

REQUEST FOR COUNCIL ACTION

Date: August 20, 2012
Item No.: 10.b

Department Approval

City Manager Approval



Item Description: Proposal to Redesign the City's Website

BACKGROUND

This spring the Council adopted a Community Aspiration to be Engaged in Our Community's Success As Citizens, Neighbors, Volunteers, Leaders, and Businesspeople and specifically to Improve Communications with Residents. The Council also identified electronic communications as one of those avenues of communications to be improved. The City Manager then asked Communications Specialist Tim Pratt to lead the investigation of options to enhance electronic communications. One result is that the City has launched a Twitter account and a YouTube Channel.

The City Manager specifically requested staff investigate online programs and mobile applications to handle citizen requests for services. Some companies offer stand alone programs and applications, while others include this level of service in either an asset management program or an enhanced website.

As staff investigated the citizen request for service programs and applications it became apparent that the City needs to redesign the City's website in order to improve citizen usability and enhance engagement.

In 2007 a Website Redesign Committee of Finance Director Chris Miller, GIS Technician Joel Koepp and Mr. Pratt recommended CivicPlus to redesign and host our website. They were the lowest-priced qualified proposal. While CivicPlus brought our website out of the stone ages, it is incapable of providing additional services and features that will meet the two objectives: improve citizen usability and enhance engagement.

Government website design is a specialized field with few qualified companies. In 2007 we received 13 proposals, but only three of the companies provided the services Roseville needed such as the ability to easily edit our own pages with a user friendly content management system, and modules designed for the needs of cities (e.g. agenda center, community calendar, etc.).

Those three companies (CivicPlus, Gov Delivery, and Vision Internet) submitted new information/proposals in 2011 and were reinterviewed. Also Adobe Systems, Inc. provided information about its services. Two companies were ruled out because of cost: Adobe Systems (\$80,000) and Gov Delivery (\$60,000). Tim Pratt and Joel Koepp reviewed proposals from CivicPlus and Vision Internet. They determined that Vision Internet offers a superior product and far superior customer service. For instance, Vision Internet's design staff creates much more appealing looking websites (e.g. City of Plymouth, City of Eden Prairie). Their content management system is easier to use and automatically formats material to fit the content frame. Which allows for greater use of photos and graphics on webpages and e-newsletters. They offer dynamic font resizing to help users with vision impairment, Google translation for those who use a language other than English and a mobile version compatible with smart phones. While this was an informal informational gathering process rather than a formal RFP process, the information gathered by staff is the equivalent to what would be gathered with an RFP.

Vision Internet's formal proposal includes redesign and hosting through 2013 and a redesign in 2016 for \$24,750 (see Attachment A). There is funding for this project in the 2013 Communications budget. Vision Internet estimates that it would take 15-26 weeks to complete the project. However, our project is likely to be on the lower end of that scale. If we act now and complete the redesign in 2012 we can avoid paying CivicPlus' \$7,500 annual hosting fee for 2013. The City must provide 60 days notice to terminate the agreement with CivicPlus.

POLICY OBJECTIVE

The Council approved a Community Aspiration to improve communications with residents. An enhanced and easier to use website would facilitate improved communications.

BUDGET IMPLICATIONS

There is money in the Communications budget for 2013 for website redesign. Council would need to authorize spending the money in 2012 instead of 2013. Communications is an enterprise fund, and the primary source of funding is cable television franchise fees. This project would not affect property taxes.

According to Finance Director Chris Miller since the City has done its due diligence in researching this website redesign and there is money budgeted for it, the Council can authorize this project. City Attorney Mark Gaughin reviewed this matter and deemed that approval of this

55 proposal is a policy matter and that there is no legal requirement to conduct a formal RFP
56 process.

57 **STAFF RECOMMENDATION**

58 Authorize staff to contract with Vision Internet for redesign and hosting of the City's website.

59 **REQUESTED COUNCIL ACTION**

60 A motion authorizing staff to contract with Vision Internet for redesign and hosting of the City's
61 website.

Prepared by: Tim Pratt, Communications Specialist
Attachments: A: Vision Internet Proposal

A Proposal for
The City of Roseville

Creating an Exceptional Website with Vision

Tricia Lease

Senior Account Executive
770.775.0205 / 310.564.7781 fax
tlease@visioninternet.com



Vision Internet
2530 Wilshire Blvd. 2nd fl
Santa Monica, CA 90403
888.263.8847
www.visioninternet.com
July 11, 2012

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COVER LETTER

Dear Selection Committee Members,

Thank you for the opportunity to submit a proposal for the redesign of the City of Roseville's website. We understand that the selection of a website partner is an important decision because the website will serve an important part of your communications strategy for years to come. That is why we take a strategic approach to website development.

As a result of our unique process, your website will undergo a dramatic transformation – a transformation that will empower residents and staff. More than a website makeover, it will be created for your specific needs, incorporating a striking design, intuitive navigation, and advanced features providing easier access to information and services.

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 Vision CMS™ 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.
- **Freedom:** You are not locked into Vision Internet. Host the site where you want, purchase the services you want, and make the customizations you want. All source code is provided giving you complete control of your site.

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,

A handwritten signature in blue ink, appearing to read "Steve Chapin", with a long horizontal flourish extending to the right.

Steven B. Chapin
President, Vision Internet Providers, Inc.

A handwritten signature in blue ink, appearing to read "Tricia Lease", with a long horizontal flourish extending to the right.

Tricia Lease
Senior Account Executive, Vision Internet Providers, Inc.



EXECUTIVE 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 unique website, we will use our proven implementation process. Based upon strategic principals, we take you through a process of discovery. We get to understand your community and its unique needs then 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 e-Notification and Web 2.0 features like RSS Feeds, Bookmark and Share, and a Twitter API.

To empower staff, reduce administration time, and give you complete control we will implement our advanced content management system - Vision CMS™. Vision CMS™ 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.

Vision CMS™ 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 Vision CMS™ gives you control of content, Vision Internet gives you control of your website. You are allowed unlimited users, pages, and categories. You are free to host the website in house, with a third-party provider, or with Vision Internet. There are no required ongoing licensing or support fees. And you are provided with all the source code for making any customizations you desire and, most importantly, for your peace of mind. Vision Internet gives you open-source like freedom backed by a committed partner. It is this commitment, coupled with our industry expertise, creativity, and advanced technology that will produce a remarkable website for the City of Roseville and its residents.

COMPANY PROFILE

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 the City of Roseville 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.

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 over 400 government and education contracts and many awards for our work.

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



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.

Company and Contact Information

Primary Contacts	Tricia Lease – Senior Account Executive tlease@visioninternet.com 770-775-0205 Steven Chapin – President and Founder sbc@visioninternet.com 888-263-8847
Corporate Headquarters	Vision Internet Providers, Inc. 2530 Wilshire Blvd., 2 nd Floor Santa Monica, CA 90403 310-656-3100 888-263-8847 toll free 310-656-3103 fax

Qualifications

Vision Internet focuses on serving the needs of local governments like the City of Roseville, 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 | • Bellflower
Redevelopment
Agency, CA | • Boone County, IA |
| • Antelope Valley Air
Quality Mgmt Dist, CA | • Big Blue Bus, CA | • Borough of
Quakertown, PA |
| • Augusta County, VA | | |

- Burbank Planning and Transportation Div, CA
- Burbank USD, CA
- Calcasieu Parish Police Jury, LA
- Campbell County School System, VA
- Chatham County, NC
- Chesterfield County, VA
- Cherokee County, NC
- Child Care Resource Center, CA
- City of Agoura Hills, CA
- City of Albany, CA
- City of American Canyon, CA
- City of Ames, IA
- City of Ankeny, IA
- City of Arcadia, CA
- City of Atlanta, GA
- City of Bartow, FL
- City of Bellflower, CA
- City of Birmingham, MI
- City of Brentwood, TN
- City of Buena Park, CA
- City of Burbank, CA
- City of Burlingame, CA
- City of Calistoga, CA
- City of Carmel, IN
- City of Carrollton, TX
- City of Carson City, NV
- City of Cathedral City, CA
- City of Charlottesville, VA
- City of Citrus Heights, CA
- City of College Station, TX
- City of Crystal Lake, IL
- City of Cupertino, CA
- City of Dana Point, CA

- City of Decatur, GA
- City of Decatur Tourism Bureau, GA
- City of Denton, TX
- City of Diamond Bar, CA
- City of Englewood, CO
- City of Enid, OK
- City of Evansville, IN
- City of Franklin, TN
- City of Galt, CA
- City of Garden City, GA
- City of Germantown, TN
- City of Gillette, WY
- City of Glendora, CA
- City of Goleta, CA
- City of Grants Pass, OR
- City of Grants Pass CVB, OR
- City of Grand Island, NE
- City of Grandview, MO
- City of Greenfield, CA
- City of Hamilton, OH
- City of Healdsburg, CA
- City of Hendersonville, NC
- City of Hercules, CA
- City of Indio, CA
- City of Jacksonville, AR
- City of Janesville, WI
- City of Keller, TX
- City of La Mirada, CA
- City of La Quinta, CA
- City of Lake Elsinore, CA
- City of Lancaster, CA
- City of Lebanon, OR
- City of Leesburg, FL
- City of Lexington, NE
- City of Longview, WA
- City of Lynchburg, VA

- City of Manhattan Beach, CA
- City of Maple Valley, WA
- City of Marco Island, FL
- City of Maryland Heights, MO
- City of Mill Valley, CA
- City of Millbrae, CA
- City of Monterey Park, CA
- City of Montgomery, AL
- City of National City, CA
- City of Newport Beach, CA
- City of Newton, KS
- City of North Port, FL
- City of Novato, CA
- City of Odessa Police Department, TX
- City of Oroville, CA
- City of Pacific Grove, CA
- City of Palm Desert, CA
- City of Palm Springs, CA
- City of Palos Verdes Estates, CA
- City of Park City, UT
- City of Pittsburg, CA
- City of Plymouth, MN
- City of Poway, CA
- City of Rancho Cordova, CA
- City of Reno, NV
- City of Roanoke, VA
- City of Rohnert Park, CA
- City of Rosemead, CA
- City of Rosenberg, TX
- City of Round Rock, TX
- City of San Fernando, CA

- | | | |
|---|--|---|
| <ul style="list-style-type: none"> • <u>City of San Francisco, CA</u> • 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 • 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 Wenatchee, WA • City of West Des Moines, IA • <u>City of West Hollywood, CA</u> • City of Williamsburg, VA • City of Wilsonville, OR • City of Winder, GA • City of Yonkers, NY • Collier County, FL • Collier County Medical Reserve Corps, FL • Collier County Sheriff's Office, FL • Columbia Basin College, WA • Columbia County, GA • Columbia County Sheriff's Office, GA | <ul style="list-style-type: none"> • Coweta County, GA • Coweta County Dev Authority, GA • Cucamonga Valley Water District, CA • Dallas County, IA • Delta Diablo Sanitation District, CA • District of West Kelowna, BC, Canada • Dorchester County, SC • Eagle County School District, CO • Fond du Lac County, WI • Fort Lauderdale Police Department, FL • Gadsden County, FL • Garfield County, CO • Georgia Environmental Facilities Authority, GA • Glastonbury Alcohol and Drug Council, CT • Glendale Community College, CA • Hancock County Employment Resource Center, OH • Health Care District of Palm Beach County, FL • Hillsborough City School District, CA • Imperial Irrigation Dist, CA • Jackson County, GA • Jefferson County, NY • Kershaw County, SC • Lake Arrowhead Community Services District, CA • Lexington-Fayette Urban County, KY • Littleton/Englewood Wastewater Treatment Plant, CO | <ul style="list-style-type: none"> • Livermore Amador Valley Transit Authority, CA • Los Angeles County Ford Amphitheatre, CA • Mathews County, VA • Minnesota Office of Secretary of State, MN • Mojave Desert Air Quality Management District, CA • National Purchasing Institute, NV • North Los Angeles County Regional Center, CA • Northern Indiana Workforce Investment Board, IN • NY State Environmental Facilities Corp, NY • NY State Housing Finance Corp, NY • Orange County DA's Office, CA • Palm Springs Unified School District, CA • Petersburg Area Regional Tourism, VA • Port of Everett, WA • Port of Los Angeles, CA • Port of Pittsburgh Comm., PA • Prince George County, VA • Round Rock ISD, TX • San Bernardino County Special Dist, CA • Southwestern College, CA • St. Charles Parish, LA • State Center Community College District, CA • Sweetwater Authority, CA |
|---|--|---|



- | | | |
|---|---|---|
| <ul style="list-style-type: none"> • Texas Historical Commission, TX • Town of Apple Valley, CA • Town of Blacksburg, VA • Town of Breckenridge, CO • Town of Chapel Hill, NC • Town of Dillon, CO • Town of Fraser, CO • Town of Glastonbury, CT • Town of Highland Park, TX • Town of Leesburg, VA • Town of Prescott Valley, AZ • Town of Queen Creek, AZ • Town of Silverthorne, CO • Town of Telluride, CO | <ul style="list-style-type: none"> • Town of Truckee, CA • Town of Westport, CT • Township of Lower Merion, PA • Transportation Authority of Marin, CA • UCLA Jonsson Comprehensive Cancer Center, CA • UCLA School of Law, CA • University of Antelope Valley, CA • U.S. Air National Guard, VA • Vanderburgh County, IN • Village of Barrington, IL • Village of Elk Grove, IL • Village of Hoffman Estates, IL • Village of Lisle, IL | <ul style="list-style-type: none"> • Village of Mount Prospect, IL • Village of Northbrook, IL • Village of Pinecrest, FL • Virginia Highlands Community College, VA • Wake County Register of Deeds, NC • Washington County, AR • Wood County Emp Resource Center, OH • Wood County Job and Family Services, OH • Wyandot County Emp. Resource Center, OH • Yolo County, CA • Yuma County, AZ |
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These organizations have placed their trust in Vision Internet because we have created some of the best government websites in the country, including award-winning projects for the City of Reno, NV; City of Charlottesville, VA; Town of Breckenridge, CO; City of Dana Point, CA; City of Cupertino, CA; City of Williamsburg, VA; City of Palm Springs, CA; Village of Hoffman Estates, IL; City of Ankeny, IA; City of West Des Moines, IA; Lexington-Fayette Urban County, KY; and more.

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.

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. 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, XHTML, XML, Ajax, JavaScript, PHP.
Application Programming:	C#, C++, Java, Visual Basic, IIS, and VB.Net.
Database Technology:	MS SQL Server, Oracle, MS Access, and MySQL.
Graphic Design:	Photoshop, Flash, InDesign, 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
- Information Architecture
- Database Design and Administration
- Creative Direction and Graphic Design
- Website Hosting and Maintenance
- Webmaster Services
- 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

To learn more about our team, see The Vision Team on page 36.

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, California, Colorado, Connecticut, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maryland, Michigan, Missouri, Nebraska, Nevada, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, and Wyoming – in addition to government clients in the state of Minnesota.

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



EXPERIENCE AND REFERENCES

From our Highly Relevant Experience on page 4 it should be clear that 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. References follow.

City of Eden Prairie, MN

www.edenprairie.org



"Our goal was to create a cutting edge website that would provide information in a visually appealing, user-friendly way. We wanted the website to be a place where it is easy for the public to find what they're looking for and interact with the City – a convenient and effective platform for community engagement."

- Joyce Lorenz
Communications Manager

In July 2010, Money Magazine named the City of Eden Prairie the #1 Best Place to Live in America. Since winning this prestigious title, the City's website had a large increase in website visitors. It was important to the City that people get a true feel of Eden Prairie when they visited the site—not a 7-year old website running on dated technology. To solve this, Vision Internet was brought in to help rebuild the website from the ground-up.

There was a great synergy between the City and the Vision Team as they worked through the proven steps of the Vision Implementation Process™. Quality time was put into analyzing usage of the old site and applying government website best practices to make the most important information more accessible. As an example, shortcuts to the most frequently visited sections of the website (parks & recreation, community center, utility billing, and Eden Prairie Liquor) are prominently displayed on the homepage as a one-click button or link.

In addition to the main design, three separate design themes were created for the liquor store, parks & recreation, and community center pages, giving each page an individual brand identity. This kind of attention to detail and the many interactive online services have made the website a big hit with the City Council, city staff members, and most importantly, the citizens.

City of Plymouth, MN

www.plymouthmn.gov



The Vision Internet team took a seemingly overwhelming project and made it manageable - and even fun! They guided the process with assurance, clarity and tact.

- Helen LaFave
City of Plymouth

The City of Plymouth is an active residential community known for "adding quality to life". Citizens and visitors of Plymouth enjoy beautiful parks and facilities, adventurous recreational activities, and exciting events. With all of this going on, it was important for the City to provide an informative and helpful website for the community. After reviewing several vendors, the City decided to work with Vision Internet because of their 15+ years of experience creating unique government websites.

The Plymouth website is now a sight to behold with vibrant colors, unique images, and informative content on every page. The website content is continuously kept up-to-date by 40+ staff members using the Vision Content Management System™. In addition to the website, the City also launched a mobile website powered by visionMobile™. Site visitors can now access a mobile version of the Plymouth website tailored specifically to their mobile device.



“We have gone from 25 pages of information on this existing website to over 250 pages of information on our new website!”

- Bill Lusher
Chair of Boone County
Board of Supervisors

Boone County chose to partner with Vision Internet to create a well-designed, informative website for their residents and visitors. Historic railroads, unique bridges, and acres of agricultural land have come to define Boone County, Iowa. These same surroundings provided the inspiration for the new website design. A bright, natural color palette compliments scenic County images on display throughout the entire site. The dynamic homepage and events calendar display the latest in news and upcoming events, keeping everyone that visits the site up to date.

Content organization is made easy using the Vision Content Management System. An intuitive navigation structure including drop down menus, shortcut links, and descriptive banners guide users to important pages throughout the website. The “I Want To...” section, a navigational tool originally created by Vision Internet, provides users with another easy way to search for information on the website. Additionally, the County chose to incorporate GIS Mapping into their website in order to better aid in the research of property records and geographic data – an important tool welcomed by Boone County residents.

City of West Des Moines, IA

www.wdm-ia.com



West Des Moines' redesigned website is truly reflective of the natural beauty and strong sense of community found throughout the City.

- William Iek
Project Manager

The City of West Des Moines strives to provide the best services to the families and individuals that make up the community, and the new City website created by Vision Internet has proven to be a highly effective tool for this goal. With innovative and interactive features providing a wide array of services to community members, as well as the advanced content management system for our staff to keep the site maintained, the website has provided the City with the means to serve the community more effectively.

The website has a number of interactive features to help residents more easily find important information, including frequently asked questions, job postings, city news, and staff contact information. All of these menus can be filtered by categories to make it much easier to find answers to questions, job information, local news, city contacts, and more. In addition, residents can subscribe to receive news and events information directly to their e-mails via helpful e-Updates.



- 3CMA Silver Circle Award
- MarCom Honorable Mention

Village of Hoffman Estates, IL

www.hoffmanestates.com



Vision Internet delivered a world-class website both on time and on budget! Equally impressive was Vision's ability to respond quickly and professionally to a myriad of requests for layout adjustments, design changes and editing assistance.

- Doug Schultz
Webmaster

Located in the Chicago metropolitan area, Hoffman Estates is a thriving community of over 50,000 residents. They selected Vision Internet to deliver a completely redesigned custom website aimed at meeting the e-Government needs of the many residents, businesses and visitors of their area.

The site features intuitive site navigation providing easy access to a more comprehensive calendar, document library and online service request center. Visitors will find an extensive knowledge base that searches hundreds of Village documents for answers to questions that will keep Village government at your fingertips 24/7. The beautiful graphic design captures the natural themes of Hoffman Estates, which has abundant open spaces, forest preserves and parks. This site sets a new high standard for all Chicagoland municipalities.



Communicator Award of Distinction



Located 50 miles northwest of Chicago, Crystal Lake provides the employment, cultural and recreational opportunities of a major metropolitan city, yet retains its pleasant small-town atmosphere. Wanting to portray this quality of life to its virtual visitors, the city embarked on a project to redesign its website. The new website design includes rotating images on the homepage to capture multiple facets of life in the growing city and is backed by an easy to use content management system that allows staff to easily update pictures on the site as needed. Equipped with Document Central, the site also provides numerous permits, licenses, and other forms for download, enabling the site to serve as a resource for those seeking to complete processes with the city. Other features include downloadable maps, job postings, and e-notification.



References

CITY OF PLYMOUTH, MINNESOTA

Contact name: Helen LaFave, Communications Manager
Address: 3400 Plymouth Blvd.
Plymouth, MN 55447
Phone number: 734-509-5090
E-mail: hlaface@ci.plymouth.mn.us
URL: www.ci.plymouth.mn.us

VILLAGE OF NORTHBROOK, ILLINOIS

Contact name: Kendal Dean, Management Analyst
Address: 1225 Cedar Lane
Northbrook, IL 60062
Phone number: 847-272-5050 ex. 4223
E-mail: dean@northbrook.il.us
URL: www.northbrook.il.us

JASPER COUNTY, IOWA

Contact name: Laurie Jackson, Web Administrator
Address: 102 First Street North
Newton, IA 50208
Phone number: 641-792-6437
E-mail: ljackson@co.jasper.ia.us
URL: www.co.jasper.ia.us

DALLAS COUNTY, IOWA

Contact name: Todd Noah, IS Director
Address: 801 Court Street
Adel, IA 50003
Phone number: 515-993-6897
E-mail: tnoah@co.dallas.ia.us
URL: www.co.dallas.ia.us

SCOPE OF WORK

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 the focus of your current website, our conversations with Tim Pratt 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 and useful information.
- Make it easier for website visitors to find the information they need.
- Distribute content management and authorship to non-technical staff members throughout the City.

The primary audiences of the website include:

- Local residents
- Local businesses
- Visitors
- Your staff and elected officials

Other audiences could include:

- Prospective residents
- Prospective businesses
- Media
- Residents of surrounding cities

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

- **Attractive Design**: A website design that reflects the City of Roseville, 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 of Roseville 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.

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 Peterson
Communications Officer
City of San Marcos, CA

- **Integrated Web 2.0/Gov 2.0:** Your new website should include Web 2.0 features such as RSS feeds, Google Maps and optional 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.

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

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 City of Roseville's website will be inviting, easy to use, and will reflect your unique identity. This will be accomplished through the following design characteristics:



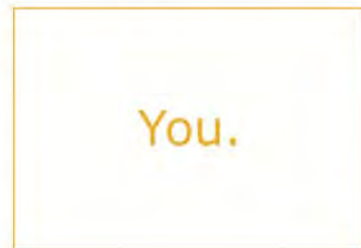
- **Creative design** that reflects your community and creative design elements that capture the essence of the City.
- **Highly functional layout** that makes important information available from the homepage and pages throughout the site.
- **Photos and collages** of recognizable landmarks, scenery 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 a 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.

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:



Intuitive Navigation

For your website, we recommend organizing information by 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 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 SQL based content management system, developed specifically for government agencies. The Vision CMS™ receives accolades from both non-technical staff for its ease-of-use and IT professionals for its advanced technology and unprecedented flexibility.

Power and Simplicity for Non-Technical Staff

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, without required ongoing maintenance fees.

Advanced Technology, Flexibility, and Control for IT Staff

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

One of the first in the industry to use .NET technology, the Vision CMS™ is a mature system that has evolved since the late nineties. It incorporates Web 2.0 applications and integrates with popular social networking sites.

The team at Vision worked with us to determine what our specific site visitors were looking for and how to make that information clear and easy to find. Given the vast amount and various types of information we have to disseminate as a city, conducting that prioritization and analysis was a key part of Vision Internet's solution.

- Amy Larsen
Management Assistant
City of West Des Moines, IA

Having worked with another company's product in the past, I can tell you all content management systems are NOT created equally. When it comes to ease of use and functionality, Vision's CMS stands heads above the rest!

- Sara Berry
Communications Manager
City of Maryland Heights, MO

Beyond the technology, IT staff appreciate the freedom and control that Vision Internet offers its clients including providing all source code and unrestricted hosting. In fact, agencies like [City of San Francisco and the City of Round Rock, even build their own applications based on the Vision CMS™](#). It provides the benefits of an open source solution while being created and supported by an industry expert specifically for local government.

You will not be locked into Vision Internet or any other company because our CMS is based upon standard technologies, and [we provide you with the source code for your own use](#).

Important Note

Vision Internet provides unlimited users, unlimited categories, and unlimited content for all included components. You won't have to worry about unexpected fees from us as you use your website, but we can't promise the same for the competition.

Bottom Line: Work with Vision to keep clear of unexpected fees as you use your site.

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

- | | |
|---------------------------------|---|
| • Approval Cycle | • Link Library |
| • Archive Bin | • Multiple File and Image Uploading |
| • Audit Trail Log | • Role-Based Security |
| • Automatic Content Archiving | • Submission Validation (reCAPTCHA) |
| • Content Review and Publishing | • Recycle Bin |
| • Component Manager | • Updated and Expired Content Reporting |
| • Content Scheduling | • Web Traffic Statistics ¹ |
| • Document Central | • Workspace |
| • Email Address Masking | |
| • Image Library | |

¹ Included with Vision Internet hosting.

CONTENT EDITING

- Advanced WYSIWYG Editor
- Paste from MS Word
- Search and Replace
- Spell Checker
- Style Gallery
- Table Wizard
- Undo/Redo

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 Manager
- Link Redirect
- Navigation Control
- Page Linking
- Single-Source Publishing
- Site Search (Google CSE)
- Sitemap Generator

USER EXPERIENCE AND INTERACTIVITY

- Business Directory
- Calendar System (Monthly, Weekly, Daily, and Yearly Views)
- Community Spotlight
- Dynamic Homepage
- Form and Survey Tool
- Frequently Asked Questions
- GovBlog
- govTrack CRM™
- Job Postings
- News and Newsletters
- RFP Postings
- Rotating Homepage Banners
- Service Directory
- Staff Directory
- Sticky News
- Weather Update

DEPARTMENT MANAGEMENT

- Department-Level Administration
 - o Calendar
 - o FAQ
 - o News
 - o Photo Gallery
 - o Staff Directory
- Department-Level Navigation
- Department-Level Sitemap
- Dynamic Department Homepages

OUTREACH, MEDIA, AND SOCIAL NETWORKING

- Agenda and Minutes Manager
- Forward to a Friend

- | | |
|--|---------------------------|
| • Audio and Video Embedding ² | • Integrated Twitter™ API |
| • Bookmark and Share | • Photo Gallery |
| • e-Notification | • RSS FeedReader |
| • Emergency Homepage Alert | • RSS Feeds |
| • Event Share | • visionMobile™ |

ACCESSIBILITY

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

For highlights on several of the above included components and features, please see Appendix II: Highlights of Vision CMS™ Components on page 39.

OPTIONAL INTERACTIVE COMPONENTS AND FEATURES

Vision Internet creates custom solutions; therefore, we are able to offer you virtually any conceivable module or function. We believe these optional interactive components and features are most relevant to your needs:

- Active Directory Integration
- Facilities Directory
- Facilities Reservations
- OneClick Social Networking™
- Vision e-Procurement System

Because our content management system is so flexible, you may add these at any time in the future for an additional budget.

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. Vision Internet's content management system includes many Web 2.0/Gov 2.0 features built right in. These helpful and handy features include RSS feeds, Twitter API, "Bookmark & Share" links, and more. Also available are advanced tools like optional 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.

“Our new website includes automatic RSS feeds of Hercules news and events, which makes it very easy for the public to keep up with the many exciting projects and programs in the City.”

- Robert Reber
Website Project Manager
City of Hercules, CA

² Vision Internet does not provide streaming media; however, the Vision CMS is able to embed videos such as YouTube.



Integration of Third-Party Components and Databases

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

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

Our content management system can easily work with these third-party systems, provided they are web-enabled. 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; Wilsonville, OR; 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.



INCLUDED MAINTENANCE AND HOSTING SERVICES

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. Below is a description of each of our included post-launch services.

Included 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!

Included Vision Live™ Subscription Service

To ensure that website maintenance is as easy and painless as possible, we are including visionLive™, our premium subscription service that provides all the following, with the first year included at no additional cost:

- Hosting with unlimited storage and bandwidth
- Unlimited technical support³
- CMS system upgrades⁴.
- A graphic redesign at the end of four years.

Website Maintenance and Support

Our content management system enables you to easily manage the content of the website without the need of programming experience. This can save you considerable time and money over a static website that requires a technical person's expertise. Sometimes you may need to expand the scope of the website by adding new components, changing the graphic design, or designing complex pages. We, as your partner, can provide you with website maintenance services.

We perform website maintenance by using the following procedure:

³ Does not include updates to configuration, content, or formatting among other restrictions.

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



1. When receiving service requirements from a client, our in-house team will first analyze the request and then come up with the best solution for performing updates to the website in our staging/testing environment.
2. After completing the changes, our quality assurance staff will conduct testing of all the updates to make sure that changes are consistent with the existing website and that there are no programming bugs.
3. After our quality assurance tester confirms the updates, we transfer the files from the staging/testing environment to the live server.

Our three-step procedure assures quality service, efficiency, and on-time delivery. We are committed to our clients, offering an expedient turnaround time for most web content and simple graphics modifications to the website.

At Vision Internet we stand behind our clients and can provide you with the support you need. While most of our clients have an internal point person who answers staff's basic how-to questions about content editing using the content management system, they look to Vision Internet to answer more advanced support to the internal point person or webmaster. 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 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.

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:

- Unlimited disk space for website
- Unlimited bandwidth for website (over a 100 Mbps digital line)
- Power failure equipment including battery backup
- Redundant generator backup
- Full climate control
- Cisco routers and Raid 5
- Firewall protection
- 24 hour monitoring
- Security access via ID, fingerprint scanner, and key card
- Microsoft Windows Server 2003 or 2008
- Microsoft SQL Server 2005 Standard
- Monthly web usage statistics reports
- Fixed IP address for the website
- Daily onsite and offsite backups

- Guaranteed 99.9% uptime

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.

For our clients that opt for us to host their website, 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

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 XHTML.



Figure 1: Web analytics provide advanced, interactive reporting.

Vision CMS™ Hardware and Software Recommendations

Vision Internet's solution is flexible. If you or a third party is hosting the website, we recommend the following:

Web Server

- Dual-core or Quad-core processors
- Minimum 2 GB RAM
- Minimum 100 GB Hard Drive
- RAID 1, 5, 10, or 50 Configuration
- Windows Server 2008 R2

Database Server

- Dual-core or Quad-core processors
- Minimum 2 GB RAM
- Minimum 100 GB Hard Drive



- RAID 1, 5, 10, or 50 Configuration
- Windows Server 2008 R2
- Microsoft SQL Server 2008 R2

Note: Web Server and Database Server can either be separate or can reside on the same machine. In the case that they are on the same machine, we recommend Quad-core processors and 4GB RAM.

THE VISION PROCESS

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.

Included in the scope of your project is our standard consulting service where we collaborate one-on-one with your internal project manager through conference calls and online meetings. Alternatively, we can come onsite for an additional fee of \$4,860 which includes onsite consulting with your project manager and project team and includes the creation of a conceptual sitemap. During the onsite meeting we can gather requirements from multiple stakeholders and guide the group to consensus via group discussions. All travel expenses are included.

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.
- 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:





- Defining the navigation strategy.
- Review and recommendation of interactive components and features to ensure streamlined navigation through special types of content.
- 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. For examples of our design work, please refer to page 4. 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 Vision CMS™.

Included in the scope of your project is the content migration of up to 50 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 Vision Content Management System™, please refer to page 20.

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.
- Provide administrator and content editor training.

For your project we will provide our web-based training. This train-the-trainer approach teaches your project manager how to use the site for content editing in addition to detailed instruction on advanced administrative functions including system configuration, system maintenance, reporting, and strategies for future expansion. Alternatively, onsite classroom-style training is available for an additional fee of \$3,290 for the first day and \$1,250 for each additional day – inclusive of travel costs and travel time. Classroom-style training is in two



sessions. One for your staff members on content editor training and the other session for advanced administrator training. You would simply need to provide a location with computers and internet access and we recommend up to ten people per session. Typically one or two days are adequate since our system is so easy to use and comprehend.

Note that the custom training manual incorporates screenshots from your website, 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.

Project Schedule

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 City's project manager - Survey preparation and review - Review project goals and timeline	2 – 4 Weeks
Concept Stage - Define navigation strategy - 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 Vision CMS™ - Integration of interactive components - Migration of up to 50 pages of content	4 – 9 Weeks
Quality Assurance, Documentation, and Training Stage - Final testing - Customized training manual - Web-based training	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.*

INVESTMENT PROPOSAL

Due to our extensive experience creating government websites and implementing content management systems, we are able to offer the City of Roseville 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

Website Redesign Package

The budget below includes consulting, project management, graphic design, training, and our Vision Content Management System™, as well as all of the components and features listed on page 21. Our initial package also includes the first year of visionLive™ hosting, support and upgrade services as described on page 25.

Service	Budget
Website Redesign Package	\$24,750
First Year visionLive™ Hosting, Support and Upgrade Service	

Costs for visionLive™ will be \$5,500 per year for years two and three. **Additionally, we are including a graphic redesign of your website at the end of year four.**

Optional Services

Depending upon your needs and available resources, you may opt for these additional services. They are not required to create a high-quality, successful project. Details are provided in the Vision Process outlined on page 29.

Optional Services	Budget
Onsite consulting - Onsite consulting and brainstorming sessions - Requirements gathering from project team - Creation of survey - All travel expenses	\$4,860
Content migration – per 50 pages	\$1,445

Optional Services	Budget
• Content formatting • Uploading related documents and images • Reduced pricing for quantities over 200 pages	
Onsite training program • One day onsite training • Classroom style content editor training • Advanced administrator training • All travel expenses	\$3,290

Optional Components and Features

On page 23, we outlined a number of component options. You are in no way obligated to accept these recommendations; we offer them to demonstrate our forward thinking. Below is pricing for these options:

Optional Component	Budget
Active Directory Integration	\$7,420
Facilities Directory	\$3,730
Facilities Reservations	\$3,210
OneClick Social Networking™	\$1,500
Vision e-Procurement System	\$13,170

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.



Sub-Contracting

To maintain quality control, all core services are performed in-house. This assures cost effectiveness, efficiency, and consistency.

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 for the Vision Content Management System™ and Interactive Components and Features (VCMS™). While Vision Internet will retain ownership of the VCMS™, the City will be given the source code to use and modify for its own use.

CONCLUSION

By implementing your new website as we propose, the City of Roseville 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 37 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,



Steven B. Chapin
President, Vision Internet Providers, Inc.



Tricia Lease
Senior Account Executive, Vision Internet Providers, Inc.

APPENDIX I: THE VISION TEAM

Every member of the Vision Internet team brings years of experience and ability to any project they work on. 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.

- Kristoffer von Bonsdorff – Lead Project Manager
- John Vu – Senior Developer
- Jay Ding – Manager of Technology
- 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, Garfield County, 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.

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.

APPENDIX II: HIGHLIGHTS OF VISION CMS™ COMPONENTS

The Vision CMS™ 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 Vision CMS™ 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. 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 21.

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 Vision CMS 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 Vision CMS to customize your current and future approval process needs.

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 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.

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

- Recurring events function
- Automatic archiving
- Integration with e-Notification 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

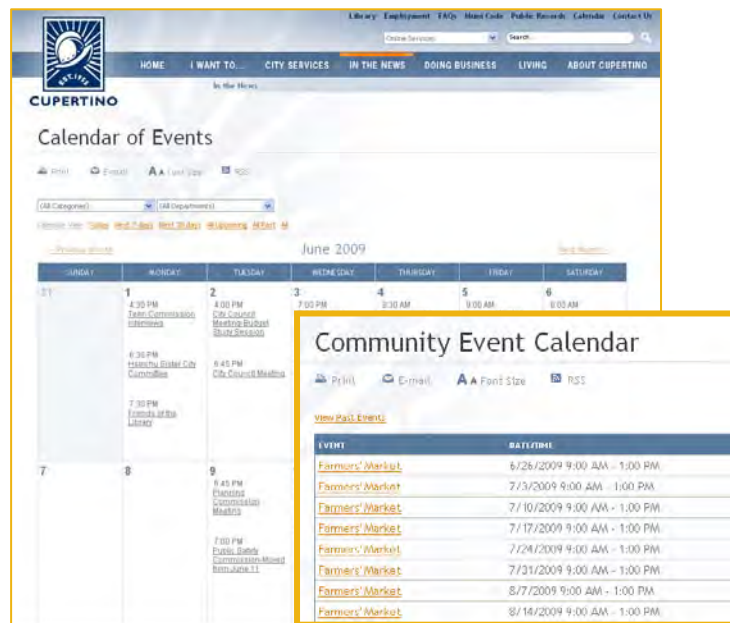


Figure 1: Use the dynamic Calendar System to find meetings and events quickly.

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

News and Newsletters

By posting news on your site, you will improve communication with your target audiences. Our experience is that news can take many forms, including press releases, newsletters, feature stories, and "what's new" content. With our News and Newsletters 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



Figure 2: News items are easy to find from a centralized location.

administration easy. Additionally, RSS feeds of the News and Newsletters are automatically available to website visitors.

NOTE: News and Newsletters integrates with eNotification for broadcasting information to subscribers via email.

e-Notification

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

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

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

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.

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 3: Subdirectory shows local restaurants.

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

Component Manager

The Component Manager allows your administrator to create dynamic and user-centric pages. Depending on the settings, content in the page can be automatically displayed and expired without any managerial time from the administrator. For example, the administrator can create a component page displaying events of a particular category and/or department. When an event has expired, it will automatically be placed in a past events view. In addition, for some components, there are multiple views to layout content to enhance users' usability experience. This feature gives you the flexibility to create dynamic content pages in most any area of your website.

Community Spotlight

Being able to draw attention to important information is a necessity on a local government website. With the Community Spotlight, your website can have a prominent area on the homepage that highlights community events, classes, announcements, business opportunities and other information that would be especially important to your residents. Your staff will be able to link Community Spotlight notices to webpages with additional details and change the highlighted item to reflect current community events.



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 and Newsletters, 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 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.

Dynamic Font Resizing

Font Resizing allows users to adjust font sizes according to their personal preferences. For example, someone may want a much larger text size for easier reading. The font size buttons will be located unobtrusively on every page of the website so that users can adjust the text they

are reading anytime they like. This is most convenient and appreciated by website visitors and staff alike.

Emergency Homepage Alert

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 Homepage Alert. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. The Emergency Homepage Alert would prominently cover the main area of the homepage so users would not miss it. The screen shot shows the implementation of this in the Yolo County website.



Figure 4: Yolo County's website with the Emergency Homepage Alert activated.

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.

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

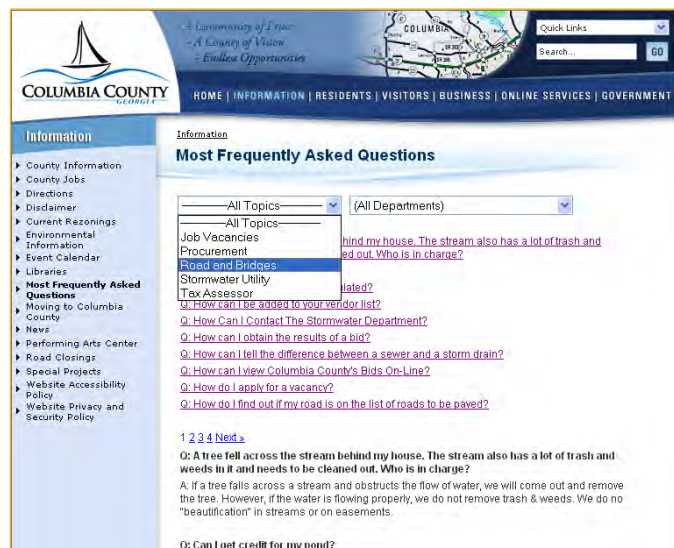


Figure 5: The centralized interactive FAQ makes it easy to find info, while backend tools make it simple for staff.



much simpler solution to creating FAQs. Questions and their associated answers are submitted through a simple and centralized interface. Our component does the rest!

govTrack CRM™

It is important for cities like Roseville 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 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.](#)

Integrated Twitter™ API

Utilizing Vision Internet's built-in social networking components, your staff will be able to connect with residents like never before. The Vision Content Management System now includes integrated Twitter™ API at no additional charge, which allows your staff to send Twitter™ messages through the system. Community members subscribed to Twitter™ can instantly receive these messages via cell phone text messages, email and RSS feeds. This is a useful way to get information out to residents quickly - your staff can use the Twitter system to send out critical alerts, emergency notifications, news and event updates, and more. The Twitter™ system can also be used for officials to send "micro-blogs," keeping them in touch with target constituents.



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 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 e-Notification component, job postings may also be broadcast 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. To make it easier for website users to find photo albums of particular events, the Photo Gallery may be viewed as either a thumbnail display or as a Flash view listing.

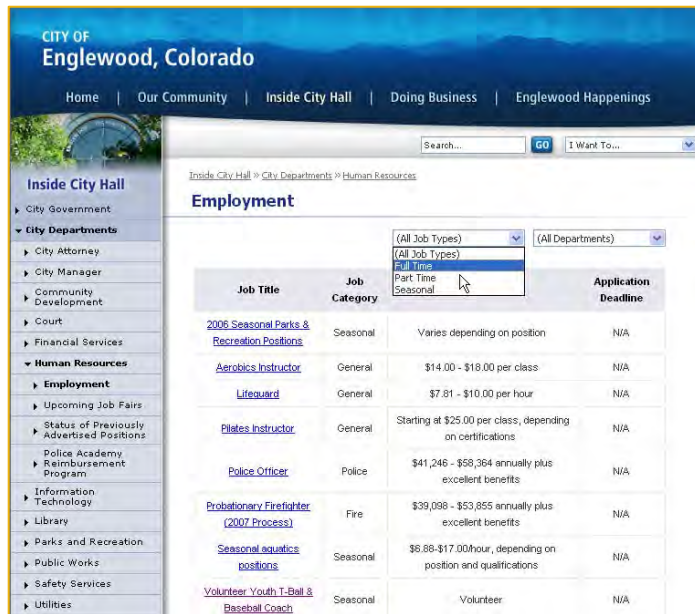


Figure 6: Users can filter for jobs of interest.

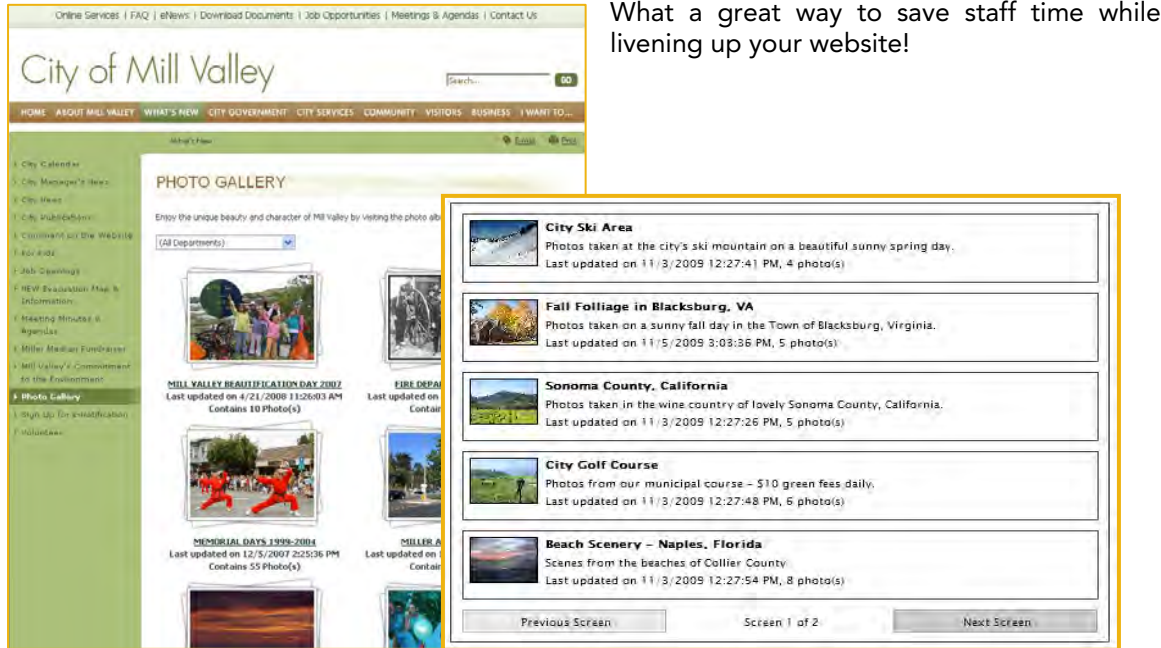


Figure 7: The Photo Gallery may be viewed either as a thumbnail display or as a Flash view listing.

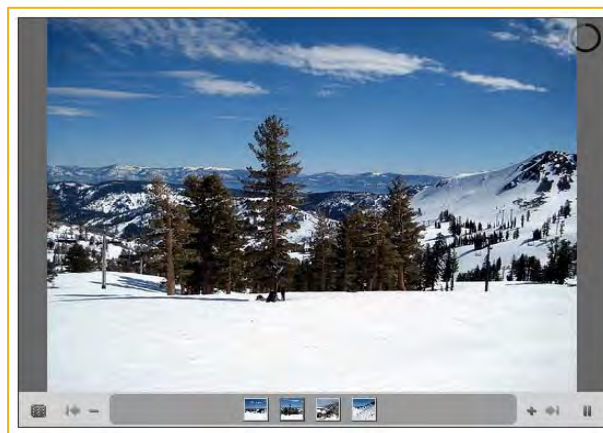


Figure 8: The Photo Gallery can display images in an attractive slideshow.

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 e-Notification system to alert users by email.

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 9: 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.

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.

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.

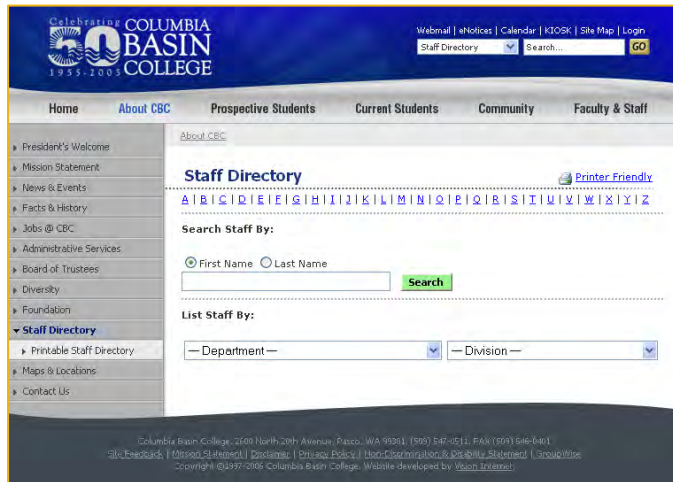


Figure 10: Staff Directory allows users to interactively find staff contact information by department, name, or service.

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!

visionMobile™

visionMobile™ dynamically converts all standard web pages and key components, such as the Calendar, News and Newsletters, Job Postings, and FAQs, to your mobile website. Updates remain simple and easy with dynamic posting to the traditional website and the mobile version. Also, intuitive navigation allows users to go through all page levels with ease. Your website will be compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

In order to implement visionMobile™, Vision Internet will do the following:

- Vision Internet will create a design for the mobile interface.
- Vision Internet will modify the existing website code to add the ability for the site to detect when a user is visiting from a smart phone and send them to the new mobile format.
- visionMobile™ will be compatible with iPhone OS Safari 4, Android Chrome 4, Windows Mobile OS IE 6, BlackBerry Browser 4.5 and 5.0, Opera Mini 4 and 5, and Palm webOS.
- visionMobile™ may not be compatible with previous or future versions.



Figure 11: visionMobile™ will make your website compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

Weather Update

Weather information is often important to visitors of government websites. By offering the local weather on your own site, your online users will come into the habit of regularly visiting it and thus become more familiar with the City and all that you have to offer them. For your website, we will implement NOAA or Yahoo weather at no charge.

Workspace

Tired of constantly checking the content management system for content changes needing approval? Built especially to help manage the content publishing process, the Workspace feature provides a central location for website administrators to review pending content changes for your website before they are published. This view is customized to show only the content relevant to you that is ready for publishing approval. You can filter items by content type, review the changes, and approve multiple items – all with this one great feature!

Optional Interactive Components and Features

In addition to the included interactive components above, we can also offer you a number of additional features. Below are details on some of these options. Please note that because our content management system is so flexible, you may add these at any time in the future for an additional budget.

Active Directory Integration

It is important for a government website to protect itself from unauthorized users. The Vision CMS includes a user and permission system with encrypted passwords that ensures only authorized staff can login to the backend. As an option, Vision Internet can also add custom programming to integrate the CMS login with Active Directory if needed.

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.

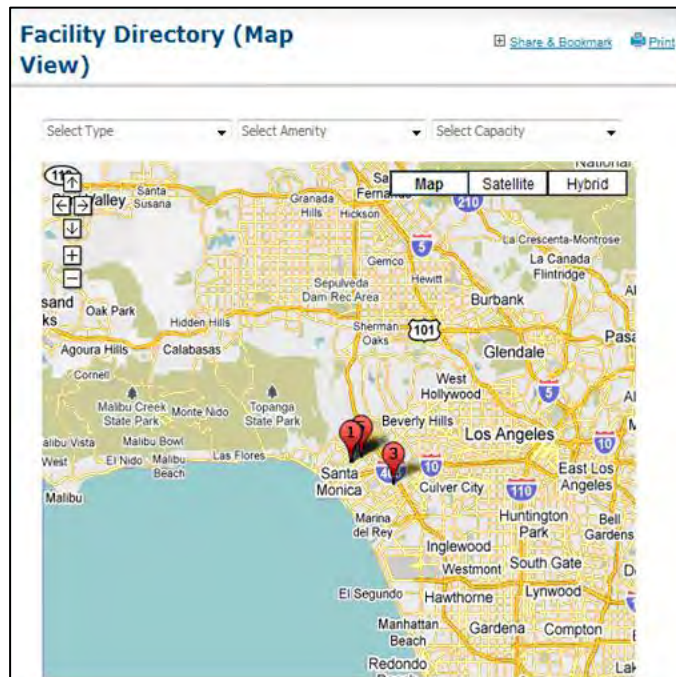


Figure 12: Locations listed on the Facilities Directory can be posted onto a Google map.

Facilities Reservations

As an add-on to the optional Facilities Directory, we can also implement Facilities Reservations so that 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!

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.



Figure 13: The OneClick Social Networking™ component lets you post content to social networking sites such as Facebook and Twitter.

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



Vision e-Procurement System

The Vision e-Procurement System is an advanced application with the tools you need to manage the bidding process. It includes tools for supervising vendors, addendums, questions and answers, posting bid opportunities, and accepting online bids. The tool also features:

- Vendor registration and management tools
- Bid opportunity posting
- Online bidding, including uploading and encryption of proposals and other documents
- Automated tabulation
- e-Notification of bid opportunities, addendums, and answers to questions
- Q&A management
- Multi-agency support

With the Vision e-Procurement System, you will save staff time, secure better pricing, and reduce vendor challenges because of the automatic enforcement of procurement best practices.

Please note that the City will receive:

- One year of included phone and email support services with free updates to the system⁵
- One day of website set-up and configuration to ensure compatibility with the e-Procurement System
- Data import from any pre-existing lists or systems, including vendor profiles and commodity information⁶
- Up to four hours of training via WebEx (remote) conference
- A user guide with details of the system

Please note that the City can choose to host the e-Procurement System in-house or with a third-party at no additional cost to you. However, we provide exceptional hosting services and can host the e-Procurement System for \$150 a month.

⁵ Based upon our Standard Implementation of website set-up and configuration with no alternations to the included code. After the first year of included phone and email support, we can provide further maintenance for the e-Procurement System. The yearly cost for this after the first year is \$3,420.

⁶ The City will be responsible for providing this information in Excel format. This is a one-time service.

StarTribune

Across metro, cities give homepages a facelift

Article by: MARY JANE SMETANKA

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Once, City Hall was the community's front door. Today that portal is more often a city website.

People want to race through that digital door, find what they need and get out, with no fussing. That's why city after city in the west metro is updating and in some cases replacing their websites to make digital interaction easier for residents.

Edina and Eden Prairie hired professionals to create the framework for new websites, while Richfield and Minnetonka are rebuilding theirs mostly or totally from within. Bloomington is discussing an upgrade of its website. Budgets for the projects vary, from up to \$110,000 for Edina's highly interactive website to less than \$25,000 for Richfield's more modest effort.

They all share a philosophy: that the user, not the city, is the priority. While the old websites were organized the way cities are -- by department -- that's being scrapped for sites that reflect what residents want to know.

That means that in Minnetonka, which will unveil its new site next spring, residents will no longer have to search to find parks and trail information under a link for public works.

"When people come to the website we understand that they don't want to browse and spend a lot of time there," said Jacque Larson, community relations manager. "Our goal is to make it simple, easy and quick so they can get what they need and go on."

Obsolete technology

While some city websites that are being replaced are only five years old, they are technologically antique. Edina's old website was built on now-obsolete programs that made every page unique. So if a phone number or address that was on 10 pages on the website had to be changed, someone had to physically remove and replace the information on each and every page.

"It introduced the chance for errors and the site became really, really large and unstable," said Jennifer Bennerotte, Edina's communications and technological services director. "It needed a complete overhaul."

In the spring, monthly use of Edina's website topped 53,000 unique visitors and more than 3.3 million hits. Parts of the new website, which went live in June, are still being built. Because people went to the city website for school information, the new site has a link to the school district's home page. Soon it will also have a better e-commerce system, allow residents to make online reservations for city facilities like meeting rooms and playing fields and add an in-house "extranet" site that employees can access from mobile devices to get employee news.

The search engine is improved, and Edina will put lot surveys online and searchable by address. In a city with lots of redevelopment and residents who want information about projects that affect their neighborhood, having those documents online should save staff time, Bennerotte said.

Eden Prairie, with a website that has over 40,000 unique visitors each month, launched its new site in April. The home page features prominent "buttons" that take users to popular sites like parks and recreation, the community center, licensing and billing and frequently asked questions.

NEW CITY WEBSITES

Edina: www.edinamn.gov

Eden Prairie: www.edenprairie.org

Richfield's is in development and may be up and running today: www.cityofrichfield.org

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The project cost about \$40,000 and has gotten a good reaction, said Kari Spreeman, communications coordinator. It features an interactive map gallery and eventually will host all city documents, City Manager Rick Getschow said. By the end of the year, Eden Prairie hopes to make the process of submitting plans for remodeling and redevelopment projects paperless, with everything submitted and accessible online.

"We want to get to the point where 100 percent of transactions with the city are online," Getschow said. "It will save us money and make it easier for the customer."

Mobile capability

All of the new city websites have a version tailored for easy reading on mobile devices like smart phones and tablets. St. Louis Park did an internal retooling of its site earlier this year, partly for that reason.

The need is there. Marc Drummond, Minnetonka's Web technologies coordinator, said that 20 percent of the traffic on the city website now comes from mobile devices. That's an increase of 50 percent in just the last four months.

"The layouts have to look different and load quickly," he said.

Testing on Richfield's new website is occurring this week and the new site may be up and running as soon as today. The city's old website was over a decade old -- so old, in fact, that Media Coordinator Lucas Johnson said that he doesn't know how many hits the site gets or how many users it has.

Richfield's new site is all about community, with the same user-friendly features that other cities are adding. While an outside firm did the design and back programming, the money-conscious city had staff spend long hours creating content for the new site.

"It's been labor-intensive," City Manager Steve Devich said. "Besides saving money, you have a lot of work and frustration at the front end. But I believe that by doing that folks will have more ownership of it. ... They know how to change it if it needs to be changed."

That website may be the first contact people ever have with Richfield, and it has to create a good impression, Devich said. In Edina, Bennerotte said the website is intended not only to be an easy stop for residents but to "enhance the Edina brand" by connecting to social media and conveying a message of community.

Edina's new home page has rotating photos of real-life "hometown heroes" who have made an impact on the community, and at the bottom of each web page is a clickable link to their stories.

"It's not the buildings or the landscape that's important, we need people to tell our story," Bennerotte said. "It's the stories of people who live here and use our facilities that creates the truest sense of community."

Mary Jane Smetanka • 612-673-7380 Twitter: @smetan

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