Any bid, proposal, or statements of qualification will be rejected that violates or conflicts with state, local, or federal laws, ordinances, or policies.

The undersigned hereby offers to furnish & deliver the articles or services as specified, at the prices & terms stated herein, and in strict accordance with the specifications and general conditions of submitting, all of which are made a part of this offer. This offer is not subject to withdrawal unless upon mutual written agreement by the Proposer/Bidder and City Purchasing Agent.

Name of Firm: _____

Contact Person: _____ Title: _____

E-Mail: _____ Phone: _____

Business Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

**City of Fayetteville, AR
Request for Proposal
RFP 14-07, Content Management System & Web Design Services**

The City of Fayetteville is seeking to replace its public website, "Access Fayetteville", as well as its Intranet site, "City Net", to enhance the user experience, add functionality, simplify the content management and editing processes, and provide better information and customer service to its community and employees, while meeting high standards for design quality and visual appeal.

In addition to providing the content management system, the City is looking for consulting and design services to create the new web presence that has a consistent look and feel throughout, as well as work in conjunction with departments to analyze their current content for inclusion and to assist with identifying new content and functionality that should be part of the new site.

The solution proposed may be a hosted content management system, a Software as a Service (SaaS) offering on a subscription basis, or an on premise solution. The City strongly prefers a hosted or SaaS offering as opposed to an onsite solution.

To be considered, proposals shall be received at the City Administration Building, City Hall, Purchasing – Room 306, 113 West Mountain, Fayetteville, Arkansas, 72701 by **Friday, April 28, 2014 before 2:00:00 PM**, local time. No late submittals shall be accepted.

A non-mandatory pre-proposal teleconference will be held on Friday, April 04, 2014. Interested parties are welcome to join the teleconference as directed in the RFP.

Forms & addendums can be downloaded from the City's web site at <http://bids.accessfayetteville.org>. All questions regarding the process shall be directed to Andrea Foren, CPPB, CPPO at aforen@fayetteville-ar.gov or (479) 575-8220.

Proposals submitted shall be qualified to do business and licensed in accordance with all applicable laws of the state and local governments where the project is located.

Pursuant to Arkansas Code Annotated §22-9-203 The City of Fayetteville encourages all *qualified* small, minority and women business enterprises to bid on and receive contracts for goods, services, and construction. Also, City of Fayetteville encourages all general contractors to subcontract portions of their contract to *qualified* small, minority and women business enterprises.

The City of Fayetteville reserves the right to reject any or all proposals and to waive irregularities therein, and all Proposers shall agree that such rejection shall be without liability on the part of the City of Fayetteville for any damage or claim brought by any Proposer because of such rejections, nor shall the Proposers seek any recourse of any kind against the City of Fayetteville because of such rejections. The filing of any Proposal in response to this invitation shall constitute an agreement of the Proposer to these conditions.

CITY OF FAYETTEVILLE

By: Andrea Foren, CPPO, CPPB
Title: Purchasing Agent
Ad date: 3/21/2014

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1 General Terms & Conditions

Submission Requirements

SUBMISSION OF A PROPOSAL SHALL INCLUDE:

- a. Compliance with the "Proposal Response Format" as specified in Section 3.
- b. All Proposers shall submit ten (10) sets of their proposal as well as one (1) electronic copy on a properly labeled CD or other electronic media device. **The electronic copy submitted should be contained into one (1) file for the narrative response and two (2) MS-Excel spreadsheets. The two spreadsheets to be included are: (1) MS-Excel spreadsheet for the software specifications and one (1) MS-Excel spreadsheet for pricing as provided.** The use of Adobe PDF documents is strongly recommended for the narrative, but **NOT** for the Spreadsheets. Vendors must provide electronic copies of their completed software specification and pricing spreadsheets in their native Excel format for the City's analysis. Files contained on the CD or electronic media shall not be restricted against saving or printing. The electronic copy shall be identical to the original printed vendor proposal submitted. Electronic copies shall not be submitted via e-mail to City employees by the Proposer.
- c. Proposals will be reviewed following the stated deadline, as shown on the cover sheet of this document. Only the names of Proposer's will be available after the deadline until a contract has been awarded by the Fayetteville City Council. All interested parties understand proposal documents will not be available until after a valid contract has been executed.
- d. Proposers shall submit a proposal based on documentation published by the Fayetteville Purchasing Division.
- e. Proposals shall be enclosed in sealed envelopes or packages addressed to the City of Fayetteville, Purchasing Division, Room 306, 113 W. Mountain, Fayetteville, AR 72701. The name, address of the firm and Bid, RFP, or RFQ number shall be on the outside of the packaging as well as on any packages enclosed in shipping containers or boxes.
- f. Proposers shall have experience in work of the same or similar nature, and must provide references that will satisfy the City of Fayetteville. Proposer may furnish a reference list of clients for whom they have performed similar services and must provide information as requested in this document.
- g. Proposer is advised that exceptions to any of the terms contained in this RFP or the attached service agreement must be identified in its response to the RFP. Failure to do so may lead the City to declare any such term non-negotiable. Proposer's desire to take exception to a non-negotiable term will not disqualify it from consideration for award.
- h. Local time shall be defined as the time in Fayetteville, Arkansas on the due date of the deadline. Documents shall be received before the deadline time as shown by the atomic clock located in the Purchasing Division Office.

Pre-Proposal Meeting

The Pre-Proposal Meeting will be held on **Friday, April 04, 2014 at 10:00 AM local time.**
Interested parties are welcome to join the teleconference by calling 866-784-9182, Participant passcode# 9402121.

This is a non-mandatory teleconference is an opportunity for interested vendors to visit with City staff to ask questions about the RFP and review the current website. All inquiries regarding this meeting should be coordinated with aforen@fayetteville-ar.gov or (479) 575-8220.

Written Requests for Clarifications

No oral interpretations will be made to any firms as to the meaning of specifications or any other contract documents. All questions pertaining to the terms and conditions or scope of work of this proposal must be sent in writing via e-mail to the Purchasing Department. Responses to questions may be handled as an addendum if the response would provide clarification to the requirements of the proposal. All such addenda shall become part of the contract documents. The City will not be responsible for any other explanation or interpretation of the proposed RFP made or given prior to the award of the contract.

Rights of City of Fayetteville in Request for Proposal Process:

In addition to all other rights of the City of Fayetteville, under state law, the City specifically reserves the following:

- a. The City of Fayetteville reserves the right to rank firms and negotiate with the highest-ranking firm. Negotiation with an individual Proposer does not require negotiation with others.
- b. The City of Fayetteville reserves the right to select the proposal that it believes will serve the best interest of the City.
- c. The City of Fayetteville reserves the right to accept or reject any or all proposals.
- d. The City of Fayetteville reserves the right to cancel the entire request.
- e. The City of Fayetteville reserves the right to remedy or waive technical or immaterial errors in the request for proposal or in proposals submitted.
- f. The City of Fayetteville reserves the right to request any necessary clarifications, additional information, or proposal data without changing the terms of the proposal.
- g. The City of Fayetteville reserves the right to make selection of the Proposer to perform the services required on the basis of the original proposals without negotiation.

Evaluation Criteria:

The evaluation criterion defines the factors that will be used by the selection committee to evaluate and score responsive, responsible and qualified proposals. Proposers shall include sufficient information to allow the selection committee to thoroughly evaluate and score proposals. Each proposal submitted shall be evaluated and ranked by a selection committee. The contract will be awarded to the most qualified Proposer, per the evaluation criteria listed in this RFP. Proposers are not guaranteed to be ranked. Detailed information about the process can be found in Section 2.11.

Costs Incurred by Proposers:

All expenses involved with the preparation and submission of proposals to the City, or any work performed in connection therewith, shall be borne solely by the Proposer(s). No payment will be made for any responses received, or for any other effort required of, or made by, the Proposer(s) prior to contract commencement.

Oral Presentations:

An oral presentation and/or interview may be requested of any firm, at the selection committee's discretion.

Conflict of Interest:

- a. The Proposer represents that it presently has no interest and shall acquire no interest, either direct or indirect, which would conflict in any manner with the performance or services required hereunder, as provided in City of Fayetteville Code Section 34.26 titled "Limited Authority of City Employee to Provide Services to the City".
- b. The Proposer shall promptly notify Andrea Foren, City Purchasing Agent, in writing, of all potential conflicts of interest for any prospective business association, interest, or other circumstance which may influence or appear to influence the Proposer's judgment or quality of services being provided. Such written notification shall identify the prospective business association, interest or circumstance, the nature of which the Proposer may undertake and request an opinion to the City as to whether the association, interest or circumstance would, in the opinion of the City, constitute a conflict of interest if entered into by the Proposer.

The City agrees to communicate with the Proposer its opinion via e-mail or first-class mail within thirty days of receipt of notification.

Withdrawal of Proposal:

A proposal may be withdrawn at any time.

Late Proposal or Modifications:

- a. Proposal and modifications received after the time set for the proposal submittal shall not be considered. Modifications in writing received prior to the deadline will be accepted. The City will not be responsible for misdirected bids. Proposers should call the Purchasing Division at (479) 575-8220 to insure receipt of their submittal documents prior to opening time and date listed.
- b. The time set for the deadline shall be local time for Fayetteville, AR on the date listed. All proposals shall be received in the Purchasing Division BEFORE the deadline stated. The official clock to determine local time shall be the atomic clock located in the Purchasing Division, Room 306 of City Hall, 113 W. Mountain, Fayetteville, AR.

Local, State, and Federal Compliance Requirements:

- a. The laws of the State of Arkansas apply to any purchase made under this request for proposal. Proposers shall comply with all local, state, and federal directives, orders and laws as applicable to this proposal and subsequent contract(s) including but not limited to Equal Employment Opportunity (EEO), Disadvantaged Business Enterprises (DBE), & OSHA as applicable to this contract.
- b. Pursuant to Arkansas Code Annotated §22-9-203 The City of Fayetteville encourages all *qualified* small, minority and women business enterprises to bid on and receive contracts for goods, services, and construction. Also, City of Fayetteville encourages all general contractors to subcontract portions of their contract to *qualified* small, minority and women business enterprises.

Collusion:

The Proposer, by affixing his or her signature to this proposal, agrees to the following: "Proposer certifies that his proposal is made without previous understanding, agreement, or connection with any person, firm or corporation making a proposal for the same item(s) and/or services and is in all respects fair, without outside control, collusion, fraud, or otherwise illegal action."

Right to Audit, FOIA, and Jurisdiction:

- a. The City of Fayetteville reserves the privilege of auditing a vendor's records as such records relate to purchases between the City and said vendor.
- b. Freedom of Information Act: City contracts and documents prepared while performing City contractual work are subject to the Arkansas Freedom of Information Act. If a Freedom of Information Act request is presented to the City of Fayetteville, the (Contractor) will do everything possible to provide the documents in a prompt and timely manner as prescribed in the Arkansas Freedom of Information Act (A.C.A. §25-19-101 et. seq.). Only legally authorized photocopying costs pursuant to the FOIA may be assessed for this compliance.
- c. Legal jurisdiction to resolve any disputes shall be Arkansas with Arkansas law applying to the case.

City Indemnification:

The successful Proposer(s) agrees to indemnify the City and hold it harmless from and against all claims, liability, loss, damage or expense, including but not limited to counsel fees, arising from or by reason of any actual or claimed trademark, patent or copyright infringement or litigation based thereon, with respect to the services or any part thereof covered by this order, and such obligation shall survive acceptance of the services and payment thereof by the City.

Variance from Standard Terms & Conditions:

All standard terms and conditions stated in this request for proposal apply to this contract except as specifically stated in the subsequent sections of this document, which take precedence, and should be fully understood by Proposers prior to submitting a proposal on this requirement.

ADA Requirement for Public Notices & Translation:

Persons with disabilities requiring reasonable accommodation to participate in this proceeding/event, should call 479.521.1316 (telecommunications device for the deaf), not later than seven days prior to the deadline. Persons needing translation of this document shall contact the City of Fayetteville, Purchasing Division, immediately.

Payments and Invoicing:

The Proposer must specify in their proposal the exact company name and address which must be the same as invoices submitted for payment as a result of award of this RFP. Further, the successful Proposer is responsible for immediately notifying the Purchasing Division of any company name change, which would cause invoicing to change from the name used at the time of the original RFP. Payment will be made within thirty days of invoice received. The City of Fayetteville is very credit worthy and will not pay any interest or penalty for untimely payments. **Payments can be processed through Proposer's acceptance of Visa at no additional costs to the City for expedited payment processing.** The City will not agree to allow any increase in hourly rates by the contract without PRIOR Fayetteville City Council approval.

Cancellation:

- a. The City reserves the right to cancel this contract without cause by giving sixty (60) days prior notice to the Contractor in writing of the intention to cancel or with cause if at any time the Contractor fails to fulfill or abide by any of the terms or conditions specified.
- b. Failure of the contractor to comply with any of the provisions of the contract shall be considered a material breach of contract and shall be cause for immediate termination of the contract at the discretion of the City of Fayetteville.
- c. In addition to all other legal remedies available to the City of Fayetteville, the City reserves the right to cancel and obtain from another source, any items and/or services which have not been delivered within the period of time from the date of order as determined by the City of Fayetteville.
- d. In the event sufficient budgeted funds are not available for a new fiscal period, the City shall notify the vendor of such occurrence and contract shall terminate of the last day of the current fiscal period without penalty or expense to the City.

Assignment, Subcontracting, Corporate Acquisitions and/or Mergers:

- a. The Contractor shall perform this contract. No assignment of subcontracting shall be allowed without prior written consent of the City. If a Proposer intends to subcontract a portion of this work, the Proposer shall disclose such intent in the proposal submitted as a result of this RFP.
- b. In the event of a corporate acquisition and/or merger, the Contractor shall provide written notice to the City within thirty (30) calendar days of Contractor's notice of such action or upon the occurrence of said action, whichever occurs first. The right to terminate this contract, which shall not be unreasonably exercised by the City, shall include, but not be limited to, instances in which a corporate acquisition and/or merger represent a conflict of interest or are contrary to any local, state, or federal laws. Action by the City awarding a proposal to a firm that has disclosed its intent to assign or subcontract in its response to the RFP, without exception shall constitute approval for purpose of this Agreement.

Non-Exclusive Contract:

Award of this RFP shall impose no obligation on the City to utilize the vendor for all work of this type, which may develop during the contract period. This is not an exclusive contract. The City specifically reserves the right to concurrently contract with other companies for similar work if it deems such an action to be in the City's best interest. In the case of multiple-phase contracts, this provision shall apply separately to each item.

Additional Requirements:

The City reserves the right to request additional services relating to this RFP from the Proposer. When approved by the City as an amendment to the contract and authorized in writing prior to work, the Contractor shall provide such additional requirements as may become necessary.

Services Agreement:

A written agreement, in substantially the form attached, incorporating the RFP and the successful proposal will be prepared by the City, signed by the successful Proposer and presented to the City of Fayetteville for approval and signature of the Mayor.

Integrity of Request for Proposal (RFP) Documents:

Proposers shall use the original RFP form(s) provided by the Purchasing Division and enter information only in the spaces where a response is requested. Proposers may use an attachment as an addendum to the RFP form(s) if sufficient space is not available on the original form for the Proposer to enter a complete response. **Any modifications or alterations to the original RFP documents by the Proposer, whether intentional or otherwise, will constitute grounds for rejection of such RFP response.** Any such modifications or alterations a Proposer wishes to propose shall be clearly stated in the Proposer's RFP response and presented in the form of an addendum to the original RFP documents.

Other General Conditions:

- a. Proposers must provide the City with their proposals signed by an employee having legal authority to submit proposals on behalf of the Proposer. The entire cost of preparing and providing responses shall be borne by the Proposer.
- b. The City reserves the right to request any additional information it deems necessary from any or all Proposers after the submission deadline.
- c. The request for statement of qualification is not to be construed as an offer, a contract, or a commitment of any kind; nor does it commit the city to pay for any costs incurred by Proposer in preparation. It shall be clearly understood that any costs incurred by the Proposer in responding to this request for proposal is at the Proposer's own risk and expense as a cost of doing business. The City of Fayetteville shall not be liable for reimbursement to the Proposer for any expense so incurred, regardless of whether or not the proposal is accepted.
- d. If products, components, or services other than those described in this bid document are proposed, the Proposer must include complete descriptive literature for each. All requests for additional information must be received within five working days following the request.
- e. **Any uncertainties shall be brought to the attention to Andrea Foren immediately via telephone (479.575.8220) or e-mail (aforen@fayetteville-ar.gov). It is the intent and goal of the City of Fayetteville Purchasing Division to provide documents providing a clear and accurate understanding of the scope of work to be completed and/or goods to be provided. We encourage all interested parties to ask questions to enable all Proposers to be on equal terms.**
- f. Any inquiries or requests for explanation in regard to the City's requirements should be made promptly to Andrea Foren, City of Fayetteville, Purchasing Agent via e-mail (aforen@fayetteville-ar.gov) or telephone (479.575.8220). No oral interpretation or clarifications will be given as to the meaning of any part of this request for proposal. All questions, clarifications, and requests, together with answers, if any, will be provided to all firms via written addendum. Names of firms submitting any questions, clarifications, or requests will not be disclosed until after a contract is in place.
- g. At the discretion of the City, one or more firms may be asked for more detailed information before final ranking of the firms, which may also include oral interviews.
- h. Any information provided herein is intended to assist the Proposer in the preparation of proposals necessary to properly respond to this RFP. The RFP is designed to provide qualified Proposers with sufficient basic information to submit proposals meeting minimum specifications and/or test requirements, but is not intended to limit a RFP's content or to exclude any relevant or essential data.
- i. Proposers irrevocably consent that any legal action or proceeding against it under, arising out of or in any manner relating to this Contract shall be controlled by Arkansas law. Proposer hereby expressly and irrevocably waives any claim or defense in any said action or proceeding based on any alleged lack of jurisdiction or improper venue or any similar basis.
- j. The successful Proposer shall not assign the whole or any part of this Contract or any monies due or to become due hereunder without written consent of City of Fayetteville. In case the successful Proposer assigns all or any part of any monies due or to become due under this Contract, the Instrument of assignment shall contain a clause substantially to the effect that is agreed that the right of the assignee in and to any monies due or to become due to the successful Proposer shall be subject to prior liens of all persons, firms,

and corporations for services rendered or materials supplied for the performance of the services called for in this contract.

- k. The successful Proposer's attention is directed to the fact that all applicable Federal and State laws, municipal ordinances, and the rules and regulations of all authorities having jurisdiction over the services shall apply to the contract throughout, and they will be deemed to be included in the contract as though written out in full herein. The successful Proposer shall keep himself/herself fully informed of all laws, ordinances and regulations of the Federal, State, and municipal governments or authorities in any manner affecting those engaged or employed in providing these services or in any way affecting the conduct of the services and of all orders and decrees of bodies or tribunals having any jurisdiction or authority over same. If any discrepancy or inconsistency should be discovered in these Contract Documents or in the specifications herein referred to, in relation to any such law, ordinance, regulation, order or decree, s/he shall herewith report the same in writing to City of Fayetteville.

Included Documents

The following documents are included with this solicitation. **Vendors shall e-mail Andrea Foren, City Purchasing Agent to receive these forms:**

- Appendix A – City Organizational Chart
- Appendix B – Software Specifications
- Appendix C – Proposal Pricing Forms
- Appendix D – Word Forms

2 Scope of Services and General Information

Overview:

The City of Fayetteville is seeking to replace its public website, "Access Fayetteville", as well as its Intranet site, "City Net", to enhance the user experience, simplify content management, and provide better information and customer service to its community and employees, while meeting high standards for design quality and visual appeal. Within the City, the management of online content has been decentralized to some extent, with the assistance of a handful of "power users." The City intends to more fully decentralize content management to multiple content managers in each City department, while maintaining a common look and feel throughout the site through the use of common design templates. The solution proposed may be a hosted content management system, a Software as a Service (SaaS) offering on a subscription basis or an on premise solution. However, the City strongly prefers a hosted or SaaS offering as opposed to an on premise solution. The services requested will require proven, previous hands on experience with hardware and software currently being used by the City of Fayetteville. Proposals shall contain an all-inclusive hourly rate.

Intent:

The City of Fayetteville is seeking to enter into a professional services agreement with a qualified vendor to design and implement a new City website based on the above strategy. The City's website URL is currently <http://www.accessfayetteville.org> but is seeking to transition to a new URL upon the launch of a new website.

The City of Fayetteville is actively seeking a qualified web vendor with extensive municipal experience to replace the existing website. The City's emphasis is on incorporating extensive content management tools and database driven architecture while providing a user-friendly and intuitive site structure and an interface that is both attractive and ADA compliant.

Current Technology Infrastructure:

- a. 28 sites exist on the City's network
 - i. Eight (8) are connected through a fiber network
 - ii. Nineteen (19) are on a leased, high speed TELCO connections
 - iii. One (1) is connected using site-to-site VPN across the internet
- b. 50MB Internet Connection, 25 useable for the proposed solution
- c. Standard Server: Windows Server 2008 R2
- d. Standard Database: MS SQL 2008 R2 64-Bit.
- e. Standard Desktop OS: Windows 7 Desktop Operating System
- f. Standard Browser: Internet Explorer 11
- g. Standard Office Suite: Microsoft Office 365 with Online Exchange email

Current Technology Applications:

The custom applications listed below will need some customizations that will need to be retro-fitted from the current System, but they will need to be scoped and estimated outside of this process. These items are provided for informational purposes and should not be considered in the overall work effort of this project.

- a. Serena Collage Content Management System (existing Content Management system)
- b. Custom built "Online Bill Payment" (will need to customize)
- c. Custom built "Business License" application (will need to customize)
- d. ESRI GIS system publishing
- e. Custom built Interface for integration into the "Hansen Enterprise System" (will need to customize)
- f. Custom built interface to the "ApplicationXtender" Document Management System (will need to customize)

Scope of Work:

In serving this contract, the selected entity will be expected to provide the following software and services:

- a. Software
 1. General Web Content Management
 2. Design and Web Content Editor
 3. Any other necessary software components to support the proposed solution

- b. Services
 1. General Implementation
 2. Project Management
 3. Software Installation / Configuration at Vendor
 4. Site Design
 5. Content Review
 6. Data Conversion
 7. Integrations and Interfaces
 8. Training
 9. Testing
 10. System Documentation and Manuals
 11. Disaster Recovery Plan Development

Contract Formation:

If the negotiation produces mutual agreement, the draft contract as a part of this package will be constructed and forwarded to the Fayetteville City Council for approval. If negotiations with the highest ranking proposer fail, negotiations shall be initiated with the next highest ranking proposer until an agreement is reached. The City reserves the right to reject all offers and end the process without executing a contract.

Proposal Content:

Proposals should be prepared simply and economically, providing a straight forward, concise description its ability to meet the requirements for the project. Fancy bindings, colored displays, and promotional material are not required. Emphasis should be on completeness and clarity of content. All documents should be typewritten on standard 8 ½" x 11" white papers and bound in one volume. Exceptions would be schematics, exhibits, or other information necessary to facilitate the City of Fayetteville's ability to accurately evaluate the proposal.

Term of Contract:

The initial term of the contract shall be for a one year period. The contract shall be renewable by mutual consent, on a mutually agreed basis. The contract may be terminated by either party by giving the other party written notice of such intent not less than thirty (30) days prior to the effective date of the termination. In the event of termination, claims for compensation owed the consultant by the City shall be limited to verifiable services rendered. The City reserves the right not to use the "primary" contract solely. The City reserves the right to contract with any firm responding to this request, based on specific project needs and experience needed.

Demonstrations & Oral Presentations:

Following the evaluation of the proposals, the Selection Committee may request that the top ranking firms make an oral presentation or be interviewed. If presentations are necessary, they will take place in Fayetteville, Arkansas. Notices will be sent by the Purchasing Division.

Anticipated Project Timeline:

Note: *subject to change*

Date	Time	Description
Friday, March 21, 2014	N/A	Advertisement for RFP
Friday, April 18, 2014	Before 2:00 PM	Deadline to submit a Proposal
Wednesday, April 30, 2014	By 6:00 PM	Notify firms for interview/demonstrations
May 12 – May 16, 2014	TBD	Interviews/demonstrations with short listed firms
Tuesday, June 10, 2014	N/A	Contract negotiations finalized and contract signed by Vendor
Friday, June 13, 2014	4:00 PM	Internal deadline for packet to be turned into City Clerk's Office for 7/01/14 City Council Meeting
Tuesday, June 24, 2014	4:30 PM	Agenda Session for 7/01/14 City Council Meeting
Tuesday, July 01, 2014	6:00 PM	City Council Meeting to consider contract

Selection Criteria:

The following criteria will be used by the City to evaluate and score responsive proposals. Proposers shall include sufficient information to allow the City to thoroughly evaluate and score their proposal. Each proposal submitted is not required to be ranked by the selection committee; however, all proposals will be evaluated. The contract may be awarded to the most qualified firm, per the evaluation criteria listed below, based on the evaluation of the selection committee.

Responses to this RFP will be evaluated by the Selection Committee consisting of various stakeholders within the City. The City's intent is to acquire the solution that provides the best value to the City and meets or exceeds both the functional and technical requirements identified in the RFP.

The City will evaluate the following in relation to the selection criteria further outlined in the RFP:

- **Response Timeliness:** RFP response shall be submitted by the due date and time
- **Response Authorization:** The RFP response shall be signed by a company officer
- **Response Completeness:** Vendor complied with all instructions in the RFP and provided a response to all items requested that includes sufficient detail, such that the proposal can be evaluated. Any deficiencies in this regard will be determined by the City's Purchasing Division to be either a defect that the division will waive or that the proposal can be sufficiently modified to meet the requirements of the RFP
- **Specification Response Format:** Vendors shall include ten (10) physical identical copies and one electronic copy of the Proposal (PDF or Word), completed specification worksheet in the Excel format provided, completed Pricing Worksheet in the Excel format provided. Please refer to Section 1.1, Item b for the exact requirements
- **Relevance of Solution:** Minimum of three (3) current installations of proposed software product with clients of similar size and complexity of the City of Fayetteville
- **Experience of Implementer:** Vendor has performed at least three (3) conversions/implementations of the proposed CMS solution in the last two (2) years
 - CMS functional requirements
 - Implementation approach and methodology
 - Technical requirements
 - Staffing and experience of proposed implementation team
 - General Vendor, including company history and financial stability

- Completeness of response and overall quality of proposal response
- Follow-up questions and answers with the vendors
- On-site vendor demonstrations to include functionality demonstrations, technical demonstrations, methodology / service presentation and other due diligence
- Reference checking with comparable entities using the vendor's product
- Potential site visits to comparable entities using the vendor's product
- Best and Final Offer (BAFO) process with finalist vendors

At any point in time during Round 3 evaluation, a vendor may be excluded by the City from further consideration. At the conclusion of the Round 3 activities, the remaining finalist vendors will be assessed by the selection committee on all information collected to date and evaluated and weighted against the following criteria:

25% **Qualifications in Relation to Specific Project to be performed:** Information reflecting qualifications of the firm. Indicated specialized experience and technical competence of the firm in connection with the type and complexity of the service required. Subcontractors, if used, must be listed with information on their organization.

25% **Experience, Competence, and Capacity for Performance:** Information reflecting the names, titles, and qualifications (including experience and technical competence) of the major personnel assigned to this specific project. Provide detailed breakdown of subcontractor's staff to be used and how they are to be used to supplement proposed staff. This section of the evaluation criteria includes the amount of work presently underway for each firm; therefore, vendors are asked to present this in proposal response.

20% **Proposed Method of Doing Work:** A proposed work plan (description of how the project would be conducted as well as other facts concerning approach to scope you wish to present) indicating methods and schedules for accomplishing scope of work. Include with this the amount of work presently underway.

15% **Past Performance:** Previous performance, both at the City and with other customers shall be considered a significant factor. References, combined with previous evaluations from the City, if available, will be used to score the professional firm's ability to satisfy this requirement. The bidding firm will provide a list of similar jobs performed and person whom the City can contact for information.

15% **Price:** Complete the pricing sheet for all services described herein including but not limited to fees for services, travel, lodging, re-location fees, etc.

3 Proposal Response Format

Introduction

To facilitate the analysis of responses to this RFP, all Proposers should prepare their proposals in accordance with the instructions outlined in this section.

Proposals shall be prepared to satisfy the requirements of the RFP. *EMPHASIS SHOULD BE CONCENTRATED ON ACCURACY, COMPLETENESS, AND CLARITY OF CONTENT.* All parts, pages, figures, and tables should be numbered and labeled clearly. The proposal should be organized as follows:

Section	Title
	Included Cover Sheet from the front page of this document / Transmittal letter
1	Executive Summary
2	Company Background
3	Proposed Solution
4	Implementation Plan
5	Staffing Plan
6	Ongoing Support and Maintenance
7	Response To Software Requirements
8	Vendor Questionnaire
9	Response to Technical Requirements
10	Client References
11	License and Maintenance Agreements
12	Exceptions and Deviations
13	Other Required Forms and Attachments
14	Addenda (if applicable)
15	Cost Proposal

Instructions relative to each part of the response to this RFP are defined in the remainder of this section.

This document has been provided electronically to assist in the preparation of the Vendor proposal.

Costs for the vendor's proposed solution should be submitted on the proposal pricing forms provided in the attached Microsoft Excel file. Costs should include the complete costs for the solution including travel and operating costs. Use additional pages as needed.

3.1.1 Cover Sheet / Transmittal Letter

The vendor shall submit a cover sheet (as provided on the Front Page of this RFP) on the form provided. Additionally, the vendor shall provide a brief transmittal letter which must identify the primary engagement contact for the software vendor, including a valid e-mail address and, telephone number and must be signed by an individual who is authorized to bind his or her firm to all statements, including services and prices, contained in the proposal. The cover letter must state who the proposed prime contractor is, and name the participating vendors. The letter of transmittal should not include cost quotations.

3.1.2 Executive Summary (Section 1)

This part of the response to the RFP should be limited to a brief narrative not to exceed two (2) single-sided pages describing the proposed solution. The summary should contain as little technical jargon as possible and should be oriented toward non-technical personnel. The executive summary should not include cost quotations.

3.1.3 Company Background (Section 2)

In addition to providing responses to the following items, the vendor shall complete the company background form in section 5.2 of this RFP.

Vendors shall provide company information to enable the City can evaluate the vendor's stability and ability to support the commitments set forth in response to the RFP. Information which should be included are as follows:

- a. The company's background including a brief description (e.g., past history, present status, future plans, company size, etc.) and organizational charts.
- b. Vendors shall provide information detailing the company's long-term stability in addition to a current Dunn & Bradstreet report (D&B) as part of the proposal response.

- c. Any vendor proposing to use a subcontractor on this project shall also provide background information on the subcontractor, vendor relationship with the firm and specific services and/or products the subcontractor will be providing on the project. Include whether the parties collaborated previously and the intended relationship and reporting structure for the proposed project. A complete list of subcontractors is required. The City has the right to approve or reject all sub-contractors of the vendor.
- d. Any material (including letters of support or endorsement from clients) indicative of the vendor's capabilities.
- e. Disclosure of any known or planned sale, merger or acquisition of vendors' company/ies.

Please provide this information on both the product OEM and the Implementation Vendor, if applicable.

Proposed Solution (Section 3)

3.1.4 Content Management Software (Section 3.1)

All vendors are required to provide a general description of the application program product and how the requirements of this RFP will be met. This section shall address, at a minimum, the following items:

- a. Describe the overall proposed solution.
- b. Describe the product direction for the company's software, including time frames.
- c. Describe unique aspects of the vendor's solution in the marketplace.
- d. Describe components of the solution that are industry standards versus being proprietary to the vendor.
- e. For third party hosted products proposed that are proposed with the vendor's services and solution, provide the following for each 3rd party product or service:
- f. Nature of relationship with the third-party vendor,
- g. Reason that this product is a hosted, third-party product versus being part of the software vendor's offering,
- h. Length of the existing relationship; and
- i. Extent to which this third-party hosting product is integrated with the vendor's solution.
- j. Include a statement about whether the vendor's contract will encompass the third-party hosting product and/or whether the City will have to contract on its own for continued hosting.
- k. Provide proof that they have access to the third-party software source code (own or in escrow) and that the vendor has the ability to provide long-term support for the hosted solution.
- l. Include a description of any products, features or other value added components available for use with the proposed solution that have not been specifically requested in this RFP. Does your company offer any pre-built, designed offerings? Consideration of these products features or other value added components will be given where these may be of value to the City.

3.1.5 Technical Environment (Section 3.2)

Vendors shall provide the information described in this section. The information will be used in the evaluation process. Vendors should identify where conflicts may exist between their solution and current / planned technologies being used in the City as described in Section 2.3 of the RFP.

Describe the overall system architecture: What system architecture do you propose? Describe the number and type of: application servers, database server(s), and development and test environments. Describe your proposal's technical architecture (preferably using a PowerPoint or Visio diagram). This should show components such as the database server, applications server, reporting server, test/training server, firewall(s), web server(s), web browser, minimum workstation requirements, remote access, wireless connectivity, network connectivity to LANs and WAN, etc. Describe the solution's compatibility with the City's existing desktop and note what vendors you partner with or recommend and/or support.

Implementation Plan (Section 4)

Vendors shall provide an implementation plan in narrative format supported by an activity-level project plan that details how the proposed solution is to be implemented. This implementation plan should include the following sections:

- a. General Implementation Approach
- b. Project Management Approach
- c. Software Installation and Hardware Installation Coordination / Configuration at Vendor
- d. Site Design
- e. Content Review
- f. Data Conversion Plan
- g. Integrations and Interfaces

- h. Training
- i. Testing
- j. System Documentation and Manuals
- k. Disaster Recovery Plan
- l. Knowledge Transfer
- m. Additional Information

Vendors should not be constrained to only include the above items in the proposal response if the vendor feels additional elements may add value to the overall implementation. The City requests all vendors provide their work plan in a Gantt chart format as part of the proposal response.

It is expected that the vendor will lead the efforts in each of the implementation areas described below unless stated otherwise. Further details on what is to be provided as part of the vendors proposed implementation plan are included in the following subsections.

3.1.6 General Implementation Approach (Section 4.1)

Vendors shall provide a general overview of the implementation approach planned for the City which includes addressing the following items:

- a. Describe how transition will occur from the sales cycle to the implementation phase of the project.
- b. Describe key differentiators of the approach as it relates to implementing a solution on time, within budget and with the ability to meet the needs of a diverse client like the City.
- c. Describe how you conclude on a preferred implementation phasing of software components, or client stakeholders.
- d. What is the average timeline for a project of this size and scope for your company?
Any unique tools, techniques or methods that you use should be described in this section.

3.1.7 Project Management Approach (Section 4.2)

The City expects the vendor to provide project management resources leading to the successful deployment of the system. This project manager will work as a team member with the City's IT Staff or IT Manager. It is expected that this project manager will be "on the ground" as appropriate to team with City IT and the selection committee. This project manager can be an employee of the vendor or a partner of the vendor. In either case, the costs for the project manager should be clearly denoted in the cost proposal. The City intends to retain the Selection Committee to act as a Project Steering Committee through the implementation process.

The City intends to use a project management approach that is based on the Project Management Institute's Project Management Body of Knowledge (PMBOK). The City would expect responding vendors to adhere to such standards as part of the project.

Provide an overall description of the vendor project management approach towards this type of engagement and projected timing for major phases. Describe how IT and the Selection Committee would be engaged to participate and make project related decisions.

Provide a high-level work plan for achieving the successful deployment of the proposed system.

3.1.8 Software Installation Coordination / Configuration at Vendor (Section 4.3)

The Vendor is expected to specify, furnish, deliver, install and support all system software. The Vendor is expected to provide and specify minimum and recommended hardware configurations, if applicable, and coordinate all related City hardware installation activities within the Content Management software implementation.

In the case of the solution being hosted elsewhere, describe the process that is used to correctly size and configure the hosted solution. Please include the information that is required to successfully provision and configure the environment.

All Vendors shall include a description for coordinating software installation.

3.1.9 Site Design (Section 4.4)

The City wishes to implement a modern, functional, user friendly design that incorporates the latest features in Social Media, such as Twitter and Facebook functionality. The design must also incorporate templates that are not configurable by content creators to ensure a consistent look and feel within the website itself. The

contributing user customizable elements should be limited to pre-designated font appearances (bold, underline, italic), text, tables, pictures, and graphics. Advanced configuration items, such as changing templates, colors, navigation items, etc. should be reserved for the website administrator. The City wishes to have no less than 3 design concepts to choose from for both the public and employee sites.

The website design should meet U.S. Federal Government ADA requirements and should optionally have the ability to perform language translations.

Additionally, the site should employ the latest technologies for adapting the website for use on mobile phones and tablet devices. Minimally, the sites should be compatible with Apple Safari on iPad/iPhone and Android OS on Android tablets/phones.

All Vendors shall explain the design process and how it solicits input from the City staff and how functionality testing occurs.

3.1.10 Content Review (Section 4.5)

The City does not wish to simply convert the existing website into a new format. It is imperative that the vendor meet with departments individually to perform content reviews to determine what content is relevant and needs to be moved, what content should not be converted, and what content or functionality should be added to improve the constituent and employee experience. It is understood that not all new functionality that is requested by departments can be implemented in this initial phase due to funding limitations. The new functions that are out of scope should be clearly noted as such in design plans and noted on a list for consideration in the future. The City has provided Appendix A – City Organizational Chart.

3.1.11 Data Conversion (Section 4.6)

It is anticipated that data conversion will occur when migrating to the new platform; however, it is not the desire of the City to wholesale move all of the existing content out of the two disparate systems, Serena Collage for the public Website and a custom developed Cold Fusion/HTML site for the City’s Intranet. The successful vendor(s) shall assist the City in the conversion of both of the systems, knowing not all of the data will be converted. There are currently approximately 1900 pages in the existing public Content Management System, but at least 400 of those pages are not active and are expired. There are approximately 25 pages of data in the CityNet Intranet site that link to 100’s of PDF documents. The vendor is expected to hold individual content meetings with divisions and departments to help them decide the appropriateness of moving data to the new system, as well as planning for any new data that will be created as part of this initiative. The vendor will not be expected to create the new content, only to install it into the system and ensure that it is correctly formatted. The City expects that conversion will be a joint effort for which the City and Vendor will need to work collaboratively to successfully accomplish. While both organizations are expected to work in partnership throughout the conversion process towards the overall success of the project, the City anticipates the following key responsibilities:

Data Conversion Role		Lead Responsibility
a)	Overall data conversion coordination	Vendor
b)	Facilitate content review / planning meetings with up to 27 departments/divisions (multiple meetings may be required for each department).	Vendor
c)	Data extraction from current Serena Collage system and from the CityNet intranet site.	Vendor
d)	Automated data import of approved content and validation into the new software	Vendor
e)	Content editing	City
f)	Coordination and planning related to manual data conversion (e.g. hand keying) to the new system	Vendor/City
g)	Manual data conversion (e.g. hand keying), as agreed upon	City/Vendor
h)	Final quality assurance	City

All vendors shall describe scope of data conversion services and approach of how the services will be provided. Vendors shall also detail the scope of data to be converted.

All vendors shall describe the roles and responsibilities between the proposed team and the City related to data conversion activities.

3.1.12 Integrations and Interfaces (Section 4.7)

It is expected that information generally would need to be entered only once into a system. Components within the system should be integrated in real-time with each other such that batch processes are not required to transfer information from one area of the system to another unless that is the preference of the City. The following table contains a listing of current and/or desired City application interfaces between the proposed CMS system, and existing software applications which are intended to be retained at the City.

Software Application	Current Status
Legistar for Agenda Management	Not Currently Integrated
Granicus Agenda Publishing	Integrated
NeoGov – Online Job Postings	Linked
ESRI GIS Mapping	Integrated
Teleworks (Interactive Voice Response)	Integrated
EMC ApplicationXtender – Document Management	Integrated (3rd party)

- a. Describe the approach towards interfacing and integration with other solutions including use of specific tools, methods and standards.
- b. Describe any pre-built interfaces with any of the existing systems.
- c. Describe any experience / references working with any of the existing systems at other clients.
- d. Describe data exchange standards (e.g. XML, Web Services) supported or provided by the proposed product.
- e. As it pertains to the City's current technical environment described previously, identify potential issues for integrating with specific technologies which are used within the City.
- f. ---- If local customizations are made, describe any provision for tools or assistance to easily incorporate customizations into new version/releases of the proposed software?

3.1.13 Training (Section 4.8)

The City has the following expectations regarding training:

- a. Training will be performed for all users of the systems based on the areas which their job function requires, with some reasonable level of cross training
- b. The various lead staff in each of the City departmental/divisional areas will participate in the training effort by supporting vendor staff in addressing questions regarding organization practices
- c. Training materials will be supplied by the vendor.
- d. Web conference or remote online tutorial sessions should be available to City staff to participate in after initial training was completed in each area.
- e. Technical Implementation Training will be performed and include training key staff (expected quantity of 4) to support the new system.
- f. Training will be performed primarily on-site through the implementation and be performed by the vendor.

The Vendor should provide an overall description of their training approach, including the following items:

- a. General timeframes in which training will be conducted
- b. Detail the nature, level, and amount of training to be provided in each of the following areas:
 - Technical training (e.g., programming, operations, etc.)
 - User training
 - Other staff (e.g., executive level administrative staff)
- c. Types of documentation that will be developed by the Vendor
- d. Tools that will be used in developing the training material
- e. On-going training opportunities
- f. Ability to provide online training material versus classroom training
- g. Environmental Technical needs required for on-site training

Any training that cannot be easily accommodated or is not practical to be performed on-site should be specifically identified.

3.1.14 Testing (Section 4.9)

The vendor should describe their recommended approach to the following types of testing that are anticipated to be performed on the project and the type of assistance they anticipate the City providing related to such testing:

- a. System Testing
- b. Integration Testing
- c. Stress / Performance Testing
- d. User Acceptance Testing (UAT)

3.1.15 System Documentation and Manuals (Section 4.10)

The vendor is expected to provide City specific user manuals and / or online help for use by the City as part of the initial training and on-going operational support. Additionally, the vendor is expected to provide technical documentation.

- a. Describe what documentation (user guide, technical guide, training materials, etc.) is available on the system proposed and any related costs.
- b. Describe what types of documentation are anticipated to be developed during the course of the project.

3.1.16 Disaster Recovery Plan (Section 4.11)

Vendors shall describe what provisions are made in the vendor's systems design or the services provided around disaster recovery, if any, as part of the proposed solution.

3.1.17 Knowledge Transfer (Section 4.12)

The City intends to leverage its investment in implementation process with the Vendor as an opportunity to increase City staff's CMS competencies in order to enable the City to take a more active role in the long term setup, configuration, expansion and supportability of the CMS solution. The City's goal is to retain a long term partnership with the CMS vendor. The vendor should describe their process for ensuring a transfer of knowledge occurs back to City staff such that staff is capable of supporting and maintaining the sites in the most proficient manner once the product implementation engagement is complete.

3.1.18 Staffing Plan (Section 5)

In addition to providing responses to the following items, the vendor must complete the Staffing Plan Form in Section 5.3 of this RFP.

- a. The vendor shall detail the type and amount of implementation support to be provided (e.g., number of personnel, level of personnel, time commitment, etc.). Include **single page** resumes for all personnel that will be assigned to the project. For each person provide any details related to their CMS implementation experience in a municipal environment. If use of a subcontractor is proposed vendor shall also include information on subcontracting staff being used and their specific role on the project.
- b. Provide an overall project organizational structure for City staff involvement during the project. Identify the roles and responsibilities of each component of this structure. This includes an appropriate governance structure in which to manage the project.

3.1.19 Ongoing Support Services (Section 6)

In addition to providing responses to the following items, the vendor must complete the ongoing support services form in Section 5.4 of this RFP.

Specify the nature and conditions of any post-implementation support options including:

- Onsite support (e.g. system tuning, application configuration, interface issues, network optimization, user training and tips to optimize the user experience)
- Telephone support,
- Help Desk services (If there is a Service Level Agreement for help desk, provide a copy with RFP response.)
- Toll-free support line
- Users Group (i.e. - information about it, where it is held and when. If no, describe any future plans). Online knowledgebase (i.e. – how it is accesses, who updates it, etc.)
- Describe maintenance programs and options with associated pricing.

- Describe complete licensing scheme (enterprise, module versus system, concurrent versus named, external Internet user(s), query versus user, etc.) and how that works in a Disaster Recovery situation.

3.1.20 Response to CMS Software Requirements (Section 7)

Responses to the requirements referenced in Section 4 of this RFP shall be provided in this section of the vendor's response. Vendors shall use the excel sheets provided and attach added explanation pages as necessary. Please include the electronic version of these spreadsheets with proposal response as outlined in Section 1.1, item b.

3.1.21 Response to Technical Requirements (Section 8)

3.1.21.1 Software Updates and Distribution (Section 8.1)

It is anticipated that all system updates and release patches will be downloadable from the implementation or CMS software vendor's web site by the IT staff administering the system. Provide information on how software updates are received, processed and distributed to either the server and/or client environment. Describe the process for managing local customizations. Describe any configuration management system that is incorporated with the Vendor solution.

3.1.21.2 System Performance (Section 8.2)

System response time shall not impede the ability for departmental staff to perform their required job functions using the system. The system shall be available during normal hours of City operations for editing and 24 hours a day for public consumption. Describe system performance of the proposed solution including reference to the following performance areas:

- a. Guarantees on system performance
- b. Studies/benchmarks on system failure frequency, duration and impact and root-cause analysis
- c. Problem avoidance techniques
- d. Evidence of system scalability to meet future needs as noted in key volumes section
- e. What is the minimum bandwidth required for the application, and expected latency at remote locations, considering the City's current network infrastructure?

3.1.21.3 Technical Architecture and Requirements (Section 8.3)

The City is expecting a successful Vendor will adhere to solutions that comply with industry standard technologies.

For proposing onsite solutions, please complete items a through f. **Hosted Solutions need only complete items e and f.**

- a. **Overall System Architecture:** What system architecture is proposed? Describe the number and type of: application servers, database server(s), and development and test environments. Describe proposal's technical architecture (preferably using a PowerPoint or Visio diagram). This should show components such as the database server, applications server, reporting server, test/training server, firewall(s), web server(s), web browser, minimum workstation requirements, remote access, wireless connectivity, network connectivity to LANs and WAN, etc.
- b. **Network Environment:** Describe the network environment required to utilize the proposed software. In the event there is more than one (1) suitable network configuration, list options indicating the relative strengths and drawbacks (if any) of each.
- c. **Hardware and Storage Environment (for onsite solutions):** Describe the proposed computer hardware and storage environment to support the system. In the event there are multiple computer systems available, list all options. Indicate which is the preferred hardware platform and why. List the conditions in which the preferred hardware platform would change. A hardware configuration, which takes into account the size of the City, application components, database size, and anticipated growth, shall be provided. The City generally only installs new servers onto
- d. **Operating System(s):** Identify the operating system(s) required by the proposed applications software and database management system in the hardware environment recommended above. In the event there is more than one (1) suitable operating system, list all options indicating the relative strengths and drawbacks (if any) of each.

e. **Database Platform(s):** The preferred database platform of the City is MS SQL 2008 R2 64-Bit. The vendor shall identify the ideal database platform for the proposed software as well as its compatibility with current City standards. In the event there is more than one (1) suitable database platform, list all options indicating the relative strengths and drawbacks (if any) of each.

f. **Desktop Requirements:** Review the City's existing desktop environment in Section 1 and identify any additional desktop computer hardware and software requirements to use the CMS solution. Include typical requirements for a "power user," occasional/casual user, and system administrator.

3.1.21.4 System Access (Section 8.4)

Vendors shall indicate the degree to which there is a desktop footprint required to execute the application.

3.1.22 Vendor Questionnaires (Section 9)

All vendors shall respond to the Vendor Questionnaire sections in Section 5 of this RFP.

3.1.23 Client References (Section 10)

All vendors shall provide at least five (5) references from clients that are similar in size and complexity to the City. The format for completing the vendor references is provided in Section 5.6 of this document. In addition, the City requests a sample listing of the vendor's municipal clients with successful implementation of same proposed system within the past three (3) years.

3.1.24 License and Maintenance Agreements (Section 11)

Sample license and maintenance agreements must be provided in this part of the vendor's response for all components of the recommended solution (*i.e.*, hardware, software, operating system, database, etc.). Indicate the basis on how licenses are determined.

3.1.25 Exceptions and Deviations (Section 12)

If a vendor finds it impossible or impractical to adhere to any portion of these specifications and all attachments, it shall be so stated in its proposal, with all deviations grouped together in a separate section entitled, "exceptions/deviations from proposal requirements." This section will be all-inclusive and will contain a definition statement of each and every objection or deviation with adherence to specific RFP sections. Objections or deviations expressed only in other parts of the proposal, either directly or by implication, will not be accepted as deviations, and the vendor in submitting a proposal, will accept this stipulation without recourse.

3.1.26 Other Required Forms and Attachments (Section 13)

Vendors shall provide all other required forms in this section:

- a. Company Background Form (Section 5.2)
- b. Vendor Reference Form (Section 5.6)
- c. Signature Submittal Form (Section 6)

3.1.27 Addendum (Section 14)

Include all original, signed copies of addenda in this section.

3.1.28 Cost Proposal (Section 15)

All cost (including shipping, handling, software, install, travel and all other costs) shall be included in the total proposal price as stated on the Proposal Signature Form and shall be included in the Cost Proposal.

Costs for the vendor's proposed solution shall be submitted on the Proposal Pricing Forms provided in the associated MS Excel document. It is the responsibility of the vendor to ensure the accuracy of the pricing provided as part of the response. Any errors providing an accurate price response due to inaccuracies in the provided templates are the sole responsibility of the responding vendor.

Costs shall include the complete, fixed costs for the solution including: software, license fees, training, travel, per diem, installation, documentation, discounts, operating costs, etc. Include software licensing and professional services required to design, configure and deploy the CMS solution. Use additional pages as needed to provide additional cost detail; however, all costs should be completely reflected on the Proposal Pricing Forms.

For each item, indicate if the cost is one-time, annual, or other (and describe). In the event the product or service is provided at no additional cost, the item should be noted as "no charge" or words to that effect. In the event the product or service is not being included. **Vendors shall not use "TBD" (to be determined) or similar annotations in the cells for cost estimates.** The City is asking proposers to estimate costs for

all categories with the understanding they may have to make supported assumptions. Significant assumptions should be identified and elaborated. In the vendor proposal, the item should be noted as "No Bid".

Vendors shall use the excel sheets provided with this bid and attach added explanation pages as necessary. Include the electronic version of these Excel spreadsheets with proposal response as outlined in Section 1.1, item b.

The City reserves the right to contact proposers on cost and scope clarification at any time throughout the selection process and negotiation process.

4 General Functional Requirements

The requirements defined in this section contain the overall general functions of the requested software solution. The primary objective of the City in implementing a new system is to provide a more integrated information system environment that will eliminate the redundant entry of data, provide improved system capabilities, provide improved access to data, and streamline overall operations.

Identified in the associated Excel spreadsheet are a number of requirements which shall be addressed by the Vendor's proposal for the core system. These requirements are considered mandatory in implementing the complete solution as defined in Section 2. Together they define a system that will operate efficiently in the proposed computer environment while providing a high level of flexibility in meeting the City's current and future web needs.

Each Vendor shall review the specifications and reports listed in each subsection and respond as to their availability within the Vendor's software system. The responses should be entered under the "**Availability**" column of each form as follows:

Response	Description
Y	If functionality is provided out of the box through the completion of a task associated with a routine configurable area that includes, but is not limited to, user-defined fields, delivered or configurable workflows, alerts or notifications, standard import/export, table driven setups and standard reports with no changes. These configuration areas will not be affected by a future upgrade.
T	If functionality is provided by proposed third party functionality (i.e., third party is defined as a separate software vendor or product from the primary software vendor). Use the "Comments" column to provide the product name.
R	If functionality is provided through reports generated using proposed Reporting Tools
M	If specification/report is available through modification to the software
F	If specification/report is not available now, but will be available in a future release of the software within 1 year of the date of the Vendor's proposal.
N	If specification report is not available

Use the **Cost** column for "M" or "F" responses to estimate the cost to be incurred by the City to secure the specification/report. Use the **Comment** column to provide additional comments pertaining to your response for that item.

Vendors shall not change the language or format of the City's System Requirements. Any revision of the City's specifications shall immediately disqualify the vendor from the City's selection process

5 Proposal Forms

5.1 Introduction

This section contains various forms that should be prepared and submitted along with the Vendor's proposal. The intent of providing such forms is to ensure comparability between proposals. Included in this section are the following forms:

- 5.2 Company Background Form
- 5.3 Cost Proposal Information
- 5.4 Vendor Reference Form

If a vendor has partnered with another provider or sub-contractor, Proposer shall complete the questionnaire relative to each separate technology component or Vendor.

5.2 Vendor Questionnaire: Company Background Form

Vendor name:	
Software brand name:	
Software version:	
Is vendor prime contractor:	Yes <input type="checkbox"/> No <input type="checkbox"/>

1.	What are the key differentiators of your company and its proposed solution?		
2.	What awards has your company or proposed solution obtained that are relevant to this project?		
3.	What strategic alliance have you made to further strengthen your product and services?		
4.	What is your niche in the marketplace and your preferred customer size?		
5.	Describe the commitment to providing solutions for the public sector marketplace:		
6.	How many fully operational customer installations of the CMS system proposed to Fayetteville (not other vendor product offerings), has the vendor completed?		
	Location	Arkansas	Nationally
	Local government		
	Other public sector		
	Other non-public sector		
	Overall:		
7.	State the year the vendor started in the business of selling the proposed solution to local governments		
8.	Where is the vendor's closest facility to Fayetteville, AR for which staff provide product support for the software product proposed?		
9.	Where is the vendor's company headquarters?		

10. List the vendor's sales in the previous four years:			
		Year	Sales
		2013	
		2012	
		2011	
		2010	
11. How many total employees does the vendor have in each of the following categories:			
	Area	Number related to proposed product	Overall
	Sales/Marketing		
	Management/Administration		
	Help Desk Staff		
	Development Staff		
	Other		
	Total:		
12. What is the hourly rate for implementation assistance beyond which is included in the proposal by skill set?			
	Rates for Additional Implementation Assistance		
	Skill Set	Hourly Rate	
		\$ / hr.	
		\$ / hr.	
		\$ / hr.	
13. What would be the vendor's preferred comparably sized, site visit location?			

Vendor Questionnaire: Staffing Plan Form

1. Use the table provided below to identify the number of City business staff expected to be committed to the project implementation. Initial identification of project roles has been provided but should be supplemented or revised by vendors based on their experience in implementing their product in similar environments.																																
	<table border="1"> <thead> <tr> <th>Project Role</th> <th>Project Responsibilities</th> <th>FTE</th> </tr> </thead> <tbody> <tr> <td>Executive Sponsor(s)</td> <td></td> <td></td> </tr> <tr> <td>Project Manager</td> <td></td> <td></td> </tr> <tr> <td>Content Owners</td> <td></td> <td></td> </tr> <tr> <td>Content Contributors Team Participants (per member involvement)</td> <td></td> <td></td> </tr> <tr> <td>Training Coordinator Team Lead</td> <td></td> <td></td> </tr> <tr> <td>Communications Office</td> <td></td> <td></td> </tr> <tr> <td>Other Roles</td> <td></td> <td></td> </tr> <tr> <td>Other Roles</td> <td></td> <td></td> </tr> <tr> <td>Other Roles</td> <td></td> <td></td> </tr> </tbody> </table>	Project Role	Project Responsibilities	FTE	Executive Sponsor(s)			Project Manager			Content Owners			Content Contributors Team Participants (per member involvement)			Training Coordinator Team Lead			Communications Office			Other Roles			Other Roles			Other Roles			
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Vendor Questionnaire: Ongoing Support Services Form

1.	Provide the minimum, maximum, and average response times (hours) provided as part of the basic support agreement and average response time for the past twelve (12) months.																		
2.	Provide the average time to resolve/close registered incidents.																		
3.	How often are product upgrades or enhancements normally released for the proposed solution?																		
4.	Within your implementation professional services department / division (e.g. Project manager, consultants, trainers, etc.) what is the average tenure of those employees with the company?																		
5.	Will the vendor contractually agree to:																		
	Contractual Inquiry																		
	<table border="1"> <thead> <tr> <th style="text-align: left;">Term / Condition</th> <th style="text-align: center;">Yes</th> <th style="text-align: center;">No</th> </tr> </thead> <tbody> <tr> <td>Provide on-site staff for training and implementation</td> <td></td> <td></td> </tr> <tr> <td>Non-performance hold-backs?</td> <td></td> <td></td> </tr> <tr> <td>Payment hold-backs until fully operational and formally accepted?</td> <td></td> <td></td> </tr> <tr> <td>Allow the City to approve Vendor staff assigned to help with implementation?</td> <td></td> <td></td> </tr> <tr> <td>One year warranty, during which the annual support conditions apply. The first, annual support payment would occur after the warranty period expires.</td> <td></td> <td></td> </tr> </tbody> </table>	Term / Condition	Yes	No	Provide on-site staff for training and implementation			Non-performance hold-backs?			Payment hold-backs until fully operational and formally accepted?			Allow the City to approve Vendor staff assigned to help with implementation?			One year warranty, during which the annual support conditions apply. The first, annual support payment would occur after the warranty period expires.		
Term / Condition	Yes	No																	
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5.3 Cost Proposal Form Instructions

All Vendors shall complete the pricing forms for the proposed software, and services solution in the pricing spreadsheet provided as a separate MS-Excel document. It is the responsibility of the Vendor to ensure the accuracy of the pricing provided as part of the proposal response. Any errors in providing an accurate price response due to inaccuracies in the provided templates are the sole responsibility of the responding Vendor. If additional lines are required to represent the proposed pricing on the spreadsheet, insert additional lines **but do not change the overall format of the pricing form structure.**

Proposed Software Pricing

All Vendors shall enter in the pricing in the "Application Software Pricing" section and the "Other Software Pricing" section of the Cost Proposal pricing spreadsheet which is provided as a separate document. This shall include pricing for the applications and other software required to support the proposed solution. Insert rows into the spreadsheet if additional lines are needed. For hosted solutions, use the "re-occurring annual cost" column to reflect the yearly subscription or maintenance fees.

Proposed Services Pricing

All Vendors shall enter the pricing of the proposed services in the "Implementation Services Pricing" sections of the Cost Proposal pricing spreadsheet which is provided as a separate document. This shall include pricing for services required to deliver, install, and provide basic training and implementation of the System Solution. If additional lines are needed in any of the sections, insert additional rows to provide all of the detail.

Cost Summary

Refer to the "Cost Summary" section of the Cost Proposal pricing spreadsheet provided as a separate document. Only the travel and lodging estimates as well as any discounts need to be entered on this form.

6 Signature Submittal Form

1. Disclosure Information

Proposer must disclose any possible conflict of interest with the City of Fayetteville, including, but not limited to, any relationship with any City of Fayetteville employee. Proposer response shall disclose if a known relationship exists between any principal or employee of the firm and any City of Fayetteville employee or elected City of Fayetteville official.

If, to the Proposer's knowledge, no relationship exists, this shall also be stated in proposal response. Failure to disclose such a relationship may result in cancellation of a purchase and/or contract as a result of proposed response. This form shall be completed and returned in order for the proposal to be eligible for consideration.

PLEASE CHECK ONE OF THE FOLLOWING TWO OPTIONS, AS IT APPROPRIATELY APPLIES TO THE PROPOSED FIRM:

_____ 1) NO KNOWN RELATIONSHIP EXISTS

_____ 2) RELATIONSHIP EXISTS

If a relationship exists, please explain:

I certify that, as an officer of this organization, or per the attached letter of authorization, am duly authorized to certify the information provided herein are accurate and true; and my organization shall comply with all State and Federal Equal Opportunity and Non-Discrimination requirements and conditions of employment.

2. At the discretion of the City, one or more firms may be asked for more detailed information before final ranking of the firms, which may also include oral interviews. **NOTE: Each Proposer shall submit to the City a primary contact name, e-mail address, and phone number (preferably a cell phone number) where the City selection committee can call for clarification or interview via telephone.**

Name of Firm: _____

Name of Primary Contact: _____

Title of Primary Contact: _____

Phone#1 (cell preferred): _____ Phone#2: _____

E-Mail Address: _____

3. Acknowledge receipt of addenda for this invitation to bid, request for proposal, or request for qualification by signing and dating below. All addendums are hereby made a part of the bid or RFP documents to the same extent as though it were originally included therein. Proposers/Bidders should indicate their receipt of same in the appropriate blank listed herein. Failure to do so may subject vendor to disqualification.

ADDENDUM NO.	SIGNATURE AND PRINTED NAME	DATE ACKNOWLEDGED

4. As an interested party on this project, you are required to provide debarment/suspension certification indicating compliance with the below Federal Executive Order. Certification can be done by completing and signing this form.

Federal Executive Order (E.O.) 12549 "Debarment and Suspension" requires that all contractors receiving individual awards, using federal funds, and all sub-recipients certify that the organization and its principals are not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency from doing business with the Federal Government.

5. Signature certifies that neither you nor your principal is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Questions regarding this form should be directed to the City of Fayetteville Purchasing Division.

NAME: _____

COMPANY: _____

PHYSICAL ADDRESS: _____

MAILING ADDRESS: _____

PHONE: _____ FAX: _____

E-MAIL: _____

SIGNATURE: _____

TITLE: _____

DATE: _____



Content Management System & Web Design Services

The City of Fayetteville, AR • April 18, 2014



+ CONNECTING PEOPLE

Developed by Robert Disberger
Regional Sales Manager
317 Houston St., Suite E Manhattan, KS 66502
888-228-2233 x316 + Direct 785-323-1536
Fax 785-587-8951 + Disberger@CivicPlus.com

Serving more than **1,600 clients** in 49 states, Canada and Australia,
we partner with governments to create **award-winning websites**.



City of Fayetteville, Arkansas
Purchasing Division -- Room 306
113 W. Mountain
Fayetteville, AR 72701
Phone: 479.575.8220

RFP (REQUEST FOR PROPOSAL)

TDD (Telecommunication Device for the Deaf) 479.521.1316

REQUEST FOR PROPOSAL: RFP 14-07, Content Management System & Web Design Services

DEADLINE: Friday, April 18, 2014 before 2:00:00 PM, local time

PRE-PROPOSAL TELECONFERENCE: Friday, April 04, 2014 at 10:00 AM, local time

RFP DELIVERY LOCATION: Room 306 – 113 W. Mountain, Fayetteville, AR 72701

PURCHASING AGENT: Andrea Foren, CPPO, CPPB, aforen@fayetteville-ar.gov

DATE OF ISSUE AND ADVERTISEMENT: Saturday, March 22, 2014

REQUEST FOR PROPOSAL

RFP 14-07, Content Management System & Web Design Services

No late proposals shall be accepted. RFP's shall be submitted in sealed envelopes labeled with the project number and name as well as the name and address of the firm.

All proposals shall be submitted in accordance with the attached City of Fayetteville specifications and bid documents attached hereto. Each Proposer is required to fill in every blank and shall supply all information requested, failure to do so may be used as basis of rejection. Any bid, proposal, or statements of qualification will be rejected that violates or conflicts with state, local, or federal laws, ordinances, or policies.

The undersigned hereby offers to furnish & deliver the articles or services as specified, at the prices & terms stated herein, and in strict accordance with the specifications and general conditions of submitting, all of which are made a part of this offer. This offer is not subject to withdrawal unless upon mutual written agreement by the Proposer/Bidder and City Purchasing Agent.

Name of Firm: Icon Enterprises, Inc., d/b/a CivicPlus

Contact Person: Robert Disberger Title: Regional Sales Manager

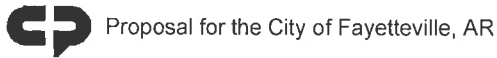
E-Mail: disberger@civicplus.com Phone: 785-323-1542

Business Address: 317 Houston Street, Suite E

City: Manhattan State: KS Zip: 66502

Signature:  Date: April 17, 2014

Authorized By: S. Ward Morgan, President



Dear Selection Committee Members:

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

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

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

Now in our second decade, CivicPlus has created eGovernment solutions for more than 1,600 towns, cities and counties serving more than 50 million people in 49 states, Canada and Australia. These communities are using CivicPlus technology to connect in more engaging ways with their residents, visitors and businesses.

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

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

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

Respectfully,



Robert Disberger • Regional Sales Manager • Direct Line 785-353-1536 • Disberger@CivicPlus.com



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Executive Summary

The City of Fayetteville, an organization serving more than 73,000 residents, has initiated a Request for Proposal to transform its website with an innovative design that enables visitors to find the services and information they need. The website should be user-friendly and utilize the latest technology to provide a convenient source of information to better communicate with citizens.

The CivicPlus-Proven Development Approach

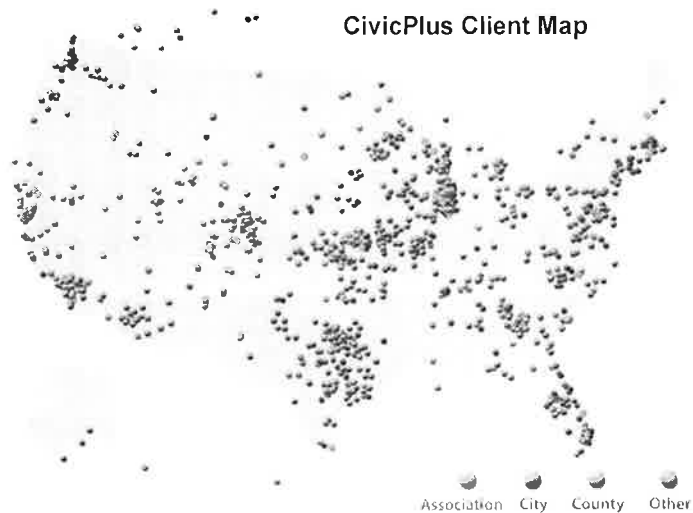
CivicPlus provides our eGovernment communication solution to more than 50 million citizens in more than 1,600 municipalities – cities and counties of every size across the United States, Canada and Australia. For more than a decade, CivicPlus has focused on government clients, giving our customers access to the latest in next-generation applications that meet and exceed their needs. Those needs include:

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

Hundreds of Cities & Counties Are Upgrading to CivicPlus Each Year

It's simple: CivicPlus knows municipal government.

- No one else offers the CivicPlus Government Content Management System (GCMS®).
- No one can match our interactive suite of tools that enable governments to better engage and communicate with their citizens.
- No one can match the CivicPlus development process and the depth of our implementations designed by experts who know local government, its people and its processes.
- No one can match our track record – period.



CivicPlus for Fayetteville

Per your RFP #14-07, Content Management System & Web Design Services, the following proposal contents include:

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

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

What Is Community Engagement?

At its core, community engagement is expectation.

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

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

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

- **Transparency** - Removing the veil from local government by providing citizens with open access to government through citizen-centric technologies and information structures
- **Citizen Sourcing** - Encouraging citizens to get active, get involved and take ownership of local issues, all through an easily available communication method they're likely to use
- **MicroVoting** – Allowing citizens' voices to be heard, and making that voice resonate with government leaders in ways that allow for a finger to be placed on the pulse of the citizen's wants and needs

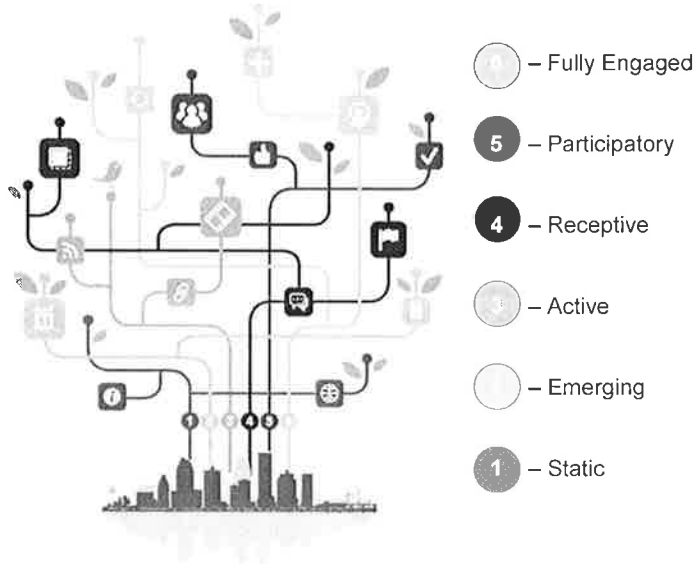
Local governments provide so much service, infrastructure and support to our communities, but too often those efforts go unnoticed and unappreciated. Community engagement is a two-way street – it's letting your citizens have a voice and letting them know why government matters.

Where You Rank on the Community Engagement Scale™

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

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

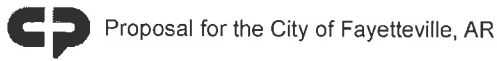
Only CivicPlus can provide these answers, because CivicPlus is the only government website provider focused on equipping communities to better engage and interact with their citizens.



How CivicPlus Can Make Your Job Easier

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

- Citizen Request Tracker™
- Community Voice™
- Alert Center
- Calendar
- Facilities and Reservations
- Form Center
- Notify Me®
- News Flash
- ePayment Center



Company Background

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

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

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

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 165 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 1,600 clients. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting.

Our technical and development staff holds a variety of certifications including: Microsoft-certified system engineer, Cisco-certified engineer, Microsoft-certified software developer, Microsoft Office user specialist and project management professional from the Project Management Institute.

Company & Contact Information

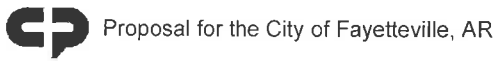
Contact Information	Robert Disberger Regional Sales Manager Disberger@CivicPlus.com Toll Free 888-228-2233, Ext. 316 Cell 785-556-0110	Primary Office	317 Houston St. Suite E Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Incorporated In	State of Kansas	Company Website	www.CivicPlus.com
Legal Name	Icon Enterprises, Inc., d/b/a CivicPlus	Company Founder	Ward Morgan, President/CEO
GSA Contract	# GS-35F-0124U	DIR Contract	# DIR SDD 1636
CMAS Contract	# 3-13-70-2966A	TIPS/TAPS Contract	# 2092613
Additional Locations	Charleston, SC Sherwood, OR	Chicago, IL Spring Hill, KS	Fort Collins, CO St. Louis, MO Hermitage, TN Topeka, KS

At CivicPlus, we have a passion for building websites. We'd like to partner with you to build a website your citizens will use.

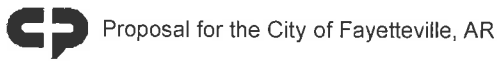


Company Background Form

Vendor name:	Icon Enterprises, Inc. d/b/a CivicPlus		
Software brand name:	CivicPlus GCMS®		
Software version:	N/A		
Is vendor prime contractor:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
1.	What are the key differentiators of your company and its proposed solution?		
	CivicPlus is the unique provider of the Government Content Management System (GCMS®) – and one of the most innovative, knowledgeable sources for engaging eGovernment websites. CivicPlus' expertise lies in our ability to deliver a comprehensive solution that considers administrative ease and collaboration as well as end-user empowerment... all housed within a sophisticated design that resonates with your community and keeps citizen engagement in mind.		
2.	What awards has your company or proposed solution obtained that are relevant to this project?		
	Since 2006, CivicPlus clients have won an amazing 377 awards for their websites, and recently, the Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private-sector information technology integrators for delivering extraordinary digital solutions to public IT projects.		
3.	What strategic alliance have you made to further strengthen your product and services?		
	Our in house product engineering team has extensive experience with creating new products while strengthening our current offerings. Extensive research of current and upcoming trends is a constant part of their job.		
4.	What is your niche in the marketplace and your preferred customer size?		
	CivicPlus has created eGovernment solutions for more than 1,600 towns, cities and counties serving more than 50 million people in 49 states, Canada and Australia. Our customer sizes range from small communities to cities and counties serving more than one million citizens.		
5.	Please describe the your commitment to providing solutions for the public sector marketplace:		
	100% of our business is to help governments connect with their residents.		
6.	How many fully operational customer installations of the CMS system proposed to Fayetteville (not other vendor product offerings), has the vendor completed?		
	Location	Arkansas	Nationally
	Local government	5	1,448
	Other public sector		160
	Other non-public sector		15
	Overall:	5	1,623
7.	Please state the year the vendor started in the business of selling the proposed solution to local governments:		
	July of 1998.		
8.	Where is the vendor's closest facility to Fayetteville, AR for which staff provide product support for the software product proposed?		
	Product support staff is located in Manhattan, KS.		



9. Where is the vendor's company headquarters?				
Manhattan, KS.				
10. Please list the vendor's sales in the previous four years:				
		Year	Sales	
		2013	8.3 Million	
		2012	7.2 Million	
		2001 (2011)	6.1 Million	
		2010	3.8 Million	
11. How many total employees does the vendor have in each of the following categories?				
		Area	Number related to proposed product	Overall
		Sales/Marketing	31	31
		Management/Administration	45	45
		Help Desk Staff	18	18
		Development Staff	50	50
		Other	26	26
		Total:	170	170
12. What is the vendor's hourly rate for implementation assistance beyond that which is included in the vendor bid by skill set?				
		Rates for Additional Implementation Assistance		
		Skill Set	Hourly Rate	
			\$ / hr	
			\$ / hr	
			\$ / hr	
		<p>CivicPlus prices on a 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 attempted to come up with 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 or work outside of the original project scope is requested.</p>		
13. What would be the vendor's preferred comparably sized, site visit location?				
		<p>We have a number of clients whose community size is comparable to Fayetteville; Sumter County, FL; Monroe County, FL; Nassau County, FL; Deerfield Beach, FL; Fishers, IN; Riley County, KS; Cherry Hill, NJ; New Rochelle, NY and Jacksonville, NC to name a few.</p>		



Proposed Solution

Developed for organizations that have a need to update their site frequently, CivicPlus provides a powerful government content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website instantaneously. The CivicPlus Government Content Management System (GCMS®) utilizes Microsoft SQL Server, ASP, JavaScript and HTML for web development.

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

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

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

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

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

Core GCMS® Modules

Agenda Center

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

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

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

Archive Center

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

Business/Resource Directory

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

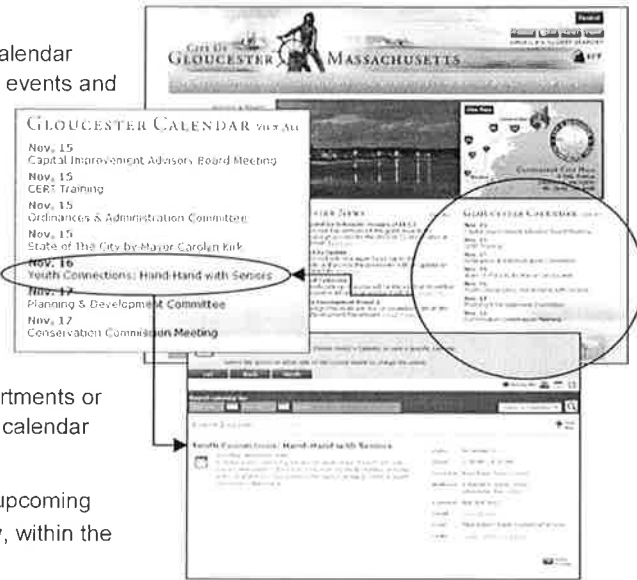
The module can display useful information such as a description of the business/organization, link to an interactive map, address, phone number, email and link to the business' website. Citizens can also download the included iPhone App at no cost, allowing them to search for businesses or services on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

Calendar

The Calendar Module allows administrators to set up calendar items to help keep the public informed about upcoming events and meetings in your community. Events can be set on a one-time basis or as recurring events for multiple months in advance, with short descriptions and hyperlinks to display the event details. The calendar recognizes the current date as the starting date for the display of events and provides easy navigation to future events. Multiple calendars are available.

Department Calendar: Any page on your site can display the most current calendar items in a special content area, great for departments or sections of the website that wish to have their calendar events appear on their page(s).

Featured Events: You can draw attention to upcoming events using the Featured Events functionality, within the Calendar module.



The Calendar supports multiple views, including a monthly view that displays all the events in a month.

Document Center

The Document Center is a document storage center that allows for a variety of file types (e.g., PDF, spreadsheets, pictures, video files, sound clips and more) to be downloaded or viewed by the end user, allowing for easy access for your site visitors. Instead of bogging down your employees with requests for documentation, site visitors can locate the forms and documents they need easily online. Your employees can easily add new documents and direct residents to the information they requested online, without sending out extra paperwork. Moreover, all files are organized by our structured filing system of folders and subfolders, keeping all of your information easily obtainable by your citizenry 24/7.

Frequently Asked Questions

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

News Flash

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

Opinion Poll

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

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

Photo Gallery

The Photo Gallery Module is designed to allow you to store and display photographs in a central location to showcase to your citizens and the world the best that your community has to offer. Photo Gallery helps your website become the place to put your community's best face out there and to attract new citizens to your area. Users will be able to:

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



You can use the Photo Gallery to store and organize photo files by department, division, and/or event. Like the Document Center, you can store as many pictures in as many albums as you like.

Quick Links

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

Spotlight

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

Staff Directory

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

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

Transaction Modules

Bid Postings

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

Citizen Request Tracker™

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

The CRT™ System Makes It Easy To:

- Add comments and action items
- Assign the request to a staff member
- Review the history of the issue
- Send messages to the constituent
- Close the request
- Print and/or export statistics and reports
- Print work orders
- Generates efficiency statistics and reports
- Export data in CSV or tab-limited format



ePayment Center

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

Facilities & Reservations with Activities

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

A description with details of the facility (location, contact information, photographs, video, map, handicap accessibility, rental availability, etc.) display within each facility's listing, with your staff able to allow for online reservation requests and interactive calendar to view and manage online reservations.

Site visitors can also register for classes offered by Fayetteville. You will be able to create classes, display class schedules, limit the number of persons that can sign up per class, and email those who have registered for specific classes. This module is integrated with the Form Center and e-Payment module for streamlined reservation and class registration processes.

Form Center

Having online forms makes it easy for you to receive useful information from your community and for your community to complete tasks online. These completely customizable forms can be used as a means for citizens to contact you with questions, requests and feedback or to sign up for various events and activities. You can have as many online forms as you need with this module, creating forms easily from scratch or from our library of sample online forms. Various field options include long answer, radio button, drop-down lists and multiple choice (among others), with formatting options that include font colors, background colors, text alignment and more.



You can preview forms as you create and edit them instead of sending it to someone else for changes. The Form Center lets you develop every aspect of your online form with no programming knowledge necessary through a simple drag-and-drop interface.

In addition to being able to create your own form, you can track your forms through your website! No more lost emails and sorting for statistical data through multiple emails. Any form submitted on your website can be received via email to as many people as you wish and/or be kept in a backend database with basic analytical reporting available. This data can then be exported to Microsoft Access, Excel or other database software.

Job Postings

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

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

The Job Postings module can be seamlessly integrated with the CivicPlus Human Resource Management System (HRMS) a comprehensive suite of tools for applicant tracking, assessment, onboarding, and performance management, *for an additional fee*. Additional information about the CivicPlus HRMS is available upon request.

Online Job Application

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

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

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

The CivicPlus HRMS can be integrated to provide additional online job application customization and a workflow solution for managing the hiring process, *for an additional fee*. Additional information about the CivicPlus HRMS is available upon request.

Real Estate Locator

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

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

Interactions & Communications Modules

Alert Center

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

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



Blog

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

Community Voice™

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

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

Carbon Calculator

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

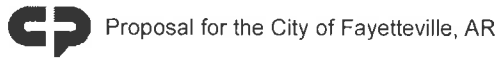
Healthy City

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

My Dashboard

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

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



Notify Me® with CivicSend



With Notify Me®, visitors can sign up to be notified via email and/or SMS text message about community activities, meetings and other updates to your website. Users can self-manage multiple subscriptions at once, and unsubscribing is easy. You can send out unlimited emails, and the first 500 text message subscribers are free, with the option to add more for an additional fee.

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

Notify Me® supports HTML and plain text versions of

email messages, and newsletter templates can be created for added presentation quality.

You can set up notifications as drafts and set them to send to subscribers at a specified date and time. Additionally, most current subscriber notification lists can be imported to our system, while the email lists created by your CivicPlus system can be exported for other files and/or purposes.

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

Our CivicSend module is a communication system for organizations interested in powerful multi-channel audience engagement via a template & quick message Type. The template message type will allow an administrative user to create and send a template to a Notify Me list via email and text while also having the ability to link the template to a Facebook post; all within one workflow. The quick message type allows an administrative user to bypass the template creation stage and quickly send a plain text message to a Notify Me list via email and text while also having the ability to quickly post the message to Facebook as well.

Postcard

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

Social Networking & Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. From community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, we are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the world of Gov 2.0. Other social networking sites (such as LinkedIn, YouTube, Pinterest, etc.) can be featured on your website as links to your organization's profile on those particular websites.

Facebook and Twitter

Many governments are finding Facebook to be an essential part of their online presence, as it provides another avenue to share news, announcements, events, pictures and videos with a wide range of regular site visitors. CivicPlus can create your Facebook page and sync your website to your Facebook profile to automatically publish news and calendar events on Facebook with a link to your website for more information.

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



Administrative Features

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

Application Programming Interfaces (APIs)

We have nearly a dozen application programming interfaces (APIs) scattered throughout the system and continue to build more to make integrations with the GCMS® and disparate applications as straightforward as possible. It's this "open architecture" approach that allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs and tie them into the site, using the site itself as a sturdy platform on which to build. Maintaining the site's base code will fall on CivicPlus' shoulders, saving you time, effort and, most importantly, money.

Bad Links Identifier

You may not be aware of any broken links on your website, but your guests are. This module creates a list of the broken links on your site when they are accessed. It also allows a site visitor the ability to enter comments concerning how they accessed the page. On the administrative side of the system an asterisk alerts you that a comment concerning a bad link has been posted.

Content Creation

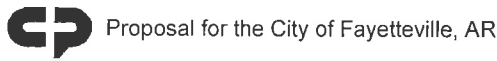
Recognizing that not all site administrators possess high levels of technical expertise, the CivicPlus GCMS® makes it easy to add new content, edit old content, and keep page layout consistent through use of our WYSIWYG editor.

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

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

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

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



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

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

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

Unlimited pages can be created with the CivicPlus GCMS® and there is no limit to the depth of pages that can be created. You are responsible for the depth of navigation. With mega menus and dropdown and pop-out menu functionality, you can essentially get to any page on your website within a single click if you desire.

Content Library

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

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

Content Scheduling

When creating an entry, simply select the date and time desired for the material to publish and/or unpublish. Material can be set to auto-unpublish or it can be manually retired.

Every aspect of the system has the ability to have expiration dates. These dates are logged in an Expiring Items Report and can have an automatic email sent to you 72 hours before it is set to expire. When items expire they are unpublished from public view but will remain in the system until someone manually removes them from the archive. This allows you to bring the page back at any time with updated content.

Content Versioning

The GCMS® includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content so that previous versions can be accessed or used, if necessary.

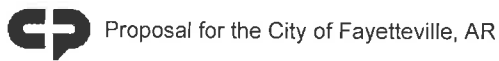
Archived content can be viewable by the public if desired, but is typically not shown on the public-facing side of the site and just housed within the Archives. Administrators and staff with module access may access those archives; others will not see them.

Dynamic Layout

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

Dynamic Page Components

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



Dynamic Breadcrumbs & Site Map

When a user visits your site, Dynamic Breadcrumbs are used to show their location within the website. Breadcrumbs are automatically generated by the CivicPlus system. This feature assists a site visitor in understanding the site structure and navigation. A dynamically generated site map automatically updates itself to your menu system. So if a menu item is renamed, added or deleted in your navigation, the site map will reflect those changes.

eCommerce Integration

While CivicPlus does offer our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your citizens to easily log on and pay bills ranging from property taxes to utilities. The payment processor used for transactions is dependent upon the municipality's wants and needs, with every effort made to ensure a clean, seamless on-site presentation of the payment portal.

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

History Log

Easily track changes made to your website by all of your users with the History Log. Track changes made to items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable and exportable.

Integration/Interfacing

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

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

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

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

Intranet

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

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

Levels of Rights

Most information is constantly changing and needs to be updated frequently. With CivicPlus, each department is capable of updating their own content. Even though each department can update their own information and web pages, the menu structure, top of page, banner and navigation throughout the site remains the consistent.

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

LDAP Authentication

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

- Log on with existing network account credentials
- Automatic user creation
- Automatic permissions setup
- Integrate with other non-LDAP authentication systems
- Easy-to-use "remember me" sign-in
- Security features like "next required login"

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

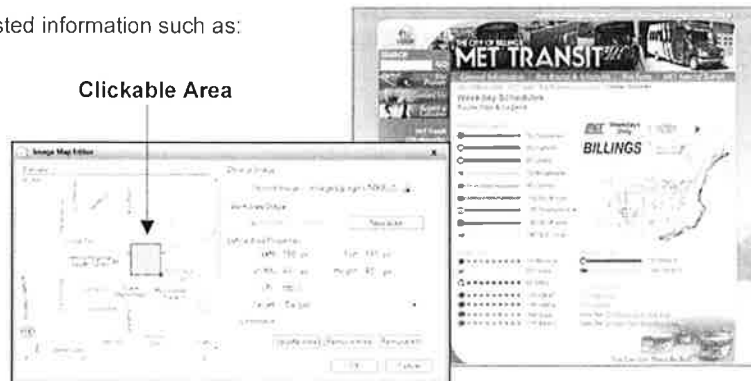
Link Redirects

This is helpful in marketing an area of your website by creating a web address that is easy to remember. Instead of sending your users to <http://civicplus.com/248/Awards-and-Recognition>, you can send them to <http://civicplus.com/awards>. A more obvious link is great for print materials and much easier to tell people how to find a particular page on the website.

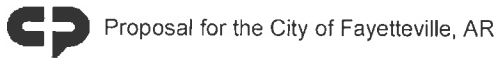
Maps – Clickable, JavaScript or Flash

Help website users find commonly requested information such as:

- Bus schedules
- Parks
- Walking tours
- Bike paths
- Trash pick-up schedules
- Location of highways
- Tourist attractions
- Education information
- Major employers
- Demographics



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



Media Center with Live Streaming Video (not included)

The Media Center Module provides an affordable way to upload video files and stream live video right through your website without the need to purchase costly third-party solutions.

Media Center is optimized for the storage of video files, but it takes you a step further by providing an avenue to stream meetings, demonstrations and events right through your website. All you need to get started is a camera connected to a computer with internet access.

Because the storage capacity needs vary from client to client this module is not included, *please speak to your regional sales manager for pricing.*

Portal Page Development

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

Printer Friendly

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

RSS Feeds

RSS stands for Real Simple Syndication, and in short, it's a way of bringing your site to the people rather than waiting for them to come to your site to find out new information. When a user signs up for RSS feeds, they receive email notifications of the latest news updates without having to visit your website. RSS begins by downloading a free reader and then subscribing to the feed. Then, as often as the website is updated, the subscriber receives notifications of these updates at their earliest convenience.

Site Search

On the public side of the site, we supply all our clients with a robust site search with advanced search features. The CivicPlus Site Search will search through web pages on your site, PDF documents, any module entries and document files. Video and sound files are searched by name. The Site Search organizes the results by the type of information (calendar item, web page, Microsoft files, PDF documents, etc.)

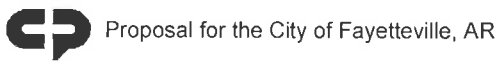
With the Site Search Log, site administrators can review a history of searched-for words by frequency, date, time and exact terms input by site visitors. This is a helpful tool for your site users and also a means of keeping your staff in-the-know of what items are being regularly searched on your site.

Supported Browsers

Websites built by CivicPlus are viewable in all common browsers; however, they are optimized for administrative use with Windows 2000+ and supported in the two most recent versions of any major browser including: *Internet Explorer, Firefox, Safari and Chrome.*

Website Statistics

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

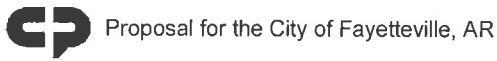


Technical Environment

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

Hosting With CivicPlus Includes:	
<ul style="list-style-type: none"> • Shared Web/SQL Server • DNS Consulting and Maintenance • Monitor Bandwidth-Router Traffic • Redundant ISP • Redundant Cooling 	<ul style="list-style-type: none"> • Diesel Powered Generator • Nightly Tape Backup • Intrusion Detection and Prevention • Antivirus Protection • Hardware Upgrades

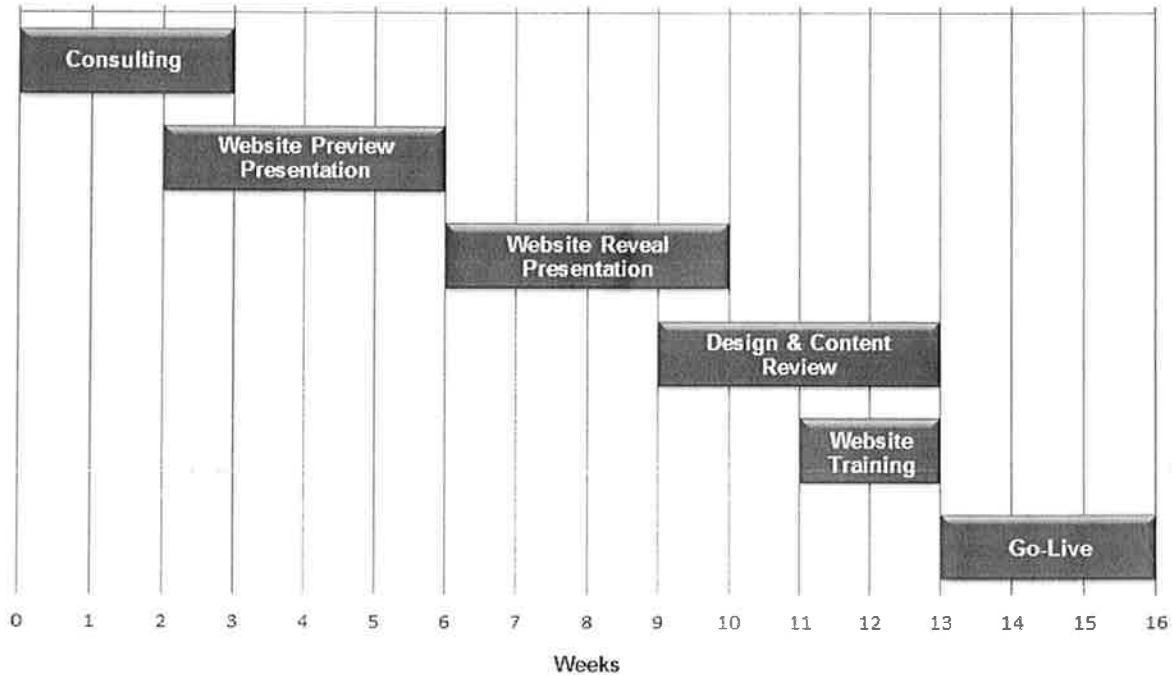
- Physical Security**
 - Biometric access
 - Proximity card key system prevents unauthorized access to servers
 - High-resolution, closed-circuit video with time lapse recording covering secured areas
 - All visitors require a full-time escort within hosting area
 - Redundant cooling systems
- Power**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



Implementation Plan

Our Project Development Approach

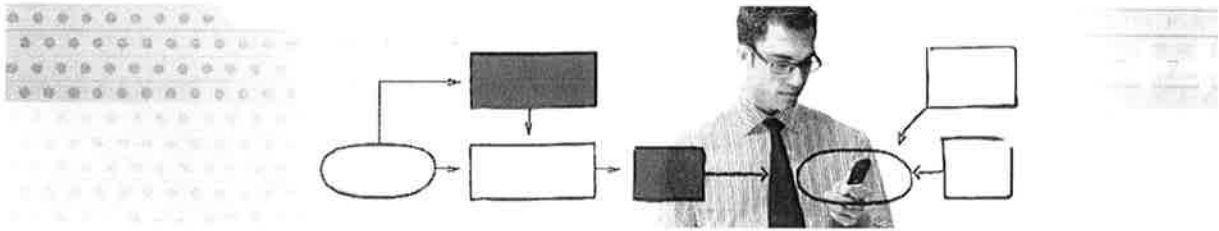
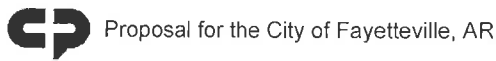
Consulting, design, usability guidance, programming, secure hosting and dedicated training -- CivicPlus delivers all of this and more during the development of your new website.



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

Because of the unpredictable timelines associated with bidding processes, we rarely supply a custom timeline in our proposal responses. Working together, we want to ensure a realistic timeline is available to meet your specific goals.

Through the outline of our proven development model provided in this proposal, development timelines can be estimated based on the date of the project's initiation.



Kick-Off Meeting

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

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

Your Role

Tasks your staff will need to complete:

- **Assess Your Current Website**

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

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

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

Functionality and Design Form - This form will be filled out by your project web team. Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.

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

Web Team Form - This form will be filled out by your project web team. Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus Project Team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.

- **Clean House**

Update the content on your current 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.



Phase 1: Consulting

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

- **Needs Assessment**

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

- **Functionality & Design**

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

- **Department Needs**

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

Your Role

Items your staff will need to provide:

- **Website Statistics**

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

- **Photos and Template for PDFs**

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

- **List of Departments**

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

- **Applications**

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

- **Site Map**

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

- **Content**

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

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

-Michael Leiker, Ellis County, Kansas

Phase 2: Website Preview Presentation

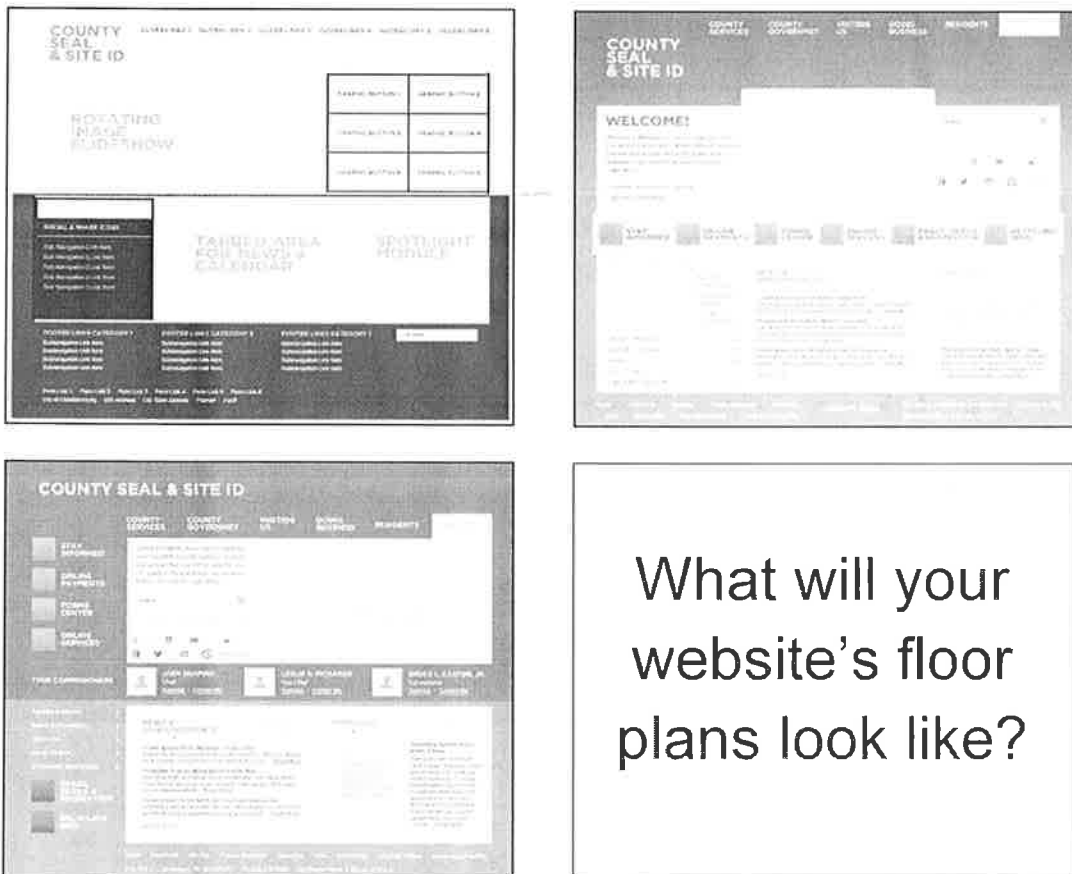
Based on your results and goals outlined during consulting, your Project Team will collaborate to present the most effective user interface for your website, ensuring a flexible design optimized to display in any format now and in the future. Deliverables include:

Layout

You will be presented with two *custom* layouts that showcase the placement of your navigation and key functionality. Very similar to the floor plan of a house, each layout will allow you to focus on where things are and if the function and proportion of the space is adequate.

Website Layout

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



Intuitive, Usable Main Navigation

Simple navigation and consistent page layouts ensure that your visitors can easily find the information they seek. We'll provide you with a complete recommended navigation for your new website based on your community engagement goals and our prior experience in working with government entities.

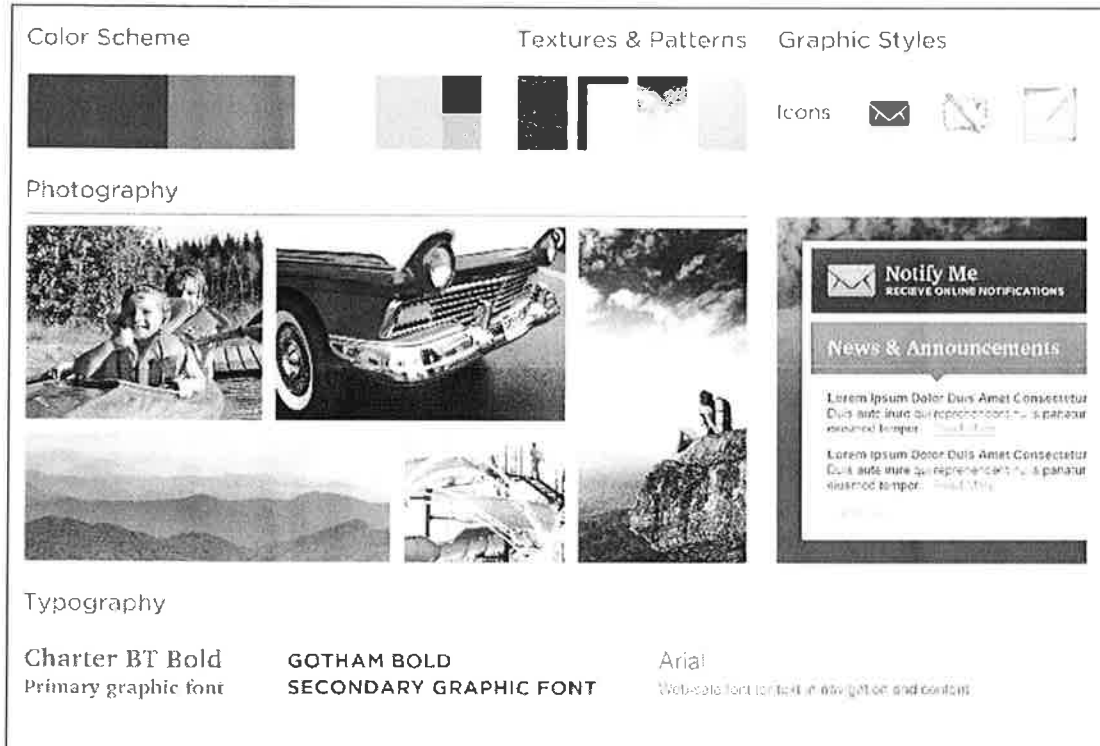
Mood Board

Your Project Team will also present a custom mood board reflecting the color and imagery that will set the tone for your design.

What is a “Mood Board”?

A mood board is a collection of colors, textures, images, graphics, text and descriptive words. These items will be applied to the floor plan you choose. Think of this as the paint that will be used on the canvas that you have chosen.

Example of a Mood Board



Your Role

- **Approval**
Once you approve your layout and mood board, your designer will begin development of your design.
- **Marketing Packet Meeting**
Review marketing packet materials and guidelines.
- **DNS Worksheet Due**
You will need to ensure that CivicPlus has all the necessary DNS items identified for your website launch to be successful.

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

- Melissa Weiss, Creve Coeur, Missouri



Phase 3: Website Reveal Presentation

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

Content Migration

During the Kick-Off Meeting and Phase 1 your staff had the role of updating the content on your current primary site. While you were 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.

The CivicPlus content usability experts research and establish their standards from the following resources: Jakob Nielsen, www.Usability.gov and www.HowTo.gov. We will format and reorganize your content so it is easy for visitors to quickly scan and retrieve desired information. We will also bring over your agendas and minutes. There is no limit to the pages you can create after you have gone through training.

Design/Wireframe Review

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition as many times as you deem necessary, up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your project's Go Live date will be adjusted.

Following design approval and functionality development, we conduct a review to ensure your expectations are met and website best practices are upheld. Custom designs are rarely produced in anticipation of a project. Copyright authorization and/or photography production are required unless you already have quality, usable photographs. Additional fees for stock photographs or other images are not included in the estimate.

Accessibility Compliance

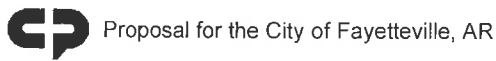
Our designers and programmers automatically implement all the accessibility features necessary to ensure your site is compliant with accessibility standards outlined within Section 508. We will make recommendations on best practices for keeping your content accessible and available for all users by ensuring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

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

CivicPlus recognizes accessibility standards recommendations made by a variety of groups, including the World Wide Web Consortium (W3C) and the Web Accessibility Initiative (WAI) as written in the Web Content Accessibility Guidelines (WCAG). Through adherence to Section 508, CivicPlus is able to meet almost all Priority One, Two and Three guidelines set forth in the WCAG. Those left unmet do not need to be addressed in order to allow basic access to content; some of the more stringent requirements of the WCAG may limit design and content development options.

Your Role

- **Approval**
Evaluate presented design and revisions until you are satisfied.
- **Content Review**
You will review your new website's content and create a list of all the items you would like to see changed. Your CivicPlus trainer will go over your list with you during training, so your staff can gain hands-on experience.
- **Training Preparation Meeting**
We will help you identify the skills and tools your staff needs to quickly and easily update your website.



Phase 4: Customized Website Training

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

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

Website Best-Practice & Usability Consultation

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

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

To better understand your site's navigation and page layout and how these affect target audiences, we will instruct your staff on creating area-rights and back-end features for site administration as well as review all the modules included with your site. Your staff will learn how to create links, format text and lay out pages for usability and scannability.

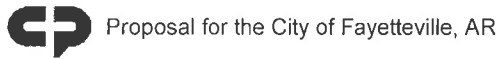
Typical CivicPlus Training Schedule

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

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

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

-Krystal Britton, Hinesville, Georgia



Phase 5: Go Live

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

Testing and Review

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

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

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

Search Engine Registration & Optimization

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

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

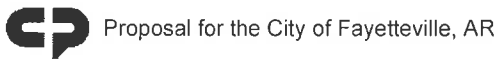
Continued Communication

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

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

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

-Thomas Russo, Newton Township, New Jersey



Responsive Design

Design is not only about reflecting your community's unique personality, but also about the citizen experience. Every day, more users visit websites using tablets and mobile devices than ever before. Those users are looking for the same content and features available on the full website – CivicPlus' responsive design capabilities open the door for a truly device-independent experience.

Through dynamic resizing of graphics and architectural elements, responsive CivicPlus sites alter their presentation to fit whatever devices citizens are using to access the content – mobile devices, tablets, laptops and desktops. There's no need for separate mobile versions of the website that may limit the amount of content that can be displayed. A responsive site covers all devices and all screen sizes. This means more than a trendsetting way to view content; it means accessibility and communicating with your citizens in the ways they expect.

In addition to responsive design, CivicPlus can meet your accessibility needs through a number of other methods, including custom mobile applications for specific smartphone or tablet operating systems and our advanced mobile detect and display technology, MuniMobile. Your project teams will consult with you regarding the possibilities of all options, ensuring your new site meets both your needs and your citizens' expectations.

GoCitizen Pro Custom Mobile App

The CivicPlus GoCitizen Pro Custom Mobile App is designed to look and work great on both iOS and Android mobile devices. Designed to keep users informed, content and alerts can be scheduled for automatic delivery. The controls are simple and easy for anyone to use. The GoCitizen Pro app is connected directly to your CivicPlus website; your content will always be in-sync with your mobile site visitors. 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 work closely with our clients to match the aesthetics of their application – from the splash screen to the background imagery to the banner – with their website to create a polished and seamless theme across the different media with which your site visitors are interacting with you. ***Our mobile app is available for an additional fee.***

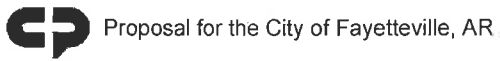
Benefits of the GoCitizen Pro:

- **Cross-Platform Compatibility.** GoCitizen Pro is designed to both look and work great on both iOS and Android mobile devices. The controls are simple and easy for anyone to use.
- **Push Notifications.** The GoCitizen Pro mobile app will keep your citizens informed. Content and alerts can be scheduled for automatic delivery, freeing up local administrators for more pressing tasks.
- **Fully Integrated.** The GoCitizen Pro app is connected directly to your CivicPlus website; your content will always be in-sync with your mobile citizens. 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.
- **Custom Design.** We've got it covered. We work closely with our clients to match the aesthetics of their application – from the splash screen to the background imagery to the banner – with their website to create a polished and seamless theme across the different media with which your citizens are interacting with you.
- **Emergency Alerts.** Alert your citizens about emergencies in the community quickly and efficiently right to their mobile devices.

MuniMobile™

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

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



Staffing Plan

1.	Use the table provided below to identify the number of City business staff expected to be committed to the project implementation. Initial identification of project roles has been provided but should be supplemented or revised by vendors based on their experience in implementing their product in similar environments.																																
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 40%;">Project Role</th> <th style="width: 40%;">Project Responsibilities</th> <th style="width: 20%;">FTE</th> </tr> </thead> <tbody> <tr> <td>Executive Sponsor(s)</td> <td></td> <td></td> </tr> <tr> <td>Project Manager</td> <td></td> <td></td> </tr> <tr> <td>Content Owners</td> <td></td> <td></td> </tr> <tr> <td>Content Contributors Team Participants (per member involvement)</td> <td></td> <td></td> </tr> <tr> <td>Training Coordinator Team Lead</td> <td></td> <td></td> </tr> <tr> <td>Communications Office</td> <td></td> <td></td> </tr> <tr> <td>Other Roles</td> <td></td> <td></td> </tr> <tr> <td>Other Roles</td> <td></td> <td></td> </tr> <tr> <td>Other Roles</td> <td></td> <td></td> </tr> </tbody> </table> <p>Upon the first meeting with your project manager, they will discuss the details of the project and help Fayetteville decide what city staff members will be a part of the project. This discussion will allow Fayetteville to be as involved with the project as you would like, ensuring the best project for you.</p>			Project Role	Project Responsibilities	FTE	Executive Sponsor(s)			Project Manager			Content Owners			Content Contributors Team Participants (per member involvement)			Training Coordinator Team Lead			Communications Office			Other Roles			Other Roles			Other Roles		
Project Role	Project Responsibilities	FTE																															
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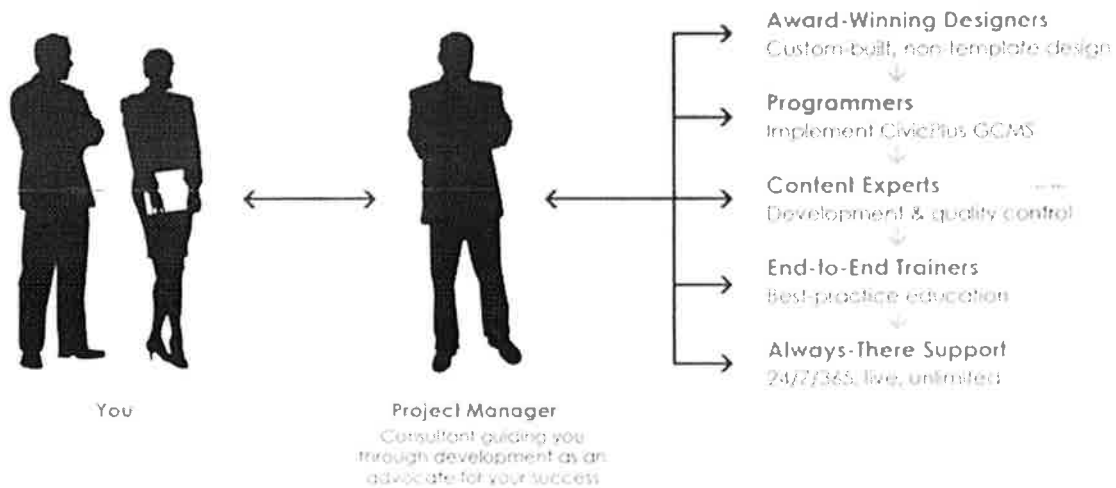


Let Our Experts Be Your Trusted Advisors

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

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

A member of our seasoned project management team oversees the inter-departmental and client interactions, assuring that your project will be developed in a timely manner by professional website experts. Using their knowledge of effective online citizen engagement techniques – with specific case studies and examples – they will ensure the process transitions smoothly from phase to phase. After the completion of each phase, you will be encouraged to fill out a survey rating the project process as well as CivicPlus personnel. The CEO receives the surveys and is personally accountable for your satisfaction, which we guarantee, or we'll refund your money.

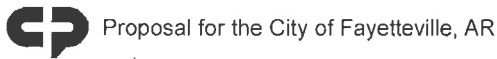


A Process Dedicated to Helping You Succeed

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

Your Role

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



Dedicated Project Team

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

Robert Disberger – Regional Sales Manager

Education	10+ Years of Experience	Role at CivicPlus
Kansas State University	Training and consulting services	Determine the best solution for your website and budget
Resume	Aligning regional and market strategic priorities	Overall account management
Sales Manager	Strategic marketing and sales planning	Ensure customer satisfaction
Customer Service	Increase industry exposure, customer retention and referrals	Oversee product development and product marketing

Katrina Lewison – Manager of Project Administration

Education	9+ Years of Experience	Role at CivicPlus
MA Organizational Psychology and Leadership	Client needs analysis & account management	Direct tasks and staff members
BS International Relations	Deadline satisfaction goals	Timeline allocation
Master of Public Policy Administration	Personal coaching and goal setting career moves	Project consultation and quality assurance
Resume	Policy implementation and tracking	
Talent Acquisition Consultant	Leadership and ethics trainer	
Director of Development and Talent Acquisition	Managed community development projects, including engineering/construction work	
Executive Officer U.S. Army		

Larissa Palmer – Manager of Content Development

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



Tony Ridder – Manager of Creative Services

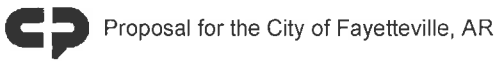
Education	20+ Years of Experience	Role at CivicPlus
BA Fine Art	Graphic design, web design and assembly, computer and traditional illustration, photography, and interactive media	Head creative development and graphic representations
Resume		
Digital Imaging Instructor	Branding and logo expertise	Direct design team and programming
Creative Director	Create and direct marketing media campaigns	Responsible for each website overview and uniqueness
Senior Illustrator & Photographer	Photography and graphic design teaching	
Thorough recognition of web design and video creation	Proficient in website layout, initial design, setup of initial pages and functionality of site	

Quinton Randel – Manager of Training and Consulting

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

Amy Vikander – Director of Client Care

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



Ongoing Support Services

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

Community Engagement Consultants

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

Around-the-Clock Technical Support

Our support personnel are ready to answer your staff members' questions and ensure their confidence in using our site. When you choose CivicPlus, our knowledgeable staff is available from 7 a.m. to 7 p.m. (CST) to field your calls and emails, and emergency services are available after regular hours with our on-call staff 24-hours a day.

In addition to fielding support requests, CivicPlus is proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity and the internet in general, our personnel often identify and correct issues before they even affect our clients' websites. Our expertise in website management provides assurance to our clients that their site is in good hands.

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

Automatic CivicPlus Software & Module Updates

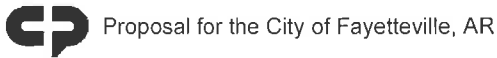
All CivicPlus customers receive the benefits of new features and upgrades that we add to our ever-growing Government Content Management System (GCMS®). The core of the CivicPlus product offering grows with you and your community, ensuring that your site never grows stale and that your website is truly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

Mobile Website Detection & Browsing

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

Software Licensing

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



Training & Support Opportunities

We want your website to be an investment that holds its value over time rather than a big expense that you have to budget for every few years. We apply this same thinking to our approach toward training and support, too. After the launch of your website you should be able to keep current staff as well as new-hires trained and supported as they update and maintain your site. CivicPlus offers ongoing training and support, as well as the incredible resource of more than 1,600 other municipalities that use the CivicPlus Government Content Management System (GCMS®). Stay up to date and always informed with unlimited access to the CivicPlus Connection.

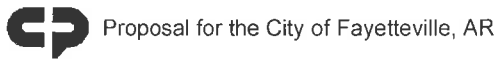
When you join the CivicPlus community, you're connecting with our entire staff as well as a network of more than 1,600 cities, counties and other government entities that use the CivicPlus solution. CivicPlus Connection – a social network for CivicPlus users – invites our customers to engage us and each other even more!



By logging onto CivicPlus Connection, you can:

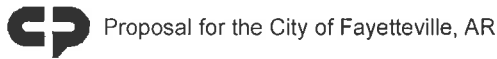
- Earn different levels of CivicPlus certification, from contributor to webmaster, at our online testing center
- Access online training manuals and videos to learn the tips, tricks and processes to become the expert at creating the best website for your users in the CivicPlus University section
- Attend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

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




CMS Software Requirements


APPLICATION REQUIREMENTS	PRIORITY	AVAILABILITY	COST	COMMENT
The solution is to be hosted at the City	L	N		
The solution is to be hosted at a vendor or 3rd party location.	H	Y	Included	
The solution is cloud-based	H	Y	Included	
The solution will support 20 web editors concurrently	H	Y	Included	
The solution must have acceptable speeds using the City's allotted internet bandwidth of this product of 25 MB	H	Y	Included	
City IT must have access to the source code or the source code must be placed in escrow.	M	N		
Product support and software upgrades must be included in any maintenance plan for the system.	H	Y	Included	
The software must integrate with software packages using standard APIs and Web Services. The most relevant examples are Hansen and ApplicationXtender.	H	Y	Included	
The solution should allow for the creation of a secured Intranet site that is password protected and available from outside of the City's network.	H	Y	Included	
The solution must support viewing and editing on popular browsers, such as Internet Explorer, Chrome, Safari, and Firefox.	H	Y	Included	
The solution must supported viewing and dynamic page re-allocation on mobile devices. Minimally, it must work on IOS and Android devices.	H	Y	Included	
The solution must be Section 508 and ADA Compliant	H	Y	Included	
The solution should allow for Subscriptions to content or pages that then notify the users of any changes via SMS text or email.	H	Y	Included	
The solution must provide a user-friendly interface for administration and content editing	H	Y	Included	



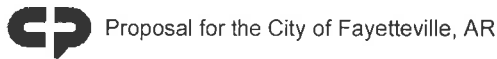
User-friendly Citizen Engagement	M	Y	Included	
Integrated scheduled social media, rss feeds	M	Y	Included	
The solution should include tools to author fillable forms that can be emailed or integrated into applications with web services of Application APIs.	H	Y	Included	
The solution should provide multiple levels of Security that are configurable by the role of the user or editor.	H	Y	Included	
The solution shall provide breadcrumb navigation and additional global navigational elements.	M	Y	Included	
The solution shall provide scheduled content publishing and retirement.	H	Y	Included	
The solution shall allow scheduling content with no end date.	H	Y	Included	
The solution should support directory creation.	H	Y	Included	
The solution will support management of web content and related objects (templates, logos, graphics, etc.) in a gallery or repository.	H	Y	Included	
The solution shall generate and display thumbnails for selection of digital assets.	H	Y	Included	
The solution provides a dynamic site map that is automatically updated as web pages are added, deleted, or updated.	H	Y	Included	
The solution should allow for emergency information to be displayed quickly and easily on a banner located on the front pages of the hosted sites.	H	Y	Included	
Citizen Polls and Surveys module	M	Y	Included	
The solution should allow for Multiple events calendars to allow for divisions to create their own calendar of events.	H	Y	Included	
The vendor should provide help desk services to assist the City with using the software.	M	Y	Included	
The solution should provide basic site analytics to enable the City to report on visits to individual pages, items, and visit durations..	H	Y	Included	

 Proposal for the City of Fayetteville, AR

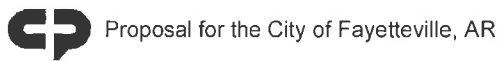
Solution supports user customizable views for content modules on pages within the site.	M	Y	Included	
The site needs the ability to embed video that is hosted locally and to link to video at 3rd party sites, such as YouTube.	H	M	\$1,000 per year	Our Media Center module is available for \$1,000 per year.
The site should provide for design customization by those with proper security levels.	M	Y		
Document sorting by attributes	H	Y	Included	
The site needs to have Microsoft Active Directory integration for use with security rights and access to secured areas, such as the Intranet.	M	M	\$1,200 set up fee and \$300 per year	LDAP Integration is available for a one time set up fee of \$1,200 and \$300 per year.
The solution needs a utility to automate checking for broken URLs referenced on the site.	H	Y	Included	
The site should provide for URL Redirection from friendly names to the proper, long URL.		Y	Included	
The solution will provide reporting on the aging of content.	H	Y	Included	
The solution will provide automated reminders to content owners to update content on a configurable basis.	M	N		
The solution should provide OCR capabilities for documents that are uploaded to the site.		Y	Included	
The search and index function on the site should include internal searching of common document types such as PDF and Microsoft Office documents.	M	Y	Included	
The solution shall have a user-friendly, attractive design that projects a professional appearance.	H	Y	Included	
The solution shall have a user-friendly, attractive design that is easy to scan for information.	H	Y	Included	
The solution shall have consistent navigation to allow users to easily find their way through the site.	H	Y	Included	
The site will be built in a manner that will be conducive to search engine optimization.	H	Y	Included	

 Proposal for the City of Fayetteville, AR

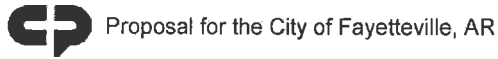
The solution will have dynamic navigation features that are easy to add, remove or update.	H	Y	Included	
The solution shall provide the latest cascading style sheet (CSS3) support.	H	Y	Included	
The solution shall provide the ability to copy and modify templates that are in the system.	H	Y	Included	
The solution shall provide out-of-the box navigation controls.	H	Y	Included	
The solution shall provide content publishing and deployment based on workflow-based approvals.	H	Y	Included	
The solution shall provide template-driven page layouts.	H	Y	Included	
The solution should provide support for in-line web content editing with a browser-based rich-text editor.	H	Y	Included	
The solution shall support the ability to preview content as it will appear to users.	H	Y	Included	
The solution shall provide a rich-text editor with spell check.	H	Y	Included	
The solution shall provide the option to generate printer-friendly pages.	H	Y	Included	
The solution shall provide the functionality to manage meta tags including title, keywords, description.	H	Y	Included	
The solution shall provide tools for developing page templates and layouts.	M	Y	Included	
The solution shall support the ability to import existing content in bulk.	M	Y	Included	
The solution shall support the ability to manage and apply metadata to web assets manually or automatically.	H	Y	Included	
The solution shall support the ability to author web content independent of page layout.	H	Y	Included	
The solution shall support the ability to insert graphics by reference.	H	N		
The solution shall support the following types of content publishing workflows (authoring, reviewing, approving, publishing, and managing):	H	Y	Included	
sequential and parallel workflow	H	Y	Included	



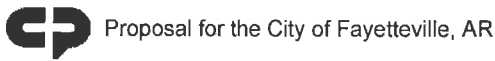
offline editing with check in/check out	H	Y	Included	
role-based authoring and workflow	H	Y	Included	
multiple approvers, multiple rounds	H	Y	Included	
random/ad-hoc reviewers	H	Y	Included	
The solution shall include a HTML code checker for reviewing HTML content.	H	N		
The solution must support HTML 5 capabilities.		Y	Included	
The solution shall provide the ability to highlight changes from one version to another.	M	Y	Included	
The solution shall support multiple reviewers reviewing pages simultaneously.	M	Y	Included	
The solution shall ensure that review comments are maintained and can be recalled and reviewed in the context in which they were made.	H	Y	Included	
The solution shall support multiple site layouts. Please note how many that the software is capable of.	H	N		One overall design will be created for the site.
The solution shall auto-create menus as new content is added.	H	Y	Included	
The solution shall version content that is created and edited.	M	Y	Included	
The solution shall support check-in/check-out of content.	H	Y	Included	
The solution shall provide the ability to roll-back to prior versions of individual content elements.	H	Y	Included	
The solution shall support GIF, JPG and PNG images.	H	Y	Included	
The solution shall provide tools for cropping or resize of images for display purposes without altering the underlying source image.	M	Y	Included	
The solution shall provide global tagging of metadata of digital assets.	H	Y	Included	
The solution shall provide a library of customizable content creation templates (such as press releases) out of the box.	M	Y	Included	
The solution shall support global search and replace functionality.	H	Y	Included	



The solution shall provide a mechanism to limit creation of content to predefined styles (fonts, colors, borders, etc.).	H	Y	Included	
The solution shall retain for archival purposes all versions of content even after content is no longer published for an administratively-determined amount of time.	M	Y	Included	
The solution shall support creation of content catalogs for grouping of digital assets.	H	Y	Included	
The solution shall automatically remove links to internal content which is no longer published.	H	N		
The solution shall support publishing a given piece of content in multiple areas.	H	N		
The solution shall support conditional publication of content (if...then...else logic structures).	M	N		
The solution shall support classification of content for publication.	M	N		
The solution shall provide a XML-based site map (to support SEO).	M	N		
The solution shall provide a site-wide banner solution and administrative interface.	H	N		
The solution will have the ability to integrate into popular social media sites, such as Facebook and Twitter. Embedded buttons should take users to relevant pages on the Social Media Sites.	H	Y	Included	
The solution should have the ability to support "1-post" functionality to popular social media sites that replicate content to multiple sources.	M	N		
The solution should offer of easily integrate into 3rd party translation services and seamlessly provide that functionality.	H	Y	Google	
Solution should have the ability to create and publish "mobile applications" for use on cellular phones and tablets.	M	M	\$5,700 set up fee and \$1,200 per year	A custom mobile app is available for a one time set up fee of \$5,700 and \$1,200 per year.



<p>The solution is to have "Staff Directory functionality" with the option to publish specific pieces of information to different sites. (i.e. Pictures are displayed on the Intranet site, but not on the public site.)</p>	<p>H</p>	<p>Y</p>	<p>Included</p>	
<p>The solution should identify particularly active pages within the site within a given time frame and create a list of "Popular Now" links on the front page of the site.</p>		<p>N</p>		

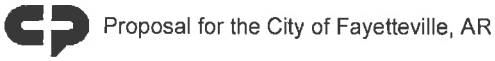


Vendor Questionnaires

Company Background

Vendor name:	Icon Enterprises, Inc. d/b/a CivicPlus		
Software brand name:	CivicPlus GCMS®		
Software version:	N/A		
Is vendor prime contractor:	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>		
1.	What are the key differentiators of your company and its proposed solution?		
	CivicPlus is the unique provider of the Government Content Management System (GCMS®) – and one of the most innovative, knowledgeable sources for engaging eGovernment websites. CivicPlus' expertise lies in our ability to deliver a comprehensive solution that considers administrative ease and collaboration as well as end-user empowerment... all housed within a sophisticated design that resonates with your community and keeps citizen engagement in mind.		
2.	What awards has your company or proposed solution obtained that are relevant to this project?		
	Since 2006, CivicPlus clients have won an amazing 377 awards for their websites, and recently, the Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private-sector information technology integrators for delivering extraordinary digital solutions to public IT projects.		
3.	What strategic alliance have you made to further strengthen your product and services?		
	Our in house product engineering team has extensive experience with creating new products while strengthening our current offerings. Extensive research of current and upcoming trends is a constant part of their job.		
4.	What is your niche in the marketplace and your preferred customer size?		
	CivicPlus has created eGovernment solutions for more than 1,600 towns, cities and counties serving more than 50 million people in 49 states, Canada and Australia. Our customer sizes range from small communities to cities and counties serving more than one million citizens.		
5.	Please describe the your commitment to providing solutions for the public sector marketplace:		
	100% of our business is to help governments connect with their residents.		
6.	How many fully operational customer installations of the CMS system proposed to Fayetteville (not other vendor product offerings), has the vendor completed?		
	Location	Arkansas	Nationally
	Local government	5	1,448
	Other public sector		160
	Other non-public sector		15
	Overall:	5	1,623
7.	Please state the year the vendor started in the business of selling the proposed solution to local governments:		
	July of 1998.		

8.	Where is the vendor's closest facility to Fayetteville, AR for which staff provide product support for the software product proposed?		
	Product support staff is located in Manhattan, KS.		
9.	Where is the vendor's company headquarters?		
	Manhattan, KS.		
10.	Please list the vendor's sales in the previous four years:		
		Year	Sales
		2013	8.3 Million
		2012	7.2 Million
		2011 (2011)	6.1 Million
		2010	3.8 Million
11.	How many total employees does the vendor have in each of the following categories:		
	Area	Number related to proposed product	Overall
	Sales/Marketing	31	31
	Management/Administration	45	45
	Help Desk Staff	18	18
	Development Staff	50	50
	Other	26	26
	Total:	170	170
12.	What is the vendor's hourly rate for implementation assistance beyond that which is included in the vendor bid by skill set?		
	Rates for Additional Implementation Assistance		
	Skill Set	Hourly Rate	
		\$ / hr	
		\$ / hr	
		\$ / hr	
	CivicPlus prices on a 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 attempted to come up with 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 or work outside of the original project scope is requested.		
13.	What would be the vendor's preferred comparably sized, site visit location?		
	We have a number of clients whose community size is comparable to Fayetteville; Sumter County, FL; Monroe County, FL; Nassau County, FL; Deerfield Beach, FL; Fishers, IN; Riley County, KS; Cherry Hill, NJ; New Rochelle, NY and Jacksonville, NC are a few.		

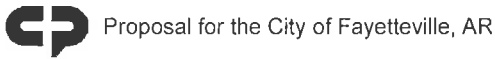


Staffing Plan Form

2. Use the table provided below to identify the number of City business staff expected to be committed to the project implementation. Initial identification of project roles has been provided but should be supplemented or revised by vendors based on their experience in implementing their product in similar environments.

Project Role	Project Responsibilities	FTE
Executive Sponsor(s)		
Project Manager		
Content Owners		
Content Contributors Team Participants (per member involvement)		
Training Coordinator Team Lead		
Communications Office		
Other Roles		
Other Roles		
Other Roles		

Upon the first meeting with your project manager, they will discuss the details of the project and help Fayetteville decide what city staff members will be a part of the project. This discussion will allow Fayetteville to be as involved with the project as you would like, ensuring the best project for you.



Ongoing Support Services Form

1.	Provide the minimum, maximum, and average response times (hours) provided as part of the basic support agreement and average response time for the past twelve (12) months.															
	Support personnel will respond to calls as they arrive (if all lines are busy, messages will be returned within two hours; action will be taken on e-mails within four hours), and if Client's customer support liaison is unable to assist, the service escalation process will begin, with answers being provided within one business day.															
2.	Provide the average time to resolve/close registered incidents.															
	Most trouble tickets are closed within the first call or email.															
3.	How often are product upgrades or enhancements normally released for the proposed solution?															
	Product upgrades and enhancements are released as soon as they have been approved for roll out to clients. Because we always have new upgrades and enhancements, it is likely that clients will receive a rollout as often as every month.															
4.	Within your implementation professional services department / division (e.g. Project manager, consultants, trainers, etc.) what is the average tenure of those employees with the company?															
	The average tenure of employees with the company is 5 years.															
5.	Will the vendor contractually agree to:															
	<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="3" style="text-align: center;">Contractual Inquiry</th> </tr> <tr> <th style="width: 50%;">Term / Condition</th> <th style="width: 25%;">Yes</th> <th style="width: 25%;">No</th> </tr> </thead> <tbody> <tr> <td>Provide on-site staff for training and implementation</td> <td style="text-align: center;">x</td> <td></td> </tr> <tr> <td>Non-performance hold-backs?</td> <td></td> <td>X Our guarantee: At the time of project acceptance, immediately prior to website go-live, if you don't agree that we have built you an amazing website, we will refund any project development fees paid, or cancel any project development invoices outstanding, and cancel our agreement completely, with no remaining obligations. By signing the project acceptance form, you are agreeing that we have built you an amazing website; at that time your website will go-live."</td> </tr> <tr> <td>Payment hold-backs until fully operational and formally accepted?</td> <td></td> <td>X Our standard billing term</td> </tr> </tbody> </table>	Contractual Inquiry			Term / Condition	Yes	No	Provide on-site staff for training and implementation	x		Non-performance hold-backs?		X Our guarantee: At the time of project acceptance, immediately prior to website go-live, if you don't agree that we have built you an amazing website, we will refund any project development fees paid, or cancel any project development invoices outstanding, and cancel our agreement completely, with no remaining obligations. By signing the project acceptance form, you are agreeing that we have built you an amazing website; at that time your website will go-live."	Payment hold-backs until fully operational and formally accepted?		X Our standard billing term
Contractual Inquiry																
Term / Condition	Yes	No														
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Non-performance hold-backs?		X Our guarantee: At the time of project acceptance, immediately prior to website go-live, if you don't agree that we have built you an amazing website, we will refund any project development fees paid, or cancel any project development invoices outstanding, and cancel our agreement completely, with no remaining obligations. By signing the project acceptance form, you are agreeing that we have built you an amazing website; at that time your website will go-live."														
Payment hold-backs until fully operational and formally accepted?		X Our standard billing term														

			<p>is "One-third of the total First Year Fee will be billed upon completion of Phase 1: Consulting; one-third of the total First Year Fee will be billed upon completion of Phase 3: Website Reveal Presentation. The remainder of the total First Year Fee and any additional Project Development and Deployment services will be invoiced after Phase 4: Customized Website Training has been completed."</p>
	<p>Allow the City to approve Vendor staff assigned to help with implementation?</p>	<p>X The city may be as involved with the project as they would like.</p>	
	<p>One year warranty, during which the annual support conditions apply. The first, annual support payment would occur after the warranty period expires.</p>	<p>X The first year of annual services is included in the Total Fees Year 1. Invoicing for the 2nd year begins one year from contract signing.</p>	



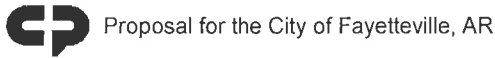
Application Software Pricing

VENDOR NAME: Icon Enterprises, Inc., d/b/a CivicPlus						
Application Software	License Price	+	Required Modifications	=	Total Up - Front License Price	Annual On- Going Software Support or Subscription Cost
Application Software Module / Component:						
Item 1 - CivicPlus GCMS®	N/A	+	N/A	=	\$48,814.00	\$6,076 starting in year 2
Item 2		+		=	\$0.00	
Item 3		+		=	\$0.00	
Etc.		+		=	\$0.00	
Etc.		+		=	\$0.00	
		+		=	\$0.00	
		+		=	\$0.00	
Subtotal - Application Software:					\$48,814.00	\$6,076 starting in year 2



Other Software Pricing

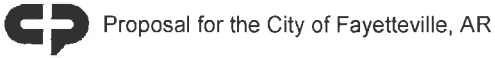
VENDOR NAME: Icon Enterprises, Inc., d/b/a CivicPlus						
Other Software	Required Qty.	X	Unit Price	=	Extended Up-Front Purchase or License Price	Annual On-Going Support or Subscription Cost
Source Code Escrow	0	x	\$ -	=	\$0.00	\$0.00
Item 2		x		=	\$0.00	\$0.00
Item 3		x		=	\$0.00	\$0.00
Etc.		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
Subtotal - Other Software:					\$0.00	\$0.00



Implementation Services

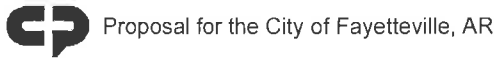
CivicPlus prices on a per project basis. We have found that this type of pricing structure eliminates surprise costs and is overall more cost effective. Our goal is not to “nickel and dime” our clients with hidden fees or hourly rates. We have attempted to come up with the most cost effective solution 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 or work outside of the original project scope is requested.

VENDOR NAME: Icon Enterprises, Inc., d/b/a CivicPlus					
Implementation Services	Estimated Hours	X	Hourly Rate	=	Extended Cost
Service:					
General Implementation Services	0	X	\$0.00	=	Included
Project Management	0	X	\$0.00	=	Included
Software Installation/Site Configuration or Startup	0	X	\$0.00	=	Included
Site Design	0	X	\$0.00	=	Included
Content Review	0	X	\$0.00	=	Included
Data Conversion	0	X	\$0.00	=	Included
Integrations and Interfaces	0	X	\$0.00	=	Included
Training	0	X	\$0.00	=	Included
Testing	0	X	\$0.00	=	Included
System Documentation and Manuals	0	X	\$0.00	=	Included
System Disaster Recovery Plan	0	X	\$0.00	=	Included
Knowledge Transfer	0	X	\$0.00	=	Included
Other	0	X	\$0.00	=	\$0.00
Subtotal – Other Implementation Services:	0				Included



Cost Summary

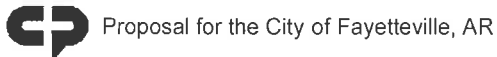
Vendor Name: Icon Enterprises, Inc., d/b/a CivicPlus		
Current & Expanded Modules	One Time Cost	On-Going (Annual) Support or Subscription Cost
Subtotal - Application Software*	\$48,814.00	\$6,076 starting in year 2
Subtotal - Other Software*	N/A	N/A
Subtotal - Other Implementation Services	N/A	N/A
Travel and Lodging	N/A	N/A
(enter as negative number) Less: Discount	\$0.00	\$0.00
GRAND TOTAL FOR ALL SOFTWARE & SERVICES:	\$48,814.00	\$6,076 starting in year 2
*Provide One Time Costs as well as annual costs		
HOURLY RATES FOR ADDITIONAL WORK		
Position	Hourly Rate	
Developer	\$0	
Project Manager	\$0	
Graphic Artist	\$0	
Other	\$0	
Other	\$0	
Other	\$0	



Vendor Name:	CivicPlus
Customer Name:	Joplin, MO www.joplinmo.org
Customer Contact:	Mark Morris, Information System Director
Customer Phone Number:	(417) 624-0820
E-mail Address	mmorris@joplinmo.org
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Joplin with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Joplin with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	

Vendor Name:	CivicPlus
Customer Name:	Wildwood, MO www.cityofwildwood.com
Customer Contact:	Ted Barklage, Planning Technician
Customer Phone Number:	(636) 458-0440
E-mail Address	ted@cityofwildwood.com
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Wildwood with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Wildwood with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	

Vendor Name:	CivicPlus
Customer Name:	Council Bluffs, IA www.councilbluffs-ia.gov
Customer Contact:	Rick Scotter, Information Technology Manager
Customer Phone Number:	(712) 328-4624
E-mail Address	rscotter@councilbluffs-ia.gov
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Council Bluffs with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Council Bluffs with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	



Vendor Name:	CivicPlus
Customer Name:	Hot Springs, AR www.cityhs.net
Customer Contact:	Terry Payne, Public Information Officer
Customer Phone Number:	(501) 321-6806
E-mail Address	tpayne@cityhs.net
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Hot Springs with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Hot Springs with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	

Vendor Name:	CivicPlus
Customer Name:	Snohomish County, WA www.snohomishcountywa.gov
Customer Contact:	Dave Strobel, Web Project Manager
Customer Phone Number:	(425) 388-7020
E-mail Address	David.strobel@snoco.org
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided Snohomish County with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Snohomish County with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
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Technical Requirements

Developed for organizations that have a need to update their site frequently, CivicPlus provides a powerful government content management structure and website menu management system. The system allows non-technical employees the ability to easily update any portion of your website instantaneously. The CivicPlus Government Content Management System (GCMS®) utilizes Microsoft SQL Server, ASP, JavaScript and HTML for web development.

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

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

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

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

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

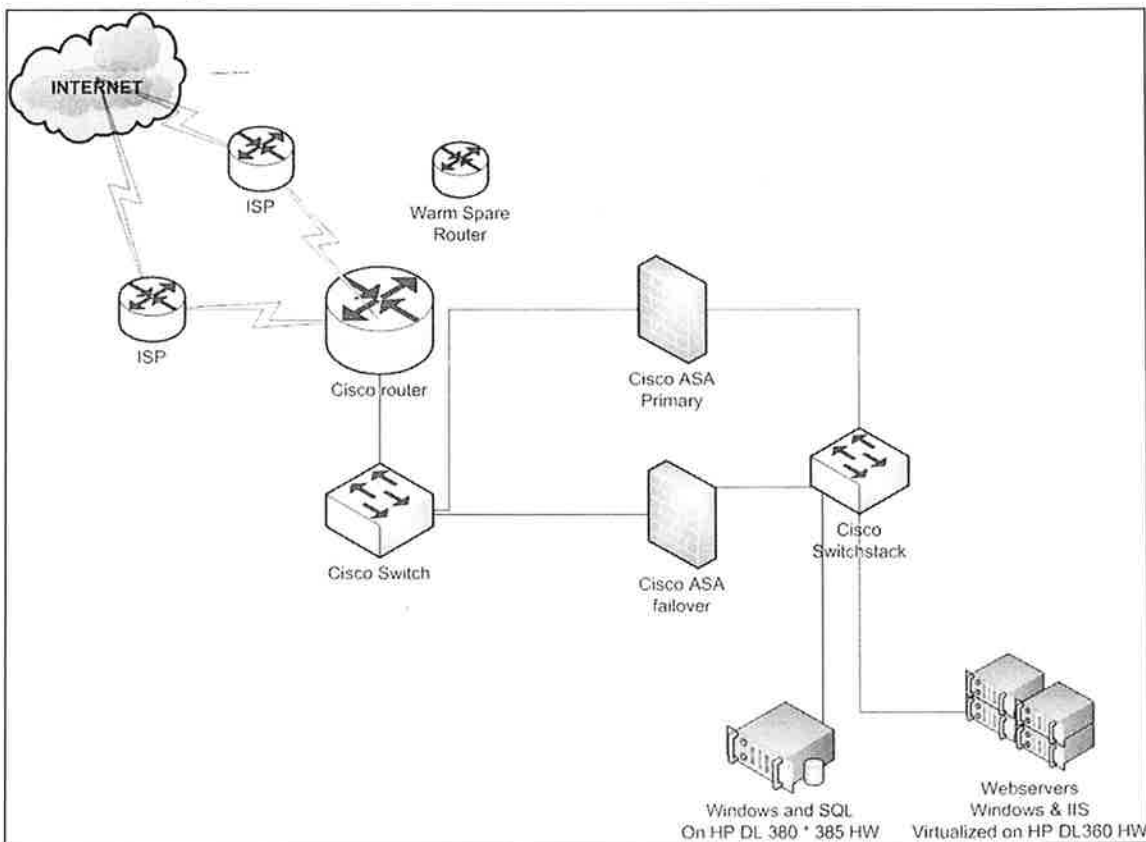
Hosting With CivicPlus Includes:	
<ul style="list-style-type: none"> • Shared Web/SQL Server • DNS Consulting and Maintenance • Monitor Bandwidth-Router Traffic • Redundant ISP • Redundant Cooling 	<ul style="list-style-type: none"> • Diesel Powered Generator • Nightly Tape Backup • Intrusion Detection and Prevention • Antivirus Protection • Hardware Upgrades

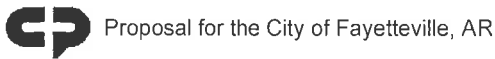
- Physical Security**
 - Biometric access
 - Proximity card key system prevents unauthorized access to servers
 - High-resolution, closed-circuit video with time lapse recording covering secured areas
 - All visitors require a full-time escort within hosting area
 - Redundant cooling systems
- Power**
 - All systems fed by uninterruptible power supplies (UPSs) with diesel-powered generator backup
- Bandwidth**
 - 1GB burstable internet capability with option to expand
 - Multiple carriers to provide redundancy for continuous connectivity – including MCI/Verizon, Hurricane Electric and Cogent
 - AT&T: 45Mbps fiber optic network
 - Cox: 100Mbps fiber optic network
 - BGP internet routing; continuously monitor and manually balance internet load between carriers for optimal speed
- Monitoring**
 - Round-the-clock (24/7/365) monitoring of all critical components, including: internet connectivity, servers, routers, switches and power systems
- Backup**
 - Tape backup performed daily
 - Off-site tape archive

 Proposal for the City of Fayetteville, AR

- Antivirus**
 - Continuously scan system
 - Signature files auto-updated every 4 hours from national registry
- Data Security**
 - Server operating systems applied as necessary
 - Router level port blocking and reporting
 - Router level packet filtering and reporting
 - Server level port blocking and logging
 - Ongoing security analysis by Cisco security specialist
- Data Redundancy**
 - RAID Level 5 data storage array
 - RAID 1 + 0
- Intrusion Detection**
 - Redundant Palo Alto Advanced Services Firewalls
- Staff Certifications**
 - Full-time electrical engineers (EE)
 - Full-time Microsoft-certified systems engineers (MCSE)
 - Full-time Cisco-certified network associates (CCNA)
 - Full-time Cisco-certified network professionals (CCNP)

Architecture Diagram





Client References

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Customer Name:	Joplin, MO www.joplinmo.org
Customer Contact:	Mark Morris, Information System Director
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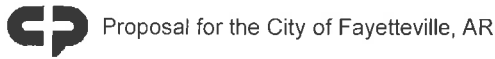
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Customer Contact:	Dave Strobel, Web Project Manager
Customer Phone Number:	(425) 388-7020
E-mail Address	David.strobel@snoco.org
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Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	



The CivicPlus Effect – Award-Winning Websites & Exceptional Results

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

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

Some of our Award-Winning Clients...

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

Recognition



High-Impact, Custom Designs Created Specifically for Your Community

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



Washington County, OH – www.washingtongov.org

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

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



Jeffersontown, KY – www.jeffersontownky.com

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

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



McKinney, TX - www.mckinneytexas.org

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

Also Look For: McKinney's Economic Development Corporation and Convention & Visitors Bureau subsites.



Banff, AB – www.banff.ca

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

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



Flagstaff, AZ – www.flagstaff.az.gov

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

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

Designs Continued...



Kodiak, AK – www.kodiakak.us

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

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



Draper, UT – www.draper.ut.us

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

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



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

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

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



Blue Earth County, MN – www.blueearthcountymn.gov

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

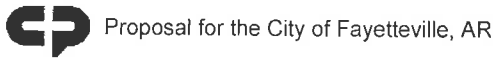
Also Look For: The use of social media integration and library subsite.



Walton County, FL – www.co.walton.fl.us

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

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



License and Maintenance Agreements

Sample Contract - Standard Terms & Conditions

CivicPlus looks forward to negotiating a mutually beneficial contract with Fayetteville.

Client Deliverable

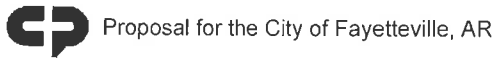
1. Icon Enterprises, Inc., d/b/a CivicPlus ("CivicPlus") will create a unique website for the City of Fayetteville ("Client") that includes all functionality as defined in Exhibit A – CivicPlus Project Deliverables, attached hereto.
2. After 48 consecutive months under these terms and associated pricing, Client becomes fully eligible for a CP Basic Redesign at no additional cost. See Exhibit B for complete details.

Additional Services

3. Client may contract with CivicPlus for additional Consulting, Website Design, Setup, Programming, site modification, Training services (Project Development and Deployment Services), Additional Page and/or Graphic Design that exceed those defined in Exhibit A. CivicPlus will invoice Client for the additional services immediately prior to project Go-Live. Services that involve billable time beyond the contracted amount will be documented and invoiced. Written approval by the Client is necessary before billable time is incurred.
4. Client may contract with CivicPlus for additional Annual Services that exceed those defined in Exhibit A. CivicPlus will invoice Client for Annual Services immediately prior to project Go-Live. Modules that incur additional usage fees may be purchased and activated at any time.
5. Acceptance of this Agreement signifies Client's approval of any billable time specifically related to training services as detailed in Exhibit A, wherein a stated number of attendees is specified. Coverage for additional attendees not covered under this agreement is billed at a per diem rate specified in Exhibit A.

Billing & Payment Terms

6. One-third of the total First Year Fee will be billed upon completion of Phase 1: Consulting; one-third of the total First Year Fee will be billed upon completion of Phase 3: Website Reveal Presentation. The remainder of the total First Year Fee and any additional Project Development and Deployment services will be invoiced after Phase 4: Customized Website Training has been completed.
7. The Client shall sign a project completion and acceptance form prior to project go-live. The date may be extended if material system or operational failures are encountered. Immediately after completing training the final bill for the project development and deployment services will be billable and payable. All Parties agree that the website will not go-live until the project is accepted in writing by the Client.
8. Total First Year invoices are due by the first of the following month, but no later than 30 days from invoice date. Project Development will be discontinued if payment is not made within 30 days after the invoice due date.
9. Invoicing for Annual Services begins one (1) year from contract signing.
10. Annual Services invoices may be prorated in order to correlate with the Client's budget year, and are invoiced prior to the year of service.
11. After project go-live, if the Client's account exceeds 60 days past due, Support will be discontinued until the Client's account is made current. If the Client's account exceeds 90 days past due, Annual Services will be discontinued until the Client's account is made current. Client will be given 30 days notice prior to discontinuation of services for non-payment.
12. The Client will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the Client will be charged a \$5.00 convenience fee.
13. Unless otherwise limited by law, a finance charge of 2.9 percent (%) per month or \$5.00, whichever is greater, will be added to past due accounts. Payments received will be applied first to finance charges, then to the oldest outstanding invoice(s).



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

Agreement Renewal

15. This contract shall remain in effect for a period of one year (12 months) from signing. In the event that neither party gives 60 days' notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term. After 48 consecutive months under the terms of this contract and associated pricing, Client will be fully eligible for a CP Basic Redesign at no additional cost.
16. Either party may terminate the agreement at the end of the contract term by providing the other party with 60 days written notice prior to the contract renewal date.
17. In the event of early termination of this Agreement by the Client, Client forfeits eligibility for the CP Basic Redesign and all funds applied to such eligibility and full payment of the remainder of the contract is due within 15 days of termination.
18. Each year this Agreement is in effect, a technology investment and benefit fee of 5 percent (%) of the total Annual Services costs will be applied.

Support

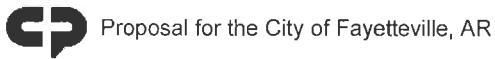
19. CivicPlus will provide unlimited telephone support Monday through Friday, 7 a.m. to 7 p.m. (Central Time) excluding holidays, for all trained Client staff. Emergency Support is provided on a 24/7/365 basis for emergency contacts named by the Client. Client is responsible for providing CivicPlus with contact updates.
20. Support includes providing technical support of the GCMS® software, application support (pages and modules), and technical maintenance of Client's website. Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.
21. During the period of this agreement and subsequent annual renewals, CivicPlus warrants that it will, without additional charge to the Client, take action to correct any problems or defects discovered in the GCMS® software and reported to CivicPlus by the Client, such warranty to include ongoing maintenance upgrades and technical error correction.
22. CivicPlus provides online website statistics software at no extra charge. If Client desires to use other website statistic software, CivicPlus will provide the necessary log file access.

Marketing

23. Client will work with the CivicPlus Marketing Department to make a reasonable attempt to gather information and meet deadlines associated with website award contest entries throughout the term of this agreement, and to create a case study related to their website.
24. Client permits CivicPlus to include an example of the Client's home page and a link to the Client's website on the CivicPlus corporate website.
25. Client will make a reasonable attempt to work with the CivicPlus Marketing Department to create a news item to be released in conjunction with their project Go-Live date. Client will provide CivicPlus with contact information for local and regional media outlets. CivicPlus may use the press release in any marketing materials as desired throughout the term of this Agreement.
26. Client allows CivicPlus to display a "Government Websites by CivicPlus" insignia, and web link at the bottom of their web pages. Client understands that the pricing and any related discount structure provided under this agreement assumes such perpetual permission.

Intellectual Property, Ownership & Content Responsibility

27. Upon full and complete payment of submitted invoices for the Project Development and Deployment and launch of the website, Client will own the Customer Content.



28. Upon completion of the development of the site, Client will assume full responsibility for website content maintenance and content administration. Client, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Customer Content.
29. Client shall not (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the GCMS® software in any way; (ii) modify or make derivative works based upon the GCMS® software; (iii) create Internet "links" to the GCMS® software or "frame" or "mirror" any GCMS® administrative access on any other server or wireless or Internet-based device; or (iv) reverse engineer or access the GCMS® software in order to (a) build a competitive product or service, (b) build a product using similar ideas, features, functions or graphics of the GCMS® software, or (c) copy any ideas, features, functions or graphics of the GCMS® software.
30. The CivicPlus name, the CivicPlus logo, and the product and module names associated with the GCMS® software are trademarks of CivicPlus, and no right or license is granted to use them.

Indemnification

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

Liabilities

32. CivicPlus will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other service provider whose facilities or services are used in furnishing any portion of the service received by the Client. CivicPlus will not be liable for any failure of performance that is caused by or the result of any act or omission by Client or any entity other than CivicPlus that furnishes services, facilities or equipment used in connection with CivicPlus services or facilities.
33. Except as expressly provided in this Agreement, CivicPlus makes no expressed or implied representations or warranties, including any warranties regarding merchantability or fitness for a particular cause.

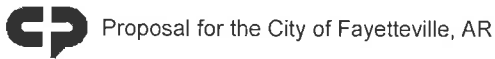
Force Majeure

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

Taxes

35. It is CivicPlus' policy to pass through sales tax in those jurisdictions where such tax is required. If the Client is tax-exempt, the Client must provide CivicPlus proof of their tax-exempt status, within fifteen (15) days of contract signing, and this agreement will not be taxed. If the Client's state taxation laws change, the Client will begin to be charged sales tax in accordance with their jurisdiction's tax requirements and CivicPlus has the right to collect payment from the Client for past due taxes.

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SERVICE LEVEL AGREEMENT

BACKGROUND AND PURPOSE

CivicPlus provides a multitude of ongoing services to clients, including website hosting in CivicPlus' dedicated hosting facility, website backup services (including disaster recovery procedures), maintenance of the Government Content Management System (GCMS®) and associated applications, upgrades to both the GCMS® software and hosting hardware, and technical support.

The purpose of this SLA is to establish a partnership/agreement between CivicPlus and Client to define services and responsibilities such that CivicPlus will provide services to Client to ensure consistent, safe and secure website hosting, critical maintenance and regular upgrades of the GCMS®, and as-needed support services.

SCOPE OF SERVICES

1. Hosting and Maintenance Services

The primary CivicPlus hosting facility is located in Kansas City, KS at a Tier II data center. The Kansas City facility provides managed co-location services for servers that are owned, managed and maintained by CivicPlus. Services provided include N+1 environmentals, premium peering services, 24x7 service monitoring and redundant substation power with full onsite diesel generation as additional backup.

CivicPlus also has a dedicated primary back-up hosting facility located in their Manhattan, KS headquarters specifically built and maintained for website hosting and administration; CivicPlus' on-site internet access provides 1GB burstable internet capability with option to expand and regular hardware upgrades ensure that CivicPlus-hosted sites are maintained on the most up-to-date, reliable equipment. Additional services at the Manhattan facility include 24x7 service monitoring and full onsite diesel generation as additional backup.

Client's website will be hosted and maintained on a virtual web server and virtual SQL server (either shared or dedicated, dependent on size and storage/bandwidth needs of Client).

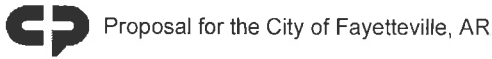
Scheduled maintenance events will occur during the least-trafficked hours on weekends. Planned maintenance is announced in a number of different ways, such as emails up to a week ahead of time, and messages on the admin side of the website. Client will be notified two weeks in advance of planned outages of thirty (30) minutes or more. Client will be notified in advance of any anticipated downtime not to exceed a period of six hours. Scheduled downtime does not count against the 99.7% uptime specifications.

CivicPlus guarantees 99.7% uptime. Scheduled maintenance events occur during the least-trafficked hours on weekends and rarely result in downtime. Client will be notified in advance of any anticipated downtime not to exceed a period of six hours. If over the course of a year guaranteed uptime falls below 99.7%, independent of scheduled maintenance, CivicPlus agrees to provide a credit to client of 1% of the monthly cost for maintenance.

2. Network Performance and Power Redundancy

At all CivicPlus facilities, redundant Internet connections ensure continuous connectivity. The Kansas City facility maintains internet services from various providers including Verizon, AT&T and Time Warner Telecom. The Manhattan facility utilizes two Internet Service Providers – Cox Communications and AT&T – for connectivity. Providers allow for an upstream speed of up to 100 mbps, and the facilities feature BGP routing to ensure continued uptime in the event of failure of one provider. Multiple redundant network security appliances ensure the integrity of network connectivity and associated stored data.

Redundant power management at CivicPlus' hosting facilities also keeps servers running in the event of primary power failure. Diesel generators that are controlled by automatic transfer switches (ATS) are activated when the primary power utility goes down. The ATS automatically activates and runs generator until such time as primary power is restored. Battery backups power the servers during the 30 seconds between primary power failure and backup generator activation.



3. Disaster Recovery and Website Backup Services

In the event of total service failure at the primary Kansas City facility, CivicPlus will begin activation of sites at the primary back-up facility in Omaha. Downtime in the event of total service failure will, in most cases, be less than eight hours for all sites. Eight hours to site reactivation is our guarantee; any event lasting that long would be indicative of a significant catastrophe.

Extensive backups of CivicPlus' client's sites are conducted daily, weekly and monthly to ensure that even in the most unlikely of circumstances, limited-to-no site content will be lost.

Each night, an approximately 18-hour backup process begins, covering CivicPlus' miscellaneous servers, web servers and SQL servers. Files from the web servers are copied as-is over the course of this backup. Various log files are deleted for storage purposes on a weekly basis.

During the nightly backup, a two-hour process creates a backup of the database for each client website. These backups are written on disk and tape, and they are stored on disk until being held for seven days.

Monday through Thursday, daily backups are written to tapes that are reused on a weekly basis. Backups on Friday nights are written to tapes that are reused each month. Monthly backups, conducted on the last Friday of every month, are written to a tape that is reused once per year. All backup tapes are stored off-site and, in the event of failure of the primary hosting facility, will be transported to the backup hosting location.

CivicPlus can also work with clients to provide dedicated server arrangements or off-site backups in order to achieve maximum efficiency in the hosting process.

4. Site Setup and DNS Services

CivicPlus offers enterprise-level DNS hosting as a part of the standard hosting package and recurring services. Either CivicPlus or Client can maintain control of the DNS.

CivicPlus offers full support for BIND v.9 implementation and features two high-performance DNS appliances for primary and secondary servers.

One static IP address per site will be provided. Client may purchase as many additional domains as desired. The current rate is \$100 setup and \$150/annually per domain (as of April 18, 2014, subject to change).

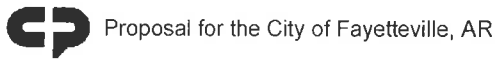
5. Upgrades

CivicPlus offers no versions from which to choose and no system upgrades to purchase year after year. CivicPlus' technical team continues to improve and enhance the existing GCMS®, offering clients the benefits of new technologies, improvements in operations and, when problems do arise, a faster response time. CivicPlus' proprietary system means that errors and influences from outside entities are greatly minimized, allowing CivicPlus' software engineers to focus on continuing to build, integrate and leverage only those applications that have met an approved high standard of quality and functionality.

Upgrades to the code base and functionality of the GCMS® are continuously applied to CivicPlus' servers, strengthening the overall integrity of the GCMS®, fixing bugs and errors, and integrating new functionality into existing applications. Client will be made aware of any upgrades that affect usability and functionality of the GCMS® and associated applications.

Upgrades are prioritized internally within CivicPlus' organization based upon several criteria, including, but not limited to:

- New and next-generation development priority determined by the Executive Leadership Team
- Regular maintenance and error correction priority determined by the Chief Technology Officer
- Development requests from clients – only in cases of high demand for particular functionality or services, and only in instances where such development will benefit the majority of clients



6. Support Services

CivicPlus' on-site support team is available from 7:00 am to 7:00 pm CT to assist clients with any questions, concerns or suggestions regarding the functionality and usage of CivicPlus' GCMS® and associated applications. The support team is available during these hours via CivicPlus' toll-free support number and e-mail. Support personnel will respond to calls as they arrive (if all lines are busy, messages will be returned within two hours; action will be taken on e-mails within four hours), and if Client's customer support liaison is unable to assist, the service escalation process will begin, with answers being provided within one business day.

Emergency support is available 24-hours-a-day for designated, named Client points-of-contact, with members of both CivicPlus' project management and support teams available for urgent requests. Emergency support is provided free-of-charge for true emergencies (ie: website is down, applications are malfunctioning, etc.), though Client may incur support charges for non-emergency requests during off hours (ie: basic functionality / usage requests regarding system operation and management). The current discounted rate is \$125/hour, as of April 18, 2014 and is subject to change.

CivicPlus maintains a customer support website that is accessible 24-hours-a-day with an approved client username and password.

7. Service Escalation Processes

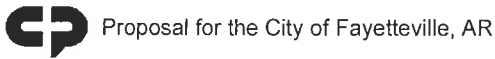
In the event that CivicPlus' support team is unable to assist Client with a request, question or concern, the issue is reported to the appropriate CivicPlus department.

Client requests for additional provided services are forwarded to CivicPlus' Client Care personnel.

Client concerns/questions regarding GCMS® or associated application errors are reported to CivicPlus' technical team through CivicPlus' issue tracking and management system to be addressed in a priority order to be determined by CivicPlus' technical team.

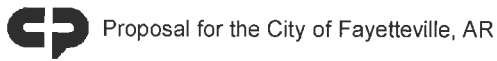
All other requests that do not meet these criteria will be forwarded to appropriate personnel within CivicPlus' organization at the discretion of the customer support liaison.

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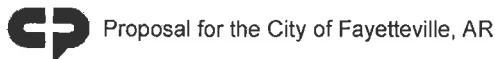


Exceptions & Deviations

Reference	Your Language	CivicPlus Proposes
RFP Page 8, City Indemnification	The successful Proposer(s) agrees to indemnify the City and hold it harmless from and against all claims, liability, loss, damage or expense, including but not limited to counsel fees, arising from or by reason of any actual or claimed trademark, patent or copyright infringement or litigation based thereon, with respect to the services or any part thereof covered by this order, and such obligation shall survive acceptance of the services and payment thereof by the City.	To exempt and replace with: Client shall defend, indemnify and hold harmless CivicPlus, its partners, employees, and agents from and against any and all lawsuits, claims, demands, penalties, losses, fines, liabilities, damages, and expenses including attorney's fees of any kind, without limitation, in connection with the operations of and installation of software contemplated by this Agreement, or otherwise arising out of or in any way connected with the CivicPlus provision of service and performance under this Agreement. This section shall not apply to the extent that any loss or damage is caused by the negligence or willful misconduct on the part of CivicPlus. If Client and CivicPlus are both negligent, damages shall be apportioned in accordance with the percentage of negligence of each party. This paragraph is not intended to benefit entities not a party to this contract.
RFP Page 9, Payments and Invoicing	The City of Fayetteville is very credit worthy and will not pay any interest or penalty for untimely payments. The City will not agree to allow any increase in hourly rates by the contract without PRIOR Fayetteville City Council approval.	To exempt and replace with: Unless otherwise limited by law, a finance charge of 2.9 percent (%) per month or \$5.00, whichever is greater, will be added to past due accounts. Payments received will be applied first to finance charges, then to the oldest outstanding invoice(s).
RFP Page 9, Cancellation	Entire Section	To exempt and replace with: This contract shall remain in effect for a period of one year (12 months) from signing. In the event that neither party gives 60 days' notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term. After 48 consecutive months under the terms of this contract and associated pricing, Client will be fully eligible for a CP Basic Redesign at no additional cost. Either party may terminate the agreement at the end of the contract term by providing the other party with 60 days written notice prior to the contract renewal date. Client may terminate this Agreement if CivicPlus is found in default of any obligation hereunder which has not been cured within thirty (30) days after receipt of written notice of such default. In addition, if at any time after commencement of service, client determines that such services are inadequate, unsatisfactory, or



		<p>substantially not conforming to the descriptions, warranties, or representations contained herein, the client may terminate the Agreement upon 30 days written notice to CivicPlus.</p> <p>In the event of early termination of this Agreement by the client, full payment of the remainder of the contract is due within 15 days of termination.</p>
RFP Page 13, Term of Contract	The contract may be terminated by either party by giving the other party written notice of such intent not less than thirty (30) days prior to the effective date of the termination.	<p>To exempt and replace with:</p> <p>This contract shall remain in effect for a period of one year (12 months) from signing. In the event that neither party gives 60 days' notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term.</p>



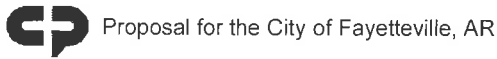
Required Forms and Attachments

Company Background Form

Vendor name:		Icon Enterprises, Inc. d/b/a CivicPlus	
Software brand name:		CivicPlus GCMS®	
Software version:		N/A	
Is vendor prime contractor:		Yes <input checked="" type="checkbox"/> No <input type="checkbox"/>	
1.	What are the key differentiators of your company and its proposed solution?		
	CivicPlus is the unique provider of the Government Content Management System (GCMS®) – and one of the most innovative, knowledgeable sources for engaging eGovernment websites. CivicPlus' expertise lies in our ability to deliver a comprehensive solution that considers administrative ease and collaboration as well as end-user empowerment... all housed within a sophisticated design that resonates with your community and keeps citizen engagement in mind.		
2.	What awards has your company or proposed solution obtained that are relevant to this project?		
	Since 2006, CivicPlus clients have won an amazing 377 awards for their websites, and recently, the Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private-sector information technology integrators for delivering extraordinary digital solutions to public IT projects.		
3.	What strategic alliance have you made to further strengthen your product and services?		
	Our in house product engineering team has extensive experience with creating new products while strengthening our current offerings. Extensive research of current and upcoming trends is a constant part of their job.		
4.	What is your niche in the marketplace and your preferred customer size?		
	CivicPlus has created eGovernment solutions for more than 1,600 towns, cities and counties serving more than 50 million people in 49 states, Canada and Australia. Our customer sizes range from small communities to cities and counties serving more than one million citizens.		
5.	Please describe the your commitment to providing solutions for the public sector marketplace:		
	100% of our business is to help governments connect with their residents.		
6.	How many fully operational customer installations of the CMS system proposed to Fayetteville (not other vendor product offerings), has the vendor completed?		
	Location	Arkansas	Nationally
	Local government	5	1,448
	Other public sector		160
	Other non-public sector		15
	Overall:	5	1,623
7.	Please state the year the vendor started in the business of selling the proposed solution to local governments:		
	July of 1998.		



8.	Where is the vendor's closest facility to Fayetteville, AR for which staff provide product support for the software product proposed?		
	Product support staff is located in Manhattan, KS.		
9.	Where is the vendor's company headquarters?		
	Manhattan, KS.		
10.	Please list the vendor's sales in the previous four years:		
		Year	Sales
		2013	8.3 Million
		2012	7.2 Million
		2001 (2011)	6.1 Million
		2010	3.8 Million
11.	How many total employees does the vendor have in each of the following categories:		
	Area	Number related to proposed product	Overall
	Sales/Marketing	31	31
	Management/Administration	45	45
	Help Desk Staff	18	18
	Development Staff	50	50
	Other	26	26
	Total:	170	170
12.	What is the vendor's hourly rate for implementation assistance beyond that which is included in the vendor bid by skill set?		
	Rates for Additional Implementation Assistance		
	Skill Set	Hourly Rate	
		\$ / hr	
		\$ / hr	
		\$ / hr	
	CivicPlus prices on a 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 attempted to come up with 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 or work outside of the original project scope is requested.		
13.	What would be the vendor's preferred comparably sized, site visit location?		
	We have a number of clients whose community size is comparable to Fayetteville; Sumter County, FL; Monroe County, FL; Nassau County, FL; Deerfield Beach, FL; Fishers, IN; Riley County, KS; Cherry Hill, NJ; New Rochelle, NY and Jacksonville, NC are a few.		

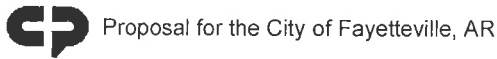


Vendor Reference Form

Vendor Name:	CivicPlus
Customer Name:	Joplin, MO www.joplinmo.org
Customer Contact:	Mark Morris, Information System Director
Customer Phone Number:	(417) 624-0820
E-mail Address	mmorris@joplinmo.org
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Joplin with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Joplin with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	

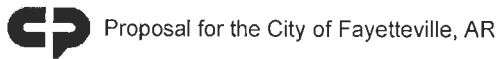
Vendor Name:	CivicPlus
Customer Name:	Wildwood, MO www.cityofwildwood.com
Customer Contact:	Ted Barklage, Planning Technician
Customer Phone Number:	(636) 458-0440
E-mail Address	ted@cityofwildwood.com
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Wildwood with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Wildwood with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	

Vendor Name:	CivicPlus
Customer Name:	Council Bluffs, IA www.councilbluffs-ia.gov
Customer Contact:	Rick Scotter, Information Technology Manager
Customer Phone Number:	(712) 328-4624
E-mail Address	rscotter@councilbluffs-ia.gov
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Council Bluffs with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Council Bluffs with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	



Vendor Name:	CivicPlus
Customer Name:	Hot Springs, AR www.cityhs.net
Customer Contact:	Terry Payne, Public Information Officer
Customer Phone Number:	(501) 321-6806
E-mail Address	tpayne@cityhs.net
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided the City of Hot Springs with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Hot Springs with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	

Vendor Name:	CivicPlus
Customer Name:	Snohomish County, WA www.snohomishcountywa.gov
Customer Contact:	Dave Strobel, Web Project Manager
Customer Phone Number:	(425) 388-7020
E-mail Address	David.strobel@snoco.org
Describe Nature of Project and Services Provided to This Client:	
CivicPlus provided Snohomish County with website redesign, content migration, best practice consulting, GCMS® implementation and training. We continue to provide Snohomish County with hosting, maintenance and hosting services.	
Configuration of Solution Implemented (Hardware, Software):	
CivicPlus GCMS®.	



Signature Submittal Form

1. Disclosure Information

Proposer must disclose any possible conflict of interest with the City of Fayetteville, including, but not limited to, any relationship with any City of Fayetteville employee. Proposer response must disclose if a known relationship exists between any principal or employee of your firm and any City of Fayetteville employee or elected City of Fayetteville official.

If, to your knowledge, no relationship exists, this should also be stated in your response. Failure to disclose such a relationship may result in cancellation of a purchase and/or contract as a result of your response. This form must be completed and returned in order for your bid/proposal to be eligible for consideration.

PLEASE CHECK ONE OF THE FOLLOWING TWO OPTIONS, AS IT APPROPRIATELY APPLIES TO YOUR FIRM:

1) NO KNOWN RELATIONSHIP EXISTS

2) RELATIONSHIP EXISTS

If a relationship exists, please explain:

I certify that; as an officer of this organization, or per the attached letter of authorization, am duly authorized to certify the information provided herein are accurate and true; and my organization shall comply with all State and Federal Equal Opportunity and Non-Discrimination requirements and conditions of employment.

2. At the discretion of the City, one or more firms may be asked for more detailed information before final ranking of the firms, which may also include oral interviews. **NOTE: Each Proposer shall submit to the City a primary contact name, e-mail address, and phone number (preferably a cell phone number) where the City selection committee can call for clarification or interview via telephone.**

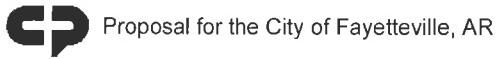
Name of Firm: Icon Enterprises, Inc., d/b/a CivicPlus

Name of Primary Contact: Robert Disberger

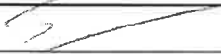
Title of Primary Contact: Regional Sales Manager

Phone#1 (cell preferred): 785-323-1542 Phone#2: _____

E-Mail Address: Disberger@civicplus.com



3. Please acknowledge receipt of addenda for this invitation to bid, request for proposal, or request for qualification by signing and dating below. All addendums are hereby made a part of the bid or RFP documents to the same extent as though it were originally included therein. Proposers/Bidders should indicate their receipt of same in the appropriate blank listed herein. Failure to do so may subject vendor to disqualification.

ADDENDUM NO.	SIGNATURE AND PRINTED NAME	DATE ACKNOWLEDGED
1	 S. Ward Morgan	April 8, 2014

4. As an interested party on this project, you are required to provide debarment/suspension certification indicating in compliance with the below Federal Executive Order. Certification can be done by completing and signing this form.

Federal Executive Order (E.O.) 12549 "Debarment and Suspension" requires that all contractors receiving individual awards, using federal funds, and all sub-recipients certify that the organization and its principals are not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency from doing business with the Federal Government.

5. Signature certifies that neither you nor your principal is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any federal department or agency.

Questions regarding this form should be directed to the City of Fayetteville Purchasing Division.

NAME: S. Ward Morgan

COMPANY: Icon Enterprises, Inc., d/b/a CivicPlus

PHYSICAL ADDRESS: 317 Houston Street, Suite E

MAILING ADDRESS: Manhattan, KS 66502

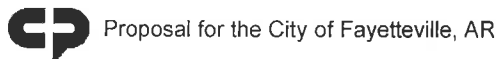
PHONE: 888-228-2233 FAX: 785-587-8951

E-MAIL: Disberger@civicplus.com

SIGNATURE: 

TITLE: President

DATE: April 17, 2014



Addendum

RFP 14-07, Addendum 1



Date: Tuesday, April 8, 2014

To: All Prospective Vendors

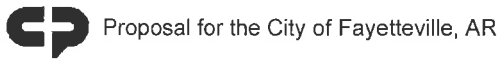
From: Andrea Foren, CPPO, CPPB – 479.575.8220 – andrea@cityoffayetteville.org

RE: RFP 14-07, Content Management System & Web Design Services

Acknowledged by S. Ward Morgan, President

This addendum is hereby made a part of the contract documents to the same extent as though it were originally included therein. **Proposers should indicate their receipt of same in the appropriate blank of the Signature Submittal Form.**

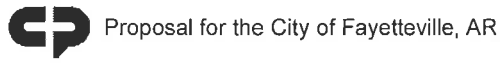
- 1) The City hosted the non-mandatory pre-proposal conference on Friday, April 04, 2014. Summary and modifications from Pre-Proposal Conference includes the following items:
 - a. Deadline: Friday, April 18, 2014 before 2:00 PM, local time
 - b. Delivery shall be made to City of Fayetteville, Purchasing Division – Room 306, 113 W. Mountain, Fayetteville, AR 72701. Please reference the project number and name.
 - c. Copies of documents. The City makes every effort to be a green City. However, the involvement from staff for this selection includes 9 members. This review could include staff members reviewing proposals from home, on weekends, etc. Not all employees have access to a work computer from home or the weekends, therefore, ten (10) hard copies are required. The City breaks down the proposals after award and recycles all materials, etc.
 - d. All documents submitted need to be sealed (Fed Ex box counts as sealed)
 - e. **MODIFICATION FROM ORIGINAL RFP:** Proposal packet shall include the 10 hard copies in addition to the following:
 - i. One electronic copy on a properly labeled CD or other electronic media device
 1. **File #1:** A complete copy of the entire proposal, containing all documents, including those completed in electronic fillable formats. **File 1 should be one single PDF file.**
 2. **File #2:** MS-Excel spreadsheet for software specifications
 3. **File #3:** MS-Excel spreadsheet for pricing
 - f. Fillable excel and word forms in addition to a word version of the RFP are available by request via e-mail at andrea@cityoffayetteville.org. As a reminder, Proposers are strictly prohibited from editing the forms and documents provided. Any form modification found by the City can result in your proposal being disqualified. Do not edit any forms, word documents, or excel documents.
 - g. Experience is required: 5 references within the past 3 years which all need to be on the same system proposed. Not having the required experience will not automatically reject a submittal; however, all proposals will be evaluated according to experience and the other selection criteria presented in the RFP.



Cost Proposal

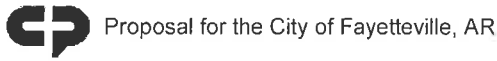
Application Software Pricing

VENDOR NAME: Icon Enterprises, Inc., d/b/a CivicPlus						
Application Software	License Price	+	Required Modifications	=	Total Up - Front License Price	Annual On- Going Software Support or Subscription Cost
Application Software Module / Component:						
Item 1 - CivicPlus GCMS®	N/A	+	N/A	=	\$48,814.00	\$6,076 starting in year 2
Item 2		+		=	\$0.00	
Item 3		+		=	\$0.00	
Etc.		+		=	\$0.00	
Etc.		+		=	\$0.00	
		+		=	\$0.00	
		+		=	\$0.00	
Subtotal - Application Software:					\$48,814.00	\$6,076 starting in year 2



Other Software Pricing

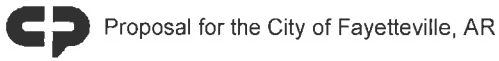
VENDOR NAME: Icon Enterprises, Inc., d/b/a CivicPlus						
Other Software	Required Qty.	X	Unit Price	=	Extended Up-Front Purchase or License Price	Annual On-Going Support or Subscription Cost
Source Code Escrow	0	x	\$ -	=	\$0.00	\$0.00
Item 2		x		=	\$0.00	\$0.00
Item 3		x		=	\$0.00	\$0.00
Etc.		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
		x		=	\$0.00	\$0.00
Subtotal - Other Software:					\$0.00	\$0.00



Implementation Services

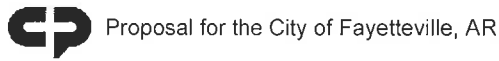
CivicPlus prices on a per project basis. We have found that this type of pricing structure eliminates surprise costs and is overall more cost effective. Our goal is not to "nickel and dime" our clients with hidden fees or hourly rates. We have attempted to come up with the most cost effective solution 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 or work outside of the original project scope is requested.

VENDOR NAME: Icon Enterprises, Inc., d/b/a CivicPlus					
Implementation Services	Estimated Hours	X	Hourly Rate	=	Extended Cost
Service:					
General Implementation Services	0	X	\$0.00	=	Included
Project Management	0	X	\$0.00	=	Included
Software Installation/Site Configuration or Startup	0	X	\$0.00	=	Included
Site Design	0	X	\$0.00	=	Included
Content Review	0	X	\$0.00	=	Included
Data Conversion	0	X	\$0.00	=	Included
Integrations and Interfaces	0	X	\$0.00	=	Included
Training	0	X	\$0.00	=	Included
Testing	0	X	\$0.00	=	Included
System Documentation and Manuals	0	X	\$0.00	=	Included
System Disaster Recovery Plan	0	X	\$0.00	=	Included
Knowledge Transfer	0	X	\$0.00	=	Included
Other	0	X	\$0.00	=	\$0.00
Subtotal – Other Implementation Services:	0				Included



Cost Summary

Vendor Name: Icon Enterprises, Inc., d/b/a CivicPlus		
Current & Expanded Modules	One Time Cost	On-Going (Annual) Support or Subscription Cost
Subtotal - Application Software*	\$48,814.00	\$6,076 starting in year 2
Subtotal - Other Software*	N/A	N/A
Subtotal - Other Implementation Services	N/A	N/A
Travel and Lodging	N/A	N/A
(enter as negative number) Less: Discount	\$0.00	\$0.00
GRAND TOTAL FOR ALL SOFTWARE & SERVICES:	\$48,814.00	\$6,076 starting in year 2
*Provide One Time Costs as well as annual costs		
HOURLY RATES FOR ADDITIONAL WORK		
Position	Hourly Rate	
Developer	\$0	
Project Manager	\$0	
Graphic Artist	\$0	
Other	\$0	
Other	\$0	
Other	\$0	



CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 30 Days from April 18, 2014.

Project Development and Deployment	
<i>Initial GCMS® upgrades, maintenance, support and hosting – no additional cost</i>	\$48,814
<i>Server Storage not to exceed 25 GB</i>	
Total Fees Year 1 \$48,814	

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

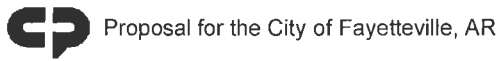
Annual Services (Continuing GCMS® Upgrades, Maintenance, Support and Hosting)	\$6,076
<i>Billed 12 months from contract signing; subject to annual 5% increase year 3 and beyond</i>	

Optional Multi-Year Payment Plan – CivicPlus Advantage

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

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract.**

Optional Three Year Payment Plan	1st Year	2nd Year	3rd Year	4th Year
Annual Recurring Fees	\$20,322	\$20,322	\$20,322	\$6,699



The CivicPlus Recurring Redesign

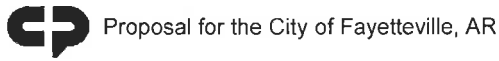
At CivicPlus, we realize that over time, you might decide that you want to change your design by giving it a visual refresh, so to speak. On average, we have noticed that clients tend to request a redesign about every four or five years in the life of a typical government website.

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

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

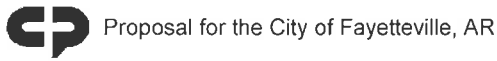
The CivicPlus Redesign Option Includes:

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



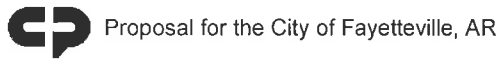
Project Development

Kick-Off Meeting <u>Deliverable:</u> Project Timeline, training jump start and worksheets	Included
Phase 1: Consulting <u>Deliverable:</u> Needs assessment, best practices and worksheets	Included
Phase 2: Website Preview Presentation <u>Deliverable:</u> Website layout and mood board will be presented for your approval	Included
Phase 3: Website Reveal Presentation <u>Deliverable:</u> Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	Included
Phase 4: 8 Days of Customized On-Site Implementation Training for up to 12 employees per session <i>Quote includes travel expenses (\$80 per person per day for the 13th attendee and beyond)</i> <u>Deliverable:</u> Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	Included
Phase 5: Go Live <u>Deliverable:</u> Content migrated from current primary site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines. <i>Note: Content from sites other than the primary site can be migrated to the new primary site for an additional fee.</i>	Included
Additional Functionality	
Google Translation Tool	Included
Options Included in One-Time Fee	
See project enhancement options on the following pages	Optional
Total Project Development and Deployment Fee <i>Initial GCMS® upgrades, maintenance, support and hosting included – no additional cost</i> <i>Server Storage not to exceed 25 GB</i>	\$48,814
Total Fees Year 1	
\$48,814	

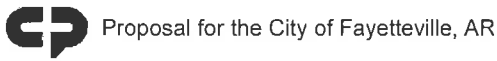


Optional Project Enhancement

Options	One-Time Fee
<p>Pre-Implementation: On-Site Kick-Off Meeting Three days on-site. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on your website committee’s design goals, audience goals and meet with departments to kick-off with a project overview.</p> <p><u>Deliverable:</u> A document summarizing the meetings, with analysis and recommendations. Design information gathered.</p>	<p>Optional \$10,500 Add up to 6 departments per additional day for \$2,200</p>
<p>Phase 1: Content Consultation Three days on-site, up to six departments per day. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance.</p> <p><u>Deliverable:</u> A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions.</p>	<p>Optional \$10,500</p>
<p>Phase 1: Process Roadmap Consultation Three days on-site. <i>Quote includes travel expenses</i></p> <p>A consultation package concentrating on evaluation of processes for customer and citizen services. Designed to fit specific client needs in management of the website design and creation process on the client side.</p> <p><u>Deliverable:</u> A comprehensive report of current citizen-facing practices and citizen/customer-facing processes, recommendations for improving quality and efficiency of government-to-citizen and government –to-customer relations and processes, a follow-up report reviewing the results of implemented suggestions.</p>	<p>Optional \$10,500</p>
<p>Phase 1: Citizen Engagement/Website Marketing Suite Three days on-site. <i>Quote includes travel expenses.</i></p> <p>This consultation will focus on creating a strategic marketing plan for the new website directed at your main public-facing stakeholders (citizens, visitors and businesses) in an effort to increase awareness of the site and increase interaction with the site’s functionality. We will work with you to create a custom plan for advertising and driving traffic to your website geared toward capturing and building upon the momentum gained in the days and weeks that follow the new site’s launch.</p> <p><u>Deliverable:</u></p> <ul style="list-style-type: none"> • Strategic Initiatives: A strategic marketing plan aimed to increase awareness of the site and increase interaction with the site’s functionality using targeted marketing tactics, a recommended plan of action for implementing new site and tools, a follow-up report reviewing the results of implemented suggestions. • PR Services: Press release development, distribution and measurement, letter to local library development, letter to local library development, letter to request dedicated link development, how to guide – approach local paper, how to guide – invite local media. • Social Media Services: Consultation and recommended posts, Facebook update examples, how to guide – respond to social media. 	<p>Optional \$10,500</p>

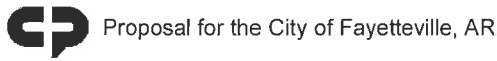


<p>Phase 1: Public Engagement Evaluation Two days on-site. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on evaluation the satisfaction of citizens/customers regarding the current website and online services. A survey will be conduct to discover general levels of satisfaction, desired site functions, features and tools, current tools features or functions that are not considered valuable or need altered.</p> <p><u>Deliverable:</u> A follow-up report containing findings of current engagement level along with recommendations and roadmap for getting to the desired level of engagement.</p>	<p>Optional \$7,800</p>
<p>Phase 1: Website Design Consultation Two days off-site – conducted remotely.</p> <p>A consultation package concentrating on evaluating the form and function of the current website design and potential problems therein.</p> <p><u>Deliverable:</u> A comprehensive report on all findings regarding the current site design, recommendations and roadmap for implementing the design to meet your overall goals, a follow-up report reviewing the results of implemented suggestions.</p>	<p>Optional \$3,600</p>
<p>Phase 1: Intranet Consultation Three days on-site. <i>Quote includes travel expenses.</i></p> <p>A consultation package concentrating on evaluating and improving current functions of interdepartmental relations and recommendations for increasing effectiveness through the use of all available web tools.</p> <p><u>Deliverable:</u> A comprehensive report on all findings regarding the current intranet system being used and success rate of current system functions, a detailed plan for making improvements and adapting the intranet system to your needs, a follow-up report reviewing the results of implemented suggestions.</p>	<p>Optional \$10,500</p>
<p>Phase 5: Consolidation of Identified External Site – Full Content, less than 100 pages</p> <p>An option that allows for pages of content to be migrated from sites other than the current primary site to the new primary site. Migration of top-level navigation is included.</p>	<p>Optional \$2,450</p>
<p>Phase 5: Consolidation of Identified External Site – Full Content, more than 100 pages, 50 page block An option that allows for pages of content to be migrated from sites other than the current primary site to the new primary site. Migration of top-level navigation is included.</p>	<p>Optional \$1,400 per block</p>
<p>Phase 4: Training/Consulting Two days on-site Review website with department administrators and provide additional time for basic learners. Review website procedures. Must be held concurrently with original on-site training session.</p>	<p>Optional \$7,800</p>
<p>Post-Training: Website Presentation Two days of on-site meetings to present website to stakeholders. <i>Quote includes travel expenses.</i></p>	<p>Optional \$7,800</p>
<p>Post-Training: Three-Month Checkup Held three months after go-live, includes two days on-site of additional consultation/training. <i>Quote includes travel expenses.</i></p>	<p>Optional \$7,800</p>
<p>Post-Training: Three Day Annual Refresher One day on-site consultation, two days on-site refresher/advanced training. <i>Quote includes travel expenses.</i></p>	<p>Optional \$10,000</p>
<p>Post Go-Live: 50 Pages of Additional Content</p>	<p>\$1,450</p>
<p>Virtual Webmaster: Five Hours of Content Updates per month.</p>	<p>Optional \$5,700 Annual Minimum</p>



<p>Annual Recurring Training: Training on new functionality and services</p> <p><u>Deliverable:</u></p> <ul style="list-style-type: none"> • New User Training: A three-hour training for new users to learn basic features of the GCMS®. • Refresher Training/New Module Training: A three-hour session designed to refresh existing users as well as to train them on new modules. • New Feature Overview: A three-hour session designed to make users aware of recently released modules and features. • Website Review Consulting: An hour-long, in-depth review of the client website followed by a two-hour session with client users. 	<p>Optional \$2,000 Annually</p>
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Functionality Options	One-Time	Annual
GoCitizen Pro Custom Mobile App (iOS & Android)	\$4,500	\$1,200
Department Header Package – includes up to 20 pages of content migration <i>(No annual fee in the first year; annual fees starts in second year)</i>	\$3,500	\$650
Human Resource Management System (HRMS) – Applicant Tracking <u>Key features include:</u> Assessment lists, social media integration, career portal, resume parsing, candidate source capture, job management, job requisitions, job sourcing metrics, application management, candidate management, reporting, profile metrics, e-mail tool, cost-per-hire metrics, candidate routing, background check integration. <i>(Annual subscription fee is subject to an annual 5% increase year 3 and beyond)</i>	n/a	\$13,995
HRMS – Applicant Tracking Lite <u>Key features include:</u> Assessment lists, social media integration, career portal, resume parsing, candidate source capture, one (1) free custom job application. <i>(Annual subscription fee is subject to an annual 5% increase year 3 and beyond)</i>	n/a	\$4,495
HRMS – Onboarding Employee onboarding module streamlines the process with our intuitive user interface, solid business logic, strong auditing and great customer support. <i>(Annual subscription fee is subject to an annual 5% increase year 3 and beyond)</i>	n/a	\$3,995
Language Translation (hand translation, priced per single language)	\$125/page or \$1,000/10 pages	n/a
LDAP Integration	\$1,200	\$300
Media Center with Live Streaming Video (10GB of server storage included)	\$1,000	\$1,000
New Logo Development	\$5,000	n/a
New Logo Development with Branding & Graphics Development	\$7,000	n/a
Optional Advanced Intranet Website – includes up to 20 pages of content migration <i>(No annual fee in the first year; annual fees starts in second year)</i>	\$8,000	\$1,575



Project Development and Deployment Includes the Following:		
Modules	Functionality	
<ul style="list-style-type: none"> • Agenda Center • Alerts Center & Emergency Alert Notification • Archive Center • Bid Postings • Blog • Business/Resource Directory • Calendar • Carbon Calculator • Citizen Request Tracker™ (5 users) • Community Connection • Community Voice™ • Document Center • ePayment Center • Facilities & Reservations with Activities • Frequently Asked Questions • Forms Center • Healthy City • Intranet • Job Postings • My Dashboard • News Flash • Notify Me® with CivicSend Email & 500 SMS Text Subscription • Online Job Application with 1 Generic Application • Opinion Poll • Photo Gallery • Postcard • Quick Links • Real Estate Locator • Spotlight • Staff Directory 	<ul style="list-style-type: none"> • Action Items Queue • Audit Trail / History Log • Automated PDF Converter • Automatic Content Archiving • Content Library (Content Templates) • Dynamic Breadcrumbs • Dynamic Sitemap • Expiring Items Library • Graphic Link Administration • Links Redirect and Broken Links Finder • Menu Management • Mouse-over Menu Structure • MuniMobile™ (Mobile Website Browsing) • Online Editor for Editing and Page Creation (WYSIWYG) • Online Web Statistics • Printer Friendly/Email Page • Rotating Content • RSS • Search Engine Registration • Site Layout Options • Site Search & Entry Log • Slideshow • Social Media Integration (Facebook, Share and Twitter) • User & Group Administration Rights • Web Page Upload Utility • Website Administrative Log 	
Support	Maintenance of CivicPlus Application & Modules	Hosting
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays) 24/7 Emergency Support Dedicated Support Personnel 2-hour Response During Normal Hours Usability Improvements Integration New & Upgraded Services Proactive Support for Updates & Fixes Online Training Manuals Monthly Newsletters Phone Consulting CivicPlus Connection	Install Service Patches for OS Upgrades Fixes Improvements Integration Testing Development Usage License	Shared Web/SQL Server DNS Consulting & Maintenance Monitor Bandwidth-Router Traffic Redundant ISP Redundant Cooling Diesel Powered Generator Daily Tape Backup Intrusion Detection & Prevention Antivirus Protection Upgrade Hardware



Conclusion

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

Our experienced and knowledgeable professionals are committed to creating the communication infrastructure that Fayetteville desires.

- Your city will have access to the most experienced staff in the municipal website management market, and your project team will work with you to create a unique and engaging site that reflects your community.
- CivicPlus will remain a trusted advisor and support resource after the site launches; Fayetteville will always have access to government communication experts.
- Your site will grow and change with you as industry trends and technology change. CivicPlus will ensure that your website is on the cutting edge – *always*.

We have the expertise to help your city work better, help citizens help themselves and build a website both you and your citizens will use.

Project Development

Organization	City of Fayetteville	URL	http://www.fayetteville-ar.gov	
Street Address	113 West Mountain Street			
Address 2				
City	Fayetteville	State	AR	Postal Code 72701
CivicPlus provides telephone support for all trained City employees from 7am –7pm Central Time, Monday-Friday (excluding holidays). Emergency Support is provided on a 24/7/365 basis for representatives named by the City. City is responsible for ensuring CivicPlus has current updates.				
Emergency Contact & Mobile Phone	Christina Campbell 479-575-8214			
Emergency Contact & Mobile Phone	Brad Fulmer 479-575-8217			
Emergency Contact & Mobile Phone	Don Marr 479-601-3929			
Billing Contact	Brad Fulmer	E-Mail	bfulmer@fayetteville-ar.gov and ccampbell@fayetteville-ar.gov	
Phone	479-575-8217	Ext.	Fax	
Billing Address	113 West Mountain Street			
Address 2				
City	Fayetteville	ST	AR	Postal Code 72701
Tax ID #			Sales Tax Exempt #	
Billing Terms	Annual	Account Rep	Robert Disberger	
Info Required on Invoice (PO or Job #)	P.O.			
Contract Contact	Andrea Foren	Email	aforen@fayetteville-ar.gov	
Phone	479-575-8220	Ext.	Fax	479-575-8257
Project Contact	Christina Campbell	Email	ccampbell@fayetteville-ar.gov	
Phone	479-575-8214	Ext.	Fax	

Terms & Conditions

City Deliverable

1. Icon Enterprises, Inc., d/b/a CivicPlus (“CivicPlus”) will create a unique website for the City of Fayetteville (“City”) that includes all functionality as defined in Exhibit A – CivicPlus Project Deliverables, attached hereto.
2. After 48 consecutive months under these terms and associated pricing, City becomes fully eligible for a CP Basic Redesign at no additional cost. See Exhibit B for complete details. The redesign is to be completed within 12 months after the eligible 48-month time frame, unless the City decides to postpone the redesign.

Additional Services

3. City may contract with CivicPlus for additional Consulting, Website Design, Setup, Programming, site modification, Training services (Project Development Services), additional Graphic Design that exceed those defined in Exhibit A. CivicPlus will invoice City for the additional services immediately prior to project Go-Live. Services that involve billable time beyond the contracted amount will be documented and invoiced per the rates noted in Exhibit C. Written approval by the City is necessary



before billable time is incurred. The City shall not be responsible for paying fees for additional services in the case that CivicPlus did not obtain prior approval for the expense being incurred. The rates quoted in Exhibit C will be valid for 1 year after contract signing.

4. City may contract with CivicPlus for additional Annual Services that exceed those defined in Exhibit A. CivicPlus will invoice City for Annual Services immediately prior to project Go-Live. Modules that incur additional usage fees may be purchased and activated at any time.
5. Acceptance of this Agreement signifies City's approval of any billable time specifically related to training services as detailed in Exhibit A, wherein a stated number of attendees is specified. Coverage for additional attendees not covered under this agreement is billed at a per diem rate specified in Exhibit A.
6. Changes, modifications, or amendments in scope, price, or fees to this contract shall not be allowed without a prior formal contract amendment approved by the Mayor and the City Council in advance of the change in scope, cost, or fees.

Billing & Payment Terms

7. One-third of the total First Year Fee will be billed upon completion of Phase 1: Consulting; one-third of the total First Year Fee will be billed upon acceptance of Phase 3: Website Reveal Presentation. The remainder of the total First Year Fee and any additional Project Development services will be invoiced upon Phase 5: Go Live.
8. The City shall sign a project completion and acceptance form prior to project go-live. The date may be extended if material system or operational failures are encountered. Immediately after completing training the final bill for the project development services will be billable and payable. All Parties agree that the website will not go-live until the project is accepted in writing by the City.
9. Total First Year invoices are due by the first of the following month, but no later than 30 days from invoice date. The Customer will have a minimum of 30 days to issue payment. Project Development will be discontinued if payment is not made within 45 days after the invoice due date.
10. Invoicing for Year 2 Annual Services begins one (1) year from website go-live date.
11. Annual Services invoices may be prorated in order to correlate with the City's budget year, and are invoiced prior to the year of service.
12. After project go-live, if the City's account exceeds 60 days past due, Support will be discontinued until the City's account is made current. If the City's account exceeds 90 days past due, Annual Services will be discontinued until the City's account is made current. City will be given 45 days' notice prior to discontinuation of services for non-payment.
13. The City will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the City will be charged a \$5.00 convenience fee.
14. Provided the City's account is current, the City may request an electronic copy of the website graphic designs, the page content, all module content, all importable/exportable data, and all archived information ("Customer Content") once per calendar year. City will pay \$250 per additional request. Provided the City's account is current, upon termination of services City may also request a complimentary electronic copy of website Customer Content.
15. City acknowledges and agrees that certain services for which City is contracting hereunder may be rendered by or with third-party providers under contract with CivicPlus and that those third-party providers must be disclosed to the City. Additionally, any third party hosting services are to occur solely within the United States of America and that no customer services or data is to be stored, presented, developed, or edited outside of the United States' borders.

Agreement Renewal

16. This contract shall remain in effect for a period of one year (12 months) from signing. In the event that neither party gives 30 days' notice prior to the end of the initial or any subsequent term, this Agreement will automatically renew for an additional contract term. After 48 consecutive months under the terms of this contract and associated pricing, City will be fully eligible for a CP Basic Redesign at no additional cost.
17. Either party may terminate the agreement at the end of the contract term by providing the other party with 30 days written notice prior to the contract renewal date.
18. In the event of early termination of this Agreement by the City, City forfeits eligibility for the CP Basic Redesign and all funds applied to such eligibility and full payment of any outstanding invoice is due within 15 days of termination, if there are any outstanding charges.
19. Each year this Agreement is in effect after the first year, a technology investment and benefit fee of 5 percent (%) of the total Annual Services costs will be applied.



Support

20. CivicPlus will provide unlimited telephone support Monday-Friday, 7:00 am – 7:00 pm (Central Time) excluding holidays, for all trained City staff. Emergency Support is provided on a 24/7/365 basis for emergency contacts named by the City. City is responsible for providing CivicPlus with contact updates.
21. Support includes providing technical support of the GCMS® software, application support (pages and modules), and technical maintenance of City's website. Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.
22. During the period of this agreement and subsequent annual renewals, CivicPlus warrants that it will, without additional charge to the City, take action to correct any problems or defects discovered in the GCMS® software and reported to CivicPlus by the City, such warranty to include ongoing maintenance upgrades and technical error correction.
23. CivicPlus provides online website statistics software at no extra charge. If City desires to use other website statistic software, CivicPlus will provide the necessary log file access.

Marketing

24. At its discretion, the City may work with the CivicPlus Marketing Department to make a reasonable attempt to gather information and meet deadlines associated with website award contest entries throughout the term of this agreement, and to create a case study related to their website.
25. The City permits CivicPlus to include an example of the City's home page and a link to the City's website on the CivicPlus corporate website throughout the term of this Agreement. After the agreement has ended, any references to the City's website shall be removed within 30 days.
26. City will make a reasonable attempt to work with the CivicPlus Marketing Department to create a news item to be released in conjunction with their project Go-Live date. City will provide CivicPlus with contact information for local and regional media outlets. CivicPlus may use the press release in any marketing materials as desired throughout the term of this Agreement with the permission of the City
27. City allows CivicPlus to display a "Government Websites by CivicPlus" insignia, and web link at the bottom of their front pages throughout the term of this Agreement. City understands that the pricing and any related discount structure provided under this agreement assumes such perpetual permission. Any displayed text or insignia should not exceed 2 lines of text at no more than a 10 point font and a comparable graphic size.

Intellectual Property, Ownership & Content Responsibility

28. Upon full and complete payment of submitted invoices for the Project Development and launch of the website, City will own the Customer Content.
29. Upon completion of the development of the site, City will assume full responsibility for website content maintenance and content administration. City, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all customer content.
30. City shall not (i) license, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the GCMS® software in any way; (ii) modify or make derivative works based upon the GCMS® software; (iii) create Internet "links" to the GCMS® software or "frame" or "mirror" any GCMS® administrative access on any other server or wireless or Internet-based device; or (iv) reverse engineer or access the GCMS® software in order to (a) build a competitive product or service, (b) build a product using similar ideas, features, functions or graphics of the GCMS® software, or (c) copy any ideas, features, functions or graphics of the GCMS® software.
31. The CivicPlus name, the CivicPlus logo, and the product and module names associated with the GCMS® software are trademarks of CivicPlus, and no right or license is granted to use them.

Liabilities

32. CivicPlus will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other service provider whose facilities or services are used in furnishing any portion of the service received by the City except where the carrier or service provider is a contracted third party of Civic Plus. CivicPlus will not be liable for any failure of performance that is caused by or the result of any act or omission by City or any entity other than CivicPlus that furnishes services, facilities or equipment used in connection with CivicPlus services or facilities except any carrier or service provider which is a contracted third party of CivicPlus.
33. Except as expressly provided in this Agreement, CivicPlus makes no expressed or implied representations or warranties, including any warranties regarding merchantability or fitness for a particular cause.



Force Majeure

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

Taxes

35. It is CivicPlus' policy to pass through sales tax in those jurisdictions where such tax is required. The City is not tax-exempt and therefore subject to a 9.75% added tax. If the City's state taxation laws change, the City will begin to be charged sales tax in accordance with their jurisdiction's tax requirements and CivicPlus has the right to collect payment from the City for past due taxes.

Freedom of Information Act

36. City contracts and documents prepared while performing city contractual work are subject to the Arkansas Freedom of Information Act. If a Freedom of Information Act request is presented to the City of Fayetteville, CivicPlus will do everything possible to provide the documents in a prompt and timely manner as prescribed in the Arkansas Freedom of Information Act (A.C.A. §25-19-101 et. seq.) Only legally authorized photocopying costs pursuant to the FOIA may be assessed for this compliance.

Jurisdiction

37. Legal Jurisdiction to resolve any disputes shall be Arkansas with Arkansas law applying to the case.
38. Venue for any legal dispute shall be Washington County, Arkansas.

City Relief

39. When a Service Availability goal is not met due to confirmed downtime, Civic Plus shall provide the affected City with relief that corresponds to the percentage amount by which that goal was not achieved, as set forth in the City Relief Schedule below. Notwithstanding the above, the total amount of all relief that would be due under this SLA will not exceed 5% of the fee for any one billing cycle. Issuing of such credit does not relieve Civic Plus of its obligations under this Agreement to correct the problem which created the service interruption. A correction may occur in the billing cycle following the service interruption. In that circumstance, if service levels do not meet the corresponding goal for that later billing cycle, City's credits will be doubled. CivicPlus will notify City via email when downtime occurs and when it is reinstated. City may request SLA performance in writing at any time to confirm Downtime to Service Availability. In the event actual Attainment does not meet the targeted Attainment, the following City relief will apply:

City Relief Schedule

Targeted Attainment	Actual Attainment	City Relief
100%	98-99%	CivicPlus will provide details (upon request) of downtime and remediation to correct the problem, including cause/effect, timeline and implemented remediation.
100%	95-97%	4% credit of fee for affected billing cycle will be posted to next billing cycle
100%	<95%	5% credit of fee for affected billing cycle will be posted to next billing cycle



In the event Actual Attainment is less than 95% for two (2) consecutive billing cycles, City will be entitled to a 10% credit of fee for the second affected billing cycle.

The City may request a report from CivicPlus that documents the preceding billing cycle's Service Availability, Downtime, any remedial actions that have been/will be taken, and any credits.

Applicability

40. The service commitments set forth in this agreement do not apply during maintenance windows, Client Error Incidents, and Force Majeure. Civic Plus will perform maintenance during limited windows that are historically known to be reliably low-traffic times and that are agreed upon by the City. If and when maintenance is predicted to occur during periods of higher traffic, Civic Plus will provide advance notice of those windows and will coordinate to the greatest extent possible with the City.

Security

41. Civic Plus will provide reasonable physical and logical security protection with respect to the hosted environment upon which Client's confidential data resides. Such security protection will include, at a minimum:
- The Data Center chosen by Civic Plus will meet SSAE 16 (Statement on Standards for Attestation Engagements No. 16) standards to assure its security and operation under proper control systems. Civic Plus further agrees to provide a SSAE 16 report per City's request.
 - Encrypted data during transmission from Civic Plus' hosted environment to Client's environment.
 - Security access will be limited to authorized Civic Plus personnel only.
 - Nightly backups of data and programs are transferred and maintained at a secure location that is different from the hosted environment.
 - Client will be notified in a timely manner, consistent with industry standard, if a breach of confidential data is discovered.

Acceptance

We, the undersigned, agreeing to the conditions specified in this document, understand and authorize the provision of services outlined in this Agreement.

LIONELD JORDAN, Mayor

Date

Sondra E. Smith, City Clerk/Treasurer

Date



CivicPlus

7-31-14
Date

Sign and e-mail or Fax this Copy

Attn: Contract Manager
Email: SalesCoordinators@CivicPlus.com
Fax: 785-587-8951

And – Mail Two (2) Signed Originals

CivicPlus Contract Manager
317 Houston St., Suite E
Manhattan, KS 66502

We will e-mail or fax a counter-signed copy of the contract back to you so we can begin your project. Upon receipt of two signed originals, we will counter-sign and return one copy for your files.

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Exhibit A - CivicPlus Project Deliverables

All Quotes are in US Dollars and Valid for 60 Days from July 1, 2014.

Project Development and Deployment	
<i>Initial GCMS® upgrades, maintenance, support and hosting -- no additional cost</i>	\$65,714
<i>Server Storage not to exceed 60 GB</i>	
Total Fees Year 1	
\$65,714	

Annual Services (Continuing GCMS® Upgrades, Maintenance, Support and Hosting)	
<i>Billed 12 months from contract signing; subject to annual 5% increase year 3 and beyond</i>	\$7,651

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Project Development

Kick-Off Meeting <u>Deliverable:</u> Project Timeline, training jump start and worksheets	Included
Phase 1: Consulting <u>Deliverable:</u> Needs assessment, best practices and worksheets	Included
Phase 2: Website Preview Presentation <u>Deliverable:</u> Website layout and mood board will be presented for your approval	Included
Phase 3: Website Reveal Presentation <u>Deliverable:</u> Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	Included
Phase 4: 8 Days of Customized On-Site Implementation Training for up to 12 employees <i>Quote includes travel expenses (\$80 per person per day for the 13th attendee and beyond)</i> <u>Deliverable:</u> Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	Included
Phase 5: Go Live <u>Deliverable:</u> Content migrated from the current primary site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines. <i>Note: Content from sites other than the primary site can be migrated to the new primary site for an additional fee.</i>	Included
Additional Functionality	
Google Translation Tool	Included
LDAP Integration	Included
Subsite for Intranet	Included
3 Design Compositions for both the city and the intranet	Included
Options Included in One-Time Fee	
Phase 1: Content Consultation Three days on-site with two consultants, up to six departments per day. <i>Quote includes travel and other expenses including but not limited to hourly consultant rate, per diem, meals, incidentals, airfare, fuel, car, lodging, etc.</i> A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance. <u>Deliverable:</u> A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions.	Included
Phase 1: Website Design Consultation Three days on-site. <i>Quote includes travel expenses.</i> A consultation package concentrating on evaluating the form and function of the current website design and potential problems therein. <u>Deliverable:</u> A comprehensive report on all findings regarding the current site design, recommendations and roadmap for implementing the design to meet your overall goals, a follow-up report reviewing the results of implemented suggestions.	Included
Total Project Development and Deployment Fee <i>Initial GCMS® upgrades, maintenance, support and hosting included – no additional cost</i> <i>Server Storage not to exceed 30 GB</i>	\$65,714
Total Fees Year 1	
\$65,714	



Project Development Includes the Following:	
Modules	Functionality
<ul style="list-style-type: none"> • Agenda Center • Alerts Center & Emergency Alert Notification • Archive Center • Bid Postings • Blog • Business/Resource Directory • Calendar • Carbon Calculator • Citizen Request Tracker™ (5 users) • Community Voice™ • Community Connection • Document Center • ePayment Center • Facilities & Reservations with Activities • Frequently Asked Questions • Forms Center • Healthy City • Intranet • Job Postings • My Dashboard • News Flash • Notify Me® Email ans 500 SMS subscribers • Online Job Application with 1 Generic Application • Opinion Poll • Photo Gallery • Postcard • Quick Links • Real Estate Locator • Spotlight • Staff Directory 	<ul style="list-style-type: none"> • Action Items Queue • Audit Trail / History Log • Automated PDF Converter • Automatic Content Archiving • Content Library • Dynamic Breadcrumbs • Dynamic Sitemap • Expiring Items Library • Generic Mobile App (iOS & Android) • Graphic Link Administration • Links Redirect and Broken Links Finder • Menu Management • Mouse-over Menu Structure • MuniMobile™ • Online Editor for Editing and Page Creation (WYSIWYG) • Online Web Statistics (Only With CivicPlus Hosting) • Printer Friendly/Email Page • Rotating Content • RSS • Search Engine Registration • Site Layout Options • Site Search & Entry Log • Slideshow • Social Media Integration (Facebook & Twitter) • User & Group Administration Rights • Web Page Upload Utility • Website Administrative Log

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

Exhibit B – Redesign Details

**CivicPlus Project Development Services & Scope of Services for
CP Basic Redesign**

- New design
- Redevelop banner
- Redevelop navigation method (may choose top drop-down or other options)
- Design setup - wireframe
- Redevelop graphic elements of website (Newsflash, FAQs, Calendar, etc.)
- Project Management
- Testing
- Review
- Content Migration – Includes retouching of all existing published pages to ensure proper formatting, menu structure, and application of new site styles. Note: Content will **not** be rewritten, reformatted or pages broken up (shortened or re-sectioned)
- Site styles and page layouts will be touched so all pages match the new design and migrate cleanly
- Spelling and broken links will be checked and reported if unable to correct

Exhibit C – Hourly Rates for Additional Services

Labor Category	Hourly Rate
Website Consultant	\$149.01
Project Manager	\$135.86
Network Consultant	\$135.86
Wireless Network Technician	\$135.86
Programmer	\$131.48
Graphic Designer	\$109.57
Writer	\$109.57
Server and Network Technician	\$109.57
Trainer	\$109.57
PC Technician	\$89.41
Content Developer	\$80.64