HELPING GOVERNMENT
WORK BETTER

West Allis, WI

Website Redesign

CIVICPLUS

Presented By:
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Recommended Approach

West Allis' vision to update your user-friendly, self-service web environment for its community and employees is commendable. You should have complete confidence that the firm you choose to achieve your vision and create your website is the right choice. Remaining your strategic, trusted partner is paramount to the professionals at CivicPlus.

It's time for a new, updated look. 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.

Executive Summary

We propose the following approach to help you meet your goals:

- **EASY-TO-USE CMS**
  Our CivicEngage Content Management System (CMS) is developed specifically for local government with unique functionality to streamline your processes and offer self-service options. CivicEngage will empower your staff to update your website content easily and often with robust, straight forward editing tools and permission-based access.

- **SECURE, CLOUD BASED HOSTING**
  Provide peace of mind for your staff and community that your site is in good hands. Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating.

- **24/7/365 SUPPORT**
  Our helpful in-house support team is available via telephone, email and live chat to ensure your complete and ongoing satisfaction with our products and services.

- **CUSTOM DESIGN**
  Our experienced designers will work with you until you are 100% satisfied to create a custom, impactful design that reflects your unique story visually and meets the needs of your community.

- **FULLY RESPONSIVE**
  With responsive web design throughout, your site with automatically adjust to the screen size of any device.

- **CONTENT MIGRATION & OPTIMIZATION**
  One of our Content Development teams will manually migrate text, documents and images from your current site to your new site – saving your staff hours of effort, ensuring consistency, accessibility and that your information is easier to access and navigate.

- **DEDICATED PROJECT TEAM**
  A specialized team of experts will assist you throughout the development process including a project manager, an art director, content developers and a trainer/consultant.

- **CUSTOMIZED TRAINING**
  We have many training options. Our trainers will ensure your staff gains the confidence to effectively and easily maintain your new site.

- **DESIGN ESSENTIALS**
  The design tools within CivicEngage allow your staff to build, modify and manage your website's look and feel within the design and structure parameters of your website.

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

COMPANY & CONTACT INFORMATION

Contact Information	Julia Brown Account Executive brown@civicplus.com 785-370-7790	Primary Office	302 S. 4th Street, Suite 500 Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Legal Name	CivicPlus, Inc.	Company Founder	Ward Morgan, Chairman of the Board
Incorporated In	State of Kansas	Date Incorporated	June 1998
Company Website	www.CivicPlus.com	Purchasing Vehicles	GSA Contract # GS-35F-0124U TIPS/TAPS Contract # 2092613 CMAS Contract # 3-13-70-2966A Interlocal Purchasing

Investment Proposal

All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from October 16th.

Website Redesign Option

- New design presented on latest platform

- Redevelop navigation method (may choose top drop-down or other options)

- Design setup – wireframe

- Sitemap

- Redevelop graphic elements of website (Newsflash, FAQs, Calendar, etc.)

- Project Management

- Testing & Review

- Content
  - Includes migrating of all existing content and retouching of published pages to ensure new site styles are applied and modules are related to feature columns.
  - Contact information will be moved to a feature column area if previously formatted in a right contact layout.
  - Ensure modules are related to feature columns
  - Content Optimization Service

Note: Content will not be rewritten, reformatted or broken up. Additionally, new pages will not be created.

- Spelling and broken links will be checked and updated by our team where possible. Additional report will be provided to client

- 8 Half Day Blocks of Custom Virtual Training for all website users

- 3 Days Onsite & 2 Days Virtual Custom Redesign Consulting

- CivicSend

- 500 Additional SMS Subscribers

Website Redesign Initial Investment $29,795
Increase to Annual Hosting, Maintenance and Support Fee for CivicSend and SMS Subscriber Block - $1,895

Optional CivicPlus Recurring Redesign - $2,300

With our recurring redesign option, you are eligible to receive a basic website redesign with no further out-of-pocket expense at the end of every fourth year of continuous service.

Optional Enhancements

- **CIVICADVISE CONSULTING – ONSITE OR VIRTUAL**
  Implementing an enterprise-wide software solution is a huge undertaking. Not only does new software touch every department in your organization, it has the potential to positively impact the hundreds of end-users in your community. Our expert consultants don't just hand you a strategy document and take off – they help develop a plan that is practical and ready to execute. Let us help you align goals, get everyone excited and on-board and identify your audience, top services and most relevant information!

- **CONTENT OPTIMIZATION**
  This service will help ensure that your content is set correctly to fit all areas of your responsive web design. This includes moving text and images out of editor tables and putting them into the corresponding widgets to align with updated technology and enable responsiveness.

- **PREMIUM CONTENT**
  With this service, the CivicPlus content experts will work to reformat, break up, shorten, or re-section your existing content for usability and consistency. We will assist by building out placeholder pages, setting proper formatting, menu structures, and applications of the new site styles.

- **MOBILE ADMIN APP**
  Manage key administrative functions of your CivicEngage website anytime, anywhere from an Apple® or Android ™ smartphone or tablet using the Mobile Admin app. This powerful tool allows you to quickly add, modify or approve categories and items for the following modules: Alert Center, News Flash and Calendar.

- **LDAP INTEGRATION**
  This integration gives you the ability to login into CivicEngage from any device with an Active Directory username and password and allows for auto-account generation and group syncing.

- **ADFS INTEGRATION**
  This integration gives you the ability to login into CivicEngage from any device with an Active Directory username and password and allows for auto-account generation and group syncing. Take it a step further – ADFS also has one-time login for users logged into a domain computer, option to choose which internal pages and modules are used for ADFS login, and lets you customize the design of your ADFS login page.

- **DEPARTMENT HEADER PACKAGES**
  A department header will provide a distinguished look of department pages, while remaining under the administrative access of the main site. You will get a customized banner, unique global navigation headers and graphic buttons, unique URL if desired and will share all modules with the parent site.

- CIVICMEDIA STORAGE
  CivicMedia enables you to engage your citizens through easy-to-use live streaming capabilities and accessible on demand videos.

- SUBSITE PACKAGE
  Our staff can create a completely unique website that allows sections of your website to stand out and reflect a distinct focus – at a reduced cost. Subsites give administrative access separate from the parent site, a completely custom design, unique and permanent URL, and 20 pages of content developed by our experts.

- BRANDING PACKAGE
  Includes initial consultation with our experts, evaluation of current logo and branding analysis, branding style guide and stationary set layouts which include business card, letterhead and envelope press ready files. Your image will be enhanced by the use of our branding style guide which ensure proper use of your logo and colors.

- LOGO DEVELOPMENT PACKAGE
  Includes initial consultation with our expert designers, development including four original designs, feedback meetings and three rounds of revisions to finalize your new logo.

- LOGO DEVELOPMENT WITH BRANDING AND GRAPHICS DEVELOPMENT PACKAGE
  Includes logo development and branding package as described above.

- CIVICHR
  CivicHR is the easiest-to-use local government human resource management solution. CivicHR offers a flexible, comprehensive and integrated cloud-based solution that allows human resource managers to recruit, identify and hire talent, onboard new employees, and assess employee performance, as they move from job seeker, to new hire, to employee. It streamlines the hiring process, improves engagement, and manages employee data in a centralized, secure system. Find more information at civichr.com.

- CIVICREADY
  CivicReady is a cloud-based mass notification system that is designed to empower local governments to communicate information to citizens quickly and effectively, no matter where they are in the community. We offer multiple reliable and secure measures for sending notifications. You can email you message form an external email account, text it in from your cell phone, call it in through our 24/7 emergency support team, or sent it with a single tap on your smartphone using our mobile app. Find more information at civicready.com.

- CIVICREC
  Powered by Rec1, an industry leader in Parks and Recreation management software, CivicRec provides an interface that is easy to use for both staff and citizens. There are robust tools for managing activities, facilities and point-of-sale transactions with integrated functionality to manage memberships, instructors, sports leagues and ticketing. CivicRec is the complete solution needed to run an efficient organization. Find more information at civicrec.com.