



ACHIEVING YOUR VISION

CRESTON, IOWA

Website Redesign

JAMES REILLY
REGIONAL SALES MANAGER



November 11, 2015

Mike Taylor
City Administrator
Creston, IA

RE: Website Redesign Services

Dear Mike:

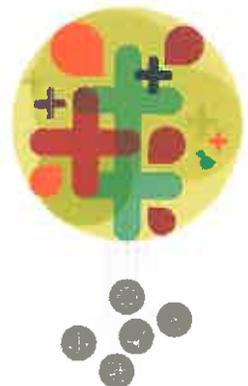
Meeting the expectations of citizens is at the core of civic responsibility. Finding that perfect blend of functionality, ease of maintenance and citizen engagement can be daunting. Today's "what I want, when I need it" population is all about digital and timely responses. Saving time and money and increasing citizen satisfaction is every government entity's goal. How do you achieve both? It's easy with CivicPlus—we help you achieve your vision of success.

We are dedicated to delivering your message, your vision and your sense of community through your website. We will make it easier for your visitors to access information and data from your site, conduct their business, and participate in an interactive experience. We will increase your community engagement and deliver it with an innovative and fresh style, housed in a technically sophisticated and secure environment. CivicPlus will assist you in providing a wide variety of services to your visitors that will increase their level of satisfaction while helping keep your staff efficient with an easy to maintain management system.

Our company is passionate about our mission to help make local government better. We are not just designing a website, we are helping build a trusted and long-term relationship between you and your community through our state-of-the-art technology and process. Our expertise lies in collaborating with our clients to deliver the right solution, housed within a sophisticated and custom design that captures the culture of your community.

How will we help you achieve your vision? With our proven, **The 5 Essentials**, process to creating functional and dynamic websites and teaming with CivicPlus on the journey, you will get where you want to go.

- **Vision** – Finding your way with clarity. Determine where you want to go, and why.
- **Alignment** – Moving forward...together. Clearly communicate your goals and plans to all stakeholders.
- **Usability** – Navigating your journey in style. Designing a website that is up-to-date, easy-to-navigate and user friendly.
- **Mobility** – Keeping your visitors in touch – wherever they access. Today's websites need to be accessible from any device.
- **Measurement** – Monitoring how successful your website is throughout the process and beyond. Analyze and adjust to meet your needs.



Please review our proposal closely. We encourage you to contact our references and find out for yourself their experiences working with CivicPlus. We think you will be impressed. With CivicPlus, you will save time, resources, and dollars by moving your communications online and your community and website visitors will find what they need, when they need it. We look forward to working with you and your staff to help make your vision become a reality.

Sincerely,



James Reilly
Regional Sales Manager
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302 S. 4th Street, Suite 500
Manhattan, KS 66502
Direct Line 785-370-7782



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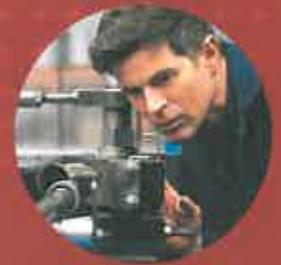
ACHIEVING YOUR VISION

Your proactive vision to develop a user-friendly, self-service government web environment is commendable. You should have complete confidence that the firm you choose to achieve your vision and create your website is the right choice. Becoming your strategic, trusted partner is paramount to the professionals at CivicPlus.

Although you currently have a capable web presence, it's time for a new look with better functionality. CivicPlus will help you re-envision, re-new and re-invigorate your website. Working closely with you, we will assist in designing a new look, updated usability, accessibility and quality for the delivery and exchange of information for your audience.

Our approach to achieving your vision will include:

- **Unique Design** – A customized website design to meet your unique needs and desires. This will include project design, development, and implementation of our GCMS, as well as hosting and continual support.
- **eGovernment Content Management System (GCMS®)** - A robust and sophisticated management system which allows migration of existing content and ease of use for your staff to update and manage.
- **Customized Training** – Your customized, virtually-led training by our professionals will ensure your staff is ready to hit the ground running at Go Live.
- **Dedicated Project Team & Continuing Support**- Your dedicated team will assist you through the development process, and includes your project manager, expert designer, and a team of content experts to edit and optimize your website. Our support team ensures your complete satisfaction with our products for as long as you are part of the CivicPlus family.
- **Fully Responsive Design** - As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site adjusts to the screen size regardless of the device they are using.
- **Guaranteed Redesign** - At the end of your fourth year of continuous service with us, you are eligible to receive a basic website redesign with no further out-of-pocket expense. Your website stays current and doesn't need to be re-built from the ground up again!
- **CP Connection** - *THE* place to stay in the loop! Our online community for all CivicPlus clients provides you the venue to exchange ideas and best practices with other CP clients; continue training and learning more about our GCMS and support services.
- **CivicSend** – Integrated with our GCMS®, CivicSend is a visually rich e-communication platform designed to save time, improve efficiency and increase community engagement. This platform allows for unlimited subscribers, emails, and social media integration communicated through visually rich, mobile responsive and easily customizable templates.



? DID YOU KNOW?

82% of users have completed at least one transaction on a government website and 69% have completed more than one.

Source:
*Public Policy & Administration
University of Utah, 2012*

OUR PHILOSOPHY

Deliver a unique and customized responsive website design reflecting your vision. Intuitive navigation and page layout with unlimited submenus and subpages. True live editing and training so your staff can be efficient on day one of your new website. Interactive functionality through our GCMS® and continuously updated, cutting-edge solutions designed by experts specifically for you.



CIVICPLUS COMPANY OVERVIEW



CivicPlus is the unique provider of the Government Content Management System (GCMS®)—the most innovative, user-friendly and comprehensive source for engaging eGovernment websites. Our clients' solutions are based on the latest in web coding technologies. They function across all major browsers, platforms (including mobile) and incorporate engaging features such as social media integration.

Today, under the leadership of founder Ward Morgan, CivicPlus has nearly 200 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 2,000 clients with over 50,000 users. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting. We consider it a privilege to partner with municipalities such as yours to provide your community a website that will serve your needs today and in the future.

Your new website will convey a sense of place for your community, be visually appealing and utilize the latest technology to provide a convenient source of information to communicate and engage your community – so they can find the information they need, when they want it.

Why should Creston choose CivicPlus to achieve its vision?

- We are driven by client service, not billings. Our goal is to become your trusted partner and deliver what you need.
- We set the industry standard and have the reputation to back it up, for helping governments better connect with citizens and constituents and we will bring that same expertise to your project.
- We deliver in-house professional consulting services to provide direction for your vision, alignment, consistency and peace of mind knowing your website will be what you need today and tomorrow.



? DID YOU KNOW?

Our clients have won over 370 state and national awards for their websites designed and implemented by CivicPlus. We think our clients' success speaks for the quality of our work.



- We develop highly-usable, mobile responsive sites so your website is available anywhere at any time.
- We create a website specific to how you and your citizens will use it and design it to be both end-user and maintenance friendly. We securely host your site in our state-of-the-art facilities – keeping it safe. **We exceed industry standards maintaining over 99.7% up time for our clients' websites!**
- Our proven step-by-step implementation process has been effective for clients throughout the United States, Canada and Australia.

- Since our inception nearly 20 years ago, our focus has been and continues to be, helping local governments work better and that involves knowing what you need to be successful in your procurement process. From the RFP process and finalization interviews to contract negotiation and approval to accounting and billing, CivicPlus brings the experience and familiarity with procurement processes to help keep your project moving forward and moving smoothly.

Our dedication to working closely with you throughout the project and developing a unique-to-you design ensures we deliver a website that is not only functional, but will **WOW** your visitors.

We can't wait to get started on yours!



HEAR FROM OUR CUSTOMERS

"I became increasingly impressed with the capability of CivicPlus. We had other companies come in and do presentations; some of their websites were beautiful, but they weren't as interactive or integrated with other modules, or they were limited as to what they could do. The fact that CivicPlus customized from scratch, not from a template, was fantastic. Every module I could ever think of and more was fully integrated with the site — which was a dream come true."

Tricia Dzuris
Assistant to Town Manager
Chelmsford, MA



YOUR TEAM OF PROFESSIONALS

From project management, design and development to training and support, CivicPlus professionals will coordinate your needs with qualified, dedicated specialists who will work directly with you throughout your project development and beyond.



James Reilly – Regional Sales Manager

As your regional sales manager, I will initially work with you to determine the best solutions for your administrative users and website audience. My extensive knowledge of our GCMS®, website usability expertise and client-driven philosophy will ensure that we arrive at the best solution for your budget.

Katrina Lewison – Manager of Project Administration

Katrina leads our project management team. This team oversees inter-departmental and client interactions assuring that your project will be developed in a timely manner by professional website experts. Using their knowledge of effective online citizen engagement techniques, they will keep the process moving smoothly from phase to phase.



Jessica Jones – Manager of Content Development

Jessica's goal is to help make your website convey the messages you need. She heads our content development department. She will assign a team of developers to help you develop and maintain quality content for your site and keep your project on schedule.

Tony Ridder – Manager of Creative Services

Tony knows all things design. He is the head of our creative development and graphic representations and is responsible for each website overview and uniqueness. He leads our brilliant team of designers at CivicPlus and will team you with the right designer for your project.



Jim Steffensmeier – Manager of Training and Consulting

From consulting services to content development to technical specifications, our consulting and training department will assist you in developing the right message in the right way by the right team. He will coordinate his team of professionals to deliver the solutions you need to achieve your training and consulting success.

Troy Galvan - Manager of Account Management

After your GoLive date, Troy will assign an account manager to your project. Your account manager stays current on new CivicPlus products and will continue to optimize your site. This specialized team member will provide you with information on how to better engage your citizens utilizing the tools that CivicPlus has put into place on your website.



OUR PROJECT DEVELOPMENT APPROACH



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

Typical Project Timeline	Timeline
Phase 1 – Website Optimization Includes: Needs assessment, best practices, and takeaways assigned.	4-6 weeks
Phase 2 - Website Layout Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
Phase 3 – Website Reveal Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and take-aways assigned.	3-5 weeks
Phase 4 – Customized Training Includes: Customized to give your staff the skills they need to maintain your website.	3-4 weeks
Phase 5 – Go Live	3-5 weeks
Website Launch	16 - 24 Weeks (On Average)

*Average Project
Timeline 16-24 Weeks*



Timeline 3-6Weeks



Timeline 3-5Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks





Average Project
Timeline 16-24 Weeks



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks



Kick-Off Meeting

During the initial kick-off meeting, you will meet your project manager to establish your project timeline, review the startup kit and discuss the takeaway items that need to be completed. Your project manager will discuss the implications of deadlines and the expectations required to keep the project on track.

Phase 1: Website Optimization

Review Needs

We will review where you are now and discuss where you want to go.

Functionality, Design & Content

We will review how you want your website to look, feel and function.

Best Practices

We will discuss our CivicPlus content best practices and standards

Phase 2: Website Layout

Based on your results and goals outlined during the website optimization phase, your project team will collaborate to present the most effective user interface for your website,

ensuring a flexible design optimized to display in any format now and in the future.

Deliverables Include:

- **Layout:** You will be presented with a custom layout that showcases the placement of your navigation and key functionality. Very similar to the floor plan of a house, the layout will allow you to focus on where things are and if the function and proportion of the space is adequate.
- **Global Navigation:** Simple navigation and consistent page layouts ensure that your visitors can easily find the information they seek. We'll provide you with a best practice navigation for your new website based on your community engagement goals and our prior experience in working with government entities.
- **Mood Board:** Your Project Team will also present a custom mood board reflecting the color and imagery that will set the tone for your design. A mood board is a collection of colors, textures, images, graphics, text and descriptive words. These items will be applied to the floor plan you choose. Think of this as the paint that will be used on the canvas that you have chosen.



Phase 3: Website Reveal

Your Project Team will present your layout, functionality and design based on your goals, our recommendations and our combined vision.

Content Development

During the Kick-Off Meeting and Phase 1 your staff has the role of updating the content on your current primary site. While you are making design decisions, our content development team will optimize and reorganize your content based on CivicPlus best practices. Content from sites other than the primary site can be migrated to the new primary site for an additional fee.

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

Design Review

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your project's Go Live date will be adjusted. Following design approval and functionality development, we conduct a review to ensure your expectations are met and website best practices are upheld. Custom designs are rarely produced in anticipation of a project. Copyright

authorization and/or photography production are required unless you already have quality, usable photographs.

Accessibility Compliance

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

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

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

Phase 4: Customized Training

Our goal for training is to give your staff the

*Average Project
Timeline 16-24 Weeks*



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks



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

Regardless of technical ability, we will help your staff gain the confidence to effectively maintain your website.

Features, Module & Page Creation Training Included in our training for Administrators & Content Contributors will be delivering an understanding of your site's navigation and page layout and how these affect target audiences. We will instruct your staff on creating area-rights and back-end features for site administration as well as review all the modules included with your site. Your staff will learn how to create links, format text and lay out pages for usability and scannability.

CivicPlus training manuals and videos are available for download at no cost from our online resources.



Phase 5: Go Live

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

Testing and Review

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

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

You are now a part of the CP family and will continue to receive both technical and consultative support from our support and account management team.



*Average Project
Timeline 16-24 Weeks*



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks



Your Role

We will need your help to create the strongest possible website for your community. During the process, you will have homework. Yes, homework! We will need you to:

Assess Your Current Website

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

- **Functionality and Design Form** - Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.
- **Web Team Form** - Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus project team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.
- **Content Form** – The information that you provide on this form will also help our content development professionals to assess your wants and needs.

Clean House and Update Content

We will need you to update the content on your current primary live website. This step is critical to guaranteeing the information available is relevant, fresh and on-point. Your staff should delete any pages from your current website that you no longer want or need and ensure the remaining information is applicable and up-to-date. If you are not able to access

your current site, our team will work with you to ensure that your content needs are addressed.

Gather Photos and Logos

Collect pictures that will be used in the overall design and logos or branding that should remain consistent.

Department List

Provide a list of all departments in your organization.

Website Statistics

Provide statistics from you current site for the previous 12 months along with a list of all pages and downloaded documents.

Site Map

Provide the outline of your current site's navigational structure.

External Application List

Supply a list of all third-party or in-house applications being utilized.

Template for PDF's

Create a Microsoft Word document template that features your branding and logo.

Verbatim Content

Compile a list of any content on your current website that must be migrated verbatim to your new site.

Update Internet Browsers

*Average Project
Timeline 16-24 Weeks*



Timeline 3-6 Weeks



Timeline 3-5 Weeks



Timeline 3-5 Weeks



Timeline 3-4 Weeks



Timeline 3-5 Weeks



SCOPE OF WORK

Kick-Off Meeting

Deliverable: Project timeline, training jump start, online forms, kick-off meeting

CivicPlus will:

Assign a project manager to your project

- Conduct a project Kick-off meeting to review awarded contract
- Assign your dedicated project manager
- Establish communication plan for project duration
- Identify all key internal and external key stakeholders
- Develop project plan and timeline
- Provide project management and support

What we will need from you:

- Completion of: Functionality and Design Form, Web Team Form and Content Form (prior to Phase 1)
- Attend Kick-off meeting with key stakeholders and decision makers
- Approval of the project timeline
- Update current primary content and delete any pages no longer needed or not to be migrated.

Phase 1: Website Optimization

Deliverable: Website optimization meeting

CivicPlus will:

- Provide communication support and status to key stakeholders via email or phone as needed
- Review goals and expectations you submitted on the completed forms to ensure all needs are clearly understood

What we will need from you:

- Gather and provide statistics from the current website for the previous 12 months
- Collect graphics to be incorporated in the new site
- Submit a list of all divisions and/or departments within the organization
- Submit a list of third-party and in-house developed applications presently being utilized
- A site map or outline of the current website's navigational structure
- A list of any content on the primary website that must remain intact (verbatim)

Phase 2: Website Layout

Deliverable: Website grayscale layout and mood board color pallet presentation

CivicPlus will:

- Present one custom layout in grayscale and one mood board color palette including placement of navigation, graphic buttons and feature areas - based on previously determined goals
- Begin design development once approved

What we will need from you:

- Approval of and/or request changes to layout and mood board concepts
- Review of marketing packet material and guidelines
- Phase 2 - Website Layout billing milestone complete



Phase 3: Website Reveal

Deliverable: Website design and production

CivicPlus will:

- Present a fully functional website on production URL
- Migrate all agreed upon content pages
- Migrate Microsoft Word or .pdf documents of current, plus previous three years, of agendas and minutes
- Conduct a quality review of the website to ensure the statement of work is met, after approval of design and functionality
- Adjust design and content changes
- Coordinate training needs

What we will need from you:

- Evaluate and provide feedback on design and content
- Collaborate with CivicPlus on proposed changes
- Provide all necessary DNS items identified
- Submit any revisions to design (until agreed deadline date determined during Kick-off meeting)
- Design changes requested after agreed deadline date, will cause Go Live date to be adjusted

Phase 4: Three (3) Days of Customized, Virtual Training for up to Six (6) Staff Members

Deliverable: Train *System Administrator(s)* on GCMS® Administration, permissions, setting up groups and users, module administration. *Basic User* training on pages, module entries, applying modules to pages. Applied use and usability consultation

CivicPlus will:

- Provide training as agreed upon for staff members, based on internal daily task and workflow
- Train staff on GCMS®, including updating content pages and modules
- Provide access to online training manuals and videos for additional assistance

What we will need from you:

- Provide a location for training with internet access
- Provide computers for training purposes
- Phase 4 - Training billing milestone complete

Phase 5: Go Live

Deliverable: Custom website launched to the public.

CivicPlus will:

- Address system issues identified
- Redirect the domain name to the newly developed website once you sign off on the completed project

What we will need from you:

- Test GCMS® functionality and update the final site as per approved timeline
- Report any system issues
- Sign off on finalized site before Go Live

Project Enhancements

CivicSend





Indianola, Iowa

URL:

www.cityofindianola.com

Contact:

Kurt Ripperger

PIO IT Manager

(515) 962-5283

kripperger@cityofindianola.com



HEAR FROM OUR CUSTOMERS

"Converting our old web site in to the modern County web presence would have cost more in time and frustration than the reasonable cost associated with hiring CivicPlus consulting staff to lead the way."

Snohomish County, WA

David Stroble

Business Analysis & Project Management Team

EXPERIENCE & CLIENT REFERENCES

We have assisted more than 2,000 clients throughout the United States, Australia and Canada with the design, implementation and hosting of new, engaging, innovative and functional web-sites. Following are just a few examples of relevant sites, similar in scope to your project, which we have designed. But don't take our word for the success of these sites. Contact our clients and let them tell you about their experiences working with CivicPlus. Want to see more? Just let us know...we have about 2,000 we can share with you!





Coralville, Iowa

URL:
www.coralville.org

Contact:
 Jenn Coleman
 City Administrative Aide
 (319) 248-1713
jscoleman@ci.coralville.ia.us



HEAR FROM OUR CUSTOMERS

"A company is created by its people. The CivicPlus staff is phenomenal. CivicPlus is going to understand what your town means to you and your residents and how you want your town or city to appear. They are just as passionate about promoting your area as you are."

Castle Rock, Colorado
 Karen McGrath



Muscatine, Iowa

URL:
www.muscatineiowa.gov

Contact:
 John Kreuzenstein
 Information Technology Manager
 (563) 264-1550
jkreuzenstein@muscatineiowa.gov





HOSTING & SECURITY SERVICES

CivicPlus protects your investment and takes hosting and security of our client sites seriously. Redundant power sources and internet access ensures consistent and stable connections. We invest over \$1.0m annually in to ensure we adapt to the ever-changing security landscape while providing maximum availability. To help ensure your site is protected at the level you need, CivicPlus offers two options for coverage.

Included Hosting & Security Package

Your system is monitored 24/7/365. CivicPlus' extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled. From our secure data center facilities to constant and vigilant monitoring and updating of your system, including 99.7% guaranteed up-time. We've got you covered.

Platinum Hosting & Security Package

Ensuring your visitors can access your site and that it continues to be business as usual with least amount of interruption is attainable through the CivicPlus Platinum hosting and security. Cyber security is a high profile topic that makes the news almost daily. Every industry is a target, including local government. Our Platinum package protects your site through all of our included hosting and security features, but also adds the peace of mind of comprehensive and continuous DDoS protection. Our team has been pressure tested by high-profile events and has the experience and expertise to handle any situation. We've got you covered.

TOP CONSEQUENCES OF AN ATTACK



SOURCE: PONEMON INSTITUTE, MARCH 2015

Ongoing Protection Services

If you choose the Included Package and experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options that are available to you at the time of event. Whatever your needs are we have an option that will be a fit for your community.

Hosting & Security Features	Included Hosting & Security	Platinum Upgrade Hosting & Security
Data Center		
■ Highly reliable data center	☑	☑
■ Managed network infrastructure	☑	☑
■ On-site power backup & generators	☑	☑
■ Multiple telecom/network providers	☑	☑
■ Fully redundant network	☑	☑
■ Highly secure facility	☑	☑
■ System monitoring	24/7/365	24/7/365



Hosting		
■ Automated GCMS software updates	✓	✓
■ Server management & monitoring	✓	✓
■ Multi-tiered software architecture	✓	✓
■ Server software updates & security patches	✓	✓
■ Database server updates & security patches	✓	✓
■ Antivirus management & updates	✓	✓
■ Server-class hardware from nationally recognized provider	✓	✓
■ Redundant firewall solutions	✓	✓
■ High performance SAN with N+2 reliability	✓	✓
Bandwidth		
■ Multiple network providers in place	✓	✓
■ Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack)	✓	✓
■ Burst bandwidth	22 Gb/s	45 Gb/s
Disaster Recovery		
■ Emergency after-hours support, live agent (24/7)	✓	✓
■ On-line status monitor by Data Center	✓	✓
■ Event notification emails	✓	✓
■ Guaranteed recovery TIME objective (RTO)	8 hours	4 hours
■ Guaranteed recovery POINT objective (RPO)	24 hours	4 hours
■ Pre-emptive monitoring for disaster situations	✓	✓
■ Multiple data centers	✓	✓
■ Geographically diverse data centers	✓	✓
DDoS Mitigation		
Defined DDoS Attack Process		
■ Identify attack source	✓	✓
■ Identify type of attack	✓	✓
■ Monitor attack for threshold* engagement	✓	✓
DDoS Advanced Security Coverage		
■ Continuous DDoS mitigation coverage	Not Included Additional coverage available at time of event. (Additional fees apply)	✓
■ Content Distribution Network support		✓
■ Proxy server support		✓
■ Live User Detection service		✓

***Thresholds:**

Traffic exceeds 25 Mb/s sustained for 2+ hours

Traffic over 1 Gb/s at any point during attack



CONTINUING SERVICE & SUPPORT



CivicPlus won't be with you just for the development, design and launch – we will be here year after year to respond to new needs and new opportunities for you to continue to have the best site possible. We offer all of our clients continuing support and additional advantages as a member of the CivicPlus family.

Dedicated Account Management

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

Around-the-Clock Technical Support

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

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



Support**Maintenance of CivicPlus Application & Modules**

7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)	Install service patches for OS system enhancements
24/7 Emergency Support	Fixes
Dedicated support personnel	Improvements
2-hour response during normal hours	Integration
Usability improvements	Testing
Integration of system enhancements	Development
Proactive support for updates & fixes	Usage License
Online training manuals	
Monthly newsletters	
Routine follow-up check-ins	
CivicPlus Connection	

COMPANY & CONTACT INFORMATION

Contact Information	James Reilly Regional Sales Manager reilly@civicplus.com Direct Line 785-370-7782	Primary Office	302 S. 4th Street, Suite 500 Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Incorporated In	State of Kansas	Company Website	www.CivicPlus.com
Legal Name	Icon Enterprises, Inc. d/b/a CivicPlus	Company Founder	Ward Morgan, President/CEO
GSA Contract	# GS-35F-0124U	TIPS/TAPS Contract	# 2092613
CMAS Contract	# 3-13-70-2966A		



PROJECT DEVELOPMENT ESTIMATE

All Quotes are in US Dollars and Valid for 60 Days from November 12, 2015. Prices per project - fixed

Project Development & Deployment	Initial GCMS® upgrades, maintenance and support Migration of 105 pages of existing content Three (3) Days Virtual Training for up to Six (6) Staff Members	\$9,990
Functionality Options	CivicSend	Included
Hosting & Security	Standard Premium Security Package Hosting server storage not to exceed 20 GB	Included
	First Year Annual Protection Services	\$3,200
	Total Investment Year 1 <i>The CivicPlus Advantage Payment Plan (details below) allows you to pay over the length of your contract - lowering your initial "out of pocket" expenses dramatically.</i>	\$13,190

Ongoing (Annual) Protection Services allows you to receive maximum benefit at minimal cost while protecting your investment. Each year of your contract, you'll receive system enhancements, maintenance and optimization and have full access to our support staff so your site stays up-to-date with our latest features and functionality. Your annual protection fee includes redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, system enhancements, recurring training, and access to the CivicPlus community. Billed 12 months from contract signing - subject to annual 5% increase year four and beyond (beginning year 3)

\$3,200

CivicPlus Advantage Payment Plan eases the budgetary impact of your new site and provides a **zero interest, level payment** plan that divides the expense of your investment over the life of the contract. Through a minimum four-year contract, it will dramatically lower your out of pocket expenses for your **Total Investment Year 1** cost.

	1st year	2nd year	3rd year	4th year	5th year
CivicPlus Advantage Annual Investment Payments	\$5,697.50	\$5,697.50	\$5,697.50	\$5,697.50	\$3,360

CivicPlus Redesign Guarantee

At the end of your fourth year of continuous service with us, you are eligible to receive a basic website redesign with no further out-of-pocket expense. Your website stays current and doesn't need to be re-built from the ground up again!



HEAR FROM OUR CUSTOMERS

"If you're a municipality that has limited IT and communication resources, CivicPlus is definitely worth looking into. When we were thinking about a new website, we decided, 'Let's get a professional in here who already has this figured out to get our website going.' The whole process was a good experience. From the time we signed the contract, we had our website up and running in six months. And CivicPlus has really good customer service. I think our money was definitely well-spent."

Kirstyn Barr
Public Information Officer
Vienna, Virginia



CIVICPLUS FEATURES & FUNCTIONALITY

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

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

Modules	Functionality
Agenda Center	Action Items Queue
Alerts Center & Emergency Alert Notification	Audit Trail / History Log
Archive Center	Automated PDF Converter
Bid Postings	Automatic Content Archiving
Blog	Dynamic Breadcrumbs
Business/Resource Directory	Dynamic Sitemap
Calendar	Expiring Items Library
Citizen Request Tracker™ (5 users)	Graphic Link Administration
Community Connection	Links Redirect
Community Voice™	Menu Management
Document Center	Mouse-over Menu Structure
CivicPayments / eCommerce Integration	Live Editing and Page Creation
Facilities & Reservations	Online Web Statistics
Form Center	Printer Friendly/Email Page
Frequently Asked Questions	RSS
Intranet	Site Layout Options
Job Postings	Site Search & Entry Log
My Dashboard	Slideshow
News Flash	Social Media Integration - to existing accounts
Notify Me™ email and 500 SMS subscribers	User & Group Administration Rights
Opinion Poll	Web Page Upload Utility
Photo Gallery	Website Administrative Log
Quick Links	
Spotlight	
Staff Directory	

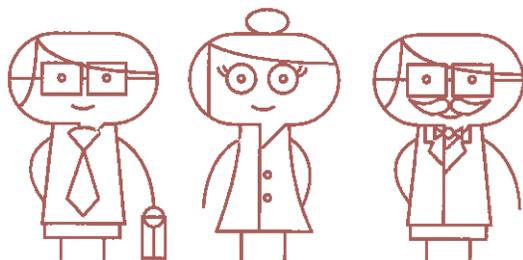


CIVICPLUS PREMIUM MODULES

- **Agenda Center** – Create and display agendas and minutes for various civic organizations
- **Alert Center** – Graphically show when there is an emergency or important notification
- **Bid Postings** – Simple and easy to use method of posting your bids
- **Blog** – Post opinions/information about various topics. Can also be set up to allow site visitors to comment and subscribe
- **Business / Resource Directory** – The *Yellow Pages* of your website
- **Calendar** – Create multiple calendars for various divisions and departments
- **Citizen Request Tracker™** – Allow users to report a problem while providing follow-up communication with the point of contact
- **Community Voice™** – Open forum in which citizens can interact while allowing you to showcase projects in your community
- **Document Center** – Organize and house documents in department or division folders and sub-folders
- **CivicPayments** – The CivicPayments module is included with our premium website solution and allows customers to have the ability to process payment transactions via the website.
- **Facilities & Reservations** – Facilities and meeting places in one convenient place allowing reservations online
- **Form Center** - Create custom online forms that can be completed and submitted online
- **Frequently Asked Questions (FAQs)** – Answer the most frequently asked questions from your visitors
- **Job Postings** – Post available jobs in an easy to access manner
- **My Dashboard** – Allow users to personalize their dashboard to stay updated on news, events, and information they care about
- **NotifyMe™** – Send out mass emails to subscribers of specific lists and modules, includes 500 SMS subscribers
- **News Flash** – Post organizational news items, right on your home page, that are important to your citizens
- **Opinion Poll** – Interact with your site visitors by posting various questions and polls
- **Photo Gallery** – Store and display photos
- **Quick Links** – Place links on any page
- **Spotlight** – Allows you to highlight important text or widgets in a compact, easy-to-update module
- **Staff Directory** – Detailed contact information for your staff and offices

Social Networking & Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. From your existing community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, we are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the world of Gov 2.0.



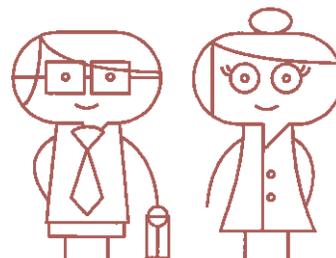
CivicPlus can sync your website to your Facebook and Twitter profiles to automatically publish news, notices, and calendar events on Facebook with a link to your website for more information. Twitter's short, 140-character "tweets" offers a way to distribute information quickly and effectively. Other social networking sites (such as LinkedIn, YouTube, Pinterest, etc.) can be featured on your website as links to your profile on those websites.

Administrative Features

- **Instantaneous Updates** – Once published, updates are posted to the live site in real time.
- **Browser Based** – No installation of programs or software needed! Your staff can update the site from an internet connection or platform (Mac or PC) at any time.
- **Mobile Updates** – Immediately upgrade your site from any location using your tablet or phone.
- **Action Items** – Direct access to a queue of pending items to be published or reviewed by the administrator upon login.
- **Site Search and Search Log** – Powerful site search automatically indexes all content making it easy for visitors to find information. A log of all words that have been searched by visitors is kept, allowing you to update highly searched information and feature key items.
- **Automatic Alt Tags** – Built-in features ensure your site is Section 508 compliant without having to know the requirements.
- **Bad Links Identifier** – This module creates a list of the broken links on your site when they are accessed.
- **Content Creation** – The CivicPlus GCMS® makes it easy to add new content, edit old content, and keep page layout consistent through use of our *What You See Is What You Get* (WYSIWYG) editor. Content changes will not affect the design - site breadcrumbs, page structure and sitemaps will dynamically update upon publishing. With mega menus and drop-down, pop-out

menu functionality, you can essentially get to any page on your website within a single click if desired!

- **Content Scheduling** – Material throughout the entire system can be set to auto-unpublish (expire) or it can be manually retired.
- **Content Versioning** – The GCMS includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content.
- **Dynamic Layout** – The layout for your website will be determined by you and the designer. Placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily.
- **Dynamic Page Components** – Events Calendar, FAQs, Opinion Poll, News Flash and other new features may be included as dynamic page components. Dynamic Page Components may be placed on any page and will help dedicated areas of the site appear as its own website. For example, the entry page for your Parks and Recreation Department can be customized with specific lists of events, FAQs and news announcements pertaining to that department.
- **Dynamic Breadcrumbs and Site Map** – Dynamic Breadcrumbs are used to show a visitor's location within the site. Breadcrumbs are automatically generated by our system. A dynamically generated site map automatically updates to reflect your new navigation if changes are made.
- **ePayment & eCommerce Integration** – The ePayment module is included with our premium website solution and allows customers to have the ability to process payment transactions via the website, saving staff time



and effort by of manually processing payments. To take advantage of this module, additional processing transaction and merchant account fees will apply.

- **History Log** – Easily tracks changes made to your website including items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable and exportable.
- **Integration/Interfacing** – CivicPlus' integration services work cohesively with most third-party software applications. We have the capability to link with most software or databases currently utilized. Systems such as purchasing, taxes, assessment and utilities have been developed for many of our clients.
- **Intranet** – An intranet is a secure location on your website that allows employees and other groups to login and access non-public resources and information. You will have the ability to set up multiple intranet groups with varying view rights.
- **Levels of Rights** – Levels of Rights may be defined as publishers (create or publish) or authors (create but not publish), or as administrators of modules. Assigned groups may have the right to update their own content without affecting web pages, menu structure, top of page, banner or navigation.
- **LDAP Authentication** – LDAP authentication provides a powerful and simple way to manage users and permissions within our system by syncing your website with your existing active directory database - negating the need for multiple user upload and sign-on. Because LDAP authentication requires custom programming time, additional fees apply.
- **Link Redirects** – Instead of sending your users to <http://civicplus.com/248/Awards-and-Recognition>, you can send them to <http://civicplus.com/awards>. A more intuitive approach to help visitors find particular pages.
- **Maps** – Help website users find commonly requested information such as bus routes, highways, tourist attractions, education information, major employers, or demographics. Maps can be simple, clickable maps, using our Image Map Editor, or more sophisticated JavaScript or Flash (additional fees required for JavaScript or Flash development).

- **Printer Friendly** – Our printer friendly functionality does separates critical content from the site template to provide a clean print without menu structure and banner information included.
- **RSS Feeds** - RSS stands for Real Simple Syndication and in short, it brings your site to the people. After signing up, they receive email notifications of the latest news updates.
- **Supported Browsers** – CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including: Internet Explorer, Firefox, Safari and Chrome.
- **Website Statistics** – Administrators will be trained on the use and analysis of web statistics, provided through Piwik Analytics.

Application Programming Interfaces

We have nearly a dozen application programming interfaces (APIs) throughout the system and continue to build more to make integrations with our GCMS* and disparate applications as straightforward as possible. It's this "open architecture" approach that allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs and tie them into the site, using the site itself as a sturdy platform on which to build.

CivicMedia - Mobile Video

CivicPlus offers a robust mobile video experience as part of our CivicMedia solution. Consumption of video is continuing to grow, and providing this option as part of your overall experience is a must have to drive engagement. CivicMedia is available for an additional fee.

Mobile Video

- Just about any file format is supported and are easily searchable, shareable and accessible from almost any device.
- Live streaming is also available—use for anything from traffic cams to beach cams (additional charges may apply).



ADDITIONAL PRODUCTS



Mobile device ownership is at an all-time high, and it's growing! In order to meet your citizens where they're at—you need to provide a comprehensive mobile experience. CivicPlus addresses all of your mobile needs including responsive web design, the CivicMobile app, and a robust mobile video experience as part of Media Center. Mobile devices are used everywhere for everything by everyone. Drive engagement by offering a robust mobile experience.

Responsive Web Design

As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site adjusts to the screen size of the device its being view on. This flexibility provides a seamless user experience.

Benefits of Responsive Design

- Seamless experience between desktop and mobile device
- Shorter URL structure
- Easier management of search engine optimization
- Content adjusts to screen size and device orientation

CivicMobile App

The CivicMobile App is designed to look and work great on both iOS and Android mobile devices. Designed to keep users informed, content and alerts can be scheduled for automatic delivery. The controls are simple and easy for anyone to use. The CivicMobile app is connected directly to your CivicPlus website; your content will always be in-sync with your mobile site visitors. Our professional staff makes sure the system stays up-to-date with hardware and software upgrades. This will ensure a system that is always optimized, secure and problem-free.

We work closely with our clients to match the aesthetics of their application – from the splash screen to the background imagery to the banner – with their website to create a polished and seamless theme across the different media with which your site visitors are interacting with you. Our mobile app is available for an additional fee.

Benefits of CivicMobile:

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





Civichr™ is the only software specifically focused on helping governments recruit, hire and engage employees with personalized customer service and easy implementation. Civichr™ simplifies the HR™ processes associated with hiring and engagement to help communities perform at their best. Our web-based platform integrates and organizes data, automates job postings, parses resumes, and simplifies onboarding and performance management. The Civichr™ tools are designed to help local government HR professionals hire, onboard, and manage highperforming employees.

The suite includes the following product modules:

- Applicant Tracking
- Employee Onboarding
- Performance Management
- Human Resource Information System (HRIS) Portal

To find more about Civichr, contact your sales manager and find out how Civichr has helped solve our clients' employee-related challenges.



Civicsend™ is a visually rich e-communication platform designed with governments and citizens in mind. It saves time, improves efficiency and increases citizen engagement.

Civicsend™ offers both beauty and brains. Our clients use Civicsend™ to deliver all types of non-emergency communication—from simple messages to event invitations to multi-image e-newsletters. Templates can be customized to reflect the client's style. Civicsend is built to communicate over multiple channels—email, text and social media from a single point of access. One communication solution. One user-friendly interface. Endless possibilities.

The advantages of adding Civicsend™ are many:

- Versatility and efficiency in multiple communication channel delivery
- Citizens can receive mobile responsive communication
- Keeps citizens informed and engaged
- Content posts to the front end of the client's website —no extra effort
- Intuitive and easy-to-use. Integrates with the CivicPlus GCMS® subscriber list
- Value-conscious for clients by offering unlimited emails and lists

To find out more about Civicsend™, contact your sales manager and find out how we have helped our clients keep citizens informed.

