Approve contract with CivicPlus

VILLAGE OF WATERLOO
RESOLUTION NO. 02-09-21-03

WHEREAS, the Board of Trustees has determined that it is necessary to update the Village's website; and

WHEREAS, Trustee Rochford obtained a bid from CivicPlus to redesign and host the website at a cost of $3650 for the next three years.

NOW THEREFORE, BE IT RESOLVED BY THE BOARD OF TRUSTEES OF THE VILLAGE OF WATERLOO, NEBRASKA, AS FOLLOWS:

THAT, the attached bid from CivicPlus is hereby approved in the amount of $3650 for the next three years to be paid from keno funds.

PASSED THIS __9__ DAY OF __February__ , 2021.

ATTEST:

Village of Waterloo

Melissa Johnson
Melissa Johnson
Village Clerk

Travis Harlow
Travis Harlow
Chairperson

CIVICCMS®

Village of Waterloo, NE

Website Proposal

Presented by:
Jordan Cairns
cairns@civicplus.com
(785) 370-7764

CP | CIVICPLUS®

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1300 Massachusetts Ave., Boxborough, MA 01719
www.civicplus.com

CIVICPLUS®

December 4th, 2020

David Rochford
Waterloo, NE

RE: Website Redesign Services

Dear David,

Meeting the expectations of citizens is at the core of civic responsibility. Finding that perfect blend of functionality, ease of maintenance, and cost effectiveness can be daunting. Today's "what I want, when I need it" society is all about digital and timely responses. Saving time and money and increasing citizen satisfaction is every government entity's goal. With the cost effective CivicCMS solution you can achieve your vision of success.

CivicPlus, Inc. (CivicPlus) is passionate about our mission to help make local government better. We are not just designing a website; we are helping build a trusted and long-term relationship between you and your community through our state-of-the-art technology and process. Our expertise lies in collaborating with our clients to deliver the right solution, at the right cost, housed within a modern design that captures the culture of your community.

The following information will show you how the CivicCMS solution will reduce your staff's workload, respect your available budget, and most importantly, provide your community with a powerful online resource that promotes open access to your municipal offices.

Please review our proposal closely. This proposal will save you time and resources while providing your visitors a website where they can find what they need, when they need it. We look forward to working with you and your staff to help make your vision become a reality.

Sincerely,

Jordan Cairns
cairns@civicplus.com

CIVICCMS®

What Sets CivicCMS Apart?

Created to Meet Your Needs
Developing your new website under the Open Source Initiative provides CivicCMS with the flexibility to develop new features and modules to help you meet your goals and vision.

Our Drupal Platform
CivicPlus will develop your site on one of the industry's most trusted open source platforms, Drupal. It is the platform of choice by national, state, and local governments all over the world.

We Build Long-Term Relationships
Our partnership with you is only beginning at go-live! We provide ongoing customer support and our Account Management team will work with you to help you evolve your web environment throughout your relationship with CivicPlus.

Easiest System for Updating & Adding New Content
Your new CivicCMS website will be specifically designed for ease-of-use so your staff, regardless of their technical skill level, can maintain and update your new website easily and efficiently.

Custom & Responsive Design
Your custom-designed website will be fully responsive on multiple devices including smart phones, tablets and wide screen monitors.

Useful & Relevant Modules
CivicCMS is flexible and scalable so your site can grow as your needs grow without extra features and functionalities that are not as relevant.

**Affordable Cost, Flexible Payments**
We understand the fiscal challenges municipalities face on a daily basis, so CivicPlus offers payment options to meet your budgeting needs.

Security and Protection—Priority One!
Our Tier IV secure hosting facilities are monitored 24/7 and your website is backed up daily off-site. We deploy state-of-the-art hardware and software to prevent DDoS and hacking attacks to protect your investment.

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Client Design Examples
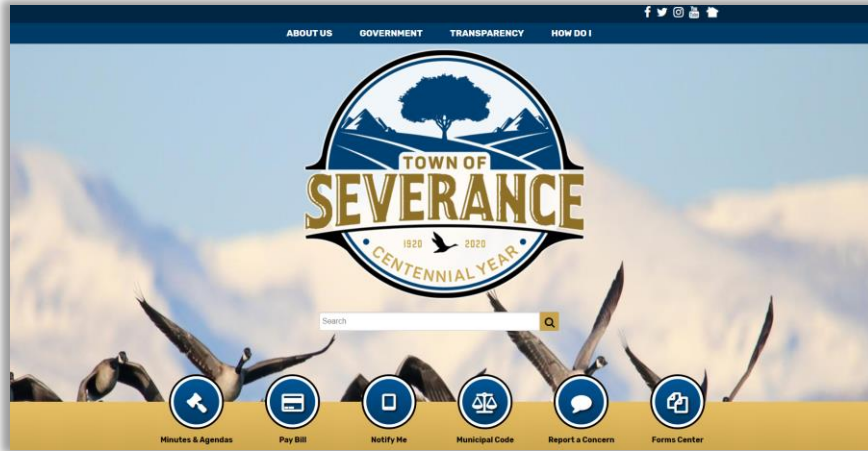
Town of Severance, CO
www.townofseverance.org/

Long Beach, IN
https://www.longbeachin.org/
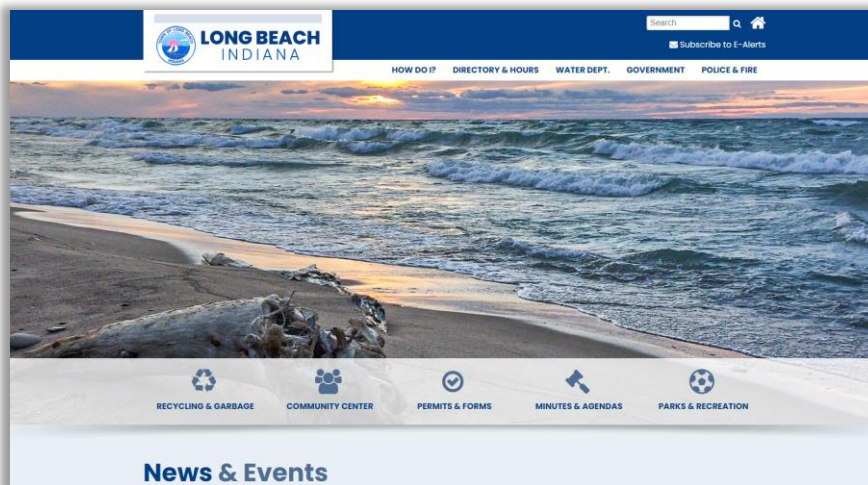
Gallatin County MT
gallatincomt.virtualtownhall.net/

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Content Management Functionality

- Agenda Builder Module
- Schedule Publishing
- Web Forms Module
- Unpublish/Archive Content
- WYSIWYG Editor
- Dept/Board Specific News
- Persistent Navigation
- ADA Compliance
- Job Opportunities

- Schedule Expiration Dates
- Versioning
- Embed Video Player
- Online File Center
- Quick Links
- Protected Email Addresses
- Recyclopedia
- FAQs
- Audit Trail/History Log

- Content Previewing
- CAPTCHA Visitor Authentication
- Printer Friendly Pages
- Surveys & Polling
- Bids & RFPs
- Business Directory
- "Review-On" Dating
- Dynamic Breadcrumbs
- SSL Certificates

Communication Features
- Email Notifications (E-subscriber)
- Dynamic Site Map
- RSS Feeds
- Facebook & Twitter Integration
- Service Requests Forms
- Urgent Alert Banners
- Two-Way Blogging
- Private Comment Forms
- Rotating Bulletin Boards
- Staff Directory
- "Share this Page"

Administrative Functionality
- Intranet Options
- User Roles & Permission Levels
- Traffic Analysis
- Broken Links Reporting
- Domain Name Management
- Quality Assurance Reports
- Complete User History
- Board Membership Duties
- Menu Control

Design Features
- Responsive Design
- Rotating Mastheads
- Dynamic News Modules
- Urgent News Banners
- Upcoming Meetings Module
- Custom Subtitles
- Cascading Navigation
- Multiple Navigation Schemes

Graphic & Image Functionality
- Media Library
- Image Editor
- Photo Gallery
- Slide Shows
- Captioning/ALT Text
- Rotating Department Images
- Image Administration
- Rotating Bulletin Boards

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Typical Project Timeline

Design creation, accessibility, usability guidance, content optimization, training - CivicPlus delivers all of this and more during the development of your new CivicCMS website. Your exact project timeline can vary based on determined project scope, project enhancements purchased, your availability for meeting coordination, action item return and completion, approval dates kept, and other factors. Based on our experience, the estimated timeline for the successful completion of your CivicCMS project is approximately 12-15 weeks.

Implementation Phase	Timeframe	Deliverables
Phase 1 Strategy Sessions & Discovery	1 Week	• Define Core Objectives • Needs Assessment
Phase 2 Design & Architecture	3-4 Weeks	• Design Meeting with Client Website Committee • Homepage Options & Layout • Subpage Design and Layout • Finalize Design (once you are completely satisfied)
Phase 3 Site Implementation	2-3 Weeks	• Identify Global and Cascading Navigation (and related links) • Implement Design within CivicCMS
Phase 4 Content Development	4-5 Weeks	• Migrate Agreed Existing Content
Phase 5 Training & Education	1 Week	• Sessions for Content Editors and Site Administrators • Group and Individual Sessions
Phase 6 Deployment & Go-Live	1 Week	• Final Quality Check of Website • Install and Activate Selected Modules • DNS & SEO Activities

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Estimated Year 1 Investment

CivicCMS Website Package

All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from 12/04/2020

Graphic Design

- Custom Design; Fully Responsive Format (Smart Phones, Tablets)

Content Development

- Build Department Pages
- Create up to 12 webforms
- Create 50 Additional Pages/Files identified by client

Staff Training

- Online Training, as needed; minimum One Day for all staff (8 hours)
- Full Access to Library of Videos/Documentation

Supplemental Modules at No Cost

- Bids/RFPS
- Intranet
- Agenda Manager
- Popular Pages
- Recyclopedia
- Business Directory

Secure Hosting

- SSL Certificates
- Tier 4 Data Center
- Nightly Offsite Backups
- Intrusion Detection, DDoS Mitigation

Ongoing Customer Support

- Unlimited Support for Up to 2 Users
- Unlimited Content Editors
- Free Monthly Webinars
- 24/7 Technical Support

CivicCMS Application
- Annual CMS Usage License
- Unlimited Content Editors
- Periodic Module Upgrades
- Full Maintenance & Service Patches

Also Includes

- Apache Solr Search Appliance
- Google Analytics
- E-Subscriber Mail Lists
- Social Media Integration
- Web Forms Builder
- No Limit on Future Pages & Files

Year One Investment: $7,450

- Website Development: $5,700
- Annual Fees: $1,750

OPTION: Spread All Costs over 3 Years:
    $3,650 per Year

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Year 2 and Beyond - Annual Services

Waterloo, NE

Each year of your contract, you'll receive system enhancements, maintenance, optimization, and have full access to our support staff so your site stays up to date with our latest features and functionality. (Annual Hosting/Maintenance Services are subject to a cumulative annual 5% technology fee increase beginning Year 3 and beyond)

- Secure Hosting and Security Services
- Software maintenance including service patches and system enhancements
- 24/7 technical support and access to the Online Help Center
- Unlimited Live Customer Support for up to 2 Designated Users
- Account Management Team for ongoing support and web environment evolvement

$1,750 per year

Optional Services
- **Additional Supported Users $250 per user per 12 months**
- **Custom Department Subsites: $3,000 one-time; $500 annual hosting & support**
- **Complete Redesign after 4 Years: $500 per year**

CivicPlus Advantage - Alternate Payment Plan

The CivicPlus Advantage (CPA) payment alternative payment plan provides zero interest, level payments that divides the One-Time Implementation Investment expense of your project over the first three (3) years of your contract to assist with your initial out of pocket expense and budget allocation. Each payment also includes your Annual Hosting/Maintenance Services.

1st Year CPA	$3,650	3rd Year CPA	$3,650
2nd Year CPA	$3,650	4th Year CPA	$1,837
			(Annual plus 5% Technology Fee)

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Accessibility

ADA Section 508 Compliance

We provide highly compliant sites based on WCAG 2.0 AA guidelines. Our focus is to provide a high degree of compliance to maximize accessibility for all users while providing freedom to create a visually rich and appealing site.

Our approach for each website includes the following steps:

- We will deliver you a site that is free of all "Errors" as defined by the standard for industry accessibility checking: https://wave.webaim.org/
- Whenever possible we will use text-based fonts to replace graphics for design elements such as icons, links, and buttons.
- Our designs will focus on color schemes that will satisfy required color contrast requirements.
- Our CMS has been built to require "Alt Tags" whenever images are uploaded.
- Our trainers will use CivicPlus best practices to teach your staff to keep your content and design elements accessible and up-to-date with the latest ADA/WCAG standards.
- PDFs need to be saved in an accessible format. While the responsibility for this lies with our clients, we will provide instructions to your staff for the best way to accomplish this.
- Our product team closely follows changes in regulations and updates our best practices as well as provides regular updates to clients via our CivicPlus website, webinars, and other publications.
- Ongoing Scans – we think it is a best practice to occasionally scan your site to check ongoing compliance. Our customer support team will show you how to scan your site or will run periodic scans upon request.

AudioEye Partnership

CivicPlus also partners with AudioEye to provide a suite of accessibility tools and services at a discounted rate to our clients. Audio Eye provides this online application to increase website accessibility and help maintain ADA compliance; this includes automated and manual website fixes, a voice reader, text magnification, and the industry's only Certificate of Compliance. More information and a demo are available upon request.

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Optional Services

CivicClerk Agenda Management System

The fastest, most intuitive way to streamline complex paper-based processes. Automate agenda management, meeting minutes management, and the sharing of meeting content with board members, staff, and your citizens.

CivicReady Mass Notification System

Whether communicating routine or emergency news, we allow you to alert recipients with actionable information within seconds, using a single interface–saving you time, while amplifying the reach of your time-sensitive message. Quickly create and distribute news and information whether it's in response to a local crisis, or simply a routine alert or internal communication to staff.

CivicRec Recreation Management

Whether the public is using the recreation registration software to sign up for programs, rent facilities, or find volunteer opportunities, you can be confident that your parks and recreation department is offering an intuitive citizen self-service solution. Our all-in-one solution also includes team and league memberships, point-of-sale capabilities, even event ticket generation.

Civic HR Employee Management Software

The easiest-to-use local government human resource management solution. Our cloud-based software integrates and organizes data, automates job postings, collects applications, simplifies employee onboarding, and manages performance.

CP Connect Citizen Request Management

Receive and respond to all citizen requests, inquiries, and comments from a single hub. CP Connect™ allows you to convert citizen requests into service requests while benefitting from automated follow-ups and giving citizens the transparency they expect.

CivicMedia Live & On-Demand Streaming

CivicMedia provides our clients with the capability to easily live stream any board or committee meeting. Each meeting can also be archived online for quick on-demand access.

AxisGIS Online Mapping

AxisGIS is a dynamic online mapping application that lets users query, browse, report and visualize location-based content from anywhere, anytime. Ideal for assessment data, abutters lists, flood zones, private parcel data, public works mapping, and much more.

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Optional Department Subsites

We also offer the option of creating "sub-sites" that require their own identity. Each subsite can have their own graphics, colors, layout and navigational structure, and can utilize its own website address (URL). Besides enjoying the benefits of our CMS, there is significant savings in both upfront development and ongoing costs versus a stand-alone website. Some examples are shown here.

Economic Development

https://edc.town.westborough.ma.us/

Police

https://www.townofmilton.org/police

Libraries

https://www.greenfield-nh.gov/stephenson-memorial-library

Fire

https://www.oobmaine.com/fire-department

Recreation

https://www.fairviewtownship.com/parks-and-recreation

Emergency Management

https://www.stoughton.org/emergency-management

CIVICCMS®

Your Name
Street Address
City, ST ZIP Code

Date

Recipient Name
Title
Organization Name
Street Address
City, ST ZIP Code

Dear Recipient Name:

I am writing to request $XX,XXX.XX in CARES Act funding to purchase the CivicCMS® content management system (CMS) from CivicPlus®.

Since [date of administrative office closures], [Community Name] has been rapidly forced to shift its citizen service strategy from one predicated on in-person staff member access and paper documentation to an entirely remote service model. With our staff members working from home and citizens adhering to social distancing and quarantine mandates, our website has become a crucial foundation to our citizen communication and citizen service strategy.

Unfortunately, the past several weeks have revealed to us that our existing website does not maintain the functionality needed to accomplish the following critical administrative citizen-service tasks that are crucial in the current ongoing COVID-19 response period:

[Customize the list below accordingly]

- Rapidly post news, information, updates, instructions, recommendations, and mandates to appropriate web pages, including to the homepage, and share automatically on social media to maximize the reach of every message

- Allow citizens to sign up for text message and email notifications to stay informed of rapidly changing safety requirements and mandates

- Allow citizens to submit a request, inquiry, suggestion, or concern via a mobile-optimized online form that automatically routes the submission to the appropriate internal stakeholder for response

-

- Post meeting agendas and minutes for easy citizen access to ensure ongoing compliance of open records laws

The CivicCMS application that we would like to purchase from CivicPlus with the CARES Act funds available to [Community Name] will enable us to accomplish all of these goals. Additional information about the product, and how it addresses the needs of municipalities during COVID-19 is attached for your reference. [Attach CivicCMSe COVID Support and Functionality Fact Sheet]

It is my understanding that The CARES Act requires that the payments from the Coronavirus Relief Fund only be used to cover expenses that:

> 1. Are necessary expenditures incurred due to the public health emergency concerning the Coronavirus Disease 2019 (COVID–19), and
>
> 2. Were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the state or government, and
>
> 3. Were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020.

The bulleted list above outlines how CivicCMS functionality will help our administration address the COVID-19 public health emergency. I can also confirm for you that a new CMS was not in our budget as of March 27, 2020. Further, signing a contract with CivicPlus now will help us address the third requirement that funds be incurred before December 30, 2020.

We are confident that this purchase represents not only a solution to our short-term needs but the functionality needed for continued business continuity. COVID-19 is changing how entities will operate moving forward and how individuals interact with brands, businesses, and their local government leaders. Now that our citizens are experiencing the convenience of online self-service from the brands and businesses that they interact with regularly, and once they experience such conveniences from their local government as well, these service delivery models will become the new normal of public sector engagement. An investment in CivicCMS is an investment in [Community Name's] future as a modern, trustworthy, and efficient service entity.

Please let me know if you have any questions. I am available to discuss this request at your earliest convenience.

,

Your Name

The Communication Solution You Need During Your COVID-19 Response

CivicCMS® Content Management System

COVID-19 has rapidly accelerated local government's need to leverage modern communication tools to keep citizens informed and enable their digital self-service. Having a branded web presence is no longer enough. Your website has to serve as the foundation for your citizen engagement and online service strategy—and you need it now.

You may be eligible for a government grant to upgrade your technology to address new administrative needs and citizen expectations. By upgrading your content management system to our mobile-friendly CivicCMS® system, designed exclusively for local governments, you'll benefit from a solution that is easy to update, with integrated tools that allow your citizens to self-service their needs.

To help you continue to protect your citizens by arming them with information while they stay safer-at-home, upgrade your content management system with CivicCMS, which offers:

- **Easy Dissemination of multi-channel COVID-19 Updates and Alerts.** Eliminate bottlenecks among your diversified team members and distribute updates quickly and easily from any device while working remotely. Share immediate local safety mandates and reopening information through text message, social media, email, , banners, and your website. Allow citizens to sign up for notifications to news, alerts and more using their preferred communication method.

- **COVID-19 FAQs.** Provide easily searchable answers to commonly asked COVID-19 questions with our built-in FAQ feature.

- **Digital Citizen Inquiry and Service Requests.** Allow citizens to submit questions or report concerns via an online form that triggers your internal workflows while they remain socially distanced.

- **Share Agendas and Minutes.** Ensure your administration is maintaining transparency and complying with public records laws while offices are closed, and meetings are virtual.

- **Security.** With 99.9% uptime and continual monitoring, our security team will protect your website from the increased threat of attack by cyber-extortionists looking to take advantage of the pandemic and remote employees.

- **ADA-Compliance.** Every citizen in your community needs access to online services, include the one-in-five living with a disability, which is why we enable compliance with WCAG 2.1 A and AA Success Criteria.

> **!** Talk to your state leaders to determine if you might be eligible for CARES Act funds to migrate to CivicCMS before the end of 2020. Even if you do not have access to outside funding, we're here to offer flexible payment and billing terms and rapid implementation schedules to ensure that technology will never be a barrier to distributing the critical news, information, and updates your citizens need now from their local leaders.