



VISION™

City of Maricopa Website Quote

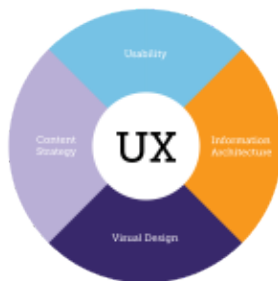
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The Vision Difference

Vision has created more than 700 websites for local government agencies over the last 20 years. This experience has given us deep insight into the three key ingredients that are required to successfully create and maintain an effective website. With Vision, you're getting more than a redesign.

You will receive:



A Successful Website Development

We will conduct a comprehensive User Experience (UX) Analysis to help you uncover who your customers are, what information they seek and how they prefer to access it. This insight will drive the creation of a website layout and navigation approach that will be intuitive and easy for them to use.



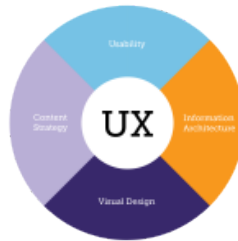
A Technology Platform That Evolves Over Time

We will provide a flexible, powerful Content Management System (CMS) that will not only equip your users with intuitive tools to maintain content, but place control in your hands to control your homepage, mobile experience and search. On-going enhancements to the system are included and ensure you will have the tools to respond effectively to your needs, now and in the future.



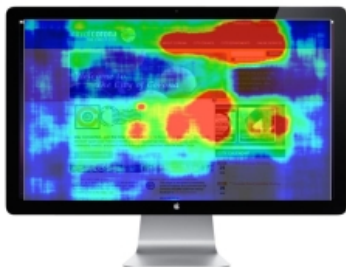
A Relationship That Supports and Enables You

We will provide comprehensive services and on-going support to help you evolve to meet the challenges of tomorrow. With this relationship, you will stay informed about the latest trends, regulations and more.



A Successful Website Development Project

In order to create a website that effectively serves, represents and delights your community, you must take the time to understand your community and their needs. Vision's User Experience (UX) focused approach will guide you through a process of discovery to learn about your website visitors in order to make more informed decisions for your website redesign. This process has consistently delivered superior results by allowing committees to work from facts instead of opinions as they develop their website's layout, navigation and design.



Usability & Information Architecture

We will use multiple methods to gather data about how your residents are currently using your website, including surveys, reviewing your website analytics data, and capturing heat maps, like the one to the left, to learn where users are looking on your website and how they use your menus and content. This knowledge will inform the creation of an intuitive layout and navigation structure for your new website.



Content Strategy

We will teach your staff how to write effective, action-oriented content in order to make it easier for your site visitors to understand the information that is presented to them. Ensuring your website includes clear, effective content is one of the most critical parts of developing a website that is easy to use for your resident-customers.



Visual Design

We will collaborate with your team to develop a visually stunning design for your website that not only reflects the unique brand of your organization, but also helps elegantly display content on all devices.

The website design process went much smoother than I could have predicted. Design for our committee can be complex. The justification that went into the "why" before we talked about the "what" made the case. The analytics, heat maps, research, etc. made it easy for us to approve the "what" – the designs.

Ashley Downton,
Communications Specialist



A Technology Platform That Evolves Over Time

Maintaining an effective website requires the flexibility to adapt and respond to your community's evolving needs. The functionality offered through the visionLive™ CMS will not only equip your users with intuitive tools to maintain content, but will continually evolve to help you address the challenges of tomorrow.



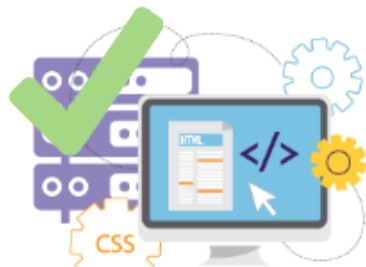
Comprehensive Functionality

You will be equipped with tools that will help you create and maintain a highly interactive website, including a calendar, citizen request manager, form & survey builder, online payments and more. You can see a full listing of included features in the visionLive™ edition tables at the end of the quote.



Flexibility

With the tools built into visionLive™, you will be able to change your website's background image, swap out buttons and even create a new homepage if needed. Consider this example from the City of Glendale. On an average day, the site's homepage showcases the landscape and beauty of the community. However, on election night, the website is flooded with traffic seeking the results. With just a few clicks in the CMS, the communications team at Glendale can overwrite the homepage to display all relevant election information.



Accessibility

You will have the technology and training to enable you to comply with WCAG accessibility requirements, including mouse-free navigation, required alt-tags, form field labels, responsive layout and more.

This is my eighth career website, and visionLive™ is the best content management system I have had the privilege of working with. It is beauty as well as function."

Mandy Cawby,
WaterOne



A Relationship That Supports and Enables You

In the past five years, customers' expectations in the digital world have grown dramatically. The next five years will be no different. In this environment, waiting 3-5 years between redesigns makes it difficult, if not impossible, to maintain a website that serves, represents and delights the community. To help you evolve to meet the challenges of tomorrow Vision provides comprehensive services as part of visionLive™.



Unlimited Technical Support

You will be able to call or email us with questions about how to perform advanced tasks, configure the system, report issues or accomplish some organizational need in the best way possible. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.



On-going Training

In addition to the training included as part of the development process, you will have access to on-going training opportunities, like on-demand training videos, free live training webinars and more. These sessions will focus on CMS functionality, client best-practices and general trends from the industry, such as transparency, accessibility and content strategy.



On-going Website Quality and Analytics Reports

You will receive periodic reports to help you track key metrics over time, including most frequently accessed pages, top entry and exit pages, mobile traffic and more. These reports will give you the insight needed to gauge the effectiveness of your website and an attractive document to share with internal stakeholders interested in how your website is performing.



Innovation in Online Government Academies

You will be able to participate in Vision's Innovation in Online Government Academies, which are regional conferences that bring our clients together for educational sessions designed to help get the most out of your website and includes valuable time to network with other local government staff from your area.

We have found such amazing success working with Vision. Their ability to deliver results when handed complex problems has been inspiring.

Brian Nye,
Creative Director

Showcase Project

City of San Marcos, CA



Before

Population:

90,000

Launch:

2016

More About San Marcos

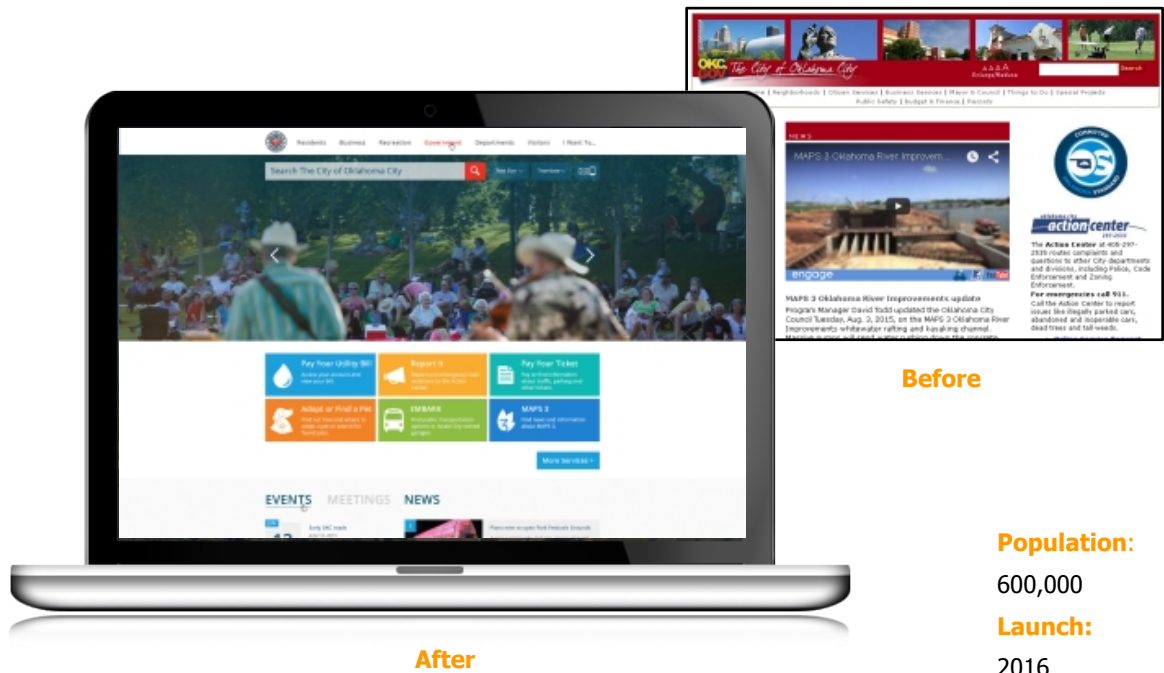
Also known as the "Valley of Discovery," the City of San Marcos maintains a small town atmosphere despite its rapid growth. Partnering with Vision, the city focused on ensuring that key information and services were easily accessible to residents on their new website. After working with Vision's UX Experts, San Marcos leaders knew their residents had high expectations for their community website, and could benefit from a streamlined view of the city's plentiful recreation options. To that end, they leveraged Vision's Facility Directory to highlight the community's 60 miles of trails, 29 parks and 11 recreation centers.

"Today, residents expect the same level of innovation and transparency from government as they do from consumer products and services around the world. To meet this expectation, the City of San Marcos' new website showcases an improved design with the most popular items right up front, making it easier to navigate the site."

Sarah Macdonald,
Communications Officer

Showcase Project

City of Oklahoma City, OK



More About Oklahoma City

This thriving state capital redesigned their website in order to better serve their large and diverse population, and make it easier for staffers to use. They partnered with Vision to study the User Experience of their existing site and found clear areas of improvement. Leveraging this analysis-focused approach, Vision design a new site that made it light-years faster for residents to find and accomplish their most-requested tasks. Post-launch, the city and their workers have eagerly embraced the new, easier to use website.

"Before the redesign, employees didn't have confidence sending residents to our website for information. Now, with improved content, mobile responsiveness and more, it's a valuable resource that serves employees and residents."

Zach Nash,
Communications & Marketing Manager

Showcase Project

City of Olathe, KS



More About Olathe

With over 30 neighborhood and community parks, 57 miles of public trails, and 2 public lakes, it's no wonder why the city adopted the Shawnee Indian word for beautiful - "olathe". This thriving city partnered with Vision to build a website that not only depicts the beautiful community but also provides residents with easy access to the most frequently visited city services. The new, customer-focused website makes navigation a breeze and allows users to access it across all digital platforms.

"Our goal was to make the experience easier for those who visit the website and conduct business with the City of Olathe. We're excited that the new website prominently features the most-frequently requested service topics with action icons on the homepage."

Michael Copeland,
Mayor

Implementation Flow

1 Project Visioning	Key Milestones: UX Analysis & Consultation Content Strategy Collect/Compile Logos & Images Approved Homepage Layout	Duration: 5 Weeks Vision Staff: Project Manager Certified UX Consultant Art Director/Designer
2 Graphic Design	Key Milestones: Design Visioning & Consultation with our Graphic Designer Initial Design Concepts & Revisions Approved Homepage & Interior Page Design	Duration: 6 Weeks Vision Staff: Project Manager Art Director/Designer
3 Development & Training	Key Milestones: Programming of Website User Acceptance Testing Content Preparation & Migration Identification of Additional Work (if needed) End User Training on visionLive™	Duration: 11 Weeks Vision Staff: Project Manager Training Manager Technical Support Manager
4 Go-live & Maintenance	Key Milestones: Final Content Check DNS Update Public Launch of Website Transition of Client Success Manager through visionLive™	Duration: 5 Weeks Vision Staff: Project Manager Technical Support Manager Client Success Manager

Project Estimate

Features Included		Professional Services
Project Visioning	Advanced UX Analysis & Consultation Content Strategy Training Approved Information Architecture Approved Wireframe/Homepage Layout 1 Onsite Project Consulting - One Day	
Graphic Design	Approved Homepage Design Approved Interior Page Design 1 Advanced UX Analysis Package	
Development & Training	CMS User Training 1 Onsite CMS User Training - Two Days	
Go-live & Maintenance	Final Quality Assurance Check Go-Live Site Launch 1 Website Development Package	
Project Fee	\$43,930.00	
		Subscription
Software	Monthly Software Updates 1 vLive Plus Edition	
Support	Unlimited Technical Support (6 am – 6 pm PT, Monday – Friday) Training Webinars and On-Demand Video Library Best Practice Webinars and Resources Site Improvement Credits Account Reviews	
Hosting	Robust Hosting DDoS Mitigation Disaster Recovery Data Security	
Annual Recurring Fees	\$10,000.00	

5 Year Total Cost Summary

Year 1	
Included Professional Services and FREE 1 st Year of: vLive Plus Edition	\$43,930.00
Year 2	
2 nd Year of: vLive Plus Edition	\$10,000.00
Year 3	
3 rd Year of: vLive Plus Edition	\$10,500.00
Year 4	
4 th Year of: vLive Plus Edition	\$11,025.00
Year 5	
5 th Year of: vLive Plus Edition	\$11,576.00
5 Year Total	\$87,031.00

Additional Information

Included Warranty

All unmodified programming code developed by Vision is warranted to be free of any material errors or bugs so long as the City of Maricopa maintains a visionLive™ Subscription.

Duration of Offer

Vision agrees to perform the services at the prices quoted in this proposal. This quote is valid for 180 days.

Website Accessibility

The website frontend navigation and graphic design will be generally compliant with WCAG 2.0 A.













Ownership and Licensing

All rights, title, and interests to the website design and visionLive™ will remain with Vision. However, under your customer agreement, Vision will grant you a license that will enable your organization to reproduce or modify for its own use the website design forever. Further, Vision will grant a subscription-based license to visionLive™, and the City of Maricopa will be free to use visionLive™ so long as you remain a visionLive™ subscriber with a valid customer contract. The City of Maricopa owns all information and content, such as logos and images.

Appendix A: Content Strategy Packages

A critical part of developing a useful, customer-focused website is evaluating and editing the content that exists on your website today. Total page migration shouldn't be your goal; rather, keeping the information that is important to your customer and delivering it in a way that is easily understood should be.

Vision's Content Strategy Consultation provides a highly-customized approach to understanding your customer and evaluating on-line processes. This unique, one of a kind service offering will help you discover the best way to approach your content. In addition, it will encourage and inspire your internal departments by providing a unique, hands-on learning experience led by an experienced Government Content Strategy Expert empowering your staff to look at your website content through your customers' lens. The end result is less pages to manage, a higher satisfaction rate from your customers, and the knowledge and training to write and publish better web content.

 Content Strategy Packages		Basic	Standard	Plus
	General content strategy overview (1 hour via WebEx)	✓		
	Content development and migration best practices guide	✓	✓	✓
	Website content best practices guide	✓	✓	✓
	Website persona exercise materials	✓	✓	✓
	Communicating with your audience exercise materials	✓	✓	✓
	Task process evaluation exercise materials	✓	✓	✓
	Writing for the Web textbook		✓	✓
	Customized on-site plain language exercise		✓	✓
	Customized Writing for the Web training for your municipality (1 day on-site)		✓	✓
	Content strategy evaluation & process meeting to create custom content strategy process (1 day on-site)			✓
	Analytics report*			✓

*Available only if Vision is granted access to view analytics










Appendix B: Software Subscription (visionLive™) Details

Vision provides visionLive™, a subscription-based Content Management System and service plan designed to equip you with the technology, expertise and training to keep your website relevant and effective over time. We are offering you our Plus edition, designed to provide appropriate functionality and services for your needs.











If you need more: more storage, more tools, more service - then Plus Edition is for you. This premium edition includes developer-friendly tools, such as our API Library and Sandbox Environment, as well as our most comprehensive on-going service package. You will receive frequent reports to help you monitor the on-going success of your website and will have monthly access to an open office hour with the Vision team. With an even larger bank of Site Improvement Credits at your disposal, you will always have the resources to keep your site fresh, relevant and in tune with your users. The features and services included are outlined below.

visionLive™ Functionality



















Site Administration & Security

	Advanced WYSIWYG Editor	✓
	In-page Editing	✓
	User Management & Security	✓
	Navigation Management	✓
	Accessibility Features	✓
	visionMobile Designer	✓
	Approval Cycle *	✓
	Mega Menu Designer *	✓
	Extranet (Password Protected External Content)	✓










User Experience & Interactivity

	Calendar	✓
	FAQs	✓
	Facility Directory	✓
	Staff Directory	✓
	Service Directory	✓
	Google Translation	✓
	Online Form Builder	✓
	News Postings	✓
	Job Posts	✓
	Facilities/Events Registration	✓










* Requires an Implementation fee

visionLive editions		Plus Edition
	Online Polling	✓
	Citizen Request Management Tool	✓
	Business Directory	✓
	RFP Posts	✓
	Online Payments	✓
	visionSearch	✓
	Job Application Manager	✓
Outreach, Media & Social Networking		
	eNotification Tool	✓
	Emergency Alerts	✓
	RSS Feeds	✓
	Facebook & Twitter Feed Readers	✓
	Audio & Video Embedding	✓
	Photo Gallery & Slide Show	✓
	visionSocial	✓
	Streaming Video Center	✓
Developer Features		
	Import/Export	✓
	APIs	✓
	Sandbox Test Environment	✓

Hosting

	State of the Art 3rd Party Datacenter (SSAE 16 Type 2 Certified)	✓
	Full Hardware Redundancy	✓
	Redundant Generator Backup	✓
	Daily Data Backups	✓
	Intrusion Protection	✓
	24/7 Monitoring	✓
	99.9% Uptime Guarantee	✓
	State of the Art 3rd Party DDoS Mitigation Service	✓
	Disaster Recovery Facility with On-going Data Replication	✓
	Storage	250 GB

Support and On-going Services

	Site Improvement Credits (annual)	Up to 20 Hours
	Dedicated Account Manager	✓
	Health Checks (Account Review)	Semi-Annual
	Site Analytics Report	Semi-Annual
	Graphics Site Audit	Semi-Annual
	Training & Best Practice Webinars	✓
	Access to On-Demand Training Library	✓
	On-going New User Training (Via WebEx)	✓
	Monthly Office Hours (Via WebEx)	✓

* Unused Site Improvement Credits can be rolled over from year to year during the initial term of your customer agreement.



Thank you

Attachment: Additional Options

Custom Mobile View

Though all Vision sites are implemented with Responsive Web Design you may want to create a customized mobile view for your website. Our approach provides quick and easy navigation to top website content.

Included with the development of the Custom Mobile View:

- Our design team will create a new background for the mobile homepage.
- The mobile homepage will consist of an upper and lower section which will be quick launching links and will be programmed to easily be modified through a new Custom Content section; users will have the ability to modify, add, and remove any buttons as well as manage the URLs of each individual icon/button.
- The upper section will have iOS like icons in 4x4 layouts where we will design the initial sixteen icons.
- The lower section will be a more traditional style buttons similar to the mobile site of West Hollywood, CA (www.weho.org), but without the expansion/collapse capabilities. Vision designers will create the initial six buttons.
- Icon and button titles to be determined based on consultation with your staff.
- Scrolling will be vertical, not horizontal.



Custom Mobile View

Includes implementation of the Custom Mobile View per the specifications above

\$4,500