



Town of Cape Elizabeth Maine Website Redevelopment

To:

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Town of Cape Elizabeth Maine
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Proposal for:

Town of Cape Elizabeth Maine

**Website Re-Design, Development, Implementation, CMS, and
Hosting Services**

Provided by:



Prepared For: Town of Cape Elizabeth Maine

Prepared By: John McKown, President

Proposal ID: 1110827

Expires on:

EvoGov, Inc.
PO Box 3614
Parker, Colorado 80134

January 03, 2020

Wendy Derzawiec
Town of Cape Elizabeth Maine
320 Ocean House Road
Cape Elizabeth, ME 04107
United States
<https://capeelizabeth.com>

Wendy,

Thank you for the opportunity to provide you with a quote for your Town's website project. After reviewing your existing website, we are very confident that we can redevelop your website so that it performs beyond your expectations, and that we can provide our services to you at a competitive price.

Please feel free to contact me with any questions that you may have about this proposal, our software, or services. We hope to work with you soon.

Sincerely,

A handwritten signature in black ink that reads "John McKown". The signature is fluid and cursive, with the first name "John" being larger and more prominent than the last name "McKown".

John McKown
President of EvoGov, Inc.
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1. EvoGov Profile

Company Overview and Summary

EvoGov, Inc. specializes in building and hosting websites and software applications for local government agencies, special districts, utility companies, non-profits, and other organizations. Our target customer requires a website that is attractive, accessible on all devices, secure, easy to update, and that is outfitted with applications to help their organization better serve their citizens and customers. Unlike our competition, all our applications are included in our very competitive hosting fee. This saves our customers thousands of dollars annually.

Company Profile

- EvoGov, Inc. is a privately-held Colorado S Corporation.
- Our Corporation information is online with the Secretary of State of Colorado, and can be seen [here](#).
- Our Federal Tax ID Number is 47-4542647
- We are small, and have 10 employees that are all full-time, USA citizens. We sometimes utilize contractors in the USA for non-critical roles. We no longer require a large networking staff since upgrading our local datacenter to the Amazon AWS Cloud. We no longer require a huge staff due to efficiencies we designed into our platform and procedures.
- Since launching our new cloud-based government CMS in 2013, we have launched 350 domains on our platform.

Skills and Services EvoGov Specializes In

Web Development

- Mobile / Responsive Website Design
- Intranets / Secure Portals
- Graphic Design
- Logo Design and Branding
- Website Usability Best Practices
- Project Management
- ADA / WCAG 2.0 Compliance
- Live Staff Training
- Google Analytics
- Form and PDF Automation
- Data Import/Export
- Consulting

Programming, Software, and Technical Services

- Amazon Web Services (AWS) Cloud Infrastructure
 - AWS S3 - Cloud Storage
 - AWS Route 53 - Secure, Distributed DNS for Cloud apps
 - AWS Certificate Manager - SSL Security
 - AWS Cloudfront Content Delivery Network (CDN)
 - AWS Elastic Beanstalk (Auto-Scaling Web Servers)
- Python Programming - Application Development
- PostgreSQL - Database Programming
- JSON API Development - Integration with your servers
- Mapping - GIS / ESRI / ARCGIS / OpenLayers / Google Maps
- Off-Site Data Backup

Contact Information

Mailing Address:

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Website:

www.evogov.com

2. Current Situation

We took some time to look at your website, and we have outlined some of the concerns that we found and how we would correct them in this section below. The solutions mentioned below are include as part of your project's scope of work.

Current Situation

The Town of Cape Elizabeth Maine wishes to redevelop their website to make it easier to manage, using a website content management system that is built for municipalities. The new website will add value to the town's staff, residents, visitors, and customers in its ease-of-use and also new applications and solutions provided by EvoGov's website platform. We have identified areas of the website that could use improvement, as well as areas of the website that the town wishes to retain.

Things the current website does well:

- The current website has a real estate lookup application that will need to be transferred into the new website. that application is located here: https://www.capeelizabeth.com/services/land_use/assessing/xferpages/home.html
- The current website links to the live video feed near the lighthouse, and that feed will need to remain and be highlighted better in the new website.
- Social media accounts are linked from the current website, and those feeds can be embedded into the website.

Current Website - www.capeelizabeth.com

The screenshot shows the homepage of the Town of Cape Elizabeth website. The header features a scenic image of a lighthouse and houses with the text "Town of Cape Elizabeth, Maine" and "Connecting people with their local government". Navigation menus include "Home", "Government", "Services", "Visiting", and "How Do I?". A search bar is present with "Google Custom Search". Below the navigation, there are sections for "Meetings Calendar", "Latest News", "Most Viewed Links", and "Most Frequent Downloads".

Meetings Calendar

- [September 19, 2019 - Thomas Memorial Library Committee](#) Thu., 6:30 pm -- See link for agenda -- See link for supporting documents
- [September 19, 2019 - Energy Committee](#) Thu., 6:30 pm -- See link for agenda -- See link for supporting documents
- [September 19, 2019 - Fort Williams Park Committee Rescheduled to Sept. 26](#) Thu., 7:00 pm

[View full calendar](#)

Hot Topics

- [Fort Williams Pav/Display Parking](#)
- [Comprehensive Plan 2019](#)
- [Pending Ordinances](#)

Fort Williams Park/Portland Head Light Parking Fee Information

Wednesday, September 18, 2019

Latest News

- [Wanted: Volunteers to serve on new school Building Committee](#)
The School Board is looking for broad community representation as they enter the next phase of improving Cape Elizabeth's school facilities
* Published: Wed, 18 Sep 2019 20:34:52 GMT
- [Opening on Energy Committee](#)
The opening is for an unexpired term ending Dec. 31, 2020. See story for details, link to online application - deadline to apply is **4 pm Friday, Sept. 20**
* Published: Wed, 04 Sep 2019 00:02:53 GMT
- [Rabies inoculation clinic Sept. 28 at Fort Williams Park](#)
Inoculations offered from 9-11 a.m. Free for Cape residents, \$10 for non-residents, in recognition of World Rabies Day
* Published: Mon, 16 Sep 2019 17:45:51 GMT
- [Get your flu shot at Town Center Fire Station Oct. 2](#)
MaineHealth will again offer flu shots to residents ages 3 and older, from **2:30-5:30 pm** Wednesday, Oct. 2 - see story for accepted insurances
* Published: Wed, 04 Sep 2019 22:16:36 GMT

Most Viewed Links

- [Fort Williams Park Parking Fee Information](#)
- [Fort Williams Park](#)
- [Property Tax Information/Assessor's Database](#)
- [Assessing Department](#)

[More links](#)

Most Frequent Downloads

- [2019-20 Assessment Information](#)
- [Zoning Ordinance](#)
- [2019-20 Tax Commitment Report](#)

Current Website Application Concerns

Current Website Needs Better Meeting and Agenda Management

The current site has a calendar system that is somewhat difficult to use. The existing website doesn't offer a simple URL to get to the meeting calendar. The meeting and event calendar is also not mobile friendly.

Solution: Dedicated Meeting/Agenda management system in our CMS

We offer a simple URL to get to the meeting calendar. For your website, this would be "/meetings". This new meeting calendar will be mobile-friendly.

Built-In Search Engine: Our meeting calendar includes a minutes and agendas search engine, which makes it possible to search within files that are attached to meetings.

Meeting calendar with built-in file columns:

The screenshot displays a web interface titled "Meetings and Agendas". At the top, there are tabs for "List View" and "Month View". Below the tabs are input fields for "Start Date" and "End Date", a "Search" box, a "Meeting Types" dropdown menu, and an "Apply Filter" button. The main content area shows a calendar for "November 2016" with navigation buttons for "Prev", "Today", "Next", "Month", and "Year". The calendar is presented as a table with the following columns: "Date", "Event", "Agenda(s)", "Packet(s)", and "Minutes".

Date	Event	Agenda(s)	Packet(s)	Minutes
November 1, 2016 06:00 PM	Notice of Cancellation	• 2016.11.01 NOTICE OF CANCELLATION.pdf		
November 3, 2016 06:00 PM	Ad-Hoc Advisory Parking Committee	• LB7D3KEhzhqXFinal Ad Hoc Parking Advisory Committee Agenda 11-03-16.pdf		
November 8, 2016 06:00 PM	City Council Meeting	• 2016 11 08 Agenda (With Staff Reports).pdf		
November 10, 2016 02:49 PM	Blue Ribbon Committee Meeting	• BRC Agenda 11102016.pdf	• BRC 10202016min (5).pdf	
November 15, 2016 06:00 PM	Planning Commission Meeting	• 2016.11.15 - Agenda.pdf		
November 16, 2016 06:00 PM	Recreation and Parks Commission Meeting	• 2016 11 16 Agenda RPC.pdf		• 2016 10 19 Minutes RPC.pdf

Calendar / Events and News Areas

The current website has a limited solution for news and events, which could be expanded to better serve the public and customers.

Solutions:

Unlimited Calendars

The EvoCloud CMS includes integrated, unlimited calendars that you can use for multiple departments, committees, and for displaying public events in the website. It is possible for visitors to subscribe to event

calendars, so that they can get alerts when there are new events posted. Events are rich objects, which means that they can contain photos, files, images, videos, and anything else that a regular web page could contain. Calendars and the events themselves allow for friendly URLs, so you can create a simple URL for an event.

Unlimited News Solution

News areas can be displayed a number of ways, and the topics for news (like calendars) are also unlimited. Each department can have their own news and calendar areas that are automatically shown on the department pages as well.

Event Registration Component

Events can include reservations, which are included in the event management. You can set a number of available reservations, and a waiting list can be enabled when an event is at capacity.

Digital City Hall Feature Concerns

Modern municipal websites should include customer self-service features so that the website offers maximum value to customers, while reducing phone calls and emails to your staff. Below are some of the features that we identified that would be improved with this project.

Existing Site is Missing FAQ Applications

The current website does not include a Frequently Asked Questions (FAQ) area which could be a great way to consolidate common questions, answers, and service related content into an easy to search area of the website.

Solution:

The EvoCloud CMS includes unlimited FAQ area applications. Each department and service area in your website will have FAQ areas to help customers find answers quickly to their questions. The FAQ system supports friendly URLs, and each FAQ entry is feature-rich and supports images, files, and videos.

Existing Site Forms Need Improvement

The current website has a large number of PDF forms that visitors can download and then need to print with a printer to complete. Other web forms in the website do not archive data, nor do they make it easily exportable.

Solutions:

We offer several ways to automate forms and capture form data safely with our EvoCloud CMS;

1. PDFs can be turned into fillable PDF forms, that visitors can fill out electronically, and then email to your departments automatically.
2. PDF forms can be rebuilt as web forms. Our form system also creates databases to store your submissions automatically, and you can then output the data to excel very easily. This is a powerful feature.
3. Web forms can be built to include PDF generation on the fly and then send the completed PDFs to your staff.*

* Additional fees apply that are per-form and outside the scope and cost included with this proposal. The cost is based on each form's complexity.

HR Job Posting Management Application

The current website could do a better job of display job postings, and managing applicants.

Solution:

The EvoCloud CMS includes a job posting and management solution.

Here are some of the benefits:

1. **Job Notifications** - citizens/applicants can sign up for job posting notifications by department, using the Citizen Portal.
2. **Mobile Accessibility** - PDF job applications do NOT work well on mobile phones. Your application form will come with a built-in mobile view, so applicants can apply from their phones.
3. **Stored Applicants** - All applications are stored in a private database, which is connected to each form separately. You can assign security to these forms so that only your HR department can view them.
4. **Stored Resumes** - All resumes that are uploaded using the application form are stored securely.

Current Website Needs Interactive Maps

The current website does not include interactive maps for economic development, parks and recreation, municipal buildings, or other facilities. This makes it more difficult to learn about and find facilities. Economic development is also impacted because properties cannot be easily marketed using maps.

Solution:

Our CMS includes interactive mapping features and dedicated facilities pages for displaying your facilities. Here is a list of features that will be great for your new website:

- Google Maps integration is built-in with our CMS.
- Create layers in maps.
- Create pushpins on maps, which then link to Facilities Pages.
- Facilities pages include; photo galleries, directions, news, and events integration to each location.
- Create multiple maps for economic development, with their own combinations of layers:
 - business corridors
 - business parks
 - land for sale
 - businesses for sale
 - economic zones
- Import/Export ESRI GIS shape files*

*additional programming fees may apply.

Current Website Business and Economic Development Concerns

Bid and RFP Management System Missing

The current website has not interactive solution for managing the RFP or bidding process online.

Solution:

The EvoCloud CMS contains a bid and RFP management system at no extra charge. This enables your organization to consolidate your online solution vendors to our just one (us, using our platform). This system

has many settings for controlling the bid announcement and RFP process to meet your needs. Your new website will contain a /bids URL which will show active bids and an archive of previous bids. Your vendors may sign up for email bid notifications by the bid categories that they are interested in bidding on.

Bid System Features

- a. Use Account Signup Feature - Potential bidders sign up for bid announcements and bid documents. Creates a user account in the overall website system which ties their account to the bid system, ticketing system, and the mass email system. Staff at the city can manage the users through the new intranet.
- b. Bid Types – Admin enables management of bid types, and ties those to department contacts.
- c. Bid Postings – Admin staff can post bids and assign them to Bid Types (categories).
- d. Bid Documents – Files of any type can be uploaded to a bid. Bidders must login to view them. There is no limit to the number of files that can be uploaded to a bid.
- e. Email Alerts – Bidders may subscribe to alerts when a bid matches the categories that they are interested in. It will be important to have a complete list of bid types pre-loaded when the system launches. The bid types may be selected on the signup form, and on their profile management page.
- f. Planholders List Report – Each time a bidder downloads bid documents from a bid, their information is added to a report showing who has downloaded the bid documents and when they downloaded them. The Planholders List must also be made public on the website, and is viewable only after logging in as a bidder.
- g. Bid Uploads – Bidders will be able to upload their bids into the system. The bid may contain multiple files.
- h. Bid Document Changes – When city staff updates the bid documents, there will be a mechanism to automatically email the bid documents to the bidders/planholders.
- i. Security of Submitted Bids - The bids are NOT viewable by the city's staff, to ensure that there is no collusion and that the bids are kept private until the close date of the bid.
- j. Expired Bids – When a bid expires, it is removed from the active bid list on the website. However, a bidder can click on the "View Expired Bids" button under Status to see all expired bids that have not been removed from the website. This is very important because bidders want to see the bid spreadsheet to see what other bidders bid, and any material pertaining to that bid will be posted to the same area where that bid is located.

Customer Portal Missing

The existing website does not have a way for customers to create a profile and manage their subscriptions to calendars, newsletter topics, job postings, bids/rfps, or more.

Solution:

Our EvoCloud CMS platform includes a customer portal with all of these features.

Map-Based Business Directories (optional)

We include a business directory application that is integrated with maps and map layers that makes it possible to display and promote downtown businesses, business parks, and many other categories of locations on your maps. Directory listings can contain photos and hyperlinks to each business.

Properties for Sale Missing (optional)

We include a mapping feature to display properties for sale, lease, or rent on your website. This can improve your economic development efforts.

Current Website Accessibility Concerns

ADA / WCAG 2.0 Compliance Features Missing

The current websites do not have printer-friendly pages, text re-sizers, and other requirements to make them compliant to the Americans with Disability Act (ADA), which is considered the standard for usability testing for users that have eyesight disabilities and other challenges. One of the site has Adobe Flash code in it, and that code should be removed because it also breaks compliance.

Solution:

Using our experience in the USA in making large municipal websites that require ADA compliance, we will use the ADA's compliance guide to review your website to ensure that it meets the latest requirements.

Current Website Public Safety Feature Concerns

Emergency Alert System Missing

The current website has no easy way of implementing emergency alerts into the website.

Solution: Emergency Alert Systems

- **Scrolling Alerts:**

When the website is rebuilt, it should include a system for posting emergency alerts in real time. Our approach to this would be to create a scrolling message ticker that can be activated across the website with a single mouse click.

- **Emergency Home Page Design**

With our CMS, it is now possible to have more than one home page design, which enables you to have a emergency home page design that are integrated and easily deployed in case of an emergency. The emergency home page can include important safety information that are built-in. This includes slideshows and other important announcements that are normally hidden.

- **Email Messaging Templates:**

We will assist you with creating email templates, which include emergency alert email templates.

E-Newsletter / Messaging Features Missing

Town of Cape Elizabeth Maine currently uses Constant Contact for email newsletters, however, there does not appear to be a sign-up form on the website for visitors to sign up to receive the newsletters. As a solution, we would integrate the Constant Contact newsletter sign-up widget into the new website. This will make it easier to get more subscribers to your newsletters.

Current Website Usability Concerns

Main Menu System is Inadequate

The current website has a traditional menu system for navigating the website. We would like to see the website have eight or so main selections that are based on AUDIENCES using the site, with action buttons married to those link panels. Long columns with fly-outs have fallen out of fashion, because they are difficult to scan easily.

Solution: Implement a New Mega Menu System

Mega menus are a great solution to this problem. They are displayed with typically eight or fewer traditional main links across the top of the website, under the logo header. When visitors mouse-over one of the eight main link choices, a large link panel appears that is as wide as the entire website. Each "mega panel" has up to five columns of links, with headings. These menus are attractive, and they eliminate the need for multi-level flyouts. They also enable the content area to remain full-width. The menu below shows how multiple columns can be displayed at once in a mega menu, with action buttons married to the bottom of each panel.



Action Buttons Need Attention

The current website needs a new set of action buttons for bill-payment, and other actions without scrolling the page. The new project should identify the main actions that need to appear on the home page, and perhaps in the menus of the website.

Solution: Contextual Menu Buttons

We would like to marry the action buttons to the new Mega Menus that we would create for your website. This will enable you to have many new action buttons on your website. A new, main action button menu bar should also be added for global links like; "Pay a Bill", "Submit a Request", "GIS Maps", "Contact Us", and more.

Website Search Engine Needs Improvement

We would like to improve the search results within your website to make the results more accurate. Our CMS includes a meeting and agenda search engine that searches through the packets, agendas, and minutes files that are uploaded with your meetings.

Design Concerns with the Existing Website

Amount of Text Displayed on Home Page

To make the website easier to use moving forward it will be important to remove a lot of the text that is on the homepage. Typically, users will scan I homepage for important items like "Pay a Bill", but they won't necessarily read entire paragraphs of text that appear on the homepage. These paragraphs make the site appear cluttered and hard to scan visually.

Solutions:

- News Slider - To make sure that timely news items appear quickly and are easy to click on you recommend using what we call a news headline slider that can show a dozen news items within one box that animates.
- Action Buttons - For more important action items like paying a bill, reporting a problem, voter

information, or meeting announcements, it would be best to create action buttons that can be integrated into the menu system. This will help to create a much cleaner homepage that does not contain a lot of text that users would need to scan to find what they need.

Logo and Branding

The current website has a seal at the top of the page that is blurry, and is not at a good resolution. This detracts from the overall look and quality of your website, and the image that the website portrays of your Town.

Solution: We would like to remaster your seal or create a logo for the top of the website that is more attractive, and that boosts the brand of your Town. We often provide a "style guide" for our customers at no extra charge, which provides you with the color values and raw image files you will need for signage and other media.

Lack of Photography

The existing website has a few small photos in the top header but generally it is lacking in quality photography. Not having photos in the design of the site can cause the design to appear cold and flat.

Solution:

The current trend in website design is to use much larger higher resolution photography to create what we call a "photo rich design". Photography can add tremendous impact to the design as you will see in our sample website projects. The biggest challenge however is in obtaining quality photography that can work with this design strategy. Photos will need to be at least 2000 pixels in width to work in the new design.

Staff Cannot Make Design Changes

The current CMS that the website is on does not provide access to the design files of the website. This causes the following problems:

- Edits to the header and footer areas of the website have to be done by the current website vendor.
- New, custom layout templates for departments within the municipality cannot be created. This means that all pages have to have the same layout, which is not flexible for the on-staff web developers.
- Applications cannot be placed within pages because there is no template access.
- There is no versioning available for template changes, since they are not accessible.
- The web development staff cannot add scripts to the website easily. This is a problem because it is common to need to add analytics scripts and other scripts (like live chat) to websites from time to time. In the current site, this would have to be performed by the existing vendor.
- CSS changes are not possible in the current CMS. CSS is how web developers change colors, fonts, background images, and logos in the website. This makes it impossible to improve the look and feel of the current website by your in-house developers.

Solution:

Our Evo Cloud website and application platform (www.evo.cloud) enables your in-house developer staff to have complete access to all of the design file areas of your website. These areas also include automatic versioning, so that if a mistake is made in the design, the templates can be rolled-back to a previous version to keep your website design safe. Your developers will have complete access to; themes, page layouts, CSS files, scripts, and more.

Current Website Performance Concerns

Google Sitemap is Missing

The current website is missing an important file that is called a Sitemap.xml file. You can visit /sitemap.xml at the end of your domain name and see that it is missing. One of the key elements needed for a good search engine optimization strategy is to have an XML sitemap in your website, which Google will read to index your website. Without this file, searches for content in your website are less accurate, and some content may be missed by Google entirely. Since this file is missing, it is very likely that you do not have a Google Webmaster Tools account setup for your city. This is necessary to monitor how Google sees your site, and what problems may exist with the links and content in your website.

Solution:

Our CMS platform automatically generates this sitemap file, which helps your site get indexed more easily by Google. We will also help you to setup Google Webmaster Tools, and review the overall SEO quality of your website.

Analytics Missing (Traffic Reports)

The current website is missing a solid traffic reporting and website health monitoring system.

Solution:

We will assist you to setup Google Analytics, Google Webmaster Tools, and other services to help you monitor your website traffic, outdated content, and overall website health.

Site Speed Can be Improved

We noticed areas of your website that can be improved, using a tool from Google that measures the loading speed of your total website and its assets. You can view the results of these tests here: <https://developers.google.com/speed/pagespeed/insights/>.

Lack of Multiple Domains

The current CMS does not support multiple websites and domains within the same software deployment. The Evo Cloud platform, by contrast, supports multiple domains, and multiple websites as well.

Solutions:

- Department domain names
- Each department can have their own domain name.
- Secure staff website and domains
We offer a turn-key staff-only website for your organization, with its own domain name and SSL certificate.
- Additional ideas for multiple domain names:
 - A Library website
 - Websites for Town committees
 - Sites for small local non-profits
 - Economic development website portal
 - Parks and recreation website
 - Tourism / attractions microsites

Current Website Security Concerns

No Content Versioning of Website Content

Problem: The current website CMS does not offer versioning of content. This makes it too easy to accidentally overwrite content or delete content from the website.

Solution: Most applications in the EvoCloud CMS include versioning. Design files and templates are also versioned, making it safer to update the design files (if you want to) of your website without fear. Each time you hit save on a page, a new version is created. There are NO LIMITS to the number of versions on pages, forms, and other content. This enables you to review previous versions of a page.

Deletion Recovery Safety Features Missing

Problem: There is currently no way to recover deleted pages or content easily, which creates liability.

Solution: Our EvoCloud CMS provides a mechanism to reactivate and recover most content that has been deleted immediately. There is a dedicated section for this in the admin area that allows content administrators to determine whom deleted content, what their IP address location was, and what login was used to delete the content. To meet compliance for data retention, we built this feature into our platform so that most data cannot be physically deleted (hard deletes), and are instead hidden when the delete button is pressed, and are simply flagged as deleted content in our database (soft deletes). Most CMS solutions do not offer this feature.

Website Requires Plugins to Add Features

Plugins can cause major security holes in your website, which can lead to your website being compromised (hacked). Many of the open-source CMS solutions available require you to download MANY plugins to gain application functionality in your website. We have had many new customers come to us after one of these plugins caused their website to be compromised. A website that uses many plugins from multiple sources (some not maintained) can cause your website to become very fragile, and more difficult to update/upgrade over time.

Solution: Our EvoCloud CMS does not require third-party plugins. One of the main reasons why we build our own platform is to keep your website safe, by limiting the number of moving parts that can be attacked. Applications required by local government agencies are our primary focus, so we are constantly adding new functionality to our platform.

3. Portfolio Samples and References

Online Portfolios

- See our design portfolio online at www.evogov.com/work
- Browse our turn-key layouts online at www.evogov.com/themes.

City of Wheeling, West Virginia

The City of Wheeling West Virginia

Contact: Tom Connelly
Email: tconnelly@wheelingwv.gov
Phone: 304-234-3702
Website: www.wheelingwv.gov

Work Performed

- Complete site overhaul
- 31 Request tracking System
-



Wheeling West Virginia 311 Request Tracking System



- DEPARTMENTS
- GOVERNMENT
- BUSINESS
- COMMUNITY
- HOW DO I...
- WHEELING 311

Wheeling WV Request Tracking System

[Portal](#) [Logout](#)

- Step 1: Login or Create Account
- Step 2: Select a Service**
- Step 3: Create Request
- Step 4: Send Request

- Animal Issues
- Building Violation
- Exterior Code Violation
- Homeless Issues
- Municipal Maintenance
- Parks & Recreation Facilities
- Private Property / Vehicles
- Right of Way / Obstruction / Vehicle (on Street)
- Road Maintenance / Marking Request
- Sewer or Flooding Issues
- Sidewalk
- Storm Water
- Trash / Leaves / Dumping
- Tree Maintenance
- Vandalism
- Water Quality

City of Ketchikan, Alaska

Contact

Randy Cooper
Senior Programmer/Analyst
City of Ketchikan, Alaska
Office: 907-228-5615
Email: randyc@city.ketchikan.ak.us
Site: <http://www.ktn-ak.us>

Work Performed

- Complete site overhaul
- Bid System
- Photo-rich design
- Mega menu navigation system
- CMS and application integration
- Mobile/responsive framework
- Live training



Union County, Ohio - <http://www.co.union.oh.us/>

Contact

Wade Branstiter
E-Mail: wbranstiter@co.union.oh.us
Phone: (937) 645-3054
<http://www.co.union.oh.us/>

Work Performed

- Complete site overhaul
- Photo-rich design
- Mega menu navigation system
- CMS and application integration
- Mobile/responsive framework
- Live training of over 40 users.



Union County, Ohio

- [OFFICIALS](#)
- [SERVICES](#)
- [AGENCIES](#)
- [COURTS](#)
- [COMMUNITY](#)
- [HOW DO I?](#)
- [NEWS](#)



 FORMS & PERMITS	 ALERT ME	 EMPLOYMENT	 RECORDS SEARCH	 BUSINESS RESOURCES	 CONTACT US
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[Site Map](#) • [Contact Us](#) • [Privacy Policy](#)

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Adjust Text Size [A](#) [A](#) [A](#)

Website Design by EvoGov

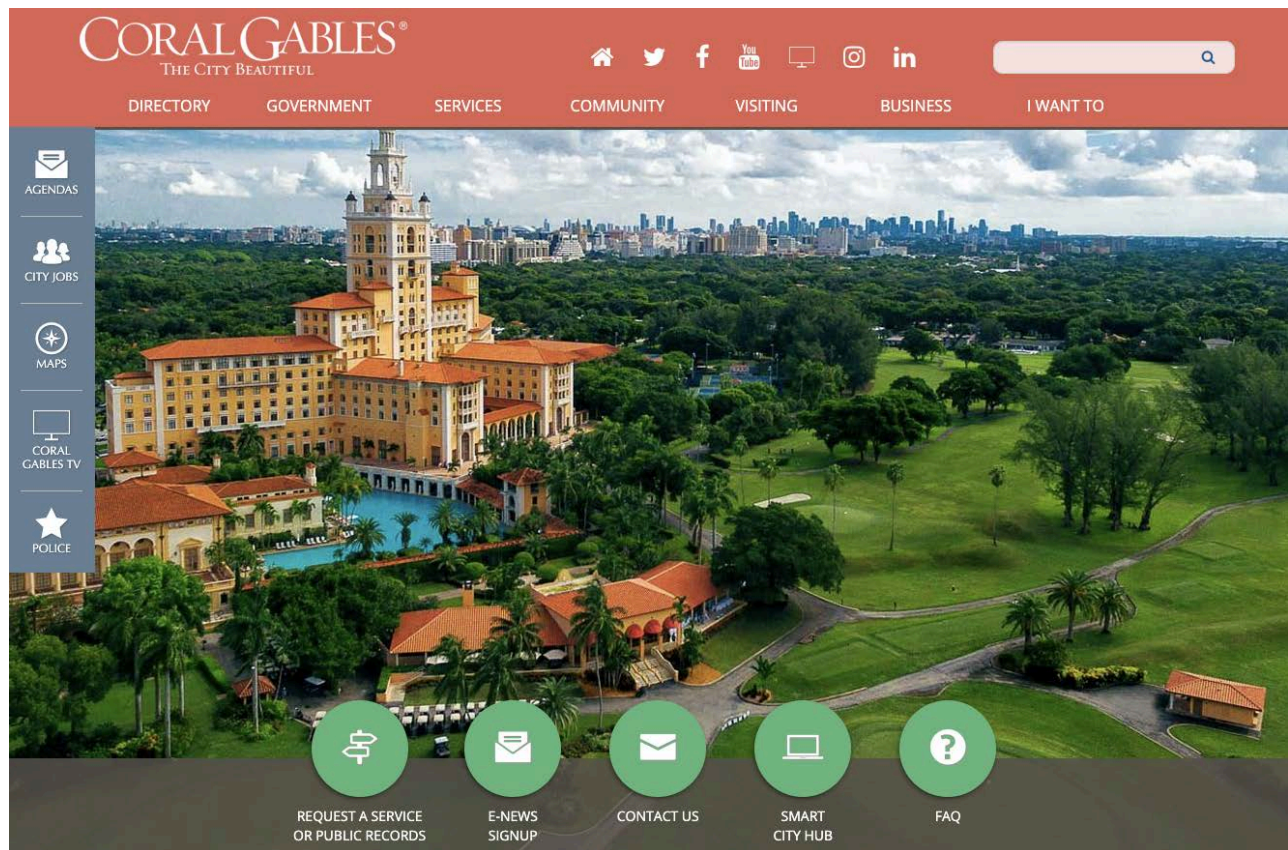
City of Coral Gables Florida

The City of Coral Gables Florida

Contact: Rayza Collazo
Email: rcollazo@coralgables.com
Phone: 305-461-6755
Website: <https://www.coralgables.com>

Work Performed

- Complete site overhaul



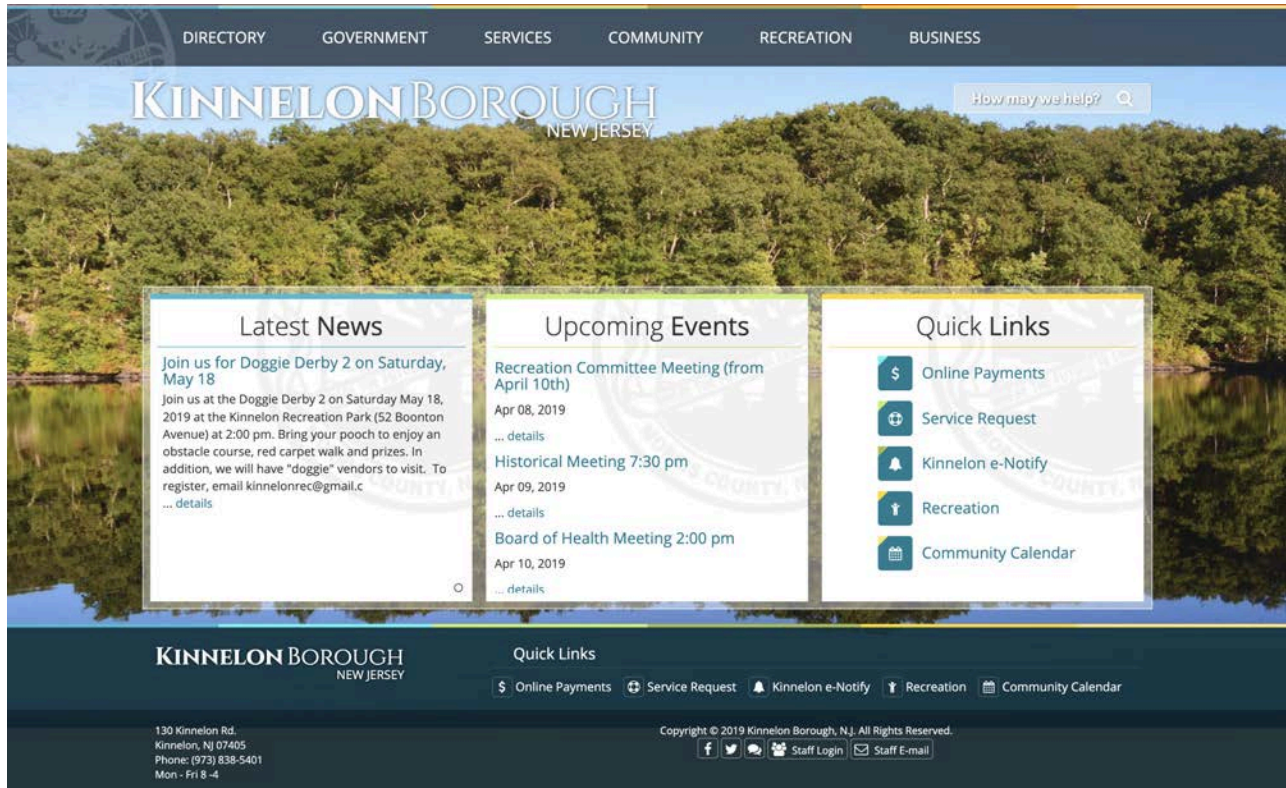
Borough of Kinnelon, NJ

Borough of Kinnelon, New Jersey

Adam Barish
abarish@gmail.com
973-650-4427
<http://www.kinnelonboro.org>

Work Performed

- Complete site overhaul
- Content Management System
- Staff Training



4. CMS Features and Tools

Developer will install the EvoGov CMS to enable management of the website's content. This system includes the ability to add pages, edit pages, upload images, upload files, and edit the website's navigation systems. An administration panel allows the Client's management staff to assign permissions to staff members for editing the site.

Security Features

- SSL security is included for all websites and applications that we host. This saves you money and hassle each year.
- Application Security
 - Users, Groups, and Roles.
 - Department-level editing and security
- Full Content Versioning. Every save to your pages and content is saved as a new version. This provides and edit history log, and versions can be redeployed.
- Non-Destructive Deletions. Admins can un-delete content and data.
- All form submissions are stored in non-editable databases for FOIA compliance.

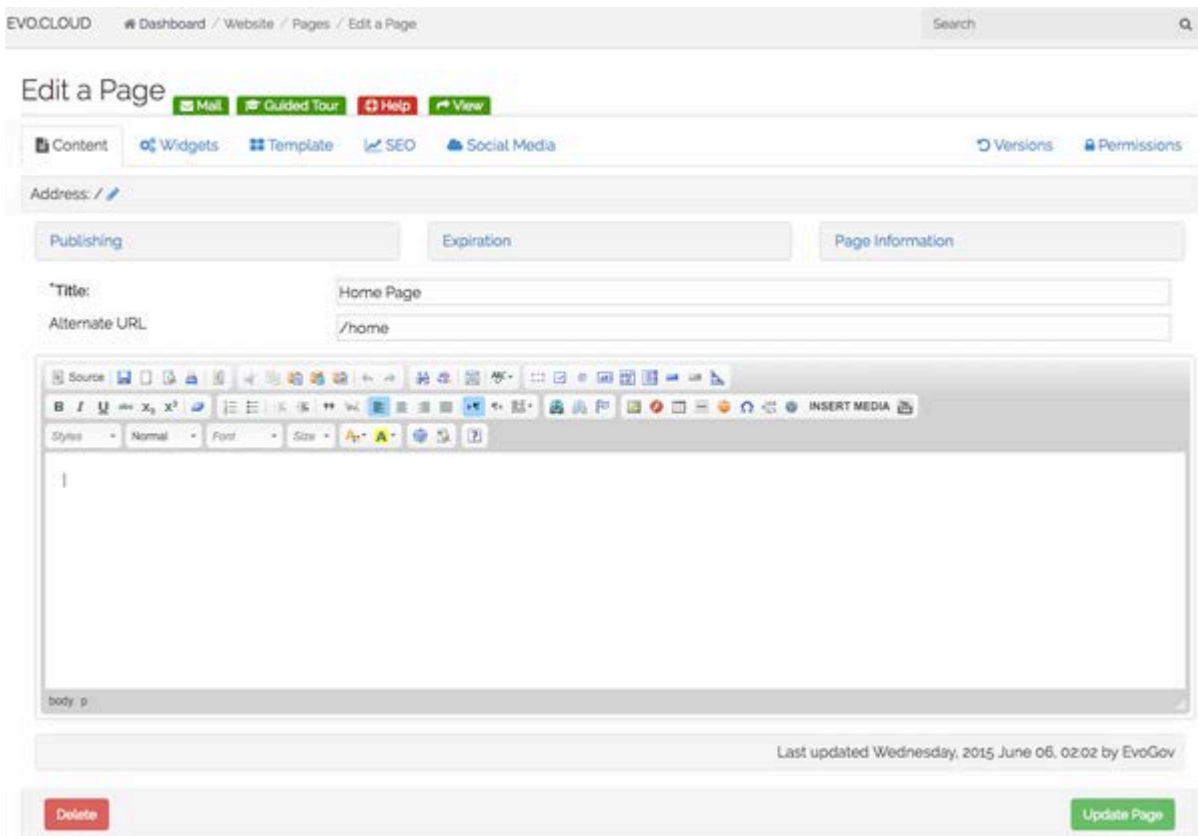
Multiple Domain Names

You have the choice of merging multiple domain names into one website, or we can build multiple websites using the same design to save you money on hosting.

Page Editor with ADA Compliance Checker

- Add unlimited pages to your website.
- Visual editor - No need to know HTML
- Drag and drop media management for PDFs and images.
- Widget Manager for Drag-and-drop applications into pages
- Friendly URLs everywhere
- Multiple URLs per page - useful for tracking promotions, handling misspellings.
- Paste content from Microsoft Word.
- Search Engine Optimization (SEO) features.
- EVERY save is version controlled - system creates backups of every save to every page!
- Permissions down to the page level.
- HTML Code access to all pages for HTML experts.
- Scheduled Publishing
- Page Expiration

Evo Cloud Page Editor



Drag and Drop Applications

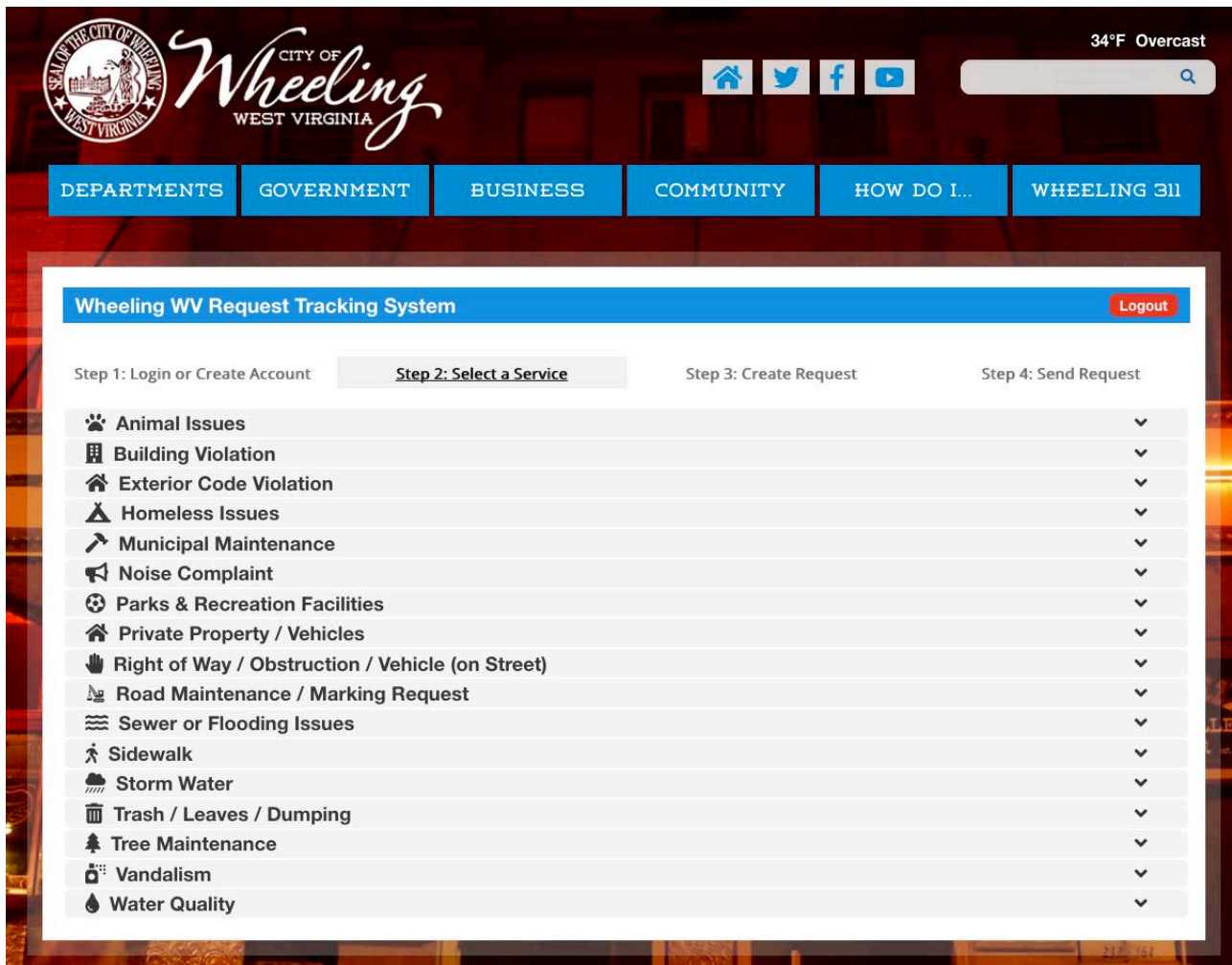
You can now drag and drop applications into your web pages with zero programming experience.

- Google maps with custom layers.
- Map location pages for facilities
- Staff Directories
- File Lists (great for displaying synchronized file archives)
- Slideshows
- Video Player with playlist
- Audio Player with playlist
- Jump Menus
- News Box
- Calendars

311 Request Tracking System Included (New!)

This new turn-key system enables you to deploy a request tracking system for your customers. They can submit a request or complaint with their cell phone or computer, and it will automatically be routed to the correct department and employee. Customers can then view the progress on their tickets through the customer portal. For issues that require geospatial data (like the location of a pothole), the system uses the GPS in the customer's phone to locate their position. This helps them locate the issue location on a map. Images and files can also be uploaded with the ticket as it is being created.

Example of the 311 system in the City of Wheeling West Virginia's Website



- The 311 system is built into the CMS at no extra charge.
- Citizens and customers can create department-level non-emergency service requests from a mobile friendly interface.
- Configurable service types and alerts.
- Email and SMS text alerts for new requests.
- Integration with the Customer Portal.
- Custom status levels.
- File Uploads.
- Secure file storage and automatic database generation with export tool.
- Built-in reports and reminders.

Dynamic Media Library with Photo Editing

- Unlimited Files and Folders
- Multi-File Drag and Drop (can handle uploads of over 100 files at a time)
- Real-time Image editing
 - Resize (percentage or pixel sizes)
 - Crop
 - Flip
 - Restore (restores original file)
- Friendly Names on all files for file lists in pages
- Replace a file and all links in your website change automatically.

- Searchable PDFs and Office Documents
- Live previews
- Media Search

Carousel Slideshow Manager with Video

- Drag photos into media library
- Custom sizes for slideshows
- Embed slideshows into any page
- Show or hide slideshow controls
- Responsive / Mobile slideshows
- Add titles and sub-titles to slides
- Add action buttons to slides
- Position action buttons in custom locations per slide
- Works with custom templates to add custom slideshows to department pages.

Social Media Integration

- Push to social features
- Live Twitter feed embed
- Live Facebook feed embed

Videos

- Built-In Video Player with Playlists
- YouTube Embed feature in any content (Pages, FAQs, More).
- YouTube Channel Embed
- Video Live Meeting Streaming

Menus - Navigation Menus and Mega Menus

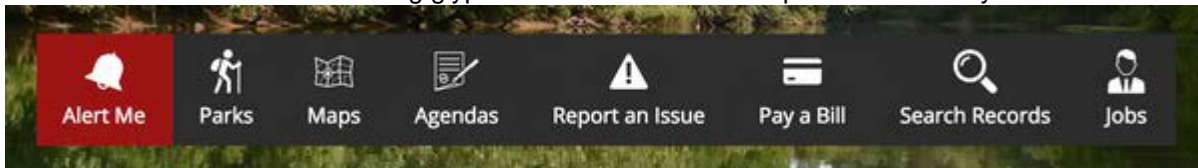
Manage links and navigation areas across your website easily.

- Mega Menu Builder (large Multi-Column Menus)
- Action Button Options for Mega Menu
- Side Menu Builder for Pages
- Custom Menus per section or department
- Action Button menus using Glyph Icons from our built-in Content Delivery Network (CDN) for code

Mega Menu with multiple columns and native action buttons on each panel



Action bar menu using glyph icons - over 5000 icons provided in our system



Calendars / Events / Meetings & Agendas

- Unlimited calendars in your website.
- Setup calendars for groups, departments, committees, and boards with their own permissions.
- Clone events for up to a year with easy recurring event interface.
- Events are rich and allow multimedia - add images, file links, hyperlinks, videos, and more to your events.
- Special /Agendas and /Meetings interface built-on to show upcoming meetings with file attachments.
- Embed calendars anywhere in the site.
- List, Day, Week, Month, and Year views.
- Push-To-Home-Page feature for important events.
- Community Calendars enable event suggestions - Community groups can suggest events for your calendar that you can approve.
- ICal subscriptions - get notifications when new events are added to a calendar.
- RSS Feed Generator for calendars.

Dedicated meetings page showing upcoming meetings and the agendas, packets, and other files.

Meetings and Agendas

October 2016

Date	Event	Event Types	Agenda(s)	Packet(s)	Minutes
October 11, 2016 06:00 PM	City Council Meeting	• City Council Meetings	• 2016 10 11 Agenda (With Staff Reports).pdf		
October 17, 2016 05:00 PM	Community Pride Committee Meeting	• Community Pride Committee	• 2016 10 17 Agenda CP.pdf		• 2016 09 19 Minutes CP.pdf
October 18, 2016 06:00 PM	Planning Commission Meeting	• Planning Commission Meetings	• 10 18 16 Agenda.pdf		
October 19, 2016 06:00 PM	Recreation and Parks Commission Meeting	• Recreation and Parks Commission	• RRovalPasnzC2016 10 19 Agenda RPC.pdf	• 2017FeeIncreaseMemoAdultBasketballandVolleyball.pdf • 2017FeeIncreaseMemoGoldBugPark.pdf	• 2016 09 21 Minutes RPC.pdf

News Postings / News Sliders

- Unlimited separate news areas
- Unlimited news postings
- Security on each news area
- Push-To-Home-Page option for important news.
- Multiple Display Options
 - Show news items in a paginated list.
 - Show news in a news slider box (great for home pages).
- Search engine for searching news.
- RSS Feed Generator for news areas

Home page showing the News Slider in the bottom left.



Google Maps, Map Layers, and Map Locations (Facilities)

- Master Map - A Global map is automatically generated for your website at the "/maps" address, showing all layers.
- Custom Maps - Generate custom maps with any combination of locations and layers you wish.
- Map Layers
 - Create map layers for office buildings, parking lots, parks, historic locations, there is no limit to the layers.
- Map Locations
 - Moveable pin locations, for places that don't have a street address.
 - Create individual Map Locations, creates a special landing page in the site for each Location.
 - Photo Gallery on each Location.
 - News items tied to that location are show.
 - Events tied to that location are shown.
 - Ability to link to a location, or embed it into a page.

Department Pages / Custom Page Layouts

- Create your own custom departmental home page and content page (interior page) layouts by department
- Create custom landing pages for departments, groups, committees, events, promotions, and more.
- Custom layouts and department pages can have their own domain names (no extra charge).
- Complete code access and versioning of updates right in the admin.
- Custom CSS, colors, fonts, scripts, and more right in the admin.
- Security per template.

HR Job Posting Manager

- Create Job Postings by Department
- Interfaces with the User Portal so that your customers can sign up for job posting alerts.
- Allows applications to apply online
- Uploaded resumes are stored.
- Database created of all applicants for each job.
- Export database to Excel in the admin.
- Automatic emails to multiple staff.

Emergency Alerts and Notifications

- Create scrolling alerts that appear across the top of your home page, an interior page, or across your entire site.
- Create pre-made mass emails for emergencies.
- Create emergency home page designs that can be deployed in seconds.
- Create pop-up messages for alerts.
- Create slideshows that can be shown or hidden if there is an emergency.
- Create an emergency menu system that has links to important public safety information.
- Communications Officer Interface coming in 2017 for sending mass text messages.

Analytics / Traffic Reports / Live Chat / Language Translation

- Traffic reports from Google Analytics and Clicky.com built in easily.
- Language Translation for many languages using Google Translate.
- Live chat options are available.

Customer (Citizen) Portal

All sites come with a Customer Portal, where your customer can create an account, log in, and sign up for services.

- Create an account
- Subscribe to Email Newsletter Topics
- Subscribe to Job Postings by Department
- Subscribe to Bid Notifications by Bid Category
- Submit Bids to the Bid System
- Update personal profile information
- Manage RSS feeds
- Manage 311 Requests
- Receive SMS Text Alerts

Bid and RFP Management System

- Create Bid Categories
- Create Bid Postings
- Track views on bids
- Turn on/off signup to view bids
- Track bid downloads
- Accept bids online securely
- Prevents staff from viewing bids early.

- All changes and additional files added to bids are mass e-mailed to all parties automatically
- Bid list is displayed in the website automatically

Mass Email Newsletter System

Newsletter system comes built-into the platform

- Create and manage email newsletter topics.
- Opt-Out system
- Reports show how many people open the emails, without the need for a read receipt.
- Delivery of mass emails is billed separately at a rate of \$1 per 1000 emails sent.

5. Scope of Work

5.1 Project Startup

Vendor Responsibilities:

1. Evaluate existing website content, applications, menus, and forms.
2. Conduct a kickoff meeting on a date mutually agreeable to the Parties with Client Website Team Members and Vendor Team Members.
Meeting participants will:
 1. Introduce team members and their corresponding roles and responsibilities.
 2. Review the project requirements, necessary content and milestones.
 3. Review project expectations and risks.
3. Interview key Client Website Team Members at times mutually agreeable to the Parties regarding project requirements, necessary content (including, but not limited to, contact names and email addresses) and design ideas.
4. Perform research into the features, strategies and design of websites of other similar municipalities.
5. Develop a list of Client's points of contact, including email addresses for use in the redesigned Website's directory.
6. Setup Basecamp project management system.
7. Review data need: <https://www.evogov.com/project-guides-data>

Deliverables:

1. Agenda for kickoff meeting (<https://www.evogov.com/projects-kickoff-meeting>).
2. Stakeholder guide provided for use by Client Website Team (<https://www.evogov.com/welcome>).
3. List of Client's points of contact and related information for Website directory.
4. Logins created in Basecamp project management system for Client staff.

Client Responsibilities:

1. Assign the Client Project Manager for the Vendor to interact with to complete the Vendor Tasks.
2. Provide at least three website URLs that the Client admires "Admire Sites", with a brief written summary explaining which design and content features the Client Website Team Members find appealing.
3. Provide a spreadsheet of staff members to be added to the Website so that they can eventually obtain training and login to manage the website.
4. Review the written summaries of Client Website Team Member interviews as delivered by Vendor and provide Vendor any additional information that Client deems relevant to Vendor's performance of the Services.
5. Review the written summary of research as delivered by Vendor.
6. Review the list of Client's points of contact and Website directory information as delivered by Vendor and provide Vendor with any additions and modifications.
7. Ensure that Client Website Team Members receive and use the stakeholder content guide to begin to gather and prepare content for their respective sections of the new Website.

Developer Time Estimate: 20 hours

5.2 Wire Framing, Navigation Menu Planning, Content Planning

Vendor Responsibilities:

1. Consult with Client's departments at times mutually agreeable to the Parties to create a list of Website requirements based on Client comments from the kickoff meeting(s), Vendor's written summaries of Client Website Team Member interviews, Vendor's written summary of research into the websites of similar municipalities and any additional information provided by Client as a result of Client's Follow-up work as set forth and described in Component 1 of this Section 1.
2. Based on the list of Website requirements developed in consultation with Client, develop a wireframe flow chart that incorporates the Website's structure, navigation menus, necessary content, audiences and goals (the "Wireframe Flow Chart"). The Wireframe Flow Chart will serve as the blueprint for development of the rest of the Website. After completion of the wireframe flow chart, additional items may be added as the project is developed without additional expense to the Client.

Deliverables:

1. List of Website requirements developed in consultation with Client.
2. The Wireframe Flow Chart will be built online using a third party application. The link to the Wireframe Flow Chart will be provided to the Client Website Team.

Client Responsibilities:

1. Review the list of Website requirements as delivered by Vendor and provide Vendor with any additions or modifications.
2. Review the Wireframe Flow Chart as delivered by Vendor and provide to Vendor notice of either all additions or modifications, or Approval of the Wireframe Flow Chart as delivered.

Developer Time Estimate: 20 hours

5.3 Design Website Prototype and Graphic Assets

Vendor Responsibilities:

1. Develop a design prototype with custom graphics that represent options for the new look of the Website home page and interior pages.
2. Meet with the Client Project Manager to review and improve the design prototype through multiple iterations.

Deliverables:

1. Design files to be offered to Client as a downloadable file after design approval.

Client Responsibilities:

1. Review the design prototype(s) as delivered by Vendor.
2. Offer feedback on the design prototype(s) as delivered by Vendor, with steps necessary to gain approval.
3. After changes to the prototype meet the approval of the Client Website Team Members, the Client Project Manager will need to provide Vendor with written Approval that designates the selected design prototype as the Approved Design Prototype.
4. Most projects have a payment due once the design prototype is approved.

Developer Time Estimate: 85 hours

5.4 - Website Coding, Setup, Content Gathering

Vendor Responsibilities:

1. Develop and code the Approved Design Prototype into a functional prototype Website and provide to Client instructions for Client to access the functional prototype Website over the Internet.
2. Test the website design layout files, scripts, and code to ensure that the new website will render properly in popular web browsers, including; Google Chrome, Internet Explorer 9+, Mozilla Firefox, and Apple Safari.

Deliverables:

1. Client access to a functional prototype Website based on the Approved Design Prototype.
2. One copy of each custom graphics file incorporated into the functional prototype Website, delivered to Client via U.S. Mail or similar means on a CD-ROM.

Client Responsibilities:

1. Access and review the functional prototype Website according to instructions as provided by Vendor.
2. Provide to Vendor either notice of requests for any additions or modifications to the functional prototype Website, or Approval of the functional prototype Website as delivered.

Developer Time Estimate: 75 hours

5.5 Content Migration

Vendor Responsibilities:

1. Load existing and newly provided digital graphics, forms, and other data (collectively, the "Client Content") provided by Client via Dropbox so that the Client Content is appropriately formatted for the redesigned Website.
2. Develop an interactive animated photo slideshow (the "Slideshow") as a feature on the redesigned Website's home page and any other pages as reflected in the agreed-upon list of Website requirements.
3. Integrate all Client Content and the Slideshow into the functional prototype Website (the "Content-Integrated Prototype Website"). Client Website Team Members will be able to add additional content to the Website at any time using the new Content Management System (CMS) after training is provided.
4. Vendor will install and configure its CMS system to better manage the Website's content. This system includes the ability to add pages, edit pages, upload images, upload files, and edit the Website's navigation systems. An administration panel will allow Client's management or administration staff to assign permissions to staff members or administrators ("Client's Authorized Users") for editing the Website.

Deliverables:

1. Client access to the Content-Integrated Prototype Website.

Client Responsibilities:

1. Client must provide all new Client Content within 90 days of the project start date.
2. Outdated content from the prior website that is not to be migrated must be identified by the Client within 60 days of the project start date.

3. All new website content, including but not limited to: new web page written content, linked files, images, forms, pdf files, map locations, department and staff information, must be provided digitally to the vendor using the provided Dropbox account. Faxed content and content provided on paper that is sent via postal mail will not be integrated into the website.
4. Access and review the Content-Integrated Prototype Website as delivered by Vendor and provide to Vendor either notice of all requests for additions and modifications to the Content-Integrated Prototype Website, or Approval of the Content-Integrated Prototype Website as delivered.

Developer Time Estimate: 140 hours

5.6 Integrate CMS and Website Applications

Vendor Responsibilities:

1. Finalize the development of Client's redesigned Website by integrating the Software. The Content-Integrated Prototype Website integrated with the Vendor systems and other tools in this Task 1 of Component 7 will be the "Fully-functional Prototype Website."
2. Prepare initial login credentials for Client's Authorized Users and instructions and documentation for Authorized Users' access to, use and maintenance of the Fully-functional Prototype Website as hosted by Vendor pursuant to the Hosting Services Solution Schedule attached to this Agreement as Appendix A.

Deliverables:

1. List of initial login credentials for Client's Authorized Users.
2. Instructions and documentation for Client's Authorized Users' access to, use and maintenance of the Fully-functional Prototype Website
3. Full integration of the Software.

Client Responsibilities:

1. Test the login credentials for Client's Authorized Users and provide to Vendor notice of any problems or defects with use of the login credentials.
2. Access and review the Fully-functional Prototype Website and provide to Vendor either notice of all requests for additions or modifications to the Fully-functional Prototype Website, or a written and signed Approval of the Fully-functional Prototype Website as delivered, such Approval to be delivered to Vendor via U.S. Mail or other similar means.

Developer Time Estimate: 20 hours

5.7 Client Staff CMS Training & Follow-Up Meetings

1. Provide to Client at a time mutually agreeable to the Parties one (1) hour of live web-based training for each of Client's departments and staff. Training will consist of live demonstrations, Q&A, and online additional online help resources to manage of the Website and to use the Evo Cloud Website Management System and associated applications (the "Initial Training"). Vendor will provide the Initial Training in one of the following formats, to be determined by Client in Client's sole discretion:

- a. live training conducted over the Internet, provided that Client provides its own phone, computer and broadband Internet connection; or
- b. live, personal training at Client's offices, provided that Client pay the cost of Vendor's reasonable travel expenses, such expenses to be approved in writing in advance by Client.
- c. Upon conclusion of the Initial Training, activate the Fully-functional Prototype Website as the Internet-accessible Website (at such domain as directed by Client) pursuant to the "Hosting Services Solution Schedule" attached to the Agreement as Appendix A. The initial date of public accessibility of the fully-functional Website will be the "Go-Live Date" for purposes of this Agreement.
- d. Provide maintenance of the redesigned Website as requested by Client, for a period of thirty (30) days from the date the Initial Training, provided that Vendor will not be obligated to perform additions or modifications that materially increase the scope of services as set forth and described in this SOW.

Deliverables:

1. The Initial Training, delivered as determined by Client.
2. Maintenance of the Website as requested by Client.

Client Responsibilities:

1. Provide to Vendor requests for maintenance of the Website.
2. Most projects have a payment due after Client Website Team Member training is completed.

Developer Time Estimate: 13 hours

5.8 Design Refresh - included after year two of hosting

Vendor will provide a design refresh of the website's design theme after two years of hosting the completed website. The themes available as starting points for this design refresh are located at www.evogov.com/themes. The themes include a new home page design and layout, a new navigation system for the overall website, the interior page layouts and design, the department-level page layouts, the applications layouts (forms, maps, bids, and HR applications). Custom home page designs for specific departments that wish to have a custom layout template created are available to the Client at an additional cost. Additional sub-sites and content migration are not included. The content of the website would remain unchanged, just the design layout would change.

Here is a list of what is included, and what the restrictions are:

- Vendor hereby includes limited modifications to the design themes, including the following work:
 - Color theme - please provide your color theme (if you have one). Existing color themes can be installed on each one.
 - Logo Placement
 - Font choices using any Google Fonts you wish to use.
 - Action button icon choices (using icons from fontawesome.io/icons and icofont.com/icons).
 - Choice of data element designs (calendars, news, action buttons, slideshows).
 - Design elements from themes are usually interchangeable, so you may wish to pull from several designs.
- Vendor hereby includes the following layout work with design refreshes:
 - Home Page - The one and only home page on your website.
 - Interior Page - All interior pages usually share a common design template that has a menu on the left side showing sibling content.

- Application Page - Forms, Maps, and other applications are typically full-width across the website, so they use their own template. They don't normally have a side menu so that they can display more information.
- Department Page - The /departments/ application is built-into the CMS and it automatically builds a uniform department page layout for your website that all of your departments share. We can customize this site-wide for you.
- Email Newsletter Template - We will create/update one email newsletter template for sending mass emails to your subscribers.
- The following list includes elements that the Vendor is NOT including with the design refresh, but may be available for an additional fee:
 - Complete custom designs from scratch.
 - Multiple design concepts from scratch for review by your team for approval.
 - Site-Within-A-Site (microsites) development.
 - Logo design or branding work.
 - Content development or copy writing work.
 - Migration of content from other websites.
 - Custom landing pages designs for the home page of a large department in your organization.
 - Multiple E-News templates for mass emails.
 - Integration of 3rd party software, requiring custom programming development.
 - Creating design skins for 3rd party applications or websites.

Developer Time Estimate: 0 hours (included)

6. Training

Website Management Training

Training to manage the website using all the included applications and systems is included free of charge. This training is limited to six (6) total hours of live, personal web training over the web. Live web training requires a phone, computer, and broadband Internet connection.

In-Person Live Training Option

In-person training at your office is available for a fee to cover our travel expenses. Some municipalities have special training requirements, and we are happy to quote a training session at your facilities.

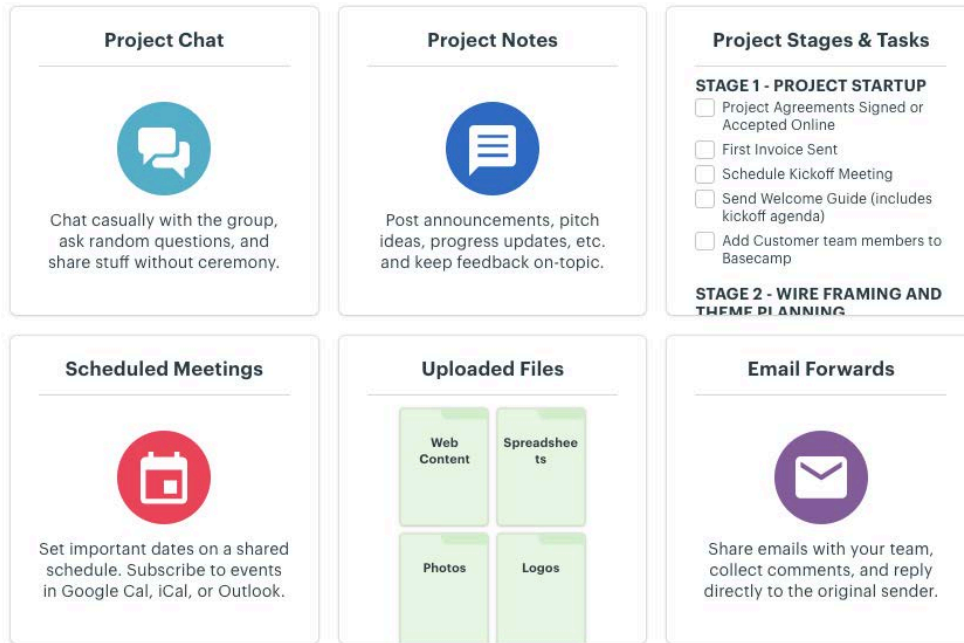
Website Maintenance

EvoGov provides limited maintenance to your new website free of charge for thirty (30) days after your new website launches. The free changes to your website must not increase the scope of the original project. Additions to your web site, which are outside the scope of this contract, will be billed at the current hourly rate for a Delaware.Net web designer. As of the writing of this contract the current Delaware.Net hourly rate for web design work is \$85 per hour. These changes will be rounded to the nearest half-hour. Any changes will be made in an expedient manner. All hourly rates are subject to change without notice.

7. Timeline

Basecamp Project Portal

We use the Basecamp project management system to manage your project's tasks, content, meetings, and deadlines. Your team will be given access to the system to upload files, interact with our team, and check on the progress of your project. Basecamp makes it easy to send us large files to be used in your project, without the need to send them as email attachments. This is one of the ways that we keep projects moving forward.



Stages of Development

To ensure that the new website is everything that the municipality needs it to be, we must look at WHY the current website is unattractive and not performing well. From our experience, we know why. Many design firms tend to create boxes on a screen, and fill them with content. This is how the current website was built. The result is a website that is made up of boxes, within boxes, within boxes, without regard to the overall interface design and usability for citizens. Our solution to this and other design problems is straightforward and proven. It is listed below.

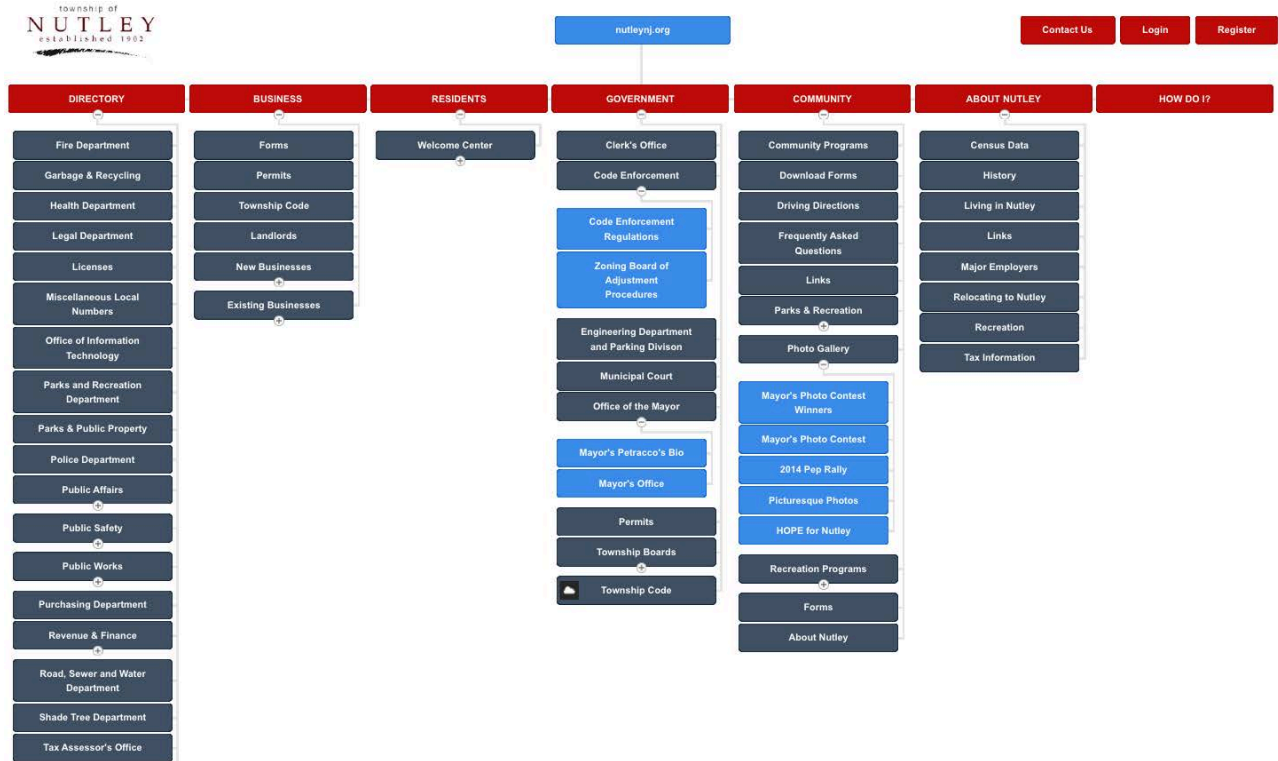
1. **Interviews** – From the first kickoff meeting, interviews with the website stakeholders must take place to firm up the requirements, goals, and necessary content.
2. **Research** – The project cannot be built in a vacuum, so research must be performed to look at other municipal websites to make sure that important website features and strategies are not overlooked. Reports will be done against other websites to see how they are performing in terms of traffic and search engines.
3. **Wire framing** - Requirements are then prepared into a concept map (see below) to incorporate the site's structure, navigation menus, necessary content, audiences, and goals. Much like building a house, this map will serve as the blueprint that is necessary before construction will begin. The great thing about this approach is that it makes it easier to develop navigation systems that will make all content easy to reach in the website(s).
4. **Rough Drafts** – Rough sketches showing sample layouts of the website are created from the initial

meetings, concept maps, research notes, and the supplied content. These sketches help to formulate a game plan for the design layout of the required prototypes. Working on paper and marker boards allows our team to work together to review the direction of the designs before work is done in Photoshop and Illustrator.

5. **Prototyping** – This is where the rubber meets the road for the design of the website. Drafts are used as inspiration for design prototypes, which are designed in Photoshop and Illustrator. Instead of working in code, designs are built with the interface in mind first.

Designing Your Site – Wireframe Planning

Wireframes are used to plan the navigations menus and how users will easily click through the website to get where they need to go. Wireframes are necessary for site planning before graphics can be finalized. Creating these navigation wireframes takes a significant amount of time, and can only be created after we are awarded a project. The example below is a portion of a wireframe from a recent project.



Project Time Estimate

The total time to build this project is estimated to be two to three months. The timeline is dependent on many factors, including;

- Migration speed of content from old website.
- Speed of submission of new page content.
- Use of a centralized file-sharing system (like dropbox.com).
- Speed in gathering and providing adequate, quality photography (your responsibility).
- Timely meeting scheduling.
- Timely training meetings with your departments.
- Speed of design approval responses.
- Your staff availability due to things like; availability to work on the website project due to other job priorities, sick days, vacations, budget seasons and other special projects, elections, family emergencies, local organization emergencies, and many other reasons.

Timeline Stages (details of deliverables will be provided in our Mast Services Agreement (MSA))

- Stage 1: Design - Develop a successful design prototype.
- Stage 2: Build - Install applications and CMS system.
- Stage 3: Internal Testing.
- Stage 4: Launch Prep and Testing.
- Stage 5: Post-launch Follow-Up – Developer will meet with the Client by phone or in person at 30, 60, and 90 days after the launch of the website to ensure performance.

8. Fees

One-Time Development Fees

Developer is being hired on a fixed-price basis to perform the Services and provide the Deliverables described above. Any material change in the Services or Deliverables described above requires a written change order signed by the parties to the Agreement. Such change order may include an adjustment to the price or delivery dates. The first payment installment is required to begin work.

Website Development Fees:

- Total Project Cost: \$8850

Payment Terms:

Four equal payments, will be invoiced at the following milestones.

- Initial Payment: \$2950 - invoiced when work begins.
- Second Payment: \$2950 - invoiced when the design prototype is approved by the Client.
- Final Payment: \$2950 - invoiced when scope of work in Exhibit A is complete, and training has been provided. Please note that the new website will only be made live on the Internet after final payment has been received.

Recurring Service Fees (Hosting)

Website Hosting Fee:

- EvoGov CMS Hosting Package - \$150 per month.
- Website Content Management System (CMS)
- Access to Messaging Module (Mass email newsletter system)
- Help Desk Module
- Customer Portal
- Staff Intranet
- Bid and Project Management Module
- Free phone support and application upgrades

Potential Additional Fees:

- Mass email delivery Fee: \$1 per 1,000 emails sent.*

*The mass email delivery fee is charged only for broadcast newsletter emails that are sent from the newsletter module. This fee is required because we must pay a third-party vendor ([SendGrid.com](https://sendgrid.com)) to deliver bulk email messages quickly and reliably so that your messages are not blocked by email providers (like Gmail).



Matthew E Sturgis
Town of Cape Elizabeth Maine
January 03, 2020