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Responsive Website Upgrade Proposal for the City of Stoughton, Wisconsin

Prepared on November 2, 2017 (valid through February 2, 2018) by:

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What Will Be Performed?

DESIGN SERVICE: Responsive Design Customization Plus Enhancements

This project will involve graphic customizations on the GovOffice Responsive Framework. Customizations include the incorporation of a title graphic (official logo and/or name of city and slogan, if applicable) with a stylish font treatment, custom fonts (choice of Google Fonts) for section titles, sidebar titles, and promotions, custom colors for the body of the design, custom colors for navigation menu buttons and Sidebars, incorporation of a full set of social media icons, and incorporation of a Favicon.

The Client's new design will sport a styled footer, Content Promotions Boxes, Search engine, programming of a self-admin Film Strip that displays Quick Links Icons that will give visitors one-click access to focus areas of the website (up to 10 icons included). The very popular self-admin Auto Image Slider (with captions and optional linking) to showcase up to 5 community photographs on the homepage at a time will be included. Further, the Client's Responsive design will include the in-demand, self-administered Notifications Banner (notices, emergency alerts, reminders, etc. atop the homepage), and Local Weather Integration (a dynamic feed from the National Weather Service).

Graphic Re-design Guarantees

- No content—text, uploaded images, documents, and the like—that resides on the Client's existing website will be lost in the transition from the current design to a new, customized design.

- The Client may continue to edit the contents of its website as usual during the custom graphic Web design process. Further, the current live, public website will not be offline during development of the new, customized Web design.

- The amount of the Client's Annual Service Package (website hosting, toll-free technical support, and more) will not be raised with implementation of a new, customized Web design.

The Responsive style graphic re-design project will involve the following creative and programming steps:

Creative

1. Personal consultation with our graphic designer
2. Development of up to 3 drafts by our graphic designer
3. Presentation of design drafts to the Client via Preview Mode
4. Up to 3 rounds of revision to the Client's chosen draft
5. After revision is completed, presentation of final draft to the client via Preview Mode; Client's approval is then requested

Programming

6. Constructing the final design draft approved by the Client onto a working test site (Test Mode)
7. Adjustment, as necessary, to the display or behavior of the design on the test site
8. Testing of the design across the latest versions of all major Web browsers; further adjustment made, as necessary;
Content Services take place starting here
9. Schedule a date for upload (deployment) of the finished, browser-tested design with the Client
10. Upload of the design to replace the Client's existing design on its live, public website; the project is then declared completed

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Live Responsive Website Examples

Village of South Elgin, Illinois: www.southelgin.com (actual design is different than shown here)

City of York, South Carolina: www.yorksc.gov

City of Montrose, Minnesota: www.montrose-mn.com (actual design is slightly different than shown here)

City of Montevideo, Minnesota: www.montevideomn.org

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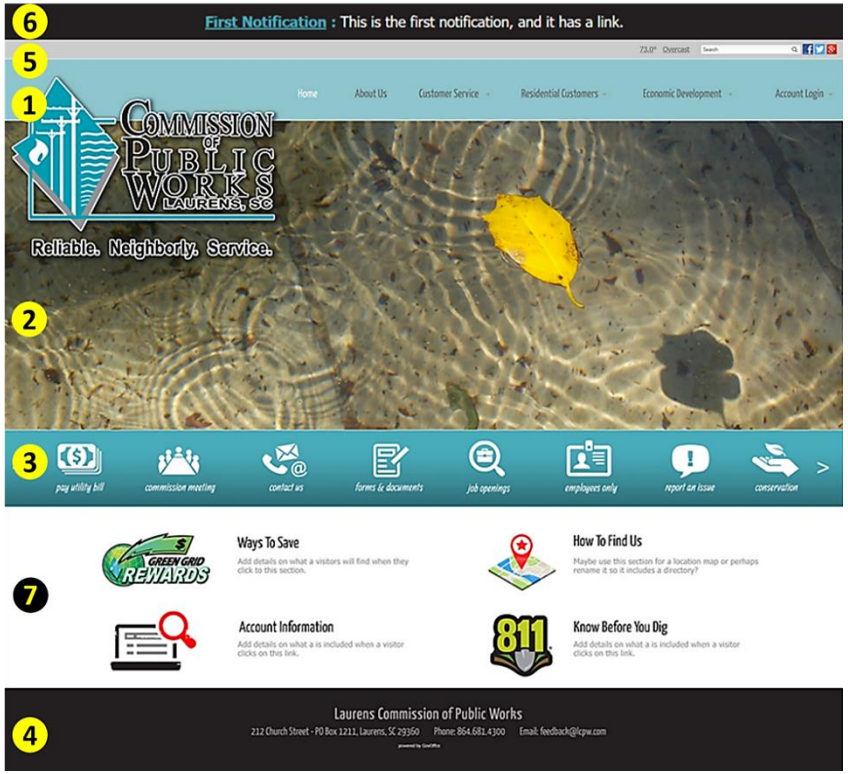
Just Launched November 1st: Village of DeForest, Wisconsin's Responsive Website Design (RWD) at www.vi.deforest.wi.us

Proposed Responsive Design Features



1. Development of new **title graphic** including official logo, slogan, and stylish font type. It may lay over the Auto Image Slider images on the homepage and move automatically to the navigation menu and Search bar on smaller devices.

2. **Auto Image Slider** allows staff to put up and take down community photos at any time on the homepage (5 at a time). Each image may be captioned and linked to any page, internal or external. Further, website visitors may swipe forward or back with their cursor or finger to see more photos.

3. The **Film Strip** contains **Quick Links Icons** that allow one click access to the most highly trafficked pages of the website. The Icons will be uploaded, arranged, and linked for the Client per the Homepage Setup process and will slide automatically on a loop. Website visitors may swipe forward or back with their cursor or finger to see more Icons.

4. A **styled footer** is a fixture on all customized GovOffice websites. It will be personalized to the Client's branding with a custom color, font, etc.

5. **Local Weather Integration** is a dynamic, linked reading of the community's current temperature and weather condition, delivered by a feed from the National Weather Service (weather.gov). It is easily accessible but not obtrusive like commercial weather widgets available online. In this example the weather feed is seen to the far right side of the design, just to the left of Search and social media icons.

6. Like Auto Image Slider and Film Strip, the **Notifications Banner** is another self-administered, self-activated feature to Responsive designs. It allows Clients to draw citizens' attention to urgent notices, alerts, reminders, etc. with an eye-catching, roll down banner which has a close out button.

7. This entire area of the homepage (and all interior pages), left to right, is where **self-administered website content** displays. Shown here are four Content Promotions Boxes; these are a standard feature of the GovOffice Responsive framework. If a Section Introduction is added, it will be located in the center. Regular Promotions, such as a calendar, and Sidebars may be added to the left, center, or right, and all are totally Responsive, meaning each will resize and rearrange automatically to conform to any screen size being used, either in portrait or landscape view.

CONTENT SERVICE: Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting

Homepage Setup

Our Content Specialist will assemble and organize your existing homepage content to follow the best practices of Web writing and design including: writing, rewriting and formatting welcome text for efficient online reading, organizing and labeling primary site navigation menus, incorporating images effectively, using Promotions to display news, events, calendars, etc. in a visually appealing way, and using Sidebars to display related links, text and images.

Complete Navigation Analysis & Restructure

Our Content Specialist will analyze the entire site navigation menu and then organize and label up to 400 pages (368 existing per the Q4 2017 report) according to best practices of information architecture, Web design and usability. The end result will be an attractive, well organized website that ensures site visitors will quickly and easily find the information they need.

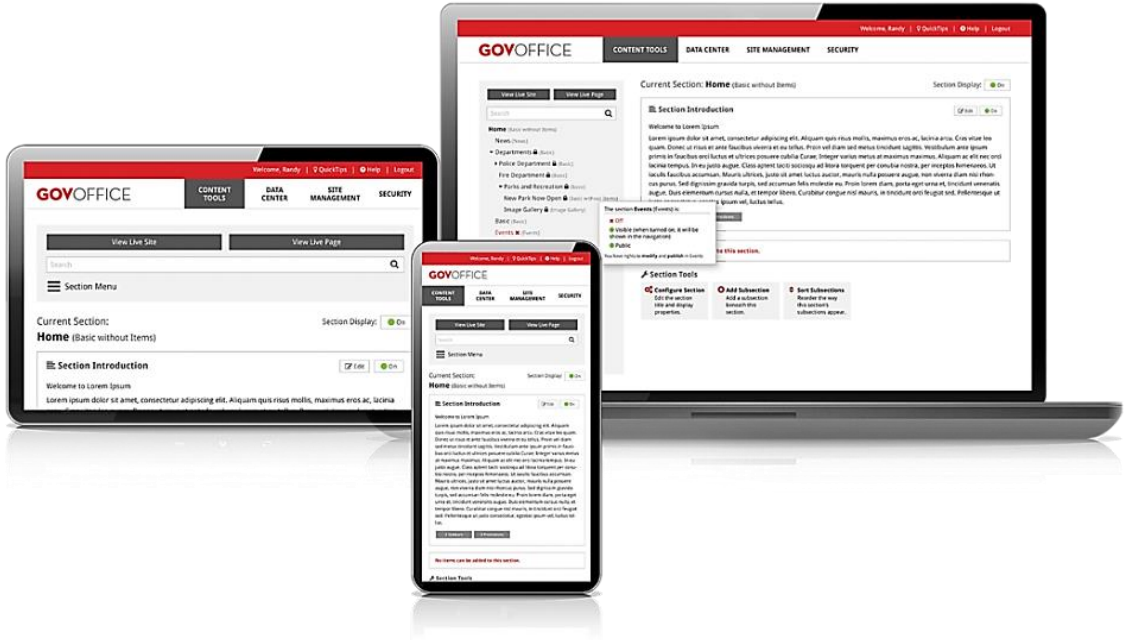
First the Client will be asked to purge any dated section, sub-section, and content such as text, uploaded images, items, sidebars, and related links from the website in order to streamline the project. Then the entire navigation menu of the Client's current, live website will be analyzed. Next, a test site with a proposed navigation restructure mock-up will be created and shared with the Client. The Client will be encouraged to submit feedback after the initial mockup, and GovOffice will subsequently make revisions. These exchanges will continue until the navigation menu on the test site meets the Client's approval. Upon approval, the navigation menu restructure as shown on the test site will be built on the live website.

Professional Formatting

Our Content Specialist will analyze up to 400 pages (368 existing per the Q4 2017 report) of existing live/ turned on website content and ensure that each of those pages conforms to best practices of Web writing and design in the following areas: uniformity in spacing, font choices, colors, size, bolding, italics, bulleting, left/ right justification, removing underlining, etc.

WEBSITE SERVICE: Annual Service Package

- ✓ License of GovOffice Content Management System (CMS)
- ✓ Unlimited bandwidth & hosting of 4 GB of uploads
- ✓ Unlimited access to toll-free Technical Support Team
- ✓ Unlimited online training of GovOffice CMS for staff
- ✓ Unlimited friendly URLs for sections and sub-sections
- ✓ Daily backups of stored Website content and design files
- ✓ Maintenance of installed security systems and upgrades
- ✓ Secure SSL (Secure Sockets Layer) Administrative Website
- ✓ 24/7/365 access for an unlimited number of Admin users
- ✓ Access to Help.GovOffice.com & CMS video tutorial library
- ✓ Zero Hassle CMS upgrades (no downloads necessary); *GovOffice CMS Version 4.0 coming in 2018*; see page 9



A look at GovOffice CMS Version 4.0 administrative website on desktop, tablet, and smartphone viewports.

A Message from our CEO: GovOffice CMS Version 4.0 – The Next Generation is Coming!

GovOffice was launched in 2001 as the centerpiece of a unique public-private partnership to bring website technologies to cities across America. Founding partners included the International City-County Management Association and League of Minnesota Cities and Avenet Web Solutions, which developed the GovOffice technology. Eventually, an additional 15 state municipal leagues joined our partnership.

In those 16 years, we've seen local government websites evolve from being a novelty to a necessity. We've served over 1500 local governments in 44 states and stayed true to our mission: to provide state-of-the-art web technologies that meets the needs of local government at an affordable cost. Now, we're excited to announce that we've initiated a major development initiative to create the next generation of our technology.
The new GovOffice 4.0 will meet the needs of our local government clients and your constituents well into the future.

This major upgrade will be implemented in multiple phases, which will help users absorb and adopt to changes over time. User interface upgrades will maintain a priority on ease of use. Current sites will be seamlessly upgraded to the new system with no or minimal disruption.

Phase 1 will result in:

- Administrative websites will have a Responsive Website Design (RWD) format
- Faster administrative websites
- Even faster public websites (we believe our current sites already load faster than our competitors)
- New Search system
- Refresh of the Admin look & feel and greater ease of use
- State-of-the-art code which can be extended rapidly to add new features in subsequent, incremental phases in 2018 and beyond

Thanks for being our client and partner in preparing for the next generation!

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OPTION 1: Sustainability Payment Plan/ 3-Year Agreement

Services	Price
DESIGN SERVICE—2017: Responsive Website Design (RWD) package—see page 2-6	$4000
DESIGN SERVICE—2017: Fully Responsive design enhancements include: Auto Image Slider, Film Strip + Quick Links Icons, Notifications Banner, Local Weather Integration—see pages 2-6	$3000
CONTENT SERVICE—2017: Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting—see page 7	$3600
WEBSITE SERVICE—2017: Annual Service Package—see page 8	$0 due (paid October '17)
WEBSITE SERVICE—2018: Annual Service Package—see page 8	$1250 locked in
WEBSITE SERVICE—2019: Annual Service Package—see page 8	$1250 locked in
Total Over 3 Year Period:	**$13,100**
Number of Payments:	**3 even payments**
2017 Payment:	**$4365** exact
2018 Payment:	**$4365** exact
2019 Payment:	**$4365** exact

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OPTION 2: Traditional Payment Plan/ Year-to-Year Agreement

Services	Price
DESIGN SERVICE—2017: Responsive Website Design (RWD) package—see pages 2-6	$4000
DESIGN SERVICE—2017: Fully Responsive design enhancements include: Auto Image Slider, Film Strip + Quick Links Icons, Notifications Banner, Local Weather Integration—see pages 2-6	$3000
CONTENT SERVICE—2017: Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting—see page 7	$3600
WEBSITE SERVICE—2017: Annual Service Package—see page 8	$0 due (paid October '17)
Total Investment in 2017:	**$10,600**

If the 3-Year Sustainability Plan (page 10) is selected, the City has the following four options at the end of Year 3:

1. The original Agreement may be renewed for Years 4-6 at a rate of $4780/ year. At renewal GovOffice will repeat all of the services performed in the original Agreement, including development of a totally new graphic design. This plan will keep the City in a modern, compelling website design at all times.

2. The City may opt not to renew the original Agreement and instead start an entirely new 3-year Agreement (again, with an option for renewal for Years 4-6). The new annual charge could be less than or greater than the original Agreement, depending on the services selected.

3. The City may opt out of the original 3-year Agreement and into a year-to-year commitment at the then-current Annual Service Package rate.

4. The City may cancel its GovOffice service.

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Client Testimonial

"After 5 years, we decided to upgrade our GovOffice site. I contacted Mike Chaloupka in Sales to get the ball rolling. Mike was great in getting pricing for different things we may want and patient in waiting for the budget year to cycle around. The whole beauty of his proposal was that we paid only for what we wanted. They worked with what WE wanted, not what they wanted.

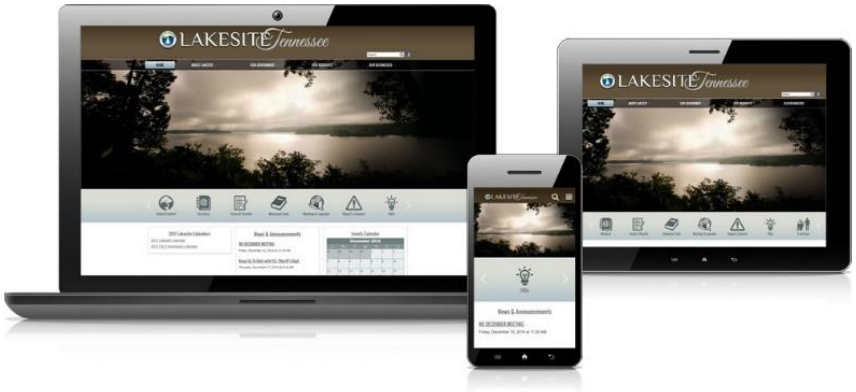
We then moved on to Janelle Gulka, our Designer. I'd worked with Janelle in the past on several projects and was excited to be working with her again. We had a good rapport in the past, and I knew we would do well together again. What a gem she is! Janelle is such a wonderful person to work with. She is so innovative. Janelle tried a couple of different things that had me saying "wow" and then "YES!" She knows her stuff and does it so well.

The last step was Ben Woolman, the Content Specialist. Ben seemed to know what I wanted even before I opened my mouth. He knew exactly what he was doing, what I wanted, and he put it in motion. Before I knew it, he had implemented what we had wanted, the site was done, up and running!

Because of these three professional people, we now have a totally new, clean, uncluttered Responsive website design. It looks totally modern and beyond what I had imagined.

I'd be remiss if I did not mention that I or a member of our staff here will be able to maintain the site ourselves. If we happen to have a question or run into a problem, there is live support, tutorial videos, and a help website to assist us. But, honestly, the content management system is very user-friendly. You can't go wrong with GovOffice."

Jodi P. LaCroix, CMC
City of Lakesite, Tennessee
www.lakesitetn.gov
Switched to 3-Year Sustainability Plan July 2016



Thank you for your consideration of my proposal. Should it be unsatisfactory in any way, please tell me the areas in which a new proposal would be stronger.

Mike

	CivicEngage Content Management System (including upgrades, hosting, maintenance and support)	GOVOFFICE
	Included **Platinum** Security Package	Hosting package includes premium security at Tier 3 data center. In January 2018 a new state-of-the-art DDoS protection system will be added to all websites. Also in Q1 2018 live websites will be upgraded to new HTTPS system.
Existing Content Migration		
	Migration of all requested pages of existing content from current website up to 115 pages	Homepage Setup, Complete Navigation Analysis & Restructure, and Professional Formatting for up to 400 pages will be done. Migration is not applicable.
	Content Migrated by Hand (Not Scraped) and Optimized	Each project is a custom job, performed expertly by a Content Specialist via a consultative draft and revision process.
Professional Consulting Services CivicAdvise		
	Envision Consulting	Consultative draft and revision processes are included in the Professional Design and Content services. No separate consulting charge applies.
Projects Enhancements & Functionality		
	CivicSend	Our bulk email tool is a standard feature and is also scheduled for a major upgrade in 2018.
	Design Essentials	Yes
	Predictive Search	GovOffice includes Search. A new upgraded Search is scheduled for implementation in 2018.
	Google Analytics	Quick, easy, and free Google Analytics implementation is included.

	Activities	GovOffice provides tools for online calendaring, facility reservation and ePayment. We also plan to release upgrades of these tools in 2018.
	Agenda Center	GovOffice does not have this tool at present, but it is being considered for build in 2018.
	Alert Center	GovOffice eNotify module scheduled for release in 2018 include Alert Center capabilities. See Notify Me below.
	Archive Center	The standard GovOffice CMS toolset may be utilized to build and manage an achive of certain content types.
	Bid Postings	A Bids content type is planned for 2018.
	Blog	GovOffice can help clients create a seamless interface with any of the leading Blogging tools at no cost.
	Calendar	Yes
	Citizen Request Tracker (10 Administrators)	SSL SuperForms module with built-in Citizen Action forms is not used by the City at present but is available.
	Community Connection	For clients that wish to facilitate community groups, 3rd party applications are available and can be seamlessly integrated, although we have not seen much demand from clients.
	Community Voice	Quick Forms and SuperForms invite citizens to share their input on any subject. Quick Forms is a standard GovOffice feature; SuperForms is available for an annual charge.
	Document Center	A new file manager tool is planned for implementation in 2018.
	ePayment	GovOffice offers a proven, low cost ePayment solution, powered by our partner PACE Payment Systems.

	Facilities & Reservations	CommunityPass is GovOffice's strategic partner for Park and Rec management software.
	Frequently Asked Questions	Yes
	Form Center	GovOffice provides Superforms module with built-in Citizen Action Forms. Superforms enables you to build out unlimited forms for engaging and serving consituents.
	Job Postings	Yes
	My Account (Social Media)	GovOffice enables social media integrations in various ways but does not have this specific tool. We haven't received client requests for this type of service but are open to adding such tools if it becomes a client priority.
	My Dashboard for Citizens	We haven't received client requests for this type of service but are open to adding such tools if it becomes a client priority.
	News Flash	Current RSS feed makes News feed possible. Extending RSS feeds to news items in a better way is planned in 2018.
	Notify Me	A module comparable to Notify Me is planned for implementation in 2018.
	Opinion Polls	Yes
	Photo Gallery	Yes
	Quick Links	Yes
	Real Estate Locator	Content types with GovOffice CMS could be used for this, but we have received no client requests for a dedicated content type.
	Resource/Business Directory	The standard GovOffice CMS toolset may be utilized to build and manage various directories.
	Staff Directory	Yes
	Spotlight	Promotion of news items is a standard GovOffice feature.