



**www.ashevillenc.gov**  
**Website Redesign Services**  
**Project Proposal**

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**CIVIClive**

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## STANDARD LEGAL CLARIFICATIONS

### **Binding Agreement**

CivicLive confirms that submission of this response does not constitute a binding agreement to provide the proposed solution. CivicLive reserves the right to negotiate any term or condition including: acceptance/rejection criteria, pricing, force majeure, guarantees, warranties, indemnities, limitations of liability, liquidated damages, set-off and hold-backs, insurance, and confidential information. Further, in any event, it is CivicLive's policy that any and all liability under a final negotiated contract pursuant to this proposal, not exceed a fixed dollar amount.

### **Liability Limitation**

CivicLive's liability for all claims and damages arising from this contract including any warranty liabilities will be limited, and liability for all indirect and consequential damages will be excluded.

### **Regulatory Approvals**

This Proposal is subject to the comments and qualifications contained herein, as well as all regulatory approvals applicable to transactions of this kind. Certain regulatory requirements may have to be met prior to entering into a definitive agreement including but not limited to: (i) including mandatory terms and conditions in any definitive agreement; and (ii) filing and receipt of any necessary tariffs or regulatory approvals.

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# EXECUTIVE SUMMARY



## Welcome to CivicLive!

We are the eGovernment web specialists that will redesign Asheville's primary website – [www.ashevillenc.gov](http://www.ashevillenc.gov) - to ensure that it showcases your City as an essential community asset. CivicLive has prepared this project proposal to showcase our suite of software and award-winning professional services that we combine to create industry-leading web solutions for both public and private sector institutions. At a high-level, our solution includes:

### ■ **RESPONSIVE WEBSITE DESIGN WITH A 100% DESIGN SATISFACTION GUARANTEE**

CivicLive's Design Team is thoroughly-versed in creating public sector websites that appeal to and engage numerous types of stakeholders such as citizens, businesses, tourists, and more. Our Design Team offers a 100% Design Satisfaction on our web design deliverables; this means your project teams don't sign-off on design deliverables until they are completely satisfied with the results!

### ■ **IMPLEMENTING OUR SITEPUBLISH CMS**

CivicLive web solutions use our robust SitePublish Content Management System [CMS] to enable even the most non-technical staff to quickly and easily manage [www.ashevillenc.gov](http://www.ashevillenc.gov)'s content using numerous easy-to-use modules and tools.

### ■ **DELIVERING A VERSTATILE CITIZEN ENGAGEMENT SOLUTION**

Your citizens will be able to get more information from your City, request more services from your departments, and participate more with your City in a digital community thanks to our ever-expanding range of citizen engagement modules.

### ■ **PROVIDE A LONG-TERM PARTNERSHIP THAT INCLUDES HOSTING, SUPPORT & MAINTENANCE**

Our proposed solution includes a long-term partnership designed to bundle essential website services in to one fixed annual fee. These services include Technical Support, an Unlimited-User CMS Software License, and Enterprise-grade Hosting and Data Protection services – all included in one low annual fixed fee!

We hope that this Project Proposal demonstrates the capabilities of CivicLive's web solution and a commitment to excellence that will ensure the best possible outcome for your Website Redesign Services project. If you have any questions about what we're offering, or would like to schedule a presentation of our solution, please do not hesitate to contact me.

**Johanna Vellenga** | CivicLive Proposal Developer  
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# WHY CIVICLIVE

## About Us

CivicLive operates within Reliance Communications, LLC, a California based company and an independent subsidiary of West Corporation. The company is very profitable and stable, especially given the backing of West Corporation and its \$2.6 billion market capitalization. CivicLive was founded in 2001 and has expanded to become a recognized and respected eGovernment solutions provider for North American towns, cities, counties, regional municipalities, agencies, and state/provincial governments.

*“Using the Internet to serve citizens better is our top priority. We want municipal government websites to be the instinctive first choice for community engagement, not an afterthought.”*

**John Carbrey**  
CivicLive CTO

### OUR MISSION:

*Provide municipalities with the enterprise-grade web software solutions they need to succeed in an era where citizens are seeking more services and information from their local governments on the Internet.*

Our company's innovative approach to design and software development has garnered the praise of the technological community and has led CivicLive towards winning many technology and business accolades and awards. We continue to refine our solutions and services in order to build eGovernment websites that will set new standards for years to come.

## Benefits of Partnering with CivicLive

CivicLive serves over 1,000 government institutions with web software solutions designed to meet their needs. For each eGovernment project we undertake, our team brings 14 years of experience working with governments. In other words, we've perfected the tools and techniques to make your Website Redesign Services project a success.

- **WE UNDERSTAND MUNICIPALITIES** and help create true eGovernment experiences for citizens using Citizen Engagement and CMS tools purpose-built for a City like yours.
- **WE HELP GOVERNMENTS** make the best of their investment in websites as marketing tools by providing leading-edge creative web design services.
- **WE SET YOUR WEBSITE FREE** by offering no limits on hosting services, unlimited website hierarchies, and easy 3<sup>rd</sup> party app integration via APIs and Web Services.
- **WE'LL HELP YOU COMPLY** with public sector legal standards by offering unlimited records retention and security standards that have passed the Department of Defence's stringent standards.
- **WE STAY BUDGET FRIENDLY** with flexible SaaS solutions and streamlined project-management capabilities that save your City money.

The following section features some of CivicLive’s invaluable clients and the work we did for them. Please contact us if you are interested in more client examples or additional references.

## The City of Sierra Madre, California

City of Sierra Madre wanted to revamp its old website to improve information and service delivery to its local residents. CivicLive partnered with the City to deliver a website that would not only better connect residents with their government but also showcase the cozy atmosphere of the city that they proudly maintain.



📍 [cityofsierramadre.com](http://cityofsierramadre.com)

📍 California

👤 ~11,000

## Essex County, Virginia

Essex County partnered with CivicLive to provide a design, usability and functionality overhaul for a decade-old county government website that offered minimal resources to citizens. Launched in Summer 2014, the new Essex-Virginia.org is a model eGovernment solution: it’s easy for Essex staff to maintain thanks to our SitePublish CMS, and improvements in navigation, searchability, and mobile-optimization.



📍 [www.essex-virginia.org](http://www.essex-virginia.org)

📍 Middle Peninsula, Virginia

👤 ~12,000

## The City of North Little Rock, Arkansas

North Little Rock, Arkansas needed a new website built from scratch. Everything from design to functionality to user experience needed to be changed in order to offer every resident and tourist a simple, but informative online experience. CivicLive worked with the North Little Rock team to implement features unique to their needs, introduce new ways for the city to interact with their residents, and enhance the overall experience of living or visiting North Little Rock.



📍 [www.northlr.org](http://www.northlr.org)

📍 North Little Rock, Arkansas

👤 ~62,300

## References

CivicLive is pleased to offer the following references and invites your proposal evaluation team to reach out to them:

### Essex County, Virginia

Charles Huntley

804-443-8154

[chuntley@essex-virginia.org](mailto:chuntley@essex-virginia.org)

### North Little Rock, Arkansas

Nathan Hamilton,

501-975-8833

[nhamilton@nlr.ar.gov](mailto:nhamilton@nlr.ar.gov)

### Casper City, Wyoming

Michael Szewczyk

307-235-8422

[mszewczyk@cityofcasperwy.com](mailto:mszewczyk@cityofcasperwy.com)

# Easy-to-Use Website Content Management Software & Tools

The backbone of CivicLive's web solutions is our easy-to-use SitePublish web Content Management System [CMS]. This browser-based, enterprise-grade software has been continuously-improved by CivicLive's software development team and features numerous modules and functionality designed to simplify website content management and administration. We've highlighted some key SitePublish features in this section, and encourage your team to schedule a presentation with us so we can showcase this functionality in a live demo.



*Either maintain your website's currency and accuracy, or shut it down. Bad information is worse than no information.*

**Robert McArthur**

eGovernment Project Director  
National Policy Research Council

## WYSIWYG PAGE CONTENT EDITOR

Content creation and editing is powered by a What You See Is What You Get (WYSIWYG) Content Editor. This editor provides numerous tools from Word Processor-style formatting, spell checking, and multimedia management, making it simple to create and update a page's content.

## NEWS & ALERTS ENGINE

The News and Alerts Engine is a powerful tool that allows you to publish news or announcements in one central location and have them appear everywhere on the site that you want that content to be. The News & Alerts Engine supports RSS subscriptions, allowing your stakeholders to subscribe to your news feeds and receive notifications when new content is published.

## CONTENT SCHEDULING

SitePublish also provides Content Scheduling tools that make it easy to plan ahead and be prepared for important page updates. These tools allow you to release information on a given date, remove a webpage from the public view on a given date, auto-archive a page, or send stale-content reminders and reports that make it easy to track which pages need to be updated.

## DRAG-AND-DROP PAGE DESIGNER

Place any of SitePublish's numerous widgets on webpages simply by dragging the widget you want from SitePublish's drag-and-drop interface. This easy-to-use element will place advanced page editing right in to the hands of even the most non-technical user.

## CLOUD-BASED DOCUMENTS & MEDIA

Upload thousands of document and multimedia files your City uses in to SitePublish's centralized Document & Media Libraries to facilitate the creation of a completely digital archive and resource centre for staff and citizens. Using this tool, administrators, councillors, department heads and even citizens can work together to build, share and access an ever-expanding library of resources that will help City groups and communities accomplish their goals and stay engaged.

## ACCESSIBILITY MANAGEMENT

Meeting W3C, WCAG, and Section 508 guidelines is always a priority for government websites, so SitePublish includes an Accessibility Checker to ensure your page meets all legal requirements for accessibility on an ongoing basis. SitePublish can also run reports out-of-the-box such as a broken link validator, content update and usage reports, and page error verification reports.

## ■ DRAG-AND-DROP WORKFLOW ENGINE

To enable effective web governance structures for important website-related tasks, we offer an intuitive drag-and-drop Workflow Engine that allows your staff to easily map out custom processes and staff duties related to just about everything you need your website to do, such as:

- ✓ Manage **content development approval** before content gets published anywhere on the website
- ✓ Review and edit **press releases and news stories** before they are published
- ✓ **Simplify bidding and bid submissions** to publicly tendered RFPs
- ✓ Make sure **Stakeholder Requests, Reports and Applications** are routed to the right staff and managed effectively

## ■ IN-CONTEXT PAGE EDITING

SitePublish offers a web service-enabled In-Context Editing tool, a feature few competitors can match. With this feature, authors can edit the content for a webpage right from the page itself. There is no need to go to a backend system, you can simply use WYSIWYG (What You See Is What You Get) content editing tools to start editing the page's text right where that text appears on the page. All updates are done in real time, with no publishing previews required - just click 'Publish' when you're satisfied and a publishing approval process begins, or the webpage updates simply go live.

## ■ AUDIT TRAILS

To help meet security and reporting requirements, SitePublish provides full Audit Trails. Administrators can use this tool to track users that have accessed and modified content, as well as timestamping access. With this system, your Administrators know who changed content or replaced a document version, and when they did it.

## ■ USER PERMISSIONS MANAGEMENT

SitePublish also provides the security and access control that an organization Website needs. Powerful User Permissions allow control over who can view, create, edit or delete site content. Your Administrators can give specific users the ability to access and modify the webpages or subsections that are most relevant to their role within your City.

## ■ CITIZEN REQUEST SYSTEM

CivicLive offers a versatile Citizen Request System that can be used to simplify the process of discovering and requesting government services right from your website. This system can be used to fulfill a myriad of different roles, including (but not limited to):

- ✓ Requesting City Services
- ✓ Applying for Permits & Licenses
- ✓ Submitting Complex Web Forms

## ■ SOCIAL GROUPS

Give your community the power to engage with your government in a focused group environment using our Social Groups module. Groups utilize numerous SitePublish modules in a public or private group context in order to create professional network, build a knowledge base for that specific group, and foster collaboration on documents and other resources shared on the Web.

## ■ MULTI-LEVEL CALENDAR

SitePublish's Calendar module supports multiple integrated calendars, allowing a City to separate calendars by topic, and also merge calendars for stakeholder convenience. For example, a mayoral aide could post an event to every calendar in the system, while a meeting could be posted only to a specific calendar. The calendar exports iCal files to Outlook to maintain consistency, and supports RSS subscription, allowing users to subscribe to events they want to be updated on.

## ■ PRIVATE, MODERATED AND/OR PUBLIC DISCUSSION FORMS

Start the conversation with SitePublish's Forums modules – the perfect place for private (or public) online discussions, conversations and debates on specific topics.

## ■ GOVERNMENT BLOGS AND PODCASTS

Make your government's online connection to your citizens more personal by using CivicLive's Blogs & Podcasts module for staff, political figures and other notable people who work with your government. With this module, City representatives can create a web blog that they can update on their own accord and enhance its content richness with podcasts and videos, and use moderated or open commenting from other users.

## ■ VOTING, POLLS AND SURVEYS

Voting, Polls and Surveys lets your government get feedback and gather community reactions on any kind of specific topic where granular, individual citizen data is desired. These tools also include real-time results and detailed reporting so your administrators can track and measure engagement.

## ■ UNLIMITED SUBSITE MANAGEMENT

We may be implementing SitePublish for one website right now, but our CMS can be used by your City to manage all of the websites you operate for years to come. Site Management tools can be used to administrate multiple complimentary sites such as tourism, police, fire, economic development, and any other websites your City agencies and departments maintain independently from [www.ashevillenc.gov](http://www.ashevillenc.gov).

## ■ STAFF DIRECTORY & PROFILE PAGES

The Searchable Staff Directory tool provides searchable online listings with customizable contact information and optional profile pages for each staff member. These directories make it simple for citizens (and other staff) to find the right contact person in the shortest amount of time.

## ■ UNIFIED WEB SEARCH TOOL

SitePublish provides full built-in Search capabilities with a Unified Search Tool.

The search modules provide simple and complex searches, ranking and results control, metadata search, and full Google Integration if desired.

## ■ ON-PAGE SOCIAL MEDIA PUBLISHING

We've made it simple to unify your webpage's content updating processes with your active social media updating processes with SitePublish's On-Page Social Publishing tool. This feature allows your content managers to save time by automatically posting updates, notifications, summaries and links to new pages and new updates to page content so subscribers and social media followers can discover that fresh content faster than ever before.

## ■ EASY 3<sup>RD</sup> PARTY INTEGRATION

SitePublish supports seamless integration with 3<sup>rd</sup> party tools like Google Analytics, Social Media platforms, Multimedia Players for easy video streaming, and many more.

## ■ ECOMMERCE FRAMEWORK

City services aren't always free. That's why CivicLive offers an E-Commerce Framework, allowing your City to offer paid online services such as registering for events right alongside cost-free services. In order to maintain security, transactions can be processed using PCI-compliant hosted pay page payment processors.

# Cost-Effective Long-Term Support Services

CivicLive has proposed a Software-as-a-Service (SaaS) solution as our response to your Website Redesign Services project's long-term requirements. With a SaaS solution, your City administrators will enjoy:

## ■ TECHNICAL SUPPORT SERVICES

CivicLive offers every client unlimited-access to our friendly Technical Support Specialists over numerous methods, including:

- A Toll-Free Support Hotline
- Email Support
- Live Online Chat
- Emergency Pager Support
- A Structured Support Escalation Process
- Technical Support Ticket Tracking
- Access to User Manuals and Multimedia over a Client Intranet

## ■ SITEPUBLISH SOFTWARE VERSION UPGRADES & MAINTENANCE

CivicLive invests considerable resources in to the long-term maintenance and development of our SitePublish CMS software. We give every client access to our software maintenance and upgrade services in order to ensure the SitePublish CMS your City uses is always the latest and best version of our software. Benefits of our Software Maintenance and Upgrades include:

- Getting access to the latest eGovernment tools and modules we develop for SitePublish
- Ensuring that software is always up-to-date with CivicLive's latest security standards
- Software upgrades are handled by CivicLive's team, which means your IT team never has to worry about spending time on installing updates themselves

## ■ ENTERPRISE-GRADE HOSTING & DATA PROTECTION SERVICES

Our enterprise-grade Hosting & Data Protection Services are extensive, and include:

- Unlimited-bandwidth hosting via our international, 14-point North American Content Distribution Network
- Weekly Full/Incremental Database Backup Services with Remote Location Storage
- Redundant Network, Power & Database structures
- Defined Firewall Architecture

## ■ AN UNLIMITED-USER SITEPUBLISH CMS SOFTWARE LICENSE

CivicLive doesn't want to limit any City's website management experience and processes by limiting the number of staff users who assume web management roles using our SitePublish CMS software. That's why CivicLive's Software-as-a-Service solution includes an unlimited-user software license that is bundled together along with technical support and software maintenance services in to one low annual services fee.

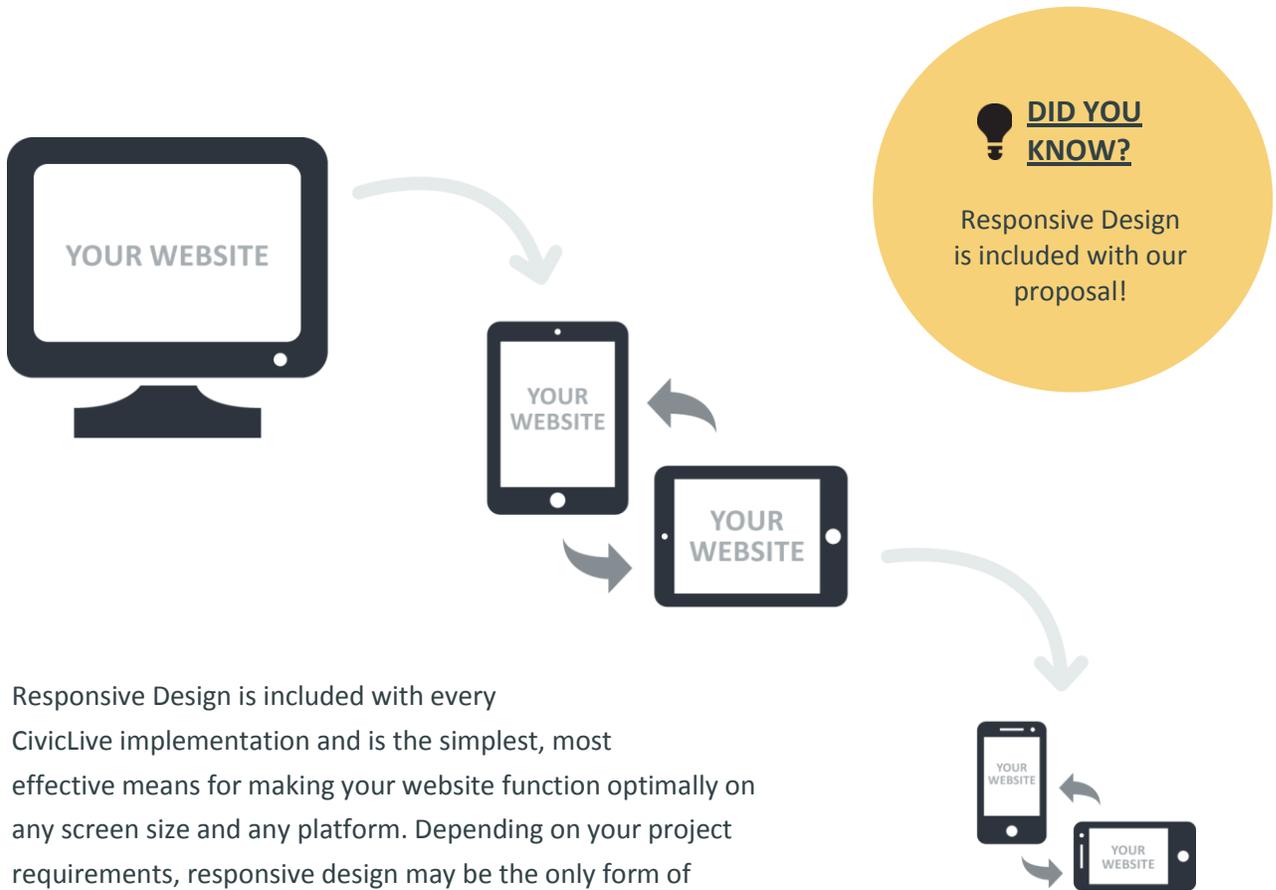
In other words, your website governance team will never feel pressured to limit the number of users on the SitePublish CMS; any member of your City's staff can contribute to your new eGovernment strategy!

# A Mobile-Optimized eGovernment Solution



## RESPONSIVE DESIGN

Responsive Design maintains a consistent look and feel for your website across all platforms, keeping navigation familiar to end-users. Furthermore, services and functionality can be securely accessed from their mobile browsers at once, without the need to switch between multiple mobile apps that your City may have developed in the past; with a responsive-design website from CivicLive, the web services your citizens need are all there, just like with their desktop experience.



Responsive Design is included with every CivicLive implementation and is the simplest, most effective means for making your website function optimally on any screen size and any platform. Depending on your project requirements, responsive design may be the only form of mobile-optimization your website needs.

**Whether navigating through full webpages optimized for an end-user's specific device, or quickly navigating between specialized application sections, your end-users will get the information, resources, and access to municipal services that they want on whichever device they're using at that time.**

# The SmartWork Project Implementation Methodology

CivicLive uses a proven 8-phase project implementation methodology called SmartWork to take your web project from conceptualization planning to a complete implementation that ends with a live website.

SmartWork's 8 phases are each designed to address specific project milestones. Via our Project Manager, your City Project Team gets to interact with a number of CivicLive technical specialists throughout a SmartWork implementation. **Please do not hesitate to contact us if you are interested in viewing CivicLive project team member's resumes.**



*"For someone that is not so tech-savvy, I was able to follow the lead of the folks at CivicLive to help create our site. We were asked for our input, what we wanted, how we wanted it to look, and it's like they used the images in my mind. I appreciate the weekly one-on-one calls with our implementation analyst, Kevin Nguyen. He explained the system and web creation tools to me in a way that made sense. With his approach, I was less intimidated. I felt comfortable with the process, and even enjoyed it. The trainer, Thomas, did such an excellent job with me and with our staff. When he left, we felt confident that we'd be able to transfer content and create content. Thanks, CivicLive!"*

**Natalee Flynn**

Clearfield City PR Coordinator



## THE ENVISIONING PHASE

The Envisioning phase kicks-off your Website Redesign Services project and is designed to create a dialog between your project team and our Project Manager about what the goals and constraints of the project are.

The Envisioning Phase typically only lasts for one or two days; a meeting day, and a day for our Project Manager to finalize the Vision Scope Document - the first Website Redesign Services project deliverable your team receives from CivicLive.



## THE PLANNING PHASE

This phase is dedicated to detailed requirements gathering about specific aspects of the project and how our proposed solution will address them. Everything from the most general creative elements to the most specific technical details are outlined, and will include project elements like:

- CivicLive Team and Asheville Team Roles & Responsibilities by SmartWork Phase
- SitePublish Configuration Functional Specifications
- Website Content Migration Plan
- Stabilizing & User Acceptance Testing Plan
- Long-Term Software Update & Maintenance Plan



## THE DESIGNING PHASE

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Stakeholder engagement, usability and effective web presence-building all depend on quality web design work. And that's why CivicLive places so much emphasis on the Designing phase of our project – we want to ensure your Website Redesign Services project results in the most tangible success indicator – a beautiful, usable website that reflects your City's brand and value, and serves your community!

### The Design Vision & Requirements-Gathering Process

CivicLive begins the Designing phase with a process focused on determining the unique needs of your community and gathering relevant requirements that will shape your website's look and feel.

**This process is focused on developing a plan for addressing the following 5 critical elements of eGovernment web design:**

- ✓ Usability
- ✓ Simplified Access to Information
- ✓ Consistent, Beautiful Look-and-Feel
- ✓ Search Engine Optimization
- ✓ Web Accessibility

Everything we plan, design and build in the Designing phase will consider those five tenets. And, in order to get started on the right path, the Design Vision and Requirements-Gathering Process gets our Delivery Team and the Asheville Project Team thinking about – and planning out – design-related deliverables with these aspects in mind.

**This Design Vision and Requirements-Gathering Process can include the following tasks and deliverables:**

- An open or closed survey of Asheville staff website design input.
- Use Cases and Stakeholder Usability Scenario documents with planned solutions for improving those scenarios through design-related elements.
- A Website Design forum in your community to get in-person feedback on desired functionality and design suggestions from external stakeholders such as citizens.

**85%**  
of users want to find  
the information they  
are looking for  
**in 30 seconds or less**  
and leave the site if  
they're unsuccessful

## The Iterative Information Architecture Design Process

A good Information Architecture (IA) – *how the information is structured* – ensures a website’s information is structured logically and is easy to navigate.

Building the best possible Information Architecture will not just offer immediate usability improvements – it’ll help Asheville staff maintain and expand the website’s content for years to come. Our Iterative Information Architecture process is our Designing phase’s first collaborative step and involves our Design Team, our Project Manager, and your City project team. Together, this group applies the planning and analysis conducted in the Design Vision & Usability process to a site map that will outline how information is defined, structured and linked to across the whole website in terms of page hierarchies. This process focuses on organizing webpages and other web resources in a structure that is aligned with users’ needs, your City’s organizational requirements, and search engine optimization.

The Information Architecture process ends with the first major milestone of the Designing phase: ***the Finalized Website Information Architecture.***

“The new city website now reflects the true character of Redmond, and the navigation is easier, quickly getting to where you want to go, often with just one click.”

**John Marchion**  
Mayor of Redmond, Washington

## The Iterative Wireframe Design Process

Wireframing is an iterative design process that examines page-level information architecture, as opposed to the site-wide information architecture that was planned in the previous process.

Wireframing is an industry-standard web design process that is great for giving your City staff the chance to see how much information is best displayed on the homepage and various types of subpage templates. Wireframing is a highly interactive iterative process, and is our Designing phase’s first opportunity for your staff to visualize (and participate in!) the usability and accessibility improvements CivicLive will make to your website.

The Wireframing process culminates with the following critical deliverable: ***the Finalized Wireframes.***



## The Iterative Interface Design Process

In this stage, CivicLive adds color and depth to the website's design wireframes to bring the site to life and ensure that it will build a strong, positive image for your City.

We want it to become an effective web marketing asset just as much as it will become an eGovernment web services asset to your community, which is why this completely iterative process only ends when your project team is completely satisfied with the work we've done.

### This is where we create the website's Look and Feel.

We believe that the look and aesthetic of a website contributes a lot to its success. [www.ashevillenc.gov](http://www.ashevillenc.gov)'s look-and-feel will convey the image and appeal of Asheville. A strong design theme will also aid with site navigation and entice users to return in the future.

**Here's some examples of design elements we address in during this process:**

#### ■ PROPER LOGOS & UNIFYING HEADERS/FOOTERS

Consistent use of the City's logo and headers to merge appropriately with the homepage and all subpages.

#### ■ STANDARD NAVIGATION & SEARCH

Standard, simple, easy-to-use navigation features such as breadcrumb hyperlinks will tell users where they are, where they've been and where they can go, while a helpful, accurate search option will be on every page to provide an alternative content discovery option.

#### ■ DIFFERENT TYPES OF NAVIGATION ELEMENTS

A combination of mega drop-down menus, side and top waterfall drop-down menus, breadcrumb hyperlinks, graphical quick links tables, and other navigation elements will make it easy for users to track where they are and where they want to go. Our idea of successful navigation elements includes making it possible to find virtually any web content within three clicks of a user's current location.

#### ■ TONE & COLORATION

Contrasting tones will be used between text and background images to reduce eyestrain, while the background shall be comprised of muted tones that are subtle and never overpowering.

#### ■ CONSISTENT DESIGN THEME & BRANDING

Consistent look and feel throughout the site will prevent users from getting overwhelmed and lost within the site. This is facilitated through the use of Subpage Template design(s).

## The Technical Implementation & Page Template Creation Process

Once the interface design, wireframes and information architecture have been approved by your project team, CivicLive will begin applying those design deliverables to a selection of responsive-designed webpage templates in SitePublish. These pages are what the CivicLive Analyst will use for configuring the numerous SitePublish eGovernment modules your City website will feature in the Developing phase.

CivicLive also uses this final stage of the Designing phase to address numerous user accessibility requirements – many of which are mandatory for public sector websites – and search engine optimization requirements. Addressing these requirements at the page template level allows CivicLive to make sure Asheville staff don't have to worry about managing them, although our Training phase will give them the knowledge to do so.

### ■ USING HTML, JAVASCRIPT, AND CASCADING STYLE SHEETS (CSS)

Style sheets are the primary method we ensure a consistent look and feel throughout the website. The design team utilizes HTML, JavaScript and CSS to give the user the best possible online experience and improve the look-and-feel of a site as it is viewed across multiple browsers and devices.

### ■ PAGE-LEVEL SEARCH ENGINE OPTIMIZATION CONFIGURATION MAKES THE WEBSITE SEARCHABLE

While great search engine optimization (SEO) is maintained with content management best practices, the foundation of SEO is in the page-level details. Making the site authoritative, available and readable to both humans and search engines is a key process that includes content & source code optimization, navigation and internal links optimization; meta-tag creation/adjustments, and XML sitemap creation – all of which your users can be trained on in order to effectively manage SEO over the long term.

### ■ CROSS-BROWSER COMPATIBILITY TESTING

CivicLive conducts rigorous cross-browser compatibility and consistency testing using both traditional PCs and Macs as well as mobile devices such as smartphones and tablets. Our industry-standard range of supported and tested web browsers includes:

- ✓ Internet Explorer ver. 9+
- ✓ Google Chrome ver. 26+
- ✓ Apple Safari 5.1+
- ✓ Mozilla Firefox 16+
- ✓ Opera 12.1+



**Potential tourists and investors who cannot find the information they need will not convert into revenue sources.**

### ■ NETWORK & CONNECTION ACCESSIBILITY

CivicLive can design your website to accommodate varying network connection speeds that users in your City may have. Our Design Team can employ smaller file sizes for images and other multimedia, and conduct page load time testing to ensure webpages load within desired limitations on slower Internet connections.

## ■ ADA AND W3C GUIDELINES AND STANDARDS COMPLIANCE FOR USERS WITH SPECIAL NEEDS

CivicLive is committed to maintaining eGovernment website accessibility no matter what kind of limitations a user may face, which is why the websites we build are designed to conform to W3C and ADA guidelines at multiple levels. During the technical implementation & page template creation process, the CivicLive Design Team can use numerous accessibility-building resources and options that will help disadvantaged users groups, such as:

### ✓ **Visually-Impaired Users**

Text-only page versions can be created that allow screen reader applications to easily create an audio playback of the webpage's content, ensuring visually-impaired users don't miss desired content on your website, and allows for easy site navigation.

### ✓ **Users with Reduced Eyesight**

CivicLive accommodates these users with page template elements such as larger and legible headers and text, or text size increase/decrease buttons.

### ✓ **Hearing-Impaired Users**

For hearing-impaired users, CivicLive can embed transcripts of spoken audio clips and video players that provide a subtitle option.

### ✓ **Users with Alternative Preferred Languages**

Many language tools exist that CivicLive can leverage in order to offer users access to your website's information in their preferred language, such as:

- Using a **Google Translate** dropdown menu as part of all of your webpage templates so users always have the option to switch language on every page.
- **Landing pages** that prompt users to select their preferred language from a list, or press a button corresponding to their language that then serves each page the user navigates to in the correct language. These translation choices can also be bookmarkable so that users can bypass language choice pages and go straight to what they want the next time they're on the website.

**The successful completion of the Designing phase results in the following critical project deliverables:**

- Finalized Website Information Architecture
- Finalized Responsive Website Interface Design
- Finalized Website Design Wireframes
- Finalized Responsive Webpage Templates



## THE CONFIGURING PHASE

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The Configuring phase is where CivicLive fully configures your web software solution – a custom deployment of our SitePublish CMS’s many modules and tools that Asheville staff will use for everything from day-to-day content management to delivering online services to your community. This phase houses the bulk of CivicLive’s technical implementation process and requires minimal input from Asheville staff. This phase uses 4 simple steps that culminate in the technical solution ready for your staff to be trained on using:

- **Step 1:** Provisioning the Server Environment where the Website’s data will be stored.
- **Step 2:** Installing our SitePublish CMS on the environment
- **Step 3:** Configuring SitePublish’s modules and functionality based on the technical specifications outlined in the Planning phase.
- **Step 4:** Integrating desired 3<sup>rd</sup> party systems and applications your City uses as part of its web solution with the SitePublish CMS.



## THE TRAINING PHASE

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In order to ensure your staff have everything they need to effectively manage your City’s website over the long-term, CivicLive dedicates an entire phase of our project implementation methodology to training the staff that will use our software based on the type of roles they will fulfill.

- **Web Administrator Training Session:** Training for system administrators on the solution's backend. Focuses on imparting top-level technical knowledge of how SitePublish works. These users will become your highest-tier webmasters and primary points-of-contact for CivicLive throughout the lifetime of your partnership with us.
- **Power Users Session:** Training for standard tool power users such as Content Managers. Focuses on detailed skills building to enable effective and efficient use of all of SitePublish’s modules and tools.
- **Developer Training Session:** In-depth background training on SitePublish suitable for staff who will enhance or develop the code base or extend the software in house. This training is only required by clients with IT Administrators who wish to conduct in-house custom development using our software or take advantage of web services and APIs to integrate with third party applications.
- **Train-the-Trainer Session:** Advanced training, focusing on promoting the skills and knowledge needed to train new users on the system. Participants in this course should have already taken the administrator or power user courses.



## THE MIGRATING PHASE

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The Migrating phase focuses on transferring all desired content from your existing website to CivicLive's new web solution. This phase involves two major components:

- **Collaborative Webpage Content Migration** – The CivicLive Content Migration Specialist and members of your project team conduct manual page content migration; optimizing and transferring desired web content from your live website to pages where that content is needed based on the IA developed in the Designing phase.
- **Automated or Manual Document Migration** – For high volume document and file migration, the CivicLive Project Manager may opt to implement an automated document migration process. However, this process can be handled manually by CivicLive's Content Migration Specialist and members of your project team for most projects



## THE STABILIZING PHASE

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CivicLive believes that testing and Quality Assurance (QA) is best done prior to a website's launch. This is why we dedicate an entire phase for two different critical types of testing:

- **CivicLive's Internal QA Process** – CivicLive's Quality Assurance Specialists conduct our stringent QA process that is designed to discover problems before the site goes live to the public. These issues can range from content errors such as typos or blank pages to potential problems with code used on page templates. Examples of QA tasks include Verifying Page Consistency, Verification of all Website Links, Testing to Ensure all Scripting Works, Webpage Content Print Testing, Final Cross-Browser Compatibility Testing.
- **Asheville Staff User Acceptance Testing Period** – We also use the Stabilizing phase as a chance for your City staff to get familiar with their new eGovernment website, explore its content, and provide any final feedback that may affect the website before it goes live. Although we recommend setting a time limit on this period, it can last as long as your staff want it to in order to feel completely satisfied that the website meets their expectations.



## THE DEPLOYING PHASE

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In SmartWork's final phase, CivicLive launches your website to the public. Our team performs any remaining knowledge transfer with City staff and conducts a final Quality Assurance process as the website goes live in order to ensure the launch goes smoothly.

CivicLive can also provide post-deployment services such as tracking citizen engagement with analytics and conducting stakeholder satisfaction surveys if desired.

## ESTIMATED SMARTWORK PROJECT TIMELINE

The following table provides an estimated project timeline and highlights project milestones using our SmartWork Project Implementation Methodology.

Website Redesign Services Project SmartWork Timeline		Est. Duration
 <b>THE ENVISIONING PHASE</b>		1 Day
Project Kick-Off Meeting		
 <b>THE PLANNING PHASE</b>		10-15 Days
Draft Master Technical Project Plan & Charter		
Client Reviews Technical Project Plan & Project Charter		
<b>FIRST MILESTONE: Finalized Technical Project Plan &amp; Charter Documents</b>		
 <b>THE DESIGNING PHASE</b>		15 Days
Conduct Vision & Requirements-Gathering Process		
Conduct Information Architecture Process		
Conduct Template Customization		
Conduct Final Interface Design Process		
<b>MILESTONE: Finalized Website Design</b>		
Implement Responsive Webpage Templates in CMS		
 <b>THE CONFIGURING PHASE</b>		25 Days
Provision Staging Environment		
Install SitePublish on Staging Environment		
Configure SitePublish Modules		
Integrate 3rd Party Software		
<b>MILESTONE: Fully-Configured Technical Solution</b>		
 <b>THE TRAINING PHASE</b>		3 Days
Conduct Training Sessions		
<b>MILESTONE: Fully-Trained Asheville Staff</b>		
 <b>THE MIGRATING PHASE</b>		5-10 Days
Collaborative Web Content Migration		
Collaborative Document & File Migration		
<b>MILESTONE: Beta Website Launch</b>		
 <b>THE STABILIZING PHASE</b>		20 Days
CivicLive Quality Assurance Process		
Asheville Staff User Acceptance Testing Period		
 <b>THE DEPLOYING PHASE</b>		1 Day
<b>FINAL MILESTONE: Website Launch!</b>		

# COST PROPOSAL

The following section outlines CivicLive's One-Time and Annual fixed fee structure we've created in order to meet your Website Redesign Services project's requirements. Please contact the Proposal Developer if you have any questions about CivicLive's fixed fee-based pricing model.

<b>One-Time Implementation Fee</b>		<b>\$30,000.00</b>
<p><b>Our One-Time Implementation Fee covers costs associated with designing, developing and implementing your new website using our SmartWork Methodology. Key deliverables per SmartWork phase include:</b></p>		
<p><b>Envisioning &amp; Planning Phase Deliverables - \$3,000</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Online Kick-Off Meeting</li> <li><input type="checkbox"/> Finalized Project Plan</li> <li><input type="checkbox"/> Project Charter</li> </ul>	<p><b>Designing Phase Deliverables - \$8,500</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> A Completely New Responsive Website Design for www.ashevillenc.gov with our 100% Design Satisfaction Guarantee</li> </ul>	
<p><b>Configuring Phase Deliverables - \$9,500</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Complete SitePublish CMS Software Configuration</li> <li><input type="checkbox"/> Integration of Desired 3<sup>rd</sup> Party Software</li> </ul>	<p><b>Training Phase Deliverables - \$3,000</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Completion of Training Sessions</li> <li><input type="checkbox"/> User Manuals, Videos, and Access to Online Resources</li> </ul>	
<p><b>Migrating Phase Deliverables - \$3,000</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Completion of Desired Website Content Migration up to 500 Units of Content</li> </ul>	<p><b>Stabilizing Phase Deliverables - \$1,750</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> A Stable Internal Beta Launch of www.ashevillenc.gov</li> <li><input type="checkbox"/> Completed CivicLive QA and Asheville Staff User Acceptance Period</li> </ul>	
<p><b>Deploying Phase Deliverables - \$1,250</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> www.ashevillenc.gov goes live!</li> <li><input type="checkbox"/> Finalized Project Documents</li> </ul>	<p><b>Please Note: There are <u>no additional hidden fees for meeting your project's current scope of work!</u></b></p>	

<b>Annual Software-as-a-Service Fee</b>		<b>\$5,250.00</b> <i>This fee is not charged in Contract Year #1!</i>
<p><b>CivicLive's Annual Software-as-a-Service [SaaS] Fee Includes the following services:</b></p>		
<ul style="list-style-type: none"> <li><input type="checkbox"/> Enterprise-grade Data Protection and Unlimited-Bandwidth Website Hosting Services for www.ashevillenc.gov</li> <li><input type="checkbox"/> SitePublish CMS Software Version Upgrades &amp; Maintenance</li> <li><input type="checkbox"/> Unlimited Access to CivicLive Technical Support</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Unlimited-User SitePublish CMS Software License</li> <li><input type="checkbox"/> A Design Refresh of www.ashevillenc.gov at the End of Contract Year #4 [if desired]</li> </ul> <p><b>PLEASE NOTE: There is <u>no Annual SaaS Fee charged in Contract Year #1!</u></b></p>	

# Optional Additional Services & Rates

CivicLive’s proposed solution includes a certain level of services such as design, training, content migration, and more. However, if additional work is required, CivicLive can provide quotes for this work using the following charts that rationalize services by either hourly rates or unit costs.

## Hourly Rates for All Professional Services

Although our proposed Design, Development & Implementation costs include many hours of professional services, the following hourly rates are presented in the event that additional work is requested after your website’s launch:

PROFESSIONAL SERVICES	HOURLY RATE
Programming	\$150.00
Graphic Design	\$115.00
Quality Assurance Analysis	\$125.00
Project Management	\$125.00
Marketing Specialist Services	\$90.00
Content Optimization	\$115.00
Usability Testing / Improvement	\$115.00
Technical Support (for no-contract clients)	\$115.00

## Optional Additional Training Services

If your site administrators do not believe the proposed included training services will meet your needs, additional training can be provided at the following unit prices. Please note that additional training may be offered during service level negotiations:

TRAINING SERVICES	HOURLY RATE
1 Webinar-Based Online Training Session [for up to 8 Staff Members per session]	\$500.00
1 Onsite Training Session [for up to 10 staff members per session]	\$1,500.00