A Proposal for

The City of Tempe

A Vision for a Custom Website to

Deliver Exceptional Results

vision
i n t e r n e t

The Government Website Experts™

Vision Internet

2530 Wilshire Blvd., 2ⁿᵈ Floor
Santa Monica, CA 90403
888-263-8847
www.visioninternet.com

April 2, 2010

vision
internet

COVER LETTER

City of Tempe
20 E. Sixth Street, 2nd Floor
Tempe, AZ 85281

Re: Website Development

Dear Selection Committee Members,

Thank you for the opportunity to submit a proposal for the City of Tempe's website development. Tom has enjoyed speaking with Dave Kelley and Shelley Hearn about your project, and we were glad that Martha Garner and Nikki Ripley came to see us at the 2009 3CMA Conference in Scottsdale. Based on their discussions so far, we already see a lot of potential for your project. With more than 275 successful clients in 35 states, including Arizona, we are very excited about applying our technical skills and knowledgeable experience to your website redesign.

Based on Tom's conversations with your staff and after thoroughly reviewing your current website, we understand that the City of Tempe is in a process of dramatic transformation - a transformation that will empower its residents and businesses with information and services that will create a stronger connection between community and government. At the same time, you can substantially reduce your administrative, distribution, and printing costs, which could repay the City's investment within the first year.

Vision Internet is the ideal company to lead the City of Tempe through its process because:

- <u>We are the pioneers of government websites</u> and have been working with cities like Tempe for fourteen years.

- <u>We have developed many successful projects for clients in Arizona</u> including the Town of Prescott Valley, Town of Queen Creek, City of Sedona, and Yuma County.

- <u>Our clients have received more than eighty prestigious awards</u> including honors from 3CMA (the City-County Communications and Marketing Association), NAGW (the National Association of Government Webmasters), the Center for Digital Government, the Web Marketing Association, and other organizations.

- <u>Our content management system is efficient, affordable and specifically designed to meet the needs of local government</u>. This translates into exceptional value as initial investments are within reach and ongoing maintenance costs are effectively cut to *zero*.

- <u>We include onsite meetings and training</u> to ensure that your staff members are able to easily manage the City's new site.

- <u>We implement solutions specifically designed to meet your needs</u>. While some companies offer cookie-cutter solutions, we believe each community and government agency is unique and that their website should reflect that individuality. Our approach allows your website to reach its maximum potential.

- We provide you with the source code at no charge so you are not locked into or dependent on any company.
- Our Vision Content Management System is built upon proven technology. As a Microsoft Certified Partner, our developers are well versed in .NET programming. You will enjoy the benefits of working with our established, stable, and flexible product.
- We are constantly innovating and creating new applications to keep up with advances in technology. For example, we offer numerous Gov 2.0 features for our CMS, including OneClick Social Networking™ which allows our clients to automatically update their social networking sites like Twitter and Facebook as they update their websites. As new trends emerge, you can count on Vision Internet to be on the leading edge of development.
- Our staff is the most experienced in the industry. Many of our key team members have been with us for upwards of ten years, ensuring you receive top-quality consultation and implementation during each phase of the project.
- Our pricing is simple. Unlike our competitors, we provide you with a complete, easy-to-follow pricing outline. With unlimited users, unlimited departments, and unlimited categories included, you will not have to worry about unexpected charges down the road.

We are confident that as you review this proposal, you will realize that Vision Internet stands above its competitors as the ideal partner to ensure your project's success. We look forward to meeting with you personally to demonstrate our unique ability to serve your needs!

Respectfully submitted,

Steven B. Chapin
President, Vision Internet Providers, Inc.

Tom Johnson
Senior Project Manager, Vision Internet Providers, Inc.

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VENDOR'S PROPOSAL OFFER

Company and Contact Information

Primary Contacts	Tom Johnson – Senior Project Manager tom@visioninternet.com 888-263-8847 Steven Chapin – President and Founder sbc@visioninternet.com 888-263-8847
Corporate Headquarters	Vision Internet Providers, Inc. 2530 Wilshire Blvd., 2nd Floor Santa Monica, CA 90403 310-656-3100 888-263-8847 toll free 310-656-3103 fax
Midwest Office	Kansas City, KS 913-708-8233 913-273-7743 fax
Southeast Office	Atlanta, GA 770-775-0205 310-564-7781 fax

Project Summary

The City of Tempe is at the forefront of a dramatic transformation in the way that it serves its residents and businesses. When complete, the City's new website will provide unprecedented accessibility to government information and services. The government will be available 24/7 to serve the needs of the community.

Website visitors will easily find the information they need without having to understand your organizational structure. This is possible because we will organize your information by audience, service, topic and/or department. The website will use powerful search tools and have multiple ways to access the most important information. Additionally, it will incorporate interactive components for navigating content such as events, news, and staff contact information. Your website users will applaud you!

To improve operations and cut costs, we will provide you with our easy-to-use Vision Content Management System. Our content management system grants non-technical staff members from different departments the ability to maintain their own content while preserving consistency throughout the site. At the same time, advanced security tools will ensure that they only update their own content while the optional Approval Cycle component will allow you to define multiple levels of review and approval before material is published live on the website.

Design is also important. Users form an immediate opinion of the quality of a site based upon its design. If your website is inviting, exciting, and reflects the community, users will be pleasantly surprised that their local government understands the importance of its website serving people like them. The attractive design will give a positive first impression that encourages users to look for the content they need, while the clear navigation will allow the users to easily find that content.

To keep your website on the leading edge, we will also integrate Web 2.0/Gov 2.0 features, including our OneClick Social Networking™ component. This will give your users unprecedented access to information and resources. Additionally, because we can integrate virtually any third-party components the City of Tempe needs, your website will be able to adapt and grow as your community does.

While creating a useful and exciting website is an ambition of many local governments, the City of Tempe is taking the right step in selecting an outside expert to develop the new website. This will provide it with a rock-solid foundation for future growth that most city websites lack. As a result, the City will be much further ahead than others.

Vision Internet is the ideal partner to implement the City's new online presence. Many of our key team members have been with us for upwards of ten years and have extensive experience creating websites for all levels of government, introducing user-friendly navigational structures, and implementing advanced content management systems to make it easy for staff to maintain their websites.

Having received numerous awards for our highly effective government websites, we are recognized as a top design and development firm. We have been featured on national television, in trade media, on the cover of *U.S. News and World Report,* and regularly speak at government conferences on communication and technology issues.

As you read this proposal, you will come to realize why local governments across the nation have chosen Vision Internet as their web development partner.

Vendor's Offer

It is required that Offeror complete, sign and submit the original of this form to the City Procurement Office with the proposal response offer. An unsigned "Vendor's Offer", late proposal response and/or a materially incomplete response will be considered nonresponsive and rejected.

Offeror is to type or legibly write in ink all information required below.

Company Name: Vision Internet Providers, Inc.

Company Mailing Address: 2530 Wilshire Blvd., 2nd Floor

City: Santa Monica   State: CA   Zip: 90403

Contact Person: Tom Johnson   Title: Senior Project Manager

Phone No.: 888-263-8847   FAX: 310-656-3103   E-mail: tom@visioninternet.com

Company Tax Information:

Arizona Transaction Privilege (Sales) Tax No.: N/A   or

Arizona Use Tax No.: N/A

Federal I.D. No.: 954560860

City & State Where Sales Tax is Paid: Santa Monica, CA   ,

If a Tempe based firm, provide Tempe Transaction Privilege (Sales) Tax No.: N/A

THIS PROPOSAL IS OFFERED BY

Name of Authorized individual (TYPE OR PRINT IN INK) Tom Johnson

Title of Authorized Individual (TYPE OF PRINT IN INK) Senior Project Manager

REQUIRED SIGNATURE OF AUTHORIZED OFFEROR (MUST SIGN IN INK)

By signing this Proposal Offer, Offeror acknowledges acceptance of all terms and conditions contained herein and that prices offered were independently developed without consultation with any other Offeror or potential Offeror. In accordance with A.R.S. 35-393, et seq., the Offeror hereby certifies that it does not have scrutinized business operations in Iran or Sudan. Failure to sign and return this form with proposal offer will be considered nonresponsive and rejected.

_____   March 29, 2010
Signature of Authorized Offeror   **Date**

Form 201-B (RFP)
(H:/RFP 3-2008)

Addenda

Vision Internet acknowledges receipt of the addenda on the following pages and has incorporated the relevant information into our proposal.

Addendum to Solicitation

ᵀ Tempe

City Procurement Office/City of Tempe • PO Box 5002 • 20 East 6th Street • Tempe, AZ 85280 • (480) 350-8324 • www.tempe.gov/purchasing

This addendum will modify and/or clarify:

Solicitation No.: | 10-121

and is

Addendum No. | 1

Procurement Description: | Web Content Management System (WCMS)

Changes should be made as follows:

The following represents all questions and corresponding answers (in blue) received to date:

1. Are you looking to reduce the 625 ASP/ASPX pages by 50%?

   Most of our ASP pages are not really active pages and could be HTM or components in a WCMS. If the competing functionality in a WCMS is superior to our applications we will migrate to the new system. If our functionality is superior we may choose to continue with our in-house ASPX applications.

2. Do you know how many ASP/ASPX pages are not strictly content but have functionality that needs to be replicated?

   We don't know how many ASP pages may have functionality. We don't expect to replace every small application with the same functionality in a new system. We will evaluate each small ASP application we find and either drop it, move to that function if it is provided on the new WCMS, or host them with the larger in-house applications we have that will be hosted on a different server. We would hope to use the same graphics and CSS files to give any ASP or ASPX apps on the other server the same look and feel and the WCMS.

3. Could you clarify whether the submitting WCMS vendor is required to also provide full website redesign services (i.e. new "look and feel" mockups and templates)?

   We are looking for help in creating a new design and style for our pages and creating templates with that style to assist our Editors during the creation of their Departments site. We have a graphic artist staff that would advise on new designs but would not provide the design.

4. What types of functionality is the city of Tempe looking for in their new Content Management System? What would you like your website to do for you? I did not find this information (usually under the Scope of Work section) in RFP 10-121.

   The desired and mandatory functionality can be found in the RFP questionnaire. The City will require a fully functional Municipal web site to communicate information to our citizens and provide interaction with City staff.

5. Has the City of Tempe determined the budget or award value for this procurement?

   The total cost of proposed solution must be under $75,000 (solution, implementation, training, travel, etc.). This amount does not include annual maintenance and support after one year warranty.

***Please be sure to sign and return this addendum with the submitted proposal package.**

The balance of the specifications and bid solicitation instructions to remain the same. Bidders/Proposal Offerors are to acknowledge receipt and acceptance of this addendum by returning of signed addendum with bid/proposal response. Failure to sign and return an addendum prior to bid/proposal opening time and date may make the bid/proposal response non-responsive to that portion of the solicitation as materially affected by the respective addendum.

Vision Internet Providers, Inc.
NAME OF COMPANY

2530 Wilshire Blvd, 2nd Floor
ADDRESS (or PO Box)

Santa Monica, CA 90403
CITY   STATE   ZIP

Tom Johnson, Senior Project Manager
BY NAME (please print) TITLE

888-263-8847
TELEPHONE

AUTHORIZED SIGNATURE

Addendum to Solicitation

'T' Tempe

This addendum will modify and/or clarify:

Solicitation No.: | 10-121

and is

Addendum No. | 2

Procurement Description: | Web Content Management System (WCMS)

Changes should be made as follows:

The proposal due date is hereby changed from Tuesday, March 30, 2010 to **Friday, April 2, 2010.** The proposal opening time remains unchaged at 3:00 P.M. (MST).

***Please be sure to sign and return this addendum with the submitted proposal package.**

The balance of the specifications and bid solicitation instructions to remain the same. Bidders/Proposal Offerors are to acknowledge receipt and acceptance of this addendum by returning of signed addendum with bid/proposal response. Failure to sign and return an addendum prior to bid/proposal opening time and date may make the bid/proposal response non-responsive to that portion of the solicitation as materially affected by the respective addendum.

Vision Internet Providers, Inc.
NAME OF COMPANY

Tom Johnson, Senior Project Manager
BY NAME (please print) TITLE

2530 Wilshire Blvd., 2nd Floor
ADDRESS (or PO Box)

888-263-8847
TELEPHONE

Santa Monica, CA 90403
CITY   STATE   ZIP

AUTHORIZED SIGNATURE

1

Project Details

With Vision Internet, you are sure to receive a website that delivers on its potential. Through our thorough consultation process, we create unique solutions tailored to our government clients' most pressing concerns. We will build your website from the ground up with your needs and objectives in mind.

As members of the Association for Strategic Planning, we take a holistic and strategic approach to website development. Taking the time to fully understand your organization and the needs of your community, we approach your project by answering these three important questions:

- What is the purpose of the website?
- Who is it designed to serve?
- How will we know when we are successful?

Based on the focus of your current website, our conversations with your staff and our extensive knowledge of local governments' needs, we believe the primary reasons for redesigning the website are:

- Provide citizens and businesses with more timely and useful information.
- Make it easier for website visitors to find the information they need.
- Distribute content management and authorship to non-technical staff members throughout the City.

The primary audiences of the website include:

- Local residents
- Local businesses
- Visitors
- Your staff and elected officials

Other audiences could include:

- Prospective residents
- Prospective businesses
- Media
- Residents of surrounding cities

It was so easy to work with Vision Internet. They have a formula in place that works. It makes it easy for us to get the end result we were looking for and the results that we have are fabulous.

The City Council is very pleased with the new website and our residents – which is the most important part – are very happy with it as well. So, thanks to Vision Internet for such a wonderful job.

- Jenny Peterson
Communications Officer
City of San Marcos, CA

To fulfill these objectives and reach your target audiences, we recommend:

- **Attractive Design:** A website design that reflects the City of Tempe, draws people in, and makes it immediately obvious that the website is the best place to get information and access resources.
- **Intuitive Navigation:** Information should be easy to find with the most important information accessible from the homepage to make it easier for website visitors.

- **Content Management System:** The City of Tempe should also implement a content management system to facilitate management of content to non-technical staff throughout the City.
- **Integrated Web 2.0/Gov 2.0:** Your new website should include Web 2.0 features such as RSS feeds, Google Maps and OneClick Social Networking™ with Twitter and Facebook to enable more immediate, fluid and targeted communications to your audiences.
- **Integrated Interactive Components:** Interactive components should be implemented to make the website more engaging and useful for users by allowing them to quickly zero-in on the information most important to them.
- **Integration of Third-Party Components and Databases:** Components and databases should be used to enable citizens to access government services at anytime and from anywhere.

Each of these recommendations is discussed in more detail in the sections that follow.

Attractive Design

Design is important. Today, many people judge the quality of an organization largely based upon the quality of its website. These opinions are especially influenced by the initial impression of the website's graphic design. Design ensures that users will use the website as a resource; if the website is not attractive and inviting, people assume it is of little value and do not spend the time necessary to find the information they need.

> *No one compared to Vision Internet and what they could do... we looked at all the awards that they had won - and the websites for those awards - and could see definitely what they were doing was what we wanted to do.*
>
> - **Kathy Ward**
> City Clerk
> City of Dana Point, CA

With Vision Internet, your website will have a design that makes it stand out among cities on both a regional and national basis. The City of Tempe's website will be inviting, easy to use, and will reflect your unique identity. This will be accomplished through the following design characteristics:

- **Creative design** that incorporates custom design elements and the most important information and keeps both easily accessible from the homepage.
- **Photos and collages** of recognizable landmarks, scenery of the City, and the local area.
- **Consistent look and feel** throughout the site to make it easier for website visitors to navigate the site and find information they need.
- **Use of Cascading Style Sheets** to ensure future consistency as well as separation of content and design. This makes it much easier to apply a new design theme in the future without the need to redevelop the underlying website.
- **Section 508 Compliance** making it accessible to persons with disabilities.
- **Easy to use drop down menus** helping users to quickly understand navigation and locate information with the least amount of clicks.
- **Breadcrumbs** showing the user's current path to let them know exactly where they are on the website.

Vision Internet is recognized for its ability to create great designs that fulfill each of the above objectives. We have been featured in the national media and have won awards for creating effective web solutions. We intend to use all of this skill and experience to create an award-winning quality website for you.

![vision internet logo]

UNIQUE, CUSTOM WEBSITE DESIGNS

While other companies merely talk about creativity and variety in graphic design, Vision Internet delivers it time and time again. Face-to-face onsite meetings, coupled with our focused approach to visual communications, help us get to know your city and your community. Our talented designers deliver world-class website designs that will reflect your community and enhance your online presence. The flexibility of our content management system allows for creative freedom in styles and layouts. Below are just a few examples that demonstrate the variety and excellence of our designs:
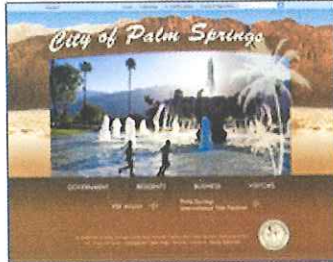
City of Cupertino, CA	City of Palm Springs, CA	Town of Fraser, CO	City of Hercules, CA
National City, CA	Town of Dillon, CO	City of Ankeny, IA	Yolo County, CA
City of Dana Point, CA	City of Rosemead, CA	West Hollywood, CA	Fond du Lac County, WI
City of North Port, FL	City of Hamilton, OH	Calcasieu Parish, LA	Park City, UT

Intuitive Navigation

For your website, we recommend <u>organizing information by department, topic, and/or target users</u>. Keep in mind that the average resident does not know the organizational structure of the City, nor needs to. Our approach allows users to find information in the variety of ways that are most important to them. This is a solution we use on many of our government websites making it easy for visitors to find information. This is because content is available through multiple "paths" making it simple for users to search the site regardless of their preferred method. We often implement Action Based Navigation which allows users to easily find a particular service or page on your website through an easy-to-use drill down menu, such as "*I Want To*...view an event, fill out a form, etc."

It is also easy for your staff to update and maintain web pages because of our <u>single-source web-publishing model</u>. You can update the web page one-time, and it is published to multiple locations throughout the site. This prevents having inconsistent content while maintaining maximum usability for website visitors.

Content Management System

For your project, we recommend our proven, non-proprietary, Microsoft ASP.NET and SQL based content management system, developed specifically for government agencies. The Vision Content Management System allows non-technical staff to add, edit, and delete content as well as control who has access to managing different areas of the website. This means that your staff can update pages, news, events, announcements, press releases, documents, and other content (even update or add Meta Tags) without knowing how to program. This is done through simple and easy to use administration screens. Because staff from each of your departments can update and maintain your website directly through browser-based forms, <u>you can effectively cut your maintenance costs to zero and redirect existing technical resources toward other important areas.</u>

> *Having worked with another company's product in the past, I can tell you all content management systems are NOT created equally. When it comes to ease of use and functionality, Vision's CMS stands heads above the rest!*
>
> **- Sara Berry**
> Communications Manager
> City of Maryland Heights, MO

NON TECHNICAL STAFF LOVE IT

Time and time again, we receive feedback from our customers about how easy – and fun – the Vision Content Management System is for them and their staff to use. The web-browser based system makes updating your website a breeze, whether you are in the office, on the road, or at home. If you can browse the internet, you can easily use our CMS. The system provides your staff with a dynamic website where you have the ability to modify content on any page in the website through simple and easy to use administration screens. Timesaving features include our unique multi-calendar system, where you can add an event to multiple calendars anywhere on the site by simply checking a box. All of the website components work in the same easy fashion, making

> *The Vision Content Management System is so easy to use, it's addicting!*
>
> **- Linn Walsh**
> Assistant to the City Manager
> City of Mill Valley, CA

it very simple to learn. The system is designed to allow you to continually grow your website over time, without ongoing maintenance fees.

Important Note

Vision Internet provides unlimited users, unlimited categories, and unlimited content for all included components. You won't have to worry about unexpected fees from us as you use your website, but we can't promise the same for the competition.

Bottom Line: Work with Vision to keep clear of unexpected fees as you use your site.

TECHNICAL STAFF LOVE IT

Vision Internet has been building websites since 1996 - we are web technology experts. We have been working in .NET for over five years, unlike some other companies who are just now starting to use it or are still programming in older platforms. Technology departments nationwide continue to praise our ASP.NET and SQL-based Vision Content Management System. They appreciate the open access to the code, and the fact they have total control over the website and CMS. Some of our clients, such as the City of Round Rock and the City of San Francisco, even build their own applications based on the system. And, unlike other companies, there is no extra charge to bring the site in-house for those who want to host their own sites.

You will not be locked into Vision Internet or any other company because our CMS is based upon standard technologies, and we provide you with the source code for your own use.

Integrated Web 2.0/Gov 2.0

Internet technology is always evolving, and Vision Internet believes it is important for government websites to take advantage of new technologies to enable their audiences to get the information they want, when they want it, and on the device they prefer. Vision Internet's content management system includes numerous Web 2.0/Gov 2.0 features built in for free. These helpful and handy features include RSS feeds, "Bookmark & Share" links, and more. In addition, we can offer you our new OneClick Social Networking™

> *Our new website includes automatic RSS feeds of Hercules news and events, which makes it very easy for the public to keep up with the many exciting projects and programs in the City.*
>
> **- Robert Reber**
> Website Project Manager
> City of Hercules, CA

component. This innovative component will allow your staff to post content to your website and to all social networking sites, such as Twitter and Facebook, with one click - saving your staff precious time and helping you broadcast your news, alerts, events and other notices easily and selectively all across the web. We can also implement blogs, message boards, and integrate virtually any existing third party system you may want to include in your site. The flexibility and extendibility of the Vision Content Management System assures that it can easily adapt to new technologies that continue to emerge in the future.

Included Interactive Components

In addition to the creative design, effective navigation, and easy to use Vision Content Management System, we will provide you with many different interactive components for managing special types of content. These offer a higher level of interactivity to your website visitors and make it extremely easy for your non-technical staff to manage website content. Website users can easily find the information they need and staff will be able to maintain the site with timely information. Vision Internet creates custom solutions; therefore, we are able to offer you virtually any conceivable type of function. Based on thorough analysis of your current website, we believe these components will most fit your needs:

- Administration Tools
- Auto Archiving
- Automatic Alt-Tags
- Automatic Image Resizing
- Bookmark and Share
- Community Spotlight
- Connected Pages
- Content Scheduling
- Document Central
- Dynamic Breadcrumbs
- Dynamic Calendar System
- Dynamic Homepage
- Dynamic Department Homepages
- e-Notification
- Emergency Homepage Alert
- Form/Survey Tool
- Forward to a Friend
- Frequently Asked Questions

- I Want To...
- Image Library
- Integrated Twitter™ API
- Job Postings
- Multilingual Translation
- Navigation Control
- News and Newsletters
- OneClick Social Networking™
- Printable Pages
- Quick Links
- Rotating Homepage Banners
- RSS Feeds
- Site Audit Reports
- Site Search
- Sitemap Generator
- Staff Directory
- Weather Update

Each of these interactive components is described in detail below. Please keep in mind that with our advanced content management system, you can manage content in your website without interactive components. These advanced components, however, provide a much higher level of usability and make managing content much easier for your staff. When choosing whether to implement a specialized interactive component, the variables to consider are budget, frequency of content changes, and volume of a specific type of content. We believe the components included here provide you the best value for your needs.

Customization of the Vision Content Management System includes the frontend graphic design and layout as well as adding or subtracting fields for your specific needs. Additional components and customization can be added during development or after launch for an additional fee. Our clients appreciate the flexibility that this level of customization provides over the cookie-cutter offerings of our competitors.

ADMINISTRATION TOOLS

Our content management system includes a number of functions that make it extremely easy for your non-technical staff to manage website content. The most important include:

- Browser-Based Administration that allows for easy management of content by anyone who is familiar with surfing the Internet and using basic word processing programs. There is no need for your staff to know programming when updating content. This allows authorized staff members to update, delete, and create new pages based on a predefined template, and insert them into the website's navigation.
- Email Address Masking which prevents spammers from getting the email addresses of your employees when crawling your site.
- Multiple File Upload where users can upload multiple files from multiple locations simultaneously.
- Page Hiding which allows staff to hide unpublished pages from public viewing.
- Page Linking that enables you to easily create links to any page in the website or to other websites.
- Paste Text from Microsoft Word to make it easier to add content to the website while stripping MS Word formatting and converting it to HTML.
- Search and Replace component that replaces a word or phrase within the page.
- Secure Administration that offers password protection to content management functions. Our sophisticated component allows you to grant management rights to specific users or groups of users. Administration rights can be granted to the entire site or restricted to specific areas or types of content (i.e. by department).
- Single-Source Web Publishing that permits administrators to update a single web page and reflect those changes on multiple pages throughout the site.
- Spell Check to help you create content that is free of any embarrassing spelling errors.
- Styles that can be applied to such elements as text, headers, and lists, thereby enabling you to create web pages with a consistent look.
- Undo, Redo, and Trashcan tools giving you the ability to recover from mistakes.

□ <u>WYSIWYG Text Editor</u> that is based upon standard document creation components that make it easy for your non-technical staff to edit and format text. With the WYSIWYG (What You See Is What You Get) editor, they can change font styles, colors, sizes, and formatting such as bold, italics, and underlining.
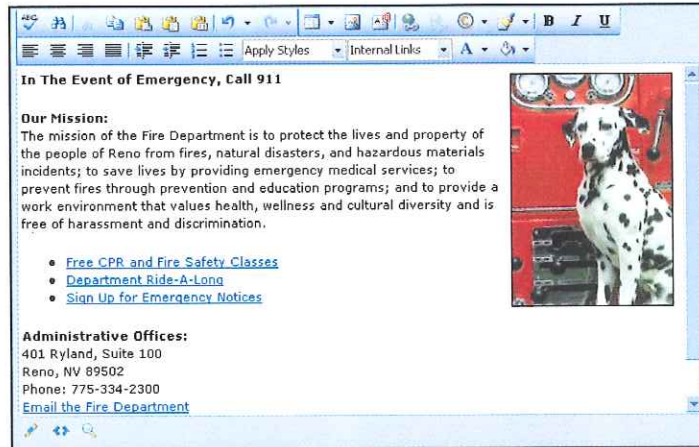

Figure 1 WYSIWYG text editor.

AUTO ARCHIVING

With Auto Archiving, your calendar, event, and news items are automatically archived on the website. This archive system helps ensure that information is available for future reference by both your staff and citizens.

AUTOMATIC ALT-TAGS

Automatic Alt-Tags for images ensures compliance with Section 508 of the American Disabilities Act. The Alt-Text, which is a short description added to your images, helps those reading content on your website with a screen reader to understand what the image is about.

AUTOMATIC IMAGE RESIZING

The Vision CMS features Automatic Image Resizing, which converts your photos and graphics, into web ready images optimized for display on your web pages. Images are resized by the system upon upload, and files of non-web format such as .bmp and .tif are automatically converted to the web-friendly .jpg format.

BOOKMARK AND SHARE

The Bookmark and Share component is a Web 2.0 feature that helps you spread your content across the web. It makes it easy for website visitors to bookmark and share your content among their favorite social destinations on the web. This tool allows website visitors to share your content with popular social networking and news sites including Facebook, Twitter, Delicious, Digg, Reddit and MySpace.

COMMUNITY SPOTLIGHT

Being able to draw attention to important information is a necessity on a local government website. With the Community Spotlight, your website can have a prominent area on the homepage that highlights community events, classes, announcements, business opportunities and other information that would be especially important to your residents. Your staff will be able to link Community Spotlight notices to webpages with additional details and change the highlighted item to reflect current community events.

CONNECTED PAGES

Content on your website may be relevant to different departments, and thus may need to appear in different navigation areas throughout the site. Connected Pages, unique to Vision Internet, allows you to create multiple instances of any web page and place them in different areas of the website. Changes made to any instance of a Connected Page are reflected immediately across all other instances, saving your staff precious time and eliminating duplication of effort, while keeping information on the website consistent and easy to find.

CONTENT SCHEDULING

Content Scheduling saves time and money. It allows all standard pages and specific predefined component content to be published ahead of time. In addition, content can be set to expire on a specific day and time so that it can be automatically removed or archived by the system. The Content Scheduling feature is handy for seasonal and time-sensitive content, and gives you the ability to have updates occur to the site automatically when you are away from the office.

DOCUMENT CENTRAL

One of the main reasons people visit a local government website is to get information and download important documents and forms. With the Document Central, website visitors can easily find the information they need, and you can slash printing and distribution costs for all types of documents.

Based on our extensive experience in content management, we recommend a centralized location for all documents. This allows website visitors to browse for documents from a single, categorized location as well as to access information from individual pages within the website. Furthermore, it

Figure 2 Documents and files are accessible from a central location.

allows easier administrator management of files, thus preventing confusing links and ensuring there are not multiple versions of the same document throughout the site. To prevent broken links in the website, the Document Central prevents deletion of linked documents and provides a complete list of pages linking to the document to simplify website administration.
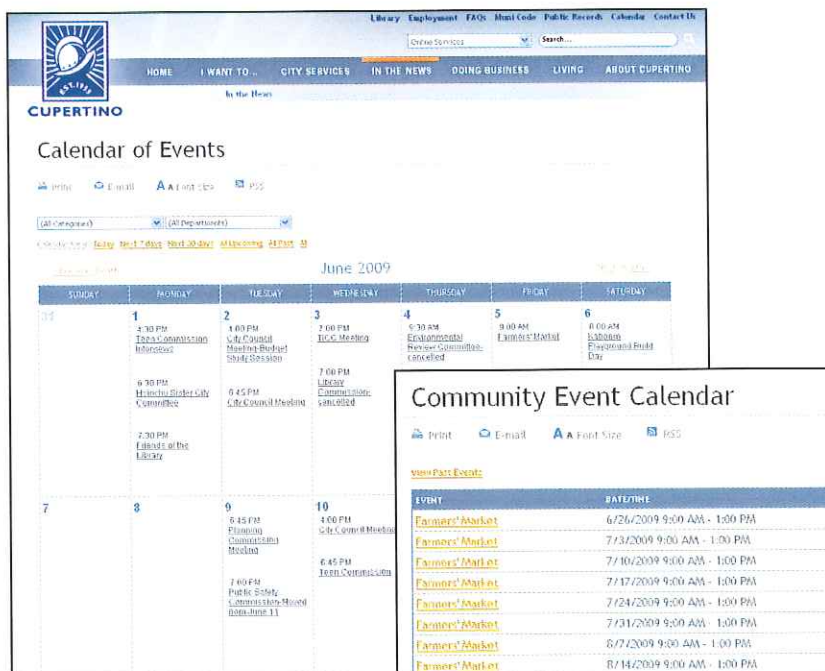
We recommend all documents be stored in Adobe Acrobat PDF format to enable everyone to view them, regardless of platform. However, you may upload most types of files including Microsoft Word, Excel, graphics files, and audio or video clips.

DYNAMIC BREADCRUMBS

Dynamic Breadcrumbs are an automated navigational aid that displays the website visitor's current path on the top of each page to let them know exactly where they are on the website. The breadcrumbs provide your website visitors an extra method of navigating the site.

DYNAMIC CALENDAR SYSTEM

Interactive calendars are a staple of local government websites and are an essential tool for your site's success. The Dynamic Calendar System can be used to improve attendance at your events and meetings by making it easier for users to find the types of events important to them. The Dynamic Calendar System allows staff to create calendars for any department or category your staff chooses. These calendars can share events, preventing duplication of effort.

Calendars can be implemented in a user-friendly monthly or yearly

Figure 3 Use the Dynamic Calendar System to find meetings and events quickly.

format. To assist users further, your website's Calendars will have filtering tools that allow them to find information by month, category, or even departments. This makes it quite easy to locate specific information.

Our Dynamic Calendar System contains a number of advanced functions including:

- ❑ Recurring events function
- ❑ Automatic archiving
- ❑ Integration with e-Notification component

- ❑ Ability to create and assign filtering categories to events
- ❑ Ability to restrict use of categories by specific staff
- ❑ Ability to control which events to include on the homepage of the site
- ❑ Ability to insert calendar pages anywhere in the site navigation
- ❑ Ability to apply different calendar formats including standard monthly calendar and a listing of events
- ❑ Add to my Outlook calendar link
- ❑ Automatic event address link to Google Maps for driving directions
- ❑ Automatic RSS feeds

NOTE: With the e-Notification component, calendar events may also be broadcast to subscribers via email.

DYNAMIC HOMEPAGE

It is important on a city website to list the most current news, press releases, or events. This keeps the community informed while ensuring the website is fresh and timely. It also exposes website visitors to important information they may not necessarily be looking for.

A Dynamic Homepage automates this process for your staff by displaying the most recent information and automatically removing it when it is no longer relevant. It will save your staff time while guaranteeing that your homepage is up-to-date.

DYNAMIC DEPARTMENT HOMEPAGES

While the Dynamic Homepage would provide information for the City overall, the Dynamic Department Homepages would provide the same functionality for individual departments. The system will be implemented in a way that information could be posted on both the main homepage and a department's homepage simultaneously without duplication of effort. We will also provide a graphical banner that can be used for any page on the site. Since we will provide you with the original design work, your staff will be able to create distinct banners for individual departments. As an option, we can provide more banners for an additional cost.

The screenshots below show the City of Manhattan Beach's homepage, which lists current events, and the Police Department's homepage, which automatically lists department specific news and which has its own distinct banner.
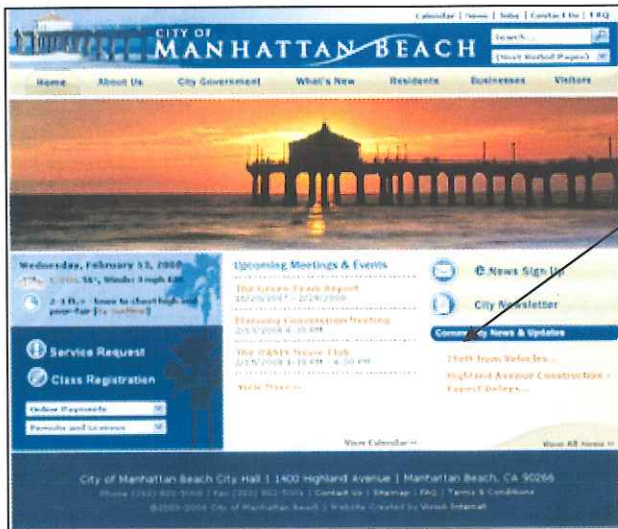
Figure 4 The City of Manhattan Beach's homepage automatically lists upcoming events.
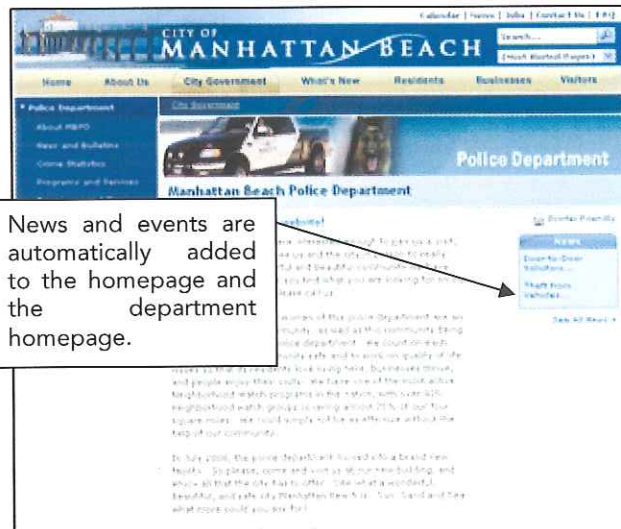
Figure 5 Dynamic Dept. Homepages automatically lists a department's current news or events.

E-NOTIFICATION

Increase communication, draw in more repeat users, and get important information out more quickly, using our email based e-Notification tool. Our tool provides a sign-up box allowing users to add their email addresses to receive important notices, and set their preferences for the e-Notifications they would like to receive. Each registration is verified via a confirmation email that the user must respond to in order to complete the registration process. This same mechanism allows each user to change preferences including opting out from subscription lists.

To better manage the e-Notification process, your staff can see how many subscribers there are for each category, plus edit subscriber information and export the subscriber database for use in other systems.

The best part about our e-Notification tool is that it also integrates with the Calendar and News and Newsletter components, giving you the ability to broadcast event and news content from your website to your subscribers. There is no need to recreate the content. This integrated approach enables your users to sign up for different types and categories of content on a single subscription page in order to have it delivered directly into their email box.

EMERGENCY HOMEPAGE ALERT

In the case of an emergency, it is extremely important for cities to reach out to residents in the most efficient way possible. By doing so, potentially life saving information reaches those who need it most. Notifying the City's website users is simple with the Emergency Homepage Alert. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. The Emergency Homepage Alert would prominently cover the main area of the homepage so users would not miss it. The screen shot shows the implementation of this in the Yolo County website.

Figure 6 Yolo County's website with the Emergency Homepage Alert activated.

FORM/SURVEY TOOL

Interactive forms are the staple of an effective government website. They allow users to communicate and interact with their government at convenient times. Vision Internet's Form/Survey Tool can be used for asking questions, getting feedback, or submitting applications. **Keep in mind that these online forms can be used for replicating many paper forms the City uses, including service requests.**

The Form/Survey Tool also provides you with the ability to easily create your own online surveys and track the results in real-time. In contrast to the traditional paper
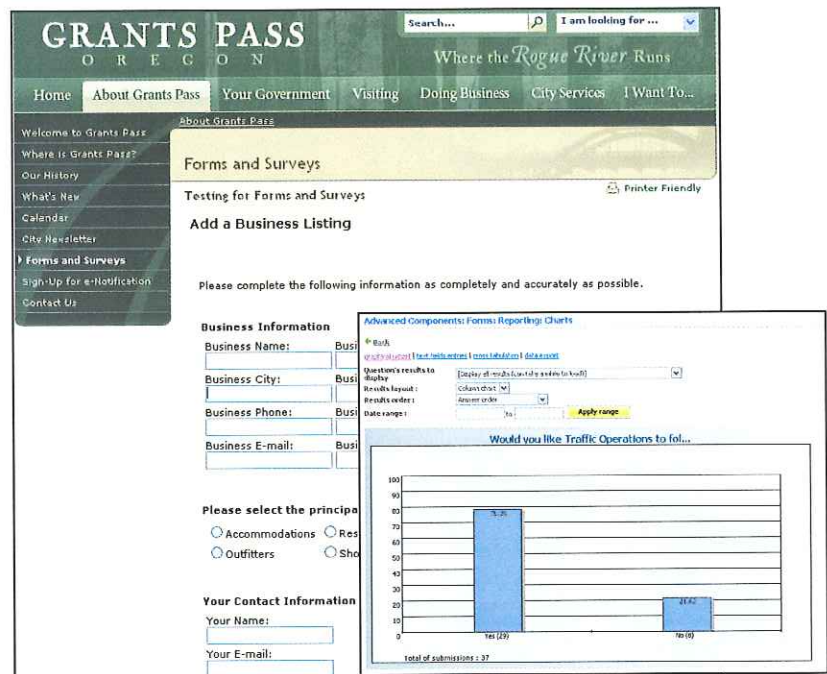

Figure 7 The Form/Survey Tool lets you create forms and surveys where the results are stored in a central database and interactive reporting tools let you create graphical representations of the responses.

survey approach, online surveys are more convenient because they eliminate the time and expense of mailing back responses. Furthermore, you can display the results in several formats, including graphical representations. This allows your staff to aggregate the responses and view them in report format.

The tool supports fill in the blank, multiple choice, multiple select, and ranking type questions. It also has an export function so you can analyze the results using Excel or any other program capable of importing CSV files. This is a third party tool, so only graphic design may be customized and the Approval Cycle functionality is not available.

FORWARD TO A FRIEND

What better way to build traffic to your website than through the Forward to a Friend component. In content rich websites like yours, people will often find information they want to share with others. With the Forward to a Friend component, you can flag individual pages as available for forwarding to a coworker, friend or colleague. Additionally, the interactive components will automatically have a button for forwarding to a friend. The simple form asks for both the sender and recipient's email addresses and, if they care to, allows comments to be sent with the page link. The recipient will receive a short email from their colleague directing them to a specific page on your website. This component empowers your online visitors to share information from your website that they find particularly useful.

FREQUENTLY ASKED QUESTIONS

Frequently Asked Questions (FAQ) are a website staple that visitors have come to expect. While traditional FAQs consist of long lists of questions that may overwhelm users, our component provides a simple and easy way for them to find the information they need. Website visitors are able to browse the list of questions (and answers) by categories you define. Multiple categories may be assigned to each question so that your visitors will be able to find answers based
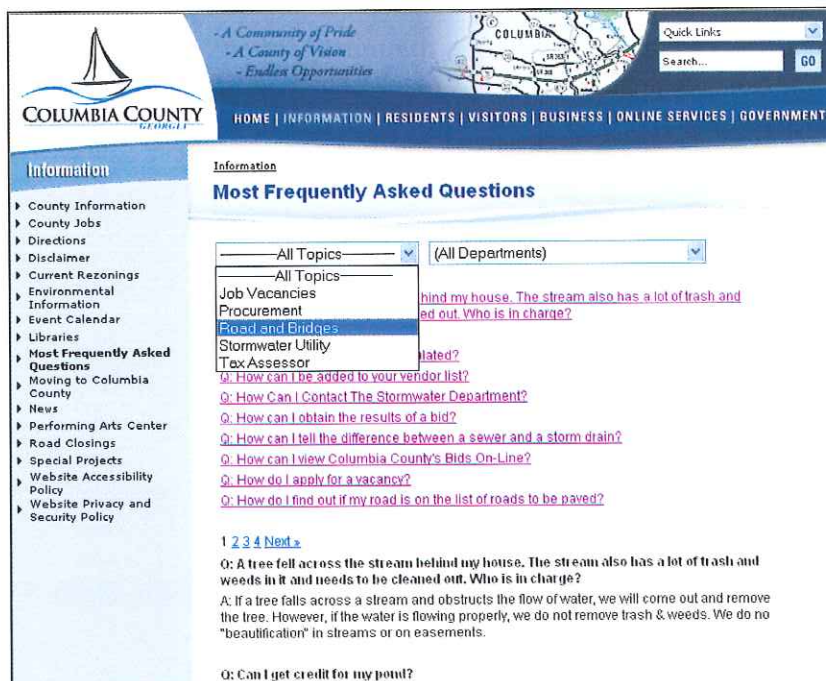

Figure 8 The centralized interactive FAQ makes it easy to find info, while backend tools make it simple for staff.

upon the category that best matches what they are looking for.

Your staff will also love the feature because our component presents a much simpler solution to creating FAQs. Questions and their associated answers are submitted through a simple and centralized interface. Our component does the rest!

I WANT TO...

An action-oriented "I Want To..." navigation menu provides your website visitors with an easy, intuitive way to find the services they are looking for. Residents simply select an action from the menu (such as "pay," "sign up for," "download," etc.), select a specific action type (such as "pay – parking ticket" or "download – planning documents"), and they will be instantly directed to a page with the information or services they require.
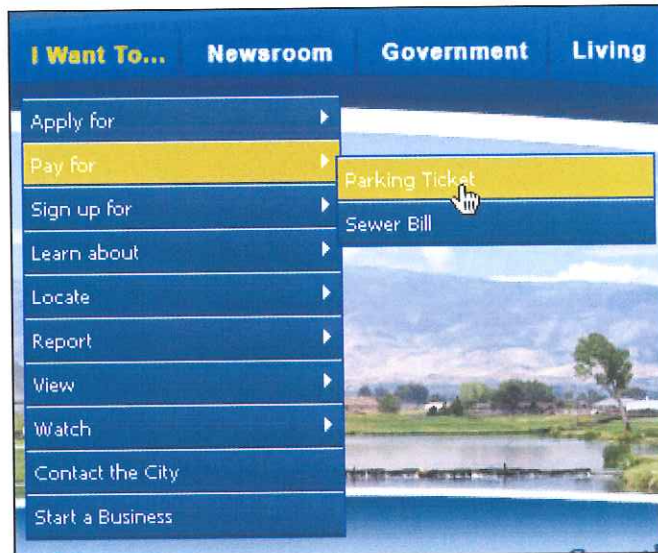
Figure 9 The I Want To...menu on the City of Reno website.

IMAGE LIBRARY

The Image Library is a centralized place where all images used in the website are stored. This saves space because only a single version of each image is used on the entire site. This also provides greater control, as you can restrict the ability to add new images to specific staff members within your organization. Images remain archived when deleted to prevent accidental broken links within the website while the content management system tracks all pages using individual photos to make it easier for you to replace images in individual pages.

The Image Library also incorporates several components that make managing images much easier. They include <u>automatic scaling and sizing of photos to the maximum size recommended for your website plus automatic alt-tag insertion for images added to pages to ensure future Section 508 compliance</u>.

INTEGRATED TWITTER™ API

Utilizing Vision Internet's built-in social networking components, your staff will be able to connect with residents like never before. The Vision Content Management System now includes integrated Twitter™ API at no additional charge, which allows your staff to send Twitter™ messages through the system. Community members subscribed to Twitter™ can instantly receive these messages via cell phone text messages, email and RSS feeds. This is a useful way to get information out to residents quickly - your staff can use the Twitter system to send out critical alerts, emergency notifications, news and event updates, and more. The Twitter™ system can also be used for officials to send "micro-blogs," keeping them in touch with target constituents.

JOB POSTINGS

Job Postings is one of the most popular types of content on local government websites. By posting jobs within the site, you are both attracting possible candidates and averting the flood of telephone inquiries about positions that do not exist. This, of course, keeps your administrative costs down.

Our Job Postings component makes posting jobs a snap. Your HR staff simply fills out a form that can have any number of fields you define (such as position, department, salary, and benefits). Staff can schedule when postings go live on the website and when they expire, thus simplifying the process and reducing your administrative time and costs.

Figure 10 Users can filter for jobs of interest.

To make it easy for users, postings can include interactive components for filtering available positions by category, type of position, posting date, and salary. As is normal for all our components, your staff is able to define the categories or classification of Job Postings.

NOTE: With the e-Notification component, job postings may also be broadcast to subscribers via email.

MULTILINGUAL TRANSLATION

It is important to reach non-English speaking residents; they are a major audience that may require your services. As part of your project, we can implement the free Google translation link in your website. This link will direct website visitors to the Google translation website.

We will provide links at the top of your homepage that allow for easy navigation between the different language sites. We are one of very few vendors that have specific experience developing foreign language websites. We have created websites in Spanish, Chinese, Haitian Creole, and Danish.

NOTE: Please note that without multilingual support components, you can still add your non-English content directly into the Vision Content Management System. This can simply be treated as a department. While the graphics would not be changed in the navigation and headers, the alternate language text could be added directly by your staff. This approach is beneficial when you only need a few non-English pages.

NAVIGATION CONTROL

With Navigation Control, you can easily add, delete, or move pages within the website, allowing you to create new pages for departments, programs, or other important

information whenever it is necessary. Your website will also include drop down menus, which allow your website visitors to browse deeper into the site without clicking, so they can find information quickly and easily.

NEWS AND NEWSLETTERS

By posting news on your site, you will improve communication with your target audiences. Our experience is that news can take many forms, including press releases, newsletters, feature stories, and "what's new" content. With our News and Newsletters component, each of these types of news can be implemented onto a single section of the website or have their own separate area. To ensure usability for website visitors while providing simplicity for staff, news content is automatically moved to an archive section at a predefined interval after publishing. Website visitors can browse the archive by category and date range. This is a great way to provide a historical archive while making site administration easy. Additionally, RSS feeds of the News and Newsletters are automatically available to website visitors.

NOTE: With the e-Notification component, news and newsletters may also be broadcast to subscribers via email.

ONECLICK SOCIAL NETWORKING™

The innovative OneClick Social Networking™ component will allow your staff to post content to your website and to the most popular social networking sites, such as Twitter and Facebook, with one click - saving your staff precious time and helping you broadcast your news, alerts, events and other notices easily and selectively all across the web. Our OneClick Social Networking™ component integrates with the included Dynamic Calendar System, Job Postings, and News and Newsletters components.

Figure 11 The OneClick Social Networking™ component lets you post content to social networking sites such as Facebook and Twitter.

PRINTABLE PAGES

Your website visitors will be able to print out virtually any page on the website with Printable Pages. When a webpage is printed, it will be formatted into a printer friendly format to make it easy to read content offline.

QUICK LINKS

Quick Links will make it even easier for users to find your website's most popular pages. Your staff can easily manage a list of Quick Links in a special drop down menu in the website header or on the homepage itself, allowing you to highlight popular pages or featured links on your website.

ROTATING HOMEPAGE BANNERS

Rotating Homepage Banners is a great way for you to mix up the design on your site, and ensure that your homepage always looks fresh and inviting. You can easily change the images at any time, and each rotating image can be set to link to a different page on the site, allowing you to use the banner area to highlight special features, events and services. This makes it a great marketing tool for your city!
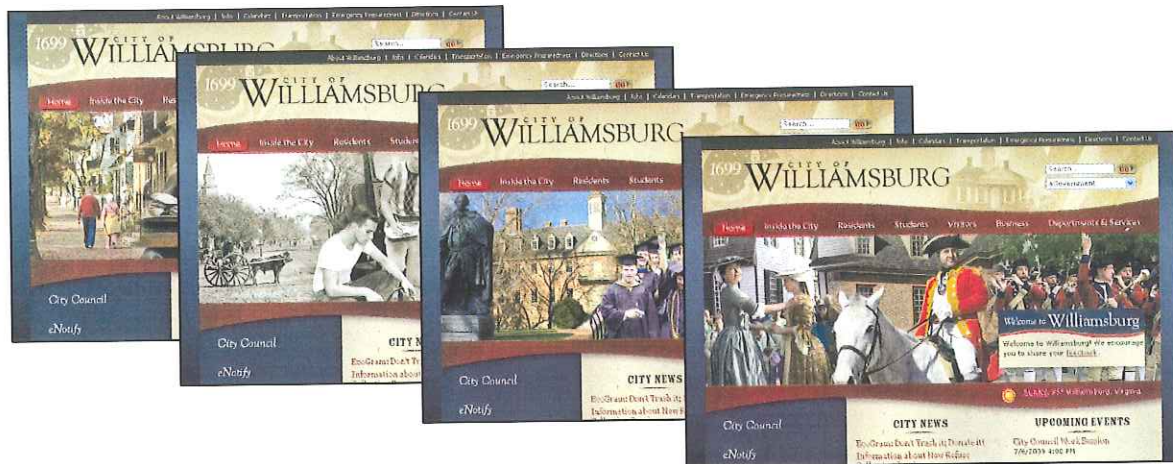
Figure 12 Rotating Homepage Banners keep the website looking up-to-date while reflecting your community.

RSS FEEDS

RSS (Really Simple Syndication) Feeds keep local residents, potential visitors, and other subscribers up-to-date on important news, events, and announcements from your website. Users can subscribe to your website and receive automatic updates in their RSS readers, mobile phones and personal homepages (such as iGoogle, My MSN and My Yahoo!) as a convenient way of remaining current on community events.

SITE AUDIT REPORTS

Your staff will be able to measure your website's progress using our content management system's Site Audit Reports. From the backend of your website, staff will be able to view reports on expired and published pages. This is particularly useful for keeping track of what content is available via the website. Additionally, staff can view the number of pages or items there are on the website via a content count feature.

SITE SEARCH

Site users can find the specific content they need through the powerful search engine ISYS Search. The component will search both HTML pages and documents such as Adobe PDF files and Microsoft Word documents. It will return results in order of relevance based upon frequency of search words in the page content or metadata and results can be browsed by category. Users can browse search results within different content types, like documents, event calendars, and news. Additionally, ISYS Search automatically indexes and categorizes all materials published on the website, including

PDF, Word, and Excel documents. ISYS Search supports fuzzy logic and full Boolean keyword searches. This third-party software needs to be installed on the web server.

SITEMAP GENERATOR

Some people prefer to navigate from a central sitemap where they are able to quickly see a snapshot of the overall website structure. Additionally, visually impaired people often use the sitemap as their principal source of navigation because it is much faster for their screen reader software to move through this than other navigation pages. The Sitemap Generator makes it easy for website visitors and staff alike by automatically generating a sitemap based upon the current site hierarchy. When a change is made to a page location on the website, it is automatically updated on the sitemap. This ensures up-to-the-minute accuracy, and is much easier than staff having to maintain a static sitemap.

STAFF DIRECTORY

It is often difficult for website visitors to find the correct person to contact in a government agency. However, the useful Staff Directory component greatly simplifies this search. It can list all staff persons, departments, even related agencies and partners, along with their contact information and description of their role or area of specialization. Your website users will love the convenience, simplicity, and accessibility; they can easily filter the list of staff based upon name, department, or other criteria determined to be important to them.

Figure 13 Staff Directory allows users to interactively find staff contact information by department, name, or service.

Additionally, your staff will be pleased that they can make their email addresses available to others without exposing their contact information to spammers. Our component "masks" email addresses so that email-harvesting software used by spammers cannot automatically extract them from your website.

WEATHER UPDATE

Weather information is often important to visitors of government websites. By offering the local weather on your own site, your online users will come into the habit of regularly visiting it and thus become more familiar with the City and all that you have to offer them. For your website, we will implement Yahoo weather for no charge.

Optional Interactive Components

Vision Internet creates custom solutions; therefore, we are able to offer you virtually any conceivable type of function. Based upon our extensive knowledge of government needs, plus reviewing your existing website, we believe the following additional components may be of benefit to you. You did not specifically request them so we have listed them as optional. We can implement them now or at any time in the future. We list them to demonstrate that we have the ability to be your long-term partner. They would be under an additional budget or you can "swap" certain Included Interactive Components for Optional Interactive Components of equivalent value. Recommended components are:

- Approval Cycle
- Design Themes
- e-Postcards
- Extranet (Members Only)
- Facilities Directory
- Message Board

- Photo Gallery
- Polling Tool
- RFP Postings
- Service Requests
- visionMobile™

APPROVAL CYCLE[1]

For websites where content authorship and updates are distributed throughout an organization's departments, it is helpful to implement the Approval Cycle where content updates and changes do not go live on the website until one or more persons have approved them.

This allows you to segment the management of content by groups of users (such as departments), in addition to types of content as determined by the interactive components. It is extremely flexible allowing you to define as many workflows as you require with as many steps in the approval as you deem necessary. Most clients have one workflow per department with up to four or five steps in each.

DESIGN THEMES

The Design Themes tool allows you to give subsections of the website their own unique look and feel while providing overall navigational and page layout consistency for your website visitors. The navigational and page layout consistency will make navigating the site easier for your users; the structure will remain the same throughout the website. At the same time, however, by being able to apply different graphic designs and color schemes to different sections, you can incorporate distinct branding elements into a single website. To make it easy for your staff, they can simply select the design theme to be applied to the page from a list of available options that Vision Internet defines for the content management system. Included in this budget are three design themes; additional themes will be billed at our hourly rates.

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[1] Please note that the price for this component will vary according to the total interactive components implemented for your website and that the price listed is an estimate based on the components currently included in your project.

Below are examples from the StopWaste.Org website. Different templates are used for promoting branding of individual programs. Templates include unique banner collages and color themes. Navigation remains consistent throughout the site.
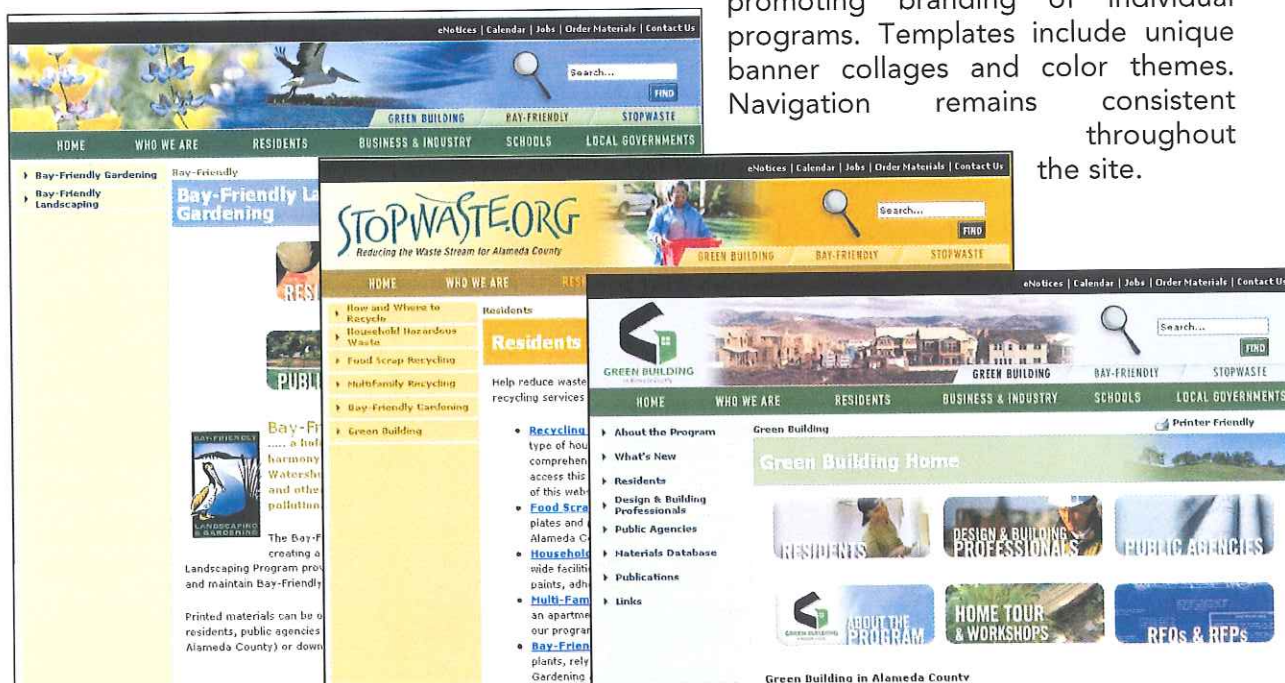
Figure 14 The StopWaste.Org website incorporates different Design Theme templates to support branding of individual programs. From left to right: Bay Friendly program, Residents section of site, Green Building program.

E-POSTCARDS

The e-Postcards tool is a great way to promote the community through referrals from people visiting the City of Tempe. Your website visitors will simply select a photo of a local attraction, landmark, or any other image of the City you wish to make available. Then, they will add a personal message and enter their email plus destination email(s). The e-Postcard is forwarded to their correspondent. It would include the photo and message in a postcard format and have an email link they can follow to see the visitors section of the website. Included in this budget are three postcard designs; additional postcard designs will be billed at our hourly rates.

EXTRANET (MEMBERS ONLY)

Vision Internet can implement an Extranet where restricted content is integrated into the main city website. The restricted content is not viewable by users until they log into the website (i.e. designated staff or elected officials). Once they log in, they will see the additional content within the menus or as an additional section to the main website.
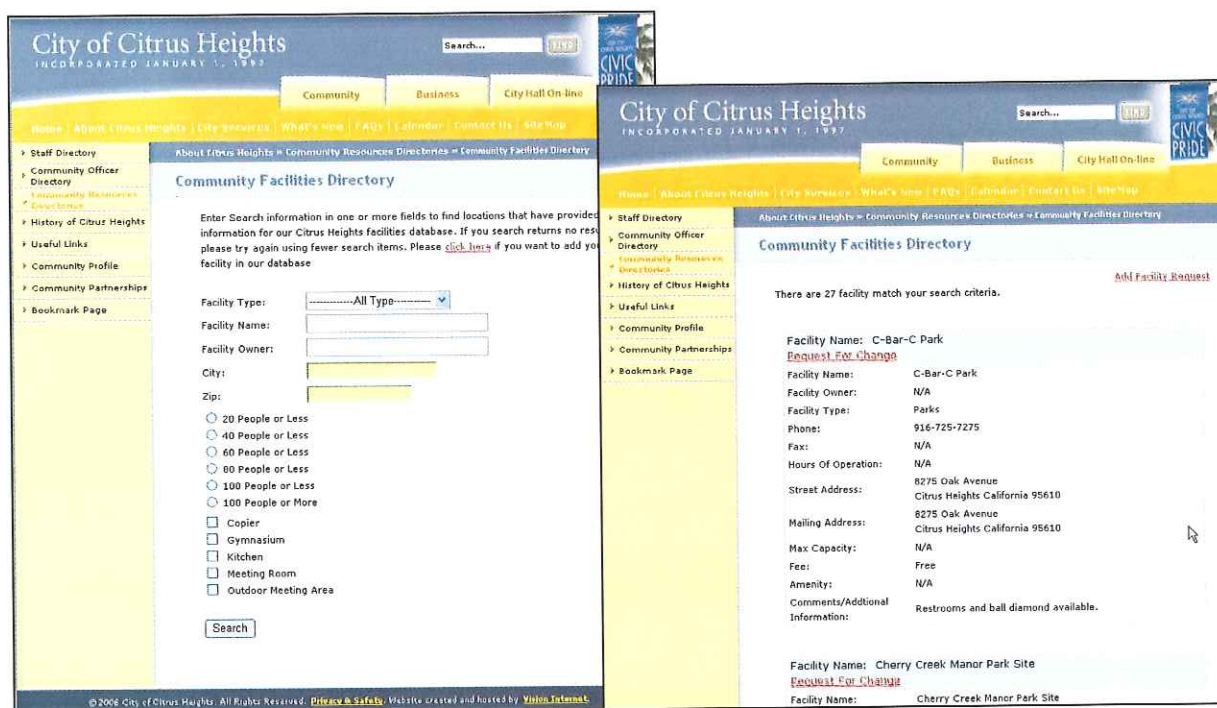
When implementing the Extranet, you may want to have different levels of information access. With our Extranet tool, you can define an unlimited number of groups such as designated staff, and elected officials. Registered users can belong to any number of groups and any number of groups can be associated with most pages in the Extranet. Once implemented, the website visitors will need to log into the website using a username and password to view the secure pages.

The basic Extranet tool includes functionality to restrict viewing pages in the navigation of the website. Additionally, the tool offers the ability to restrict viewing content in News and Calendar. An additional fee applies for implementing Extranet functionality within other interactive components.

FACILITIES DIRECTORY

The Facilities Directory provides citizens with a listing of all types of facilities in the community. Site users are able to search the listing by type (such as Churches, parks, and schools) amenities (such as swimming pool, meeting rooms, and kitchen), and capacity. It is great for residents that need to find space for all types of activities. Because the tool is designed to list all facilities in the community, it has a registration form where organizations can put in the necessary information about the facility they have available. Entered information does not become live on the website until after website administrator approval.

For an additional cost, this tool could also be modified to provide for online facility reservations depending upon your specific needs.

Figure 15 Facilities Directory allows users to find local facilities for their event needs.

MESSAGE BOARD

The online Message Board will allow your website visitors to have open discussions about topics important to the community. They can post comments and messages; share stories and experiences; and ask and answer questions.

This very flexible tool features:

❑   Complete web-based administration.

- ❑ Search function.
- ❑ Linear based threading.
- ❑ Auto member email verification.
- ❑ Rich Text Editor so users can format postings with different colors and fonts.
- ❑ Auto-Censor which filters words as defined by you.
- ❑ Security per forum, for both guests and registered members.
- ❑ Recover Password feature.
- ❑ Email Notification of reply on a per-posting basis.
- ❑ Profile section where members can change preferences.
- ❑ A function where URLs and email addresses are automatically converted to HTML links.

The tool also allows:

- ❑ An unlimited number of forum participants.
- ❑ An unlimited number of discussion groups.
- ❑ Members to modify messages.
- ❑ Moderators to lock, modify, and delete topics and postings.
- ❑ Members to hide their email address from other members.

You may choose to assign a moderator to each forum. The moderator could lead the discussion by posting questions for its members to ponder and respond to, thus helping to stimulate dialogue. Additionally, they would have the ability to remove inappropriate messages and block continually disruptive persons from participation. Should the City require additional functionality, we can discuss the budget for this during the consulting phase of your project.

PHOTO GALLERY

Nothing spices up a website like pictures. With our Photo Gallery component, your website visitors can browse through images of your beautiful city and its exciting events. Users can view photo albums defined by your staff, and either look at images via thumbnails or a slide show.

While you can setup the basic photo albums with our content management system, the Photo Gallery component includes several tools to make administration much easier. Simply upload the image to the new album and add a caption; thumbnails are automatically created and added to pages based upon the predefined template. In addition, the Photo Gallery
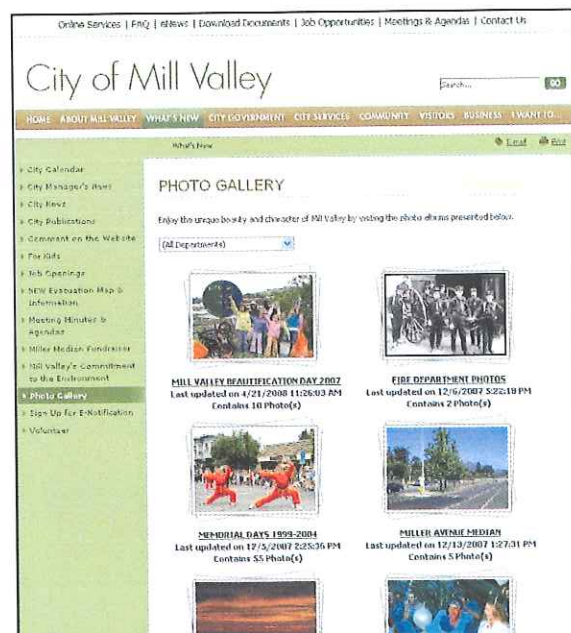
Figure 16 Photo Gallery implemented on the City of Mill Valley website.

includes a flash slideshow gallery.

To ensure accessibility and Section 508 compliance, the necessary alt-tags are automatically added to each photo. What a great way to save staff time while livening up your website!

POLLING TOOL

Online polling is a great way for users to express their opinions about important issues. The Polling Tool allows site users to vote in online polls and see the results instantly so that they can measure the responses of other community members. Your staff will be able to easily create their own polls with questions about local events, meetings, or other topics which site users would be interested in. Polls can appear on the homepage of the site where users can easily find them, as well as on a centralized page for all of your website's past and current polls. This is a third party tool so the Approval Cycle functionality is not available.

RFP POSTINGS

To make future Requests for Proposals simpler, easier to manage, and more cost effective, the website can include an RFP Postings where they can be posted along with amendments and updates.

Potential vendors can download RFPs in a PDF format. Because RFPs are time sensitive, you can schedule when the RFP posting would be live on the website and when it would be removed, thus ensuring your website is kept up-to-date with minimal staff time required.

SERVICE REQUESTS

It is important for cities like Tempe to provide its residents with advanced features for requesting services online, saving both your users and your staff time. As an optional component, Vision Internet can implement advanced Service Requests for your website.

Your residents will be able to make service and information requests based on categories defined by the City. Users can also send comments and files (such as photos of a street lamp requiring maintenance, graffiti that needs to be removed, etc.) to the case processer so that they will have a clearer idea of the work that needs to be done. These requests will be automatically routed to the appropriate case processer and a confirmation email will be sent to the user. Passwords provided to users will allow them to log-in and track the progress of their request throughout the process. Users will also receive emails updating them on their requests.

Additionally, because Service Requests are integrated with the included Frequently Asked Questions component, your users will also be able to check for common solutions to their problem before sending it to the City.

Assigned case processers will be notified of Service Requests by email. After logging-in, an easy-to-use queue will show them a list of pending requests, including highlighted overdue projects. Either City staff or a contractor can be assigned as a case processer and receive Service Requests; since Service Requests do not need to be

accessed via the Vision Content Management System, you do not need to worry about granting access to the website's backend to non-City employees.

This component is currently under development but should be ready for implementation once your website has launched. We can provide a quote for Service Requests at this time.

VISIONMOBILE™

visionMobile™ dynamically converts all standard web pages and key components, such as the Calendar, News and Newsletters, Job Postings, and FAQs, to your mobile website. Updates remain simple and easy with dynamic posting to the traditional website and the mobile version. Also, intuitive navigation allows users to go through all page levels with ease. Your website will be compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

Figure 17 visionMobile™ will make your website compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

Integration of Third-Party Components and Databases

Today, there are many advanced components for such functions as:

- ❑ Class Registration
- ❑ Credit Card Transactions[2]
- ❑ e-Commerce
- ❑ GIS Mapping
- ❑ Park and Recreation Services
- ❑ Permitting
- ❑ Service Requests (CRM)
- ❑ Streaming Video[3]
- ❑ Others

Our content management system can easily work with these components, provided they are web-enabled. Most of these types of components can be given the same look and feel as your main website via modifications to the presentation template. For your project, we will provide you with an HTML template that vendors of these third-party components can use. We will also integrate links to these third-party components into the overall website navigation. There are many examples of where we have used this approach, including the Cities of College Station, TX; Diamond Bar, CA; Citrus Heights, CA; and many others.

Additionally, we are able to create web-interfaces for your third-party databases. Examples of previous projects where we have done this include displaying tax records that were exported from a main frame for Vanderburgh County, IN; displaying crime statistics from California State databases for the City of Citrus Heights, CA; displaying travel options from various databases for several airlines including United; and displaying staff and student contact information from school databases for the UCLA School of Law.

These are just a few examples of our extensive experience working with third-party databases and systems. While interfaces to third-party systems are not included within the budget, they are available for an additional fee. We will provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

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[2] Our standard online payment service is Authorize.Net. Integration of other services may result in additional fees.
[3] Please note that we are partners with Granicus, who have provided streaming video services for many of our government clients.

Optional Maintenance and Hosting Services

Vision Internet is a full service firm able to offer all that is required to build and maintain your website. This includes website maintenance, support, and hosting services. While you are not required to use any of these, you can rest assured knowing that we are able to provide you the support you need to ensure your project's long-term success. Many of our key staff have been with Vision Internet for upwards of ten years and have had years of experience providing the support local government websites need.

Website Maintenance and Support

Our content management system enables you to easily manage the content of the website without the need of programming experience. This can save you considerable time and money over a static website that requires a technical person's expertise. Sometimes you may need to expand the scope of the website by adding new components, changing the graphic design, or designing complex pages. We, as your partner, can provide you with website maintenance services.

We perform website maintenance by using the following procedure:

1. When receiving service requirements from a client, our in-house team will first analyze the request and then come up with the best solution for performing updates to the website in our staging/testing environment.
2. After completing the changes, our quality assurance staff will conduct testing of all the updates to make sure that changes are consistent with the existing website and that there are no programming bugs.
3. After our quality assurance tester confirms the updates, we transfer the files from the staging/testing environment to the live server.

Our three-step procedure assures quality service, efficiency, and on-time delivery. We are committed to our clients, offering an expedient turnaround time for most web content and simple graphics modifications to the website.

For larger tasks such as adding new components, we will provide you with an estimate before beginning work.

TECHNICAL SUPPORT

We at Vision Internet stand behind our clients and can provide you with the support you need. Most of our clients have an internal point person who serves as the first level of support for staff members by answering their questions and showing them how to perform basic functions using the content management system. From time-to-time, however, your internal point person or webmaster may have questions regarding how to perform tasks, configure the system, or accomplish some organizational need in the best way possible.

In all cases, Vision Internet is able to address your technical and/or operational needs. You will be assigned a service support person who will serve as your first level of support and manage any needs you may have. Continual monitoring of your site is provided to assist your staff in finding solutions to any unexpected problems. For

issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.

<u>Because we are looking forward to building a long-term relationship with you, we will provide three months FREE website maintenance and technical support.</u>

Important Note

Why pay for something you don't need? With Vision Internet, your maintenance plan is not only optional, but also puts you in control of how your dollars are spent. Don't need support? Need to postpone upgrades due to a limited budget? No problem. You only pay for services you receive.

Bottom Line: We're as flexible as your fluctuating budget!

OPTIONAL MAINTENANCE/SUPPORT PLAN

Beyond the initial three months, many of our clients opt to buy blocks of hours for maintenance and technical support at a lower blended rate. Our maintenance and support plan is unique. Rather than the standard 18% - 20% maintenance plan that includes upgrades and support, we offer a more flexible and fair approach.

The problems with traditional maintenance contracts offered by our competitors are:

- ❑ You have no control over what goes into the annual upgrade so you may not get anything of value to you – or anything at all!
- ❑ If the features you want are not in the upgrade, you may need to pay for additional customization in addition to the maintenance contract you already paid for.
- ❑ If you want to add additional components, you will still need to request an additional capital budget to cover the new development.

In our approach, you buy blocks of hours for maintenance and support at a lower blended rate. The time can be used for maintenance and support on an as-needed basis throughout the year. At the end of the year, you can apply any unused value towards an upgrade of the content management system, customizations to your website, or implementation of new components.

The Vision Internet plan provides you maximum flexibility because:

- ❑ You set the amount you want to allocate for maintenance and enhancements on an annual basis.
- ❑ If the annual upgrade does not contain functionality useful to you, you can simply "skip" the upgrade and apply the unused value to additional components or enhancements.
- ❑ You are able to add new functionality to your site under maintenance budgets rather than the harder to come by capital budget funds.

Most clients only use three to four hours of support/maintenance per quarter but will purchase a maintenance contract of five to ten hours per month because of the exceptional value it provides for future developments.

Website Hosting

For over fourteen years, website hosting has been an integral part of our operations. We started our business as an Internet Service Provider (ISP) offering full service connectivity, design, and hosting. As the business evolved, we developed our relationship with Cogent and CoreSite, a global network provider, which enables us to provide comprehensive hosting solutions for our clients. We have our own co-location suite within a secure, state-of-the-art facility.

Our hosting services include:

- Unlimited bandwidth (over a 100 Mbps digital line)
- Unlimited amount of disk space for your website
- Power failure equipment including battery backup
- Redundant generator backup
- Microsoft Windows Server 2003 or 2008
- Microsoft SQL Server 2005 Standard
- Full climate control
- Cisco routers and Raid 5
- Security access via ID, fingerprint scanner, and key card
- Guaranteed 99.9% uptime
- Monthly web usage statistics reports
- Fixed IP address for the website
- Daily onsite and offsite backups

With Vision Internet, you are not locked into using our web hosting services. However, many of our government clients throughout the country use our hosting services because of its exceptional value and administrative simplicity.

No Additional Charges

Other vendors within our industry tend to require their clients to go through them for hosting services. We do not require this of our clients. We allow our clients the *flexibility* of choosing between in-house or third-party hosting.

Our clients have come to appreciate the peace of mind and flexibility when deciding on a hosting company. While many of them choose us to host their site, this is always an option, not an obligation.

USAGE REPORTS FROM URCHIN

To realize the full potential of your website, you must measure its progress. The easiest way to accomplish this is to actively monitor website traffic and the content most utilized by visitors.

For our clients that opt for us to host their website, we offer Urchin Web Analytics software to analyze website traffic. Urchin presents site traffic reports in an organized and concise format, all with full-color graphics. By utilizing this software, we are able to offer complete reports on website visitor patterns, referring sites, visitor paths, and demographics. The reports enable you to understand the website end-users, what search engines and keywords they use to find your website, the pages they access, documents they download most often, and much more.

Figure 18 Urchin provides advanced, interactive reporting.

The reports also provide activity and technical statistics that contain information about the average number of visits, the least and most active days, the length of visits, the total hits, the errors found on the pages, etc. These numbers are especially helpful when trying to determine the impact various site promotions have had.

Urchin reports are made available to you over the web, and data is easily exportable to Word, Excel, and XHML.

Vision CMS Hardware and Software Recommendations

Vision Internet's solution is flexible. If you or a third party is hosting the website, we recommend the following:

WEB SERVER
- Single or Dual processors with minimum 2.8 GHz CPU
- Minimum 1 GB RAM
- Minimum 40 GB Hard Drive
- RAID 5 Configuration
- Windows Server 2003 or 2008

DATABASE SERVER
- Single or Dual processors with minimum 2.8 GHz CPU
- Minimum 2 GB RAM
- Minimum 80 GB Hard Drive
- RAID 5 Configuration
- Windows Server 2003 or 2005

□ Microsoft SQL Server 2005 or 2008

Note: Web Server and Database Server can either be separate or can reside on the same machine. In the case that they are on the same machine, we recommend dual processors with minimum 2.8 GHz CPU and 2GB RAM.

Additional Information

Included Warranty

All programming code within the project developed by Vision Internet is warranted for a period of one-year from the date of completion. We will create a backup of the website when it is completed. If any problem arises while you are maintaining the site, we will be able to restore the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise.

In our fourteen years of business, we have not had any significant problems arise, due to our extensive quality assurance process and technical expertise.

Sub-Contracting

To maintain quality control, all core services are performed in-house. This assures cost effectiveness, efficiency, and consistency.

Terms and Conditions

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

Proposal Questionnaire

This questionnaire will be used to determine whether your firm offers meets the mandatory and desired functionality and your level of expertise required to perform these services. With this purpose in mind Offerors are to completely answer each of the following questions and provide relevant documentation.

Functionality:

Listed below are the mandatory and desired functionality the City is looking for in a Web Content Management System (WCMS). Offerors are to provide an explanation for each "yes" response that will be sufficient in order to allow the City to fully evaluate the firm's capability of the proposed system. Each yes response to specifications will receive a maximum of four (4) points based on the quality and thoroughness of the explanation given and each no response will receive zero (0) points in the evaluation process. With this purpose in mind Offerors are to completely answer each of the following questions and provide relevant documentation.

Effort Indicator:

Offerors shall respond to the technical below. Any response code using "N" for mandatory specifications shall result in the disqualification of proposer. Responses are to be placed in the "Effort Indicator" column.

Pick from the following legend when entering a response code:

B   Base (out of the box) or to respond to Yes to yes/no questions

O   Optional (extra cost)

T   Third Party (provide details)

P   Custom Programming required (provide details)

C   Indicates that the function described requires some configuration and setup on the part of the system administrator, but does not require any significant coding efforts, system planning or component design work.

A   API/SKD (i.e. it can be configured through the appropriate development kit - Provide details)

F   Future (future releases of the tool) - Must provide date of release to customers for use.

N   Not Supported or to respond No to yes/no questions

The City reserves the right to correct any vendor selected response code(s) based on vendors explanation. It is your firms responsibly to ensure your explanation supports the chosen response code.

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	System Functionality			Effort Indicator
	Yes	No	Points	

DESIRED PRESENTATION SPECIFICATIONS

These questions relate to what can be seen on the web site, how to navigate through the site and the look and feel from an end user viewpoint.

1. Can the proposed system provide/require a consistent look and feel to the website? (Templates or pick lists to maintain the same fonts, sizes and colors for headers, titles, footers, and navigation throughout the website).

   Y _____ _____ B

   Explanation: We are providing the City with a consistent look and feel throughout the site to make it easier for website visitors to navigate the site and find information they need. We will provide the City with a design template that pages added to the website will be based on. Furthermore, the header, titles, footers and navigation will remain the same throughout.

2. Can your system create printer friendly pages?

   Y _____ _____ B

   Explanation: Your website visitors will be able to print out virtually any page on the website. When a webpage is printed, it will be formatted into a printer friendly format to make it easy to read content offline.

3. Does your proposed system provide the option to e-mail web pages?

   Y _____ _____ B

   Explanation: Our solution allows you to flag individual pages as available for forwarding to a coworker, friend or colleague. Additionally, interactive components will automatically have a button for forwarding to a friend. The simple form will ask for both the sender and recipient's email addresses and, if they care to, allows comments to be sent with the page link. The recipient will receive a short email from their colleague directing them to a specific page on your website.

4. Can graphical files be automatically resized relative to the site for quick load times?

   Y _____ _____ B

   Image Resizing (prefer this to be generation of a resized image from hi –resolution original and not simply HTML resizing)

   Explanation: Our solution converts your photos and graphics into web ready images optimized for display on your web pages. Images are resized by the system upon upload, and files of non-web format such as .bmp and .tif are automatically converted to the web-friendly .jpg format.

5. Can all the pages be centered to allow for the correct view on all devices? Y _____ B _____

Explanation: Our website can be viewed from PC and Mac. As an additional option, we can also make it viewable in most smart phones. Please see Item 6 below for details.

6. Can some of the pages be designed to work on the latest smart phones with mobile browser support? Y _____ O _____

Explanation: As an optional component, we can provide the City with visionMobile™ which dynamically converts all standard web pages and key components, such as the Calendar, News and Newsletters, Job Postings, and FAQs, to your mobile website. Updates remain simple and easy with dynamic posting to the traditional website and the mobile version. Also, intuitive navigation allows users to go through all page levels with ease. Your website will be compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.

7. Can the WCMS do browser detection and serve content specific information to mobile devices? Y _____ O _____

Explanation: Yes, this is included with the visionMobile™ feature described in Item 6 above.

8. Describe how your product can access Social Networking features such as: Facebook and Twitter. Y _____ B _____

Explanation: Included in our project is Integrated Twitter™ API, which allows your staff to send Twitter™ messages through the system. Community members subscribed to Twitter™ can instantly receive these messages via cell phone text messages, email and RSS feeds.

We are also including our innovative OneClick Social Networking™ component which will allow your staff to post content to your website and to the most popular social networking sites, such as Twitter and Facebook, with one click - saving your staff precious time and helping you broadcast your news, alerts, events and other notices easily and selectively all across the web. Our OneClick Social Networking™ component integrates with the included Dynamic Calendar System, Job Postings, and News and Newsletters components.

9. List and describe the types of navigation provided.
We will organize your website by categories such as department, topic, and target users. Content will be available through multiple "paths" making it simple for users to search the site regardless of their prefered method.
Additionally, we can implement Action Based Navigation which allows users to easily find a

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particular service or page on your website through an easy-to-use drill down menu, such as "I Want To…view an event, fill out a form, etc."

A. Is the navigation ADA compliant? (dynamic navigation and site map updates)   Y ___ B ___

Explanation: Compliance standards will be verified via Watchfire's Bobby software prior to completion. Your website's site map will be useful for visually impaired users, as screen reader software can read through it faster than the site's usual navigation.

B. Does a new page automatically add to the current navigation?   Y ___ B ___

Explanation: When a new page is added, the website's navigation will automatically add it.

10. Can pages be designed with personalized functions? (registration, sign-in, welcome back)   Y ___ P ___

Explanation: Creating pages with personalized functions will require custom work. We can discuss this additional feature with the City during your project's consulting phase.

11. Does your proposed system support the function of selecting an image and then having an enlarged version of that image displayed?   Y ___ B ___

Explanation: Yes, the image manager in our RAD Editor has a similar feature

12. Does your proposed system provide an integrated site search? (Robust search engine indexes all content, including PDF formats. Advanced site search\filter options, including wildcard, Content tagging, Boolean searches, dates, stemming, and fuzzy searches).   Y ___ B ___

Explanation: Included with our solution is the powerful search engine ISYS Search. The component will search both HTML pages and documents such as Adobe PDF files and Microsoft Word documents. It will return results in order of relevance based upon frequency of search words in the page content or metadata and results can be browsed by category. Users can browse search results within different content types, like documents, event calendars, and news. Additionally, ISYS Search automatically indexes and categorizes all materials published on the website, including PDF, Word, and Excel documents. ISYS Search supports fuzzy logic and full Boolean keyword searches. This third-party software needs to be installed on the web server.

13. Can new media – flash, mp4, mp3, videos, etc – easily be integrated into a page?   Y ___ O ___

Explanation: Yes, all of these types of media can be integrated into our system.

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14. General features:

A. Does the system have a spell checking feature built in? __Y__ — — — __B__

Explanation:
Spell check is included with the Vision Content Management System to help you create content that is free of any embarrassing spelling errors.

B. Does the system have a multiple undo feature? (rollback?) __Y__ — — — __B__

Explanation: Undo, redo, and trashcan tools included in our system will give you the ability to recover from mistakes and restore to the previous published version.

C. Does the WCMS allow for special paste to remove and/or keep formatting? __Y__ — — — __B__

Explanation: Our solution will allow you to paste text from Microsoft Word to make it easier to add content to the website while stripping MS Word formatting and converting it to HTML.

D. Does the WCMS provide a Browser Preview? __Y__ — — — __B__

Explanation: Yes, before a page is published on the website, you can see a preview of what it will look like live.

E. Can the WCMS support Drag and Drop content? __Y__ — — — __P__

Explanation: At this time, the Vision Content Management System does not provide drag and drop content. However, we can add this to specific content as a custom feature. We can discuss this with you in detail during your project's consulting phase.

F. Can the WCMS create tables and lists? __Y__ — — — __B__

Explanation: The Vision Content Management System will allow you to easily create lists for your webpages.

G. Can the WCMS handle foreign characters? __Y__ — — — __B__

Explanation: The Vision Content Management System can handle all foreign language fonts.

15. Does your system support the use of pop ups, scrolling, and any other special effects? __Y__ — — — __B__

Explanation: The Vision Content Management System is very flexible and supports effects such as pop ups, scrolling pages, scrolling iframe content areas, and rotating slide shows.

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DESIRED PRESENTATION SPECIFICATIONS - Modules

These questions relate to the overall functionality of a specific web component. Each module may have many features.

| | System Functionality | | | Effort Indicator |
	Yes	No	Points	
1. Does your proposed system have a Dynamic Form Builder module or component? Please describe its features and how it functions.	Y			B
2. Can the information from the forms be stored to a database and/or exportable to Excel or Access?	Y			B
3. Does your proposed system have a Survey/Polling module or component? Please describe its features and how it functions.	Y			B
4. Does your proposed system have RSS News feed (press releases) module or component? Please describe its features and how it functions.	Y			B

1. Does your proposed system have a Dynamic Form Builder module or component? Please describe its features and how it functions.

Explanation: We are including our Form/Survey Tool with your project, which can be used for asking questions, getting feedback, or submitting applications. Keep in mind that these online forms can be used for replicating many paper forms the City uses, including service requests.
The Form/Survey Tool also provides you with the ability to easily create your own online surveys and track the results in real-time. In contrast to the traditional paper survey approach, online surveys are more convenient because they eliminate the time and expense of mailing back responses. Furthermore, you can display the results in several formats, including graphical representations. This allows your staff to aggregate the responses and view them in report format.
The tool supports fill in the blank, multiple choice, multiple select, and ranking type questions. This is a third party tool, so only graphic design may be customized and the Approval Cycle functionality is not available.

2. Can the information from the forms be stored to a database and/or exportable to Excel or Access?

Explanation: The Form/Survey Tool has an export function so you can analyze the results using Excel or any other program capable of importing CSV files.

3. Does your proposed system have a Survey/Polling module or component? Please describe its features and how it functions.

Explanation: The Form/Survey Tool described above will allow you to create various types of surveys and polls, including those with fill in the blank, multiple choice, multiple select, and ranking type questions.

4. Does your proposed system have RSS News feed (press releases) module or component? Please describe its features and how it functions.

Explanation: Included RSS Feeds keep local residents, potential visitors, and other subscribers up-to-date on important news, events, and announcements from your website.

Users can subscribe to your website and receive automatic updates in their RSS readers, mobile phones and personal homepages (such as iGoogle, My MSN and My Yahoo!) as a convenient way of remaining current on community events.

5. Can the WCMS create and consume RSS feeds?

    Y _____ _____ _____ B

Explanation: This is included with the RSS feeds described in Item 4 above.

6. Does your proposed system have a Newsletter module or component? Please describe its features and how it functions.

    Y _____ _____ _____ B

Explanation: Our included email based e-Notification tool increases communication, draws in more repeat users, and gets important information out more quickly. Our tool provides a sign-up box allowing users to add their email addresses to receive important notices, and set their preferences for the e-Notifications they would like to receive. Each registration is verified via a confirmation email that the user must respond to in order to complete the registration process. This same mechanism allows each user to change preferences including opting out from subscription lists.

To better manage the e-Notification process, your staff can see how many subscribers there are for each category, plus edit subscriber information and export the subscriber database for use in other systems.

The best part about our e-Notification tool is that it also integrates with the Calendar and News and Newsletter components, giving you the ability to broadcast event and news content from your website to your subscribers. There is no need to recreate the content. This integrated approach enables your users to sign up for different types and categories of content on a single subscription page in order to have it delivered directly into their email box.

7. Does your proposed system have a Calendar module or component? Please describe its features and how it functions.

    Y _____ _____ _____ B

Explanation: Interactive calendars are a staple of local government websites and are an essential tool for your site's success. The Dynamic Calendar System can be used to improve attendance at your events and meetings by making it easier for users to find the types of events important to them. The Dynamic Calendar System allows staff to create calendars for any department or category your staff chooses. These calendars can share events, preventing duplication of effort.

Calendars can be implemented in a user-friendly monthly or yearly format. To assist users further, your website's Calendars will have filtering tools that allow them to find information by month, category, or even departments. This makes it quite easy to locate specific information.

Our Dynamic Calendar System contains a number of advanced functions including:

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-Recurring events function
-Automatic archiving
-Integration with e-Notification component
-Ability to create and assign filtering categories to events
-Ability to restrict use of categories by specific staff
-Ability to control which events to include on the homepage of the site
-Ability to insert calendar pages anywhere in the site navigation
-Ability to apply different calendar formats including standard monthly calendar and a listing of events
-Add to my Outlook calendar link
-Automatic event address link to Google Maps for driving directions
-Automatic RSS feeds
NOTE: With the e-Notification component described in Item 6, calendar events may also be broadcast to subscribers via email.

8. Does your proposed system have a Banner/Ad management module or component? Please describe its features and how it functions.

Y ___ ___ ___ B

Explanation: Included in your project are Rotating Homepage Banners. You can easily change the images at any time, and each rotating image can be set to link to a different page on the site, allowing you to use the banner area to highlight special features, events and services.

9. Does your proposed system have an Email Subscription Registration module or component? Please describe its features and how it functions.

Y ___ ___ ___ B

Explanation: Please see Item 6 above for full details on our e-Notification component.

10. Does your proposed system have an E-Postcard module or component? Please describe its features and how it functions.

Y ___ ___ ___ B

Explanation: As an option, we are offering the City our e-Postcards tool. Your website visitors will simply select a photo of a local attraction, landmark, or any other image of the City you wish to make available. Then, they will add a personal message and enter their email plus destination email(s). The e-Postcard is forwarded to their correspondent. It would include the photo and message in a postcard format and have an email link they can follow to see the visitors section of the website.

11. Does your proposed system have a Discussion Forum module or component? Please describe

Y ___ ___ ___ O

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its features and how it functions.

Explanation: The optional online Message Board will allow your website visitors to have open discussions about topics important to the community. They can post comments and messages; share stories and experiences; and ask and answer questions.

This very flexible tool features:

-Complete web-based administration.
-Search function.
-Linear based threading.
-Auto member email verification.
-Rich Text Editor so users can format postings with different colors and fonts.
-Auto-Censor which filters words as defined by you.
-Security per forum, for both guests and registered members.
-Recover Password feature.
-Email Notification of reply on a per-posting basis.
-Profile section where members can change preferences.
-A function where URLs and email addresses are automatically converted to HTML links.

The tool also allows:

-An unlimited number of forum participants.
-An unlimited number of discussion groups.
-Members to modify messages.
-Moderators to lock, modify, and delete topics and postings.
-Members to hide their email address from other members.

You may choose to assign a moderator to each forum. The moderator could lead the discussion by posting questions for its members to ponder and respond to, thus helping to stimulate dialogue. Additionally, they would have the ability to remove inappropriate messages and block continually disruptive persons from participation. Should the City require additional functionality, we can discuss the budget for this during the consulting phase of your project.

12. Does your proposed system have a Shopping Cart module or component? Please describe its features and how it functions.

    Y — — — T

Explanation: While Vision Internet does not provide this function in-house, we can integrate with third-party providers such as Authorize.Net. We can discuss any specific providers the City wishes for us to work with and provide a budget for this during your project's consulting phase.

13. Does your proposed system have a Phone and Address directory module or component? Please describe its features and how it functions.

    Y — — — B

Explanation: The included Staff Directory component can list all staff persons, departments, even related agencies and partners, along with their contact information and description of their role or area of specialization. Your website users will love the convenience, simplicity, and accessibility; they can easily filter the list of staff based upon name, department, or other criteria determined to be important to them.

Additionally, your staff will be pleased that they can make their email addresses available to others without exposing their contact information to spammers. Our component "masks" email addresses so that email-harvesting software used by spammers cannot automatically extract them from your website.

14. Does your proposed system have a Job Bank module or component? Please describe its features and how it functions.

Y ___ ___ B

Explanation: Our included Job Postings component makes posting jobs a snap. Your HR staff simply fills out a form that can have any number of fields you define (such as position, department, salary, and benefits). Staff can schedule when postings go live on the website and when they expire, thus simplifying the process and reducing your administrative time and costs.

To make it easy for users, postings can include interactive components for filtering available positions by category, type of position, posting date, and salary. As is normal for all our components, your staff is able to define the categories or classification of Job Postings. NOTE: With the e-Notification component, job postings may also be broadcast to subscribers via email.

15. Does your proposed system have a Slide show module or component? (flash-based viewer) Please describe its features and how it functions.

Y ___ ___ O

Explanation: We have listed the Photo Gallery component as an option, which includes both a DHTML and a Flash based slide show viewer.

16. Does your proposed system have a FAQ module or component? Please describe its features and how it functions.

Y ___ ___ B

Explanation: We are including our Frequently Asked Questions component with our solution. While traditional FAQs consist of long lists of questions that may overwhelm users, our component provides a simple and easy way for them to find the information they need. Website visitors are able to browse the list of questions (and answers) by categories you define. Multiple categories may be assigned to each question so that your visitors will be able to find answers based upon the category that best matches what they are looking for. Your staff will also love the feature because our component presents a much simpler solution to creating FAQs. Questions and their associated answers are submitted through a simple and

centralized interface. Our component does the rest!

17. Does your proposed system have a News Flash/Emergency Notification module or component? Please describe its features and how it functions.

_Y_ _____ _____ _B_

Explanation: Notifying the City's website users is simple with the included Emergency Homepage Alert. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. The Emergency Homepage Alert would prominently cover the main area of the homepage so users would not miss it.

18. Does your system have an Online donations module or component? Please describe its features and how it functions.

_Y_ _____ _____ _T_

Explanation: While Vision Internet does not provide this function in-house, we can integrate with third-party providers such as Authorize.Net. We can discuss any specific providers the City wishes for us to work with and provide a budget for this during your project's consulting phase.

19. Does your system have a HelpDesk / Change Request Management / Bug Reporting module or component? Please describe its features and how it functions.

_Y_ _____ _____ _O_

Explanation: We can discuss multiple ways to implement this optional custom feature. Options to consider include the workflow for reporting bugs, deciding how many staff members would receive requests, and determining permission levels. We can discuss this with you during your project's consulting phase and determine a budget at that time.

20. Can these modules be dragged and dropped onto a page?

_Y_ _____ _____ _P_

Explanation: At this time, the Vision Content Management System does not provide drag and drop content. However, we can add this to specific content as a custom feature. We can discuss this with you in detail during your project's consulting phase.

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DESIRED ADMINISTRATION SPECIFICATIONS

These questions relate to the page creation functions, how to add pictures, text, special features, security, and reporting features.

		System Functionality			Effort Indicator
		Yes	No	Points	

1. Please describe Style Management and Enforcement (WYSIWYG must always respect defined styles) Can the site have non-editable regions?

    Yes: Y   Effort Indicator: B

Explanation: Our system's browser-based administration allows for easy management of content by anyone who is familiar with surfing the Internet and using basic word processing programs. There is no need for your staff to know programming when updating content. This allows authorized staff members to update, delete, and create new pages based on a predefined template, and insert them into the website's navigation.

We can make certain regions of the website non-editable, according to the City's preferences.

2. Is there any plug-in required by our visitors for a fully functional version of your product?

    No: N

Explanation: No plug-in will be required for a fully function version of your new website.

3. Does your proposed system provide both WYSIWYG & HTML Editors?

    Yes: Y   Effort Indicator: B

Explanation: The Vision Content Management System's WYSIWYG Text Editor is based upon standard document creation components that make it easy for your non-technical staff to edit and format text. With the WYSIWYG editor, they can change font styles, colors, sizes, and formatting such as bold, italics, and underlining.

4. Can the proposed system Administrator control or lock certain site-wide or group functions?

    Yes: Y   Effort Indicator: B

Explanation: The system administrator can fully control user permissions in term of what content they can edit or access.

5. Does your system provide a site map that is both viewable to visitors as well as the standard XML file that can be submitted to search engines?

    Yes: Y   Effort Indicator: P

Explanation: The included Sitemap Generator makes it easy for website visitors and staff alike by automatically generating a sitemap based upon the current site hierarchy. When a change is made to a page location on the website, it is automatically updated on the sitemap.

This ensures up-to-the-minute accuracy, and is much easier than staff having to maintain a static sitemap.

Regarding making the sitemap viewable to standard XML files, we will need to custom program a XML based site map. We can discuss with you any additional costs for this optional feature.

6. Content workflow:

A. What options exist for workflow and approving of content before publishing in the WCMS?

Y ——— ——— O

Explanation: As an optional feature, we can implement an Approval Cycle where content updates and changes do not go live on the website until one or more persons have approved them.

This allows you to segment the management of content by groups of users (such as departments), in addition to types of content as determined by the interactive components. It is extremely flexible allowing you to define as many workflows as you require with as many steps in the approval as you deem necessary. Most clients have one workflow per department with up to four or five steps in each.

B. Is the Workflow required?

——— N ——— O

Explanation: No, this is an optional feature.

7. Are the meta tags generated automatically? Can it be updated manually? (automated keyword/metadata generation)

Y ——— ——— B

Explanation: The Vision Content Management System allows you to update or add Meta Tags manually.

8. Content audit trail – Explain how the system keeps track of content additions, updates, deletions and revisions. Explain how you review this file, and what options exist to administer this file.

Y ——— ——— B

Explanation: The Site Audit Reports included with our solution will make it easy for you to keep track of your website. From the backend of your website, staff will be able to view reports on expired and published pages. This is particularly useful for keeping track of what content is available via the website. Additionally, staff can view the number of pages or items there are on the website via a content count feature.

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9. Does the system support a central asset repository? – (All content including images, files and object are stored in a single, searchable database). _____ Y _____ _____ _____ B

Explanation: Included with your project are our Document Central and Image Library components.

With the Document Central, website visitors can easily find the information they need, and you can slash printing and distribution costs for all types of documents. This centralized location for all documents allows website visitors to browse for documents from a single, categorized location as well as to access information from individual pages within the website. Furthermore, it allows easier administrator management of files, thus preventing confusing links and ensuring there are not multiple versions of the same document throughout the site. To prevent broken links in the website, the Document Central prevents deletion of linked documents and provides a complete list of pages linking to the document to simplify website administration.
We recommend all documents be stored in Adobe Acrobat PDF format to enable everyone to view them, regardless of platform. However, you may upload most types of files including Microsoft Word, Excel, graphics files, and audio or video clips.

The Image Library is a centralized place where all images used in the website are stored. This saves space because only a single version of each image is used on the entire site. This also provides greater control, as you can restrict the ability to add new images to specific staff members within your organization. Images remain archived when deleted to prevent accidental broken links within the website while the content management system tracks all pages using individual photos to make it easier for you to replace images in individual pages. The Image Library also incorporates several components that make managing images much easier. They include automatic scaling and sizing of photos to the maximum size recommended for your website plus automatic alt-tag insertion for images added to pages to ensure future Section 508 compliance.

10. Describe how your system would integrate to a third party application? _____ Y _____ _____ _____ B

Explanation: Third-party applicatinos can be given the same look and feel as your main website via modifications to the presentation template. For your project, we will provide you with an HTML template that vendors of these third-party components can use. We will also integrate links to these third-party components into the overall website navigation. There are many examples of where we have used this approach, including the Cities of College Station, TX; Diamond Bar, CA; Citrus Heights, CA; and many others.

Additionally, we are able to create web-interfaces for your third-party databases. Examples

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of previous projects where we have done this include displaying tax records that were exported from a main frame for Vanderburgh County, IN; displaying crime statistics from California State databases for the City of Citrus Heights, CA; displaying travel options from various databases for several airlines including United; and displaying staff and student contact information from school databases for the UCLA School of Law.

These are just a few examples of our extensive experience working with third-party databases and systems. While interfaces to third-party systems are not included within the budget, they are available for an additional fee. We will provide a firm quote for interfaces after analyzing the databases and requirements during the consulting phase of your project.

11. Describe the systems image import capabilities.   Y ____ ____ B

Explanation: When images are imported onto the website, they are converted into web ready images optimized for display on your web pages. Images are resized by the system upon upload, and files of non-web format such as .bmp and .tif are automatically converted to the web-friendly .jpg format.

Images are stored in a centralized Image Library. For more details on this component, please see Item 9 above.

12. Does your system track and report on internal hyperlink integrity?   Y ____ ____ T

Explanation: While our system does not check for broken links, we can discuss integrating a third-party application for this feature. We can provide a firm budget for this during your project's consulting phase.

13. Does your system allow the publishing of an item to multiple locations? Multi-site Deployment, multi-page deployment?   Y ____ ____ B

Explanation: Documents and images stored on the website (see Item 9 above) can be used throughout the website, in multiple pages.

14. Does the system provide the ability to maintain a published archive of existing and past records (agendas, minutes, news releases)?   Y ____ ____ B

Explanation: With Auto Archiving, items on your website's calendar as well as event and news items are automatically archived on the website. This archive system helps ensure that information is available for future reference by both your staff and citizens.

15. Does your system provide content versioning, where a complete history of each element and   Y ____ ____ P

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page is stored with the ability to roll back any piece of content to a specific point in time?

16. Explain the strategy your WCMS takes for updating templates that are currently in production.

    Y _____ O _____

Explanation: While the Vision Content Management System lets you restore to the previous published version of the website, it does not provide a complete history of each element and page, nor does it allow rolling back to a specific point in time. This would be an additional, custom feature we would need to discuss with the City before providing a firm budget.

17. Does your system provide (web-based) predefined templates that may guide us in the design of the site?

    Y _____ B _____

Explanation: For any future updates to templates provided as a part of this project, we can discuss this with you and provide a budget based on the services required.

Explanation: Yes, our system will create new pages in the predefined template. When your staff creates new pages, they will use this template.

18. Permissions – elaborate on the granularity and options available for granting permissions to web content.

    Y _____ B _____

Explanation: The system administrator can fully control user permissions in term of what content they can edit or access.

19. To what degree can content editors be restricted to edit certain sections of the website? Tiered User Administration (super users, site administrators, site developers, Site contributors)

    Y _____ B _____

Explanation: The system administrator can fully control user permissions in terms of what content they can edit or access.

20. Granular user privileges - Can the software's security functions limit access in the following ways?

    A. Restrict user from specific topics or records

    Y _____ B _____

Explanation: Yes, please see our response to Item 19 above.

    B. Limit user rights to specific areas of the site

    Y _____ B _____

Explanation: Yes, please see our response to Item 19 above.

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C. Restrict user from specific areas of the site   Y ___   ___ B

Explanation: Yes, please see our response to Item 19 above.

D. Limit users to read only access   Y ___   ___ B

Explanation: Yes, please see our response to Item 19 above.

E. Restrict ability of user to print reports or screen prints   Y ___   ___ P

Explanation: While our system does not allow system administrators to restrict printing access, we can discuss providing this as a custom, optional feature.

F. Terminate session if multiple passwords errors are incurred?   Y ___   ___ P

Explanation: While a session will not automatically terminate if multiple passwords are entered, CAPTCHA validation can be added to enhance form security.

G. Limit to a specific group of pages?   Y ___   ___ B

Explanation: Yes, please see our response to Item 19 above.

21. Does the system provide the following capabilities to automatically publish, archive, delete?   ___   ___ B

A. Can content updates occur in real time?   Y ___   ___ B

Explanation: Once content is published on the backend, they will appear on the live website. Additionally, the Content Scheduling feature (described in Items B and C below) is handy for seasonal and time-sensitive content, and gives you the ability to have updates occur to the site automatically when you are away from the office.

B. User defined publishing rules   Y ___   ___ B

Explanation: The Vision Content Management System allows all standard pages and specific predefined component content to be published ahead of time and taken down at a predefined time.

C. Ability to create automated page expiration   Y ___   ___ B

Explanation: Content can be set to expire on a specific day and time so that it can be automatically removed or archived by the system.

D. Purge documents by date, between dates, author, and subject   Y —— P

Explanation: This will be a custom feature we can discuss with the City.

E. Automatic archiving of pages   Y —— B

Explanation: Please see Item C above.

F. Automated scheduled publishing   Y —— B

Explanation: Please see Item B above.

G. Replace updated documents   Y —— B

Explanation: Once a document has been archived, your users can simply update the document and set a date for it to be reposted.

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MANDATORY TECHNICAL SPECIFICATIONS

These questions relate to the type of hardware, software, databases, and system security

	System Functionality			Effort Indicator
	Yes	No	Points	

1. Active Directory and Authentication for content editing – Can Active Directory-based authentication be tied in to grant access to content editors?

    Yes: __Y__   Points: ___   Effort Indicator: __P__

Explanation: While our system does not currently support Active Directory, we can add this as a custom feature. We can provide a cost estimate upon request.

2. Active directory and Authentication for the web site – Can Active Directory-based authentication be tied in to grant access to portals?

    Yes: __Y__   Points: ___   Effort Indicator: __P__

Explanation: While our system does not currently support Active Directory, we can add this as a custom feature. We can provide a cost estimate upon request.

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DESIRED TECHNICAL SPECIFICATIONS

These questions relate to the type of hardware, software, databases, and system security

	System Functionality			Effort Indicator
	Yes	No	Points	

1. Does the proposed system support a 100% web based interface (no software to install on desktop)?

   Yes: Y | Effort Indicator: B

   Explanation: Yes, our system supports browser based administration; no additional software will need to be installed on users' desktops.

2. List all software licenses that are required?

   Yes: Y | Effort Indicator: B

   Explanation: Vision Internet will grant to the City a non-exclusive and perpetual license for the Vision Content Management System and Interactive Components (VCMS). While Vision Internet will retain ownership of the VCMS, the City will be given the source code to use and modify for its own use.

   Please note that we do not charge annual licensing fees and that our solution allows for unlimited users.

3. Is your system fully ADA compliant (section 508)?

   Yes: Y | Effort Indicator: B

   Explanation: Content on your website will be available to those with disabilities in a variety of ways, including with Alt-Tags automatically attached to images downloaded onto the site. Your website's site map will also be useful for visually impaired users, as screen reader software can read through it faster than the site's usual navigation. Compliance standards will be verified via Watchfire's Bobby software prior to completion. These are just examples of the ways that Vision Internet can provide for your community members with disabilities.

4. Is licensing included for a backup emergency site to host the entire site only to be used if the main site is damaged or unable to otherwise communicate?

   Yes: Y | Effort Indicator: B

   Explanation: We will create a backup of the website when it is completed. If any problem arises while you are maintaining the site, we will be able to restore the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise.

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5. Can the proposed system be available on a 7 x 24 hour, 365 day schedule, including maintenance periods?   Y ___ ___ B

   Explanation: We guarantee 99.9% uptime for your website, including during maintenance periods.

6. Does the proposed system support configurable page caching system? – (server-side caching of frequently requested pages and database queries delivers ultra high performance in high traffic applications).   Y ___ ___ B

   Explanation: Yes, we will use the page caching system in our CMS to enhance your site's performance.

7. Describe the method used to prevent e-mail address harvesting.   Y ___ ___ B

   Explanation: Our system includes email address masking which prevents spammers from getting the email addresses of your employees when crawling your site.

8. Can pages be tested to show load times for different connection speeds?   Y ___ ___ B

   Explanation: Yes. Please keep in mind your website will provide high speed upload and download times for both low and high speed computers, including analog dial-up customers

9. How is your product architected? How many physical or logical servers are required and what are their functions? Example: Web server, middle tiers, and database servers.   Y ___ ___ B

   Explanation: Please see the Vendor's Proposal Offer>Optional Maintenance and Hosting Services section of our proposal for details on our recommended hosting environment.

10. File size reports – can the system show file sizes for all pages?   Y ___ ___ P

    Explanation: We can discuss development of any reports required by the City and provide a quote depending on the services needed.

11. What technologies does your content editor/administrative UI depend on (Active Z, Java, Flash, etc)?   Y ___ ___ B

    Explanation: Our system uses JavaScript.

12. Do you fully support the virtualization of all servers in your architecture?   Y ___ ___ B

Explanation: The Vision Content Management System supports virtualization

13. The City prefers a system that runs on Windows Server 2008R2. Is your system fully tested and supported on that OS? Was your system developed to natively run on that OS or was it ported from another OS. If your system will not run on that OS what operating systems do you support?

   Y _____ _____ B

Explanation: Yes, our system runs on Windows Server 2008R2 and has been fully tested and supports this OS.

14. The City prefers a system that uses IIS 7.5 as the web server. Is your system fully tested and supported on that web server? Was your system developed to natively run on that web server or was it ported from another web server? If your system will not run on that web server what web server software do you support?

   Y _____ _____ B

Explanation: Yes, our system runs on IIS 7.5 and has been fully tested and supports this server.

15. Web Browsers – What web browsers are compatible with your WCMS? What is preferred?

   Y _____ _____ B

Explanation:

The frontend of the website will be tested in the browser/operating system combinations according to the following testing matrix :

	Firefox 2.0+3.0	IE 6.0+7.0
Windows XP/Vista	✓	✓
Mac OSX	✓	n/a

The frontend of your website will be viewable by 98% of all commonly used browsers. Additionally, your website will provide high speed upload and download times for both low and high speed computers, including analog dial-up customers. Your website will also have links to Acrobat Reader and other products necessary to view information on the website, if required. This ensures maximum accessibility for your community.

Note: The website may exhibit some appearance differences when viewed in these various browsers. The backend will be compatible with Internet Explorer 6.0+7.0.

16. The City prefers a system that uses Microsoft SQL Server for the database tier. Is your system fully tested and supported on that database? Was your system developed to natively run on that database or was it ported from another database? If your system will not run on that database what databases do you support?

   Y _____ _____ B

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Explanation: Yes, our system can use Microsoft SQL Server 2005 or 2008 for the database server. It has been fully tested and supported on that database.

17. Language / Framework / Technology – What programming language and / or framework is your WCMS implemented in?

    Y   ———   ———   B

Explanation: Our content management system uses ASP.NET 1.1 and C+

18. Permissions – elaborate the granularity and options available for granting permissions to web content.

    Y   ———   ———   B

Explanation: The system administrator can fully control user permissions in term of what content they can edit or access.

19. To what degree can site visitors be restricted to seeing certain sections of the website? (Can you have a mixed website where some pages require authentication against AD, while others require no authentication for viewing?

    Y   ———   ———   O

Explanation: As an option, we can offer our Extranet/Members Only component which allows you to set up users and groups who can log into your website front-end to see protected content.

20. Can visibility of content be controlled by assigning group permissions?

    Y   ———   ———   O

Explanation: As an option, we can offer our Extranet/Members Only component which allows you to set up users and groups who can log into your website front-end to see protected content.

21. Can the groups be configured using the WCMS itself, or does it rely on groups being defined in a directory service?

    Y   ———   ———   O

Explanation: With the optional Extranet/Members Only component, groups are configured using the Vision Content Management System.

22. SSL Compatibility - Explain the degree to which your product supports an SSL certificate.

    Y   ———   ———   B

Explanation: Our system may utilize SSL while users log into the backend and with the Form/Survey Tool.

23. Does the WCMS produce human and search engine friendly URLs

    Y   ———   ———   C

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Explanation: While our system does not allow for your staff to develop their own friendly URLs, for an additional cost, Vision Internet can set these up for the City.

24. Developer Documentation:
A. Assuming your product has an extension API, how well is it documented (what % is covered)?   O   Y

Explanation: While we don't have any API opened for client use, if the City wishes to customize the system on its own, we can provide training and technical documentation.

B. How is the documentation updated?   O   Y

Explanation: Please see our response to Item 24a above.

25. Can your systems provide its reporting statistics with Google Analytics? If not, describe the reporting tool functions?   C   Y

Explanation: For our clients that opt for us to host their website, we offer Urchin Web Analytics software to analyze website traffic. Urchin presents site traffic reports in an organized and concise format, all with full-color graphics. By utilizing this software, we are able to offer complete reports on website visitor patterns, referring sites, visitor paths, and demographics. The reports enable you to understand the website end-users, what search engines and keywords they use to find your website, the pages they access, documents they download most often, and much more.

The reports also provide activity and technical statistics that contain information about the average number of visits, the least and most active days, the length of visits, the total hits, the errors found on the pages, etc. These numbers are especially helpful when trying to determine the impact various site promotions have had.

Urchin reports are made available to you over the web, and data is easily exportable to Word, Excel, and XHML.

If the City prefers Google Analytics, we can place the City's Google Analytics code into the website code.

26. Does the WCMS support dynamic content such as: PHP/JSP/ASP/ASPX?   N

Explanation: No, our CMS does not support this content.

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1. Provide a detailed implementation plan. Plan must include the following:

   - Project management methodology
   - Number of resources
   - Estimated time line
   - Milestones

The Vision Process is the result of long-term, dedicated staff who have built and refined our development approach over fourteen years of web strategy experience. The original creators of the process train all our project managers and oversee each and every project, ensuring results are excellent every time. We have been fortunate to enjoy the loyalty of long-term staff and feel our clients truly benefit from their experience and expertise.

Our process consists of six stages. In each, there are formal review and approval points to give you full control of the project and ensure the final website meets your expectations. The Vision Process is explained in the sections below.

Stage 1: Vision Stage
In the Vision Stage, we work with you to create the vision for your website now and for the future. The Vision Stage places heavy emphasis on the objectives of the website and how it supports your overall organizational goals.

To create the vision, we will:
   -Prepare and tabulate surveys of key decision makers. The surveys will focus on goals and objectives, what is good and bad about your current site, examples of sites you like, and many other topics.
   -Review your existing website and the websites of other cities.
   -Study examples of other websites you like.
   -Hold onsite brainstorming and planning sessions with your web team.
   -Collect all content and materials for the new website.

The heart of this stage is the onsite brainstorming and planning sessions where we discuss your current website, the results of surveys, the needs of users and staff, and possible approaches for the future. This serves to gain insights and create general support for the project. We will also discuss operational considerations for once the website launches. This operational discussion will be a two-way dialog where you provide us information about the operational needs of the City of Tempe and we share with you our experience and knowledge based upon the best practices we have discovered over the years.

Stage 2: Concept Stage
In the Concept Stage, we will create the blueprint for realizing the vision. To do this, we will develop the site infrastructure that includes:
   -Creation of a navigation strategy that supports easy access to information.
   -Categorization of pages according to the navigation strategy.
   -Creation of a conceptual sitemap. The navigation or information architecture will take into account your current needs plus allow for future expansion and growth.
   -Recommendation of interactive components to support easy navigation through special types of content, such as events and news.
   -Drafting of a homepage layout wireframe that shows the placement of key information and dynamic content.

The Concept Stage will end with your approval of the sitemap and homepage layout wireframe.

Stage 3: Design Stage
In this stage, our creative team will continue with the creative graphic design for your homepage, based on the approved homepage layout wireframe. Our creative ability and expertise will allow us to develop compelling graphic design to make your website look great, while maintaining its usability. We will work very closely with your staff to establish a look and feel for the website that reflects your unique identity.

Website/Graphic Design will include:

-Up to three homepage des___ concepts to establish direction.
-Design of custom icons, buttons, screen elements, and backgrounds, if desired.
-Efficient and streamlined navigation and site architecture.
-Optimization for speed.
-Section 508 Accessibility Compliance.
-Consistent graphics, structure, and navigation design.

Towards the end of this stage, we will present final homepage design concepts for your approval. You will select one for implementation in the new website.

Stage 4: Development Stage
This stage includes the interior page design and programming the website according to the approved specifications and creative design. Programming will include the implementation of the Vision Content Management System and development of the interactive components. With over five years experience utilizing .NET technology, we can ensure the quality of your website. Our creative team will give direction for the sub-level page development and we can provide guidance on the best practices for web content writing. We include in the scope of your project the migration of up to 200 pages into the new website.

Stage 5: Quality Assurance, Documentation, and Training Stage
While quality assurance is an integral part of every stage of the project, in the Quality Assurance Stage we do extensive testing and reviewing of the website code. We will thoroughly follow an exhaustive checklist of all pages and functions created during the development stage. We recommend that you have a staff representative participate in this process to verify the site fulfills the expectations for the project.

Within this stage, we will also provide a one day training consisting of a session for each department's content author in addition to an overall system administrator. For content authors, we will train them on how to create and update content using the content management system and for the administrator, we will instruct them on managing security, system configuration, and other advanced topics. A custom training manual and reference is provided for updating the website. The manual incorporates screenshots from your website, making it easy for staff to understand and use.

Stage 6: Launch Stage
In the Launch Stage, the website is moved to the production server. We will install other necessary software specified by Vision Internet, make necessary configuration changes, and transfer the code and content. We again go through the final quality assurance process, ensuring the site transfers correctly. After you approve that the website is ready to launch, the website will be made available to the public. We will continue to monitor the website over the next three months to make sure that the entire site is functioning properly.

Schedule
The table below shows our recommended development and launch schedule along with a list of key deliverables/milestones. We can, however, work with you to find a way to shorten the schedule if you require.

Implementation Step	Avg. Duration
Vision Stage -Stakeholder surveys -Onsite brainstorming and planning sessions	2 – 4 Weeks
Concept Stage -Conceptualized sitemap -Homepage layout wireframe	2 – 4 Weeks
Design Stage -Unique custom graphic design -Custom icons, buttons, screen elements and backgrounds -Complete navigation design	3 – 4 Weeks

Development Stage
    -Programming of the website
    -Migration of up to 200 pages of content
	4 – 9 Weeks

Quality Assurance and Documentation Stage
    -Completed website
    -Customized training manual
    -Onsite training
	2 – 3 Weeks

Soft Launch & Final Launch
    -Move website to production server
    -Continued final testing
    -Website goes live
	2 Weeks

Total estimated time to launch	15 – 26 Weeks

The schedule may vary largely depending on optional components and participant decision times. Some stages may overlap, which can reduce the total time of completion.

2. Provide examples of the On-line help system; is context sensitive help available within the product?
While our system does not have an online help system, we are providing onsite training with your project. This training also includes a customized online training manual designed specifically for your website.

3. List your firm's hours of support and describe your method to escalate a call. What is the turn around time for a support call?
Support calls are generally handled within one hour, and are handled by our technical support team or your project manager. We guarantee a maximum 48 hours turnaround for most support issues, most of which are handled in under an hour of reporting. Our phone and email support hours are 9:00 am – 7:00 pm PST, Mondays to Fridays. In case of an emergency, we also provide a cell phone number for assistance.

4. New versions/patches:

    A. Explain how often new versions of the product are released.
    B. How often for patches?
    C. How long will older versions be supported?

Response to A, B, C.
The Vision Internet CMS has evolved greatly over the last several years, and it will continue to do so as new technologies and ideas come about. Our project managers and technical team are highly experienced and constantly immersed in the internet, always keeping an eye out for new functionality that we can integrate into our system. The project managers and technical staff hold regular monthly meetings where new ideas and trends are discussed -- ideas they get from being "out in the field" with clients as well as from their own research. The company keeps a running "wish list" of system enhancements. These enhancements are evaluated from many different standpoints including usability, value to customer, functionality, security, and technology. When we are ready to do a system upgrade, the best enhancements are added into the system.

We can continue support of older versions of the Vision Content Management System indefinitely.

5. Version installations/patch installations – Elaborate on the process to update the software to the new version or install a patch release. How instructions are made available to our system administrators?
When new enhancements or upgrades are available for the Vision Internet CMS, we will notify you and help you decide if you would like to add them to your website. The implementation process of adding such enhancements is to first synchronize your live website to our development server, where we then add the enhancements to the development site. We will test the site, and release it to your staff for acceptance testing. Once you have accepted the enhancements, we will move them onto your live website. Enhancements are added under the terms of our maintenance agreement. In the

case of major version upgrades, will give you an estimate on converting y website to the new version.

6. What method do you use to remotely access the system for support?
We use a VPN, remote desktop.

7. Describe your methodology to convert our current pages to the new system (import/export functions)?
Vision Internet is including the migration of up to 200 pages into the new website. Our content migrators will move these pages over to the new system, and our onsite training includes showing your staff how to migrate any additional pages.

8. Do you provide Graphic Design services for initial set up (site branding, navigation, tools and layout)?

How many hours will be provided?
As a part of your project, we are providing both a new design and navigation for your website. Below are details on both of these services.

Attractive Design
Design is important. Today, many people judge the quality of an organization largely based upon the quality of its website. These opinions are especially influenced by the initial impression of the website's graphic design. Design ensures that users will use the website as a resource; if the website is not attractive and inviting, people assume it is of little value and do not spend the time necessary to find the information they need.
With Vision Internet, your website will have a design that makes it stand out among cities on both a regional and national basis. The City of Tempe's website will be inviting, easy to use, and will reflect your unique identity. This will be accomplished through the following design characteristics:
-Creative design that incorporates custom design elements and the most important information and keeps both easily accessible from the homepage.
-Photos and collages of recognizable landmarks, scenery of the City, and the local area.
-Consistent look and feel throughout the site to make it easier for website visitors to navigate the site and find information they need.
-Use of Cascading Style Sheets to ensure future consistency as well as separation of content and design. This makes it much easier to apply a new design theme in the future without the need to redevelop the underlying website.
-Section 508 Compliance making it accessible to persons with disabilities.
-Easy to use drop down menus helping users to quickly understand navigation and locate information with the least amount of clicks.
-Breadcrumbs showing the user's current path to let them know exactly where they are on the website.
Vision Internet is recognized for its ability to create great designs that fulfill each of the above objectives. We have been featured in the national media and have won awards for creating effective web solutions. We intend to use all of this skill and experience to create an award-winning quality website for you.

Intuitive Navigation
For your website, we recommend organizing information by department, topic, and/or target users. Keep in mind that the average resident does not know the organizational structure of the City, nor needs to. Our approach allows users to find information in the variety of ways that are most important to them. This is a solution we use on many of our government websites making it easy for visitors to find information. This is because content is available through multiple "paths" making it simple for users to search the site regardless of their preferred method. We often implement Action Based Navigation which allows users to easily find a particular service or page on your website through an easy-to-use drill down menu, such as "I Want To...view an event, fill out a form, etc."

It is also easy for your staff to update and maintain web pages because of our single-source web-publishing model. You can update the web page one-time, and it is published to multiple locations throughout the site. This prevents having inconsistent content while maintaining maximum usability for website visitors.

Please see Item 1 above for a list of deliverables.

9. Will the Vendor provide a sty   de that shows accepted design for site?
Included with our project is a customized online training manual designed specifically for your website. We can discuss specific content required during your project's consulting phase.

10. If you are proposing customized application, will customized application be upgraded along with the standard applications?

Yes _____ No _X_
Upgrading of custom applications is dependent on the type of application. If it is essential that the custom application be upgraded in order for it to continue running in the Vision Content Management System, we will provide a cost estimate which takes this into account. If the application can run without upgrades, then changes will be made only if requested.

Costs will vary on a case by case basis.

11. What will be the process to upgrade customized applications?
If it is determined that a customized application needs to be upgraded, we will first consult with City staff to determine what upgrades it would like to be made. Consultation will take into account how upgrades affect the rest of the website and what changes can be made based on the City's budget. After a firm scope of work has been determined, we will provide an estimated budget to the City. If approved, we can commence with upgrades based on a mutually agreed upon timeline.

12. What type of conferences, webinars and events are provided to support your solution?
The Vision Team is always looking for new ways to improve our clients' websites. When a new component becomes available that we believe will benefit the City, one of our Account Managers will contact you and provide information on this feature. If necessary, we can provide a demonstration of a component as well as a quote on its price.

We are currently building an extranet for our clients where they will be able to interact, find out about new offerings, and share new ideas and feedback with us. We currently do not conduct any conferences or events.

13. Is there an active user development community available (User Group)?

How large is the community?
We currently do not have a user development community.

14. Will all software be guaranteed for a minimum period of one (1) year after signoff and acceptance against defects in design, materials and workmanship and cover labor?

Yes _X_ No _____
All programming code within the project developed by Vision Internet is warranted for a period of one-year from the date of completion. We will create a backup of the website when it is completed. If any problem arises while you are maintaining the site, we will be able to restore the site back to its condition as it existed at the time of completion. If we are maintaining and hosting the site, we can restore it to its condition as it existed at the day of the last backup, should a problem arise.

In our fourteen years of business, we have not had any significant problems arise, due to our extensive quality assurance process and technical expertise.

1. Describe the End User Training:
    Vision Internet is including training within the scope of your project. This consists of a session for each of your department's content authors and an overall system administrator. Training is conducted on site at an office of the City's choice by the project manager.
    A. Number of students per class
        A typical training class can accommodate up to 15 trainees at one time. However, we can discuss training additional City staff with you.
    B. Length of classes
        Because the system is so intuitive and easy to use, the duration of the class for regular content administrators is only half a day.
    C. Number of classes offered
        We will conduct a class for regular content administrators and website system administrators.
    D. Number of total students trained
        While typically we will train 15 trainees at one time, we can discuss training more students if necessary.
    E. Will training be offered on site
        Yes, training will be conducted at an office of the City's choice.
    F. Will you train our Training Staff so we can train our users and allow us to modify your training materials
        Yes, we will train your staff in such a way where they can provide additional training to other staff members.
    G. Class description; Specific learning objectives
        Training classes will cover creating and updating content, managing security, system configuration, and other topics which will allow the City to maintain its own website. Each trainee ideally should sit in front of a computer and work along with the instructor who will demonstrate using a projector.

2. Describe the Administrator Training

    A. Number of students per class
        A typical training class can accommodate up to 15 trainees at one time. However, we can discuss training additional City staff with you.
    B. Length of classes
        A half a day is needed to train the website system administrators or "super users."
    C. Number of classes offered
        We will conduct a class for regular content administrators and website system administrators.
    D. Number of total students trained
        While typically we will train 15 trainees at one time, we can discuss training more students if necessary.
    E. Will training be offered on site
        Yes, training will be conducted at an office of the City's choice.
    F. Class description; Specific learning objectives
        Training classes will cover creating and updating content, managing security, system configuration, and other topics which will allow the City to maintain its own website. Each trainee ideally should sit in front of a computer and work along with the instructor who will demonstrate using a projector.

3. Provide examples of all the training manuals (Quick reference guide, PDFs, tutorials, PowerPoint presentations). Because we provide custom training materials for each of our clients that is based on their websites' backends, we cannot include any materials with our proposal without possibly disclosing proprietary information. However, the City may contact us and we can provide examples of proprietary training materials in a private demonstration.

1. Provide your firms Headquarters complete address:
   2530 Wilshire Blvd, 2nd Floor
   Santa Monica, CA 90403

2. In what year was your company formed?
   Our firm was incorporated in 1996.

3. How many years has your company provided Web Content Management Systems?
   7 years; the first version of the Vision Content Management System was released in 2003.

4. Has this company gone by a different name in the last 3 years?

   Yes _____ No _X_

   Other Name: _N/A_

5. Provide the total combined number of both public sector and government (active) installed sites in the United States for system you are proposing.
   We have approximately 275 government and public agency clients using our solution.

6. Provide the total number of government (active) installed sites in the United States for system you are proposing.
   As we primarily work with government agencies, we have approximately 230 government clients.

7. Provide the total number of city/municipal government installed sites in Arizona for the system you are proposing.
   Currently, we have four Arizona clients using our system: The Town of Prescott Valley, Town of Queen Creek, City of Sedona, and Yuma County.

8. Location of nearest site using proposed system.
   The Town of Queen Creek is less than 50 miles from the City of Tempe. It is the nearest Arizona client to you using the Vision Content Management System.

9. Describe any relevant experience of your firm as it relates to the scope of services in this RFP.
   The Vision Content Management System was made specifically for government agencies, and we have implemented it for clients across the country. Vision Internet has extensive experience serving government agencies similar to the City of Tempe. We serve all levels of government agencies including websites for cities, counties, state and federal agencies, special districts, economic development departments, transit, performing arts, workforce development, environmental services, tourism and visitors bureaus, and more. In total, we have over 275 government and public agency clients in 35 states.

10. Within the previous five (5) years has your firm been debarred from contracting with any local, state, or federal governmental agency?

    Yes _____ No _X_ If yes, explain.

11. Within the previous five (5) years has your firm defaulted on any government contract?

    Yes _____ No _X_ If yes, explain.

12. Within the previous five (5) years has your firm used any subcontractor to perform work on a government contract when that subcontractor had been debarred by a governmental agency?

Yes _____ No __X__ If yes, explain.

13.   Provide detailed plan and schedule for implementation of this project.
Please see Item 1 of the Implementation and Support Services section for full details on our implementation plan and schedule.

1. Identify the Project Manager to be committed to this project. Once identified, the project manager cannot be changed without the approval of the City of Tempe.

    Depending on timing and availability, William Iek, Maggie Long, Jason Schatz, Jung Yoon, or Kristoffer von Bonsdorff will be your Project Manager. As part of our contract process, we can specify a definite project team if necessary. Rest assured that regardless of who is working on your site, every member of the Vision Internet team brings years of experience and ability to any project they work on.

    Provide the Project Manager and qualifications that will be assigned to resulting contract.

    William Iek – Lead Project Manager
    Mr. Iek is Vision Internet's most senior project manager and leader of the project management and client support teams. He uses his exceptional knowledge in project management, web technologies, and in web usability to develop the firm's Vision Implementation Process and all supporting methodologies that have enabled Vision Internet to deliver successful projects. He designed processes to take into account different organization and decision structures to serve all types of corporate, government, and education clients.

    He draws from extensive experience and knowledge of information architecture, marketing, business management, and planning to assist clients in finding web solutions that complement and enhance overall corporate images, business processes, and strategic positioning.

    Joining the team in 1998, he has personally managed countless successful projects. A sampling of project clients includes the City of Reno, NV; City of Lancaster, CA; City of Grants Pass, OR; City of Manhattan Beach, CA; City of West Des Moines, IA; Alameda County Waste Management Authority, CA; Dallas County Community Colleges, TX; the UCLA School of Law, CA; Columbia Basin College, WA; and major internal development projects such as our e-procurement system.

    He earned his degree in Business Management from the USC Marshall School of Business where he specialized in information architecture and graduated at the top of his class.

    Roles Served: Consulting, Project Management, Usability Studies, and Information Architecture.

    Maggie Long – Lead Project Manager
    Ms. Long is an experienced web development professional who brings to Vision Internet a background in project management and extensive knowledge of search engine optimization and web marketing campaigns. Her background helping clients reach their site's maximum potential and her technological skills makes her an essential part of the Vision Internet team and our government clients' successes.

    Prior to joining Vision Internet, Ms. Long managed several clients' website projects, leading to exceptional results. Her projects include managing extensive Google and Overture PPC, email, print, and online lead-generation campaigns and establishing a search engine optimization project that helped her client's traffic increase by an incredible 1600% within four months of implementation. She has also provided design and programming services for a number of clients, giving her special insight when providing consultation to our government and education clients on how to optimize their sites' appeal.

    Ms. Long's projects with Vision Internet include websites for the City of San Juan Capistrano, CA; City of Wilsonville, OR; Chatham County, NC; Prince George County, VA; City of Mill Valley, CA; City of Lancaster, CA; Port of Everett, WA; Wichita Workforce Center; KS; City of Sausalito, CA; and City of Manhattan Beach, CA.
    Roles Served: Consulting and Project Management.

    Jason Schatz – Project Manager
    Mr. Schatz is a dedicated professional experienced in project management who brings his experience in managing projects, multi-tasking with multiple clients, and organizing priorities in a cooperative environment to every project he works on. His experience with effectively leading teams, forecasting timelines, and meeting deadlines has led to successful and efficiently launched websites.

    Before joining the Vision Team, Mr. Schatz managed and launched over 65 projects, all of which required custom development and/or design. For our government, non-profit, and education clients who require unique solutions to their problems, this experience has been especially useful. Some of his projects with Vision Internet include websites for the City of Dana Point, CA; City of Hercules, CA; City of National City, CA; Village of Hoffman Estates, IL; and City of Rosemead, CA.

Mr. Schatz graduated in 2005 _ Azusa Pacific University with a BA in _ hic Design.
Roles Served: Consulting and Project Management.

Jung Yoon – Project Manager
Mr. Yoon brings extensive experience in project coordination, web application development, and graphic design to every project he works on. His education and training in user interface engineering, information architecture, and content management makes him invaluable to the success of Vision Internet's government clients.
Mr. Yoon has a background in guiding human resource firms, corporations, and other agencies with their website's development, as well as in providing technical support. He has worked in all aspects of website design, providing him with the insight necessary to successfully develop government, non-profit, and education websites.
Currently, he is working on projects for the City of Rolling Hills Estates, CA; City of Garden City, GA; City of Grand Island, NE; Burbank Unified School District, CA; and others.
Roles Served: Consulting and Project Management.

Kristoffer Von Bonsdorff – Project Manager
Mr. Bonsdorff has years of experience creating website solutions tailored to the specific needs of clients. Prior to joining the Vision Internet staff, he managed his own website development firm which helped clients develop website solutions, solve system/server issues, and provide other IT support services. He has also previously provided IT services, acted as systems administrator, and provided consulting for other educational and private institutions in the past.
As a member of Vision Internet, Mr. Bonsdorff has worked on projects for the City of Healdsburg, CA; the City of Goleta, CA; City of Shoreline, WA; and more. He is also currently working with the City of Cupertino, CA; City of Rohnert Park, CA; Lexington-Fayette Urban County Government, KY; the Town of Chapel Hill, NC; and Virginia Highlands Community College, VA on their websites.
Mr. Bonsdorff has attended Folkuniversitetet and Nacka Gymnasium in Sweden where he studied computer science.
Roles Served: Consulting and Project Management.

Name:	(Contact Information will be made available once a Project Manager has been assigned)
Phone Number:	(Contact Information will be made available once a Project Manager has been assigned)
Cell Number:	(Contact Information will be made available once a Project Manager has been assigned)
E-mail:	(Contact Information will be made available once a Project Manager has been assigned)

2. Provide an affirmative statement of the Project Manager's authority to make significant decisions relevant to the project, and that he has direct access to the Contractor's top management for resolving problems beyond the Project Manager's direct authority.
The Project Manager assigned to your website will be your primary contact for the entire life of the project. He or she will be able to make decisions relevant to your project's success and, if necessary, discuss resolving problems with Vision Internet's President.

3. Identify the project members to be committed to the project and indicate their roles and responsibilities. Please provide a **brief** overview of the experience and background for each project member.

Jay Ding – Manager Of Technology
Mr. Ding uses his extensive knowledge and experience in web-technologies to lead Vision Internet's development team and set the technical direction of the company's development.
He is a senior web programmer and lead product manager skilled in HTML, ASP, JavaScript, and Cold Fusion. He is also an authority in Section 508 accessibility issues. He excels in database design, development, and information architecture. He uses these tools to create kiosk, content management, and e-commerce solutions using Microsoft SQL Server and Oracle databases. His programming skill set also includes C++, Java, Pascal, and Visual Basic. He is an expert in content management including third-party Microsoft CMS and Stellent, plus he led the development of the Vision Content Management System.
As a senior project manager, he has extensive experience in managing complex projects which deliver sophisticated websites for Vision Internet's clients including the City of Palm Desert, Cucamonga Valley Water District, City of Buena Park, Los Angeles County Ford Amphitheatre, the Palm Springs Unified School District, the California Junior Chamber of Commerce, Port of Los Angeles, Garfield County, the City of Lynchburg, Columbia County, Round Rock Independent School District, the City of Englewood, and Accessible Activities, for whom he developed a content management solution for a blind webmaster.

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Mr. Ding earned a Master's d   in Information Systems and an MBA fr   Latz Graduate School of Business, University of Pittsburgh. He is a Microsoft Certified Professional and has been part of the Vision Internet team since 1999.
Roles Served: Product Management, Consulting, Project Management, Information Architecture, and Programming.

John Vu – Senior Developer
Mr. Vu is a truly exceptional programmer and serves as the primary developer of our content management and e-procurement systems plus developed many of our most advanced and innovative interactive components. Projects include sites for the City of College Station, City of Diamond Bar, City of Evansville, Dallas County Community Colleges, Greenbrier Convention and Visitors' Bureau, and many others.
Mr. Vu specializes in Visual Studio, .Net languages, and Microsoft Content Management Server. He can be found in the office day and night developing his latest "masterpiece" in any number of languages including ASP, ASP.NET, C#, C++, SQL/Transact-SQL, and MySQL. He is also an expert in JavaScript (both server and client), VBScript, HTML, XHTML, DHTML/CSS, Visual Basic (COM), and XML.
Mr. Vu earned his Bachelor of Arts degree from UCLA and is a Microsoft Certified Professional.
Roles Served: Programming and System Design.

Li Zhang – Senior Developer
Mr. Zhang is Vision Internet's integration expert. Having extensive experience in developing custom web applications, e-commerce solutions, and GIS tools, he has a broad understanding of all types of systems and databases, and is especially adept at understanding varying database schemes and creating web interfaces for them. Examples of recent achievements include interfacing with an existing state crime statistics database to create an interactive crime statistics module, a database of recycling resources to create a recycling wizard, and using Microsoft's Active Directory for controlling access to secure areas of an intranet.
He draws from years of programming, engineering, and system platform experience. In addition to his expertise in ASP, ASP.NET, PHP, XML, Java, and C++, he is also an expert in GIS with specific expertise in the ArcServe product line.
His projects include sites for the U.S. Air National Guard, City of Citrus Heights, National Purchasing Institute, UCLA School of Law, Orange County District Attorney, SunLine Transit, and Alameda Waste Management Authority for which he created an advanced e-Commerce tool that is capable of pricing based upon rules and conditions defined by government regulations.
He holds a Bachelor's degree in Biomedical Engineering from Zhejiang University and a Master's degree in Electrical Engineering from USC.
Roles Served: Programming and System Design.

Uriz Goldman – Senior Developer
Mr. Goldman specializes in the implementation and customization of the Vision Content Management System, plus the integration of third-party tools. Using his skills in HTML, XML, JavaScript, MS SQL, and MS Access, along with his in-depth knowledge of all versions of the Vision Content Management System, he is able to quickly and efficiently implement new websites to customize them to the needs of clients and the audiences they serve.
Mr. Goldman is also responsible for evaluating potential third-party components and customizing them to integrate into our client websites. Examples include a third-party message board, survey tool, PDF converter, image converter, and interfaces to various online transaction services.
Mr. Goldman's projects include sites for Arcadia Unified School District, the City of Bellflower, the Town of Telluride, Columbia Basin College, the Minnesota Office of the Secretary of State, and Child Care Resource Center, plus contributions to Pacific Income Advisors, the City of Evansville, Vanderburgh County, and others.
Mr. Goldman holds a degree in Computer Science from Universidad Tecnológica de México, México City.
Roles Served: Programming, Maintenance of Web Applications, Quality Assurance.

Sandra Vu – Designer
Ms. Vu's combination of creativity and attention to detail makes her a wonderful addition to the Vision Internet team. Her creativity has resulted in unique designs for many of our most recent projects including Round Rock Independent School District, Columbia Basin College, UCLA School of Law, National Purchasing Institute, Town of Telluride, City of Englewood, Columbia County, Greenbrier County Convention and Visitor's Bureau, Village of Lisle, and Texas Heritage Trails. She also provides production design services for nearly every project.

Ms. Vu is also our resident co___ migration expert and oversees the conte___ _igration of nearly every project. Her unique combination of HTML and design skills ensures the last page on the website is as perfect as the first.

Ms. Vu has a Bachelor's degree in Art History from UCLA.

Roles Served: Graphic Design and Content Migration.

4.   Submit the number resources dedicated to custom programming efforts, and type of skills and languages this group possess.

If any custom programming is required, the team described in Item 3 above will also be responsible for development.

1. Provide least five (5) active public sector (city/municipal preferred) references which your firm has provided the system you are proposing. Provide the following:

    *   Name of firm.
    *   Contact person.
    *   Phone number.
    *   E-mail address.
    *   Products installed and when installed.
    *   Brief description of project and work performed.
    *   URL.

The City reserves the right to contact references not provided by offerer.

Yuma County, Arizona

Contact person:	Kevin Tunell, Director of Public Affairs
Phone number:	928-373-1111
E-mail address:	Kevin.Tunell@yumacountyaz.gov
Products installed:	Vision Content Management System, graphic design, navigation, consultation
When installed:	October 2009 (launch date)

Project description: Yuma County partnered with Vision Internet to create a modern, unique website that portrays the beauty of past and present day Yuma. Images displayed on the homepage include one-of-a-kind graphics combining historic black and white photos with colorful, lively pictures of today. Clean lines, natural colors, and intuitive icons engage users while helping them to discern important information.
A team of Vision migrators completely transformed the websites previous navigation by replacing disjointed hyperlinks with left navigation menus, quick links, and dropdown menus. Users are now easily guided to the information and services they need with great efficiency. With the help of the Vision CMS, the website is now updated by over 40 County employees on a regular basis. Additionally, Vision's Job Application Manager Component provides visitors with the ability to apply for current employment opportunities at the County.

URL: www.yumacountyaz.gov

City of La Quinta, California

Contact person:	Terry Deeringer, Management Analyst
Phone number:	760-777-7041
E-mail address:	tdeering@la-quinta.org
Products installed:	Vision Content Management System, graphic design, navigation, consultation
When installed:	March 2007 (launch date)

Project description: As part of its 25th Anniversary, the City of La Quinta worked with Vision Internet on developing a new website which would provide residents with important content and services. A key component of the new website is the Vision Content Management System which is easy for even non-technical staff to use and which helps to decentralize management of the website.
The website also includes a number of interactive components, including e-Notifications where users can subscribe to news items by category and receive updates through their email boxes; a Form/Survey Tool which allows staff to create forms for a number of different purposes; and much more.

URL: www.la-quinta.org

City of San Marcos, California

Contact person:	Jenny Peterson, Public Information Officer
Phone number:	760-744-1050 ex. 3169
E-mail address:	jpeterson@san-marcos.net
Products installed:	Vision Content Management System, graphic design, navigation, consultation
When installed:	March 2009 (launch date)

Project description: San Marcos, CA is a progressive community located in the foothills of northern San Diego. The more than 80,000 residents of San Marcos enjoy over fifteen outdoor parks, popular shopping and

dining destinations, and a cl   proximity to beautiful Pacific Coast L   .es. Home to two universities, education has also become a focal point for the city.

The City of San Marcos needed a website to match their community's lifestyle. In order to do this, they hired Vision Internet to head up the website's redevelopment. Through a collaborative effort the website has a clean, updated design and better assists the residents of San Marcos. Features such as Forward to a Friend, e-Notification and RSS Feeds inform visitors of current events and allow them to pass information on to others in the community.

The easy-to-use Vision Content Management System allows all staff members, both tech and non-tech savvy, to update web pages specific to their departments. Website updates have become more frequent, keeping sections such as the interactive calendar of events and City Agendas up-to-date.

URL: www.ci.san-marcos.ca.us

City of Santee, California
Contact person: Cory Christensen, IT Manager
Phone number: 619-258-4100 ex. 195
E-mail address: cchriste@ci.santee.ca.us
Products installed: Vision Content Management System, graphic design, navigation, consultation
When installed: January 2007 (launch date)
Project description: Nestled between gently rolling hills and located near several refreshing lakes in San Diego County, the City of Santee offers the comfortable convenience of urban living with the serenity and safety of the country. Sound government practices and a strong financial base ensure a bright future for Santee. Santee has one of the lowest crime rates in the County and the city also prides itself on having a stable local economy, well-maintained streets and infrastructure, and family-based neighborhoods. The City's goal is to continually enhance communication from our constituents, business people, visitors and any one else who may want information about the City of Santee, California. To meet that goal, the City of Santee partnered with Vision Internet to rebuild their website which now features dynamically populated upcoming events, news, a city calendar, and many more features – all powered by the easy-to-use Vision Content Management System.

URL: www.ci.santee.ca.us

Town of Breckenridge, Colorado
Contact person: Ann Brideau, Information Systems Coordinator
Phone number: 970-453-3199
E-mail address: annb@townofbreckenridge.com
Products installed: Vision Content Management System, graphic design, navigation, consultation
When installed: December 2008 (launch date)
Project description: A world-class ski town and year-round tourist destination, the Town of Breckenridge is an historic Rocky Mountain town celebrating their 150th anniversary. Previously, the town staff suffered with an outdated website that was difficult for their staff to update. They called on Vision Internet to create a new interactive website that would be easy to maintain and allow them to better communicate with their residents and businesses, as well as inform and attract tourists.

Their dynamic new site features E-news, built-in RSS feeds, online forms, multiple calendars, and integrated sub-sites for the Golf Club, Riverwalk, Nordic Center, Ice Arena and Recreation Center. With the powerful Vision Content Management System in place, Breckenridge now has an online platform that will take them into the future.

URL: www.townofbreckenridge.com

1. Within the previous five years has your firm been the debtor of a bankruptcy?

   Yes _____ No _X_

2. Is your firm in the process of or in negotiations toward being sold?

   Yes _____ No _X_

3. Has your firm received notice of and/or in litigation about patent infringement for the product and/or service that your firm is offering to the City?

   Yes _____ No _X_

4. Within the previous five years has your firm been assessed liquidated damages on a contract?

   Yes _____ No _X_

5. Has there been any recent (within the past three (3) years) or current legal (criminal or civil) action against your company regarding the proposed project team and system/components?

   Yes _____ No _X_ If yes, explain nature of the legal action (attachment may be used).

6. Does your firm have outstanding judgments pending against it?

   Yes _____ No _X_

7. As an Exhibit to this Questionnaire, attach a copy of your firm's reviewed or audited Balance Sheets, Income Statements, and Cash Flow Statement for the most recent two years, and indicate the material changes, if any, between the years' statements. If reviewed financial statements are not available, attach a copy of your firm's Income Tax Returns and all Schedules for the most recent two years, and indicate the material changes, if any, between the two years' returns.
   We have included with our proposal a copy of our financial information. Please see the envelope labeled "Proprietary Financial Information of Vision Internet" for these documents.

Overall response of RFP

1. Does your company accept all terms and conditions of this solicitation?

    Yes __X__ No _____ If no, please explain

    At this time, Vision Internet has no exceptions to the terms and conditions of the RFP. If selected to implement the project as described in this proposal, Vision Internet will work with the City's contract form and discuss any necessary changes in the project scope. Typically, we will insert additional terms (For example, the terms for the free three months of maintenance we are including for your benefit) and can discuss the specifics with you upon request.

Proposal Price Sheet - <u>Purchased Solution</u>

Bidders Name: Vision Internet Providers, Inc.

1.00	Content Web Management System
Base Bid	$45,960.00

<u>Using the excel spread sheet below provide all data/informtion which provides all elements, costs, hours, etc. that make up base bid pri</u>

To add lines please insert rows into the spreadsheet to maintain integrity of cell references. Only add lines in middle of sections and not at the beginning or end.

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost	Extended Cost
2.00 System Annual Maintenance and Support						
		Maintenance is an optional service that we can provide to the City of Tempe. We offer flexible maintenance plans where you can choose the number of hours you pay for per month. Please see the Optional Maintenance and Hosting Services section of our Vendor's Proposal Offer for details. Please also see the table below for our hourly rates.	Vision Internet Providers, Inc.			
2.01	Annual Cost Year One (1)	(Please see our response above)		N/A	TBD	TBD
2.02	Annual Cost Year Two (2)	(Please see our response above)		N/A	TBD	TBD
2.03	Annual Cost Year Three (3)	(Please see our response above)		N/A	TBD	TBD
2.04	Annual Cost Year Four (4)	(Please see our response above)		N/A	TBD	TBD
2.05	Annual Cost Year Five (5)	(Please see our response above)		N/A	TBD	TBD
					Total	TBD

Maintenance Pricing	Hourly Rate
Custom Programming	$135
Graphic Design	$125
Webmaster Service	$105
HTML Programming/Content Migration	$85

Annual costs should include all reasonable costs that would have to be paid for the continual maintenance, enhancement and upgrades of the system. Year one (1) annual maintenance starts after one (1) year warranty period

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost	Extended Cost
3.00 Software/Modules and Applicable License Version						
3.01 N/A		(All software/module costs for the base system offered are included in the installation services' costs below)	Vision Internet Providers, Inc.	0	$0.00	$0.00
					Total	$0.00
	Example:					
	Software Component ABC		EFG	1	$1.00	$1.00
	Software Component XYZ		HIJ	2	$10.00	$20.00

Item	Cost Category	Specifications	Vendor	Qty (in hours)	Unit Cost	Extended Cost
4.00 Installation Services						
4.01 Project Management		Includes managing your project and consultation with your staff.	Vision Internet Providers, Inc.	77	$135.00	$10,395.00
4.02 Application Installation		Includes dynamic programming for your website.	Vision Internet Providers, Inc.	121	$135.00	$16,335.00
4.03 Application Configuration		(Included in Application Installation costs above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
4.04 Data Conversion		Includes the cost for up to 200 pages of content migration. We can provide additional content migration at our hourly rates.	Vision Internet Providers, Inc.	33	$85.00	$2,805.00

Item	Cost Category	Specifications	Vendor	Qty (in hours)	Unit Cost	Extended Cost
4.05	Connections to other applications	For your project, we will provide you with an HTML template that vendors of third-party components can use. Additional integration will be an extra cost.	Vision Internet Providers, Inc.	0	$0.00	$0.00
4.06	Summary of custom programming	N/A. Any optional, custom applications required can be discussed during your project's consulting phase.	N/A	0	$0.00	$0.00
4.07	Graphic Design Costs	Includes graphic design work.	Vision Internet Providers, Inc.	46	$125.00	$5,750.00
4.08	Testing	Includes quality assurance of your project.	Vision Internet Providers, Inc.	24	$105.00	$2,520.00
4.09	Cutover	(The cost for system transfer is included in the price for Application Installation above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
4.10	Post Cutover Support	(The cost for post system transfer support is included in the price for Application Installation above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
4.11	Graphic Design Production	Includes development of graphic designs.	Vision Internet Providers, Inc.	18	$95.00	$1,710.00
4.12	HTML Programming	Includes HTML programming services for your website.	Vision Internet Providers, Inc.	17	$85.00	$1,445.00
					Total	$40,960.00
	Example:					
	Custom Programming - $100.00			1	$100.00	$100.00
	Data Migration - 30 hours - $5.00 per hour			30	$5.00	$150.00

Item	Cost Category	Specifications	Vendor	Qty (in hours)	Unit Cost	Extended Cost
5.00 Training						
5.01	Administrator Training	For half a day of training for regular content administrators. Includes the time necessary for Project Manager preperation and documentation.	Vision Internet Providers, Inc.	20	$125.00	$2,500.00

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost	Extended Cost
5.02	End User Training	For half a day of training for website system administrators or "super users." Includes the time necessary for Project Manager preperation and documentation.	Vision Internet Providers, Inc.	20	$125.00	$2,500.00
					Total	$5,000.00

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost	Extended Cost
6.00	Travel Expenses					
6.01	Airfare	(Please note that all travel costs are included with our project at no additional costs)	Vision Internet Providers, Inc.	0	$0.00	$0.00
6.02	Lodging	(Please see our response above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
6.03	Ground Transportation	(Please see our response above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
6.04	Meals	(Please see our response above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
6.05	Supplies	(Please see our response above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
6.06	Other (Specify)	(Please see our response above)	Vision Internet Providers, Inc.	0	$0.00	$0.00
					Total	$0.00

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost	Extended Cost
7.00	Other					
7.01	Reserves & Contingencies			0	$0.00	$0.00
7.02	Other (Specify)			0	$0.00	$0.00
7.03				0	$0.00	$0.00
7.04				0	$0.00	$0.00
					Total	$0.00

Total Core Solution Cost $0.00

2.00 System Annual Maintenance and Support

3.00	Software/Components and Web Based Lic(	$0.00
4.00	Installation Services	$40,960.00
5.00	Training	$5,000.00
6.00	Travel Expenses	$0.00
7.00	Other	$0.00
	Grand Total	**$45,960.00**

Vision Internet is looking forward to building a long-term relationship. As a token of our commitment to your success, we will offer the following services at no cost:

*Three months free maintenance and support (up to 5 hours a month, $1,500 value)

*One-year free Warranty ($5,000 value)

*All travel costs ($1,500 value)

Other Costs

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost
	Website Hosting	This includes the hosting services described in the Optional Maintenance and Hosting Services>Website Hosting section of our Vendor's Proposal Offer.	Vision Internet Providers, Inc.	1	$200 per month
	Optional system annual maintenaince and support. Provide 5 year schedule, list varying levels of support and costs of each.	Please see Item 2 above for our hourly maintenance fees.	Vision Internet Providers, Inc.	TBD	TBD
	Additional training classes not offered in initial bid	This is the price for an additional day of training beyond the onsite training already provided with your base cost. Please note that we can reduce this cost should the City prefer training via a WebEx meeting. We prefer training via a WebEx meeting. We can discuss this with you upon request.	Vision Internet Providers, Inc.	1	$3,000.00

Below are the costs for some of the Optional Interactive Components we can offer the City. You are in no way obligated to accept these recommendations; we offer them to demonstrate our forward thinking. Below is pricing for these options:

Item	Cost Category	Specifications	Vendor	Qty	Unit Cost	Extended Cost
8.00 Software/Modules and Applicable License Version						
	Approval Cycle	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component. Please note that the price for this component will vary according to the total interactive components implemented for your website and that the price listed is an estimate based on the components currently included in your project.	Vision Internet Providers, Inc.	1	$7,340.00	$7,340.00
	Design Themes (3)	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$5,720.00	$5,720.00
	e-Postcards	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component. Included in this budget are three postcard designs; additional postcard designs will be billed at our hourly rates.	Vision Internet Providers, Inc.	1	$4,935.00	$4,935.00
	Extranet	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$6,150.00	$6,150.00
	Facilities Directory	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$3,820.00	$3,820.00

Component	Description	Vendor	Qty	Price	Price
Message Board	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$3,685.00	$3,685.00
Photo Gallery	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$3,685.00	$3,685.00
Polling Tool	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$2,000.00	$2,000.00
RFP Postings	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	$3,685.00	$3,685.00
Service Requests	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component.	Vision Internet Providers, Inc.	1	TBD	TBD
visionMobile™	Please see the Project Details>Optional Interactive Components section of the Vendor's Proposal Offer for full details on this component. This price will vary should the City decide to implement this component after development of the website has begun.	Vision Internet Providers, Inc.	1	$2,000.00	$2,000.00

Add more lines if necessary.