City of Grand Island

Tuesday, February 10, 2009
Council Session

Item I3

#2009-38 - Consideration of Approving Contract for Website Rebuild with Vision Internet

Staff Contact: Wendy Meyer-Jerke

Council Agenda Memo

From: Wendy Meyer-Jerke, Public Information Officer

Meeting: February 10, 2009

Subject: Website Rebuild Contract

Item #'s: I-3

Presenter(s):   Wendy Meyer-Jerke, Public Information Officer
Paul Briseno, Assistant to the City Administrator

Background

The way the world seeks information today has changed dramatically over the past decade. Citizens now search the web for essential information, sign-up to receive notices and newsletters, watch their favorite shows, and even pay bills on-line with immediate results.

As website usage increases amongst the public it is pertinent that the City of Grand Island use marketing and informational tools to its fullest potential to provide greater access to local government. Advances in technology allow local governments to communicate more effectively with citizens offering greater insight and a more accurate pulse of the community needs.

The current City of Grand Island website offers limited citizen interaction, lacks a dynamic and consistent look, contains stagnate or outdated information, and is difficult to navigate for the average user. The website right now is maintained and managed by three employees—the public information officer, Information Technology employee, and a Utilities employee. A majority of the current website is outdated as updates are time consuming and requires knowledge of web design.

Discussion

The Administration sent out a request for proposals on October 1, 2008 and three proposals were received on October 29, 2008. After scoring RRP's and presented information, the Website Redevelopment Committee is recommending a Website Development and Hosting/Maintenance Agreement with Vision Internet, of Santa Monica, California to Council for $47,945. Administration budgeted $55,000 for these services.

If this contract is approved, the City of Grand Island would be their 200th government and education customer in their 34th state. Since the City of Grand Island would be their first entity in Nebraska a 10% discount rate was received. Once the website rebuild and redevelopment has been completed there will only be a $200 hosting fee per month starting next fiscal year with no other on-going fees. A one-year warranty is also included as part of this contract.

Approval of this agreement will save dollars associated with administrative services as well as printing and distribution of materials. Furthermore, the content scheduling ability will save time and money for the City.

The new site will give a consistent look and feel to all city services and allow users to easily navigate the site to find the information they need. This website upgrade will allow each department the ability to easily maintain pages through a content management system.

Future integration of third-party tools and databases may include but not limited to: citizen request management system, credit card transactions, permits, video streaming of GITV, and particular parks and recreation services.

A new dynamic website design will better showcase Grand Island and make the city stand out among other regional and state government websites. This in turn will help attract new businesses and residents to our city and will allow for greater recruitment efforts for city employment opportunities.

Alternatives

It appears that the Council has the following alternatives concerning the issue at hand. The Council may:

1. Move to approve
2. Refer this to a Committee
3. Postpone the issue to a future date
4. Take no action on this issue

Recommendation

City Administration recommends that Council approve the website rebuild contract with Vision Internet.

Sample Motion

Move to approve the website rebuild contract with Vision Internet, from Santa Monaco, California in an amount of $47, 945.

CITY OF GRAND ISLAND

REQUEST FOR PROPOSAL
FOR
WEBSITE REBUILD

RFP DUE DATE: October 29, 2008 at 4:00 p.m.

DEPARTMENT: City Administration

PUBLICATION DATE: October 1, 2008

NO. POTENTIAL BIDDERS: 8

SUMMARY OF PROPOSALS RECEIVED

inCommand Technologies, Inc.   **CivicPlus**
Corning, NY   **Manhattan, KS**

Vision Internet
Santa Monica, CA

cc: Jeff Pederson, City Administrator   David Springer, Finance Director
        Dale Shotkoski, City Attorney   Wes Nespor, Purchasing Agent
        Wendy Meyer-Jerke, PIO   Paul Briseno, Assist. to City Admin.

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Website Development, Hosting and Maintenance Services
Terms and Conditions

1. This Terms and Conditions, and any attachment signed by the Parties attached hereto, represent the complete agreement and understanding ("Agreement") between Vision Internet Providers Inc. ("Contractor"), a California corporation, and City of Grand Island ("City"), and supersedes any other written or oral agreement with regard to the website development services provided for herein. Any modification of this Agreement is valid only if the modification is in writing and signed by both Parties. City and Contractor are sometimes individually referred to as "Party" and collectively as "Parties."

2. Contractor will provide the following services to City in exchange for payment of fees and compliance with the Terms and Conditions of this Agreement. It is agreed that a designee of City, Wendy Meyer-Jerke will be project manager, for purposes of this Agreement.

3. Contractor agrees to perform Website Development as described in "Attachment A" at a price of $47,945.

    (a) City agrees to pay Contractor as follows:

        (i)   An initial payment equal to 20% of the total cost;

        (ii)   A payment equal to 20% of the total cost upon City approval of the site map;

        (iii)   A payment equal to 20% of the total cost upon City approval of homepage design comp;

        (iv)   A payment equal to 20% of the total cost upon implementation of the Vision Content Management Tool on a Contractor's server;

        (v)   A payment equal to 20% of the total cost upon completion of the website and City approval.

4. The City of Grand Island may terminate or suspend performance of this Agreement for the City's convenience upon written notice to contractor. Contractor shall terminate or suspend performance of the services on a schedule acceptable to the City. If termination or suspension is for the City's convenience, the City will pay contractor for all goods and services actually performed and provided to date of termination.

5. Documents & Data; Licensing of Intellectual Property: This Agreement creates a non-exclusive and perpetual license for City to copy, use, or modify for its own use, any and all copyrights, designs, and other intellectual property embodied in this website, which are prepared or caused to be prepared by Contractor under this Agreement ("Documents & Data"), to which Contractor retains ownership of all intellectual property rights. City understands and agrees that Contractor shall retain all right, title, and interest to the Vision Content Management Tool (also known as the Vision Internet Content Management Tool, VCMT, VCMS and the Vision Content Management System), and Dynamic and Interactive Components.

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6. Contractor shall provide for one unique domain, monthly website hosting and database hosting on a shared server ("Hosting") for a period of twelve months commencing on the date of the website launch. Hosting will be billed to City at the rate of $200 per month, commencing no earlier than October 1, 2009 and shall be for a period of twelve months ("Initial Term"). In the event Hosting occurs prior to October 1, 2009, a fee of $200 per month shall accrue but not be payable by City until October 31, 2009. With respect to the Initial Term, unless one party has given written notice to the other party of its intent not to renew this Agreement at least thirty (30) days prior to expiration of the Initial Term, this Agreement will continue in effect on a year-to-year basis thereafter until one party gives written notice to the other of its intent not to renew this Agreement at least thirty (30) days prior to the expiration of any renewal term. If the Term of this Agreement is extended or renewed in accordance with the foregoing, all of the terms and conditions of this Agreement shall continue, unmodified, in full force and effect, until the end of the last applicable renewal or extension Term, except that all rates, fees, charges, and compensation payable to Contractor hereunder shall be increased by five percent (5%) per year, for each annual renewal period extending the term hereof.

The City of Grand Island, Nebraska operates on a fiscal year beginning October 1st and ending on the following September 30th. It is understood and agreed that any portion of this agreement which will be performed in a future fiscal year is contingent upon the City adopting budget statements and appropriations sufficient to fund such performance.

7.   Contractor shall provide at no charge, monthly website maintenance and updates ("Maintenance") for up to five hours each month for a period of three months commencing on the date of the website launch. Maintenance beyond five hours per month in the first three months is optional. Optional services and maintenance after the first three months are considered Extra Work as described in Paragraph 8.

8.   Additional services not covered in this Agreement and extra hours will be presented to City for approval prior to commencement of work ("Extra Work"). Extra Work will be billed at Contractor's prevailing hourly rates, which are currently as follows: HTML Programming, Content Migration, $85/hr; Graphic Production $95/hr; Quality Assurance, Testing, Debugging, Technical Support, Webmaster Services, $105/hr; Consulting, Project Management, Database Design, Dynamic Programming, $135/hr; Graphic Design, Training, $125/hr; Straight flatbed scanning will be billed at $10 per scan. Touch up work to images will be billed at the Graphic Design hourly rate. City shall be responsible for any or all additional fees including, without limitation: photography, stock images, illustration, fonts, scanning, software, applications, online promotion, marketing, copy writing, redesign, change orders, mailings, and fees to any third party vendors if applicable.

9. Intentionally omitted.

10.   City shall supply all information to Contractor in digital format including without limitation copy, text, audio files, video files, pdf files, photographs, artwork and preexisting graphics.

11.   City understands and agrees that Contractor will develop website frontend to be compatible with Internet Explorer 6.0 and 7.0 and Firefox 1.5 and 2.0. Website backend will be compatible with Internet Explorer 6.0 and 7.0. Website may not be compatible with previous or

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future versions. Website will be optimized for 800 x 600 pixels resolution or above. City understands and agrees that the website will be developed with Hypertext Markup Language ("HTML"), JavaScript, and Microsoft ASP.NET ("MS-ASP") interfaced with a database created in Microsoft SQL Server 2005 ("MS-SQL"). City understands and agrees that the website is developed to run on a Microsoft Windows 2003 Server ("MS-Server"). City is responsible for the costs of all software licensing.

City understands and agrees that the website frontend will be designed to be compliant with Section 508 guidelines on accessibility. Content migrated into the website by Contractor will also be compliant. Compliance standards will be verified via Watchfire's Bobby™ software prior to Completion. City understands and agrees that website backend and third party tools may not be Section 508 compliant.

12. Limited Warranty: Contractor does warrant that all of the deliverables included in this Agreement will be conveyed to City. All programming code developed by Contractor within the project is warranted for a period of twelve (12) months from the date of the completion of the website ("Completion"). Contractor will create a back up of the website on the date of Completion. If any warranted problem arises while City or its designee is maintaining the website, Contractor will restore the website back to its condition as it existed at Completion. If Contractor is maintaining and hosting the website, Contractor shall restore the website back to its condition as it existed at the day of the most recent backup. Contractor shall only be responsible for any costs associated with correcting any unmodified programming code during this twelve (12) month period following the Completion.

Except as expressly set forth in the immediately preceding paragraph, CONTRACTOR MAKES NO WARRANTY OF ANY KIND, WHETHER EXPRESS OR IMPLIED, OF MERCHANTABILITY OR FITNESS OF THIS SERVICE FOR A PARTICULAR PURPOSE WHATSOEVER. In no event, at any time, shall the aggregate liability of Contractor exceed the amount of fees paid by City to Contractor and Contractor shall not be responsible for any lost profits or other damages, including direct, indirect, incidental, special, consequential or any other damages, however caused.

13. Contractor does not warrant any results from the use of any web pages created under this Agreement, including but not limited to, the number of page or site visitations, download speed, database performance, or the number of hits or impressions.

14. Although Contractor may offer an opinion about possible results regarding the subject matter of this Agreement, Contractor cannot guarantee any particular result. City acknowledges that Contractor has made no promises about the outcome and that any opinion offered by Contractor in the future will not constitute a guarantee.

15. Contractor may use any web pages developed for the City in any of its own promotional materials as examples of its work. City agrees that Contractor may place in the website footer an unobtrusive text link reading "Developed by Vision Internet" or the equivalent. Contractor's footer text credit shall always be linked to a Contractor web page.

16. Each Party warrants that it holds all rights necessary to display all the images, data,

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information or other items being displayed at the City's web pages during the effective period of this Agreement. City expressly authorizes Contractor to display and/or modify any City supplied images, data, information and other items in connection with the services provided herein.

17. City agrees to use the website in strict accordance with, but not limited to, all local, state, and federal laws. City hereby agrees that any text, data, graphics, or any other material published by City on its website is free from violation of or infringement upon copyright, trademark, service mark, patent, trade secret, statutory, common law or proprietary or intellectual property rights of others, and is free from obscenity or libel.

18.   With regard to web hosting, the Parties agree to the following:

(a) Contractor shall not be responsible for limitations including but not limited to service interruptions, server down time, or access speed. The reliability, availability and performance of resources accessed through the Internet are beyond Contractor's control and are not in any way warranted or supported by Contractor. Except as expressly set forth in this Agreement, it is City's responsibility to maintain the website and make back-ups of all hosted files.

(b) City agrees not to use any process, program or tool via Contractor for gaining unauthorized access to the accounts of other Contractor clients, customers or account holders or other Contractor systems. City agrees not to use Contractor services to make unauthorized attempts to access the systems and networks of others. Any attempt to do so will result in immediate termination of Contractor services at Contractor's discretion.

19. Contractor will defend, hold harmless and indemnify City from and against all liability, loss, cost, damage, or expense, including reasonable attorney's fees, resulting from any claim of injury to person, damages to property, or monetary damages arising solely out of Contractor's negligence or intentional misconduct or failure to perform obligations under this Agreement.

20. City will defend, hold harmless, and indemnify Contractor, its officers, directors, shareholders, employees, and agents from and against all liability, loss, cost, expense, including reasonable attorney's fees, resulting from any claim of injury to person, damages to property, or monetary damages arising out of City's negligence or intentional misconduct or failure to perform obligations under this Agreement.

21. Estimated times are included for convenience. Actual times will vary depending on City interaction and participation. However, the Parties agree to reasonably cooperate with one another in the construction and design of the website in a timely manner.

22. This Agreement shall be governed by and construed in accordance with the laws of the United States of America, and the State of Nebraska.

23. The waiver by one Party of any term or condition of this Agreement, or any breach thereof, shall not be construed to be a general waiver by said Party or as a waiver of any other term

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or breach.

24. Neither the course of conduct between the Parties nor any trade practice shall act to modify the provisions of this Agreement except as expressly stated herein.

25. With the intent to be legally bound, each of the undersigned hereby covenants and acknowledges that he, she or it (a) has read each of the terms set forth herein, (b) has the authority to execute this Agreement for such person or entity, and (c) expressly consents and agrees that the person or entity upon behalf of which the undersigned is acting shall be bound by all terms and conditions contained herein.

26. It is understood and agreed that if any interpretation is to be made of this Agreement, the same shall not be construed for or against any of the Parties.

27. The Parties have each been advised to seek independent legal counsel in entering into this Agreement and the transactions described herein. In the event a Party chooses not to seek independent legal counsel, that Party does so freely and knowingly and waives any such rights to counsel. Since the Parties or their agents have participated fully in the preparation of this Agreement, the language of this Agreement shall be construed simply, according to its fair meaning, and not strictly for or against any Party.

28. This Agreement may be executed in counterparts, each of which shall be an original and all of which together shall constitute one and the same Agreement. This Agreement becomes effective upon Contractor's receipt of an executed copy of this Agreement.

29. Force Majeure: Any delay in the performance by either Party hereto of its obligations hereunder shall be excused when such delay in performance is due to any cause or event of any nature whatsoever beyond the reasonable control of such Party, including, without limitation, any act of God; any fire, flood, or weather condition; any computer virus, worm, denial of service attack; any earthquake; any act of a public enemy, war, insurrection, riot, explosion or strike; provided, that written notice thereof must be given by such Party to the other Party within ten (10) days after occurrence of such cause or event.

30. In the case of any conflict between the Terms and Conditions, Proposal, and Attachment A, the following order of priority shall be utilized: Terms and Conditions, Attachment A, Proposal.

31. If any portion of this Agreement is declared invalid, illegal, or otherwise unenforceable by a court of competent jurisdiction, the remaining provisions shall continue in full force and effect.

32. The titles and headings of the paragraphs of this Agreement have been inserted for convenience of reference only and are not intended to summarize or otherwise describe the subject matter of such paragraphs and shall not be given any consideration in the construction of this Agreement.

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33. The Contractor agrees to comply with all applicable State fair labor standards in the execution of this contract as required by Section 73-102, R.R.S. 1943. The Contractor further agrees to comply with the provisions of Section 48-657, R.R.S. 1943, pertaining to contributions to the Unemployment Compensation Fund of the State of Nebraska. During the performance of this contract, the contractor and all subcontractors agree not to discriminate in hiring or any other employment practice on the basis of race, color, religion, sex, national origin, age or disability. The Contractor agrees to comply with all applicable Local, State and Federal rules and regulations.

34. City Code states that it is unethical for any person to offer, give or agree to give any City employee or former City employee, or for any City employee or former City employee to solicit, demand, accept, or agree to accept from another person, a gratuity or an offer of employment in connection with any decision, approval, disapproval, recommendation, or preparation of any part of a program requirement or a purchase request, influencing the content of any specification or procurement standard, rendering of advice, investigation, auditing, or in any other advisory capacity in any proceeding or application, request for ruling, determination, claim or controversy, or other particular matter, pertaining to any program requirement or a contract or subcontract, or to any solicitation or proposal therefore. It shall be unethical for any payment, gratuity, or offer of employment to be made by or on behalf of a subcontractor under a contract to the prime contractor or higher tier subcontractor or any person associated therewith, as an inducement for the award of a subcontract or order.

35. All notices under this Agreement shall be in writing and effective on the date of delivery if delivered by personal service, Federal Express, or facsimile; or effective three (3) days after deposit in first class U.S. mail, postage prepaid, to each Party as follows:

(a) City: Name:_____

Address:_____

_____

_____

Attn: _____

Fax:_____

(b) Contractor:

Vision Internet Providers, Inc.
2530 Wilshire Boulevard, 2nd Floor
Santa Monica, California 90403
Attn: Steven Chapin
Fax: (310) 656-3103

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CITY OF GRAND ISLAND

DATE:_____ By: _____

Print Name_____ Print Title_____

VISION INTERNET PROVIDERS, INC.

DATE:_2/5/09_ By: _____
STEVEN CHAPIN   Title: President

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Attachment A

Scope of Work

Following is the Scope of Work for the City of Grand Island's ("City") website to be performed by Vision Internet ("Contractor"). In this document the words "we," "us," and "ours" refer to Contractor. The word "you" refers to City.

Implementation of the website will include:

- ❑ <u>Attractive Design</u>: A website design that reflects the City, draws people in, and makes it immediately obvious that the website is the best place to get information and access resources.
- ❑ <u>Intuitive Navigation</u>: Information should be easy to find with the most important information accessible from the homepage to make it easier for website visitors.
- ❑ <u>Content Management System</u>: Contractor will implement the Vision Content Management System (VCMS) to facilitate management of content to non-technical staff throughout the City.
- ❑ <u>Integrated Interactive Components</u>: Interactive components should be implemented to make the website more engaging and useful for users by allowing them to quickly zero-in on the information most important to them.
- ❑ <u>Integration of Third-Party Tools and Databases</u>: Tools and databases should be used to enable citizens to access government services at anytime and from anywhere.

Each of these recommendations is discussed in more detail in the sections that follow.

Attractive Design

City will have a design that makes it stand out among other government websites on both a regional and national basis. The City's website will be inviting, easy to use, and will reflect your unique identity. This will be accomplished through the following design characteristics:

- ❑ <u>Creative design</u> that incorporates custom design elements and the most important information and keeps both easily accessible from the homepage.
- ❑ <u>Photos and collages</u> of recognizable landmarks, scenery of the City, and the local area.
- ❑ <u>Consistent look and feel</u> throughout the site to make it easier for website visitors to navigate the site and find information they need.
- ❑ <u>Use of Cascading Style Sheets</u> to ensure future consistency as well as separation of content and design. This makes it much easier to apply a new design theme in the future without the need to redevelop the underlying website.
- ❑ <u>Section 508 Compliant</u> making it accessible to persons with disabilities.
- ❑ <u>Easy to use drop down menus</u> helping users to quickly understand navigation and locate information with the least amount of clicks.
- ❑ <u>Breadcrumbs</u> showing the user's current path to let them know exactly where they are on the website.

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Attachment A

Intuitive Navigation

For your website, we recommend organizing information by department, topic, and/or target users. Contractor's approach allows users to find information in the variety of ways that are most important to them. This is because content is available through multiple "paths" making it simple for users to search the site regardless of their preferred method.

Content Management System

The City's website will utilize VCMS which was created in Microsoft ASP.NET and SQL Server. Upon final payment, Contractor will provide City with the source code for City's own use.

ADMINISTRATION TOOLS

VCMS provides you with a dynamic website where you have the ability to modify content on any page in the website through simple and easy to use administration screens. Additionally, you can add new pages and insert them into the navigation of the website.

VCMS includes a number of functions that make it extremely easy for your non-technical staff to manage website content. The most important include:

- Browser-Based Administration that allows for easy management of content by anyone who is familiar with surfing the Internet and using basic word processing programs. There is no need for your staff to know programming when updating content. This allows authorized staff members to update, delete, and create new pages based on a predefined template, and insert them into the website's navigation.
- WYSIWYG Text Editor that is based upon standard document creation tools that make it easy for your non-technical staff to edit and format text. With the WYSIWYG (What You See Is What You Get) editor, they can change font styles, colors, sizes, and formatting such as bold, italics, and underlining.
- Content Approval Cycle that allows staff persons to create content that passes through multiple levels of review and approval before going "live."
- Automatic Alt-Tags for images ensuring future Section 508 compliance.
- Automatic Image Resizing to convert those large high-resolution photos from digital cameras into web-ready images.
- Undo, Redo, Restore, and Trashcan tools giving you the ability to recover from mistakes and restore to the previous published version.
- Styles that can be applied to such elements as text, headers, and lists, thereby enabling you to create web pages with a consistent look.
- Paste Text from Microsoft Word to make it easier to add content to the website while stripping MS Word formatting and converting it to HTML.
- Spell Check to help you create content that is free of any embarrassing spelling errors.
- Search and Replace tool that replaces a word or phrase within the page.

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Attachment A

- ❑ <u>Secure Administration</u> that offers password protection to content management functions. Our sophisticated tool allows you to grant management rights to specific users or groups of users. Administration rights can be granted to the entire site or restricted to specific areas or types of content (i.e. by department).
- ❑ <u>Single-Source Web Publishing</u> that permits administrators to update a single web page and reflect those changes on multiple pages throughout the site.
- ❑ <u>Navigation Control</u> that allows you to add new pages or move pages anywhere within the website.
- ❑ <u>Page Linking</u> that enables you to easily create links to any page in the website or to other websites.
- ❑ <u>Email Address Masking</u> which prevents spammers from getting the email addresses of your employees when crawling your site.
- ❑ <u>Document Central</u> that allows for the storage of a single version of each document in a central place and for them to be linked to virtually any page in the website.
- ❑ <u>Image Library</u> that stores a single version of each image in a central place and subsequently adds them to virtually any page in the website.
- ❑ <u>Content Scheduling</u> to save time and money. This allows all standard pages and specific predefined component content to be setup to publish ahead of time and be automatically removed or archived when it will no longer be relevant.
- ❑ <u>Printable Pages</u> that enable your website visitors to print out virtually any page on the website for reading offline.

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Attachment A

Included Interactive Components

In addition to the creative design, effective navigation, and easy to use VCMS, we will provide the City with interactive components for managing special types of content.

The Interactive Components to be utilized are:

- Approval Cycle
- Calendar
- Design Themes
- Document Central
- Dynamic Homepage
- Dynamic Department Homepages
- e-Notification
- Form/Survey Tool
- Forward to a Friend

- Frequently Asked Questions
- Image Library
- Job Postings
- News and Newsletter
- Polling Tool
- Site Search
- Sitemap Generator
- Staff Directory

Each of these interactive components is described in detail below.

Customization of the Vision Content Management System includes the frontend graphic design and layout as well as adding or subtracting fields for your specific needs.

APPROVAL CYCLE

For websites where content authorship and updates are distributed throughout an organization's departments, it is helpful to implement the Approval Cycle where content updates and changes do not go live on the website until one or more persons have approved them.

This allows you to segment the management of content by groups of users (such as departments), in addition to types of content as determined by the interactive components. It is extremely flexible allowing you to define as many workflows as you require with as many steps in the approval as you deem necessary. Most clients have one workflow per department with up to four or five steps in each.

CALENDAR

An interactive Calendar is a staple of local government websites and is an essential tool for your site's success. The Calendar can be used to improve attendance at your events and meetings by making it easier for users to find the types of events important to them. It can also be implemented in a user-friendly monthly or yearly format. To assist users further, the Calendar has filtering tools that allow them to find information by month, category, or even departments. This makes it quite easy to locate specific information.

Our Calendar contains a number of advanced functions including:

- Recurring events function
- HTML editing capabilities (including ability to include photos and links)

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Attachment A

- ❑   Automatic archiving
- ❑   Integration with e-Notification
- ❑   Ability to create and assign filtering categories to events.
- ❑   Ability to restrict use of categories by specific staff.
- ❑   Ability to control which events to include on the homepage of the site.
- ❑   Ability to insert Calendar pages anywhere in the site navigation.
- ❑   Ability to apply different Calendar formats including standard monthly Calendar and a listing of events.
- ❑   Automatic RSS feed.

NOTE: With the e-Notification tool, calendar information may also be broadcast to subscribers via email.

DESIGN THEMES

The Design Themes tool allows you to give subsections of the website their own unique look and feel while providing overall navigational and page layout consistency for your website visitors. The navigational and page layout consistency will make navigating the site easier for your users; the structure will remain the same throughout the website. At the same time, however, by being able to apply different graphic designs and color schemes to different sections, you can incorporate distinct branding elements into a single website. To make it easy for your staff, they can simply select the design theme to be applied to the page from a list of available options that Vision Internet defines for the content management system. Included in this budget are four design themes; additional themes will be billed at our hourly rates.

Below are examples from the StopWaste.Org website. Different templates are used for promoting branding of individual programs. Templates include unique banner collages and color themes. Navigation remains consistent throughout the site.
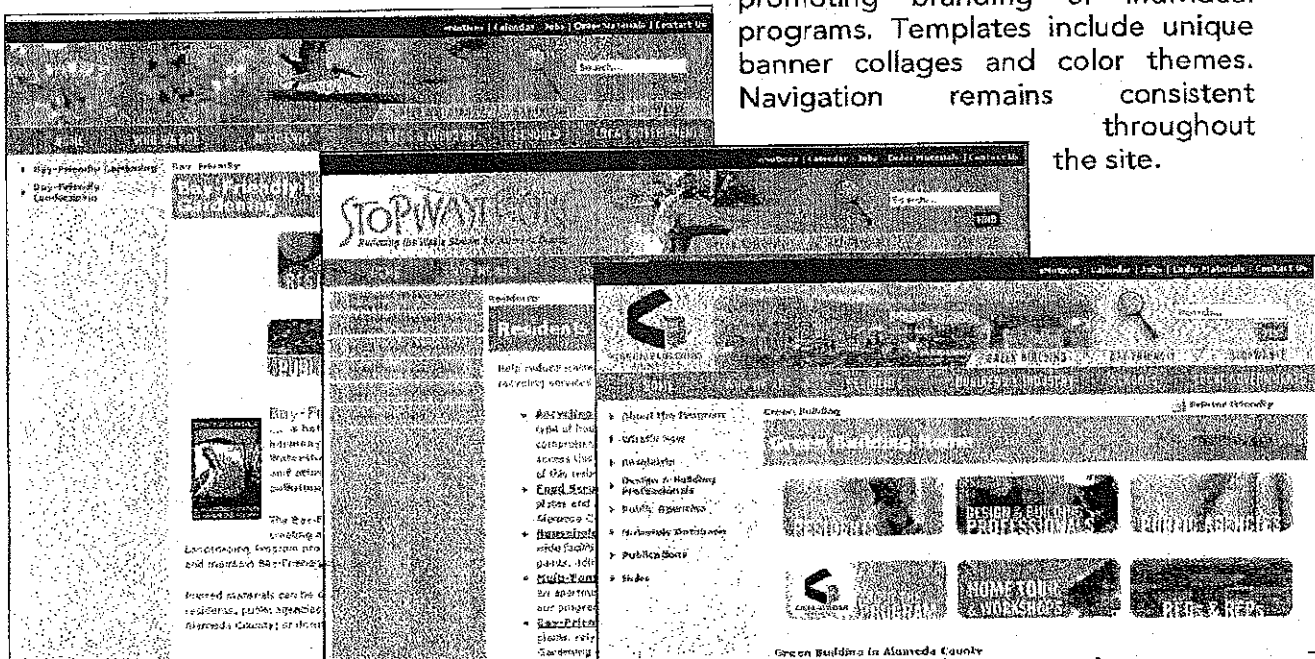

Figure 1 The StopWaste.Org website incorporates different Design Theme templates to support branding of individual programs. From left to right: Bay Friendly program, Residents section of site, Green Building program.

Attachment A

DOCUMENT CENTRAL

One of the main reasons people visit a local government website is to get information and download important documents and forms. With the Document Central, website visitors can easily find the information they need, and you can slash printing and distribution costs for all types of documents.

Based on our extensive experience in content management, we recommend a centralized location for all documents. This allows website visitors to browse for documents from a single, categorized location as well as to access information from individual pages within the website. Furthermore, it allows easier administrator management of files, thus preventing confusing links and ensuring there are not multiple versions of the same document throughout the site. To prevent broken links in the website, the Document Central prevents deletion of linked documents and provides a complete list of pages linking to the document to simplify website administration.

We recommend all documents be stored in Adobe Acrobat PDF format to enable everyone to view them, regardless of platform. However, you may upload most types of files including Microsoft Word, Excel, graphics files, and audio or video clips.

DYNAMIC HOMEPAGE

It is important on a government website to list the most current news, press releases, or events. This keeps the community informed while ensuring the website is fresh and timely. It also exposes website visitors to important information they may not necessarily be looking for.

A Dynamic Homepage automates this process for your staff by displaying the most recent information and automatically removing it when it is no longer relevant. It will save your staff time while guaranteeing that your homepage is up-to-date.

Please note that the Dynamic Homepage includes an emergency homepage notice. The notice would prominently cover the main area of the homepage so users would not miss it.

DYNAMIC DEPARTMENT HOMEPAGES

While the Dynamic Homepage would provide information for the City overall, the Dynamic Department Homepages would provide the same functionality for individual departments. The system will be implemented in a way that information could be posted on both the main homepage and a department homepage simultaneously without duplication of effort. We will also provide a graphical banner that can be used for any page on the site. Since we will provide you with the original design work, your staff will be able to create distinct banners for individual departments. As an option, we can provide more banners for an additional budget. The screenshots below show the City of Manhattan Beach's homepage, which lists current events, and the Police Department's homepage, which automatically lists department specific news and which has its own distinct banner.

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Attachment A

> News and events are automatically added to the homepage and the department homepage.
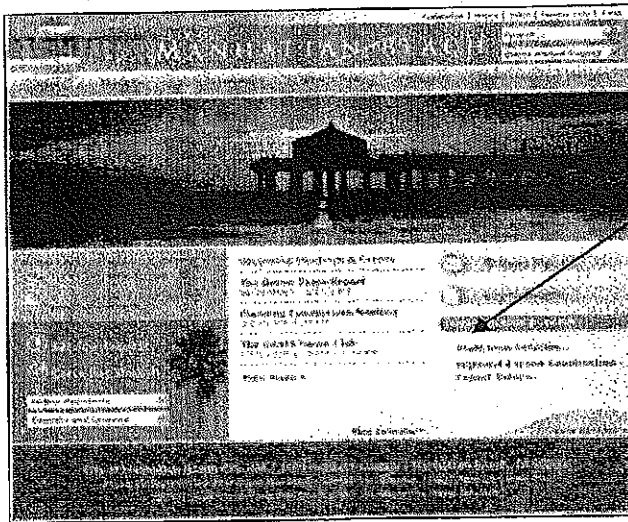
Figure 2 The City of Manhattan Beach's homepage automatically lists upcoming events.
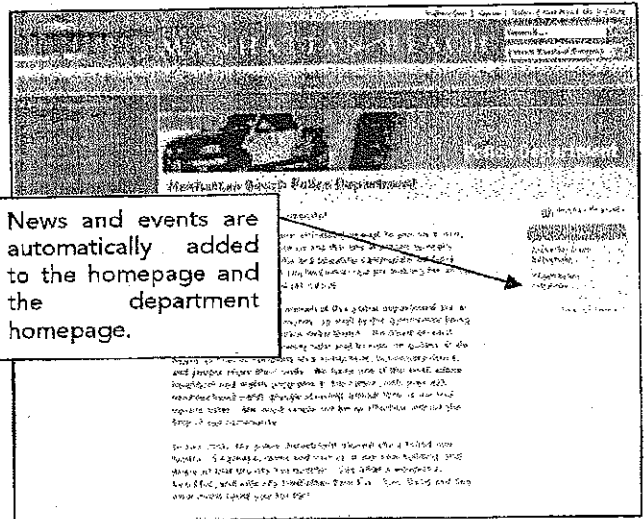
Figure 3 Dynamic Dept. Homepages automatically lists a department's current news or events.

E-NOTIFICATION

Increase communication, draw in more repeat users, and get important information out more quickly, using our email based e-Notification tool. Our tool provides a sign-up box allowing users to add their email addresses to receive important notices, and set their preferences for the e-Notifications they would like to receive. Each registration is verified via a confirmation email that the user must respond to in order to complete the registration process. This same mechanism allows each user to change preferences including opting out from subscription lists.

To better manage the e-Notification process, your staff can see how many subscribers there are for each category, plus edit subscriber information and export the subscriber database for use in other systems.

The best part about our e-Notification tool is that it also integrates with the Calendar and News and Newsletter components, giving you the ability to broadcast event and news content from your website to your subscribers. There is no need to recreate the content. This integrated approach enables your users to sign up for different types and categories of content on a single subscription page in order to have it delivered directly into their email box.

FORM/SURVEY TOOL

Interactive forms are the staple of an effective government website. They allow users to communicate and interact with their government at convenient times. Vision Internet's Form/Survey Tool can be used for asking questions, getting feedback, or submitting applications. Keep in mind that these online forms can be used for replicating many paper forms the City uses, including service requests.

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The Form/Survey Tool also provides you with the ability to easily create your own online surveys and track the results in real-time. In contrast to the traditional paper survey approach, online surveys are more convenient because they eliminate the time and expense of mailing back responses. Furthermore, you can display the results in several formats, including graphical representations. This allows your staff to aggregate the responses and view them in report format.

The tool supports fill in the blank, multiple choice, multiple select, and ranking type questions. It also has an export function so you can analyze the results using Excel or any other program capable of importing CSV files. This is a third party tool, so only graphic design may be customized and the Approval Cycle functionality is not available.

FORWARD TO A FRIEND

In content rich websites like yours, people will often find information they want to share with others. With the Forward to a Friend component, you can flag individual pages as available for forwarding to a coworker, friend or colleague. Additionally, the interactive components will automatically have a button for forwarding to a friend. The simple form asks for both the sender and recipient's email addresses and, if they care to, allows comments to be sent with the page link. The recipient will receive a short email from their colleague directing them to a specific page on your website. This tool empowers your online visitors to share information from your website that they find particularly useful.

FREQUENTLY ASKED QUESTIONS

Frequently Asked Questions (FAQ) are a website staple that visitors have come to expect. While traditional FAQs consist of long lists of questions that may overwhelm users, our component provides a simple and easy way for them to find the information they need. Website visitors are able to browse the list of questions (and answers) by categories you define. Multiple categories may be assigned to each question so that your visitors will be able to find answers based upon the category that best matches what they are looking for. Questions and their associated answers are submitted through a simple and centralized interface.

IMAGE LIBRARY

The Image Library is a centralized place where all images used in the website are stored. This saves space because only a single version of each image is used on the entire site. This also provides greater control, as you can restrict the ability to add new images to specific staff members within your organization. Images remain archived when deleted to prevent accidental broken links within the website while the content management tool tracks all pages using individual photos to make it easier for you to replace images in individual pages.

The Image Library also incorporates several tools that make managing images much easier. They include automatic scaling and sizing of photos to the maximum size recommended for your website plus automatic alt-tag insertion for images added to pages to ensure future Section 508 compliance.

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JOB POSTINGS

Job Postings is one of the most popular types of content on local government websites. By posting jobs within the site, you are both attracting possible candidates and averting the flood of telephone inquiries about positions that do not exist. This, of course, keeps your administrative costs down.

Our Job Postings tool makes posting jobs a snap. Your HR staff simply fills out a form that can have any number of fields you define (such as position, department, salary, and benefits). Staff can schedule when postings go live on the website and when they expire, thus simplifying the process and reducing your administrative time and costs.

To make it easy for users, postings can include interactive tools for filtering available positions by category, type of position, posting date, and salary. As is normal for all our components, your staff is able to define the categories or classification of Job Postings.

NEWS AND NEWSLETTER

By posting news on your site, you will improve communication with your target audiences. Our experience is that news can take many forms, including press releases, newsletters, feature stories, and "what's new" content. With our News and Newsletter component, each of these types of news can be implemented onto a single section of the website or have their own separate area. To ensure usability for website visitors while providing simplicity for staff, news content is automatically moved to an archive section at a predefined interval after publishing. Website visitors can browse the archive by category and date range. Additionally, RSS feeds of the News and Newsletters are automatically available to website visitors.

NOTE: With the e-Notification tool, news information may also be broadcast to subscribers via email.

POLLING TOOL

Online polling is a great way for users to express their opinions about important issues. The Polling Tool allows site users to vote in online polls and see the results instantly so that they can measure the responses of other community members. Your staff will be able to easily create their own polls with questions about local events, meetings, or other topics which site users would be interested in. Polls can appear on the homepage of the site where users can easily find them, as well as on a centralized page for all of your website's past and current polls. This is a third party tool so the Approval Cycle functionality is not available.

SITE SEARCH

Having Site Search on a government website provides your community with the ability to find specific content on the website. For your project, we will implement the free Google AJAX search API into your website.

SITEMAP GENERATOR

Some people prefer to navigate from a central sitemap where they are able to quickly see a snapshot of the overall website structure. Additionally, visually impaired people

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often use the sitemap as their principal source of navigation because it is much faster for their screen reader software to move through this than other navigation pages. The Sitemap Generator makes it easy for website visitors and staff alike by automatically generating a sitemap based upon the current site hierarchy. When a change is made to a page location on the website, it is automatically updated on the sitemap. This ensures up-to-the-minute accuracy, and is much easier than staff having to maintain a static sitemap.

STAFF DIRECTORY

It is often difficult for website visitors to find the correct person to contact in a government agency. However, the useful Staff Directory component greatly simplifies this search. It can list all staff persons, departments, even related agencies and partners, along with their contact information and description of their role or area of specialization. Your website users will love the convenience, simplicity, and accessibility; they can easily filter the list of staff based upon name, department, or other criteria determined to be important to them.

Additionally, your staff will be pleased that they can make their email addresses available to others without exposing their contact information to spammers. Our tool "masks" email addresses so that email-harvesting software used by spammers cannot automatically extract them from your website.

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Integration of Third-Party Tools and Databases

Today, there are many advanced tools for such functions as:

- ❑ Bid Management/e-Procurement
- ❑ Bill Payment
- ❑ Class Registration
- ❑ Credit Card Transactions[1]
- ❑ e-Commerce
- ❑ GIS Mapping
- ❑ Park and Recreation Services
- ❑ Permitting
- ❑ Service Requests (CRM)
- ❑ Streaming Video[2]
- ❑ Others

VCMS can easily work with these tools, provided they are web-enabled. Most of these types of tools can be given the same look and feel as your main website via modifications to the presentation template. For your project, we will provide you with an HTML template that vendors of these third-party tools can use. We will also integrate links to these third-party tools into the overall website navigation. There are many examples of where we have used this approach, including the Cities of College Station, TX; Diamond Bar, CA; Citrus Heights, CA; and many others.

Additionally, we are able to create web-interfaces for your third-party databases. Examples of previous projects where we have done this include displaying tax records that were exported from a main frame for Vanderburgh County, IN; displaying crime statistics from California State databases for the City of Citrus Heights, CA; displaying travel options from various databases for several airlines including United; and displaying staff and student contact information from school databases for the UCLA School of Law.

These are just a few examples of our extensive experience working with third-party databases and systems. While interfaces to third-party systems are not included within the budget, they are available for an additional fee. We can provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

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[1] Our standard online payment service is Authorize.Net. Integration of other services may result in additional fees.
[2] Please note that we are partners with Granicus, who have provided streaming video services for many of our government clients.

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The Vision Process

Contractor's process consists of six stages. In each, there are formal review and approval points to give you full control of the project and ensure the final website meets your expectations. This process is explained in the sections below. Please note that if any additional meetings, training, or reports beyond what is described in this proposal is required by the City, we can discuss these additional services with you.

Stage 1: Vision Stage

In the Vision Stage, we work with you to create the vision for your website now and for the future. The Vision Stage places heavy emphasis on the objectives of the website and how it supports your overall organizational goals.

To create the vision, we will:

❑ Prepare and tabulate surveys of key decision makers. The survey will focus on goals and objectives, what is good and bad about your current site, examples of sites you like, and many other topics.

❑ Review your existing website and the websites of other cities.

❑ Study examples of other websites you like.

❑ Hold a remote brainstorming session with your web team.

❑ Collect all content and materials for the new website. These materials can be content existing on your current website, or delivered in Microsoft Word format, .jpeg format, .gif format, or .pdf format.

The heart of this stage of the project is the brainstorming sessions where we discuss your current website, the results of surveys, the needs of users and staff, and possible approaches for the future. This serves to gain insights and create general support for the project. We will also discuss operational considerations for once the website launches. This operational discussion will be a two-way dialog where you provide us information about the operational needs of the City and we share with you our experience and knowledge based upon the best practices we have discovered over the years.

Stage 2: Concept Stage

In the Concept Stage, we will create the blueprint for realizing the vision. To do this, we will develop the site infrastructure that includes:

❑ Creation of a navigation strategy that supports easy access to information.

❑ Categorization of pages according to the navigation strategy.

❑ Creation of a conceptual sitemap. The navigation or information architecture will take into account your current needs plus allow for future expansion and growth.

❑ Recommendation of interactive components to support easy navigation through special types of content, such as events and news.

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❑ Drafting of a homepage layout wireframe that shows the placement of key information and dynamic content.

The Concept Stage will end with your approval of the sitemap and homepage layout wireframe.

Stage 3: Design Stage

In this stage, our creative team will continue with the creative graphic design for your homepage, based on the approved homepage layout wireframe. Our creative ability and expertise will allow us to develop compelling graphic design to make your website look great, while maintaining its usability. We will work very closely with your staff to establish a look and feel for the website that reflects your unique identity.

Website/Graphic Design will include:

❑ Up to three homepage design concepts to establish direction.
❑ Design of custom icons, buttons, screen elements, and backgrounds, if desired.
❑ Efficient and streamlined navigation and site architecture.
❑ Optimization for speed.
❑ Section 508 Accessibility Compliance.
❑ Consistent graphics, structure, and navigation design.

Towards the end of this stage, we will present final homepage design concepts for your approval. You will select one for implementation in the new website.

Stage 4: Development Stage

This stage includes the interior page design and programming the website according to the approved specifications and creative design. Programming will include the implementation of the content management system and development of the interactive components. Our creative team will give direction for the sub-level page design. Though we do not create content as part of our services, we do include in the scope of your project the migration of up to 200 pages into the new website.

Stage 5: Quality Assurance, Documentation, and Training Stage

While quality assurance is an integral part of every stage of the project, in the Quality Assurance Stage we do extensive testing and reviewing of the website code. We will thoroughly follow an exhaustive checklist of all pages and functions created during the development stage. We recommend that you have a staff representative participate in this process to verify the site fulfills the expectations for the project.

Within this stage, we will also provide up to one and one-half days training consisting of a session for each department's content author in addition to an overall system administrator. For content authors, we will train them on how to create and update content using the content management system and for the administrator, we will instruct him/her on managing security, system configuration, and other advanced topics. A custom training manual and reference is provided for updating the website.

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The manual incorporates screenshots from your website, making it easy for staff to understand and use.

Stage 6: Launch Stage

In the Launch Stage, the website is moved to the production server. In the event that Contractor is not hosting the website, the City will be responsible for setting up a Windows Server running IIS and MS SQL Server. We will install other necessary software specified by Contractor, make necessary configuration changes, and transfer the code and content[3]. We again go through the final quality assurance process, ensuring the site transfers correctly. After you approve that the website is ready to launch, the website will be made available to the public. We will continue to monitor the website over the next three months to make sure that the entire site is functioning properly.

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[3] The City will need to provide remote access to the server during the setup and configuration of the website, or be prepared to perform the setup under the direction of Contractor's technical staff. In this case, additional fees may apply.

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Project Schedule

The table below shows our recommended development and launch schedule along with a list of key deliverables/milestones.

Implementation Step	Avg. Duration
Vision Stage ❑ Stakeholder surveys ❑ Brainstorming session	2 – 4 Weeks
Concept Stage ❑ Conceptualized sitemap ❑ Homepage layout wireframe	2 – 4 Weeks
Design Stage ❑ Up to three homepage design comprehensives ❑ Custom icons, buttons, screen elements and backgrounds ❑ Complete navigation design	3 – 4 Weeks
Development Stage ❑ Programming of the website ❑ Migration of up to 200 pages of content	4 – 9 Weeks
Quality Assurance and Documentation Stage ❑ Completed website ❑ Customized training manual ❑ Onsite training	2 – 3 Weeks
Soft Launch & Final Launch ❑ Move website to production server ❑ Continued final testing ❑ Website goes live	2 Weeks
Total estimated time to launch	15 – 26 Weeks

* The schedule may vary largely depending on optional components and participant decision times.

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R E S O L U T I O N   2009-38

WHEREAS, the City of Grand Island invited proposals for Web Site Rebuild, in accordance with a Request for Proposal on file with the Public Information Officer; and

WHEREAS, on October 29, 2008 three proposals were received, reviewed and evaluated in accordance with established criteria; and

WHEREAS, city staff conducted interviews with two of the proposing firms; and

WHEREAS, a result of the interviews, and agreement was negotiated with Vision Internet, of Santa Monica, California, to perform the web site rebuild at a cost not to exceed $47,945 plus monthly web hosting fee of $200; and

WHEREAS, a new dynamic website design will better showcase Grand Island and make the city stand out among other regional and state government websites; and

WHEREAS, Administration recognizes advances in technology allows local governments to communicate more effectively with citizens offering greater insight and a more accurate pulse of the community needs; and

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that Vision Internet of Santa Monica, California is hereby authorized to perform a web site rebuild at a cost not to exceed $47,945.

BE IT FURTHER RESOLVED, that the Mayor is hereby authorized and directed to execute such agreement on behalf of the City of Grand Island.

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Adopted by the City Council of the City of Grand Island, Nebraska, February 10, 2009.

_____
Margaret Hornady, Mayor

Attest:

_____
RaNae Edwards, City Clerk

Approved as to Form ¤ _____
February 5, 2009   ¤ City Attorney