Memorandum
Information Systems

Monday, October 14, 2013

To: City Manager
From   Kade Boisseranc, Information Systems Specialist
Subject: Notice of Revision to Agenda Report Recommendation
Copies: City Council

Vision Internet recommends a separate contract with regards to the annual all-inclusive maintenance subscription for web hosting and support. Since this service will initiate once the new website is launched, the cost of $7,800 originally included in our recommendation has been removed. This changes the initial contract amount from $59,362 to $51,562. At the appropriate time, an additional report and recommendation will be prepared to address the subscription maintenance and web hosting service.

Revised Recommended Action: Staff Recommends That the City Council

1. Approve and authorize the Mayor to execute a contract by and between the City of San Clemente and Vision Internet providing for the redesign of the City's website in the amount of $51,562, subject to City Attorney approval of final contract language.

Agenda Item 9A

Approvals:

City Manager

Dept. Head

Attorney

Finance

AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: October 15, 2013

Department: Finance & Administrative Services
Prepared By: Kade Boisseranc, Information Systems Specialist

Subject: *CITY WEBSITE REDESIGN AND HOSTING.*

Fiscal Impact: None. The proposal cost is $51,562, with the addition of a one-year all-inclusive maintenance subscription for the cost of $7,800. The total cost of the project is $59,362 and is within the anticipated cost budgeted in fiscal year 2013-14 of $60,000.

Summary: After an evaluation of the proposals, presentations and interview responses, the selection committee unanimously selected "Vision Internet" as the company most suited to meet the City's website redesign and hosting needs.

Background: In an effort to increase sustainability through off-site hosting, improve usability and enhance the aesthetic appeal of the City's website, the City Council approved a decision package of $60,000 in fiscal year 2013-14. This decision package was intended to contract with a company to redesign the City's website and host it offsite. A request for proposal regarding this project was released on August 6, 2013 and the City received five proposals by the closing date of September 6, 2013. The cost associated with the proposals ranged from $51,562 to $165,000.

A selection committee reviewed proposals from five vendors who responded to the request for proposal. The proposals were reviewed and rated on the follow criteria.

- Municipal Experience
- Customer References
- Usability
- Support
- Administration
- Reliability
- Schedule/Availability
- Training

Three proposals satisfactorily met all levels of the initial criteria and were extended the opportunity to present their service and participate in an interview with the selection committee.

The vendor's presentations and interview responses were evaluated based on the following criteria:

- Collaboration
- Project Management
- Design Process
- Approach to Usability
- Content Migration
- Standards and Uniformity
- Mobile Adaptation

After an evaluation of the proposals, presentations and interview responses, the selection committee unanimously recommended "Vision Internet" as the company most suited to meet the City's website redesign and hosting needs.

Included in the proposal is a subscription-based maintenance plan that bundles all essential on-going services into one set fee. These services include web hosting, hardware and software, analytics, unlimited technical support, upgrades of newly developed Content Management System components and a free graphic redesign every four years. Included in the initial contract price will be the first year of the subscription costing $7,800 which will take effect once the site is launched. The contract will include four consecutive one-year subscriptions charged annually with the ability to opt out or change the level of service every year when the subscriptic is due. The cost of the first year of the subscription is included in the initial contract, Information Systems will then incur the ongoing yearly cost of the subscription with a 5% annual increase for the remaining three years.

Discussion: Vision Internet was excellent during all aspects of the selection process. Their presentation and interview impressed the committee from both a technical and a collaborative aspect. Vision Internet's technical platform is outstanding. They use the Microsoft ASP.NET framework and a MS-SQL based Content Management System (CMS). The selection committee thoroughly liked the Content Management System (CMS), its features and its ease of administration. In addition to the being impressed with Vision Internet's technical abilities, their experience working with local municipalities to design and develop unique web presences balancing aesthetics, usability and transparency was an attractive component of their proposal. Vision Internet is willing to hold in person meetings with staff and councilmember's. They have the most experience working with all level staff and elected officials in both committee meetings and public workshops. Vision Internet also expressed willingness to provide guidance on the aesthetics and contents of the website. Vision Internet provided numerous references throughout California including the local Cities of Dana Point and Newport Beach.

**Recommended
Action:** STAFF RECOMMENDS THAT the City Council
1. Approve and authorize the Mayor to execute a contract by and between the City of San Clemente and Vision Internet providing for the redesign and hosting of the City's website in the amount of $59,362.

Attachments: *1.* Vision Proposal including scope and schedule.

Notification:

A Proposal for

The City of San Clemente, CA

Creating an Exceptional Website with Vision

Susan Nguyen
Regional Sales Manager
360.635.4338 / 310.656.3103 fax
susan@visioninternet.com

vision
internet

The Government Website Experts™

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Dear Selection Committee Members,

Thank you for the opportunity to submit a proposal for the redesign of the City of San Clemente's website. Based on your specifications and the thoroughness of your RFP, we can see creating a comprehensive website designed to enhance the communication efforts of the City is a top priority. This is particularly exciting to us because we are always looking for opportunities to create showcase websites, just as we have done for Hermosa Beach, CA and Newport Beach, CA.

Many companies offer interactive tools, but only Vision Internet will take the time and care to implement a site unique to San Clemente. We have created websites for large cities, like the City of Atlanta, and small cities like the Town of Dillon. These clients had different needs. You will, too. Each element of the site, including the graphic design, functionality, and ongoing services will be configured to suit San Clemente, now and in the future.

Vision Internet is the ideal partner to lead your transformation:

- **Experience**: Our core team **has worked together over the past decade** to create hundreds of government websites across the US.
- **Expertise**: Our clients have won over 200 awards for our innovations. While other companies tout the ability to **apply** industry standards, we **invented** them.
- **Technology**: The visionCMS™ is designed for local government and incorporates modern Web 2.0 and mobile technology into a powerful system that makes updates a snap.
- **Design**: A Vision-quality design is more than eye-catching – it reflects your community and meticulous attention is given to every detail.
- **Pricing**: We provide competitive pricing and flexible payments. There are no required ongoing fees and the costs reflect real services provided.
- **Flexibility**: Enjoy a subscription-based maintenance plan, host in-house, or anything in between. No matter how you would like to engage with us for on-going services, we have a plan that will work for you!

In our accompanying proposal, we make a number of recommendations for your project. As you review these suggestions and our previous results, you will see that Vision Internet clearly stands apart and is the best choice for delivering quality results.

I look forward to talking with you soon and welcome the opportunity to clarify any questions or provide you with a personal demonstration of our capabilities.

Respectfully submitted,

Susan Nguyen
Regional Sales Manager, Vision Internet Providers, Inc.

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Proposal Summary

Vision Internet is the national leader in government website development. For more than a decade Vision Internet has led the evolution of government websites with innovations that become industry standards. While most companies were taking the cookie-cutter approach, Vision Internet stayed true to the idea that every community is unique and has individual needs, and that quality is paramount to success. As a result, Vision Internet has become synonymous with quality and "the Vision-quality" has become the standard against which all others are measured.

To create your award-worthy website, we will use our trademark Vision Process. Based upon strategic principals, we take you through a process of discovery. We get to know your community, understand your most important needs, and make recommendations to achieve successful results.

When complete, your website will have a stunning design that reflects your community and your visitors will easily find what they are looking for. We will organize your information by audience, topic, service, and/or department, create multiple paths to information, and implement a site search tool. The website will include advanced interactive components for navigating special types of content like news, events, and directories. It will improve outreach with tools like eNotification and Web 2.0 features like RSS Feeds, Social Media Integration, and Bookmark and Share.

To empower staff, reduce administration time, and give you complete control we will implement our advanced content management system - visionCMS™. visionCMS™ is a web-based system created from the ground up for local government. It empowers non-technical staff from different departments to maintain their own content while preserving consistency throughout the site. Its intuitive editor allows staff to incorporate text, images, documents, and links.

visionCMS™ allows you to control the delegation of authority. You can define the content that editors can update and the tasks they can perform. With the Approval Cycle, you can create any number of custom workflows that are unique on a per-department and/or type of content basis. This level of control and flexibility is unmatched in the industry.

While the visionCMS™ gives you control of content, Vision Internet gives you control of your website. You are allowed unlimited users, pages, and categories. Additionally, our visionLive™ subscription maintenance plan keeps you covered long-term, by including unlimited technical support, system upgrades and hosting for one set subscription fee. Best of all, as an alternative, you are still free to host the website in-house or with a third-party provider. No matter how you would like to engage with us for ongoing service, we have a plan that will work for you! It is this commitment to service, coupled with our industry expertise, creativity, and advanced technology that will produce a remarkable website for the City and its residents.

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Company and Contact Information

Below is the main contact for questions regarding Vision Internet's proposal. Please note that core services will be conducted from our office in Santa Monica, CA.

Primary Contacts

Susan Nguyen – Regional Sales Manager
susan@visioninternet.com
360.635.4338

Corporate Headquarters

Vision Internet Providers, Inc.
2530 Wilshire Blvd., 2nd Floor
Santa Monica, CA 90403
310-656-3100
888-263-8847 toll free
310-656-3103 fax

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With Vision Internet, you are sure to receive a website that delivers on its potential. Using our in-depth consultation process, we create unique solutions tailored to our government clients' most pressing concerns. We will build your website from the ground up with your needs and objectives in mind. Taking the time to fully understand your City and the needs of your community, we approach your project by answering these three important questions:

- What is the purpose of the website?
- Who is it designed to serve?
- How will we know when we are successful?

Based on our initial understanding of your RFP, the focus of your current website, and our extensive knowledge of local governments 'needs, we believe the primary reasons for redesigning the website are:

- Provide citizens and businesses with more timely, useful and easy to access information.
- Demonstrate the City's commitment to value, transparency and high quality service.
- Encourage the public to access self-service options when available while creating efficiency for City staff
- Distribute content management and authorship to non-technical staff members throughout the City.

To fulfill these objectives and reach your target audiences, we recommend:

- **Attractive Design:** 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.
- **Intuitive Navigation:** Information should be easy to find with the most important information accessible from the homepage to make it easier for website visitors.
- **Vision Content Management System™:** The City should also implement a proven content management system to facilitate content updates by non-technical staff throughout the City.
- **Integrated Interactive Components and Features:** Interactive components and features will make the website more engaging while improving usability and simplifying content updates for staff.
- **Integrated Web 2.0/Gov 2.0:** Your new website should include Web 2.0 features such as RSS feeds, Google Maps and integrated OneClick Social Networking™ with Twitter and Facebook to enable more immediate, fluid and targeted communications to your audiences.
- **Integration of Third-Party Components and Databases:** Existing web-applications and databases should be incorporated to the new website.

It was so easy to work with Vision Internet. They have a formula in place that works. It makes it easy for us to get the end result we were looking for and the results that we have are fabulous.

The City Council is very pleased with the new website and our residents – which is the most important part – are very happy with it as well. So, thanks to Vision Internet for such a wonderful job.

*- **Jenny Windle**
Communications Officer
City of San Marcos, CA*

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- **Search Engine Registration:** Being registered on the most popular search engines is a great way to put you a step ahead of other city websites.

For more details on each of these project objectives, please see the following Methodology and Work Plan sections.

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Attractive Design

Design is important. Today, many people judge the quality of an organization largely based upon the quality of its website. These opinions are especially influenced by the initial impression of the website's graphic design. Design ensures that site visitors will use the website as a resource; if the website is not attractive and inviting, people assume it is of little value and that it does not contain the information they need.

With Vision Internet, your website will have a design that makes it stand out among cities on both a regional and national basis. The website will be inviting, easy to use, and will reflect your unique identity. This will be accomplished through the following design characteristics:

No one compared to Vision Internet and what they could do... we looked at all the awards that they had won - and the websites for those awards - and could see definitely what they were doing was what we wanted to do.

Kathy Ward
City Clerk
City of Dana Point, CA

- **Creative design** that reflects your community and creative design elements that capture the essence of the City.
- **Highly functional layout** that makes important information available from the homepage and pages throughout the site.
- **Photos and collages** of recognizable landmarks, scenery of the City, and the local area.
- **Consistent look and feel** throughout the site to make it easier for website visitors to navigate the site and find information they need.
- **Section 508 Compliance** making it accessible to persons with disabilities.
- **Easy to use drop down menus** helping users to quickly understand navigation and locate information with the least amount of clicks.
- **Breadcrumbs** showing the user's current path to let them know exactly where they are on the website.

Vision Internet is recognized for its ability to create great designs that fulfill each of the above objectives. We have been featured in the national media and have won over two hundred awards for creating effective web solutions, including the most prestigious awards in the industry. We intend to use all of this skill and experience to create an award-winning quality website for you.

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Unique, Custom Website Designs

Vision Internet sets the standard for creativity and unique graphic designs. When people speak about design quality it is invariably in comparison to the work of Vision Internet. Our justified reputation for superior quality was built over years for consistently delivering pleasing designs that uniquely reflect the communities they serve while enhancing the online experience.

The flexibility of our content management system allows for creative freedom in styles and layouts not available from other firms. Below are just a few examples that demonstrate the variety and excellence of our designs:

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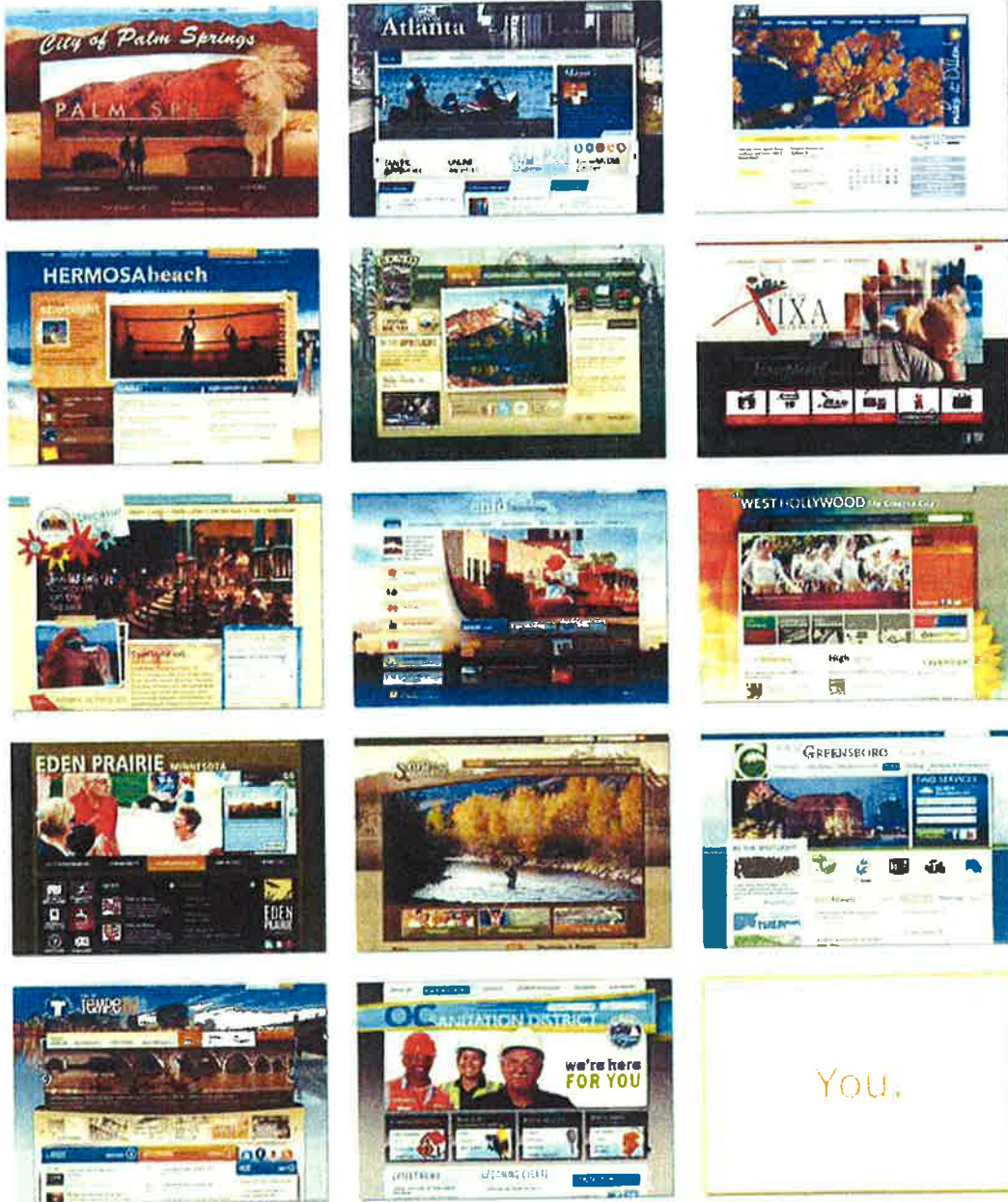
Intuitive Navigation

For your website, we recommend organizing information by office/department, topic, and/or target users. Keep in mind that the average resident does not know the organizational structure of the City, nor needs to. Our approach allows users to find information in the variety of ways that are most important to them. This is a solution we use on many of our government and education websites making it easy for visitors to find information. This is because content is available through multiple "paths" making it simple for users to search the site regardless of their preferred method. We often implement *Action Based Navigation* which allows users to easily find a particular service or page on your website through an easy-to-use drill down menu, such as "*I Want To...*view an event, fill out a form, etc."

It is also easy for your staff to update and maintain web pages because of our single-source web-publishing model. It lets you update the web page one-time and multiple connected pages throughout the site are also instantly updated. This creates greater consistency while maintaining maximum usability for website visitors.

Vision Content Management System™

For your project, we recommend our proven, Microsoft ASP.NET and MS-SQL based content management system, developed specifically for government agencies. The visionCMS™ receives accolades from both non-technical staff for its ease-of-use and IT professionals for its advanced technology and unprecedented flexibility.

The browser-based system makes updating your website a breeze, whether you are in the office, on the road, or at home. If you can browse the internet, you can easily use our CMS. Staff can create or update pages, manage site navigation, and even schedule content through simple and easy to use administration screens. Timesaving features include our unique multi-calendar system, where you can add an event to multiple calendars anywhere on the site by simply checking a box. All of the website components work in the same easy fashion, making it very simple to learn. The system is designed to allow you to continually grow your website over time.

While non-technical users love how easy it is to maintain the site using the visionCMS™, IT staff appreciate its advanced technology and the unprecedented technical freedom offered by Vision Internet.

Create additional templates on the fly, add custom fields to your components, or customize your administrative dashboard. The visionCMS™ offers an unmatched level of flexibility!

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![vision internet logo]

Interactive Components and Features

In addition to the creative design, effective navigation, and easy to use Vision Content Management System™, we will provide you with many different interactive components and features for managing special types of content. These offer a higher level of interactivity to your website visitors and make it extremely easy for your non-technical staff to manage website content. Website visitors can easily find the information they need and staff will be able to maintain the site with timely information. Vision Internet creates proven solutions.

Included Interactive Components and Features

Based on thorough analysis of your current website, we believe these components and features will most fit your needs:

SITE ADMINISTRATION AND SECURITY

- Audit Trail Log
- Backend Content Title Search
- Backend Dashboard
- Broken Link Reporter
- Content Review and Publishing
- Component Manager
- Content Scheduling
- Context Sensitive Online Help
- Departmental Page Restrictions
- Document Central
- Drag and Drop Multiple File and Image Uploading
- Email Address Masking
- Enhanced User Interface

- Flexible Site Variable Settings
- Image Library
- Page Template Library
- Personal Toolbar
- Role-Based Security
- Scheduled Content Review
- SiteMaster™ Template Builder
- Submission Validation (reCAPTCHA)
- Recycle Bin
- Updated and Expired Content Reporting
- Web Traffic Statistics
- Widget-based Layout Options
- Workspace

CONTENT EDITING

- Advanced WYSIWYG Editor
- Search and Replace
- Spell Checker
- Style Gallery

- Table Wizard
- Undo/Redo
- User Commenting
- Version Control

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ADVANCED NAVIGATION MANAGEMENT

- Automatic Breadcrumbs
- Connected Pages
- Content Categories
- Dynamic Drop Down Menus
- Error 404 (Page Not Found) Handling
- External Link Splash Page
- Friendly URL Redirect
- Navigation Control
- Navigation Redirect
- Page Linking
- Quick Links
- Single-Source Publishing
- Sitemap Generator

USER EXPERIENCE AND INTERACTIVITY

- Business Directory
- Community Spotlight
- Dynamic Calendar System
- Dynamic Homepage
- Facilities Directory
- Facilities Reservations
- Feedback Form
- Form Builder
- Frequently Asked Questions
- In-page Content Editing
- Job Posts
- News
- RFP Posts
- Rotating Homepage Banners
- Service Directory
- Staff Directory
- Sticky News
- Weather Update

DEPARTMENT MANAGEMENT

- Department-Level Administration
- Department-Level Navigation
- Department-Level Sitemap

OUTREACH, MEDIA, AND SOCIAL NETWORKING

- Audio and Video Embedding
- Bookmark and Share
- eNotification
- Emergency Alert (site wide)
- Facebook FeedReader™
- Forward to a Friend
- GovTrack CRM™
- OneClick Social Networking™
- Photo Gallery & Slideshow
- RSS FeedReader™
- Twitter FeedReader™

ACCESSIBILITY

- Automatic Alt-Tags
- Dynamic Font Resizing
- Dynamic Reader Download Links
- Google Translation Integration
- Printer Friendly Pages
- Table Accessibility Tools

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ADDITIONAL INTERACTIVE COMPONENTS AND FEATURES

- Approval Cycle
- Extranet (Members Only)
- Meetings Manager

- Responsive Design with visionMobile™
- SearchBlox Site Search

Key Component Descriptions

Learn more about the features included for your project below. For highlights on several more included components and features, please see Appendix I: visionCMS™ Component Highlights on page 42.

ONECLICK SOCIAL NETWORKING™

The innovative OneClick Social Networking™ component will allow your staff to post content to your website and to the most popular social networking sites, such as Twitter and Facebook, with one click - saving your staff precious time and helping you broadcast your news, alerts, events and other notices easily and selectively all across the web. OneClick Social Networking™ works by generating an RSS feed of each component, which can be connected to Twitter, Facebook and any other tool that allows importing of RSS feeds using a third party service.

Our OneClick Social Networking™ component integrates with the included Dynamic Calendar System, Job Postings, News, and RFP Postings components.

RESPONSIVE DESIGN WITH VISIONMOBILE™

Your site visitors utilize a wide variety of devices to access your website, including mobile phones, tablets, and computers with large and small monitors. Fortunately, with visionMobile™ your website will detect the screen resolution of the user's device and automatically respond, producing a view of the site optimized specifically for that screen. This ensures your site visitors will be able to easily use the site, no matter what device they are using.

For more examples of Responsive Design with visionMobile™, check out the City of Fairhope's (www.cofairhope.com) and Fredrick County's (www.co.frederick.va.us) websites from your mobile device or tablet.

Figure 1: Responsive Design with visionMobile™ will make your website compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

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SITEMASTER™ TEMPLATE BUILDER

Unique to the visionCMS™ the SiteMaster™ Template Builder allows your website administrators to create and configure custom interior page layouts throughout website. Need to create a two column page that displays just news and calendar items? Have a special event that needs a unique landing page? No problem! Simply drag and drop your desired content and widgets and your new layout is set. Best of all, you can determine which department content editors are able to use individual templates, providing additional oversight. The SiteMaster™ Template Builder puts you in control and ensures you will be able to easily adapt to your organization's changing content needs.

Optional Department Design Themes

Vision Internet creates custom solutions; therefore, we are able to offer you virtually any conceivable module or function. We believe that optional Department Design Themes are most relevant to your project. Because our content management system is so flexible, you may add these or other optional components at any time in the future for an additional budget.

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.

Figure 2: The City of Denton website incorporates different Design Theme templates to support branding of individual programs.

Below are examples from the City of Denton 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.

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Integrated Web 2.0/Gov 2.0

Internet technology is always evolving, and Vision Internet believes it is important for government websites to take advantage of new technologies to enable their audiences to get the information they want, when they want it, and on the device they prefer. The Vision Content Management System™ includes many Web 2.0/Gov 2.0 features built right in. These helpful and handy features include RSS feeds, "Bookmark & Share" links, and more. Also included are advanced tools like OneClick Social Networking™ which allows you to post content to your website and social networking sites with one click. We can also implement blogs, message boards, and integrate virtually any third party system you may want to include in your site. The flexibility and extendibility of the Vision Content Management System™ assures that it can easily adapt to new technologies that continue to emerge in the future.

Integration of Third-Party Components and Databases

Our content management system can easily work with third-party systems, provided they are web-enabled. This includes the third-party tools and databases listed in your RFP, as well as other components for functions such as:

- eCommerce and ePayment
- GIS Mapping
- Park and Recreation Services
- Permitting
- Service Requests (CRM)
- Streaming Video
- Others

Most of these types of components 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 components can use. We will also integrate links to these third-party components into the overall website navigation. There are many examples of where we have used this approach, including the Cities of Newport Beach, CA; Rancho Cordova, CA; and many others.

Another approach is to create a web interface for existing third-party databases. We used this approach in displaying tax records exported from a mainframe system for Vanderburgh County, IN; crime statistics from California state databases for the City of Citrus Heights, CA; Contractor information from city databases for City of Hamilton, OH; and 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 will provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

Search Engine Registration

The City's website will include at no additional costs search engine optimization tools that help your website appear more prominently on popular search engines. This includes meta data and descriptions for content as well as a Friendly URL Manager for creating search friendly URLs.

Furthermore, being registered on popular search engines is a great way to improve your website's visibility, making it easy for residents, potential visitors, and your other target

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audiences to find your online portal. As a part of our services, Vision Internet will register your website with all the most widely used search engines, putting you a step ahead of most other local government websites.

We can discuss additional search optimization tools with the City upon request and find the best solutions for your needs.

Additional Services

Please note that we can also discuss additional services with the City, including content writing or additional features. These services may require working with one of our many partner agencies, developing a custom component, or researching third-party providers for the City. We can discuss these services and any additional costs with the City upon request.

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The Vision Process is the result of long-term, dedicated staff that have built and refined our strategy for over fifteen years. The original creators of the process train all our project managers and oversee each and every project; ensuring excellent results every time. We have been fortunate to enjoy the loyalty of long-term staff and feel our clients truly benefit from their experience and expertise. In fact, our process has led to many innovations that have since become industry standard.

Vision Internet's streamlined process really moved us through the development quickly and efficiently and made it just a wonderful experience!

Mark Barham
IT Manager
City of Williamsburg, VA

The Vision Process is collaborative and we work closely with you to ensure your projects success. We work with your internal project manager and project team, gather requirements from multiple stakeholders, and lead relevant consulting meetings. As part of our consulting, we provide you a custom survey, create a detailed conceptual sitemap, and analyze content.

Each stage of our six-step process includes formal review and approval points ensuring that the final result meets your expectations. This process ensures you will not reach the end of the project and be unhappy with the results. We assign a project manager who is your single point-of-contact. This makes it easier for you and facilitates better communication between team members. Our project manager will communicate with and coordinate all Vision Internet resources including designers, information architects, programmers, and other team members. Some firms require you to communicate your needs to each of these independent resources, taking up your valuable time.

The six stages of the Vision Process are explained in the sections below:

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 emphasizes the objectives of the website and how it supports your overall organizational goals. This vision then guides each subsequent step in the process.

To create this vision, we will:

- Prepare and review a survey document which will focus on goals and objectives.
- Lead an **onsite** brainstorming and planning session where we discuss your current website, the results of surveys, the needs of users and staff, and possible approaches for the future.
- Review your existing website and those of similar cities.
- Study examples of other websites you like.
- Review project goals and timeline.
- Collect content and materials for the new website.

The heart of this stage is defining the vision for the project, setting goals, and timeline to ensure the project's success.

Stage 2: Concept Stage

In the Concept Stage we realize the vision through:

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- Creation of the information architecture which supports easy access to information.
- Defining the navigation strategy.
- Review and recommendation of interactive components and features to ensure streamlined navigation through special types of content.
- Creation of a conceptual sitemap and categorization of pages. The navigation and information architecture will take into account your current needs plus allow for future expansion and growth.
- Creation of a homepage layout wireframe that shows the placement of key information and dynamic content.

The Concept Stage will conclude with your satisfaction and approval of the homepage layout wireframe.

Stage 3: Design Stage

In the Design Stage our team continues with the graphic design for your homepage. Our creative ability and expertise allows us to develop a compelling graphic design while maintaining its usability. We work closely with your staff to establish a look and feel that reflects your community. Our world-class designers take the time to create a truly professional design that incorporates graphics, photos, fonts, colors, and other design elements that fit together to create a stunning, harmonious design. Our goal is to create an accurate sense of place and incorporate the city's brand throughout the graphic elements and color scheme. For examples of our design work, please refer to page 22.

We create a unique homepage design concept based upon your direction and input plus do all revisions as necessary. The Design Stage will conclude with your satisfaction and approval of the homepage design comp.

Stage 4: Development Stage

During the Development Stage the process continues as we create the interior page design then program the website. Development includes implementation of the Vision Content Management System™ and integration of the interactive components and features. Quality is ensured by our extensive experience, testing, and the proven visionCMS™.

Included in the scope of your project is the content migration of up to 500 pages into the new website. We can provide guidance on the best practices for web content writing and will train your staff on the best approach for migrating additional content. Alternatively, at your request we can provide a price quote to migrate additional pages.

Migration is not a simple cut-and-paste process. As part of our migration service, we review the formatting and layout of each page, reformat it using the new site's design styles, and lay it out in a way that conforms to industry best practices for impact and readability.

For more information about the visionCMS™, please refer to page 8.

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, Documentation, and Training Stage we:

- Perform extensive functional testing.
- Review content.
- Create a custom training manual that incorporates actual screenshots of your site.

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- Provide administrator and content editor training.

For your project we will provide two consecutive days of onsite training consisting of sessions for your staff representatives on content editor training and for advanced administrator functions including system configuration, system maintenance, reporting, and strategies for future expansion.

Note that the central online reference incorporates screenshots from the visionCMS™, making it easy for staff to understand and use. It is an excellent reference for new staff to use as well.

Stage 6: Launch Stage

In the Launch Stage, the website is moved to the production server. Our launch process includes the installation of necessary software, making configuration changes, and transferring code and content. Once transferred, we again go through the final quality assurance process to ensure the site transferred correctly plus do a final check for broken links, Section 508 compliance, and others. The site will be available to the public upon your final approval.
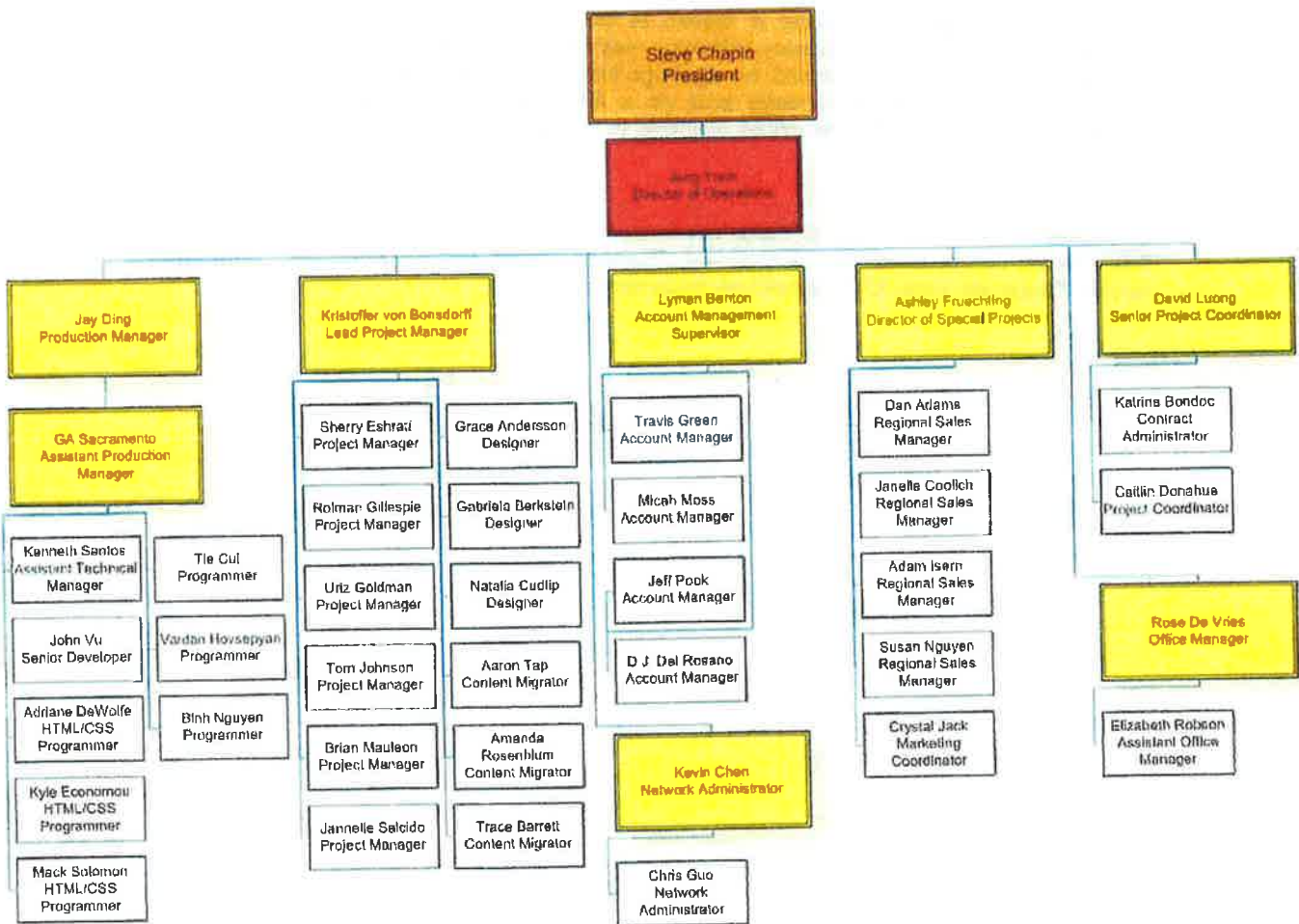
Post Launch Services

Once your website has launched, Vision Internet will continue to offer support for your website. This includes access to our SPARK Customer Resource Center and our visionLive™ subscription service. Please see page 37 for details on these services.

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Organization Chart

Every member of the Vision Internet team brings years of experience and ability to any project they work on. Below is an organization chart for our company:

```
                          Steve Chapin
                           President
                               |
                      (Director of Operations)
```

Jay Ding — Production Manager
- GA Sacramento Assistant Production Manager
  - Kenneth Santos — Assistant Technical Manager
  - John Vu — Senior Developer
  - Adriane DeWolfe — HTML/CSS Programmer
  - Kyle Economou — HTML/CSS Programmer
  - Mack Solomon — HTML/CSS Programmer
  - Tie Cui — Programmer
  - Vardan Hovsepyan — Programmer
  - Binh Nguyen — Programmer

Kristoffer von Bonsdorff — Lead Project Manager
- Sherry Eshrati — Project Manager
- Rolmar Gillespie — Project Manager
- Uriz Goldman — Project Manager
- Tom Johnson — Project Manager
- Brian Mauleon — Project Manager
- Jannelle Salcido — Project Manager
- Grace Andersson — Designer
- Gabriela Berkstein — Designer
- Natalia Cudlip — Designer
- Aaron Tap — Content Migrator
- Amanda Rosenblum — Content Migrator
- Trace Barrett — Content Migrator

Lyman Benton — Account Management Supervisor
- Travis Green — Account Manager
- Micah Moss — Account Manager
- Jeff Pook — Account Manager
- D J Del Rosano — Account Manager
- Kevin Chen — Network Administrator
  - Chris Guo — Network Administrator

Ashley Fruechting — Director of Special Projects
- Dan Adams — Regional Sales Manager
- Janelle Coolich — Regional Sales Manager
- Adam Isern — Regional Sales Manager
- Susan Nguyen — Regional Sales Manager
- Crystal Jack — Marketing Coordinator

David Luong — Senior Project Coordinator
- Katrina Bondoc — Contract Administrator
- Caitlin Donahue — Project Coordinator
- Rose De Vries — Office Manager
  - Elizabeth Robson — Assistant Office Manager

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![vision Internet logo]

Project Team

For your project, we will assign one of our highly skilled Project Managers who will work with our lead Project Managers on developing your website. We will also assign our in-house developers and designers, who have experience creating award winning websites for other government projects. Biographies of key staff are provided in the following section.

Please note that specific hours required for each team member will be based on actual work performed. Please see the Project Schedule section of this proposal for schedule details.

- Kristoffer von Bonsdorff – Lead Project Manager
- Jay Ding – Manager of Technology
- John Vu – Senior Developer
- Gabriela Lifshitz – Designer
- Natalia Cudlip – Designer

KRISTOFFER VON BONSDORFF – PROJECT MANAGER

Mr. Bonsdorff has years of experience creating website solutions tailored to the specific needs of clients. Prior to joining the Vision Internet staff, he managed his own website development firm which helped clients develop website solutions, solve system/server issues, and provide other IT support services. He has also previously provided IT services, acted as systems administrator, and provided consulting for other educational and private institutions in the past.

Mr. Bonsdorff has worked on projects for the City of Healdsburg, CA; the City of Goleta, CA; City of Shoreline, WA; City of Cupertino, CA; City of Rohnert Park, CA; Lexington-Fayette Urban County Government, KY; the Town of Chapel Hill, NC; and Virginia Highlands Community College, VA.

Mr. Bonsdorff has attended Folkuniversitetet and Nacka Gymnasium in Sweden where he studied computer science.

Roles Served: Consulting and Project Management.

JAY DING – MANAGER OF TECHNOLOGY

Mr. Ding uses his extensive knowledge and experience in web-technologies to lead Vision Internet's development team and set the technical direction of the company's development.

He is a senior web programmer and lead product manager skilled in HTML, ASP, JavaScript, and Cold Fusion. He is also an authority in Section 508 accessibility issues. He excels in database design, development, and information architecture. He uses these tools to create kiosk, content management, and e-commerce solutions using Microsoft SQL Server and Oracle databases. His programming skill set also includes C++, Java, Pascal, and Visual Basic. He is an expert in content management including third-party Microsoft CMS and Stellent, plus he led the development of the Vision Content Management System™.

As a senior project manager, he has extensive experience in managing complex projects which deliver sophisticated websites for Vision Internet's clients including the City of Palm Desert, Cucamonga Valley Water District, City of Buena Park, Los Angeles County Ford Amphitheatre, the Palm Springs Unified School District, the California Junior Chamber of Commerce, Port of Los Angeles, the City of Lynchburg, Columbia County, Round Rock Independent School District, the City of Englewood, and Accessible Activities, for whom he developed a content management solution for a blind webmaster.

Mr. Ding earned a Master's degree in Information Systems and an MBA from Katz Graduate School of Business, University of Pittsburgh. He is a Microsoft Certified Professional and has been part of the Vision Internet team since 1999.

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Roles Served: Product Management, Consulting, Project Management, Information Architecture, and Programming.

JOHN VU – SENIOR DEVELOPER

Mr. Vu is a truly exceptional programmer and serves as the primary developer of our content management and e-procurement systems plus developed many of our most advanced and innovative interactive components. Projects include sites for the City of College Station, City of Diamond Bar, City of Evansville, Dallas County Community Colleges, Greenbrier Convention and Visitors' Bureau, and many others.

Mr. Vu specializes in Visual Studio, .Net languages, and Microsoft Content Management Server. He can be found in the office day and night developing his latest "masterpiece" in any number of languages including ASP, ASP.NET, C#, C++, SQL/Transact-SQL, and MySQL. He is also an expert in JavaScript (both server and client), VBScript, HTML, XHTML, DHTML/CSS, Visual Basic (COM), and XML.

Mr. Vu earned his Bachelor of Arts degree from UCLA and is a Microsoft Certified Professional.

Roles Served: Programming and System Design.

GABRIELA LIFSHITZ – DESIGNER

Mrs. Lifshitz is a highly creative designer that brings a unique eye to the Vision Internet team. Her intuitive understanding of design balance has helped her to effectively transform a number of websites from chaotic to cohesive. She has created and refined successful designs with clients such as the Boone County, IA; Burbank Unified School District, CA; and the City of Newton, KS. She is currently working on projects for the City of Bartow, FL; Odessa Police Department, TX; Imperial Irrigation, CA; Dorchester County, SC; Pittsburg Delta View Golf Club, PA; City of Rosenberg, TX; and Sweetwater Authority, CA.

Mrs. Lifshitz holds a Bachelor's degree in Design from Universidad Iberoamericana, Mexico City.

Roles Served: Graphic Design.

NATALIA CUDLIP – DESIGNER

Mrs. Cudlip brings a fresh perspective to government design. Her expertise in creating eye-catching, user-friendly designs makes her a strong member of the Vision Internet design team. She helps Vision Internet clients create designs that focus on the unique branding efforts of their individual communities.

Mrs. Cudlip has created and refined successful designs for the City of Park City, UT; District of West Kelowna, BC; City of Palm Springs, CA; Town of Chapel Hill, NC; City of Dana Point, CA; Lexington-Fayette Urban County Government, KY and Eagle County Schools, CO.

Mrs. Cudlip holds a Bachelor's degree in Art with a Computer Animation focus from California State University, Los Angeles and a Computer Graphic Design certificate from Santa Rosa Junior College.

Roles Served: Graphic Design.

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Vision Internet, the Government Website Experts, is the national leader in government website development. As you review our past experience and current capabilities, we will demonstrate that Vision Internet stands far above other companies in creating unique and effective government websites. In fact, we have pioneered many innovations that have now become industry standards.

We are a full-service vendor offering website consulting, design, development, hosting, and maintenance services. This allows us to provide San Clemente with a complete turnkey solution.

Vision Internet was founded on three core values: *Integrity, Commitment, and Trust.* More than a slogan, these values are at the heart of our every decision, action, and interaction. We attribute our continued growth and prosperity to our adherence to these core values. This honest approach to business has also provided us with longtime employees and partners, repeat customers, award-winning projects, and recognition for our community service. However, we know none of this would be possible without our clients and their communities. At Vision Internet we care as much about your community as you do.

Company History

As an entrepreneur involved with business and non-profit organizations, Steven Chapin recognized the need for internet connectivity, hosting, and website services for small to medium size businesses. This led to Mr. Chapin's creation of Vision Internet in 1995. Since its inception in Santa Monica, California, Vision Internet has been regarded as a pioneer in the Internet industry.

In 1996, our company began providing website development services for non-profit and corporate clients. We were recognized as industry leaders in local, national, and international media that same year.

Many companies claim to be experts about government websites, but I can tell you after switching to Vision Internet we know who truly holds that title.

Sara Berry
Communications Assistant
City of Maryland Heights, MO

During the creation of the company, Mr. Chapin remained active in the community, supporting government, education, and non-profit organizations. This activity, along with strong travel industry experience, resulted in the creation of our first government related projects for the City of Santa Monica's Convention and Visitors Bureau and the Danish Government.

Since this early beginning, we have further developed our government experience and have been awarded with nearly 500 government and education contracts and many awards for our work.

Throughout our company's history, we have taken a conservative approach towards growth, refusing outside funding and simply focusing on building a solid business based on our core values. Our approach has paid off, bringing us through the dot-com bubble and today's ever-changing economic climate. Providing a high level of stability allows our company to enjoy the continued respect and commitment of clients, employees, and the community.

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Qualifications

Vision Internet focuses on serving the needs of local governments like San Clemente, enabling them to be more effective and efficient while improving service. As a result, we have emerged as the national leader in serving government agencies.

When selecting a company to partner with for your website development there are many factors which come into play. In addition to our unparalleled customer service, Vision Internet rises above the competition in the following ways. When choosing a partner to develop your website with, make sure they meet the following high standards:

- Highly Relevant Experience
- Unique Solutions Based Upon a Strategic Approach
- Broad Technical Expertise
- National Scope

Highly Relevant Experience

Vision Internet has extensive experience serving government agencies with populations ranging from towns of less than one thousand residents to cities and counties of several million. We serve all levels of government agencies, educational institutions and non-profit organizations, including websites for cities, counties, state and federal agencies, special districts, economic development departments, transit, performing arts, workforce development, environmental services, tourism and visitors bureaus, and more. Below is a sampling of our clients:

- Amador County, CA
- Antelope Valley Air Quality Mgmt Dist, CA
- Bellflower Redevelopment Agency, CA
- Burbank USD, CA
- Child Care Resource Center, CA
- City of Agoura Hills, CA
- City of Albany, CA
- City of American Canyon, CA
- City of Atlanta, GA
- City of Buena Park, CA
- City of Burbank, CA
- City of Burlingame, CA
- City of Calistoga, CA
- City of Cathedral City, CA
- City of Dana Point, CA
- City of Diamond Bar, CA

- City of Galt, CA
- City of Glendora, CA
- City of Goleta, CA
- City of Greenfield, CA
- City of Hercules, CA
- City of Indio, CA
- City of La Mirada, CA
- City of La Quinta, CA
- City of Lake Elsinore, CA
- City of Lancaster, CA
- City of Manhattan Beach, CA
- City of Mill Valley, CA
- City of Millbrae, CA
- City of National City, CA
- City of Newport Beach, CA
- City of Novato, CA
- City of Oroville, CA
- City of Pacific Grove, CA

- City of Palm Desert, CA
- City of Palm Springs, CA
- City of Pittsburg, CA
- City of Poway, CA
- City of Rancho Cordova, CA
- City of San Francisco, CA
- City of San Juan Capistrano, CA
- City of San Marcos, CA
- City of Santa Clara, CA
- City of Santa Clarita, CA
- City of Santee, CA
- City of Sausalito, CA
- City of Seaside, CA
- City of SeaTac, WA
- City of Sedona, AZ
- City of Shoreline, WA
- City of Silverthorne, CO
- City of Simi Valley, CA
- City of Smyrna, GA

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- City of Sunset Hills, MO
- City of Sunrise, FL
- City of Union City, GA
- City of Valdosta, GA
- City of Warrensburg, MO
- City of Wasilla, AK
- City of West Hollywood, CA
- Cucamonga Valley Water District, CA
- Glendale Community College, CA
- Hillsborough City School District, CA

- Imperial Irrigation Dist, CA
- Lake Arrowhead Community Services District, CA
- Livermore Amador Valley Transit Authority, CA
- Mojave Desert Air Quality Management District, CA
- Orange County DA's Office, CA
- Port of Los Angeles, CA
- San Bernardino County Special Dist, CA

- Southwestern College, CA
- State Center Community College District, CA
- Sweetwater Authority, CA
- Transportation Authority of Marin, CA
- UCLA Jonsson Comprehensive Cancer Center, CA
- University of Antelope Valley, CA

These organizations have placed their trust in Vision Internet because we have created some of the best government websites in the country. All told, Vision Internet clients have won over 200 industry awards for their websites. Scanning through our list of clients, it is easy to see that we have the experience to ensure your project's success.

Unique Solutions Based Upon a Strategic Approach

Our approach is completely different than the template solutions offered by our competitors. They provide a cookie-cutter approach to government websites making your website look just like other city websites. These can never match the results of a website built for your own unique needs.

Vision Internet is not simply a web design company; rather we take a strategic approach by understanding your needs first, then developing and implementing internet strategies which complement and extend your overall goals. While other firms are made up of technicians, our team members are well educated and have extensive business and government work experience in addition to their technical expertise. We are very knowledgeable in the area of strategic planning allowing us to have a better understanding of your overall challenges and objectives. We will implement a solution designed to solve your most pressing needs. Our tools and components give you the assurance of proven reliability and are designed to fulfill your most important goals.

This translates into a website solution that will deliver on its full potential!

Broad Technical Expertise

Vision Internet is a Microsoft Certified Partner and within our team, we have extensive experience in all the technologies required to build you a world-class solution. Our core technical skills include:

Web Programming:	: ASP.NET, ASP, HTML, CSS, XML, Ajax, JavaScript, PHP.
Application Programming:	C#, C++, Java, Visual Basic, IIS, and VB.Net.

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Database Technology:	MS SQL Server, Oracle, MS Access, and MySQL.
Graphic Design:	Photoshop, Flash, Illustrator.
Platform:	Windows Server, Linux.
Infrastructure	Cisco Router, Firewall, and Windows Security.
Other:	CMS, Web 2.0/Gov 2.0, Social Networking, e-Commerce platforms, and GIS software.

Additionally, our team has overlapping skills and expertise in:

- Consulting and Strategic Planning
- Market Research
- Usability Testing
- Project Management
- Project Development
- Information Architecture
- Database Design and Administration
- Creative Direction and Graphic Design
- Website Hosting and Maintenance
- Section 508 Compliance (federal disabilities compliance)
- Quality Assurance
- Documentation and Training

There is a major difference between Vision Internet and other government website developers. Bottom line, Vision 'gets it' when it comes to government websites. They are on the forefront of website design, and their content management system is phenomenal, second to none.

- Doug Schultz
Community Relations Coordinator
Village of Hoffman Estates, IL

National Scope

Because of our experience and exceptional results, we have an extensive customer list that includes clients in the states of Alabama, Alaska, Arizona, Arkansas, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Missouri, Nebraska, Nevada, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming -- in addition to many government and education clients in the state of California.

While we are local to you, with Vision Internet, you can be confident in knowing that you are working with the national leader in government website development.

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Project Profiles

Vision Internet, with its hundreds of government clients and over 200 awards for government related projects, is the national leader in local government websites. As you review these project profiles, we believe you will see that Vision Internet websites stand far above others. Many of the projects incorporate multiple objectives beyond simply information for residents. It is our strategic process that uncovers the additional needs and incorporates them into a more successful solution.

On the following pages are several project profiles that show a broad range of experience and capabilities that clearly demonstrate our expertise and ability to serve your needs. As you review them, you are sure to find examples that appeal to your personal tastes and preferences. Please note each project was worked on by our own in-house designers and project managers. You can learn more about our Senior Project Manager and our proposed team for your project on page 18.

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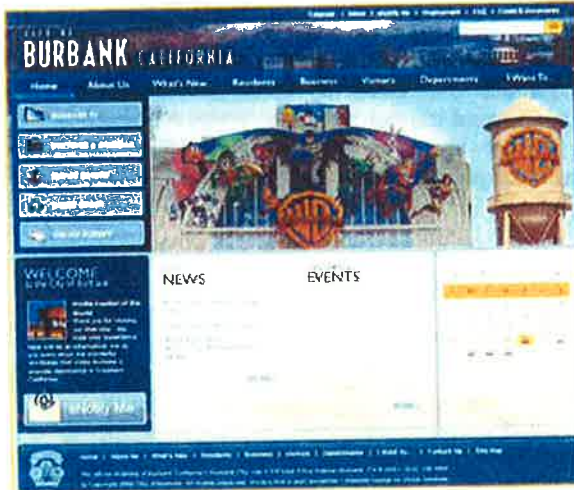
City of Burbank, CA

The public reaction to the site has been overwhelming. We have received countless emails describing the site as "beautiful" and "an unbelievable improvement".

- Keith Sterling
Public Information Officer

The City of Burbank is home to a number of media headquarters and production houses, earning it the nickname the "Media Capital of the World". With a reputation such as this, it was imperative that the City redesign their outdated website. The previous website was a collection of several smaller websites accumulated over the years. These websites varied in design and navigation structures and lacked an overall sense of cohesion.

In partnering with Vision Internet, the City of Burbank's assortment of individual websites has now been merged into one unified website. A slide show depicting the well-known entertainment corporations headquartered in Burbank portrays the City's unique media-focused community. The Dynamic Homepage displays the community events calendar keeping users up to date with the latest happenings, while the Burbank TV section provides website visitors with a streaming video feed from the City of Burbank Government Access Channel.

• Creativity International Awards Honorable Mention

Please note that the City of Burbank, CA's website is currently undergoing an upgrade.

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City of Dana Point, CA

www.danapoint.org

Project Dates: November 2007 to May 2008

When we set out to bid, no other website consultants compared to Vision Internet. They know what they are doing. They create award-winning sites and that's what we wanted.

- Kathy Ward
City Clerk

Situated on the beautiful Southern California coast, halfway between San Diego and Los Angeles, Dana Point is home to 36,765 residents and is characterized by nearly seven miles of prominent coastal bluffs and rolling hills along the Pacific Ocean. Dana Point Harbor provides slips and mooring for over 2,500 boats along with over 50 specialty shops and restaurants. The Harbor attracts thousands of visitors annually for shopping, sportfishing, walking, bicycling, parasailing and a host of recreational activities.

The City turned to Vision Internet to create a world-class website not only to communicate with its citizens and businesses, but to help promote itself as the world-class tourist destination it is. The stunning design features rotating photos on the homepage to show off the area, and the site includes innovative features such as a fish count, surf report, and live web cams.

• CAPIO Award of Excellence

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City of Manhattan Beach, CA

www.ci.manhattan-beach.ca.us
Project Dates: July 2006 to July 2007

Located on the Pacific coast, the City of Manhattan Beach offers residents and visitors incomparable natural beauty and a multitude of recreational attractions. Pivotal to city communications and promoting the many attractions of the City is its outstanding new website which features interactive tools including a meeting and events calendar, bid opportunities, contact directory, job postings, photo gallery, and more, all of which can be filtered according to user preferences. A new Intranet was also developed as part of this project and, with surfing being a major part of the City's recreational draw, Vision Internet included a handy live Surf Report right on the homepage.

- MarCom Gold Award
- Web Marketing Association Standard of Excellence Award

Please note that the City of Manhattan Beach, CA's website is currently undergoing an upgrade.

Made up of a number of different "villages" with their own distinct scenery and style, the City of Newport Beach is an ever-evolving, modern community located on the southern coast of California. The community's website, however, was outdated and did not provide residents with the information that they needed on a daily basis. The City chose to partner with Vision Internet to solve this problem and together they have created a website that is not only easy to update for staff members but one that truly reflects the people and villages of Newport Beach.

The new informative and service oriented Newport Beach website is an excellent resource for residents and visitors. The website's information is kept up to date using the Vision Content Management System. Now more than 70 staff members have access to draft updates and a number of management members are able to publish these updates to the site with ease. The website features a number of online forms and applications through the utilization of Vision Internet's Form/Survey tool. Vision Internet also restructured the site's navigation to allow users to locate new interactive components and outside vendor applications with ease.

- Creativity International Awards Honorable Mention

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![vision internet logo]

www.weho.org

Project Dates: January 2009 to March 2010

I don't think it's a stretch to say Vision Internet has set a new precedent for government website design. We couldn't be happier with our new website. Vision has hit this one out of the park!

- Brett White
Digital Media Coordinator

Dubbed the Creative City, West Hollywood (aka WeHo) is known for its lively, spirited community. Annual cultural events and a vibrant social scene make for a City full of excitement. Residents and visitors alike gather at delectable eateries, one-of-a-kind boutiques, and famous theaters to experience all that WeHo has to offer. The City however found it increasingly difficult to keep residents and visitors up-to-date on pertinent information about the City, as well its festivities, because of their outdated website. In partnering with Vision Internet, all of that changed.

The two teams set out to redefine West Hollywood online and ended up changing the way people look at municipal sites altogether. From the unique background design to the detailed banners, the dynamic homepage is full of color. Links to the City's Facebook and Twitter accounts are also featured on the homepage, keeping residents up to speed on the latest from the City. Powered by the Vision Content Management System, the website is kept up-to-date by multiple city staff members – ensuring that no gallery opening, building dedication, or street festival falls through the cracks.

• Web Marketing Association Best Government Website

Please note that the City of West Hollywood, CA's website is currently undergoing an upgrade.

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References

CITY OF DANA POINT, CALIFORNIA

Contact name:	Kathy Ward, City Clerk
Address:	33282 Golden Lantern
	Dana Point, CA 92629
Phone number:	949-248-3505
E-mail:	kward@danapoint.org
URL:	www.danapoint.org

CITY OF SAN MARCOS, CALIFORNIA

Contact name:	Jenny Windle, Public Information Officer
Address:	1 Civic Center Drive
	San Marcos, CA92069
Phone number:	760-744-1050 ex. 3169
E-mail:	jpeterson@san-marcos.net
URL:	www.ci.san-marcos.ca.us

CITY OF BURBANK, CALIFORNIA

Contact name:	Todd Wilson, Public Information Analyst
Address:	275 East Olive Avenue
	Burbank, CA 91502
Phone number:	818-238-5843
E-mail:	twilson@burbankca.gov
URL:	www.burbankca.gov

CITY OF WEST HOLLYWOOD, CALIFORNIA

Contact name:	Brett White, Digital Media Coordinator
Address:	8300 Santa Monica Boulevard
	West Hollywood, CA 90069
Phone number:	323-848-6523
E-mail:	bwhite@weho.org
URL:	www.weho.org

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The table below shows our recommended development and launch schedule along with a list of key deliverables/milestones. We can, however, work with you to find a way to shorten the schedule if you require.

Implementation Step	Avg. Duration
Vision Stage • Initial kick-off call with San Clemente's project manager • Survey preparation and review • One day onsite brainstorming and planning session	2 – 4 Weeks
Concept Stage • Creation of Information Architecture • Create conceptual sitemap • Homepage layout wireframe	2 – 4 Weeks
Design Stage • Unique, custom graphic design • Custom icons, buttons, screen elements, and backgrounds • Homepage design comp	3 – 4 Weeks
Development Stage • Implementation of visionCMS™ • Integration of interactive components • Migration of up to 500 pages of content	4 – 9 Weeks
Quality Assurance, Documentation, and Training Stage • Final testing • Customized training manual • Two consecutive days of onsite training sessions	2 – 3 Weeks
Soft Launch & Final Launch • Move website to production server • Completed website • Website goes live	2 Weeks
Total estimated time to launch	**15 – 26 Weeks**

* The schedule may vary depending on additional components and participant decision times. Some stages may overlap, which can reduce the total time of completion.

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Due to our extensive experience creating government and education-related websites and implementing content management systems, we are able to offer San Clemente a unique solution at a cost normally associated with the canned solutions that many of our competitors provide.

We are certain that in reviewing this proposal, you will realize Vision Internet clearly stands out above the competition and is the best choice for guaranteed results. While our bid may not have the lowest initial investment, many times we are lower over the life of the website because we do not have required ongoing fees. Our clients tell us that we provide the best overall value. It is our extensive experience, attention to detail, and commitment to quality that makes the difference. While there are many imitators, only one company delivers a website with Vision.

Vision Internet provided us with a straightforward pricing model. All of the charges were clearly laid out...they fit within our budget and provided us with the best quality for our money.

- **Sabrina Oliver**
Communications Director
Town of Chapel Hill, NC

Included Services

Website Development

The budget below includes consulting, project management, graphic design, training, and our content management system, as well as all of the components and features listed on page 9. Please note that we charge based on services performed rather than specific staff hours; we believe this approach is a fairer and more accurate way of determining your project's actual cost.

Services	Hours	Rate per hour	Budget
Consulting	79	$135	$10,665
Project Management	48	$135	$6,480
Design	34	$125	$4,250
Design Production	20	$95	$1,900
Dynamic Programming	55	$135	$7,425
HTML Programming	18	$105	$1,890
Content Migration	170	$85	$14,450
Quality Assurance	20	$105	$2,100
Training/Documentation	49	$125	$6,125
Total			$55,285
Discount			($3,723)
Final Budget			$51,562

All-Inclusive Subscription Maintenance with visionLive™

As described on page 37, we are offering the City our visionLive™ subscription service, allowing us to significantly improve the value of our post-launch services. For a low annual subscription rate of $7,800 with a 5% annual increase, we are able to provide maintenance, hosting services,

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upgrades for the visionCMS™, newly developed CMS components and a free redesign after four years of visionLive™ service[1].

Optional Department Design Themes

On page 12, we outlined optional Department Design Themes. You are in no way obligated to accept this recommendation; we offer them to demonstrate our forward thinking. Below is pricing for this option:

Optional Component	Budget
Department Design Themes	
Cost for first Design Theme	$2,490
Cost for each additional Design Theme	$1,625

Maintenance and Hosting Alternatives

If you are not interested in the visionLive™ plan, we offer a number of alternatives, as outlined below. Additional details on each plan are provided on page 39[2].

Plan	Budget
On-Premise Subscription Maintenance with visionLive™	$740/month
Hourly Maintenance Plan	$110/hour[3]
Hosting Only (with no maintenance plan)	$200/month

Additional Information

Included Warranty

All programming code within the project developed by Vision Internet is warranted for a period of one-year from the date of completion. We will create a backup of the website when it is completed. If any problem arises while you are maintaining the site, we will be able to restore the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise.

In our over fifteen years of business, we have not had any significant problems arise, due to our extensive quality assurance process and technical expertise.

Terms and Conditions

Vision Internet agrees to perform the services at the prices quoted in this proposal. This quote is valid for 180 days.

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[1] Does not include updates to configuration, content, or formatting among other restrictions; does not include new features that require design customization to implement.

[2] In the event that Vision Internet is not hosting your website, a flat rate of $475 will be charged for assistance in setting up the website.

[3] Discounts available for plans greater than seven hours per month.

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Ownership and Intellectual Property

The City will retain all ownership of design, images, content, photography, illustrations and graphics. Vision Internet will grant to the City a non-exclusive and perpetual license to use the Vision Content Management System™ and Interactive Components and Features (visionCMS™). Vision Internet will retain ownership of the visionCMS™.

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At this time, Vision Internet has no exceptions to the City of San Clemente's RFP and terms and conditions. If selected to implement the project as described in this proposal, Vision Internet will work with the City's contract form and discuss any necessary changes in the project scope. Typically, we will insert additional terms based on your specific scope of work and customizations. We can discuss the specifics with you upon request.

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Vision Internet is a full service firm providing all the services necessary to build and maintain your website. This includes website maintenance, support, upgrades, and hosting. While other firms limit your hosting options and lock you into "one size fits all" support plans, Vision Internet takes a different approach.

Below is a description of our available post-launch services and the optional maintenance packages.

All-Inclusive Subscription Maintenance with visionLive[TM]

visionLive™ is a subscription-based, Software-as-a-Service (SaaS) maintenance plan that bundles all essential on-going services into one, set fee. The subscription approach takes the guess-work out of future budgeting by including all essential post-launch services into a flat annual fee.

visionLive

The service includes:

Website Hosting

For over fifteen years, website hosting has been an integral part of our operations. We started our business as an Internet Service Provider (ISP) offering full service connectivity, design, and hosting. As the business evolved, we developed our relationship with CoreSite and Cogent, a global network provider, which enables us to provide comprehensive hosting solutions for our clients. We have our own co-location suite within a secure, state-of-the-art facility.

Our hosting services include:

- Necessary bandwidth for website (over a 100 Mbps digital line)
- Power failure equipment including battery backup
- Redundant generator backup
- VMware Virtualization server with high available setting
- Operating system health monitoring and automatic hardware failover capability
- Centralized storage area network
- Full climate control
- Firewall protection
- 24 hour monitoring
- Security access via ID, biometrics, CCTV and key card
- Microsoft Windows Server 2008R2 or 2012 (based on the CMS version)
- Microsoft SQL Server 2005 standard, 2008R2 Standard or 2012 Standard (based on the CMS version)
- Monthly web usage statistics reports
- Fixed IP address for the website

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- Daily onsite backups
- Guaranteed 99.9% uptime

VISIONCMS™ HARDWARE AND SOFTWARE

Below are details on the hosting environment we are offering the City:

Shared Server

- Quad-core or Hex-core processors
- 10 GB~16 GB memory per hosting virtual server
- 500 GB Hard Drive per hosting virtual server
- RAID 50 Configuration
- Windows Server 2012/Microsoft SQL Server 2012

WEB ANALYTICS

To realize the full potential of your website, you must measure its progress. The easiest way to accomplish this is to actively monitor website traffic and the content most utilized by visitors.

Included with our hosting services, we offer web analytics to analyze website traffic. It presents site traffic reports in an organized and concise format, all with full-color graphics. By utilizing this, we are able to offer complete reports on website

Figure 3: Web analytics provide advanced, interactive reporting.

visitor patterns, referring sites, visitor paths, and demographics. The reports enable you to understand the website end-users, what search engines and keywords they use to find your website, the pages they access, documents they download most often, and much more.

The reports also provide activity and technical statistics that contain information about the average number of visits, the least and most active days, the length of visits, the total hits, the errors found on the pages, etc. These numbers are especially helpful when trying to determine the impact various site promotions have had.

The reports are made available to you over the web, and data is easily exportable to Word, Excel, and XHML.

Unlimited Technical Support

At Vision Internet we stand behind our clients and can provide you with the support you need. With the visionLive™ plan, clients enjoy unlimited technical support for their websites. Typical support questions include how to perform advanced tasks, configure the system, or accomplish some organizational need in the best way possible.

In all cases, Vision Internet is able to address your technical and/or operational needs. You will be assigned a service support person who will serve as your first level of support and manage

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any needs you may have. Continual monitoring of your site is provided to assist your staff in finding solutions to any unexpected problems. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.

Vision SPARK Customer Resource Center

At Vision Internet, we are committed to delivering excellent customer service and recognize that providing support means more than just building a functional website. This is why, in addition to our dedicated support team, our clients have access to Vision SPARK, an online customer resource center.

With exclusive access to SPARK, you will be able to:

- Access our collection of CMS tips, tricks, and tutorials
- Submit and track your support requests with a quick click-of-a-mouse
- See what other Vision Internet clients are doing with their websites
- Learn about new features and components
- Customize your SPARK experience

You will also hear about exciting ways to upgrade your site when new features are introduced!

Upgrades

Technology is continually evolving. visionLive™ ensures your website will keep pace. If upgrades to the visionCMS™ are released, they will automatically be added to all visionLive™ client websites at no additional charge. Has a new browser been released? Has a new mobile device become popular? No worries! We have you covered.

Newly Developed CMS Components

Vision Internet's product development team is continually rolling out new functionality, through ideas generated by collaborating with our clients, trends in the industry, or new innovations developed internally. We want to make sure our clients can immediately utilize these tools as they are launched, without having to wait for a budget request. That's why with a visionLive™ maintenance plan, in addition to upgrades, you will also automatically receive new components as they are launched.[4]

Free Graphic Redesign

The upgrades and addition of new site features will help keep your website up to date *technically*, but what about graphically? It is generally recommended that websites be redesigned every three to five years, which is why we include a free redesign to all clients who maintain a visionLive™ maintenance plan for four consecutive years. As part of the process, enjoy a refreshed layout, navigation, and custom graphic design – at NO additional cost!

Maintenance and Hosting Alternatives

While many companies provide one-size-fits-all maintenance plans that leave their clients with one option for how to receive on-going service, Vision Internet is different. Not sure if a hosted, SaaS plan is a good fit for you? See our alternative maintenance plans below. If you don't find one that suits your needs, let us know and we can work with you to create one that will.

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[4] Does not include new features that require design customization to implement.

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On-Premise Subscription Maintenance with visionLive™

Would you like a subscription-based maintenance plan, but would prefer to host your site in-house? No problem! With our On-Premise Subscription Maintenance option, you will receive all the maintenance and support services outlined above in the hosted visionLive™ plan, but will be able to host the site on your own servers.

Hourly Maintenance Plan

As an alternative to our subscription plans, the City can choose to add an Hourly Maintenance Plan. With this approach, you would purchase a defined number of support hours per month. Unused hours will automatically roll-over from month-to-month, accumulating over time. These unused hours can be applied to purchase any service offered by Vision Internet, including refresher training, upgrades, new features, or system enhancements, thus ensuring your website remains current and fresh.

Developer Plan

If the City has talented .NET developers on staff and is interested in an enterprise solution, Vision Internet offers a Developer Plan. This approach includes a full copy of the source code, a copy of the SQL database used by the visionCMS™, a perpetual license for the City to modify code for your own use, a user guide and technical guide, and on-site technical training with a Vision Internet developer to learn about the CMS code. This plan will equip your developers to modify the code and make customizations as needed. Let us know if you are interested in exploring this option and we can provide a pricing estimate for you.

No Maintenance Plan

The City can also opt to have no on-going contract and simply pay for support and maintenance services as needed. This option can be utilized by clients who host with Vision Internet or host in-house.

Don't see an option that will work for you? We can discuss additional options with the City and create a plan that will suit your needs!

Please see page 33 for full Cost Data on each of these options.

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By implementing your new website as we propose, the City of San Clemente will take a significant step forward in its ability to serve its citizens. The website will incorporate our advanced content management system and creative design to enable users to get the information they need when they need it.

It is our experience, creativity and our attention to our clients' unique needs and identity that allows us to create award-winning quality websites. Just as we have done for cities and counties in 40 states, we aim to do the same for you.

We are very excited about the opportunity to direct our creativity and technical expertise in creating a unique solution for you and your community. We are confident that our consulting, graphic design, programming, and client support expertise will result in the innovative website you are looking for. As we move ahead with this project together, we look forward to providing you with the highest quality and most innovative services available.

Respectfully submitted,

Susan Nguyen
Regional Sales Manager, Vision Internet Providers, Inc.

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APPENDIX I: VISIONCMS™ COMPONENT HIGHLIGHTS

The visionCMS™ is the most advanced government-focused content management system available. In addition to the plethora of functions that simplify administration and save staff time, the visionCMS™ includes interactive components and features essential to serving your website visitors.

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. Additional components and customization can be added during development or after launch for an additional fee. Descriptions of the Interactive Components and Features are subject to change. Our clients appreciate the flexibility that this level of customization provides over the cookie-cutter offerings of our competitors.

Included Interactive Components and Features

This section highlights several of our included interactive components and features that are included in the scope of your project. For a complete list, please refer to page 9.

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. Our clients find that having the Approval Cycle allows website maintenance to be delegated while ensuring consistency throughout the site. This eliminates errors and the posting of inaccurate content.

Our Approval Cycle 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. Unlike most content management systems available today which restrict you to only two-step workflows such as authoring and publishing, the visionCMS™ is extremely flexible allowing you to define as many workflows as you require with as many steps in the approval as you deem necessary! As your work requirements change overtime, you will want the flexibility and scalability of the visionCMS™ to customize your current and future approval process needs.

Bookmark and Share

The Bookmark and Share component is a Web 2.0 feature that helps you spread your content across the web. It makes it easy for website visitors to bookmark and share your content among their favorite social destinations on the web. This tool allows website visitors to share your content with popular social networking and news sites including Facebook, Twitter, Delicious, Digg, Reddit and MySpace.

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Business Directory

One way to promote local businesses is the use of a Business Directory in the City's website. This supports local industry and businesses by increasing their ability to reach a national/international market while at the same time making residents more aware of them. When you list businesses on your website, their individual websites may receive higher placement in search engines because of your link to them.

The Business Directory is an interactive index of local businesses. Your staff can post a business's name, description, location, contact information, links to their sites, and, if available, a graphic (i.e. logo or photo). Users would then be able

Figure 1: Subdirectory shows local restaurants.

to browse an alphabetical listing of these businesses or filter the directory based upon categories you define.

Additionally, businesses will be able to submit their information through the website and maintain their information over time. All submitted information must be approved by a website administrator before being made public on the website.

Connected Pages

Content on your website may be relevant to different departments, and thus may need to appear in different navigation areas throughout the site. Connected Pages, unique to Vision Internet, allows you to create multiple instances of any web page and place them in different areas of the website. Changes made to any instance of a Connected Page are reflected immediately across all other instances, saving your staff precious time and eliminating duplication of effort, while keeping information on the website consistent and easy to find.

Department Management

Key components on your website, including the dynamic Calendar System, News, Frequently Asked Questions, and Job Postings, are setup to allow end-users to filter through content by department. Additionally, your departments can choose to display their department-specific items on their own custom pages. For example the Parks and Recreation department can have their *own* events on their *own* calendar.

To provide consistency throughout the site, these department settings are managed in one-central location similar to the Component Category Manager. The Department Manager allows your website administrator to add unlimited departments, rename existing department names, and delete any unused departments from the list. Any change made from this component will automatically be reflected on all department functions throughout the website. Instead of

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limiting you to a certain number of department entries, this component empowers you with UNLIMITED potential as you maintain your website now and In the future.

Drag and Drop Multiple File and Image Uploading

Easily add documents and images to the website with the drag and drop function, available in the Document Central and Image Library. Select individual files, or entire folders of content for simple administration. Once you upload, files can be used in any component throughout the CMS.

Dynamic Calendar System

Interactive calendars are a staple of local government websites and are an essential tool for your site's success. The Dynamic Calendar System 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. The Dynamic Calendar System allows staff to create calendars for any department or category your staff chooses. These calendars can share events, preventing duplication of effort.

Calendars can be implemented in a user-friendly monthly or yearly format. To assist users further, your website's Calendars will have filtering tools that allow them to find information by month, category, or even departments. This makes it quite easy to locate specific information.
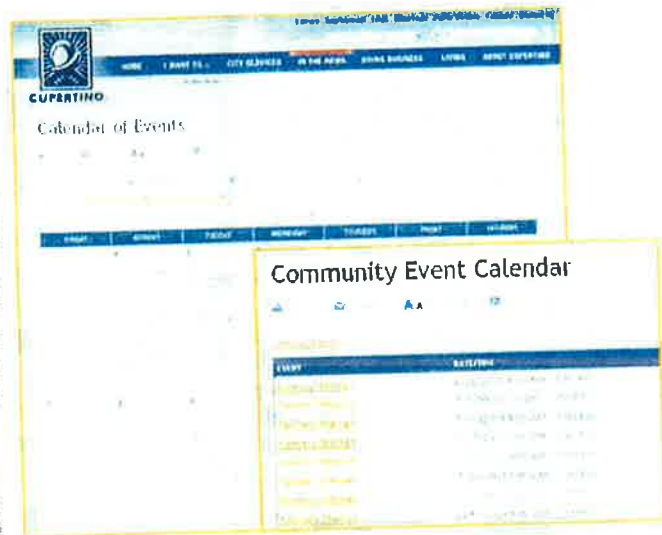

Figure 2: Use the Dynamic Calendar System to find meetings and events quickly.

Our Dynamic Calendar System contains a number of advanced functions including:

- Recurring events function
- Automatic archiving
- Integration with eNotification component
- 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
- Add to my Outlook, Google, and Yahoo calendars link
- Automatic event address link to Google Maps for driving directions
- Automatic RSS feeds

NOTE: With the eNotification component, calendar events may also be broadcast to subscribers via email.

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Emergency Alert (Site-wide)

In the case of an emergency, it is extremely important for cities to reach out to residents in the most efficient way possible. By doing so, potentially life-saving information reaches those who need it most. Notifying the City's website users is simple with the Emergency Alert banner. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. As some users may not access the website through the homepage, when activated, the Emergency Alert will prominently display across the top of the website of every page so users would not miss it.

eNotification

Increase communication, draw in more repeat users, and get important information out more quickly, using our email based eNotification 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 eNotifications 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 eNotification 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. Additionally, a marketing dashboard allows administrators to track the number of sent emails and the open rate.

The best part about our eNotification tool is that it also integrates with the Calendar, Job Postings, RFP Postings, and News 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.

Extranet (Members Only)

Vision Internet can implement an Extranet where restricted content is integrated into the main city website. The restricted content is not viewable by users until they log into the website (i.e. designated staff or elected officials). Once they log in, they will see the additional content within the menus or as an additional section to the main website.

When implementing the Extranet, you may want to have different levels of information access. With our Extranet tool, you can define an unlimited number of groups such as designated staff, executive management, and elected officials. Registered users can belong to any number of groups and any number of groups can be associated with most pages in the Extranet. Once implemented, the website visitors will need to log into the website using a username and password to view the secure pages.

The Extranet functionality is included as part of the following components: Business Directory, Calendar, Document Central, Facility Directory, FAQs, Forms Builder, Job Postings, News, Pages, Photo Gallery, RFP Postings, Service Directory, and Staff Directory.

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Facilities Directory

The Facilities Directory provides citizens with a listing of all types of facilities in the community. Site users are able to search the listing by type (such as parks, recreation centers, and schools) amenities (such as swimming pool, meeting rooms, and kitchen), and capacity. Because the tool is designed to list all facilities in the community, it has a registration form where organizations can put in the necessary information about the facility they have available. Entered information does not become live on the website until after review and approval by your designated administrator.

Facilities listed on the directory can also be added to a Google map of your area, providing website visitors with a visual guide to City amenities.

Facility Directory (Map View)

Figure 3: Locations listed on the Facilities Directory can be posted onto a Google map.

Facilities Reservations

As an additional function of the Facilities Directory, your users will be able to reserve facilities online, making it more convenient for your visitors and residents who are trying to plan events. With the Directory implemented with maps and reservation capabilities, your website will become a one-stop location for finding and using City amenities!

Forward to a Friend

What better way to build traffic to your website than through the Forward to a Friend component. 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 easily forward a page of interest to a coworker, friend or colleague. Additionally, the interactive components will automatically have a link 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 component empowers your online visitors to share information from your website that they find particularly useful.

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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.
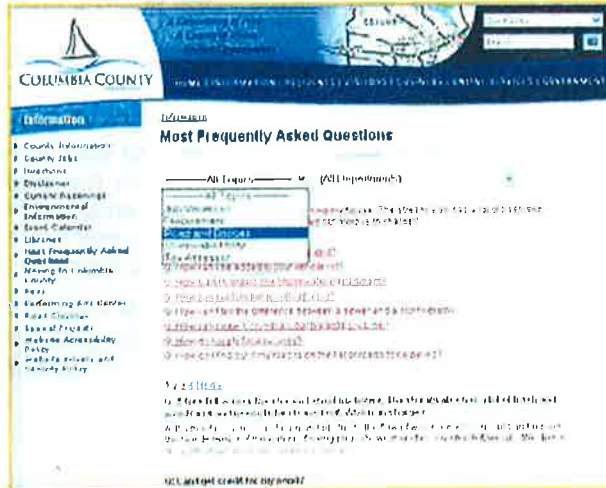
Your staff will also love the feature because our component presents a much simpler solution to creating FAQs. Questions and their associated

Figure 4: The centralized interactive FAQ makes it easy to find info, while backend tools make it simple for staff.

answers are submitted through a simple and centralized interface. Our component does the rest!

Friendly URL Redirects

The Friendly URL Redirect component allows you to change the address of any page on the City of San Clemente website to www.cityofsanclemente.com/_____. For example, with the Friendly URL Redirect component you can change the address of the Calendar to www.cityofsanclemente.com/calendar, which is much more user-friendly than www.cityofsanclemente.com/index.aspx?page=16.

govTrack CRM™

It is important for the City of San Clemente to provide their residents with advanced features for requesting services online, saving both your users and your staff time. Vision Internet can implement our advanced govTrack CRM™ for your website.

Your residents will be able to make service and information requests based on categories defined by the City. Users can also send comments and files (such as photos of a street lamp requiring maintenance, graffiti that needs to be removed, etc.) to the case processor so that they will have a clearer idea of the work that needs to be done. These requests will be automatically routed to the appropriate case processor and a confirmation email will be sent to the user. Passwords provided to users will allow them to log-in and track the progress of their request throughout the process. Users will also receive emails updating them on their requests.

Additionally, because govTrack CRM™ is integrated with the included Frequently Asked Questions component, your users will also be able to check for common solutions to their problem before sending it to the City.

Assigned case processors will be notified of service requests by email. After logging-in, an easy-to-use queue will show them a list of pending requests, including highlighted overdue projects. Either City staff or a contractor can be assigned as a case processor and receive service

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requests; since requests do not need to be accessed via the Vision Content Management System, you do not need to worry about granting access to the website's backend to non-City employees.

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 system tracks all pages using individual photos to make it easier for you to replace images in individual pages.

The Image Library also incorporates several components 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.

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 component makes posting jobs a snap. Your HR staff fills out a simple form with fields such as position, department, salary, and benefits. Staff can schedule when postings go live on the website and when

Figure 5: Users can filter for jobs of interest.

they expire, thus simplifying the process and reducing your administrative time and costs.

To make it easy for users, postings can include interactive components 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.

NOTE: With the eNotification component, job postings may also be broadcast to subscribers via email.

Meetings Manager

The Meetings Manager tool allows government staff to manage their meeting process from beginning to end. With the Meetings Manager, we make it easy to submit meeting agenda items, build agendas, and log minutes. Main features of the Meetings Manager include:

MEETING TYPES (I.E. CITY COUNCIL, PLANNING COMMISSION, ETC.)

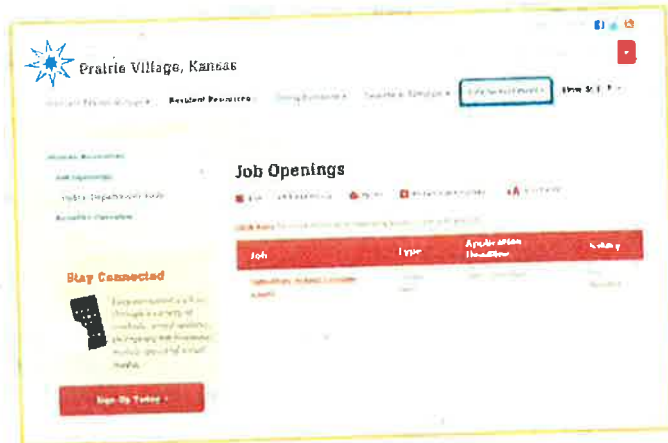- Meeting Types are created that will contain a set of meeting items, agendas, and minutes.

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- Each Meeting Type can have its own standardized formatting for all agendas and minutes within that meeting type.
- Meeting Type has meeting members and other generic information added so you do not need to log them again when creating agendas or minutes.

MEETING ITEMS

- Meeting Items are created for specific meeting types and include all legislative information.
- The Meeting Item is approved through its own customizable workflow.
- The Meeting Items can then be placed into agendas or minutes directly after they have been published.

AGENDA BUILDER

- The Agenda Builder allows you to quickly build an agenda of suggested legislative meeting items for a specific meeting date.
- Using simple drag-and-drop functionality you can sort meeting items easily on the page.
- A clean UI allows for easy additional formatting of agenda content.
- A robust feature set allows for a wide variety of customization needs so your agendas can have a more customized look.
- The agenda builder allows for automatic PDF generation of agendas.
- Included supplemental attachments are automatically combined with the agenda in the "agenda packet."
- The Agenda Builder is tied into the eNotification component.

MINUTES MAKER

- The Minutes Maker includes simple interface to create minutes from a current agenda.
- The Minutes Maker allows for a roll call to log members present or absent.
- Log time information for sections to document meeting pace.
- Log meeting actions made to individual meeting items.
- The Minutes Maker is tied into the eNotification component.

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News

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, feature stories, and "what's new" content. With our News 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 also browse the archive by category. This is a great way to provide a historical archive while making site administration easy. Additionally, RSS feeds of news items are automatically available to website visitors.

Figure 62 News items are easy to find from a centralized location.

NOTE: The News component integrates with eNotification for broadcasting information to subscribers via email.

Photo Gallery

Nothing spices up a website like pictures. With our Photo Gallery component, your website visitors can browse through images of your beautiful city and its exciting events. Users can view photo albums defined by your staff, and either look at images via thumbnails or a slide show. Simply upload the image from the Image Library to the new album and add a caption; thumbnails are created and added to pages based upon the predefined template. What a great way to save staff time while livening up your website!

Responsive Design with visionMobile™

Your site visitors utilize a wide variety of devices to access your website, including mobile phones, tablets, and computers with large and small monitors. Fortunately, with visionMobile™ your website will detect the screen resolution of the user's device and automatically respond, producing a view of the site optimized specifically for that screen. This ensures your site visitors will be able to easily use the site, no matter what device they are using.

RFP Postings

To make future Requests for Proposals simpler, easier to manage, and more cost effective, the website can include an RFP Postings where they can be posted along with amendments and updates.

Potential vendors can download RFPs in a PDF format. Because RFPs are time sensitive, you can schedule when the RFP posting would be live on the website and when it would be removed, thus ensuring your website is kept up-to-date with minimal staff time required. Additionally the RFP Postings can be integrated with our eNotification system to alert users by email.

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Rotating Homepage Banners

Rotating Homepage Banners is a great way for you to mix up the design on your site, and ensure that your homepage always looks fresh and inviting. You can easily change the images at any time, and each rotating image can be set to link to a different page on the site, allowing you to use the banner area to highlight special features, events and services. This makes it a great marketing tool for your city!

Figure 7: Rotating Homepage Banners keep the website looking up-to-date

RSS FeedReader™

In contrast to our RSS Feeds feature, which allows users to syndicate content from your website to their readers such as My Yahoo, iGoogle, My MSN etc., the RSS FeedReader allows you to syndicate content from other websites into your website. Syndicated content can vary and be selected by you to include feeds about your overall organization or individual departments, making your website more comprehensive and up-to-date.

RSS Feeds

RSS (Really Simple Syndication) Feeds keep local residents, potential visitors, and other subscribers up-to-date on important news, events, and announcements from your website. Users can subscribe to your website and receive automatic updates in their RSS readers, mobile phones and personal homepages (such as iGoogle, My MSN and My Yahoo!) as a convenient way of remaining current on community events.

SearchBlox Site Search

Site users can find the specific content they need through the powerful SearchBlox search engine. The component will search both HTML pages and documents such as Adobe PDF files and Microsoft Word documents. It will return results in order of relevance based upon frequency of search words in the page content or metadata and results can be browsed by category. Users can browse search results within different content types, like documents, event calendars, and news. Additionally, this search engine automatically indexes and categorizes all materials published on the website, including PDF, Word, and Excel documents. The search engine will support fuzzy logic and full Boolean keyword searches. This third-party software needs to be installed on the web server.

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Service Directory

Key to serving your community is making it easy for them to find the services they need. While we generally recommend organizing information by topic or service in addition to by department and target audience, the interactive Service Directory allows users to filter or search a list of services by category, department, and keyword, thus simplifying the entire process.

For each service in the directory, you can provide a title and description plus associate the service with contacts in the Staff Directory.

Figure 8: Staff Directory allows users to interactively find staff contact information by department or name.

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 component "masks" email addresses so that email-harvesting software used by spammers cannot automatically extract them from your website.

Updated and Expired Content Reporting

This handy administrative feature provides website administrators a snapshot of website activities. An initial search can display expired content, created or updated content, then can be further filtered by content type or by department. Need to quickly find out what section of your website hasn't been updated for a while? Curious to see which department has been most actively creating new content? The Updated and Expired Content Manager makes website oversight easy!

Version Control

The Version Control feature lets site administrators save multiple versions of any page on the website. This provides for easy restoration of site content in the case of an unintended edit or delete. Additionally, if content changes seasonally, multiple versions can be queued up and ready to go – then published with a single click!

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