



Finance Committee Meeting

AGENDA

December 5, 2017

- I. **CALL TO ORDER**

- II. **MATTERS BEFORE COMMITTEE**
 1. [Approval - Website Redesign Contract](#)

- III. **ADJOURN**



Finance Committee Meeting

AGENDA

December 5, 2017

Item:

Approval - Website Redesign Contract

Department:

Additional Information:

Financial Impact:

Budgeted Item:

Recommendation / Request:

Viewing Attachments Requires Adobe Acrobat. [Click here](#) to download.

Attachments / click to download

 [Website Redesign](#)



To: City Council

From: Chris Bailey, Central Services Manager

Department: All

Date: 11/28/17

Description: A request is being made for the approval of the contracting of Municode to redesign, rebuild, and provide support for the City of Monroe website. The overall cost for the first year to include project development, design, implementation, training, and support will be \$14,700.00. This will allow for the complete internal control of the website and updates going forward to the City of Monroe, and bring all aspects under one website. Municode has provided this service to over 4,700 government agencies across the 50 states.

Budget Account/Project Name: Financial Administration – Office Operations

Funding Source: 520-515-01510-00531-531100

Budget Allocation:	\$44,000.00	
Budget Available:	\$27,249.57	
Requested Expense:	\$14,700.00	Company of Purchase: Municode

Recommendation:

Staff recommends the approval of the contracting of Municode to redesign, rebuild, and provide support for the City of Monroe website. This contracting of services follows procurement policy guidelines and rules.

Background:

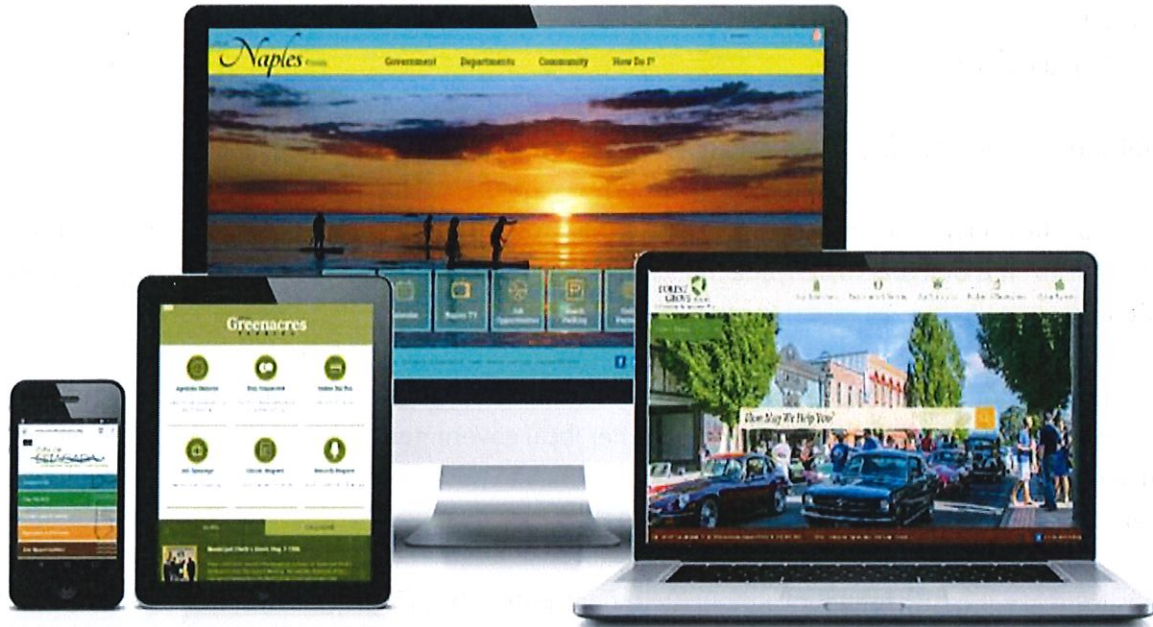
It is the practice of the City of Monroe to continually seek more efficient and functional methods to communicate with the citizens, and to provide ease of use of online features for the citizens.

Attachment(s):

Proposal – 16 pages

Website Redesign, Hosting, and Support for Monroe, Georgia

Exhibit A



A **municode** COMPANY



Chris Rogers

PO Box 2235 Tallahassee, FL 32316
850.510.6405 crogers@municode.com

LETTER OF INTEREST

11/9/2017

City of Monroe Georgia
215 S. Broad St.
Monroe, Georgia 30655

Dear Website Selection Team:

Thank you for the opportunity to present the City of Monroe with our quote for website redesign, hosting, and support services. It is our goal to deliver a mobile-friendly website that is professional, easy-to-use, and easy-to-maintain.

Our team has developed a portfolio of online services that are tailored for local government agencies. We have worked with cities, towns, villages, counties and other local government agencies for over sixty-five years continually striving to make your job easier. When it comes to posting content on the web, our solution is simple and straight-forward.

Our websites make it easier for your community to find content by providing multiple navigation paths to each page. Our designs reinforce self-service to enable 24x7 online access to your organization's services.

We create your website using Drupal, an industry-leading content management system. Since Drupal is open-source, your website is truly yours unlike those of many other government redesign companies that use their own proprietary software.

We are thrilled at the opportunity to partner with Monroe on such an important initiative.

Sincerely,


Brian Gilday
President

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QUALIFICATIONS

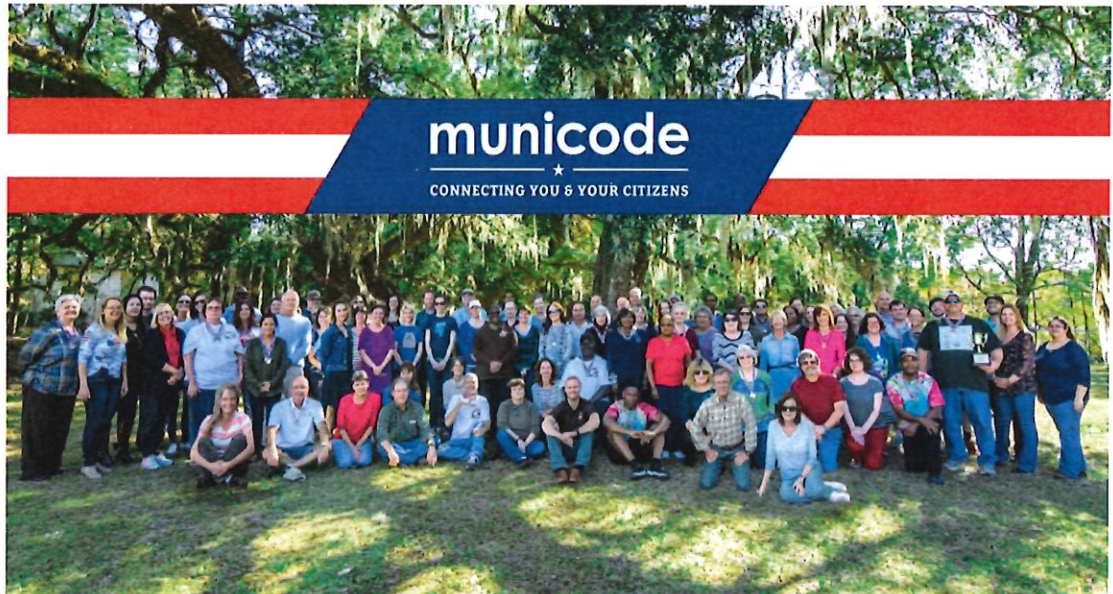
Company Profile

Municode's mission is to connect public sector organizations with their communities. We provide local government agencies with solutions that promote transparency and efficiency such as custom website design, online payment portals, the legal codification process, and our robust suite of online legislative search tools.

Municode has been in business for over sixty-five years and partners with more than 4,200 government agencies across all fifty states. Municode is a privately-owned Corporation and is financially sound with no debt. Our leadership focuses on improving Municode through investments in its people and its technology. Our culture is

conducive to the longevity of our employees; Our clients can establish a long-term partnership with our experienced and stable workforce.

Aha Consulting, Municode's website division, was founded in 2008 with a



focus on improving a municipality's image and profile, providing simple-to-use online tools for self-service, and allows non-technical staff to easily post information on the site. Our "keep it simple" and "attention to detail" priorities have proven extremely successful and we have quickly gained the confidence of municipalities across the country. We have retained that trust and confidence by placing extra emphasis on superior customer support. We listen to your concerns.

It is no coincidence that cities, towns, and other local government agencies across the country are increasingly switching from other well-known municipal website providers to Municode. It is also no coincidence that we have an industry leading 98% customer retention rate. We truly value our customers who place their trust and confidence in us. We are committed to handling each customer with honesty and integrity. We work daily to earn and keep your trust.

4,200

Municipal Clients

66 Years

Serving Municipalities

180 Million

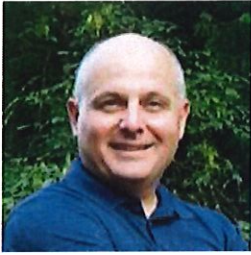
Citizens using our solutions

Item # 1



Project Team

We have a highly-skilled team with a customer service focus.



Brian - Project Sponsor

Brian is an information technology expert, former U.S. Naval Officer, and former Big 5 consultant with Deloitte Consulting. He holds a BS in Computer Science with distinction from the United States Naval Academy (Annapolis, MD) and an MS in CIS from Boston University. Brian has also served as an Associate Professor at MIT and Boston University.



Dave - Project Management / User Experience

Dave has a Bachelor of Arts degree in Communications from California State University. In addition to project and design leadership, Dave will participate in various analytical, site configuration, content migration, and training activities.



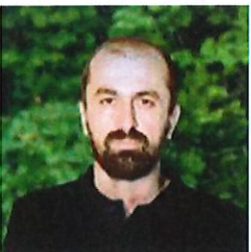
Mary Joy – Project Management / User Experience

Mary Joy has that unique ability to put technical concepts into easy-to-understand terms with clients such as Dunkin Donuts, Gillette, Fidelity, and Osram Sylvania. A Bentley graduate with a Bachelor of Science in CIS, Mary Joy leads our customer support efforts and content migration.



Paul – Development / Systems Architecture / QA

Paul has been working on software systems for years and is a strong member of our team. We will turn to Paul for any custom development work that might be required. In addition, Paul has many years of experience in quality assurance testing, so he will be acting as Municode's lead tester for the engagement.



Drago - Graphic Design

Drago's work speaks for itself. He has the unique ability to capture the essence of your branding and communication requirements and transform them to stunning web designs.

REFERENCES AND DESIGN EXAMPLES

Custom Designs

There is a reason why we have loyal customers! It is because we have a great solution, we take care of our customers, and we are committed to working with you for the long haul. When you pick up the phone and call us, we answer! When you email, we respond quickly – usually within 30 minutes. When you need us, we will be there for you. **But don't take our word for it, ask our clients.**

Milwaukie Oregon

<http://www.milwaukieoregon.gov/>

Population: 20,291

Hannah Wells, Webmaster
503-786-7545
wellsh@milwaukieoregon.gov



Jefferson Georgia

<http://www.cityofjeffersonga.com>

Population: 9,459

Priscilla Murphy, Assistant City Manager
(706) 3675121 x 226
pmurphy@cityofjeffersonga.com

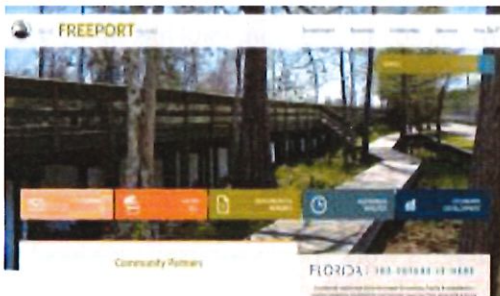


Freeport Florida

<http://freeportflorida.gov>

Population: 1,787

Becky Podraza, City Clerk
850-835-1978
cityclerk@freeportflorida.gov



Brookhaven Georgia

<http://brookhaven.teamaha.com>

Population: 52,444

[SITE IN DEVELOPMENT]

Ann Marie Quill, Communications Manager
404-637-0508
annmarie.quill@brookhavenga.gov



Item # 1

Greenacres Florida

<http://greenacresfl.gov>

Population: 37,573

Monica Powery, Purchasing
561-642-2039
mpowery@ci.greenacres.fl.us



Flowery Branch Georgia

<http://www.flowerybranchga.org>

Population: 5,686

Melissa McCain, City Clerk
770-967-6371
melissa@flowerybranchga.org



Forest Grove Oregon

<http://www.forestgrove-or.gov/>

Population: 21,083

Paul Downey, Director of Administrative Services
503-992-3220
PDowney@forestgrove-or.gov



Lookout Mountain Georgia

<http://www.lookoutmtnga.com>

Population: 1,602

Cindy Roberts, City Clerk
706-820-1586
cityclerk@lookoutmtnga.com



Specialty Sub-Site Graphic Designs

We also offer the option of having graphic designs for sub-sites that require specialized branding. We call these 'specialty sub-sites'. We leverage your main CMS and database, which allows us to offer these sub-sites with the same functionality as your main site yet with a completely different look and feel.

Economic Development

www.choosewoodstock.com
<https://www.fluvannacounty.org/ced>



Parks & Recreation

www.cprdnewberg.org
www.cityofvancouver.us/parksrec



Festivals

www.wintermusicfestival.org



Libraries

www.woodstockpubliclibrary.org



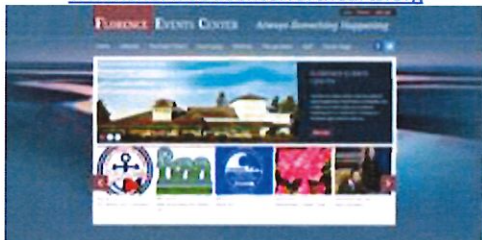
Police and Fire

www.mvfpd.org
www.quincypd.org
www.co.benton.or.us/sheriff



Event Centers / Cultural Centers

www.eventcenter.org
www.woodstockoperahouse.com
www.sherwoodcenterforthearts.org



Golf Courses

www.meadowlakesgc.com



Tourism

www.gofruita.com



WEBSITE FEATURES

Municode WEB was designed for local governments by experts in local government. It utilizes Drupal, an open source platform that powers millions of websites and is supported by an active, diverse, and global community. We are the Drupal experts for local government!

Key Base Features

- ★ Responsive Mobile Friendly Design
- ★ Simple Page Editor
- ★ Best-in-Class Search Engine
- ★ ADA/Section 508 Compliance
- ★ Social Media Integration
- ★ Unlimited Online Fillable Forms
- ★ Emergency Alerts
- ★ Meeting Agendas/Minutes/Videos
- ★ Event Calendar
- ★ Page Versioning / Audit Trail

Additional Base Features

- ⊙ Web Page Categories - create a page once, have it show up in multiple places
- ⊙ Department Micro-sites (sites-within-a-site)
- ⊙ Rotating Banners and Headline Articles
- ⊙ Online Job Postings
- ⊙ Online Bid/RFP Postings
- ⊙ Photo Album Slideshows
- ⊙ Google Maps Integration
- ⊙ Resource/Document Center
- ⊙ Image auto-scaling and resizing
- ⊙ Site Metrics (Google Analytics)
- ⊙ Content Scheduling (Publish Today, Unpublish Tomorrow)
- ⊙ Unlimited User logins
- ⊙ Unlimited Content
- ⊙ Word-like WYSIWYG Editor
- ⊙ Online Payments
- ⊙ Latest News / Press Releases
- ⊙ Anti-spam controls
- ⊙ Email Harvesting Protection
- ⊙ Broken Link Finder
- ⊙ Dynamic Sitemap
- ⊙ Support for Windows, Mac, Linux
- ⊙ Video integration (YouTube, Vimeo, etc.)
- ⊙ Client owns rights to all data
- ⊙ Organization/Staff Directory
- ⊙ Frequently Asked Questions (FAQs)
- ⊙ Ordinances and Resolutions
- ⊙ Google Translate
- ⊙ Share This Button (Facebook/Twitter)
- ⊙ Secure Pages / SSL
- ⊙ Printer Friendly Pages
- ⊙ RSS Feeds Inbound/Outbound

Optional Features

- Email Subscriptions / Notifications
- Parks and Trails Directory
- Projects Directory
- Property Locator (Commercial/Industrial)
- Business Directory
- Specialty sub-site graphic designs
- Design refresh every 4 years
- Custom development

Online Payments (Municode PAY)

Municode PAY is a highly flexible and comprehensive electronic payment solution that lets you collect and process payments from multiple types and channels – quickly and efficiently. Once deployed within your organization, you will be able to accept payment via the web or through your own customer service agents.

Easy for your community to use

Provide your residents and business owners the payment options that empower them to pay you anytime, anywhere, the way that makes the most sense for them.

- Online quick pay option
- Mobile payments & alerts
- Choose from multiple funding sources: Credit Card, Debit Card, Electronic Check

Easy for you to manage

Your staff will have 24/7 access to the industry's most comprehensive administrative portal to provide customer support before, during and after payment processing, as well as reporting and other tools for overall payment management.

- Schedule or cancel payments on citizen's behalf
- Capture and process payments in real-time or batch modes
- Flexible settlement and reconciliation options tailored to your needs
- Complete accounting and settlement functions that integrate with finance and general ledger systems
- Role and privilege based security rights to manage staff from multiple departments one platform
- Streamline financial processes including collection, payment & settlement
- Comprehensive reporting reports exportable in multiple formats (HTML, PDF, CSV and Excel)

Flexible Pricing Model

We will work with you to find the right pricing model for your needs. Whether it is a similar citizen convenience fee model like the one you are utilizing today or a more aggressive municipal fee model to drive electronic payment adoption. For this proposal, we have included both the customer convenience fee model and municipal absorbed fee model for you to compare.

Total Fee = Transaction Fees + Annual Service Fee

Transaction Fees

- a) Municipal Absorbed Fee Model: \$0.80 + merchant processing fees OR
- b) Citizen Convenience Fee Model: TBD - depends on type of payments

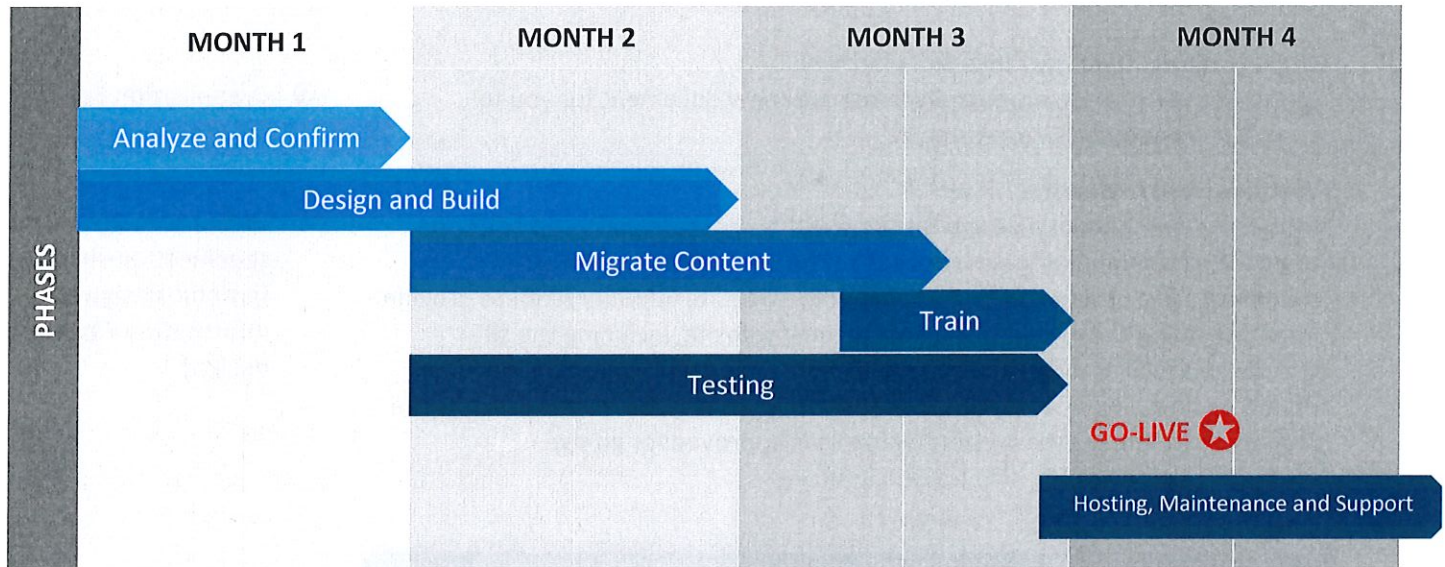
Annual Service Fee only applies if < 365 transactions per year (1 per day average)

- a) >= 365 transactions per year - annual service fee waived
- b) < 365 transactions per year - \$400

PROJECT TIMELINE AND APPROACH

The typical project takes from 3 to 6 months. The high-level timeline below is an approximation. We will finalize the schedule once we meet with you:

Project Timeline Sample



Client Responsibilities

The client's responsibility and the key to a smooth on-time deployment is providing the initial information and approving proofs quickly.

- ☑ The Client will make available to Municode relevant images, photos, logos, colors, and other branding material as well as an inventory of existing applications, websites, and content at the start of this effort. The Client will create new content copy as needed.
- ☑ The Client will assign a single point of contact for Municode to interact with that will be responsible for coordinating the schedules of other project stakeholders.
- ☑ The Client will review any deliverables requiring formal approval within 5 business days and return all comments/issues at or before those 5 days have elapsed.
- ☑ The Client will assign one person who will act as the "ultimate decision maker" in the case where consensus among the team cannot be reached.
- ☑ The Client must agree to applicable terms of services for Google related services such as Google Analytics and Google Maps to access those features. Municode is not responsible for Google's decisions related to discontinuing services or changing current APIs.

Project Phase Descriptions

Phase 1: Analyze and Confirm Requirements

Website Assessment:

Municode will complete an analysis of your current website(s) to assess the existing navigation, features/functions, and quality of content.

Organizational Overview Inventory/Survey:

Municode will provide an organizational overview document for you to complete as part of this assessment.

Website Design Meeting:

Municode will conduct a design meeting with a client-defined web advisory team. We recommend the advisory team be limited to a maximum of 6 members. This design meeting will allow the website advisory team to provide input regarding the overall design of the new website, including the site branding as well as high-level site navigation. This team will act as the initial review team for website design concepts. In addition, this team will act as the final review team for the website before it is approved for go-live.

Deliverables

- ⊙ Summary assessment sheet
- ⊙ Organization Survey
- ⊙ Website design specification sheet (graphic design and information / navigation design)

Phase 2: Design and Build phase

Design Concept Creation and Approval (Custom Designs):

Municode will complete home page design concepts for the Home Page and inner pages. These design concepts will incorporate all the graphical elements as well as the high-level sitemap. You will select a winning concept after going through a series of iterative design revision meetings. We allow for a total of 6 revisions.

Website Setup, Configure, and Customization:

Municode will create a fully functional website that includes the functional elements described in this proposal. As part of the website setup, Municode will finalize any remaining elements to the approved design and navigation.

Deliverables

- ⊙ Design concepts
- ⊙ Finalized design (Photoshop PSD)
- ⊙ Functional beta website with approved design
- ⊙ Content migration

Phase 3: Migrate Content

Content Finalization and Departmental Acceptance

Municode migrates initial content and your trained staff finalizes prior to go-live. See pricing section for specific number of included pages.

Meeting Agendas and Minutes: Client completes an excel template with information regarding each meeting plus corresponding files. Municode will then auto-import that content. Files must be provided with a standard naming convention to allow for auto parsing of date. (i.e. minutes_061516.pdf, etc.)

Standard Web Pages: A standard web page is defined as a page that contains a title, body text, and up to a total of 5 links, file attachments, or images. If you require migration of more complex pages, we can provide a custom quote.

Directory pages (Staff Directory, Projects, Commercial/Industrial Properties, Business Directory, Ordinances/Resolutions): Client completes manually or may request a custom quote. For custom quotes, client completes an excel template with directory data and Municode auto-imports directory content.

Deliverables

- ⦿ Content creation and migration
- ⦿ Departmental content 'signoff'

Phase 4: Staff Training

Staff Training

Throughout the development and after launch, our customers have access to training, resources and educational opportunities that help them thrive. Our initial training is offered to administrators and content contributors.

Deliverables

- ⦿ On-site (if applicable)
- ⦿ Web teleconference
- ⦿ Videos and User guides

Phase 5: Testing

Municode Functional Testing

Municode will perform a series of tests across multiple browser and operating system versions to confirm site functionality. Test will confirm proper functionality of all features documented in this proposal.

Acceptance Testing

Staff will review the website for completeness. Municode will have completed functional testing and cross-browser compatibility testing.

Deliverables

- ⦿ Completing Testing Checklists
- ⦿ Site acceptance by client

Go Live ★

Go-Live

We will work with you to make the appropriate 'A' Record DNS entry changes to begin the process of propagating the new production web server IP address.

Deliverables

- ⦿ Accepted Final Live Website

Hosting, Maintenance and Customer Support

We provide first-class hosting services in a high-availability, secure data center. Our solution is quite secure, and we take cyber security seriously. Your website will be secure from multiple perspectives:

Data Center

We host your website in a secure data center with a high-availability network architecture that provides an up-time networking service level of 99.999%. The data center is manned 24x7x365. The data center hosts federal, state, and local government websites that require the highest security standards including Fed RAMP, FISMA, PCI, HIPAA, and SSAE 16. Your website is maintained using firewalls, load balancers, multiple web application servers, and a database server with master-master replication. We apply security updates to the entire web server stack on a regular basis.

Data transmission

Our data center relies on several backup ISPs, including: Telia, PCCW, GTT, Zayo, and Yellow Fiber. We guarantee up to 1 Terabyte of data transfer per month.

Redundant high-availability failover (optional):

We have the capability of providing premium hosting service levels by offering a mirrored copy of your site on a separate infrastructure and time zone. We would need to talk through the required service levels and bandwidth to provide pricing for this item.

Web CMS software security

We apply security updates to your Drupal-based CMS whenever updates are posted. Your website is built on Drupal software that has the confidence of millions of websites in both the private sector and public sector, including whitehouse.gov, the City of Boston and the City of Los Angeles. Several built-in security mechanisms are in place to prevent cross-site scripting attacks.

Web transmission security

Your website will be secured with SSL to encrypt transmission of data. We will SSL-enable every page on your website for maximum security.

User authentication security

Our solution is configured with granular role-based permissions, and each user is required to login with a unique user id and password. We also offer a two-factor authentication option using Google Authenticate if that should be something you are interested in pursuing.

Data Backup

We back up your data in multiple time zones. We backup daily, weekly, monthly, and up to 7 years of annual data backups.

Guaranteed Uptime

Municode will guarantee web server uptime of 99.99%. In the event this service level is not met within a given month, you will receive a credit for that month's service.

Maintenance and Customer Support

24x7 Customer support:

We will provide you contact numbers to reach us 24x7x365 for catastrophic site issues. We will also be available from Monday to Friday 8AM-8PM EST via email and phone to handle routine website operation questions from staff.

Security upgrades:

Municode will apply security upgrades to your solution's core and contributed modules as they are published by drupal.org ensuring that your website stays secure. Municode will perform security upgrades and other web server and website optimizations during off-hours, typically between the hours of 12-3AM PST, if such work requires taking the website off-line. We will provide at least 14 days' notice for any non-emergency maintenance that requires down-time.

Site Monitoring and Site Recovery:

Municode will install auto-monitoring software routines that continually monitor website performance and instantly alert us when problems occur. We will act as soon as possible and no later than two hours after problems are detected.

Free feature upgrades:

As we update our base Municode features, you receive those upgrades for FREE.

PROJECT COSTS

Design, Development, and Implementation Phase \$12,000

- Fully functional Municode CMS with all base features
- Responsive mobile-friendly website with **custom** design
- Content migration; up to 250 pages and 5 years meeting minutes
- Training: web teleconference, video, user guides

Annual Hosting, Maintenance, and Customer Support \$2,700/ year

- 80GB disk space and up to 1 terabyte data transfer per month
- 99.9% up-time guarantee, telephone support 8AM-8PM Eastern
- Email support with one-hour response time during working hours
- Emergency 24x7 support
- Up to 3 hours' webinar refresher trainings per year

Additional Website Options

<input type="checkbox"/> Email Subscriptions / Notifications	\$600 per year
<input type="checkbox"/> Parks and Trails Directory	\$200 per year
<input type="checkbox"/> Projects Directory	\$200 per year
<input type="checkbox"/> Property Listings (Commercial/Industrial)	\$200 per year
<input type="checkbox"/> Business Directory	\$200 per year
<input type="checkbox"/> Specialty sub-site graphic designs	\$3500 + \$600 per year (per design)
<input type="checkbox"/> Site graphic redesign every 4th year	\$600 per year (per design)
<input type="checkbox"/> Additional on-site visits (training, consultation, etc.)	\$1500 day 1, \$1000 per day (days 2+)
<input type="checkbox"/> Custom Feature Development	\$125 per hour or fixed bid quote

PAYMENT SCHEDULE

Traditional Payment Schedule

- Year 1
 - Sign contract – 50% of project costs \$6,000
 - Implement design and features – 50% project costs \$6,000
 - Conduct training (site moved to production / annual support begins) \$2,700
 - Total \$14,700**
- Years 2-5
 - Yr2 - \$2700, Yr3 - \$2700, Yr4 - \$2700, Yr5 - \$2835
- Payment schedule will be adjusted accordingly based on selected optional features
- Years 6+ hosting and support increases in accordance with the prevailing consumer price index (CPI)

Interest Free Payment Schedule

- 2, 3, or 4-year interest-free payment plan available upon request

Item # 1