THIS WEBSITE DEVELOPMENT AND HOSTING AGREEMENT (the "Agreement"), is made this _22 nd_ day of _____ _July_ _____, 2013, by and between Snohomish County, a political subdivision of the State of Washington, (the "County"), and Icon Enterprises, Inc., d/b/a CivicPlus, a company organized under the laws of the state of Kansas ("CivicPlus").

For good and valuable consideration, including the mutual agreements and covenants contained in this Agreement, CivicPlus and the County (the parties) hereby agree to the following terms, covenants and conditions:

Services to be Provided by CivicPlus (Deliverable)

1. Icon Enterprises, Inc., d/b/a CivicPlus ("CivicPlus") agrees to perform the services described in Exhibit A, attached hereto and made a part hereof, including the creation, design and development of a unique website for the County that includes all functionality as defined in Exhibit A.

2. CivicPlus shall promptly perform the services described herein and meet any delivery dates of project deadlines agreed by the parties during the first meeting with the CivicPlus assigned project manager and provide services that are in compliance with the agreed specifications and project parameters. All services shall be provided in a professional and workmanlike manner and in compliance with industry standards and by qualified personnel. Meeting the delivery dates set during the meeting is contingent upon the County meeting all mutually agreed upon deadlines. Should the County fail to meet any deadlines, the parties will mutually agree to extend the affected milestone dates under this Agreement. CivicPlus will not be held liable under this Agreement for any delay caused by the County.

3. CivicPlus shall continually communicate with the County regarding progress made by CivicPlus in performing the services required under this Agreement.

Additional Services

4. County may contract with CivicPlus for additional Consulting, Website Design, Setup, Programming, site modification, Training services (Project Development Services), Additional Page and/or Graphic Design that exceed those defined in Exhibit A. Any services beyond those described in Exhibit A shall be subject to an amendment to this Agreement or separate agreement between the parties.

5. County may contract with CivicPlus for additional Annual Services that exceed those defined in Exhibit A. Any services beyond those described in Exhibit A

shall be subject to an amendment to this Agreement or separate agreement between the parties.

6. Acceptance of this Agreement signifies County's approval of any billable time specifically related to training services as detailed in Exhibit A, wherein a stated number of attendees is specified. Coverage for additional attendees not covered under this agreement is billed at a per diem rate specified in Exhibit A.

Term and Termination

7. The initial term of this Agreement shall commence on the execution of this Agreement and continue for five (5) years from the date of contract signing, and may be extended by the County for two (2) additional five (5) year option terms by providing written notice to CivicPlus at least thirty (30) day prior to the expiration of the applicable term, subject to termination as provided in this Agreement, PROVIDED, HOWEVER, that the County's obligations after December 31, 2013, are contingent upon local legislative appropriation of necessary funds for this specific purpose in accordance with the County Charter and applicable law. . In the event that neither party gives sixty (60) days notice prior to the end of the initial or any subsequent term, CivicPlus will invoice the County for the next year's Annual Services at which time the County may pay the invoice and continue as a client or may give notice of cancellation.

8. This Agreement may be terminated by either party, with or without cause, by giving one hundred eighty (180) days written notice of such termination prior to the end of the contract renewal term. During such 180 day period, CivicPlus must continue to meet all obligations incurred under this Agreement

9. The County may terminate this Agreement if CivicPlus is found in default of any obligation hereunder which has not been cured within thirty (30) days after receipt of written notice of such default. In addition, if at any time after commencement of service, County determines that such services are inadequate, unsatisfactory, or substantially not conforming to the descriptions, warranties, or representations contained herein, the County may terminate the Agreement upon thrity (30) days written notice to CivicPlus.

10. In the event of early termination of this Agreement by the Client, full payment of the remainder of the contract is due within thirty (30) days of termination.

11. **Billing & Payment Terms** The County shall compensate CivicPlus at the rates set forth in Exhibit A, based on the following schedule:

    a. One-third of the total First Year Fee will be billed upon completion of Phase 1: Consulting;

b. One-third of the total First Year Fee will be billed upon completion of Phase 3: Website Reveal Presentation.

c. The remainder of the total First Year Fee and any additional Project Development services will be invoiced after Phase 4: Customized Website Training has been completed.

12. The County shall sign a project completion and acceptance form prior to project go-live. The date may be extended if material system or operational failures are encountered. Immediately after completing training the final bill for the project development services will be billable and payable. All Parties agree that the website will not go-live until the project is accepted in writing by the County.

13. Total First Year invoices are due by the first of the following month, but no later than 30 days from invoice date. Project Development may be discontinued if payment is not made within thirty (30) days after the invoice due date.

14. Invoicing for Year 2, Annual Services, shall begin one (1) year from contract signing.

15. Annual Services invoices may be prorated in order to correlate with the County's budget year, and are invoiced prior to the year of service.

16. After project go-live, if the County's account exceeds sixty (60) days past due, Support will be discontinued until the County's account is made current. If the County's account exceeds ninety (90) days past due it will be considered a past due account and Annual Services will be discontinued until the County's account is made current. County will be given thirty (30) days notice prior to discontinuation of services for non-payment.

17. The County will be invoiced electronically through email. Upon request CivicPlus will mail invoices and the County will be charged a $5.00 convenience fee.

18. Unless otherwise limited by law, a finance charge of 2.9 percent (%) per month or $5.00, whichever is greater, will be added to past due accounts. Payments received will be applied first to finance charges, then to the oldest outstanding invoice(s).

19. Provided the County's account is current, at any time the County may request an electronic copy of the website graphic designs, the page content, all module content, all importable/exportable data, and all archived information ("Customer Content"). County agrees to pay $250 per completed request. Provided the County's account is current, upon termination of services County may request a complimentary electronic copy of website Customer Content and CivicPlus Government Content Management System ("GCMS®") software.

Support and Hosting Services

20. As a part of this Agreement, the County is purchasing from CivicPlus Five (5) year(s) of (Annual Support, Maintenance and Hosting services), pursuant to the terms and conditions contained in the Website Development and Hosting Agreement.

21. CivicPlus will provide unlimited telephone support Monday through Friday, 7 a.m. to 7 p.m. (Central Time) excluding holidays, for all trained County staff. Emergency Support is provided on a 24/7/365 basis for emergency contacts named by the County. County is responsible for providing CivicPlus with contact updates.

22. Support includes providing technical support of the GCMS® software, application support (pages and modules), and technical maintenance of County's website. Following initial setup, additional page design, graphic design, user training, site modification, and custom programming may be contracted separately for an additional fee.

23. During the period of this agreement and subsequent annual renewals, CivicPlus warrants that it will, without additional charge to the County, take action to correct any problems or defects discovered in the GCMS® software and reported to CivicPlus by the County, such warranty to include ongoing maintenance upgrades and technical error correction.

24. CivicPlus provides online website statistics software at no extra charge. If County desires to use other website statistic software, CivicPlus will provide the necessary log file access.

Marketing

25. The County will work with the CivicPlus Marketing Department to make a reasonable attempt to gather information associated with website award contest entries throughout the term of this Agreement, and to create a case study related to its website.

26. County permits CivicPlus to include a copy of the County's home page and a link to the County's website on the CivicPlus corporate website.

27. County will make a reasonable attempt to work with the CivicPlus Marketing Department to create a news item to be released in conjunction with their project Go-Live date. County will provide CivicPlus with contact information for local and regional media outlets. Subject to the County's review and approval, CivicPlus may use the press release in any marketing materials as desired throughout the term of this Agreement.

28. County allows CivicPlus to display a "Powered by CivicPlus" insignia, and web link at the bottom of their web pages. County understands that the pricing and any related discount structure provided under this Agreement assumes such perpetual permission.

Intellectual Property, Ownership & Content Responsibility

29. Upon full and complete payment of submitted invoices for the Project Development and launch of the website, the County will own the Customer Content, as well as the GCMS® software.

30. Upon completion of the development of the site, County will assume full responsibility for website content maintenance and content administration. The County, not CivicPlus, shall have sole responsibility for the accuracy, quality, integrity, legality, reliability, appropriateness, and intellectual property ownership or right to use of all Customer Content.

31. County shall not
    a. License, sublicense, sell, resell, transfer, assign, distribute or otherwise commercially exploit or make available to any third party the GCMS® software in any way.
    b. Modify or make derivative works based upon the GCMS® software.
    c. Create Internet "links" to the GCMS® software or "frame" or "mirror" any GCMS® administrative access on any other server or wireless or Internet-based device.
    d. Reverse engineer or access the GCMS® software in order to (i) build a competitive product or service, (ii) build a product using similar ideas, features, functions or graphics of the GCMS® software, or (iii) copy any ideas, features, functions or graphics of the GCMS® software.

32. The CivicPlus name, the CivicPlus logo, and the product and module names associated with the GCMS® software are trademarks of CivicPlus, and no right or license is granted to use them.

Warranties

33. CivicPlus represents and warrants that it has no current commitments or obligations that will conflict or otherwise interfere with or impede the performance of services called for under this Agreement.

34. CivicPlus represents and warrants to the County that:
    a. At the time of project acceptance, immediately prior to website go-live, if the County does not agree that CivicPlus has delivered a fully functioning government website, CivicPlus will refund any fees paid, or cancel any

project development invoices outstanding, and cancel this agreement completely, with no remaining obligations. By signing the project acceptance form, the County agrees that CivicPlus has created a fully functioning government website; at that time the website will go-live.

b. The site and software, when delivered or accessed by the County, will be free from material defects. CivicPlus will correct any material defects or problems with the software within fifteen (15) days of receipt of written notice by the County. If after fifteen (15) days CivicPlus has failed to correct any material defects, the County will be entitled to a Service Level Credit pursuant to the Service Level Agreement.

c. The use and proposed use of the site or software by the County or any third party does not and will not infringe on any patent, trade mark, trade name, copyright, industrial design, trade secret relating to the site or software or proprietary right of any other person in the site or software, and the use of the site or software will not include any activity which may constitute passing off.

d. All services provided by CivicPlus shall be performed in a competent, professional and timely manner by qualified personnel and shall be provided in a manner consistent with industry practice and in accordance with the terms of this Agreement.

e. For the initial contract term and any subsequent renewals the site and software will operate in all material respects in accordance with the specifications set forth in Exhibit A.

Indemnification

35. CivicPlus shall hold harmless from and indemnify the County, its elected and appointed officials, employees, and agents, against all claims, losses, suits, actions, costs, counsel fees, litigation costs, expenses, damages, judgments, or decrees by reason of damage to any property of any person or party and/or any death, injury or disability to or of any person or party, including any employee, arising out of or suffered, directly or indirectly, by reason of the performance under this Agreement or any act, error or omission of Latitude, CivicPlus' employees, agents, or subcontractors, whether by negligence or otherwise; provided, that if the claims for damages arise out of bodily injury to persons or damage to property and caused by or result from the concurrent negligence: (i) of the County and its elected or appointed officials, employees, or agents, and (ii) Latitude and its agents, employees, or subcontractors, the hold harmless and indemnity provisions of this Agreement shall be valid and enforceable only to the extent of the negligence of CivicPlus, its agents, employees, or subcontractors.

CivicPlus' obligation shall include, but not be limited to, investigating, adjusting, and defending all claims alleging loss from action, error, or omission or breach of any common law, statutory or other delegated duty by CivicPlus, CivicPlus' employees, agents, or subcontractors.

36. County shall defend, indemnify and hold harmless CivicPlus, its partners, employees, and agents from and against any and all lawsuits, claims, demands, penalties, losses, fines, liabilities, damages, and expenses including attorney's fees of any kind, without limitation, in connection with the operations of and installation of software contemplated by this Agreement, or otherwise arising out of or in any way connected with the CivicPlus provision of service and performance under this Agreement. This section shall not apply to the extent that any loss or damage is caused by the negligence or willful misconduct on the part of CivicPlus. If County and CivicPlus are both negligent, damages shall be apportioned in accordance with the percentage of negligence of each party. This paragraph is not intended to benefit entities not a party to this contract.

37. With respect to the performance of this Agreement and as to claims against the County, its officers, agents and employees, CivicPlus expressly waives its immunity under Title 51 of the Revised Code of Washington, the Industrial Insurance Act, and any similar law of any other jurisdiction, for injuries to its employees and agrees that the obligations to indemnify, defend and hold harmless provided in this Agreement extend to any claim brought by or on behalf of any employee of CivicPlus. This waiver has been mutually negotiated and agreed upon by the parties to this Agreement.

Insurance

38. CivicPlus shall maintain the following insurance for the duration of this Agreement, insurance against claims for injuries to persons or damages to property, including products-completed operations which may arise from, or in connection with, the performance of work hereunder by CivicPlus, its agents, representitives, employees, and/or sub-consultants.

    a. Coverage shall be at least as broad as with limits not less than:

        i. General Liability: Insurance Services Office form number (CG 00 01 current edition) covering COMMERCIAL GENERAL LIABILITY including Products and Completed Operations. $2,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage, and for those policies with aggregate limits, a $4,000 000 aggregate limit.

        ii. Professional Liability: Professional Liability, Errors and Omissions coverage. In the event that services delivered pursuant to this

Contract either directly or indirectly involve or require professional services, Professional Liability, Errors and Omissions coverage shall be provided. $3,000,000 Per Claim and in the Aggregate.

iii. Workers' Compensation:

Workers' Compensation coverage, as required by the Industrial Insurance Act of the State of Kansas.

iv.   Employers Liability or "Stop-Gap": $1,000,000

b. Other Insurance Provisions. The insurance coverage(s) required in this Agreement are to contain, or be endorsed to contain the following provisions:

i.   All Liability Policies except Workers Compensation and Professional Liability:

ii.   The County, its officers, officials, employees and agents are to be covered as additional insureds as respects liability arising out of activities performed by or on behalf of the CivicPlus in connection with this Agreement.

iii.   The CivicPlus's insurance coverage shall be primary insurance as respects the County, its officers, officials, employees and agents. Any insurance and/or self-insurance maintained by the County, its officers, officials, employees or agents shall not contribute with the CivicPlus's insurance or benefit the CivicPlus in any way.

iv.   The CivicPlus's insurance coverage shall apply separately to each insured against whom a claim is made and/or lawsuit is brought, except with respect to the limits of the insurer's liability.

c. Insurance Review. In consideration of the duration of this Agreement, the parties agree that the Insurance section herein, at the discretion of the County Risk Manager, may be reviewed and adjusted with each amendment and within ninety (90) days of the end of the initial term of the Agreement, and the end of each successive option term period thereafter.

i. Any adjustments to the Insurance section of this Agreement shall be made as determined by the County Risk Manager, and shall be in accordance with reasonably prudent risk management practices and insurance industry standards. Adjustments shall be effective on the first day of each option term.

ii. Adjustment, if any, in insurance premium(s) shall be the responsibility of CivicPlus. Any failure by the County to exercise the right to review and adjust at any of the aforementioned timings shall not constitute a waiver of future review and adjustment timings.

Liabilities

39. CivicPlus will not be liable for any act, omission of act, negligence or defect in the quality of service of any underlying carrier or other service provider whose facilities or services are used in furnishing any portion of the service received by the County, except those carriers/providers contracted by CivicPlus in the delivery of its obligations/deliverables under this Agreement. CivicPlus will not be liable for any failure of performance that is caused by or the result of any act or omission by County or any entity other than CivicPlus that furnishes services, facilities or equipment used in connection with CivicPlus services or facilities.

40. Except as expressly provided in this Agreement, CivicPlus makes no expressed or implied representations or warranties, including any warranties regarding merchantability or fitness for a particular cause.

Miscellaneous Provisions

41. Force Majeure - No party shall have any liability to the other hereunder by reason of any delay or failure to perform any obligation or covenant if the delay or failure to perform is occasioned by force majeure, meaning any act of God, storm, fire, casualty, unanticipated work stoppage, strike, lockout, labor dispute, civic disturbance, riot, war, national emergency, act of Government, act of public enemy, or other cause of similar or dissimilar nature beyond its control.

42. Independent Contractor - All work performed by CivicPlus in connection with the services performed under this Agreement shall be performed by CivicPlus as an independent contractor and not as the agent or employee of the County.

43. No Waiver - A party's forbearance or delay in exercising any right or remedy with respect to a Default by the other party under this Agreement shall not constitute a waiver of the Default at issue. Nor shall a waiver by either party of any particular Default constitute a waiver of any other Default or any similar future default.

44. Third Party Beneficiaries - The provisions of this Agreement are for the exclusive benefit of the County and CivicPlus. This Agreement shall not be deemed to have conferred any rights, express or implied, upon any third person.

45. Governing Law and Venue - This Agreement shall be governed by and enforced in accordance with the laws of the State of Washington. The venue of any action arising out of this Agreement shall be in the Superior Court of the State of Washington in and for Snohomish County.

46. Non-Discrimination - It is the policy of the County to reject discrimination which denies equal treatment to any individual because of his or her race, creed, color, national origin, families with children, sex, marital status, sexual orientation, age, honorably discharged veteran or military status, or the presence of any sensory, mental, or physical disability or the use of a trained dog guide or service animal by a person with a disability as provided in Washington's Law against Discrimination, Chapter 49.60 RCW, and the Snohomish County Human Rights Ordinance, Chapter 2.460 SCC. These laws protect against specific forms of discrimination in employment, credit transactions, public accommodation, housing, county facilities and services, and county contracts.

CivicPlus shall comply with the substantive requirements of Chapter 2.460 SCC, which are incorporated herein by this reference. Execution of this Agreement constitutes a certification by CivicPlus of the CivicPlus' compliance with the requirements of Chapter 2.460 SCC. If CivicPlus is found to have violated this provision, or to have furnished false or misleading information in an investigation or proceeding conducted pursuant to this Agreement or Chapter 2.460 SCC, this Agreement may be subject to a declaration of default and termination at the County's discretion. This provision shall not affect CivicPlus' obligations under other federal, state, or local laws against discrimination.

47. Notices - Notices required in this Agreement shall be in writing and either hand delivered during normal business hours, or sent by registered or certified mail, postage prepaid, to the following addresses:

CivicPlus Accounting Department
317 Houston Street
Suite E
Manhattan, KS 66502

48. Entire Agreement: This Agreement, including its attachments and documents incorporated by reference, constitutes the full and entire understanding and agreement between the parties for performance of the services described herein. This Agreement may not be modified in any manner whatsoever without the express written consent of the County, and the express written consent of CivicPlus.

49. Incorporation of Exhibits.

Exhibits referred to in this Agreement and attached hereto are integral parts of this Agreement and are incorporated herein by this reference.

50. Entire Agreement and Order of Precedence.

This written Agreement and its corresponding Exhibits constitutes the entire agreement between the parties with respect to the subject matter contained herein, superseding all previous agreements, statements or understandings pertaining to such subject matter. In the event of any conflict between this Master Document and any of the attached Exhibits, the precedence of Documents shall be as follows:

1. Master Document
2. Exhibit A – Statement of Work
3. Exhibit B - Pricing
4. Exhibit C – Service Level Agreement
5. Exhibit D – CivicPlus Long Form Proposal

IN WITNESS WHEREOF, the parties have executed this Agreement as of the day of the year first written above.

COUNTY OF SNOHOMISH:	CONTRACTOR:
GARY HAAKENSON Executive Director By: John Lovick 7/22/13 Snohomish County Executive	By: Jesse Manning Title: Director of Sales
Approved as to Form: Lyndsey M. Dorny 6/24/13 Deputy Prosecuting Attorney	

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COUNCIL USE ONLY
Approved:  7-17-13
Docfile:      D-14
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∧∧∧ *Snohomish County Government*
Web Governance Project

Exhibit A: Statement of Work:
For the Planning & Deployment
of the New County Website

Vendor: CivicPlus

Table of Contents

Contents

Version History

Version: 1.0
Created by: Snohomish County Government
Reviewed: June 3, 2013

Version: 2.0
Created by: Snohomish County Government
Reviewed: June 7, 2013

Version: 3.0
Created by: Snohomish County Government
Reviewed: June 13, 2013

Project Background

Snohomish County (the County) is the third most populous County in the State of Washington and one of the fastest growing. The County's population as of April 1, 2011, was approximately 717,000. Approximately 42% of the population resides in unincorporated Snohomish County.

The current Snohomish County website has been in production since 2002. The website was initially an award-winning web presence serving the citizens of the county, but has not been able to keep current with the needs of the growing tech-savvy county populace and must be replaced. The underlying web technology, Microsoft Content Management Server 2002 is due to move off vendor support in April 2014 and the County would like to have a replacement web content management system and revised web presence by that time.

The County web site supports approximately 3000 web pages, 300 images, and 35,00 documents. These numbers are being pared down in preparation for the deployment of new content management system capabilities. Additionally the County web supports 28 departments and offices in their mission to offer citizens a variety of textual content, videos, pictures, and services. Estimates will be made available at the time of service delivery for the exact amount of pages and content that will be migrated to a new system.

Additionally, the County has developed a number of in-house (.Net) web applications that are linked to the County website. If the new web presence has intrinsic capabilities that are better than the current applications, the in-house applications will be abandoned. If no suitable replacement capabilities exist, then these web applications will remain in use. There is a need to integrate the applications, in some fashion, into the new web pages, as we do not want to lose the functionality.

The County website represents an important public resource for citizen interaction with their government. Snohomish County seeks the significant enhancement of the all opportunities to engage citizens in their governmental business and legislative process though the Internet.

Web Services Vendor

Snohomish County will collaborate with CivicPlus (CP) to complete the planning, development, deployment, training, and ongoing support, and tasks associated with the creation of a new enterprise web site for Snohomish County Government. This work is governed by the terms of the final contact accepted by both parties.

Company & Contact Information

Contact Information	Carrie Broeckelmann National Sales Manager Broeckelmann@CivicPlus.com Toll Free 888-228-2233, Ext. 199 / Direct 785-323-1579
Primary Office	317 Houston St. Suite E Manhattan, KS 66502 Toll Free 888-228-2233
Incorporated In	State of Kansas
Company Website	www.CivicPlus.com
Legal Name	Icon Enterprises, Inc., d/b/a CivicPlusCompany
Founder	Ward Morgan, President/CEO
GSA Contract	# GS-35F-0124U
DIR Contract	# DIR SDD 1636
Additional Locations	Cedar Park, TX, Fort Collins, CO, Seffner, FL Vancouver, WA, Charleston, SC, Glen Carbon, IL Sherwood, OR, Chicago, IL, Mount Laurel, NJ, Spring Hill, KS, Columbus, OH, Olathe, KS., Topeka, KS

Project Staff

The County and CivicPlus have multiple staff members (assigned to teams) designated as project participants. The specific details of the staff rosters are a topic for the project kick-off meeting. The following staff members are assigned as Project Managers and primary points of contact:

Note: CivicPlus reserves the right to name specific project team members, based on availability, upon full agreement and signing.

CivicPlus: Project Manager & various Team Members to be determined
Sales Contact: Carrie Broeckelmann

Snohomish County: David Stroble (Project Manager)
David.stroble@snoco.org / tel.: 425-388-7020

Website Project Objectives
The purpose and objectives of the County Web Governance project are:
1. To acquire a proven, integrated, comprehensive, automated web content management system that meets the web content, document management, image management, and interactive citizen portal needs of the entire Snohomish County enterprise & populace.

2. To collaborate with a vendor who has an established record of technical leadership in interactive web-based citizen engagement environment. Further, excellence in web design, leadership in governmental web site development, excellent service delivery, and customer satisfaction skills are required.

3. To acquire the most financially sound web content management solution for the County inclusive of software, installation, and implementation services, training and education, maintenance, support, and tailoring services.

4. To implement the acquired web CMS system into the County environment and provide a mobile-capable, socially relevant, fully refreshed web presence for the benefit of the citizens of Snohomish County.

Web Services Acquisition *Vendor Proposal*
The full, long-form proposal issued by CivicPlus to support their participation in this effort is found in the Scope of Work (SOW) document starting on Page 21. Please refer to this document for expanded details of any portion of the SOW document.

Web Services Acquisition *Scope*
Snohomish County Government will acquire professional services and supporting website technology from CivicPlus under the terms of the approved contract.

Inventory of items set for acquisition:

1. Full-featured integrated Web Content Management System (CMS)
2. Website design (unique design with intrinsic navigational structure)
3. Associated website functionality (Modules) included with CMS system
4. Training services for internal County users
5. Web hosting services (CivicPlus will host the County website offsite)
6. Storage services (documents, images, etc.)
7. Support & ongoing maintenance
8. Professional services for project/site planning, content migration, and site deployment

Web Services Acquisition *Detail*

Snohomish County requires the following technology and support components from CivicPlus:

1. *Full-featured integrated Web Content Management System (CMS) with the following capabilities:*
   - Replacing the current CMS system of content creation, role-based content review, and publishing, is at the core of this effort.

   - Snohomish County prefers a vendor-hosted solution (Software as a Service) based in a remote or cloud based distributed environment.

   - The new CMS system must be capable of allowing users to create, manage, review, and publish content, images, video, etc. within a template-based management application with in an intuitive template-based environment.

   - Content creators must be able to view, edit, revise, and submit for approval, all content submissions, based on roles and groups based on MS Active Directory.

2. *Website design (unique design with intrinsic navigational structure)*
   - The current County website will be abandoned in favor of a full graphic redesign centered on the capabilities of the CivicPlus CMS system. CivicPlus staff will lead the redesign effort with input and consultation from County staff.

   - The new website site design will include county-supplied images that represent the natural beauty of the County.

   - The website redesign must provide for easier site navigation, enhanced site features (CivicPlus Modules), and opportunities for increased citizen participation in their government. The County has agreed that a fundamental project deliverable is the migration of the County's web presence to a new user-centric, mobile-capable, socially aware modern website.

   - The new website design will leverage the CivicPlus system to incorporate modern best-practices in web design including:
     - HTML5, CSS (where applicable)
     - Navigation breadcrumbs
     - Drop-down or fly-out menus
     - Separation of content and presentation (allowing future site updates with minimal effort

- Presentation of information contained in tables, images, videos, blogs/wikis, surveys, calendars, dashboards, etc.

3. *Associated website functionality (Modules) included with CMS system*
   - The CivicPlus CMS system will be acquired with a standard set of features (Modules) that provide any internal user with easy to use capabilities to create, deploy, support, and maintain a wide range of functionality. The intent of the features or modules is to offer internal and external system users with capabilities (supported by the vendor) to access County services interactively on a customized basis over any device platform.

   - The system should have the capability (as needed) to offer the functionality supporting the feature or module from beginning to end and to allow report and tracking for legal or security purposes.

   - The County will use its discretion to deploy the necessary number of Modules for the new web site. The ability to further extend the CMS system to include additional functionality such as language translation, social media features, e-commerce, application integration, calendaring, citizen input, content subscription, video presentation, etc. is important. The ability to extend the CMS system with additional capability in future years is very important.

   - Additional functionality (Modules) is welcomed by the County and will be utilized at our discretion. The following is a representative list of the type of features or modules expected in the new CivicPlus system:

Agenda Publication	Citizen Input	Citizen Requests
Video Content	Citizen Alerts	Purchasing/Bids
Forms	Citizen Notification	Electronic Payments
Licenses	Documents	Local Events
Permits	Blogs/Social Media	News/FAQs
Request Tracking	Calendars/Holidays	Facilities/Reservations
Photo Galleries	Polling/Opinions	Citizen Interactivity
Staff Directory	Business Support	Postcard Notice

Please see page 14 for the complete list of Modules included in this acquisition.

4. *Training services for internal County users*
   - Training and supporting County staff is critically important to the success of the Web Governance project. Sufficient training for various skill levels must be a delivered by the CivicPlus through online, telephone, and in-person training/support, system documentation & support materials, online

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"university" training, shared user forums, and other training venues.

- Snohomish County counts many non-technical users among vital internal users of the web CMS. Ease of use for these staff members is critical. Users should be able to utilize all features of CivicPlus to create advanced web pages with little frustration. CivicPlus must offer internal users many opportunities for self-empowerment though training and support.

5. *Web hosting services (CivicPlus will host the County website offsite)*
   Snohomish County requires at least the following minimum web hosting environment characteristics:

Physical Security	- Biometric access - Proximity card key system prevents unauthorized access to servers - High-resolution, closed-circuit video with time lapse recording covering secured areas - All visitors require a full-time escort within hosting area - Redundant cooling systems
Power	All systems fed by uninterruptible power supplies (UPSs) with diesel-powered generator backup
Bandwidth	1GB burstable internet capability with option to expand - Multiple carriers to provide redundancy for continuous connectivity - High-speed fiber optic networks - BGP internet routing; continuously monitor and manually balance internet load between carriers for optimal speed
Monitoring	Round-the-clock (24/7/365) monitoring of all critical components, including: internet connectivity, servers, routers, switches and power systems
Backup	- Tape backup performed daily - Off-site tape archive
Antivirus	- Continuously scan system - Signature files auto-updated every 4 hours from national registry

Data Security	• Server operating systems applied as necessary
	• Router level port blocking and reporting
	• Router level packet filtering and reporting
	• Server level port blocking and logging
	• Ongoing security analysis by Cisco security specialist
Data Redundancy	• RAID Level 5 data storage array
	• RAID 1 + 0
Intrusion Detection	• Redundant Palo Alto Advanced Services Firewalls
Staff Certifications	• Full-time electrical engineers (EE)
	• Full-time Microsoft-certified systems engineers (MCSE)
	• Full-time Cisco-certified network associates (CCNA)
	• Full-time Cisco-certified network professionals (CCNP)

6. *Storage services (documents, images, etc.)*
   • Sufficient storage for all documents, images, and miscellaneous files necessary to support the number of web pages presented by the new Content Management System will be acquired as a component of the purchase contract.
     ○ The exact amount of storage is not known as the County intends to review the current document and image set and cull unnecessary content

     ○ A baseline storage capacity will be set to account for the content, images, and documents presented at the time of new website go-live with additional storage space available for growth. The storage space needs of the County will be reviewed yearly to determine whether needs are being met.

7. *Support & ongoing maintenance*
   • Overall system support (CivicPlus helpdesk) is a component of the support and maintenance portion of the contract. The CivicPlus Service Level Agreement associated with this effort is noted as Exhibit C.

   • As the County does not currently have many dedicated web support staff, the role of the vendor in offering support via telephone, email, remote access, and other methods is critically important. The support hours will be during normal business hours (PST) and after-hours as needed for emergencies.

- CivicPlus Support Structure:

Annual Services Include the Following:		
Support	**Maintenance of CivicPlus Application & Modules**	**Hosting**
7 a.m – 7 p.m (CST) Monday – Friday (excluding holidays)	Install Service Patches for OS	Shared Web/SQL Server
24/7 Emergency Support	Upgrades	DNS Consulting & Maintenance
Dedicated Support Personnel	Fixes	Monitor Bandwidth-Router Traffic
2-hour Response During Normal Hours	Improvements	Redundant ISP
Usability Improvements	Integration	Redundant Cooling
Integration New & Upgraded Services	Testing	Natural Gas Powered Generator
Proactive Support for Updates & Fixes	Development	Daily Tape Backup
Online Training Manuals	Usage License	Intrusion Detection & Prevention
Monthly Newsletters		Antivirus Protection
Phone Consulting		Upgrade Hardware
CivicPlus Connection		

8. *Professional services supporting the planning, implementation, content migration, and deployment of the new web site*
   - CivicPlus will supply professional services for the following:
     - Project planning for the deployment of the items and services found in the SOW and Master Contract
     - Complete implementation of purchased items and services
     - Planning for and the completion of content migration of all current and applicable web content into the new website
     - All other items noted as professional services found in the SOW and Master Contract

Technical Requirements
Additional technical requirements include:

1. Appropriate level of security
   - The CivicPlus system shall be integrated with the County's MS Active Directory system for employee authentication, role-based editing, and content generation. The ability to audit user access, content editing history, content submission, approval & rejection, and other logs/records must conform to industry best practices and County security standards.

   - The site must comply with existing Washington State and Federal requirements for public disclosure and accessibility to the extent afforded by the overall project budget.

2. Ability to present web content on mobile devices

- Central to the County's requirements for this project and the acquisition of technology from CivicPlus is the need to present web content to a wide range of device platforms and form-factors. CivicPlus must be must be able to provide content online to a range of mobile devices and platforms simultaneously. The new website provided by CivicPlus must be mobile-aware, device agnostic, and socially aware to support and enhance citizen interaction with their government.

3. Hosted Service model
   - The preference of Snohomish County is to have the CivicPlus CMS system reside in a hosted, web-based environment using the "Software as a Service" model.

   - The hosted service must offer robust security and compliance with all applicable County security protocol.

   - The CivicPlus system-hosting solution should offer co-located or redundant data centers (in geographically dispersed areas) for emergency failover.

4. Existing (County-created) web applications (noted earlier in document)
   - The existing applications (created in-house) connected to the current County website must continue to function. We anticipate that the applications will be integrated into the new website through iFrames or some other method that gives the end user the ability to use these established features without interruption. If the CivicPlus CMS contains functionality deemed better than the existing in-house application, it will be adopted in lieu of the current capability.
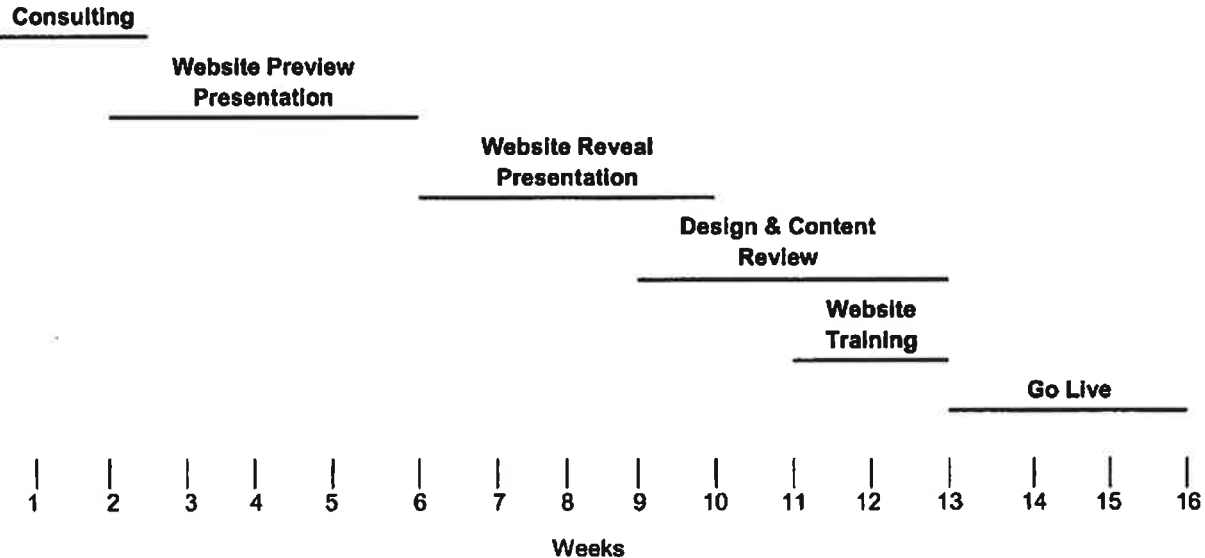
Project Management

All project management tasks are shared collaboratively between the assigned County Project manager (Dave Stroble) and the CivicPlus Project Manager. Project management best practices will be observed, including:
- Mandatory Change Control
  - Specific Change Control procedures will be negotiated during the Kickoff meeting
- Weekly project status reports
  - Written or verbal
- Creation of applicable project documentation package covering:
  - Communication planning
  - Risk & Risk Mitigation planning
  - Other documents, as needed

11

Project Timeframe

The project timeline will be negotiated with CivicPlus during the project kickoff meeting. The completion of the project task list is *expected* to take six to nine months from the time the project kickoff meeting is completed. The project will start on a date negotiated with CivicPlus following the acceptance by all parties of the Master Contract.

Consulting

Website Preview Presentation

Website Reveal Presentation

Design & Content Review

Website Training

Go Live

| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 |

Weeks

Typical Project Timeline	Timeline
Phase 1 - Consulting (may vary with on-site meetings)	
• Includes: Needs assessment, best practices, and takeaways assigned	4-5 weeks
Phases 2 - Website Preview Presentation	
• Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned	3-5 weeks
Phase 3 – Website Reveal Presentation	
• Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and takeaways assigned	3-4 weeks
Phase 4 – Customized Website Training (varies based upon amount of content)	
• Includes: Customized to give your staff the skills they need to maintain your website	3-4 week
Phase 5 – Go Live	3-4 weeks
Website Launch (average project)	**16 -22 Weeks**

Project Completion Criteria

The project is deemed complete when the terms of the contract have been successfully satisfied including:

1. The final website has been made public and is accessible from County citizens
2. All applicable technology acquired from CivicPlus has been deployed to the public website, or is available but not yet deployed, at the discretion of the County
3. All applicable training and system documentation has been delivered to the County by the CivicPlus
4. The yearly maintenance and support contract is in force
5. The CivicPlus application has been successfully in use for the term specific in the contract

The Master Contract negotiated with CivicPlus contains specific project completion criteria.

CivicPlus Functionality (Modules) Included in Acquisition:

Project Development Includes the Following:	
Modules	**Functionality**
• Agenda Center	• Action Items Queue
• Alerts Center & Emergency Alert Notification	• Audit Trail / History Log
• Archive Center	• Automated PDF Converter
• Bid Postings	• Automatic Content Archiving
• Blog	• Content Library
• Business/Resource Directory	• Dynamic Breadcrumbs
• Calendar	• Dynamic Sitemap
• Carbon Calculator	• Expiring Items Library
• Citizen Request Tracker™	• Generic Mobile App (IOS & Android)
• Community Voice™	• Graphic Link Administration
• Document Center	• Links Redirect and Broken Links Finder
• ePayment Center	• Menu Management
• Facilities & Reservations	• Mouse-over Menu Structure
• Frequently Asked Questions	• MuniMobile™
• Forms Center	• Online Editor for Editing and Page Creation (WYSIWYG)
• Healthy City	• Online Web Statistics (Only With CivicPlus Hosting)
• Intranet	• Printer Friendly/Email Page
• Job Postings	• Rotating Content
• License & Permits	• RSS
• Media Center with Live Streaming Video	• Search Engine Registration
• My Dashboard	• Site Layout Options
• News Flash	• Site Search & Entry Log
• Notify Me® Email & SMS Text Subscription	• Slideshow
• Online Job Application with 1 Generic Application	• Social Media Integration (Facebook Share and Twitter)
• Opinion Poll	• User & Group Administration Rights
• Photo Gallery	• Web Page Upload Utility
• Postcard	• Website Administrative Log
• Quick Links	
• Real Estate Locator	
• Spotlight	
• Staff Directory	

Scope of Work for Snohomish County Intranet Subsite

Project Details
Design & Project Overview

- Administration separate from parent site
- Separate template from parent site
- Separate design elements and color scheme from parent site, including template, banner, colors, style, and graphic elements.
- Unique graphic buttons
- Unique URL
- Unique global navigation NOTE: Simple navigation is developed as part of the design. CivicPlus will develop recommended navigation for an additional fee.
- Existing and future modules separate from parent site
- Shared site search (returns results from both sites)
- Up to 20 pages of content will be developed. Additional development may be purchased
- Training not included

Exhibit B: Compensation

Snohomish County Information Services	Proposal Number: Snoco_2013
3000 Rockefeller MS 709	Proposal Creation Date: June 3, 2013
Everett WA, 98201-4060	Proposal Expiration Date: **7/31/2013**

CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 30 Days from June 3, 2013.

Labor Category	GSA Hourly Rate with IFF	Hours	Total Cost
Website Consultant	$149.01	491.25	$73,201.16
Project Manager	$135.86	358.25	$48,671.85
Network Consultant	$135.86	0.00	$0.00
Wireless Network Technician	$135.86	0.00	$0.00
Programmer	$131.48	265.25	$34,875.07
Graphic Designer	$109.57	174.25	$19,092.57
Writer	$109.57	0.00	$0.00
Server and Network Technician	$109.57	99.25	$10,874.82
Trainer	$109.57	261.00	$28,597.77
PC Technician	$89.41	0.00	$0.00
Content Developer	$80.64	301.75	$24,333.12
		Total First Year Fee	**$239,646.36**

With CivicPlus' Annual Services, you'll enjoy redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, unlimited upgrades, recurring training, and access to the CivicPlus community. Protecting your investment is important, and our Annual Services allow you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive nearly $500,000 in software upgrades, maintenance and optimization. Additionally, your staff will have full access to our support staff, ensuring that they're always up to date on our latest features and functionality.

Second Year Annual Services – 12 months from contract signing Subject to annual 5% increase year 3 and beyond	$31,352.83

Payment Milestones

Payment Milestones			
Milestone	Description	Cost Inclusions	Amount
1	Completion of Consulting – Phase 1		$79,882.12
2	Completion of Design – Phase 3		$79,882.12
3	Completion of Training – Phase 4		$79,882.12
		Total	$239,646.36

Compensation Schedule:

Kick-Off Meeting <u>Deliverable</u>: Project Timeline and worksheets	**Included**
Phase 1: On-Site Consultation Ten (10) days on-site. *Quote includes travel expenses for 2 consultants.* **Content Consultation** A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance. <u>Deliverable</u>: A comprehensive report on evaluation of current content (placement, length, style, and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions. **Process Roadmap Consultation** A consultation package concentrating on evaluation of processes for customer and citizen services. Designed to fit specific client needs in management of the website design and creation process on the client side. <u>Deliverable</u>: A comprehensive report of current citizen-facing practices and citizen/customer-facing processes, recommendations for improving quality and efficiency of government-to-citizen and government –to-customer relations and processes, a follow-up report reviewing the results of implemented suggestions.	**Included**
Phase 2: Website Preview Presentation <u>Deliverable</u>: Website layout and mood board will be presented for your approval	**Included**
Phase 3: Website Reveal Presentation <u>Deliverable</u>: Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	**Included**
Phase 4: Fifteen (15) Days of On-Site Training *Quote includes travel expenses.* <u>Deliverable</u>: Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	**Included**
Phase 5: Go Live <u>Deliverable</u>: All content migration from current site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines.	**Included**

Phase 6: Post Go Live Consultation (60 – 90 Days after Go Live)
    Five (5) Days on-site. *Quote includes travel expenses.*
    A consultation package that focuses on evaluation of the recently launched website, in regards to content and services offered through it, in order to maximize internal efficiency and audience engagement. An evaluation of utilization and effectiveness of citizen-facing practices and processes. A report with recommendations for improving efficiency and quality of communications between government and citizens
    <u>Deliverable</u>: A comprehensive report of citizen-facing practices and processes as they relate to the new website and tools and recommendations for improving efficiency and quality of communications between government and citizens
	Included

Additional Functionality	
Advanced Subsite for creation of Snohomish County Intranet	**Included**
Google Translation Tool	**Included**
Unlimited Citizen's Request Tracker Users	**Included**
GoCitizen Pro Custom Mobile App (iOS & Android)	**Included**
LDAP Integration	**Included**
SSL Certificate	**Included**
Total Project Development Fee	**$239,646.36**
First Year's Annual Services Server storage not to exceed 100 GB; Media Center storage not to exceed 10 GB	**Included**
Total Fees Year 1	**$239,646.36**

SERVICE LEVEL AGREEMENT

BACKGROUND AND PURPOSE

CivicPlus provides a multitude of ongoing services to clients, including website hosting in CivicPlus' dedicated hosting facility, website backup services (including disaster recovery procedures), maintenance of the Government Content Management System (GCMS®) and associated applications, upgrades to both the GCMS® software and hosting hardware, and technical support.

The purpose of this SLA is to establish a partnership/agreement between CivicPlus and Client to define services and responsibilities such that CivicPlus will provide services to Client to ensure consistent, safe and secure website hosting, critical maintenance and regular upgrades of the GCMS®, and as-needed support services.

SCOPE OF SERVICES

1. Hosting and Maintenance Services

The primary CivicPlus hosting facility is located in Kansas City, KS at a Tier II data center. The Kansas City facility provides managed co-location services for servers that are owned, managed and maintained by CivicPlus. Services provided include N+1 environmentals, premium peering services, 24x7 service monitoring and redundant substation power with full onsite diesel generation as additional backup.

CivicPlus also has a dedicated primary back-up hosting facility located in their Manhattan, KS headquarters specifically built and maintained for website hosting and administration; CivicPlus' on-site internet access provides 1GB burstable internet capability with option to expand and regular hardware upgrades ensure that CivicPlus-hosted sites are maintained on the most up-to-date, reliable equipment. Additional services at the Manhattan facility include 24x7 service monitoring and full onsite diesel generation as additional backup.

Client's website will be hosted and maintained on a virtual web server and virtual SQL server (either shared or dedicated, dependent on size and storage/bandwidth needs of Client).

Scheduled maintenance events will occur during the least-trafficked hours on weekends. Planned maintenance is announced in a number of different ways, such as emails up to a week ahead of time, and messages on the admin side of the website. Client will be notified two weeks in advance of planned outages of thirty (30) minutes or more. Client will be notified in advance of any anticipated downtime not to exceed a period of six hours. Scheduled downtime does not count against the 99.7% uptime specifications.

CivicPlus guarantees 99.7% uptime. Scheduled maintenance events occur during the least-trafficked hours on weekends and rarely result in downtime. Client will be notified in advance of any anticipated downtime not to exceed a period of six hours. If over the course of a year guaranteed uptime falls below 99.7%, independent of scheduled maintenance, CivicPlus agrees to provide a credit to client of 1% of the monthly cost for maintenance.

2. Network Performance and Power Redundancy

At all CivicPlus facilities, redundant Internet connections ensure continuous connectivity. The Kansas City facility maintains internet services from various providers including Verizon, AT&T and Time Warner Telecom. The Manhattan facility utilizes two Internet Service Providers – Cox Communications and AT&T – for connectivity. Providers allow for an upstream speed of up to 100 mbps, and the facilities feature BGP routing to ensure continued uptime in the event of failure of one provider. Multiple redundant network security appliances ensure the integrity of network connectivity and associated stored data.

Redundant power management at CivicPlus' hosting facilities also keeps servers running in the event of primary power failure. Diesel generators that are controlled by automatic transfer switches (ATS) are activated when the primary power utility goes down. The ATS automatically activates and runs generator until such time as primary power is restored. Battery backups power the servers during the 30 seconds between primary power failure and backup generator activation.

3. **Disaster Recovery and Website Backup Services**
   In the event of total service failure at the primary Kansas City facility, CivicPlus will begin activation of sites at the primary back-up facility in Omaha. Downtime in the event of total service failure will, in most cases, be less than eight hours for all sites. Eight hours to site reactivation is our guarantee; any event lasting that long would be indicative of a significant catastrophe.

   Extensive backups of CivicPlus' client's sites are conducted daily, weekly and monthly to ensure that even in the most unlikely of circumstances, limited-to-no site content will be lost.

   Each night, an approximately 18-hour backup process begins, covering CivicPlus' miscellaneous servers, web servers and SQL servers. Files from the web servers are copied as-is over the course of this backup. Various log files are deleted for storage purposes on a weekly basis.

   During the nightly backup, a two-hour process creates a backup of the database for each client website. These backups are written on disk and tape, and they are stored on disk until being held for seven days.

   Monday through Thursday, daily backups are written to tapes that are reused on a weekly basis. Backups on Friday nights are written to tapes that are reused each month. Monthly backups, conducted on the last Friday of every month, are written to a tape that is reused once per year. All backup tapes are stored off-site and, in the event of failure of the primary hosting facility, will be transported to the backup hosting location.

   CivicPlus can also work with clients to provide dedicated server arrangements or off-site backups in order to achieve maximum efficiency in the hosting process.

4. **Site Setup and DNS Services**
   CivicPlus offers enterprise-level DNS hosting as a part of the standard hosting package and recurring services. Either CivicPlus or Client can maintain control of the DNS.

   CivicPlus offers full support for BIND v.9 implementation and features two high-performance DNS appliances for primary and secondary servers.

   One static IP address per site will be provided. Client may purchase as many additional domains as desired. The current rate is $100 setup and $150/annually per domain (as of May 17, 2013, subject to change).

5. **Upgrades**
   CivicPlus offers no versions from which to choose and no system upgrades to purchase year after year. CivicPlus' technical team continues to improve and enhance the existing GCMS®, offering clients the benefits of new technologies, improvements in operations and, when problems do arise, a faster response time. CivicPlus' proprietary system means that errors and influences from outside entities are greatly minimized, allowing CivicPlus' software engineers to focus on continuing to build, integrate and leverage only those applications that have met an approved high standard of quality and functionality.

   Upgrades to the code base and functionality of the GCMS® are continuously applied to CivicPlus' servers, strengthening the overall integrity of the GCMS®, fixing bugs and errors, and integrating new functionality into existing applications. Client will be made aware of any upgrades that affect usability and functionality of the GCMS® and associated applications.

   Upgrades are prioritized internally within CivicPlus' organization based upon several criteria, including, but not limited to:
   - New and next-generation development priority determined by the Executive Leadership Team
   - Regular maintenance and error correction priority determined by the Chief Technology Officer
   - Development requests from clients – only in cases of high demand for particular functionality or services, and only in instances where such development will benefit the majority of clients

6. **Support Services**

   CivicPlus' on-site support team is available from 7:00 am to 7:00 pm CT to assist clients with any questions, concerns or suggestions regarding the functionality and usage of CivicPlus' GCMS® and associated applications. The support team is available during these hours via CivicPlus' toll-free support number and e-mail. Support personnel will respond to calls as they arrive (if all lines are busy, messages will be returned within two hours; action will be taken on e-mails within four hours), and if Client's customer support liaison is unable to assist, the service escalation process will begin, with answers being provided within one business day.

   Emergency support is available 24-hours-a-day for designated, named Client points-of-contact, with members of both CivicPlus' project management and support teams available for urgent requests. Emergency support is provided free-of-charge for true emergencies (ie: website is down, applications are malfunctioning, etc.), though Client may incur support charges for non-emergency requests during off hours (ie: basic functionality / usage requests regarding system operation and management). The current discounted rate is $125/hour, as of May 17, 2013 and is subject to change.

   CivicPlus maintains a customer support website that is accessible 24-hours-a-day with an approved client username and password.

7. **Service Escalation Processes**

   In the event that CivicPlus' support team is unable to assist Client with a request, question or concern, the issue is reported to the appropriate CivicPlus department.

   Client requests for additional provided services are forwarded to CivicPlus' Client Care personnel.

   Client concerns/questions regarding GCMS® or associated application errors are reported to CivicPlus' technical team through CivicPlus' issue tracking and management system to be addressed in a priority order to be determined by CivicPlus' technical team.

   All other requests that do not meet these criteria will be forwarded to appropriate personnel within CivicPlus' organization at the discretion of the customer support liaison.

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Exhibit D

START

Website Redesign and Implementation of a Web Content Management System

Snohomish County, WA • June 3, 2013

+ CONNECTING PEOPLE

Developed by CARRIE BROECKELMANN
National Sales Manager
317 Houston St., Suite E   Manhattan, KS 66502
888-228-2233 x199 **+ Direct** 785-323-1579
Fax 785-587-8951 **+** Broeckelmann@CivicPlus.com

Serving more than **1,300 clients** in 49 states, Canada and Australia, we partner with governments to create **award-winning websites**.

Executive Summary & Introduction

Snohomish County, an organization serving more than 717,000 residents, has initiated a Request for Proposal to transform its website with an innovative design that enables visitors to find the services and information they need. The website should be user-friendly and utilize the latest technology to provide a convenient source of information to better communicate with citizens.

The CivicPlus-Proven Development Approach

CivicPlus provides our eGovernment communication solution to more than 50 million citizens in more than 1,300 municipalities – cities and counties of every size across the United States, Canada and Australia. For more than a decade, CivicPlus has focused on government clients, giving our customers access to the latest in next-generation applications that meet and exceed their needs. Those needs include:

- A unique and customized website design with minimal work and time commitments from Snohomish County's staff
- Intuitive navigation and page layout with unlimited submenus and subpages
- Interactive functionality through our Government Content Management System (GCMS®)
- Continuously updated, cutting-edge solutions designed by eGovernment experts for governments
- A per-project, customized pricing model with comprehensive training and unlimited support included

Hundreds of Cities & Counties Are Upgrading to CivicPlus Each Year

It's simple: CivicPlus knows municipal government.

- No one else offers the CivicPlus Government Content Management System (GCMS®).

- No one can match our interactive suite of tools that enable governments to better engage and communicate with their citizens.

- No one can match the CivicPlus development process and the depth of our implementations designed by experts who know local government, its people and its processes.

- No one can match our track record – period.

CivicPlus Client Map

Association   City   County   Other
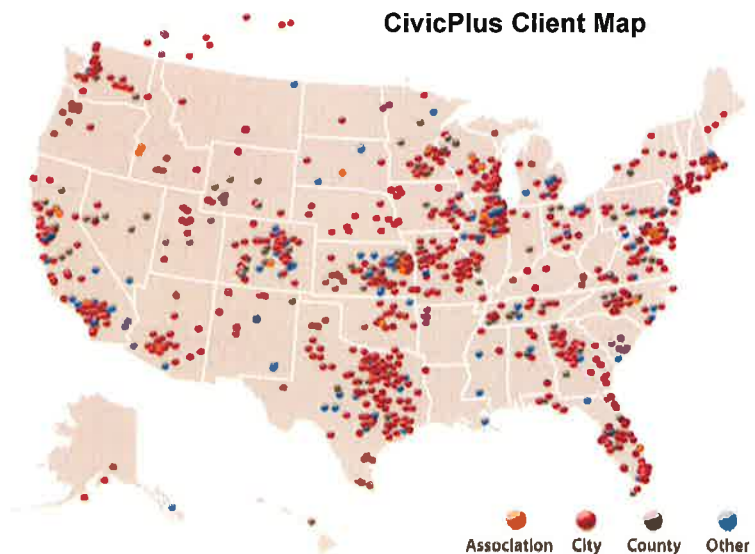
CivicPlus for Snohomish County

The following proposal contents include:

- CivicPlus' capabilities, experience and commitment to our clients, as well as our approach and methodology to transforming your site
- Ongoing training and consultation
- Creativity and recommended functionality usage to engage and attract site visitors
- Price estimate

These recommendations for Snohomish County were developed to address your defined needs. All estimates are negotiable based on client requests.

What Is Community Engagement?

At its core, community engagement is expectation.

More than 75 percent of U.S. residents are connected online. They bank online. They pay bills online. They chat, they opine, they find love… all via the internet. The web has become the first resource for the vast majority of people when they need to find an answer to a question, locate a service, file a complaint or conduct business.

The expectation is that local government should be conducting business online as well.

However, having an engaged community means going beyond the basics of the web. Community engagement is:

- **Transparency** - Removing the veil from local government by providing citizens with open access to government through citizen-centric technologies and information structures

- **Citizen Sourcing** - Encouraging citizens to get active, get involved and take ownership of local issues, all through an easily available communication method they're likely to use

- **MicroVoting** – Allowing citizens' voices to be heard, and making that voice resonate with government leaders in ways that allow for a finger to be placed on the pulse of the citizen's wants and needs

Local governments provide so much service, infrastructure and support to our communities, but too often those efforts go unnoticed and unappreciated. Community engagement is a two-way street – it's letting your citizens have a voice and letting them know why government matters.

Where You Rank on the Community

Governments across the nation find themselves in various stages on the Community Engagement Scale™. Some may inhabit multiple stages, and others may be reluctant to engage more deeply due to concerns of openness and the criticism that may accompany it.

Where does Snohomish County fit within the 6 Levels of Digital Community Engagement? What does each stage look like? What will it take to reach the top?

Only CivicPlus can provide these answers, because CivicPlus is the only government website provider focused on equipping communities to better engage and interact with their citizens.

Engagement Scale™

- 6 – Fully Engaged
- 5 – Participatory
- 4 – Receptive
- 3 – Active
- 2 – Emerging
- 1 – Static

Higher

How CivicPlus Can Take You

All of our modules and features are designed to help improve interaction with citizens and users on your website, but here are a few examples from CivicPlus that help take community engagement to the next level:

- Citizen Request Tracker™
- Calendar
- Media Center
- Community Voice™
- Facilities and Reservations
- News Flash
- Alert Center
- Form Center
- ePayment Center

History of CivicPlus

Since our inception, CivicPlus has been capturing the passion our customers have for their communities and their residents with high-quality, next-generation websites. We consider it a privilege to partner with municipalities to provide the individuals, families and organizations in your community a website that serves as a primary, interactive communication tool.

Icon Enterprises, Inc., does business as CivicPlus and Networks Plus and employs more than 100 people. Incorporated in Kansas in 1998, we began providing technical-related services in 1994.

CivicPlus was born out of four rural cities' desire for a progressive way to maintain their websites without the burden of employing a continual webmaster. They sought a system that would allow routine updates and changes to be implemented by city staff, regardless of technical skill. After close consultation with these four initial cities, an innovative tool that automated the process of updating website content was developed.

Today, under the leadership of founder Ward Morgan, CivicPlus has more than 150 staff members and continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our more than 1,300 clients. Our commitment to setting the standard in website design, management and government communication has been instrumental in making CivicPlus a leader in web design, communication programming and hosting.

Our technical and development staff holds a variety of certifications including: Microsoft-certified system engineer, Cisco-certified engineer, Microsoft-certified software developer, Microsoft Office user specialist and project management professional from the Project Management Institute.

Company & Contact Information

Contact Information	Carrie Broeckelmann National Sales Manager Broeckelmann@CivicPlus.com Toll Free 888-228-2233, Ext. 199 Direct 785-323-1579	**Primary Office**	317 Houston St. Suite E Manhattan, KS 66502 Toll Free 888-228-2233 Fax 785-587-8951
Incorporated In	State of Kansas	**Company Website**	www.CivicPlus.com
Legal Name	Icon Enterprises, Inc., d/b/a CivicPlus	**Company Founder**	Ward Morgan, President/CEO
GSA Contract	# GS-35F-0124U	**DIR Contract**	# DIR SDD 1636

Additional Locations	Cedar Park, TX	Charleston, SC	Chicago, IL	Columbus, OH
	Fort Collins, CO	Glen Carbon, IL	Mount Laurel, NJ	Olathe, KS
	Seffner, FL	Sherwood, OR	Spring Hill, KS	Topeka, KS
	Vancouver, WA			

At **CivicPlus**, we have a passion for building websites.
We'd like to partner with you to build a website that will serve as a **communication hub** for your community.

Dedicated Project Team

CivicPlus maintains a staff of dozens of personnel who excel in the development and support of government websites. From project management, design and development to training and support, our highly qualified staff ensures the success of your website throughout all phases of construction and beyond. Our expert project leaders (listed below) will match you and your needs to a team of highly qualified specialists who will work directly with you throughout your entire project. *If selected, your project team, including project manager, will be assigned upon contract signing.*

Carrie Broeckelmann – National Sales Manager

Education	15+ Years of Experience	Role at CivicPlus
BS Elementary Education	Manage multiple client accounts in higher education and technology industry	Determine the best solution for your website and budget
Resume	Communicate and negotiate with executive management	Overall account management
Client Sales		Ensure customer satisfaction
Sales Management	Develop and forecast marketing prospectus	Oversee product development and product marketing
	Client-first focus to achieve collaborative website goals	

Cole Cheever – Manager of Project Administration

Education	5+ Years of Experience	Role at CivicPlus
BS Business Administration	Client needs analysis & account management	Direct tasks and staff members
Resume	Customer service	Timeline allocation
Marketing Specialist	Deadline satisfaction goals	Project consultation and quality assurance
Account Management	City maintenance	
Senior Project Manager	Marketing analysis and statistics	
	Consulting and business analysis	

Tammy Irvine – Manager of Creative Services

Education	16+ Years of Experience	Role at CivicPlus
BA Fine Art	Print and web design	Head creative development and graphic representations
Resume	Realistic and stylistic drawings	
Scientific Illustrator	Branding expertise	Direct design team and programming
Freelance illustration business	High-level skills in color coordination and design management	Responsible for each website overview and uniqueness
Nationally published designs		
Thorough recognition of full publishing, project management and pre-press processes	Proficient in site layout, initial design, setup of initial pages and functionality of site	

Larissa Palmer – Manager of Content Development

Education	4+ Years of Experience	Role at CivicPlus
Agriculture	Data Management	Oversee content quality management
Business Administration	Contract Negotiation and Review	
	Sales and Customer support	Test new products and services for CivicPlus
Resume	Cost Analysis	
Project Management	Strategic Project Reporting	Ensure incoming projects remain on schedule and are completed in an excellent manner
Business Strategy		
Contract Development and Administration		

Quinton Randel – Manager of Training and Consulting

Education	10+ Years of Experience	Role at CivicPlus
Information Assurance and Network Security	Website usability expertise	Customize the training and consulting experience to your skill set
	Content development	
Resume	Customer service	Provide creative application ideas for the CivicPlus GCMS®
Trainer and Consultant	Expertise in MS Word, Website Management Systems, module functionality, admin functions and creativity	
Operation Management		Effective communication in plain language
Technology Sales		
Lending Analyst	Account Management	

Amy Vikander – Director of Client Care

Education	10+ Years of Experience	Role at CivicPlus
Graphic Design	Customer Service	Conscientious care of the continuing relationship between CivicPlus and client
	Project management	
Resume	Team management and leadership	Prompt aid on support issues
Property Management	Managing customer relationships	
Client Service Team Leader	Training	Knowledgeable answers for "how to" questions from client's staff
Client Implementation Coordinator		

The CivicPlus Effect – Award-Winning Websites & Exceptional Results

Since 2006, CivicPlus clients have won an amazing **377** awards for their websites, and recently, the Center for Digital Government awarded CivicPlus their "Best Fit Integrator" award for being among the best private-sector information technology integrators for delivering extraordinary digital solutions to public IT projects. This distinction puts CivicPlus alongside Accenture, IBM, Motorola and Northrup Grumman as the true leaders in municipal government technology.

Our customers are proof that by partnering with CivicPlus, your new website will be amazing. Below is just a sampling of some of the most prestigious awards in the industry earned by CivicPlus customers.

Some of our Award-Winning Clients...

Castle Rock, CO	crgov.com	Ontario County, NY	co.ontario.ny.us
Amherst, MA	amherstma.gov	Richland, WA	ci.richland.wa.us
Hinton, AB	hinton.ca	Farragut, TN	townoffarragut.org
Avondale, AZ	ci.avondale.az.us	Maui County, HI	co.maui.hi.us
Waunakee, WI	vil.waunakee.wi.us	Athens-Clarke County, GA	athensclarkecounty.com
Broken Arrow, OK	brokenarrowok.gov	Dodge City CVB, KS	visitdodgecity.org
Richmond, CA	ci.richmond.ca.us	Montrose, CO	cityofmontrose.org
Missoula, MT	ci.missoula.mt.us	Port of Galveston , TX	portofgalveston.com
Tequesta, FL	tequesta.org	Cumberland County, PA	ccpa.net
Beaverton, OR	beavertonoregon.gov	Danville, VA	danville-va.gov
Caddo Parish, LA	caddo.org	Webster, TX	cityofwebster.com

Recognition

High-Impact, Custom Designs Created Specifically for Your Community

Our programmers implement our designers work – not the other way around – so options for a unique site are endless. Designs that truly represent your unique image, message and brand come through extensive access to and consultation with our design team. Our portfolio demonstrates our graphic designers' vast creative abilities and styles. Additional examples can be provided upon request or can be viewed at www.CivicPlus.com/designs.

Washington County, OH – www.washingtongov.org

Design Details: Washington County's history shines through in this simple yet sophisticated design. An intuitive layout guides the user to important information while fostering ease of use among the community.

Also Look For: Mouse-over buttons and click through scrolling menus guide you easily to popular features within this homepage.

Jeffersontown, KY – www.jeffersontownky.com

Design Details: Jeffersontown's website does a great job showing off the amenities offered in the State of Kentucky. The design color scheme is a reflection of their branding and seal.

Also Look For: The use of the ePayment module and Code Red integration.

McKinney, TX - www.mckinneytexas.org

Design Details: Straightforward navigation coupled with an uncluttered homepage and subtle color scheme make the user experience an enjoyable – and easy – one.

Also Look For: McKinney's Economic Development Corporation and Convention & Visitors Bureau subsites.

Banff, AB – www.banff.ca

Design Details: Client wanted a minimalist website design. The top banner features pop-out navigation. Simple homepage for ease of search and navigation.

Also Look For: Extensive use of Calendar and Citizen Request Tracker modules.

Flagstaff, AZ – www.flagstaff.az.gov

Design Details: Flagstaff fosters community engagement by providing a simple and clean navigation structure. The beautiful landscape imagery is a reflection of a unique natural formation that dominates the landscape.

Also Look For: The "E-Services" section enables the user to monitor their utility account and pay bills as well as view streamed city meetings right from the comfort of their homes.

Designs Continued...

Kodiak, AK – www.kodiakak.us

Design Details: Kodiak Island's uncluttered layout draws the user's attention to important community news and announcements. The site's subtle color scheme highlights the beauty of the magnificent scenery.

Also Look For: "Find It Quick" mega menu section making online services and answers to questions available with one click.

Draper, UT – www.draper.ut.us

Design Details: This simple yet elegant design goes to the heart of the culture in this community – a community focused on preserving its unique identity and heritage.

Also Look For: The extensive use of the Facilities module for parks and trails, as well as department header packages for the Draper Amphitheater and Police Department.

Litchfield Park, AZ – www.litchfield-park.org

Design Details: A great example of how a "dark" website can still be robust and appealing to the eye.

Also Look For: Hover over the "Citizen Center" and take a look at the Mega Menu linking the public to loads of community information.

Blue Earth County, MN – www.blueearthcountymn.gov

Design Details: "Effectively and efficiently delivering essential services" perfectly describes Blue Earth County's appealing web design. Bold blue colors and panoramic images burst from the page to highlight the beauty of the area.

Also Look For: The use of social media integration and library subsite.

Walton County, FL – www.co.walton.fl.us

Design Details: Beautiful community images and a unique page design invite the user to explore the county's services, check the current beach conditions, and catch up on the news – in just one click.
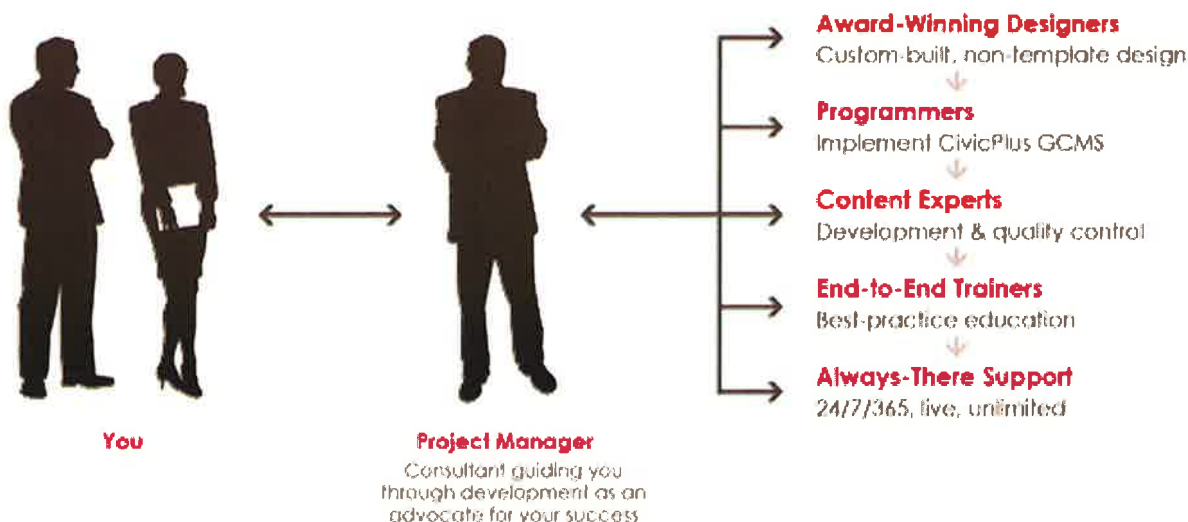
Also Look For: The use of the CivicPlus Frequently Asked Question module and Google Translation Tool.

Let Our Experts Be Your Trusted Advisors

Only CivicPlus offers the depth and breadth of staff for next-generation eGovernment communication projects. Depending on the size of and duration of your project and whether you utilize our creative, branding and advisory consulting teams, we will engage between six to 11 experienced staff members, representing approximately 7-13% of our full-time staff.

Utilizing her strong technology background, your dedicated national sales manager, Carrie Broeckelmann, initially works with you to determine the best solutions for your administrative users and website visitors.

A member of our seasoned project management team oversees the inter-departmental and client interactions, assuring that your project will be developed in a timely manner by professional website experts. Using their knowledge of effective online citizen engagement techniques – with specific case studies and examples – they will ensure the process transitions smoothly from phase to phase. After the completion of each phase, you will be encouraged to fill out a survey rating the project process as well as CivicPlus personnel. The CEO receives the surveys and is personally accountable for your satisfaction, which we guarantee, or we'll refund your money.

Award-Winning Designers
Custom-built, non-template design

Programmers
Implement CivicPlus GCMS

Content Experts
Development & quality control

End-to-End Trainers
Best-practice education

Always-There Support
24/7/365, live, unlimited

You

Project Manager
Consultant guiding you through development as an advocate for your success

A Process Dedicated to Helping You Succeed

Upon completion of a custom design, setup of the website, development of modules, content development and quality control review, your trainer works to ensure your staff masters the simple Government Content Management System (GCMS®) and learns basic website usability concepts. Your new site is then launched and your support calls are handled by our Client Care Department.

Your Role

Your role during the project will be to answer questions, provide input, gain your staff's feedback to complete forms and provide necessary information so CivicPlus can develop recommendations for your design, navigation and content. Your project manager will explain the work required to achieve your goals. Pre-project, on-site strategic planning sessions can be added to the project at an additional cost.

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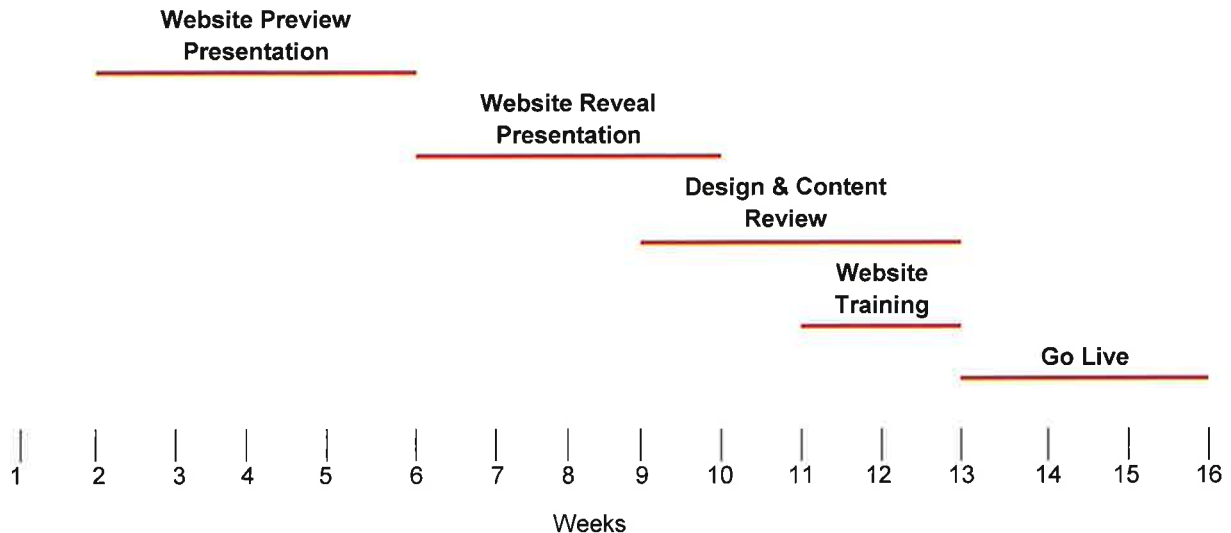
*-**Karen McGrath**, Castle Rock, Colorado*

Our Project Development Approach

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

Consulting

Website Preview Presentation

Website Reveal Presentation

Design & Content Review

Website Training

Go Live

| | | | | | | | | | | | | | | | |
|1|2|3|4|5|6|7|8|9|10|11|12|13|14|15|16|

Weeks

Typical Project Timeline	Timeline
Phase 1 - Consulting (may vary with on-site meetings) Includes: Needs assessment, best practices, and takeaways assigned.	4-5 weeks
Phases 2 - Website Preview Presentation Includes: Layout presentation, mood board and main navigation review, design feedback meeting and approval and takeaways assigned.	3-5 weeks
Phase 3 – Website Reveal Presentation Includes: Presentation of a functional website based on goals, recommendations and combined vision; final approval and takeaways assigned.	3-4 weeks
Phase 4 – Customized Website Training (varies based upon amount of content) Includes: Customized to give your staff the skills they need to maintain your website.	3-4 week
Phase 5 – Go Live	3-4 weeks
Website Launch	**16 -22 Weeks (On Average)**

Because of the unpredictable timelines associated with bidding processes, we rarely supply a custom timeline in our proposal responses. Working together, we want to ensure a realistic timeline is available to meet your specific goals. Through the outline of our proven development model provided in this proposal, development timelines can be estimated based on the date of the project's initiation.
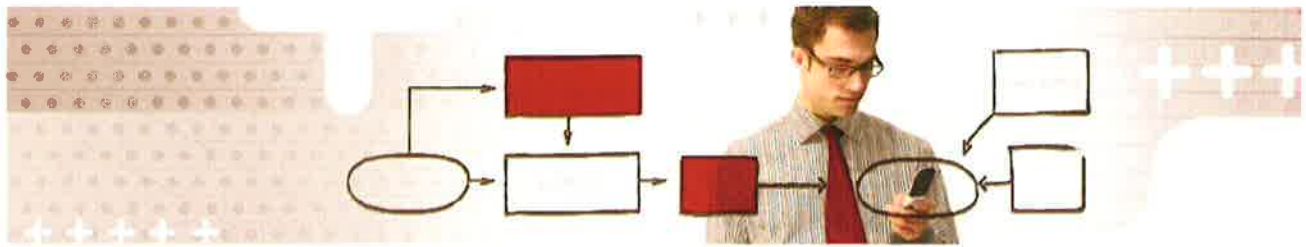
Kick-Off Meeting

During the initial kick-off meeting, you will meet your project manager, senior content developer and senior designer. You will work with your project manager to establish your project timeline, review the startup kit and discuss the takeaway items that need to be completed prior to consulting.

Whether you prefer a more relaxed schedule or a more aggressive timeline, your project manager will discuss the implications of deadlines and the expectations required to keep the project on track. Timelines may be modified upon discussion with your project manager.

Your Role

Tasks your staff will need to complete:

- ### Assess Your Current Website

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

  The 6 Stages of Digital Community Engagement Survey – You will take a 3-5 minute online questionnaire to determine where your current website fits on the Community Engagement Scale, www.digitalcommunityengagement.com.

  Department / Division Form - This form will be filled out by each department or division. Each department / division should have an understanding of what services they provide, to whom they provide those services, how they are currently communicating information, their future online communications goals and what they like/dislike about their current web presence.

  Functionality and Design Form - This form will be filled out by your project web team. Prior to starting this form, research other websites that you like based on functionality and design elements. Provide URLs and specifics about what you like. This form also asks for details on your community's tagline, logo and branding.

  Training Information Form for Departments - This form will be filled out by your project web team to help CivicPlus understand the pain points you encounter in your job. We will call out ways to address your pain points during your training sessions.

  Web Team Form - This form will be filled out by your project web team. Prior to starting this form, please have an understanding of your project goals, focus and expectations. This allows your CivicPlus Project Team to develop a site specific to your needs and lays the foundation for developing a highly functional information architecture.

- ### Clean House

  Update the content on your current live website. This step is critical to guaranteeing the information available is relevant, fresh and on-point. Your staff should delete any pages from your current website that you no longer want or need and ensure the remaining information is applicable and up-to-date.

Phase 1: Consulting

A CivicPlus consultant will work with you to determine the right direction for your new website. The items you complete prior to consulting play a critical role in establishing the best approach for your site. The items to be reviewed are:

- ### Needs Assessment

  Review the 6 Stages of Digital Community Engagement Survey to determine at which stage your current website ranks and set a goal for your new website. Review the goals and expectations you submitted on the Web Team Form to make sure there is a clear understanding of what the new website needs. Together, we will establish what it will take to meet your website goals regarding design, content and engagement.

- ### Functionality & Design

  Review the information submitted via the Functionality & Design Form to make sure there is a clear understanding of what the new website has to have.

- ### Department Needs

  Meet with your departments to ensure a clear understanding of CivicPlus' Best Practices & Standards for content and gather information on the potential pain points for each department.

Your Role

Items your staff will need to provide:

- ### Website Statistics

  Gather statistics from your current website from the past 12 months.

- ### Photos and Template for PDFs

  Collect pictures to be used in the overall design of the website. Provide a MS Word document template that features your branding / logo. This will be used when converting content into a PDF.

- ### List of Departments

  Compile a list of all divisions and/or departments within your organization.

- ### Applications

  Submit a list of third-party and in-house developed applications presently being utilized on your website.

- ### Site Map

  Pull a site map or outline of your current website's navigational structure. This gives a clear overview of the existing information on the website, including the number and location of pages.

- ### Content

  Provide a list of any content on the current website that must remain as is (verbatim) because of legal requirements. Continue updating the current content on your website.

"I think that the modules that are offered give a lot of flexibility to not only the taxpayers but our employees. We can use this site as much as a tool as the taxpayers do."

*-**Michael Leiker**, Ellis County, Kansas*


Phase 2: Website Preview Presentation

Based on your results and goals outlined during consulting, your Project Team will collaborate to present the most effective user interface for your website, ensuring a flexible design optimized to display in any format now and in the future. Deliverables include:

Layout

You will be presented with two *custom* layouts that showcase the placement of your navigation and key functionality. Very similar to the floor plan of a house, each layout will allow you to focus on where things are and if the function and proportion of the space is adequate.

Website Layout

The examples below are *not* template layouts. They were created based on specific clients' goals, during their consulting phase. Though layouts may contain the same elements, you must keep in mind that they can be arranged differently.
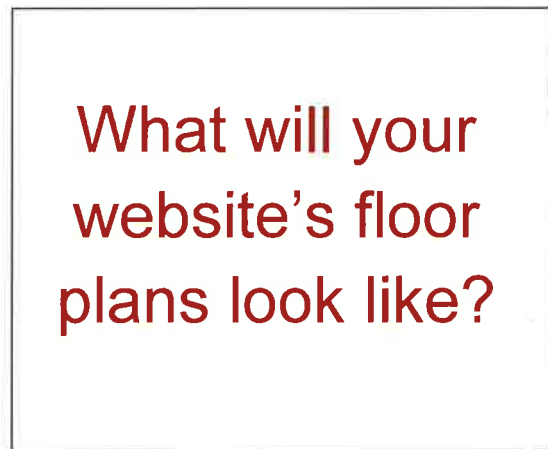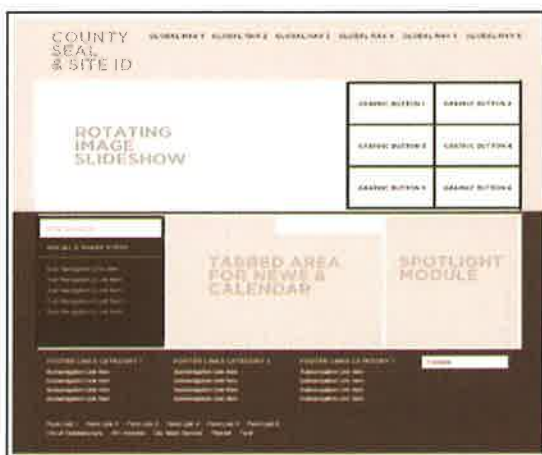
Intuitive, Usable Main Navigation

Simple navigation and consistent page layouts ensure that your visitors can easily find the information they seek. We'll provide you with a complete recommended navigation for your new website based on your community engagement goals and our prior experience in working with government entities.
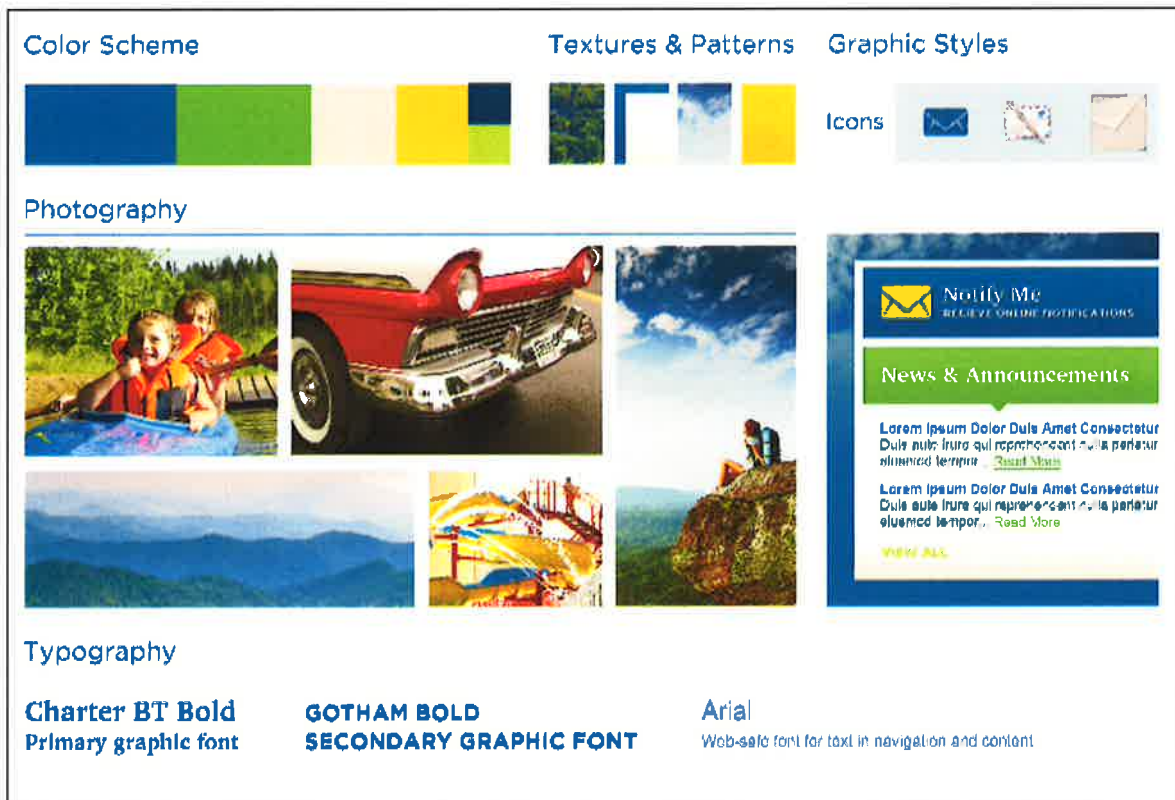
Mood Board

Your Project Team will also present a custom mood board reflecting the color and imagery that will set the tone for your design.

What is a "Mood Board"?

A mood board is a collection of colors, textures, images, graphics, text and descriptive words. These items will be applied to the floor plan you choose. Think of this as the paint that will be used on the canvas that you have chosen.

Example of a Mood Board

Your Role

- **Approval**

  Once you approve your layout and mood board, your designer will begin development of your design.

- **Marketing Packet Meeting**

  Review marketing packet materials and guidelines.

- **DNS Worksheet Due**

  You will need to ensure that CivicPlus has all the necessary DNS items identified for your website launch to be successful.

"The design phase was great. Your design team was really great. They could take our little comments and make our design reflect our city. They were so good about making our changes and coming up with great ideas."

- Melissa Weiss, Creve Coeur, Missouri

Phase 3: Website Reveal Presentation

Your Project Team will present a fully functional website based on your goals, our recommendations and our combined vision. The team will explain how its expertise has shaped your design and transformed your navigational structure. Your website is now 85 percent complete and, with minimal time investment, your website will be ready to launch!

Content Migration

During the Kick-Off Meeting and Phase 1 your staff had the role of updating the content on your current site. While you were making design decisions, our content development team will optimize and reorganize your content based on CivicPlus best practices.

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

Design/Wireframe Review

You will have the opportunity to evaluate and collaborate with the Project Team on proposed changes. You can revise your design composition as many times as you deem necessary, up to the deadline that you and your project manager agree upon during the timeline meeting (the average client requests a total of three). After that deadline, your project's Go Live date will be adjusted.

Following design approval and functionality development, we conduct a review to ensure your expectations are met and website best practices are upheld. Custom designs are rarely produced in anticipation of a project. Copyright authorization and/or photography production are required unless you already have quality, usable photographs. Additional fees for stock photographs or other images are not included in the estimate.

Accessibility Compliance

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

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

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

Your Role

- **Approval**

  Evaluate presented design and revisions until you are satisfied.

- **Content Review**

  You will review your new website's content and create a list of all the items you would like to see changed. Your CivicPlus trainer will go over your list with you during training, so your staff can gain hands-on experience.

- **Training Preparation Meeting**

  We will help you identify the skills and tools your staff needs to quickly and easily update your website.

Phase 4: Customized Website Training

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

We want to make this an enjoyable experience, while encouraging your staff to participate in learning activities that give them a comprehensive understanding of your website. Regardless of technical ability, we will help your staff gain the confidence to effectively maintain your website.

Website Best-Practice & Usability Consultation

Based on your internal daily tasks and workflow, CivicPlus consultants share best practices with your staff for delivering automated services to your site's visitors. One-on-one or department-specific task analysis is included. Each hands-on session is designed to enhance your team's communication skills and highlight their individual specialties that emphasize your public value.

Features, Module & Page Creation Training for Administrators & Content Contributors

To better understand your site's navigation and page layout and how these affect target audiences, we will instruct your staff on creating area-rights and back-end features for site administration as well as review all the modules included with your site. Your staff will learn how to create links, format text and lay out pages for usability and scannability.

Typical CivicPlus Training Schedule

Admin Training	Modules (cont.)	Modules (cont.)	Pages & Wrap-Up
Introduction to Website	News Flash	Media Center	Page Creation
Admin Dashboard	Document Ctr. / Archive Ctr.	Alert Center	Advanced Page Creation
Admin Tools	Opinion Polls	Community Voice	
Intranet	Staff Directory	Facilities & Reservations	Assist departments and staff in page creation
Urchin Statistics	Resource Directory	Forms	
Set Up Groups & Users	Notify Me®	Request Tracker	Consult with departments and staff on further development and ways to enhance site
Modules Training	Jobs, Bids & OJA	Agenda Center	
Quick Links	Photo Gallery & Postcard	Featured Info	
FAQs	Slideshow	Real Estate Locator	
Calendar	My Dashboard	Carb. Calc. & Healthy City	Wrap-up session

Training schedules vary depending on the number users to be trained and hours available but will cover the topics shown. Training manuals are available online and can be downloaded at no cost.

"CivicPlus is the company for municipal websites. I can't imagine working with anyone else."

*-**Krystal Britton**, Hinesville, Georgia*

Phase 5: Go Live

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

Testing and Review

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

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

We will confirm that your initial communication goals developed in Phase 1 have been met, and then your new website is launched to the public. You will continue to receive both technical and consultative support.

Search Engine Registration & Optimization

Before Go Live, your site will be registered with the top search engines. A brief description and a list of key words pertaining to your new website will provide search engines the necessary information to find the website when a user enters a search for your website.

Search engine optimization (SEO) is an important tool to improve search engine page rankings. CivicPlus uses several methods to improve the SEO of our websites. These include development of quality content, use of strong keywords and solid page descriptions. In the near future, changes are planned to further strengthen SEO for our clients. These changes include but are not limited to: user friendly URLs, optimized images and improvements to the site map and page descriptions. These changes will help drive your website to the top of search engine results.

Continued Communication

After your site launches, CivicPlus provides ongoing support. As your site grows, our support team will ensure that you receive the following resources:

- Press release creation
- Monthly e-newsletter
- Website award submissions
- CivicPlus online support
- Annual site reviews

"With CivicPlus, you're not just getting a website. It's social media, it's emergency alerts, it's my weekly blog, it's the mobile version of the site. Our website is tied to Facebook and Twitter, so updates are automatic. We're pushing information to where the people are. What good is all the good in your community if no one knows about it?"

*-**Thomas Russo**, Newton Township, New Jersey*

System Ownership

Under our standard operating model, our clients own all data and software associated with the website – the design, the page content, all module content, all importable / exportable data, all archived information and the GCMS®. This allows them the peace-of-mind of remaining in total control of all website content and functionality. While hosted and maintained with CivicPlus, this data is never shared, and CivicPlus retains tight controls over our hosting operations, allowing for daily site backups, redundant power and internet systems, site redundancy and emergency recovery procedures.

If the contract between your organization and CivicPlus were to be canceled due to the wishes of the client, our Support Department would work with you to transfer all associated data and software in order to make a smooth transition to the client's new hosting arrangement and, if necessary, management platform.

In the highly unlikely event that CivicPlus were to cease support for the software due to bankruptcy, acquisition, a change in business operations or other circumstances, you would also receive full and complete control of all website data and software.

Under either circumstance, provision of the core code, all associated modules and functionality would allow the client to move the entire website to an alternative hosting location without altering the management tools or modifying operation of the website in any way.

Ongoing Training & Support Opportunities

We want your website to be an investment that holds its value over time rather than a big expense that you have to budget for every few years. We apply this same thinking to our approach toward training and support, too. After the launch of your website you should be able to keep current staff as well as new-hires trained and supported as they update and maintain your site. CivicPlus offers ongoing training and support, as well as the incredible resource of more than 1,300 other municipalities that use the CivicPlus Government Content Management System (GCMS®). Stay up to date and always informed with unlimited access to:

CivicPlus Connection

When you join the CivicPlus community, you're connecting with our entire staff as well as a network of more than 1,300 cities, counties and other government entities that use the CivicPlus solution. CivicPlus Connection – a social network for CivicPlus users – invites our customers to engage us and each other even more!

By logging onto CivicPlus Connection, you can:
- Earn different levels of CivicPlus certification, from contributor to webmaster, at our online testing center
- Access online training manuals and videos to learn the tips, tricks and processes to become the expert at creating the best website for your users in the CivicPlus University section
- Attend webinar series for refresher trainings or for sneak peeks at the newest features and functionality in development
- Try to stump the CivicPlus trainers with a question
- Share ideas and contribute to bettering our community through opinion polls, surveys and group discussions
- Stay up to date on the latest trends in web technology, design and government processes through blogs, webinars and informational updates tailored to local government professionals
- Access our always-available online support center for our clients
- Signup to be a part of the CivicPlus beta testers to get your hands on the newest features and functionality first

The CivicPlus Connection is another exciting benefit to the CivicPlus client experience and available only for clients who have been through initial training.

Resource Center

With CivicPlus, you will discover a team of people ready to help you at any time. We are not just with you for the development, design and launch – we will be here year after year to respond to new needs and new opportunities for you to build you site into the best site it can be.

Community Engagement Consultants

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

Around-the-Clock Technical Support

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

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

Maintenance & Support Includes:	
Support	**Maintenance of CivicPlus Application & Modules**
7 a.m. – 7 p.m. (CST) Mon. – Fri. (excluding holidays)	Install Service Patches for OS
24/7 Emergency Support	Upgrades
Dedicated Support Personnel	Fixes
2-hour Response During Normal Hours	Improvements
Usability Improvements	Integration
Integration New and Upgraded Services	Testing
Proactive Support for Updates and Fixes	Development
Online Training Manuals	Usage License
Monthly Newsletters	
Phone Consulting	
CivicPlus Connection	

Automatic CivicPlus Software & Module Updates

All CivicPlus customers receive the benefits of new features and upgrades that we add to our ever-growing Government Content Management System (GCMS®). The core of the CivicPlus product offering grows with you and your community, ensuring that your site never grows stale and that your website is truly an investment.

Mobile Website Detection & Browsing

Mobile browsing is automatically available with a CivicPlus-developed website, meaning your residents can easily access and refresh your site and its important content from any mobile platform, such as their iPhones, Androids, Blackberrys, etc.

Software Licensing

No programs or software are necessary to install, meaning you and your staff can update the site from any internet connection or platform (Mac or PC) at any time. Snohomish County will *not* pay money per seat to install software. You can have an unlimited number of users in the system. Citizens Request Tracker is limited to 5 users; additional user licenses may be purchased.

CivicPlus Project Development Estimate

All Quotes are in US Dollars and Valid for 30 Days from June 3, 2013.

Labor Category	GSA Hourly Rate with IFF	Hours	Total Cost
Website Consultant	$149.01	491.25	$73,201.16
Project Manager	$135.86	358.25	$48,671.85
Network Consultant	$135.86	0.00	$0.00
Wireless Network Technician	$135.86	0.00	$0.00
Programmer	$131.48	265.25	$34,875.07
Graphic Designer	$109.57	174.25	$19,092.57
Writer	$109.57	0.00	$0.00
Server and Network Technician	$109.57	99.25	$10,874.82
Trainer	$109.57	261.00	$28,597.77
PC Technician	$89.41	0.00	$0.00
Content Developer	$80.64	301.75	$24,333.12
		Total First Year Fee	**$239,646.36**

With CivicPlus' Annual Services, you'll enjoy redundant hosting services, daily backups, extensive disaster recovery plans, 24/7 support, software maintenance, unlimited upgrades, recurring training, and access to the CivicPlus community. Protecting your investment is important, and our Annual Services allow you to receive maximum benefit at minimal cost. Over the course of a year, you'll receive nearly $500,000 in software upgrades, maintenance and optimization. Additionally, your staff will have full access to our support staff, ensuring that they're always up to date on our latest features and functionality.

Second Year Annual Services – 12 months from contract signing *Subject to annual 5% increase year 3 and beyond*	$31,352.83

Optional Payment Plan – CivicPlus Advantage

CivicPlus Advantage offers local governments an alternative payment plan that eases the impact of a new website on your budget and spreads the one-time project development costs over a longer period of time.

Through a minimum three-year contract, CivicPlus Advantage dramatically lowers the one-time project development and start-up costs of launching a new website, **combining one-time and recurring fees and spreading them over the life of the contract**. And because we value our continuing relationships with our customers, those who extend their contract beyond the three-year minimum will receive a redesign at the end of their fourth year with CivicPlus – at no additional charge.

CivicPlus Advantage	1st Year	2nd Year	3rd Year	4th Year
Annual Recurring Fees	$100,784	$100,784	$100,784	$34,566.49

The CivicPlus Redesign Option

At CivicPlus, we realize that over time, you might decide that you want to change your design by giving it a visual refresh, so to speak. On average, we have noticed that clients tend to request a redesign about every four or five years in the life of a typical government website.

But instead of starting completely over from scratch with a new website rebuild, CivicPlus has an option that can not only help save you time and effort, but *lots* of money too!

With our CivicPlus Redesign Option, at the end of your fourth year of continuous service with us, you will automatically receive a website redesign with no further out-of-pocket expense. The cost of the redesign is included in your annual fees each year, giving you the knowledge that your website design will never become stale and that you'll never have to build your site from the ground up again!

The CivicPlus Redesign Option Includes:

- New CivicPlus Basic Redesign
- Redevelop banner
- Up to three graphic buttons to promote special services
- Redevelop navigation method (may choose top drop-down or other options)
- Select color scheme to match new graphics
- Design setup – wireframe
- Print this page option
- Email this page option
- Breadcrumbs
- Sitemap
- Redevelop graphic elements of website (Newsflash, FAQs, Calendar, etc.)
- Project management
- Testing
- Review
- Content migration – Includes retouching of all existing pages on the redesigned website to ensure proper formatting, menu structure, and application of new site styles. Note: Content will be rewritten or pages broken up (shortened or resectioned) during this process to reflect best web usability practices.
- Site styles and page layouts will be touched so all pages match the new design and migrate cleanly

Project Development

Kick-Off Meeting Deliverable: Project Timeline and worksheets	**Included**
Phase 1: On-Site Consultation Ten (10) days on-site. *Quote includes travel expenses for 2 consultants.* **Content Consultation** A consultation package concentrating on evaluating current website content and making recommendations for improved content development, presentation and maintenance. Deliverable: A comprehensive report on evaluation of current content (placement, length, style and effectiveness), recommendations for improvement or creation of new content, a follow-up report reviewing the results of implemented suggestions. **Process Roadmap Consultation** A consultation package concentrating on evaluation of processes for customer and citizen services. Designed to fit specific client needs in management of the website design and creation process on the client side. Deliverable: A comprehensive report of current citizen-facing practices and citizen/customer-facing processes, recommendations for improving quality and efficiency of government-to-citizen and government –to-customer relations and processes, a follow-up report reviewing the results of implemented suggestions.	**Included**
Phase 2: Website Preview Presentation Deliverable: Website layout and mood board will be presented for your approval	**Included**
Phase 3: Website Reveal Presentation Deliverable: Completed website design and navigation structure will be presented. You will be able to propose changes at this time.	**Included**
Phase 4: Fifteen (15) Days of On-Site Training *Quote includes travel expenses.* Deliverable: Train System Administrator(s) on GCMS® Administration, permissions, setting up groups and users, module administration. Basic User training on pages, module entries, applying modules to pages. Applied use and usability consulting to result in effective communication through your website.	**Included**
Phase 5: Go Live Deliverable: All content migration from current site to new site based on best practice recommendations. Custom website. Registration of site with all major search engines.	**Included**

Phase 6: Post Go Live Consultation (60 – 90 Days after Go Live)	
Five (5) Days on-site. *Quote includes travel expenses.* A consultation package that focuses on evaluation of the recently launched website, in regards to content and services offered through it, in order to maximize internal efficiency and audience engagement. An evaluation of utilization and effectiveness of citizen-facing practices and processes. A report with recommendations for improving efficiency and quality of communications between government and citizens <u>Deliverable</u>: A comprehensive report of citizen-facing practices and processes as they relate to the new website and tools and recommendations for improving efficiency and quality of communications between government and citizens	Included
Additional Functionality	
Google Translation Tool	**Included**
Unlimited Citizen's Request Tracker Users	**Included**
GoCitizen Pro Custom Mobile App (iOS & Android)	**Included**
LDAP Integration	**Included**
SSL Certificate	**Included**
Total Project Development Fee	**$239,646.36**
First Year's Annual Services Server storage not to exceed 100 GB; Media Center storage not to exceed 10 GB	**Included**
Total Fees Year 1	**$239,646.36**

Project Development Includes the Following:

Modules	Functionality
• Agenda Center	• Action Items Queue
• Alerts Center & Emergency Alert Notification	• Audit Trail / History Log
• Archive Center	• Automated PDF Converter
• Bid Postings	• Automatic Content Archiving
• Blog	• Content Library
• Business/Resource Directory	• Dynamic Breadcrumbs
• Calendar	• Dynamic Sitemap
• Carbon Calculator	• Expiring Items Library
• Citizen Request Tracker™	• Generic Mobile App (iOS & Android)
• Community Voice™	• Graphic Link Administration
• Document Center	• Links Redirect and Broken Links Finder
• ePayment Center	• Menu Management
• Facilities & Reservations	• Mouse-over Menu Structure
• Frequently Asked Questions	• MuniMobile™
• Forms Center	• Online Editor for Editing and Page Creation (WYSIWYG)
• Healthy City	• Online Web Statistics (Only With CivicPlus Hosting)
• Intranet	• Printer Friendly/Email Page
• Job Postings	• Rotating Content
• License & Permits	• RSS
• Media Center with Live Streaming Video	• Search Engine Registration
• My Dashboard	• Site Layout Options
• News Flash	• Site Search & Entry Log
• Notify Me® Email & SMS Text Subscription	• Slideshow
• Online Job Application with 1 Generic Application	• Social Media Integration (Facebook, Share and Twitter)
• Opinion Poll	• User & Group Administration Rights
• Photo Gallery	• Web Page Upload Utility
• Postcard	• Website Administrative Log
• Quick Links	
• Real Estate Locator	
• Spotlight	
• Staff Directory	

Annual Services Include the Following:

Support	Maintenance of CivicPlus Application & Modules	Hosting
7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)	Install Service Patches for OS	Shared Web/SQL Server
24/7 Emergency Support	Upgrades	DNS Consulting & Maintenance
Dedicated Support Personnel	Fixes	Monitor Bandwidth-Router Traffic
2-hour Response During Normal Hours	Improvements	Redundant ISP
Usability Improvements	Integration	Redundant Cooling
Integration New & Upgraded Services	Testing	Natural Gas Powered Generator
Proactive Support for Updates & Fixes	Development	Daily Tape Backup
Online Training Manuals	Usage License	Intrusion Detection & Prevention
Monthly Newsletters		Antivirus Protection
Phone Consulting		Upgrade Hardware
CivicPlus Connection		

CivicPlus Features & Functionality

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

No HTML knowledge is needed to update your website. However, if desired, HTML code can be used throughout the website for advanced users.

With extensive web applications in place, continual enhancement and an easy-to-use interface, our clients are the proud owners of their websites and are excited to be part of the CivicPlus community.

Additional benefits of the CivicPlus GCMS® include webpage version controls, customizable levels of user-rights, searchable data, accessible customer support services, instantaneous functionality updates, comprehensive security and much more.

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

Modules are constantly being developed and upgraded to meet the needs of our clients. A list of our modules follows.

Core GCMS® Modules

Agenda Center

The CivicPlus Agenda Center is an all-inclusive agenda creation module. No longer will you have to build your agendas in a word-processing program, print it out and pass it around the office for approval, export the final version to a PDF and then upload it to the website. Agenda Center allows for the creation and management of the entire agenda process, from submitting preliminary items at the departmental level, to a robust and easy-to-use workflow, to the publishing of the agenda live to the public – one smooth and seamless process.

The Agenda Center not only offers a one-stop-shop for agenda creation, but upon publish of the approved agenda, a template for the minutes of that meeting can also be generated.

Additionally the Agenda Center ties in with the Archive Center, so published agendas and minutes can be placed in an Archive Center category for immediate storage. You can also update your residents in a fast and timely manner by using the Notify Me® module to send email and text message updates of published agendas and minutes.

Archive Center

The Archive Center has been developed specifically for the storage and retrieval of agendas, minutes, newsletters and other date-driven documents. Archives can be searched by date, category or keyword, and the unique "View Most Recent" link functionality on your website pages automatically pulls the most recently uploaded item every time you add a new document within that category.

Business/Resource Directory

Think of the Business/Resource Directory as the Yellow Pages of your website, as it provides site visitors with links to and information about organizations and services within your community. Site visitors can search by business or organization name or category, and entries can be organized by business (Yellow Pages-style) or by category (topical directory-style).

The module can display useful information such as a description of the business/organization, link to an interactive map, address, phone number, email and link to the business' website. Citizens can also download the included iPhone App at no cost, allowing them to search for businesses or services on the go.
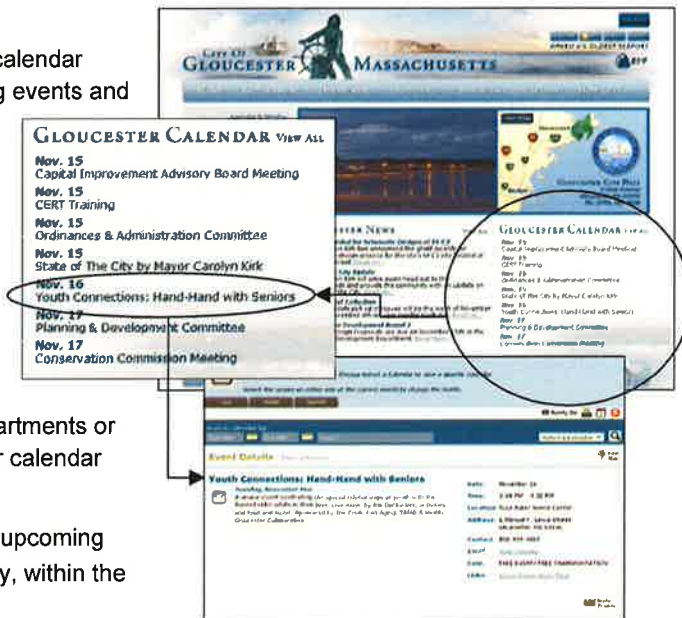
Calendar

The Calendar Module allows administrators to set up calendar items to help keep the public informed about upcoming events and meetings in your community. Events can be set on a one-time basis or as recurring events for multiple months in advance, with short descriptions and hyperlinks to display the event details. The calendar recognizes the current date as the starting date for the display of events and provides easy navigation to future events. Multiple calendars are available.

> **Department Calendar:** Any page on your site can display the most current calendar items in a special content area, great for departments or sections of the website that wish to have their calendar events appear on their page(s).

> **Featured Events:** You can draw attention to upcoming events using the Featured Events functionality, within the Calendar module.

The Calendar supports multiple views, including a monthly view that displays all the events in a month.

Document Center

The Document Center is a document storage center that allows for a variety of file types (e.g., PDF, spreadsheets, pictures, video files, sound clips and more) to be downloaded or viewed by the end user, allowing for easy access for your site visitors. Instead of bogging down your employees with requests for documentation, site visitors can locate the forms and documents they need easily online. Your employees can easily add new documents and direct residents to the information they requested online, without sending out extra paperwork. Moreover, all files are organized by our structured filing system of folders and subfolders, keeping all of your information easily obtainable by your citizenry 24/7.

Frequently Asked Questions

Help your citizens reduce time-consuming phone calls or trips to government offices by answering commonly asked questions through your website. Frequently Asked Questions (FAQs) – which can be organized by departments and/or category – may be added to any page of your website and can be set up to link to additional information or documentation for easy reference. FAQs have their own search feature, so your site visitors can easily find answers to the questions they ask the most.

News Flash

The News Flash Module provides an area where important and timely news and announcements are posted. Any department may utilize this module for posting information that is specific to their department, like a change in meeting location, results from an election, rainout announcements for sports fields and more. News Flash is a dynamic page element that may be placed on any page, and each News Flash item has its own start and expiration date.

Opinion Poll

The Opinion Poll Module allows you to interact with your site visitors. Once a user submits their vote, poll results are displayed. This is a popular module and is an easy way to keep people coming back to see what's new on your site.

We recommend that the poll questions be non-controversial, as results are not scientific. The results may be used to provide website decision-makers with valuable information in order to make informed decisions. Also, using the Opinion Poll Module demonstrates even further the true interest your municipality has in its residents and stakeholders.

Photo Gallery

The Photo Gallery Module is designed to allow you to store and display photographs in a central location to showcase to your citizens and the world the best that your community has to offer. Photo Gallery helps your website become the place to put your community's best face out there and to attract new citizens to your area. Users will be able to:

- Explore your municipality through albums and favorites
- Browse your featured photos and events
- Share with friends or send as postcard
- Submit images
- View images as thumbnails or full-size
- Write descriptions with each photo
- Search the Photo Gallery
- View a slideshow of photos
- Give photo credits
- Give images "thumbs up"

You can use the Photo Gallery to store and organize photo files by department, division, and/or event. Like the Document Center, you can store as many pictures in as many albums as you like.

Quick Links

The Quick Links Module allows you to place links to related and often-requested information directly on the page of your choice. The entire collection of these links is contained within the actual module, and is unlimited in the amount of categories and links that you can provide to your users. The links can be to interior pages of your website, to documents and forms, or to outside websites. You can organize the links by category or item and can set them up to auto-publish and unpublish.

Spotlight

The Spotlight function creates additional space on a webpage that allows you to highlight important text or widgets in a compact, easy-to-update module. The information posted with this module can relate to one or more pages.

Staff Directory

If the Business/Resource Directory is your website's Yellow Pages, then the Staff Directory Module is the white pages. A time-saving resource for your residents, Staff Directory provides detailed contact information for your staff and various offices all in one place, decreasing the number of calls requesting contact information. You can include as much or as little employee and department information as you deem necessary; plus, Staff Directory entries can be linked to pages throughout your site, providing quick access to a specific department or employee's information.

Employee information can include title, biography, photo and contact links via email or form submittal (email addresses are blocked from email harvesting programs). Website users can search the directory for a specific employee by last name, first name or department.

Transaction Modules

Bid Postings

The Bid Postings Module provides a simple and easy-to-use method of posting and organizing bids, RFPs and RFQs online for vendors or local contractors that are interested in providing products and services to your community. Provide links to upload the full RFP package, links to related web pages or post other bid details like the scope of work. Bids can be searched by category, title or closing date and by open, closed, cancelled or awarded. This module is integrated with the Notify Me® Module, allowing site visitors to sign up to be notified when new bids are available or when bids are updated let interested parties know of amendments, cancellations and to whom the bid was awarded. Bids can also be set to automatically expire (become unpublished) from the site if you so choose.

Citizen Request Tracker™

The Citizen Request Tracker™ (CRT) is a powerful tool that facilitates interoffice and government-to-citizen communication and workflow concerning requests reported by residents. Site users create a profile and submit requests or complaints, view pending issues, reopen closed issues, request additional information and more. Once a profile is set up, contact information is automatically filled in when a site user submits a new request. Furthermore, problems reported over the phone can be manually entered into the system for increased efficiency. Marketing the CRT™ system as the primary tool for communication on problems and requests in your area will allow you to reduce staff time spent on addressing issues by hand and will allow your constituents to interact with your staff any time of the day.

The CRT™ System Makes It Easy To:

- Add comments and action items
- Assign the request to a staff member
- Review the history of the issue
- Send messages to the constituent
- Close the request
- Print and/or export statistics and reports
- Print work orders
- Generates efficiency statistics and reports
- Export data in CSV or tab-limited format

ePayment Center

Integrate eCommerce on your website with no third-party store to setup, and save your citizen's time and effort by affording them the opportunity to pay for services directly through your website. You have the ability to customize or make changes to any form that you create to take in online payments such as permit fees, registration fees, pool passes, etc. Email notifications are sent out to both customer and client when a transaction is made. Financial reporting through our trusted PCI-compliant partner is also available with the click of a button.

Facilities & Reservations

The Facilities & Reservations Module allows the site administrator to display local facilities and their amenities and to manage their availability to the public. A site visitor can search for facilities by type or amenities available, review the amenities for each facility, retrieve location information with mapping integration (ESRI, GIS, Google, etc.) and easily reserve the facility. Search results will offer additional options such as admission requirements, handicap accessibility and how to reserve or make payments.

A description with details of the facility (location, contact information, photographs, video, map, handicap accessibility, rental availability, etc.) display within each facility's listing, with your staff able to allow for online reservation requests and interactive calendar to view and manage online reservations. This module is integrated with the Form Center and e-Payment module for a streamlined reservation process.

Form Center

Having online forms makes it easy for you to receive useful information from your community and for your community to complete tasks online. These completely customizable forms can be used as a means for citizens to contact you with questions, requests and feedback or to sign up for various events and activities. You can have as many online forms as you need with this module, creating forms easily from scratch or from our library of sample online forms. Various field options include long answer, radio button, drop-down lists and multiple choice (among others), with formatting options that include font colors, background colors, text alignment and more.

You can preview forms as you create and edit them instead of sending it to someone else for changes. The Form Center lets you develop every aspect of your online form with no programming knowledge necessary through a simple drag-and-drop interface.

In addition to being able to create your own form, you can track your forms through your website! No more lost emails and sorting for statistical data through multiple emails. Any form submitted on your website can be received via email to as many people as you wish and/or be kept in a backend database with basic analytical reporting available. This data can then be exported to Microsoft Access, Excel or other database software.

Job Postings

Display available jobs within your organization on your website in an easy-to-search-and-retrieve format for your site visitors. The Job Posting Module allows you to provide as many details as you like and link to a number of files supporting the available position(s), with the ability to allow the visitor to download a job application and email their resume to the person/department of your choice. Website visitors can sort jobs by date or job type, and can sign up to be notified of new jobs through the Notify Me® Module. You can also choose to allow for online applications using the Online Job Application Module.

The Job Postings Module can also be set up to allow employers within your community to be able to post their own available job openings in a controlled environment on your website, helping to boost your community's economic standing and further make your website the hub of information within your community.

Licenses & Permits

This online service gives you the ability to let residents submit request for and payment of simple permits online. Once a resident fills out the required fields on their license or permit submission form, they are issued the printable version of their license/permit immediately, and you can set these requests to utilize the CivicPlus ePayment Center Module or to be cost-free.

Creating a new license or permit request form is done through the Forms Center, and you can utilize one of our 10 default forms or create your own customized form. You can also add number and letter formatting as a way of tracking permits (ex: 01234-Kansas).

Online Job Application

Save yourself and your residents' time, save paper and give your website users instant access to apply for available positions with the Online Job Application Module.

Allow applicants to apply completely online by filling in the application, attaching supplemental paperwork and submitting to your HR department, with applications time- and date-stamped. Applicants can also create an online profile, which allows them to update their application and apply for other jobs without filling out multiple applications.

Your staff can be notified by email when a new application has been received, which then allows you to view, sort and download submitted applications. And fear not about lost applications – they're kept in a database on the website for easy retrieval.

Real Estate Locator

The Real Estate Locator helps attract incoming businesses and residents by providing a one-stop shop for available real estate listings in your community. Properties – commercial or residential – can be organized by and searched for by neighborhood, street or zone, and price range.

Additionally, the Real Estate Locator can be set up to allow realtors and brokers the ability to post their own available properties in a controlled environment on your website, further helping boost economic development.

Interactions & Communications Modules

Alert Center

The Alert Center provides an efficient and noticeable way to get important news out to your community, whether it be local inconveniences like street closures and road conditions or critical, up-to-the-minute emergencies like flood warnings and Amber Alerts. With one click, graphics and information can be activated on your website from a variety of layouts that best fit the alert's importance, with public notifications sent out through email, text message and social media.

When a user clicks on an alert that is displayed on the site, they will be taken to the module information that details the alert, as well as provides photos, links to other resources and a history of updates.
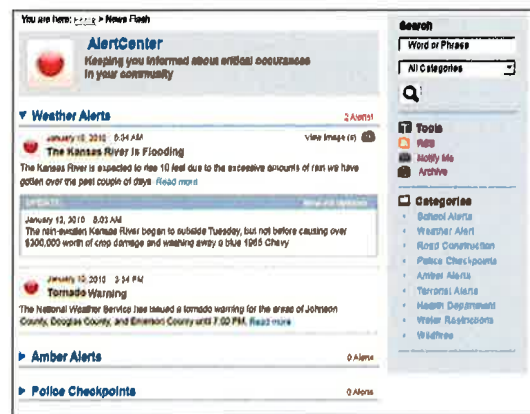
Blog

The Blog Module helps open up the lines of communications between administrators and citizens, increasing government transparency and citizen interaction. The Blog features the option to allow citizen comments for feedback (comments can be moderated before being published to the website).

Community Voice™

Community Voice™ is an interactive module that uses citizen sourcing to create dialog on your site while allowing you to showcase things you are implementing in your community. The module encourages citizen idea submission, engaging discussions, voting, user recognition and more. Your site administrator creates general topics that citizens can provide input on. Citizens can create a user account through My Dashboard to submit their ideas, leave comments and vote other ideas up or down within each topic.

Showcasing Community Voice on your website increases communication and citizen satisfaction within your community, showcases projects and initiatives within your community, and helps consistently drive traffic to your site.

Carbon Calculator

Help your website keep up with green initiatives by allowing your citizens to track their carbon footprint.

Healthy City

Help keep your citizens more health-conscious by giving them a way to track their daily and weekly exercise routine.

Media Center with Live Streaming Video

The Media Center Module provides an affordable way to upload video files and stream live video right through your website without the need to purchase costly third-party solutions.

Media Center is optimized for the storage of video files, but it takes you a step further by providing an avenue to stream meetings, demonstrations and events right through your website. All you need to get started is a camera connected to a computer with internet access.

This unparalleled offering from CivicPlus comes standard with our product with 10 GB of storage (roughly 40 hours), something our competitors simply cannot match.

My Dashboard

With My Dashboard, residents and users can set up a profile on your website that allows them to pick and choose the information that automatically becomes fed to their dashboard upon site login. In one simple and streamlined view, your users can immediately see important news, available job openings, keyword searches, favorite pages, calendar feeds and much more.

Your users will be able to login to My Dashboard using the Facebook Connect feature, negating the need for multiple usernames and passwords.

Notify Me®

With Notify Me®, visitors can sign up to be notified via email and/or SMS text message about community activities, meetings and other updates to your website. Users can self-manage multiple subscriptions at once, and unsubscribing is easy. You can send out unlimited emails, and the first 500 text message subscribers are free, with the option to add more for an additional fee.

This module automatically integrates with our Alerts Center, News Flash, Calendar, Job Postings, Bid Postings and Blog modules. Also, administrators can create as many Notify Me® lists as they want.

Notify Me® supports HTML and plain text versions of email messages, and newsletter templates can be created for added presentation quality.

You can set up notifications as drafts and set them to send to subscribers at a specified date and time. Additionally, most current subscriber notification lists can be imported to our system, while the email lists created by your CivicPlus system can be exported for other files and/or purposes.

All of these features make Notify Me® an excellent and valuable communication tool for your website, allowing you to continuously stay in contact with your residents by sending them important information updates that they are interested in receiving.

Postcard

Highlight your community by giving visitors the opportunity to email virtual picture postcards with personalized messages.

Social Networking & Gov 2.0

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. From community-centric pages on Facebook to real-time Twitter feeds that can deliver emergency alerts, we are dedicated to helping our clients integrate their web content into the most dynamic social media sites and make their marks in the world of Gov 2.0. Other social networking sites (such as like LinkedIn, YouTube, Pinterest, etc.) can be featured on your website as links to your organization's profile on those particular websites.

Facebook and Twitter

Many governments are finding Facebook to be an essential part of their online presence, as it provides another avenue to share news, announcements, events, pictures and videos with a wide range of regular site visitors. CivicPlus can create your Facebook page and sync your website to your Facebook profile to automatically publish news and calendar events on Facebook with a link to your website for more information.

Twitter's short, 140-character "tweets" offer a way for municipalities to distribute information quickly and effectively. CivicPlus can link your website to your Twitter account for automatic publishing of news and announcements such as road closings, meeting schedules and emergency notifications.

Administrative Features

Feature	Description	Benefit
Instantaneous Updates	Updates are posted to the live site in real-time once the administrator publishes the page.	**Timesaver** – Ensures your site is communicating the most up-to-date information.
Browser Based	No installation of programs or software needed, meaning you and your staff can update the site from any Internet connection or platform (Mac or PC) at any time.	**Convenience** – Updates can be made anywhere at any time. **Money Saver** – Does not charge a per seat rate to install software.
Mobile Updates	Immediately update your site from any location with urgent announcements using your tablet.	**Crisis Communication** – Warn audiences of crisis situations from anywhere at any time.
Action Items	Direct access to a queue of items waiting to be published or reviewed by the administrator provided immediately upon login.	**Convenience** – Helps the administrator stay organized and timely with the site.
Site Search and Site Search Log	Powerful site search automatically indexes all content making it easy for all visitors to find information. This feature also keeps a log of all words that are searched by your visitors.	**Knowledge** – The search log serves as a tool in making decisions about updates and upgrades as well as placement of key items on the homepage.
Automatic Alt Tags	Built-in features ensure your site is Section 508 compliant.	**Convenience** – Editors do not need to know Section 508 requirements as the system will automatically format to accommodate for Section 508 compliance.

Application Programming Interfaces (APIs)

We have nearly a dozen application programming interfaces (APIs) scattered throughout the system and continue to build more to make integrations with the GCMS® and disparate applications as straightforward as possible. It's this "open architecture" approach that allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs and tie them into the site, using the site itself as a sturdy platform on which to build. Maintaining the site's base code will fall on CivicPlus' shoulders, saving you time, effort and, most importantly, money.

Bad Links Identifier

You may not be aware of any broken links on your website, but your guests are. This module creates a list of the broken links on your site when they are accessed. It also allows a site visitor the ability to enter comments concerning how they accessed the page. On the administrative side of the system an asterisk alerts you that a comment concerning a bad link has been posted.

Content Creation

Recognizing that not all site administrators possess high levels of technical expertise, the CivicPlus GCMS® makes it easy to add new content, edit old content, and keep page layout consistent through use of our WYSIWYG editor.

This front-end edit feature makes updating website content even quicker and easier, as users have point-click-edit access to information, right from the front-end of the website. To edit content, all you have to do is follow the steps below.

Step 1: Find the page creation icon, and click on the area of the website that you wish to edit.

Step 2: Make changes to the website, then click 'Save'. Changes are immediately reflected on the site.

A great tool for users to update the website from the public view, CivicPlus' Live Edit allows you to see where your information will be posted before you make any changes. If you would like to move a page under a different department or move the entire department section of your website to a different location, just follow the steps below.

Step 1: Find the page creation icon, and click on the section of the navigation you wish to move.

Step 2: Drag-and-drop the page or section in its new location. Changes are immediately reflected on the site.

The page content creation functionality is separate from the overall design of the site; the content will reflect font sizes and styles associated with the various heading levels and content types. Content changes will not affect the design, though the site breadcrumbs, page structure and sitemap will dynamically update upon publish of any content changes.

Unlimited pages can be created with the CivicPlus GCMS® and there is no limit to the depth of pages that can be created. You are responsible for the depth of navigation. With mega menus and dropdown and pop-out menu functionality, you can essentially get to any page on your website within a single click if you desire.

Content Library

The Content Library features galleries full of templates and pages all at your fingertips. It is a way for you to create and share page templates and layouts between coworkers, departments or with the entire CivicPlus community. The Fire Department is not sure what pages to include under their section? Search the Content Library. Need some ideas on how to set up a fantastic Permits and Licenses page? Find examples in the Content Library. Want to share a great page that you made on your website? Share it with the entire CivicPlus community.

Templates and pages are categorized by type or department and available in all site sizes. CivicPlus includes its own personal picks and best practices for each type and department. Pages and templates can be voted on and rated by your peers, with the ability to view top downloads and top contributors from the entire CP community. The highest rated and downloaded templates will have their creator placed in a CivicPlus Hall of Fame.

Content Scheduling

When creating an entry, simply select the date and time desired for the material to publish and/or unpublish. Material can be set to auto-unpublish or it can be manually retired.

Every aspect of the system has the ability to have expiration dates. These dates are logged in an Expiring Items Report and can have an automatic email sent to you 72 hours before it is set to expire. When items expire they are unpublished from public view but will remain in the system until someone manually removes them from the archive. This allows you to bring the page back at any time with updated content.

Content Versioning

The GCMS® includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content so that previous versions can be accessed or used, if necessary.

Archived content can be viewable by the public if desired, but is typically not shown on the public-facing side of the site and just housed within the Archives. Administrators and staff with module access may access those archives; others will not see them.

Dynamic Layout

The layout for your website is determined by you and the designer. The placement of navigation and dynamic areas are important in guiding site visitors to key information quickly and easily. Our consultants make recommendations based upon website-user studies and research on best practices.

Dynamic Page Components

Events Calendar, FAQs, Opinion Poll, News Flash and other new features may be included as dynamic page components. Dynamic Page Components may be placed on any page and will help dedicated areas of the site appear as its own website. For example, the entry page for your Parks and Recreation Department can be customized with specific lists of events, FAQs and news announcements pertaining to that department.

Dynamic Breadcrumbs & Site Map

When a user visits your site, Dynamic Breadcrumbs are used to show their location within the website. Breadcrumbs are automatically generated by the CivicPlus system. This feature assists a site visitor in understanding the site structure and navigation. A dynamically generated site map automatically updates itself to your menu system. So if a menu item is renamed, added or deleted in your navigation, the site map will reflect those changes.

eCommerce Integration

While CivicPlus does offer our ePayment Center, we also work with numerous trusted third-party payment processors to handle payment and account information, allowing your citizens to easily log on and pay bills ranging from property taxes to utilities. The payment processor used for transactions is dependent upon the municipality's wants and needs, with every effort made to ensure a clean, seamless on-site presentation of the payment portal.

Of the vendors that we've worked with, many allow for one-time credit card or debit card payments, payment through the Automated Clearing House (ACH) network and even Interactive Voice Response (IVR) payment options via telephone. Many give users the option for automatic bill payment, with payment being automatically withdrawn from the specified account on a certain day each month. These payment processors feature payment and usage reporting, and all of our eCommerce partners meet the Payment Card Industry's Data Security Standard (PCI DSS). Integration of third-party vendors is subject to scope and additional fees.

History Log

Easily track changes made to your website by all of your users with the History Log. Track changes made to items in your Page Menu, Archive Center, Document Center and more. History Log information is searchable, sortable and exportable.

Integration/Interfacing

CivicPlus has performed a variety of integration services for our clients, all of which work cohesively with most third-party software applications. The CivicPlus GCMS® is different from other standard design programs, in that we have the ability to link with most software or databases you are currently utilizing. Systems such as purchasing, taxes, assessment and utilities have been developed for many of our clients.

Integration can take place on varying levels, from simply linking to a third-party-hosted site to dynamically drawing in content from other existing sites to actual custom programming to integrate services into our GCMS®. Our typical method of integration involves dynamically scraping content from an existing web application, allowing continuously updating content or form fields to access an application to be drawn directly into the CivicPlus-created site.

If a web interface currently exists for an application on a client's web server, we recommend moving it to a third-level domain so that it can remain active when the CivicPlus site is launched; CivicPlus can then draw in that content from the third-level domain directly into the primary site at a lower cost than actual integration into the GCMS®.

If true integration rather than interfacing is required, the project will need to be more fully scoped and additional charges may be incurred.

Intranet

We can set up an Intranet for your site to be used by employees or other groups that need to share non-public resources. An intranet is a secure location on your website that allows employees to login and access information specific to them, and you have the ability to set up multiple Intranet groups with varying view rights.

Most modules available to the public on your site are also available for use on the Intranet. For example, you can use the Calendar Module to notify employees of work events; FAQs to answer questions about wages; Notify Me® to send notification of flexible benefits deadlines; and News Flash module to let employees know of births, marriages and other personal events.

Levels of Rights

Most information is constantly changing and needs to be updated frequently. With CivicPlus, each department is capable of updating their own content. Even though each department can update their own information and web pages, the menu structure, top of page, banner and navigation throughout the site remains the consistent.

A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website. Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve the pages.

LDAP Authentication

LDAP authentication provides our clients with a powerful and simple way to manage users and permissions within our system by syncing your website up with your existing active directory database, negating the need for multiple user upload and sign-on. Features of this functionality include:

- Log on with existing network account credentials
- Automatic user creation
- Automatic permissions setup
- Integrate with other non-LDAP authentication systems
- Easy-to-use "remember me" sign-in
- Security features like "next required login"

Because LDAP authentication requires custom programming time, additional fees apply.

Link Redirects

This is helpful in marketing an area of your website by creating a web address that is easy to remember. Instead of sending your users to http://civicplus.com/index.aspx?nid=351, you can send them to http://civicplus.com/awards. A more obvious link is great for print materials and much easier to tell people how to find a particular page on the website.

Maps – Clickable, JavaScript or Flash

Help website users find commonly requested information such as:

- Bus schedules
- Parks
- Walking tours
- Bike paths
- Trash pick-up schedules
- Location of highways
- Tourist attractions
- Education information
- Major employers
- Demographics

Maps can be customized as simple, clickable maps through the use of our Image Map Editor, or more sophisticated JavaScript or Flash (additional fees required for Javascript or Flash development). Either one provides a great way to present your community to web visitors.

MuniMobile™

CivicPlus' MuniMobile™ feature ensures that your website will have a mobile-compatible version, automatically, with no extra work required. Given the near-ubiquitous demand for full-mobile sites, CivicPlus offers this functionality a no additional cost.

The design, navigation and content of your website will be automatically configured in such a way that a person viewing the site from a mobile device will still be afforded the same ease-of-use and intuitive setup as if they were navigating the website on a computer, with an option to view the full website available as well.

Portal Page Development

Portal pages are often developed to bring numerous site resources together into one central entry location. Creating a graphic overview, the portal provides direction to a diverse group of site visitors while reinforcing your website's key message. Portal pages may be simple links or may be developed using animation such as JavaScript or Flash programming. Because there is additional design and programming time involved with portals, additional fees apply.

Printer Friendly

Our printer friendly functionality does more than simply call the browser's print command – it separates the critical content from the template so as to give a clean presentation of the information that needs to be printed without the menu structure and banner information.

RSS Feeds

RSS stands for Real Simple Syndication, and in short, it's a way of bringing your site to the people rather than waiting for them to come to your site to find out new information. When a user signs up for RSS feeds, they receive email notifications of the latest news updates without having to visit your website. RSS begins by downloading a free reader and then subscribing to the feed. Then, as often as the website is updated, the subscriber receives notifications of these updates at their earliest convenience.

Site Search

On the public side of the site, we supply all our clients with a robust site search with advanced search features. The CivicPlus Site Search will search through web pages on your site, PDF documents, any module entries and document files. Video and sound files are searched by name. The Site Search organizes the results by the type of information (calendar item, web page, Microsoft files, PDF documents, etc.)

With the Site Search Log, site administrators can review a history of searched-for words by frequency, date, time and exact terms input by site visitors. This is a helpful tool for your site users and also a means of keeping your staff in-the-know of what items are being regularly searched on your site.

Supported Browsers

Websites built by CivicPlus are viewable in all common browsers; however, they are optimized for administrative use with Windows 2000+ and supported in the two most recent versions of any major browser including: *Internet Explorer, Firefox, Safari and Chrome*.

Website Statistics

In order to review how your site visitors are using the site, administrators will be trained on the use and analysis of the web statistics, which are provided through Google Urchin Analytics. Important information can be pulled from this data in order to make decisions about the use of the website.
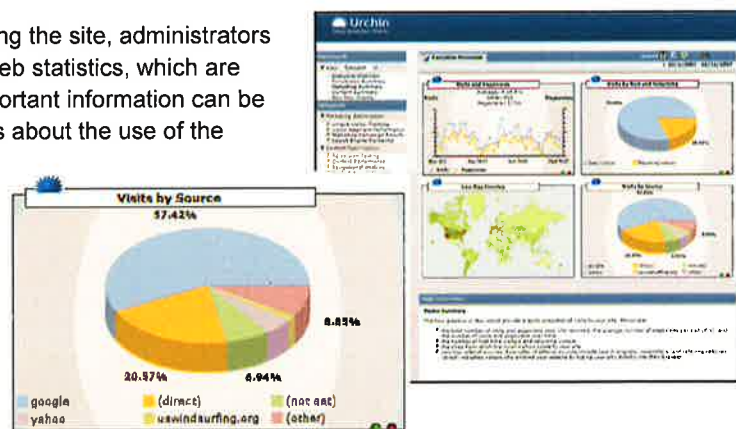
Hosting & Security Features

CivicPlus' Network Operations Center – based in Kansas City, MO – is set up specifically for website hosting and administration. Redundant power sources and internet access ensure consistent and stable connections, and regular hardware upgrades make certain that CivicPlus-hosted sites are maintained on up-to-date, reliable equipment.

Hosting With CivicPlus Includes:	
• Shared Web/SQL Server	• Diesel Powered Generator
• DNS Consulting and Maintenance	• Nightly Tape Backup
• Monitor Bandwidth-Router Traffic	• Intrusion Detection and Prevention
• Redundant ISP	• Antivirus Protection
• Redundant Cooling	• Hardware Upgrades

Physical Security	• Biometric access • Proximity card key system prevents unauthorized access to servers • High-resolution, closed-circuit video with time lapse recording covering secured areas • All visitors require a full-time escort within hosting area • Redundant cooling systems
Power	• All systems fed by uninterruptible power supplies (UPSs) with diesel-powered generator backup
Bandwidth	• 1GB burstable internet capability with option to expand • Multiple carriers to provide redundancy for continuous connectivity – including MCI/Verizon, Hurricane Electric and Cogent • AT&T: 45Mbps fiber optic network • Cox: 100Mbps fiber optic network • BGP internet routing; continuously monitor and manually balance internet load between carriers for optimal speed
Monitoring	• Round-the-clock (24/7/365) monitoring of all critical components, including: internet connectivity, servers, routers, switches and power systems
Backup	• Tape backup performed daily • Off-site tape archive
Antivirus	• Continuously scan system • Signature files auto-updated every 4 hours from national registry
Data Security	• Server operating systems applied as necessary • Router level port blocking and reporting • Router level packet filtering and reporting • Server level port blocking and logging • Ongoing security analysis by Cisco security specialist
Data Redundancy	• RAID Level 5 data storage array • RAID 1 + 0
Intrusion Detection	• Redundant Palo Alto Advanced Services Firewalls
Staff Certifications	• Full-time electrical engineers (EE) • Full-time Microsoft-certified systems engineers (MCSE) • Full-time Cisco-certified network associates (CCNA) • Full-time Cisco-certified network professionals (CCNP)

Conclusion

As your website committee narrows the search for a partner to create the website for Snohomish County, CivicPlus would like to be your partner of choice.

Our experienced and knowledgeable professionals are committed to creating the communication infrastructure that Snohomish County desires.

- Your county will have access to the most experienced staff in the municipal website management market, and your project team will work with you to create a unique and engaging site that reflects your community.
- CivicPlus will remain a trusted advisor and support resource after the site launches; Snohomish County will always have access to government communication experts.
- Your site will grow and change with you as industry trends and technology change. CivicPlus will ensure that your website is on the cutting edge – *always*.

We have the expertise to build award-winning eGovernment websites.

Our promise: We will work with you until you are 100% happy with the look, content and functionality of your website.