

# www.TorranceCA.Gov Website Redesign Project Proposal

PREPARED FOR:  
**Office of the City Clerk**

PREPARED BY:  
**Johanna Vellenga**  
Proposal Developer

The City of Torrance  
California

t: 1.877.519.3851 ext. 727  
e: johanna.vellenga@civiclive.com  
f: 1.866.204.6147

The logo for Civiclive, featuring the word "CIVIC" in dark blue, "live" in red, and a circular icon to the right containing a stylized city skyline and two human figures.

**CIVIClive**

CONNECT • ENGAGE • SERVE

## STANDARD LEGAL CLARIFICATIONS

### **Binding Agreement**

CivicLive confirms that submission of this response does not constitute a binding agreement to provide the proposed solution. CivicLive reserves the right to negotiate any term or condition including: acceptance/rejection criteria, pricing, force majeure, guarantees, warranties, indemnities, limitations of liability, liquidated damages, set-off and hold-backs, insurance, and confidential information. Further, in any event, it is CivicLive's policy that any and all liability under a final negotiated contract pursuant to this proposal, not exceed a fixed dollar amount.

### **Liability Limitation**

CivicLive's liability for all claims and damages arising from this contract including any warranty liabilities will be limited, and liability for all indirect and consequential damages will be excluded.

### **Regulatory Approvals**

This Proposal is subject to the comments and qualifications contained herein, as well as all regulatory approvals applicable to transactions of this kind. Certain regulatory requirements may have to be met prior to entering into a definitive agreement including but not limited to: (i) including mandatory terms and conditions in any definitive agreement; and (ii) filing and receipt of any necessary tariffs or regulatory approvals.

**SECTION III PROPOSAL SUBMITTAL**

FAILURE TO COMPLETE ALL ITEMS IN THIS SECTION MAY INVALIDATE PROPOSAL.

In accordance with your "Request for Proposals (RFP)", the following proposal is submitted to the City of Torrance.

**RFP Submitted By:**

**CivicLive**

Name of Company

**100 Enterprise Way, Suite 200-A**

Street Address

**Scotts Valley**

City

Zip Code

**95066**

**1.877.519.3851**

Telephone Number

**1.866.204.6147**

Fax Number

**Johanna Vellenga / Proposal Developer**

Printed Name/Title

**johanna.vellenga@civiclive.com**

E-Mail Address

Signature



**October 1, 2015**

Date

**Proposer's Website:** [www.civiclive.com](http://www.civiclive.com)

**Form of Business Organization:** Please indicate the following (check one);

Corporation  Partnership  Sole Proprietorship  Other:

**Do you have a Parent Company?**  No  Yes, **West Corporation**

(Name of Parent Company)

**Do you have any Subsidiaries?**  No  Yes, **Reliance Communications o/a CivicLive**

(Name of Subsidiary Company)

**Business History:**

Years in business under your current name and form of business organization? **CivicLive was founded in 2001 operating under its parent name, Intrafinity. On June 2, 2015, West Corporation acquired Intrafinity Inc. and its operating divisions, including CivicLive. CivicLive now operates within Reliance Communications, LLC, a California based company and an independent subsidiary of West Corporation. The company is very profitable and stable, especially given the backing of West Corporation and its \$2.6 billion market capitalization. Years** If less than three (3) years and your company was in business under a different name, what was that name? **See above.**

**Contact for Additional Information:**

Please provide the name of the individual at your company to contact for any additional information:

**Johanna Vellenga**

Printed Name

**1.877.519.3851 ext. 727**

Telephone

**Proposal Developer**

Title

**johanna.vellenga@civiclive.com**

E-Mail Address

Proposal Submittal (continued):

**Vendor Name: CivicLive**

**Addenda Received:** Please indicate addenda information you have received regarding this RFP:

Addendum No.	Date Received
1	September 23, 2015

Addendum No.	Date Received
2	September 24, 2015

No Addenda received regarding this RFP.

**Payment Terms:** The City of Torrance Payment terms are Net 30. The City does not make pre-payments, or pay upon receipt.

Do you offer any discounted invoice terms? **We are open to negotiations on invoice terms.**

**Project Start and Completion:**

The City requires the project to start as soon as possible from the award of a contract and the project completed as soon as possible. Specific time frames that are mutually agreed upon will be established after award of a contract.

**Renewal Option:**

After the initial five (5) year term, the City may want to retain the services of the awarded vendor to provide services on an as requested basis for an additional year. Please state, if requested by the City, if you would agree to a renewal of this contract with price structure, terms and conditions unchanged.

Yes  we would agree to add one (1) additional 5 years (after initial 5 year contract term)

Yes  we would agree to add one (1) year increments (after 5 year contract terms)

No  we would not be interested in renewing this contract.

**Contract Representative:**

Please provide the name of the individual at your company who will be responsible for administering this contract.

**Jennifer Tyrell**

Name

1.877.519.3851 ext. 731

Cell Phone Number

**Legal Counsel**

Title

800-360-7732

Fax Number

jennifer.tyrrell@civiclive.com

Email Address

Proposal Submittal (continued):

**Vendor Name: CivicLive**

**Sub-Contractors:**

If awarded, will you be using sub-contractors to carry out the scope of work required in this RFP?

Yes, we will be using sub-contractors and have listed their contact information below.

No, we will not be using any sub-contractors for this project.

Company Name

Name of Contact

Title

Cell Phone Number

Fax Number

Email Address

Please explain the working relationship between your company and the sub-contractor. You are also required to provide experience information and references for any and all subcontractors. (Make a photo copy of the applicable pages regarding experience and references and submit along with your proposal.)

Proposal Submittal (continued):

**Vendor Name: CivicLive**

**Background and Recent Experience with Similar Projects:**

In the space below, please provide a narrative explaining your background and recent experience (last 3 years) with similar projects as the scope of work identified in this RFP. (Please attach additional sheets if more space is needed.)

**CivicLive was founded in 2001 and has expanded to become a recognized and respected eGovernment solutions provider for North American towns, cities, counties, regional municipalities, agencies, and state/provincial governments.**

**Our mission is to provide municipalities with the enterprise-grade web software solutions they need to succeed in an era where citizens are seeking more services and information from their local governments on the Internet.**

**CivicLive employs more than 240 full time professionals in three major offices, and several additional smaller regional offices. When customers partner with CivicLive, they get a service supported 24x7x365 by a highly available team committed to helping them achieve their goals.**

**With the benefit of the stability and experience that comes from having 14 years of website development experience, CivicLive still maintains its start-up ethos of flexibility and adaptability. We are committed to our clients and the provision of quality websites for their needs, and we are dedicated to efficiently managing resources to accomplish all of our clients' goals.**

**Benefits of Partnering with CivicLive include:**

**WE UNDERSTAND MUNICIPALITIES** and help create true eGovernment experiences for citizens using Citizen Engagement and CMS tools purpose-built for a City like yours.

**WE HELP GOVERNMENTS** make the best of their investment in websites as marketing tools by providing leading-edge creative web design services.

**WE SET YOUR WEBSITE FREE** by offering no limits on hosting services, unlimited website hierarchies, and easy 3rd party app integration via APIs and Web Services.

**WE'LL HELP YOU COMPLY** with public sector legal standards by offering unlimited records retention and security standards that have passed the Department of Defence's stringent standards.

**WE STAY BUDGET FRIENDLY** with flexible SaaS solutions and streamlined project-management capabilities that save your City money.

Please reference pages 4-7 of our following Proposal for a background of some of our most recent experience.

Proposal Submittal (continued):

**Vendor Name: CivicLive**

Please describe what techniques/tasks you will be using to assure the completion of projects within the determined schedule and proposed budget.

**Please see pages 34-37 of our Proposal for a high-level outline of the techniques/tasks CivicLive will be using to assure the completion of projects within the determined schedule and proposed budget. Please also refer to our detailed implementation plan as outlined in the RFQ response we previously submitted. Please do not hesitate to contact us if you have any needed clarification on the details of our implementation plan.**

Proposal Submittal (continued):

**Vendor Name: CivicLive**

**References:**

Provide any additional references for which you have provided the same type of work as outlined in this RFP that were not included in the RFQ. California Municipal governments are preferable.

1. **Pima County, Arizona**  
Company Name

**130 W. Congress St.**  
Street Address

**Tucson, AZ**  
City

**85701**  
Zip Code

**Jack Lloyd**  
Contact Name

**520-724-6689**  
Telephone Number

**jack.lloyd@pima.gov**  
E-Mail Address

2. **City of Casper, Wyoming**  
Company Name

**200 North David Street**  
Street Address

**Casper, Wyoming**  
City

**82601**  
Zip Code

**Michael Szewczyk**  
Contact Name

**307-235-8422**  
Telephone Number

**mszewczyk@cityofcasperwy.com**  
E-Mail Address

3. **Saddle Hills County, Alberta**  
Company Name

**RR-1 Spirit River**  
Street Address

**Spirit River, AB**  
City

**T0H 3G0**  
Zip Code

**Mike Archer**  
Contact Name

**780-864-3760**  
Telephone Number

**MArcher@saddlehills.ab.ca**  
E-Mail Address

4. **Vermont Fish & Wildlife**  
Company Name

**271 N Main St #215**  
Street Address

**Rutland, Vermont**  
City

**05701**  
Zip Code

**Lil Lumbra**  
Contact Name

**802-272-4139**  
Telephone Number

**lil.lumbra@state.vt.us**  
E-Mail Address

5. **Essex County**  
Company Name

**202 South Church Lane**  
Street Address

**Tappahannock, Virginia**  
City

**22560**  
Zip Code

**Charles Huntley**  
Contact Name

**804-443-8154**  
Telephone Number

**chuntley@essex-virginia.org**  
E-Mail Address

Proposal Submittal (continued):

**Vendor Name: CivicLive**

RFP Submittal Requirement and Acknowledgement	
Vendors are required to answer each of the questions listed below. You must indicate below that you have provided this information in your proposal submittal. You must attach additional sheets to your RFP submittal describing in detail the service you are proposing.	
RFP Scope of Work Questions - Pages 14-27	Indicate what page in your proposal you have answered this question.
Did you include original plus 8 copies and 1 CD of your RFP Submittal?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Did you include a signed Affidavit Form with your RFP Submittal?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Did you attach additional sheets to provide the required information on pages 14-165 of this RFP?	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  Page <b>4-7, 34-37</b> of our submittal.
Did you include References and Experience for subcontractors if subcontractors will be used for this project?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> N/A no subcontractors  Page ___ of our submittal
Have you included Proposed Alternative Language to City's Pro Forma Consulting Services Agreement (if applicable)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No  Page <b>42</b> of our submittal
Unless otherwise specified, it is understood that any and all rights in perpetuity including editing, printing, duplication, distribution and all other copyright ownership entitlements and privileges regarding proofs, final, sample prints, DVD's, or any other media (including but not limited to digital) in connection with this project thereof, will remain the sole property and authority of the City of Torrance. Use of such work may not be used for advertising display, or any other purpose, without express written consent of the City of Torrance.	<input checked="" type="checkbox"/> Yes, understood. <i>(You must check this box for your proposal to be considered).</i>

Price Proposal	
In accordance with your "Request for Proposal", the following price proposal is submitted to the City of Torrance. We understand that our price submittal is a not to exceed amount and that if we are selected to enter into negotiations with the City the pricing may be adjusted down unless additional services are requested and pricing will be negotiated and adjusted accordingly.	
Category Description (Vendor must attached a full description for each category explaining what they are proposing) All services must be itemized. Do not bundle.	Proposal Not to Exceed Amount by Category Description
Flat Rate for entire project	<b>\$92,900</b>
Hourly Rate to provide additional work that may be requested during the term of the project	<b>\$Please see our attached Cost Proposal/hour</b>

STATE OF CALIFORNIA  
COUNTY OF LOS ANGELES

Nate Brogan being first duly sworn deposes and says:

- 1. That he/she is the **Senior Vice President of Reliance Communications, LLC o/a CivicLive**  
(Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for  
**Citywide Website Redesign Project**  
(Title of RFP)

- 2. That the proposal is genuine; that all statements of fact in the proposal are true;
- 3. That the proposal was not made in the interest or behalf of any person, partnership, company, association, organization or corporation not named or disclosed;
- 4. That the Proposer did not, directly or indirectly, induce solicit or agree with anyone else to submit a false or sham proposal, to refrain from proposing, or to withdraw his proposal, to raise or fix the proposal price of the Proposer or of anyone else, or to raise or fix any overhead, profit or cost element of the Proposer's price or the price of anyone else; and did not attempt to induce action prejudicial to the interest of the City of Torrance, or of any other Proposer, or anyone else interested in the proposed contract;
- 5. That the Proposer has not in any other manner sought by collusion to secure for itself an advantage over the other Proposer or to induce action prejudicial to the interests of the City of Torrance, or of any other Proposer or of anyone else interested in the proposed contract;
- 6. That the Proposer has not accepted any proposal from any subcontractor or materialman through any proposal depository, the bylaws, rules or regulations of which prohibit or prevent the Proposer from considering any proposal from any subcontractor or material man, which is not processed through that proposal depository, or which prevent any subcontractor or materialman from proposing to any contractor who does not use the facilities of or accept proposals from or through such proposal depository;
- 7. That the Proposer did not, directly or indirectly, submit the Proposer's proposal price or any breakdown thereof, or the contents thereof, or divulge information or data relative thereto, to any corporation, partnership, company, association, organization, proposal depository, or to any member or agent thereof, or to any individual or group of individuals, except to the City of Torrance, or to any person or persons who have a partnership or other financial interest with said Proposer in its business.
- 8. That the Proposer has not been debarred from participation in any State or Federal works project.

Dated this 1st day of October, 2015.



\_\_\_\_\_  
(Proposer Signature)

**Senior Vice President**  
(Title)

# TABLE OF CONTENTS

---

<b>Table of Contents</b> .....	<b>1</b>
<b>Executive Summary</b> .....	<b>2</b>
Client Profiles .....	4
<b>What We're Offering</b> .....	<b>8</b>
Tools That Make Content Management Easy for Staff .....	9
A Mobile-Optimized eGovernment Solution .....	10
Citizen Engagement Solutions .....	11
Productivity & Transparency Tools .....	12
Integration With 3 <sup>rd</sup> Party Software .....	13
<b>Scope of Work</b> .....	<b>14</b>
Training .....	14
Website Design Tech Specs and Needs .....	15
SitePublish Content Management System .....	23
<b>How We'll Complete Your Project</b> .....	<b>28</b>
Our Team & Your Team .....	28
Project Communications .....	35
Quality Control Plan .....	36
Risks .....	37
Estimated SmartWork Project Timeline .....	38
<b>Cost Proposal</b> .....	<b>40</b>
Optional Additional Services & Rates .....	41
<b>Proposed Alternative Language</b> .....	<b>42</b>

# EXECUTIVE SUMMARY



## Welcome to CivicLive!

We are the eGovernment web specialists that the City of Torrance can trust to redesign [www.TorranceCA.Gov](http://www.TorranceCA.Gov) so that it serves your community using our powerful web software, and markets Torrance as a vibrant place to visit, do business, and call home.

In response to your Website Redesign RFP, CivicLive has prepared this project proposal to showcase an industry-leading eGovernment web solution that we believe will meet your project's immediate goals and provide long-term value to your City. Learn more about this winning combination in the following sections of this executive summary.



### CREATIVE, TECHNICAL & PROFESSIONAL SERVICES

CivicLive is a team of skilled creative and technical professionals who use a proven Project Implementation Methodology called SmartWork to meet your project's goals. Highlights of our Professional Services include:



#### Professional Project Management

Working with CivicLive means benefitting from a dedicated Project Manager who isn't just your friendly point-of-contact with us, but also an experienced software technical professional that leads our team and your team through our proven SmartWork Project Implementation Methodology.



#### Web Design Services with a 100% Satisfaction Guarantee

A website's design matters – *a lot*. That's why our Designing phase is completely iterative and allows your team to provide actionable feedback every step of the way. In fact, we value good web design so much that we offer a 100% Satisfaction Guarantee with our design deliverables. This means [www.TorranceCA.Gov](http://www.TorranceCA.Gov) will look and feel exactly the way your City wants it to!



#### Mobile-Optimization

Our Web Design services also includes Responsive Design – a versatile mobile-optimization solution that is platform-agnostic and very usable on smartphones and tablets. We can also support Web App and Smartphone app solutions as well if your City Project Team is interested in those options.



#### Training Sessions

We've included Training Sessions for teaching your users how to use our SitePublish CMS tools. Our training services also include providing your City staff with a wealth of learning resources such as User Manuals and Videos for SitePublish, project-specific support documentation, and the option to provide additional training webinars if desired.



## LEADING-EDGE EGOVERNMENT SOFTWARE

The backbone of our eGovernment solution is our powerful, easy-to-use SitePublish Web Content Management System. We've built our CMS from the ground up to include an unbeatable range of tools and functionality specifically-designed for government application, such as:



### Intuitive Content Management Tools

SitePublish makes routine content management a breeze with In-Context, WYSIWYG, and Drag-and-Drop editing tools that can empower even the least-technical City staff to become engaged content editors who help maintain your eGovernment website.



### Citizen Engagement Solution

Your citizens will be able to get more information from your City, request more services from your departments, and participate more with your City in a digital community thanks to our ever-expanding range of citizen engagement modules.



### Government Productivity & Transparency Modules

Dozens of SitePublish modules and resources such as Meetings Media Managers, Social Groups, a Customizable Workflow Engine and more will turn your staff in to an efficient team that uses the Internet as a tool that simplifies their jobs.



## SOFTWARE-AS-A-SERVICE LONG-TERM SUPPORT

CivicLive isn't just a company that will redesign your website and then leave you to your own devices – we offer all our clients a lasting partnership that includes Technical Support Services, Website Hosting Services, Software Maintenance and Upgrades, and an unlimited-user Software License.

Our long-term partnerships are designed to reduce your over-worked IT department and save your City money by bundling crucial services in to one low annual fee. Best of all, CivicLive doesn't charge for our support services in the first contract year!



## CONCLUSION

We hope that this Project Proposal demonstrates the capabilities of CivicLive's eGovernment solution and a commitment to excellence that will ensure the best possible outcome for your Website Redesign project. If you have any questions about what we're offering, or would like us to present our solution to your team in more detail, please do not hesitate to contact me.

**Johanna Vellenga** | CivicLive Proposal Developer  
Phone: 1.877.519.3851 ext. 727 | Email: johanna.vellenga@civiclives.com

# Client Profiles

The following section offers an overview of some of the additional clients for which CivicLive has provided the same type of work as outlined in the RFP, that were not included in the RFQ response.

## City of Glenn Heights

📍 [www.glennheightstx.gov](http://www.glennheightstx.gov)

📍 Texas

👤 ~12,000



**WEBSITE LAUNCHED IN: 2015**

### THE CLIENT

The City of Glenn Heights felt that it was time to upgrade their website, and worked with CivicLive to better showcase its hospitable business friendly, rapidly growing community. CivicLive started by first identifying the information architecture that would suit the needs of the city's diverse audience before creating an engaging website that matches the city's brand guidelines, reflects its vibrant image, serves its residents, and attracts more visitors and businesses to the city.

### HOW CIVICLIVE HELPED

- ✓ Structured mega menu, quick links and other navigation elements for easy access to the most important information
- ✓ Fillable forms that are not only easy to submit, but also effortless to manage on the backend
- ✓ A notification subscription feature to keep stakeholders informed about relevant matters
- ✓ Customized departmental landing pages that highlight key contacts, services, reports and other relevant links.

## City of Sierra Madre

📍 [cityofsierramadre.com](http://cityofsierramadre.com)

📍 California

👤 ~11,000



**WEBSITE LAUNCHED IN: 2015**

### THE CLIENT

City of Sierra Madre wanted to revamp its old website to improve information and service delivery to its local residents. CivicLive partnered with the City to deliver a website that would not only better connect residents with their government but also showcase the cozy atmosphere of the city that they proudly maintain.

### HOW CIVICLIVE HELPED

- ✓ A fully responsive website design that highlights the most important information and features on all devices and screen sizes
- ✓ Always-on navigation with structured mega menu and static quick links on the homepage and subpages for easy navigation
- ✓ "How do I" section to provide site visitors with quick access to the information they need
- ✓ Customized widget on every subpage to highlight critical information

## Vermont Fish & Wildlife Department

📍 [www.vtfishandwildlife.com](http://www.vtfishandwildlife.com)

📍 Vermont ★ Agency of Natural Resources



**WEBSITE LAUNCHED IN: 2015**

### THE CLIENT

Vermont's department of Fish and Wildlife is dedicated to the conservation of fish, wildlife and plants and their habitats for the people of Vermont. The Department partnered with CivicLive to transform their non-responsive website to a mobile friendly portal. The main objectives were to enhance their user experience, improve access of information about recreational activities, and connect Vermonters with the natural conservation around them.

### HOW CIVICLIVE HELPED

- ✓ Created interactive, stand-alone pages for the Vermont Critters that can be managed/updated without any back-end coding
- ✓ Seamless Integration with Vermont's hunting licence application system
- ✓ Incorporated a directory of Game Wardens with a search feature so residents easily find their local Wardens
- ✓ Streamlined the navigation menu with shallow and wide information architecture to improve user experience

## City of Casper

📍 [www.casperwy.gov](http://www.casperwy.gov)

📍 Natrona County, Wyoming 🧑‍👦 ~60,000



**WEBSITE LAUNCHED IN: 2015**

### THE CLIENT

Casper partnered with CivicLive to create a website that would represent the city's spirited nature, and enhance citizen engagement by connecting its residents and visitors to Casper's lively recreational, cultural and commercial opportunities.

### HOW CIVICLIVE HELPED

- ✓ Unique subsites for "Things to Do" in and around Casper, such as Parks and Trails and Fort Caspar Museum.
- ✓ Responsive redesign that seamlessly incorporated Casper's branding guidelines.
- ✓ Social Sharing integration on every page to allow users to directly share content on their social networks.
- ✓ Integration with online municipal services for paying and managing bills, filing police reports, purchasing event tickets, signing-up for tee time, and more.

“We chose CivicLive expecting a website design that would fit our needs, and they didn't disappoint. CivicLive collaborated with us to create unique subsites and other modules to open up new opportunities to engage with our residents and visitors.”

**Michael Szewczyk**  
Network Administrator

## Halton Hills Community Central

➔ [myhaltonhills.ca](http://myhaltonhills.ca)

📍 Ontario, Canada

👤 ~520,000



**WEBSITE LAUNCHED IN: 2013**

### THE CLIENT

Community Central's core objective is to foster local arts, culture and creativity within Halton Hills by sharing community events and news content geared towards local and neighboring residents. In order to meet their goal, Halton Hills Community Central partnered with CivicLive in order to implement a backend software solution for a planned dedicated community and culture-building website.

### HOW CIVICLIVE HELPED

- ✓ Implementation and Quality Assurance of creative web design deliverables
- ✓ Subsite Support for managing multiple websites from one SitePublish interface
- ✓ Event Planning module that makes building and participating in local events easy
- ✓ Community-based website with targeted stakeholder reach

“We worked with CivicLive to create a place on the web for our local arts, culture and businesses to thrive. With MyHaltonHills.ca, we can share everything our vibrant community has to offer to our neighbors, and visitors looking for a unique place in Ontario. Think tourism and destination marketing, but with a local twist.”

## Saddle Hills County

➔ [www.saddlehills.ab.ca](http://www.saddlehills.ab.ca)

📍 Alberta

👤 ~2,300



**WEBSITE LAUNCHED IN: 2015**

### THE CLIENT

Saddle Hills wanted a new website to provide more information to residents, businesses, and industry in an engaging and effective manner. CivicLive worked closely with Saddle Hills to redesign their website, updating its appearance, structure, and delivery of content to simplify access and information-sharing between the public and the county.

### HOW CIVICLIVE HELPED

- ✓ Customized banner alerts on homepage to effectively share the most immediate information with residents
- ✓ A streamlined and simplified menu system, with an “I Want To” section to provide site visitors with quick access to the information they need
- ✓ Smooth integration with the County's Service Request System and Social Media Integration

“We wanted a website that would be well designed and well structured, and that's exactly what we got. CivicLive worked with us to understand our needs, and delivered a website that fit our vision and our timeline. The service exceeded our expectations. Once the website was built the live, on-the-spot service was invaluable and CivicLive has proven to be an excellent partner moving forward. We would recommend CivicLive to any government or non-profit organization seeking a good looking, functional website.”

Mike Archer

Communications Coordinator

## CASE STUDY: THE CITY OF ELK GROVE | WWW.ELKGROVECITY.ORG

The city of Elk Grove, California was seeking an innovative design of their website from layout design concept to completion. CivicLive worked closely with the City of Elk Grove to redesign [www.elkgrovecity.org](http://www.elkgrovecity.org) to update its appearance, structure, and delivery of content to better display the strategic priorities of the City and generate discussion between the City, its Employees and Stakeholders.



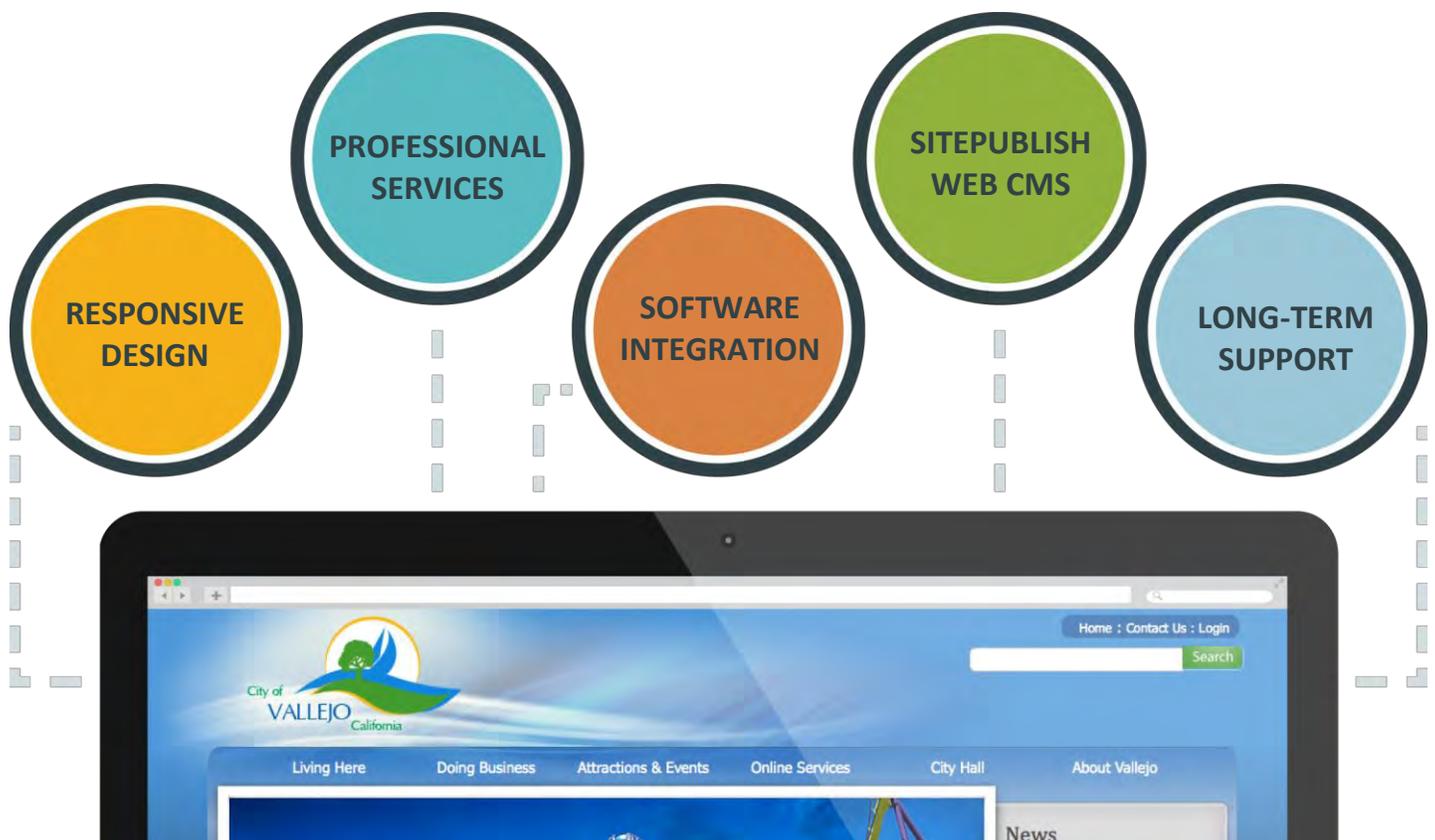
We also worked with the City to redesign their Police Department website ([www.elkgrovepd.org](http://www.elkgrovepd.org)) so it effectively displays information about neighbourhood watch programs, community events, contact information and more. The Elk Grove Police Department now uses the same content management tools as the City of Elk Grove to keep their website up to date with valuable information that serves their city.



# WHAT WE'RE OFFERING

CivicLive's eGovernment solution is designed to overcome your current website's woes and address your City's needs with a host of resources and functionality. Please also refer to our RFQ response for the tools and modules we can offer the City of Torrance.

This innovative solution offers dozens of modules and tools tailored to address staff users and key end user groups' requirements through our robust SitePublish web CMS. We're also providing the necessary framework for making your website accessible on mobile devices with a range of proven mobile-optimization methods, and providing a compelling, cost-effective partnership focused on maintaining your website over the long-term.



We've created the right solution for meeting your Website Redesign project's immediate goals, *and* offered a roadmap for hassle-free website maintenance over the long-term.

# Tools That Make Content Management Easy for Staff

SitePublish is designed to put the power to manage eGovernment websites in to the hands of non-technical staff.

SitePublish's browser-based tools enable easy content authoring and management, allowing your staff to create webpages with defined templates, author content with familiar editing tools, and post content to the internet within a structured review and approval process created by your Website Administrators. We can illustrate how these tools will work for your City staff during a demo presentation. Enjoy SitePublish's content management experience with these great tools:

## Some tools that make content management easy for staff:

- Drag-and-Drop Page Editing
- Image Editor with automatic resizing
- In-Context Editing
- Rotating Banner Module
- Photo Galleries Module
- Advanced WYSIWYG Editor
- HTML5 and CSS3 Support
- All standard formatting options including indent and justification control
- Cut/Copy/Paste
- Edit in HTML mode
- Flash Manager for animations
- Font Manager
- Format Stripper
- Hyperlink control
- Image Manager
- Insert Symbol
- Module Manager
- Online Support Resources
- Human Readable URLs
- Content Scheduling
- Page Description and Keyword Editing
- Global Content Widget
- Foreground and Background Color Dropdowns
- Paste from Word with Formatting and Fonts
- Paste HTML
- Paste Plain Text
- Preview
- Print
- Spellcheck
- Undo/Redo
- Site-wide File Manager
- Page-level Document Container
- One-Click Social Media Sharing
- Media Manager w/ Streaming Video
- Multiple Advanced Elements per Page
- Page wizards with multiple templates
- Page Checkout
- Page Checkout Administrator Override
- Page Link
- Paragraph Control
- Paste from Word with Format Cleaning
- Broken Link Reports
- Quick Links
- Style & CSS Manager
- Table Wizard
- Template-Based Layout



*Either maintain your website's currency and accuracy, or shut it down. Bad information is worse than no information.*

**Robert McArthur**

eGovernment Project Director  
National Policy Research Council

# A Mobile-Optimized eGovernment Solution

Between the anticipated eclipse of tablet sales over conventional computer sales and recent studies that show 28% of all website traffic being conducted using mobile devices, the message is clear to governments: your citizens want information accessible on the go.

That's why CivicLive wants your City to offer web-based services where your citizens will use them the most.

CivicLive's 3 proven mobile-optimization methods are:



Whether navigating through full webpages optimized for an end-user's specific device, or quickly navigating between specialized application sections, your end-users will get the information, resources, and access to municipal services that they want on whichever device they're using at that time.

# Citizen Engagement Solutions

Effective government websites go beyond delivering information online: they create a gateway for citizens to get access to the resources and services they need and want.

People are becoming used to easy self-service options for everything from shopping for clothes to buying cars – and the proliferation of services and technology that has evolved from this phenomenon is proof that it works. So, it only makes sense for your government to provide this level of convenience in your citizens' lives.

*“It’s surprising how poor many government Web sites are to this day. They’re poorly organized, and most eGovernment applications are still very agency-centric, rather than focusing on what would make sense to the citizen.”*

**Rob Atkinson**  
President of the Information Technology and Innovation Foundation

## Examples of our Citizen Engagement Modules:

- Citizen Dashboards
- Collaborative Social Groups
- Customizable Surveys
- Unlimited Blogs with Podcast and Streaming Video Support
- Multi-Level Calendars with Year, Month, Week, Day views, Full Filtering and RSS
- Public/Private Discussion Forums
- Searchable Staff Directories
- Site-wide Search
- Citizen Services Request Applications
- Free/Paid Permits & License Applications
- Customizable Forms
- Polls
- Topical Voting
- RSS-Subscription Support
- News Engine
- Emergency Alerts
- Wikis
- Searchable Business Directories
- FAQ Pages

# Productivity & Transparency Tools

One of the greatest benefits of choosing CivicLive's eGovernment solution is that it doesn't just offer new ways to engage citizens and make website content management easy for your staff, it also offers new ways for your staff to improve how their primary roles in your government work as well.

## Our Productivity, Transparency & Accessibility Management Tools include:

- Advanced Drag-and-Drop Workflow Manager
- Meeting Agenda, Minutes and Media Manager
- Structured Content Publishing Approvals
- Granular User Permissions
- Group-based Permissions
- Activity Logs
- Full Audit Trails designed to meet legal requirements for government sites
- Full Content Reporting
- Integrated Analytics and Reporting
- Dynamic XML Sitemap
- Intranet Management
- Scheduled and Automatic Archiving
- 'I Want To...' Navigation
- Mega-Drop-Down Menu Navigation
- Automatic Breadcrumb Navigation
- Accessibility Checker
- Text-Only Page Creation
- Printer-Friendly Pages
- RFP Posting
- Job Posting
- SSL Support
- Multiple Independent Website, Subsite and Microsite Management



# Integration With 3<sup>rd</sup> Party Software

At CivicLive, we want your website to offer a limitless range of functionality, either by solely using our software, or by integrating with preferred external systems.

In order to help your website reach its potential, SitePublish includes a robust set of web services, rich XML support for input and output, and APIs for easy interoperability.

## Some examples of how CivicLive integrates with 3<sup>rd</sup> party software and applications:

- APIs & Web Services
- Google Search Integration
- Google Translate Integration
- Social Media Feed Integration
- Social Media Sharing [like, tweet, +1, etc.]
- Interactive Links Integration
- E-Pub Reader Integration
- Flickr & Google Photos Integration
- ArcGIS Integration
- Google Analytics Support
- PCI-Compliant Online Payment Processing Integration
- YouTube and Vimeo Player Support
- RSS
- SQL Server
- LDAP



# SCOPE OF WORK

The following section has been created to provide direct response to your RFP's Scope of Work / Project Requirements as found on pages 8 – 12 of your RFP. We highly recommend scheduling a demo presentation for our team to showcase the functionality discussed in this section. Please contact the Proposal Developer to facilitate this process.

## Training

CivicLive is committed to ensuring your long-term success by providing the knowledge transfer that will enable all of Torrance's staff to effectively utilize the solution. Our comprehensive education programs are designed to meet the needs of all CivicLive Platform users, and our goal is to help you develop both the technical know-how and the creative vision it takes to meet your most demanding challenges. We are offering **onsite training** for Torrance. Please see our Cost Proposal for the costs associated with Training.

Content topics for each training are divided into the individual modules that are outlined in our Proposal (EG: how to use a Photo Gallery, Calendar, Discussion Forum, External Link Page, News Engine, Blogs, Document Container, Forms Engine etc.). Our training sessions and user guides are designed to help everyday users and administrators navigate through CivicLive's SitePublish CMS. We will provide your staff with training documents and multimedia such as user manuals and how-to videos for specific SitePublish modules as part of our Training Phase.

Our consultants first analyze your team's education and training needs, focusing on the key learning outcomes and timelines in order to create the best education plan. CivicLive employs a blended approach to learning by combining mentoring, instructor-led courses, webinars, eLearning and focused workshops. Our certification programs challenge you and validate your learning. Our Training Phase concludes with fully-trained Torrance staff. Our available training options for Torrance include:

### Web Administrator Training

- Training for system administrators on the solution's backend. Focuses on imparting top-level technical knowledge of how SitePublish works. These users will become your highest-tier webmasters and primary points-of-contact for CivicLive throughout the lifetime of your partnership with us.

### Power User Courses

- Training for standard tool power users such as Content Managers. Focuses on detailed skills building to enable effective and efficient use of all of SitePublish's modules and tools.

### Developer Training

- In-depth background training on SitePublish suitable for staff who will enhance or develop the code base or extend the software in house. This training is only required by clients with IT Administrators who wish to conduct in-house custom development using our software or take advantage of web services and APIs to integrate with third party applications.

### Train-the-Trainer Courses

- Advanced training, focusing on promoting the skills and knowledge needed to train new users on the system. Participants in this course should already have taken the administrator or power user courses.

# Website Design Tech Specs and Needs

## 1.

---

Responsive Design maintains a consistent look and feel for your website across all platforms, keeping navigation familiar to end-users. Furthermore, services and functionality can be securely accessed from their mobile browsers at once, without the need to switch between multiple mobile apps that your City may have developed in the past; with a responsive-design website from CivicLive, the web services your citizens need are all there, just like with their desktop experience. Responsive Design is included with every CivicLive implementation and is the simplest, most effective means for making your website function optimally on any screen size and any platform. Depending on your project requirements, responsive design may be the only form of mobile-optimization your website needs.

## 2.

---

CivicLive conducts rigorous cross-browser compatibility and consistency testing using both traditional PCs and Macs as well as mobile devices such as smartphones and tablets. Our industry-standard range of supported and tested web browsers for both citizens browsing the website and content administrators includes:

- ✓ Internet Explorer ver. 9+
- ✓ Apple Safari 5.1+
- ✓ Opera 12.1+
- ✓ Google Chrome ver. 26+
- ✓ Mozilla Firefox 16+

## 3.

---

As an alternative to our recommended SaaS solution, CivicLive can work with Torrance to define a locally-hosted solution for our SitePublish CMS software.

Although certain benefits of our SaaS solution cannot be provisioned with local hosting solutions, there are benefits that may align with your project goals:

### **YOUR IT DEPARTMENT CAN CONTROL THE HARDWARE, SOFTWARE AND NETWORK**

---

Although our software does have some recommended minimum hardware and software requirements, your IT team will have the flexibility to use which hardware, software and network connections best suit your budget. This option may prove most valuable if your City is interested in building up your own IT infrastructure, but is not recommended if you're trying to reduce investments and dependencies on locally-managed IT resources.

### **DEFINE SECURITY STANDARDS**

---

For institutions that require superior security standards that exceed even CivicLive's considerable investments in enterprise-grade security infrastructure, local hosting will enable your IT team to define your own policies and security practices that can be deployed through software and hardware configurations.

## MINIMUM HARDWARE & SOFTWARE REQUIREMENTS

The following are the minimum hardware and software requirements for CivicLive's CMS software:

Hardware Components	Minimum Requirements
Suggested Server Type	Dell Power Edge 610 - 4 Quad-Core Processors - 8GB of DDR3 RAM
Disk Space	1 GB for installation
Operating System	Microsoft Windows Server 2008 or higher
SQL Server Version	Microsoft SQL Server 2008 Microsoft SQL Server 2008 R2
Other Requirements	Microsoft .NET Framework 4; IIS 7.0

### 4.

We encourage all clients to trust us with a bundled long-term support, maintenance and hosting solution known as Software-as-a-Service or SaaS. Please contact us if you are interested in reviewing our standard Service Level Agreement.

## SOFTWARE MAINTENANCE & UPGRADES

CivicLive invests considerable resources in to the long-term maintenance and development of our SitePublish CMS software. We give every client access to our software maintenance and upgrade services in order to ensure the SitePublish CMS your City uses is always the latest and best version of our software.

Benefits of our Software Maintenance and Upgrades include:

- ✓ Getting access to the latest eGovernment tools and modules we develop for SitePublish
- ✓ Ensuring that software is always up-to-date with CivicLive's latest security standards
- ✓ Software upgrades are handled by CivicLive's team, which means your IT team never has to worry about spending time on installing updates themselves

Please refer to pages 40-41 of CivicLive's RFQ response for an overview of our Technical Support Services.

## WEB HOSTING SERVICES & INFRASTRUCTURE

Your citizens want secure access to your City's website at all times, and a great way to make that happen is by eliminating potential technical difficulties that could occur on local server and network environments. That's why we encourage every City to choose our SaaS solution; hosting your website at our state-of-the-art datacenter eliminates virtually every hardware, network connection and security risk that may impact your website and your users. Take a look at some quick facts about our datacenter on the following page:

## CIVICLIVE DATACENTER SNAPSHOT

<b>TOTAL BUILDING AREA</b>	85,000 square feet total space.
<b>RAISED FLOOR AREA</b>	25,000 square feet of raised floor over four separate computer areas 14,000 square feet of raised floor over administration & support areas.
<b>DATA CENTER AREA</b>	25,000 square feet of two foot (2') raised tile floor.
<b>DESIGN CRITERIA</b>	Purpose design/built data center based on 99.9% system availability. Former banking and e-commerce hub for major national Bank. In operation for over five years.
<b>HYDRO CONNECTIONS</b>	Twin incoming main feeders at 13,800 volts/4000 amps, each with multiple diverse routing from hydro grid.
<b>POWER BACK-UP</b>	Three standby generators (two at 1.5 megawatts, one at 1.35 megawatts for a total of 4.35 megawatts total standby power). Over 30,000 liters of diesel fuel on hand, capable of running the building at full capacity for over 72 hours. Two fully independent UPS systems totaling 2,700 kVA, with hot tie capability.
<b>FIRE SUPPRESSION</b>	<ul style="list-style-type: none"> <li>• VESDA (Very Early Smoke Detection Apparatus) supporting an INERGEN gas fire suppression system.</li> <li>• Interlocked dry pre-action sprinkler systems both above and below the raised floor.</li> <li>• Computer room areas have an independent two-hour fire rating, separate from the remaining building structure.</li> </ul>
<b>SECURITY</b>	<ul style="list-style-type: none"> <li>• Facility entrance and security areas are protected with bulletproof glass, NATO rated for small-bore missiles.</li> <li>• All exterior walls are custom reinforced.</li> <li>• 24 X 7 manned security.</li> <li>• Intrusion detection systems.</li> <li>• Card access control for multiple secure zones.</li> <li>• An array of video monitoring and image capture systems both inside and outside the building.</li> <li>• Remotely-operated truck bay capable of full-sized tractor-trailer within a secure environment.</li> </ul>
<b>FACILITY MONITORING</b>	Invensys direct digital building monitoring system encompassing over 2,000 individual monitored devices (heating, cooling, water, air conditioning & ventilation).

## DATA PROTECTION SERVICES

Since data and user security, privacy and access are primary concerns for every City's IT team, CivicLive ensures that the following security measures are built right in to our hosting infrastructure:

## **MONITORING & BACKUP**

CivicLive's Managed Backup service provides tape backup to prevent loss of data due to accident, hardware failure or environmental disasters. The backup solution typically results in one full database backup plus five incremental backups each week based on CivicLive's backup schedule.

CivicLive will perform tape validation and maintain an activity log for each backup to ensure successful completion. Our system design automatically detects problems at any stage of backup ensuring a very high level of data security and availability.

Monitoring ensures that your City's data is safe and always secure. Backup reports deliver a variety of logged statistics that include the backup cycle, success or failure and the amount of data backed up.

## **FIREWALL & PRIVACY**

CivicLive's firewalls are designed to restrict the type of traffic and originating IP addresses that can access Torrance's servers. This service is based on our shared firewall infrastructure. However, CivicLive can also provision a dedicated environment, where our Implementation Analyst will work with your team to define security rules in order to deliver a customized firewall security policy that meets your specific security and privacy criteria.

## **DISASTER RECOVERY**

CivicLive's client databases are backed-up daily and stored in an offsite location separate from our primary datacenter. In a disaster situation, the main location will fail-over to an alternate cloud server with a recovery time objective of 72 hours to the previous nightly back-up.

## **DATABASE & NETWORK REDUNDANCIES**

Redundancy is managed at power, firewall, network connectivity, server configuration, web server and database server levels.

## **POWER**

CivicLive provides redundancy in four different levels of the overall hosting configuration. These include redundancy at the incoming power supply, uninterruptible power supply, standby power generators, rack power, web server, and database server levels.

## **SECURITY APPROACH**

CivicLive employs a layered defense system to protect its hosting environment against malicious attacks, while maintaining open and reliable access to end users.

At the core of the CivicLive security program is the Security and Architecture Team. They remain vigilant and aware of the rapidly evolving security environment by continually tracking and testing new products, tools, and software patches that become available to counter threats or vulnerabilities. Although the Security and Architecture Team comprises the core of CivicLive security, day-to-day operational support of Torrance's systems, including handling of Torrance-specific security issues, is provided by a designated CivicLive Customer Support Team. Collaboration and communication

between Security and Customer Support Teams ensures that Torrance’s deployment is protected with comprehensive security measures.

CivicLive employs engineered secure builds for every supported platform (operating system and applications) delivering enhanced security, manageability, and availability. Hardened server hardware configurations are standard and provide yet another level of security. The server build, when used in conjunction with other security features and services, provides a solid defense against intrusions and malicious attacks.

## **SECURE DESIGN AND CONFIGURATION**

CivicLive web solutions are designed in a multi-tier architecture that offers security within and between each network tier. Tiers are often classified as Access Layer, De-Militarized Zone (DMZ) Layer, Application Layer, and Data Layer.

### **5.**

---

City services aren’t always free. That’s why CivicLive offers an E-Commerce Framework, allowing your City to offer paid online services such as registering for events right alongside cost-free services. In order to maintain security, transactions can be processed using PCI-compliant hosted pay page payment processors.

### **6.**

---

We will comply with security standards and guidelines established by the PMT. Please also see our Security Approach as outlined above.

### **7.**

---

Meeting W3C, WCAG, and Section 508 guidelines is always a priority for government websites, so SitePublish includes an Accessibility Checker to ensure your page meets legal requirements for accessibility on an ongoing basis. SitePublish can also run reports out-of-the-box such as a broken link validator, content update and usage reports, and page error verification reports.

### **8.**

---

SitePublish does offer a central site location to post City web services and data sets that can be accessed or consumed securely by outside agencies and independent application developers. Upload thousands of document and multimedia files your City uses into SitePublish’s centralized Document & Media Libraries to facilitate the creation of a completely digital archive and resource centre for staff and citizens. Using this tool, administrators, councillors, department heads and even citizens can work together to build, share and access an ever-expanding library of resources that will help City groups and communities accomplish their goals and stay engaged.

### **9.**

---

CivicLive employs industry standard tools and methods to deter and mitigate external threats and abuse (EG: Form designers can implement CAPTCHA images into their forms in order to prevent forms from being spammed.)

## 10.

---

CivicLive does not design from a template. Each design is unique to each client/city we work with. That is each wireframe, mock-up and final website will be unique. We offer 100% Design Guarantee after all – we will never rest until the client is happy with their design. We spend as much time, if not more, on planning the design. Much of the work goes into the information architecture, the wireframe design and choosing the right design elements that will work for your city.

Every new client is taken as an opportunity for us to challenge our design and development capabilities. We always want to include the latest design trends and technologies in new designs. Please see our Design Phase as outlined in our RFQ response for a more detailed description of the work that goes into our Design Phase that will allow [www.TorranceCA.Gov](http://www.TorranceCA.Gov) to have a look and feel that shows Torrance as a city that competes globally through its myriad of assets.

## 11.

---

When we design the website, we do not only design the homepage, all subsequent page designs are as important. These are the pages that the website users are looking for after all. We make sure that every page of the website is styled and designed for the content that is being showcased/displayed, which will allow all of Torrance's 13 department landing pages to have a unique branding. During development, we take into consideration the amount of customization that a client would like to see on each template. Our templates are flexible enough to allow minimal customization for certain users or maximum customization for web admins.

## 12.

---

We may be implementing SitePublish for one website right now, but our CMS can be used by your City to manage all of the websites you operate for years to come. Site Management tools can be used to administrate multiple complimentary sites such as tourism, police, fire, economic development, and any other websites your City agencies and departments maintain independently from [www.TorranceCA.Gov](http://www.TorranceCA.Gov), all with a unique look and feel.

## 13.

---

Stakeholder engagement, usability and effective web presence-building all depend on a website that is easy to navigate. And that's why CivicLive places so much emphasis on the Designing phase of our project – we want to ensure your Website Redesign project results in the most tangible success indicator – a beautiful, usable website that reflects your City's brand and value, and serves your community! Please see our Design Phase as outlined in our RFQ response for a more detailed description of how we will design your website so that it provides information to city audiences in a visually appealing and easy to navigate way.

## 14.

---

SitePublish helps enhance your online communication potential by delivering time-sensitive information such as News and Alerts in multiple formats. The News and Alerts Engine is a powerful tool that allows you to publish news or

announcements in one central location and have them appear everywhere on the site where you want that content to be. This tool makes it easy to create highly-visible emergency alerts and notifications, and to keep your community up-to-date on all your current news. The News & Alerts Engine supports RSS subscriptions, allowing your stakeholders to subscribe to your news feeds, blogs and other interactive media and receive notifications when new content is published. SitePublish also makes it easy to send information to those who need it with built-in email newsletters, subscription management, integrated mobile support, email notification lists, mass email, and more.

## 15.

---

We've made it simple to unify your webpage's content updating processes with your active social media updating processes with SitePublish's On-Page Social Publishing tool. This feature allows your content managers to save time by automatically posting updates, notifications, summaries and links to new pages and new updates to page content so subscribers and social media followers can discover that fresh content faster than ever before.

## 16.

---

Your City most likely already provides time-sensitive updates to followers on social media communities such as Twitter and Facebook – so why not share these content updates on your website with prominently-integrated social media feeds on your homepage? CivicLive offers real-time, cross-platform information updates with social media feed integration.

## 17.

---

CivicLive will design [www.TorranceCA.Gov](http://www.TorranceCA.Gov) to present it as business-friendly. We will structure your site to provide your users the ability to easily find business related content, such as our searchable local business directory tool, building permits, building codes, bid packages, RFPs, zoning maps, etc. With CivicLive's Citizen dashboards, everyone in your community can register on the website and receive a personalized eGovernment experience and a one-stop source for all the information a specific citizen may want from your website.

## 18.

---

CivicLive's Searchable Staff Directory tool provides searchable online listings with customizable contact information and optional profile pages for each staff member. These directories make it simple for citizens (and other staff) to find the right contact person in the shortest amount of time.

CivicLive also offers a versatile Citizen Request System that can be used to simplify the process of discovering and requesting government services right from your website. This system can be used to fulfill a myriad of different roles, including (but not limited to):

- ✓ Reporting Potholes
- ✓ Applying for Parking Permits
- ✓ Applying for Pet, Hunting & Fishing Licenses
- ✓ Reporting Graffiti & Vandalism
- ✓ Requesting Oversized Garbage Pickup
- ✓ Requesting Business Registration Certificate

- ✓ Animal Control Reports
- ✓ Reserving Public Parks Facilities & Applying for Campground Permits

Once requests are submitted, The Citizen Request System routes them to the correct department or person using our powerful Workflow Engine. Citizens can also track their requests from their Citizen Dashboard to make sure it is handled correctly, consistently and in a timely fashion.

CivicLive can also provide a widget that displays phone numbers and email links for all City departments and major programs.

## 19.

---

If your City can access its community via mediums such as television and radio for live broadcasts, why not add the Internet to that list as well?

With CivicLive's Live Video Streaming module, your City can easily utilize your existing digital video assets such as digital cameras and video broadcasting computer setups as the hardware element of a Live Video Streaming solution that uses your website as the primary video sharing destination.

## 20.

---

True eGovernment practices empower citizens and other stakeholders. That's why CivicLive created Citizen Dashboards. With these dashboards, everyone in your community can register on the website and receive a personalized eGovernment experience and a one-stop source for all the information a specific citizen may want from your website. On one page, a citizen can:

**Receive Alerts and Emergency Notifications from your City**

**Track Requests they've made using our Citizen Requests Manager**

**See updates in Social Groups they're part of**

**View new events in categories they've subscribed to on the City's main calendar**

**Subscribe to newsletters and manage the ones they've already subscribed to**

## 21.

---

Many language tools exist that CivicLive can leverage in order to offer users access to your website's information in their preferred language, such as:

- ✓ Using a **Google Translate** dropdown menu as part of all of your webpage templates so users always have the option to switch language on every page.
- ✓ **Landing pages** that prompt users to select their preferred language from a list, or press a button corresponding to their language that then serves each page the user navigates to in the correct language. These translation choices can also be bookmarkable so that users can bypass language choice pages and go straight to what they want the next time they're on the website.

## 22.

---

Nothing makes fostering government transparency values easier than providing immediate access to critical government documents and records. Since most City governments uphold transparency by thoroughly documenting council meetings, CivicLive has created a SitePublish Meeting Minutes & Agendas module specifically-designed for sharing meetings-related content such as Agendas, Minutes, and Audio/Videos Recordings.

## 23.

---

SitePublish's Calendar module supports multiple integrated calendars, allowing a City to separate calendars by topic, and also merge calendars for stakeholder convenience. For example, a mayoral aide could post an event to every calendar in the system, while a meeting could be posted only to a specific calendar. The calendar exports iCal files to Outlook to maintain consistency, and supports RSS subscription, allowing users to subscribe to events they want to be updated on.

# SitePublish Content Management System

## 1.

---

SitePublish is designed to put the power to manage eGovernment websites in to the hands of non-technical staff. Place any of SitePublish's numerous widgets simply by dragging the widget you want from SitePublish's drag-and-drop interface on to the section of the page where you want that content or tool to appear. This easy-to-use element places advanced page editing right in to the hands of even the most non-technical user!

## 2.

---

We're offering creative design services that will get your new website looking and feeling that way you want it to, but we're also giving you the power to control these elements as well. SitePublish's Themes, Templates and CSS management tools allow site administrators to control the look-and-feel of a webpage and maintain consistency while also providing the flexibility for subpage and department page layouts to be unique. In other words, your staff won't always need CivicLive's Design Team to do basic design changes if they want to participate in this type of content management themselves, they can choose to update these elements by choosing new layouts from a library, or creating their own entirely new webpage layout templates.

### 3.

---

Content creation and editing is powered by a What You See Is What You Get (WYSIWYG) Content Editor. This editor provides numerous tools from Word Processor-style formatting, spell checking, and multimedia management, making it simple to create and update a page's content. HTML-view is also supported from the Content Editor, allowing users with HTML knowledge to edit in a code-based view.

### 4.

---

Since a webpage is more than just text, SitePublish also provides built-in, easy to use Image, Media and Flash Managers for simple multimedia content editing. Unlike many competitors, SitePublish can also support streaming media, dynamic flash and podcasts to facilitate immersive multi-media experiences. By using SitePublish's Global Content Widget, your content managers will overcome the hurdle of having to publish the same type of information in multiple places at once simply by dragging a global content widget on to a webpage where general content that is relevant in many places can be published. Whenever content is updated in that widget, the updates are applied to every page where the widget appears, saving valuable time and ensuring consistent content quality and timely delivery.

### 5.

---

Upload thousands of document and multimedia files your City uses into SitePublish's centralized Document & Media Libraries to facilitate the creation of a completely digital archive and resource centre for staff and citizens.

This tool also supports Version Control and Permissions, which ensure that only the desired version of a file is the one being used, and that it is only being used by the people who have the requisite permissions to work on it or download it.

### 6.

---

SitePublish provides the security and access control that a government website needs. Powerful User Permissions allow control over who can view, create, edit or delete site content. Your Administrators can give specific users the ability to access and modify the webpages or subsections that are most relevant to their role within your City government.

To make the best of your City's Website management team resources, SitePublish offers Delegated Authoring Capabilities, enabling Administrators to set every user's permissions for content management to embed and use advanced components such as calendars, FAQs and forms without being site-wide Administrators for the entire Website. This feature can save over-worked administrators hundreds of hours a year, and build distributed content authoring and management structure that is perfectly aligned with your City's web governance structure.

### 7.

---

CivicLive's platform automatically generates user-friendly URLs for all newly-added pages by converting the page title into the URL extension. Page owners can also manually override the system generated URL and create their own URLs. URL redirects can be configured for webpages that display content found on older domains no longer available. CivicLive can train your staff on how to create these URL redirects in SitePublish during one of our included onsite training sessions as well.

## 8.

---

Customizable forms can be created in SitePublish's Forms Designer and added to any webpage where contact/feedback form content is desired. SitePublish's Form Designer module provides users with the ability to easily create online forms and applications for numerous purposes. The module provides a WYSIWYG-based interface that enables form designers to include checkboxes, dropdown buttons and text fields. Form designers can designate completed forms be sent to individual email addresses, stored in system folders or attached to custom designed workflows for specific users to view.

## 9.

---

Making sure your eGovernment solution works smoothly requires a governance structure that makes effective use of your department staff, department managers, and higher-level administrators. To enable effective web governance structures for important website-related tasks, we offer an intuitive drag-and-drop Workflow Engine that allows your staff to easily map out custom processes and staff duties related to just about everything you need your website to do, such as:

- Manage **content development approval** before content gets published anywhere on the website
- Make sure **Citizen Requests, Reports and Applications** are routed to the right staff and managed effectively
- Review and edit **press releases and news stories** before they are published
- Process **job applications** for job postings published in our Job Postings module
- **Simplify bidding and bid submissions** to publicly tendered RFPs

## 10.

---

In order to maintain high-quality and consistent published web content, SitePublish features a Content Approval manager. Publishing Approval Processes support any number of checks, revisions and multiple levels of sign-off to be custom-designed by Administrators. They ensure that content is always approved by the correct user before it gets published and is visible to your whole community. This tool also supports notifications and status reports for all approvals to ensure that the approval process is handled in a timely manner, no matter how complex it may be.

## 11.

---

SitePublish also provides Content Scheduling tools that make it easy to plan ahead and be prepared for important page updates. These tools allow you to release information on a given date, remove a webpage from the public view on a given date, auto-archive a page or send stale-content reminders and reports that make it easy to track which pages need to be updated. Content Scheduling tools work in conjunction with SitePublish's Automatic Archiving and Page Hiding functionality, which streamlines archiving processes and makes it easy to maintain information stored on webpages for as long as your City wants.

## 12.

---

CivicLive can integrate Google Analytics into your Website to provide staff with the ability to track and analyze web traffic throughout the site. This integration will provide reporting capabilities such as page hits, user statistics, top searches and best performing pages.

## 13.

---

CivicLive conducts rigorous cross-browser compatibility and consistency testing using both traditional PCs and Macs as well as mobile devices such as smartphones and tablets. Our industry-standard range of supported and tested web browsers for both citizens browsing the website and content administrators includes:

- ✓ Internet Explorer ver. 9+
- ✓ Apple Safari 5.1+
- ✓ Opera 12.1+
- ✓ Google Chrome ver. 26+
- ✓ Mozilla Firefox 16+

## 14.

---

Please see our hosting guidelines as outlined above.

## 15.

---

Please see our hosting guidelines as outlined above.

## 16.

---

CivicLive is committed to maintaining eGovernment website accessibility no matter what kind of limitations a user may face, which is why the websites we build are designed to conform to W3C, Section 508 and ADA guidelines at multiple levels. During the technical implementation & page template creation process, the CivicLive Design Team can use numerous accessibility-building resources and options that will help disadvantaged users groups, such as:

- ✓ **Visually-Impaired Users**  
Text-only page versions can be created that allow screen reader applications to easily create an audio playback of the webpage's content, ensuring visually-impaired users don't miss desired content on your website, and allows for easy site navigation.
- ✓ **Users with Reduced Eyesight**  
CivicLive accommodates these users with page template elements such as larger and legible headers and text, or text size increase/decrease buttons.
- ✓ **Hearing-Impaired Users**  
For hearing-impaired users, CivicLive can embed transcripts of spoken audio clips and video players that provide a subtitle option.

✓ **Users with Alternative Preferred Languages**

Please see our language translation capabilities as outlined above.

**17.**

---

SitePublish adheres to this requirement. While we do not typically provide Style Guides as part of the RFP process, we are able to show you examples of our User Guides during a demo presentation.

**18.**

---

CivicLive fully supports interaction with social media programs and the use of blogs or other interactive media to keep audiences informed.

**19.**

---

CivicLive will allow staff to easily implement integration with new social media programs as opportunities and needs arise.

**20.**

---

Please see page 11 for a complete list of our Citizen Engagement Tools.

**21.**

---

SitePublish provides the ability for users to complete various forms online. CivicLive offers a versatile Citizen Request System that can be used to simplify the process of discovering and requesting government services right from your website.

**22.**

---

SitePublish's Themes, Templates and CSS management tools allow site administrators to control the look-and-feel of a webpage and maintain consistency while also providing the flexibility for subpage and department page layouts to be unique. In other words, your staff won't always need CivicLive's Design Team to do basic design changes if they want to participate in this type of content management themselves, they can choose to update these elements by choosing new layouts from a library, or creating their own entirely new webpage layout templates.

**23.**

---

As part of CivicLive's commitment to fostering government transparency and information accessibility, our eGovernment solutions are designed to maintain virtually unlimited amounts of digital archives.

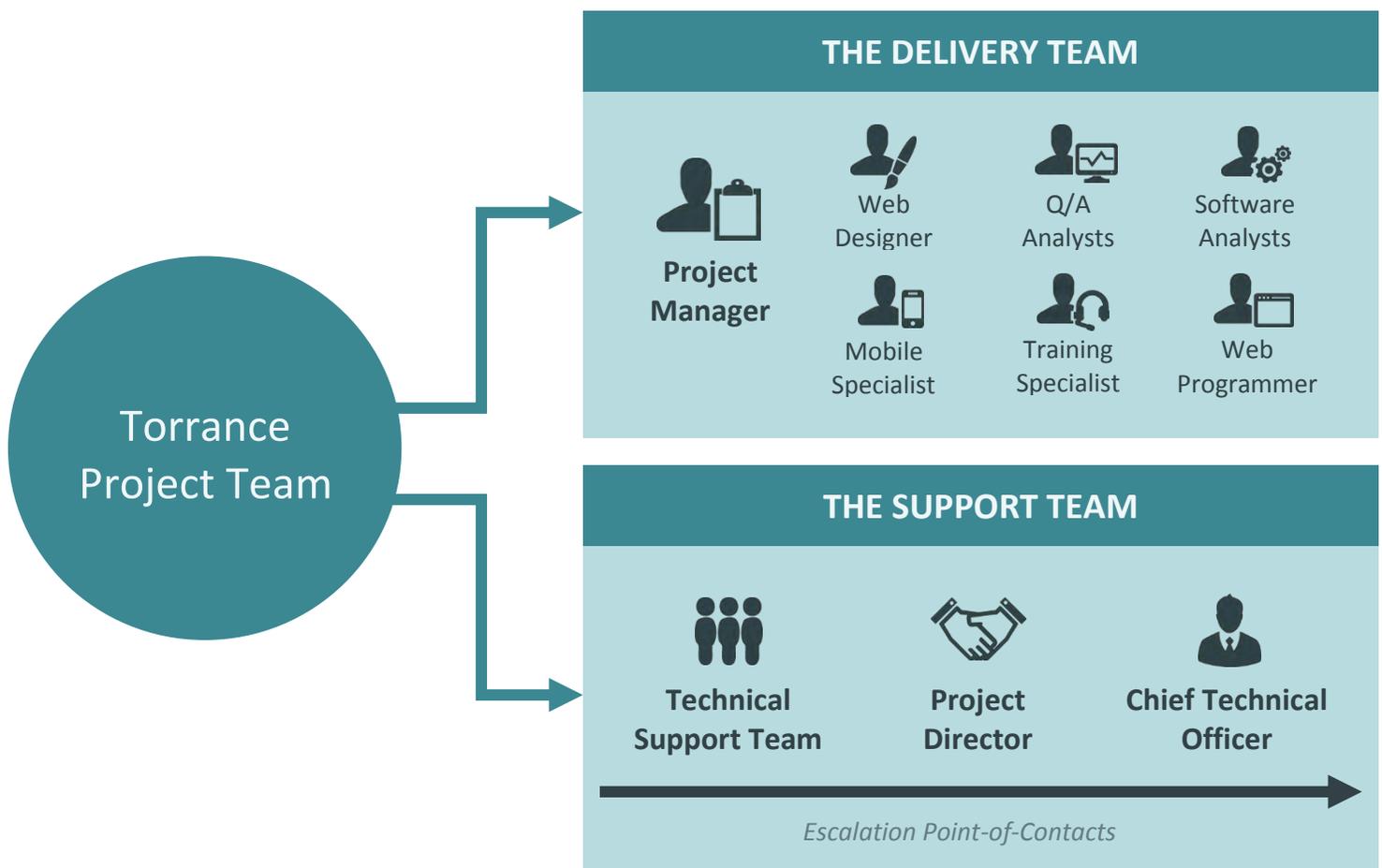
Accessing these archives is never inhibited; content versions and older documents can be retrieved and made accessible online again based on the needs your City has for them.

# HOW WE'LL COMPLETE YOUR PROJECT

In this section, we introduce CivicLive's team, provide an in-depth look at the project management methodology we use to develop and implement your eGovernment website, and offer an estimated project timeline based on your RFP's initial Scope of Work. CivicLive will perform the work as outlined in your RFP without the use of subcontractors.

## Our Team & Your Team

The success of your Website Redesign project is assured thanks to the multi-disciplinary team of technical specialists that CivicLive will assign to completing it, and to the commitment your City's Project Team staff will make to ensure that all necessary information and communications are exchanged promptly.





## THE CIVICLIVE DELIVERY TEAM

CivicLive’s Delivery Team is the team of technical professionals that perform all of the tasks in CivicLive’s SmartWork Project Implementation Methodology. These tasks include project management, website design and implementation, CMS configuration, training, and quality assurance.



### MATTHEW O'DONNELL

#### CivicLive Project Manager

 Bachelors of Engineering in Electronic and Computer Systems, Honours

★ **KEY TECHNICAL SKILLS**

ASP.NET, Solution Design, HTML, CSS, JavaScript, API Integration Solutions

 **PROFILE**

CivicLive’s Project Manager assigned to your project is Matthew O’Donnell – a dedicated technical and client specialist whose work extends to numerous recent and ongoing CivicLive implementations. Since joining CivicLive in 2009, Matthew has successfully provided implementation and project management services for a wide range of clients.

Matthew’s detail oriented approach, on-going training in project management, body of knowledge and ability to focus on the needs of the customer ensure the quality of his projects. Matthew will be the primary point of contact between your City’s Website Project Team and the CivicLive Delivery Team throughout our SmartWork Project Implementation Process.



### SAMANTHA WONG

#### Design Team Lead and Design Manager

 Bachelor of Design (Hon) Communications & Design

★ **KEY TECHNICAL SKILLS**

HTML, CSS3, JavaScript, Adobe Creative Suite, Responsive Web Design

 **PROFILE**

Samantha combines over 8 years of professional design, branding, and technical expertise in public and private sectors with a unique flair for original creative design and digital illustration.

Sam’s input into the creative design and branding aspects of your Website Redesign project will be instrumental in leading the design team in creating a look and feel for www.TorranceCA.Gov that will drive user engagement and enhance your City’s branding and identity.



### KEVIN COX

---

## Usability & Mobile Optimization Specialist

 Multimedia Design and Production Technician, Humber College

★ **KEY TECHNICAL SKILLS**  
HTML, CSS, jQuery, Responsive Design, Usability Testing

 **PROFILE**

Kevin is a creative and technical specialist whose HTML and JavaScript web design skills have given him a reputation as a usability expert. He fulfills the crucial Usability & Mobility Optimization Designer role at CivicLive, where he focuses on turning design mockups and wireframes into a usable, cross-platform-compatible website through technical design implementation processes.



### GRACE LIU

---

## QA Analyst

 Bachelor of Science, Computer Engineering

★ **KEY TECHNICAL SKILLS**  
C#, HTML5, ASP.NET, Usability Testing

 **PROFILE**

Having been an invaluable CivicLive Quality Assurance team member for nearly seven years, Grace now leads the QA Analyst team and provides final approval on every version release of the SitePublish CMS software that will be used extensively in our eGovernment solution.



### JUDY WANG

---

## Development Manager

 Masters of Science,  
Computer Engineering

★ **KEY TECHNICAL SKILLS**  
C#, ASP.NET, Technical Design

 **PROFILE**

Judy has over fourteen years of software development and analysis experience. She is an expert in analyzing, designing and developing enterprise multi-tier Web applications.

As a member of the CivicLive team for over seven years, Judy has led a team of developers whose work is deployed through the ever-expanding selection of SitePublish CMS modules.



### THOMAS VERGHESE

---

## SitePublish CMS Training Specialist

 Bachelor of Science,  
Computer Engineering

★ **KEY TECHNICAL SKILLS**  
C#, HTML5, ASP.NET, Usability Testing

 **PROFILE**

Thomas will support our Training solution, developing training materials and directing the training sessions that we've included with our proposal to teach your staff how to use our SitePublish CMS and become effective website content managers.

Thomas has dedicated his skills to developing, customizing and delivering onsite and online training programs for the our SitePublish CMS that have been applied by thousands of public sector staff ranging from skilled webmasters to non-technical department managers and teachers.



## THE CIVICLIVE LONG-TERM SUPPORT TEAM

Once your Website Redesign project’s core scope is complete and your web solution is live, Torrance staff are introduced to CivicLive’s Long-Term Support Team, a team of professionals who will be your go-to contacts throughout the duration of your Contract Term for everything from user support-related issues to future eGovernment projects your City wants CivicLive to complete.



### TREVOR MACKAY

## Technical Support Team Lead

 Bachelor of Arts,  
English w/ Philosophy Minor

★ **KEY TECHNICAL SKILLS**  
Instructional Documentation Development,  
SitePublish CMS Troubleshooting, HTML, JavaScript

#### PROFILE

Trevor MacKay is CivicLive’s Technical Support Team Lead, coordinating a team of support specialists who serve our numerous clients on solving immediate technical and user-experience-related issues as well as longer-term user engagement.

In addition to being available for live technical support via telephone, email and live chat, Trevor also leads CivicLive’s end user supporting documentation initiative, personally developing webinars, instructional videos, blog posts and manuals that help end users learn more about the ever-increasing capabilities of our software.



### PADRAIG O’SHEA

## Project Director

 Hon. Bachelor of Science,  
Computer Engineering

★ **KEY TECHNICAL SKILLS**  
Technical Design, C#, API Development &  
Integration Solutions, HTML, JavaScript, CSS

#### PROFILE

As CivicLive’s Project Director, Padraig provides overall product development strategy for our eGovernment solutions from a product roadmap perspective as well as a client-specific solutions perspective.

Your City will be communicating with Padraig throughout the initial relationship-building stages to get your Website Redesign project off the ground, and may also work with him again on future projects that require his expertise. Padraig is also the second tier contact person for any support escalations that are not immediately resolved by CivicLive’s Technical Support Specialists.



## RECOMMENDED TORRANCE PROJECT TEAM RESOURCES

In order to ensure your City is prepared to participate in the Website Redesign project, CivicLive recommends the following staffing commitments from Torrance stakeholders and staff.

Although these recommendations have been separated by roles, it is common that multiple roles be filled by the same individual on City Project Teams.

### ■ 1 PROJECT MANAGER

A Project Manager will serve as the main point of contact during the life of your contract with CivicLive. They will act as the liaison and prime partner for CivicLive's Project Manager. Although not mandatory, CivicLive highly recommends that your Project Manager be an individual with some degree of technical qualifications or experience, such as a City IT Professional.

### ■ 1-4 PROJECT IMPLEMENTATION TEAM

The Project Implementation Team are staff members involved in the planning and management of your site's implementation. Ideally, this team is – or will become – your City's Web Governance Committee – and will provide guidance on how your City's long-term web content strategy will impact your new website's design and functionality during every stage of our SmartWork Implementation Methodology, especially the Envisioning and Planning phases. These staff members will also be the core team that provides the vast majority of the feedback during the many client-side review periods that occur during our SmartWork Implementation's various phases.

### ■ 1-5 CONTENT AUTHORS

At least one content author - someone who will post material to the website regularly - should attend training to gain mastery over SitePublish's many intuitive content creation and editing tools.

### ■ MEDIA & DIGITAL ASSETS

After initial project launch, we recommend that your Project Team gather logos, photos, videos, documents, and other pertinent files that may be stored offline. This will facilitate the migration of that content to SitePublish, which will in turn streamline the quality assurance process.

## THE SMARTWORK PROJECT IMPLEMENTATION METHODOLOGY

CivicLive's SmartWork project implementation methodology guides both the Torrance staff and the CivicLive Delivery Team through a proven 8-phase process that ensures we eliminate risk, reduce rework, avoid unexpected delays, and meet all of your project core objectives while remaining on budget. Please see our RFQ response for a more detailed overview:



CivicLive kicks-off your Website Redesign project with an Envisioning meeting resulting in the project's first deliverable: the Vision Scope Document.

A detailed planning phase where specific project goals, technical requirements and milestones ensue, resulting in the official Project Plan – a benchmark project document created by our Project Manager with input from your team.



CivicLive's Design Team takes over and completes our iterative Design Methodology, the phase where your site's Information Architecture, Wireframe, and Interface Design deliverables are all completed.

Our technical team then configures our SitePublish CMS based on the technical requirements outlined in the Planning phase. This phase ends with the SitePublish fully-configured and ready for your staff to be trained to use it.



Once SitePublish is configured, a CivicLive Training Specialist teaches your users how to use it in online or onsite training sessions focused on your users' specific roles and skillsets. We recommend at least two web-based training sessions for every client.

The combined efforts of your newly-trained staff and a CivicLive Migration Specialist come together to transfer webpage content for your existing website in to the relevant sections of your new CivicLive website.



CivicLive's Quality Assurance Analysis team conducts a detailed inspection of your site's page-level and functional quality, fixing any problems they find. This phase ends with a stable website ready to go live to the public.

Our SmartWork process ends with the launch of your website. This phase also marks the start of our SaaS Support Services which we'll provide for the duration of the Contract Term.



# Project Communications

Effective communication is a critical success factor for any project in order to ensure tight deadlines are met and the projects is completed within the determined schedule and proposed budget. The objective of a communication strategy is to reduce anxiety, enlist support and inspire confidence. Regular status meetings between day-to-day project management and team leads should be established in order to ensure the project proceeds according to plan. The proposed project communication strategy defines in detail all communication points required during the course of the project to ensure CivicLive’s ability to meet deadlines. This strategy may evolve through the duration of the project and its milestones as communication needs change.

During the initial planning sessions, additions to and omissions from this communication plan should be discussed and agreed upon by both CivicLive and the City of Torrance. This will be done in conjunction with key project staff. The following information should be clarified or gathered and tabulated at that time:

- all stakeholders
- information the project teams need and from whom
- identification of who needs / wants information from the project team
- how, to whom, how often and who will communicate with the various stakeholders
- format of deliverables

## Communication Processes

Scheduled reviews of work in progress will be managed and communicated through the CivicLive Project Manager. The following chart provides a basis from which to build the communication plan:

To Whom	What	How	From
Stakeholder	Type of Communication	Method of Communication	Initiator
Project Team	Issues that require escalation to Project Management	Agenda item on next Project Management meeting	As Required
Project Team	Urgent issues	Email or telephone call to Project Management team	As Required
Project Team	Status updates	<b>Status Reports, Action Log</b> , updated <b>Project Plan</b> and <b>Meeting Agenda</b> sent by email a day in advance, prior to meetings	CivicLive
Project Team	Status meeting communication documents	Updated <b>Action Log, Meeting Minutes</b> and <b>Project Plan</b> will be sent out the by the end of meeting day	CivicLive

# Quality Control Plan

Please find below at a high-level outline a summary of our implementation processes that ensure quality control. Over the years CivicLive has been recognized by its clients for its timely, well managed and transparent implementations. This is due to the operation procedures and resources employed at CivicLive.

CivicLive follows these guiding principles to ensure successful implementations:

**Creation of a Project Charter** – a formal document that states the objectives of the project, its scope, the key stakeholders and much more. Understanding and following the principles laid out in this document creates a strong foundation for a successful project.

**Creation of a Communication Plan** – a formal document detailing the communication strategy employed for this project, how often status meetings are held, who will attend, what reporting documents to expect and when to expect them. In addition, the plan details CivicLive’s steering committee reporting that is generated on a regular basis, where applicable.

**Creation of a Risk Management Plan** – a formal document that captures risks, its probability of occurrence, actions to mitigate them and much more. This document is frequently reviewed during Steering Committee meetings to ensure that the project runs smoothly from start to finish.

**Creation of a Change Control Plan** – a formal document that details how additions to scope are handled. Included in this document are sample Change Request templates, the methodologies followed to minimize risk and impact to budget, resources and timelines.

**Creation of a Sign-Off Plan** – a formal document that details what deliverables require a sign-off before proceeding to the next phase. Sign-offs ensures that all project stakeholders have mutual understanding on deliverables.

**Execution of the Above Plans** – Not only does CivicLive create thorough plans, it follows them to ensure project success. Occasionally certain plans may need to change based on the development of the project; hence CivicLive emphasizes recurring steering committee meetings to review these plans and update applicable changes.

**End of Project Surveys** – CivicLive conducts customer satisfaction surveys at the end of the project. This has been a great source of feedback that has enabled CivicLive to create one of more thorough and transparent implementation plans.

## How CivicLive Measures Success of a Project

CivicLive measures success in a number of ways. First and foremost, we focus on client satisfaction: Has the site realized the client’s vision and met all of their requirements? Is the client happy with the final product and with the services? In addition, success is measured by the functionality of the web solution, focusing on many factors including the overall design and usability, ease of use, accessibility, and the overall performance and reliability. In addition, metrics and site analytics are also used to evaluate site performance, to measure increased site usage post implementation.

## Risks

Risks are defined as events that could have a negative or positive impact on project objectives. Risks are commonplace in all projects and CivicLive and City of Torrance should strive to mitigate potential risks in order to complete the implementation of your new website on time and within budget.

Some of the risks identified for this project are, but not limited to:

Risk	Severity	Description	Action taken to mitigate risk
Unrealistic time expectations generally leads to delivery of products lacking in quality	High	Major project milestones are not allocated enough time for completion.	Work together to ensure that estimated timelines in the project plan are realistic. Include lag time for major milestones. Review project plan after business requirements sign-off.
Introducing new scope to features during implementation phase	Medium	Requesting new features during the implementation phase adds complexity to the project.	CivicLive and City of Torrance to follow Change Control procedures as detailed under Change Request Process.
Availability of members	Medium	It is common place for project members to be unavailable for certain periods of time.	CivicLive and City of Torrance should provide multiple resources to the project to ensure continuity in the absence of a resource.
Decision-making process at the city	Medium	Elected officials and city employees go through a lengthy decision-making process.	Placing an elected official on the City of Torrance steering committee will allow a liaison to communicate directly with the elected officials.
Breakdown in Communication	Medium	Breakdown in Communication between the City and CivicLive.	Ensure regular meetings. Each team following the deadlines set in the project plan and action log as the project proceed.
Sign offs	Medium	Your Project Manager will be required to sign off on Visual Design & Wireframes.	Ensure Project Manager has access to visual design / wireframes as early as possible to ensure sign off not delayed.

# Estimated SmartWork Project Timeline

The following table provides an estimated project timeline and highlights project milestones using our SmartWork Project Implementation Methodology.

Website Redesign Project Timeline	Est. Duration
 <b>THE ENVISIONING PHASE</b>	1 Day
Project Kick-Off Meeting	
 <b>THE PLANNING PHASE</b>	15 Days
Draft Master Project Plan & Charter	
Client Reviews Project Plan & Project Charter	
<b>MILESTONE: Finalized Project Plan &amp; Charter Documents</b>	
 <b>THE DESIGNING PHASE</b>	30 Days
Conduct Vision & Requirements-Gathering Process	
Conduct Iterative Information Architecture Process	
Conduct Iterative Wireframing Process	
Conduct Iterative Interface Design Process	
<b>MILESTONE: Finalized Website Design</b>	
Implement Responsive Webpage Templates in CMS	

*continues on the following page >*

Website Redesign Project Timeline [cont'd]		Est. Duration
 <b>THE CONFIGURING PHASE</b>		30 Days
Provision Staging Environment		
Install SitePublish on Staging Environment		
Configure SitePublish Modules		
Integrate 3rd Party Software		
<b>MILESTONE: Fully-Configured SitePublish CMS Technical Solution</b>		
 <b>THE TRAINING PHASE</b>		3 Days
Conduct Training Sessions		
<b>MILESTONE: Fully-Trained Torrance Staff</b>		
 <b>THE MIGRATING PHASE</b>		15 Days
Collaborative Web Content Migration		
Collaborative Document & File Migration		
<b>MILESTONE: Internal Beta Website Launch</b>		
 <b>THE STABILIZING PHASE</b>		20 Days
CivicLive Quality Assurance [QA] Process		
Torrance Staff User Acceptance Testing [UAT] Period		
 <b>THE DEPLOYING PHASE</b>		1 Day
<b>FINAL MILESTONE: Website Launch!</b>		

# COST PROPOSAL

The following section outlines CivicLive’s One-Time and Annual fixed fee structure we’ve created in order to meet your Website Redesign project’s requirements. We have included all of our modules in our one-time fixed fee, but we are able to price modules individually if the City of Torrance desires.

<b>One-Time Implementation Fee</b>	<b>\$92,900.00</b>
------------------------------------	--------------------

**Our One-Time Implementation Fee covers costs associated with designing, developing and implementing your new website using our SmartWork Methodology. Key deliverables per SmartWork phase include:**

<b>Envisioning &amp; Planning Phase Deliverables - \$18,580</b> <input type="checkbox"/> Kick-Off Meeting <input type="checkbox"/> Finalized Project Plan <input type="checkbox"/> Project Charter	<b>Designing Phase Deliverables - \$23,225</b> <input type="checkbox"/> A Completely New Responsive Website Design for www.TorranceCA.Gov with our 100% Design Satisfaction Guarantee
<b>Configuring Phase Deliverables - \$23,225</b> <input type="checkbox"/> Complete SitePublish CMS Software Configuration <input type="checkbox"/> Integration of Desired 3 <sup>rd</sup> Party Software	<b>Training Phase Deliverables - \$9,290</b> <input type="checkbox"/> Completion of Training Sessions <input type="checkbox"/> City of Torrance specific User Manuals, Videos, and Access to Online Resources
<b>Migrating Phase Deliverables - \$9,290</b> <input type="checkbox"/> Completion of Desired Website Content Migration	<b>Stabilizing Phase Deliverables - \$4,645</b> <input type="checkbox"/> A Stable Internal Beta Launch of www.TorranceCA.Gov <input type="checkbox"/> Completed CivicLive QA and Torrance Staff User Acceptance Period
<b>Deploying Phase Deliverables - \$4,645</b> <input type="checkbox"/> www.TorranceCA.Gov goes Live! <input type="checkbox"/> Finalized Project Documents	<b>Please Note: There are <u>no additional hidden fees</u> for meeting your project’s current scope of work!</b>

<b>Annual Software-as-a-Service Fee</b>	<b>\$16,275.00</b> <i>This fee is not charged in Contract Year #1!</i>
---	---

**CivicLive’s Annual Software-as-a-Service [SaaS] Fee Includes the following services:**

- |   |   |
|---|---|
| <input type="checkbox"/> Enterprise-grade Data Protection and Unlimited-Bandwidth Website Hosting Services for www.TorranceCA.Gov<br><input type="checkbox"/> SitePublish CMS Software Version Upgrades & Maintenance<br><input type="checkbox"/> Unlimited Access to CivicLive Technical Support | <input type="checkbox"/> Unlimited-User SitePublish CMS Software License<br><input type="checkbox"/> A Design Refresh of www.TorranceCA.Gov at the End of Contract Year #4 [if desired] |
|---|---|
- PLEASE NOTE: There is no Annual SaaS Fee charged in Contract Year #1!**

# Optional Additional Services & Rates

CivicLive’s proposed solution includes a certain level of services such as design, training, content migration, and more. However, if additional work is required, CivicLive can provide quotes for this work using the following charts that rationalize services by either hourly rates or unit costs.

## Hourly Rates for All Professional Services

Although our proposed Design, Development & Implementation costs include many hours of professional services, the following hourly rates are presented in the event that additional work is requested after your website’s launch:

Service	Hourly Rate
Programming	\$150
Graphic Design	\$100
Quality Assurance Analysis	\$100
Project Management	\$100
Marketing Specialist Services	\$100
Content Optimization	\$100
Usability Testing / Improvement	\$100
Technical Support (for no-contract clients)	\$100

## Optional Additional Training Services

If your site administrators do not believe the proposed included training services will meet your needs, additional training can be provided at the following unit prices. Please note that additional training may be offered during service level negotiations:

Service	Unit Price
1 Webinar-Based Online Training Session [for up to 8 Staff Members per session]	\$1,000
1 Onsite Training Session [for up to 10 staff members per session]	\$1,000

# PROPOSED ALTERNATIVE LANGUAGE

Please note the below language specifications from the City of Torrance's Contract Services Agreement we request to review and discuss:

- **Consider request to strike this provision:**

CITY may, at any time, terminate the Agreement for City's convenience and without cause.

- **Consider request to modify this provision:**

In the event this Agreement is terminated for cause by the default of the CONTRACTOR, the CITY may, at the expense of the CONTRACTOR and its surety, complete this Agreement or cause is to be completed. Any check or bond delivered to the CITY in connection with this Agreement, and the money payable thereon, will be forfeited to and remain the property of the CITY. All moneys due the CONTRACTOR under the terms of the Agreement will be retained by the CITY, but the retention will not release the CONTRACTOR and its surety from liability for the default. Under these circumstances, however, the CONTRACTOR and its surety will be credited with the amount of money retained, toward any amount by which the cost of completion exceeds the Agreement Sum and any amount authorized for extra services.

- **Consider request to strike # 6 of Agreement re: RETENTION OF FUNDS**

- **Consider request to substitute language re: # 15 INDEMNIFICATION to:**

Contractor shall defend, indemnify and hold harmless the City, the Successor Agency to the former Redevelopment Agency of the City of Torrance, the City Council, each member thereof, present and future, members of boards and commissions, its officers, agents, employees and volunteers from and against all claims, demands, liability, loss, injury, damages, costs, expenses, judgments, attorney fees, or other losses that may be asserted by any person or entity, including Contractor, and that arise out of or are made in connection with the wrongful acts or omissions relating to Contractor's performance of any obligation or duty provided for or relating (directly or indirectly) to this Contract, excepting only loss, injury or damage caused by the sole negligence or willful misconduct of personnel employed by the City, provided that (a) the City promptly notifies Contractor for any claim for which it intends to seek indemnity under this Section ("Claim"), (b) the Contractor has the opportunity to assume and control the defense of any such Claim, and (c) the City agrees to provide reasonable cooperation (if necessary) to Contractor in its defense of such Claim.

- **Consider request to add this provision:**

EXCEPT AS EXPRESSLY PROVIDED HEREIN, PROVIDER MAKES NO EXPRESS OR IMPLIED REPRESENTATIONS OR WARRANTIES, AND PROVIDER EXPRESSLY DISCLAIMS ANY IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. PROVIDER EXPRESSLY DENIES ANY REPRESENTATION OR WARRANTY ABOUT THE ACCURACY OR CONDITION OF DATA OR THAT THE SERVICES OR RELATED SYSTEMS WILL OPERATE UNINTERRUPTED OR ERROR-FREE.

NO CAUSE OR ACTION WHICH ACCRUED MORE THAN TWO (2) YEARS PRIOR TO THE FILING OF A SUIT ALLEGING SUCH CAUSE OF ACTION MAY BE ASSERTED UNDER THIS AGREEMENT BY EITHER PARTY.

EXCEPT FOR THE PARTIES' PAYMENT OBLIGATIONS, NEITHER PARTY WILL BE LIABLE TO THE OTHER FOR ANY INDIRECT, EXEMPLARY, SPECIAL, PUNITIVE, CONSEQUENTIAL, OR INCIDENTAL DAMAGES OR LOSS OF GOODWILL, DATA OR PROFITS, OR COST OF COVER. THE TOTAL LIABILITY OF PROVIDER FOR ANY REASON, SHALL BE LIMITED TO THE AMOUNT ACTUALLY PAID TO PROVIDER BY CLIENT UNDER THE Order APPLICABLE TO THE EVENT GIVING RISE TO SUCH ACTION DURING THE SIX (6) MONTH PERIOD PRECEDING THE EVENT GIVING RISE TO SUCH LIABILITY. THE LIMITS ON LIABILITY IN THIS SECTION SHALL APPLY IN ALL CASES INCLUDING IF THE APPLICABLE CLAIM ARISES OUT OF BREACH OF EXPRESS OR IMPLIED WARRANTY, CONTRACT, TORT (INCLUDING NEGLIGENCE), OR STRICT PRODUCT LIABILITY, AND EVEN IF THE PARTY HAS BEEN ADVISED THAT SUCH DAMAGES ARE POSSIBLE OR FORESEEABLE.