

Honorable Mayor and Members
 of the Ad Hoc Web Redesign
 City Council Committee
 City Hall
 Torrance, California

Members of the Committee:

**SUBJECT: City Manager – Citywide Website Redesign II (CWR-II) Project.
 Expenditure: \$300,000.00**

RECOMMENDATION

Recommendation of the Cable and Community Relations Manager that the Ad Hoc City Council Committee concur with the Citywide Web ReDesign Team recommendation to select Vision Internet (El Segundo CA) to redesign the City’s website.

Funding

Funding is approved in FEAP 842-Citywide Website Redesign Project II.

BACKGROUND

Beginning 2015, the Ad Hoc Committee has met and reviewed objectives, discussed design ideas, reviewed website examples, approved the RFQ, approved the Request for Proposals (RFP) for citywide stock photography, approved and issued RFP for the Citywide Web Redesign to qualified Vendors. The Citywide Web Redesign Team following vendor submittals reviewed and ranked responses to the RFP, and subsequently conducted interviews with the top three vendors:

Civic Plus, Manhattan KS	CivicLive Inc., Toronto Canada	Vision Internet, El Segundo CA
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The Team met with each vendor in-person to clarify their bid, reaffirm realistic schedules, discuss concepts, describe their development process, share options, present new products, and discuss their vision. The Team completed interviews, performed follow-up questions, and then scored each Vendor for a second time.

	Possible Points	Civic Plus	CivicLive Inc. (Intrafinity Inc)	Vision Internet
Est. Timeline		15-24 weeks	13-24 weeks	15-26 weeks
CMS		GCMS®	SitePublish CMS	visionCMS™
Amount Bid		\$ 206,843.00	\$ 92,900.00	\$ 37,095.00

Five Year Total		\$ 262,468.86	\$ 156,725.00	\$ 199,543.75
Experience and Capability	30	25	25	28
Management Qualifications	10	9	9	10
Content Management System	20	17	16	18
Cost Information	20	16	19	17
References and Other Necessary Factors	20	17	16	18
	100	84	85	91
Vendor Host	Y/N		7 Yes	
Gut Reaction to Interview	1 - 10	6.5	6.7	9.6
Gut Reaction to presentation	1 - 10	6.7	7.0	9.0

ANALYSIS

Based on the Team scores, Vision Internet, located in the South Bay is recommended for the redesign of the City's website. Vision received the highest average score from Team members.

The Team considered the "Cost Information" based on a five-year total with a on-going refresh plan. The total cost covers a 5-year period, fees for design, 4 microsites, page migration, custom branding for each department, mobile optimization, maintenance, hosting, and support. Pricing for 5-year total increased for CivicLive and decreased for Vision Internet. A firm amount not to exceed will be confirmed prior to an award of contract.

Each vendor was evaluated on "Experience and Capability" considering the number and type of website designs completed. The sites developed by Vision were easy to navigate, pleasing to the eye, and customized for each jurisdiction. Under "Management Qualifications", the Team considered management tools used to develop the sites, demonstration of documentation, and background of vendors. Vision starts and ends with the User Experience (UE) focusing on a data driven process. They design sites to serve, represent, and delight.

Serve: Provide information 24 hours per day, 7 per week

Represent: Promote brand to drive commerce, convey credibility, showcase community leadership and organizations

Delight: Understand our community's unique expectations and exceed them

Vision conducted a preliminary survey of a small sample of Torrance residents concerning their ability to navigate our current site. They created their presentation using that data. Vision seeks to create a site that utilizes the latest technology, content specific to website interactions, intuitive navigation, and focus is not the number of clicks but the "information scent" or "progressive revelation". Their data reveals that users will click and in the end will not get frustrated as long as they find what they are looking for and the steps of getting to the information are intuitive.

The "Content Management System" evaluation included practical on-site hands-on experience by a Team member. We found that each vendor CMS, for the most part had similar

functionality and ease of use. The Team focused particular attention how intuitive creation and updating the site would be for the majority of our department non-technical users. "References" were not reevaluated. Vendors indicated that they host the majority of clients, only a small group of local governments self-host. A few advantages are security, 24/7 support, efficient deployment, and scalability.

The Team clarified their bids, reaffirm realistic schedules, discussed concepts, reviewed new options, evaluated interpersonal skills of the presenters, and evaluated their style and ability to respond to our questions among other things.

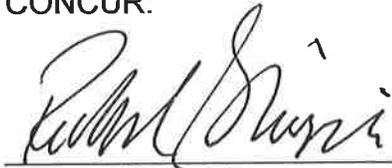
Based on the interviews, the Team is confident that Vision Internet can create a new website for the City of Torrance that has a new look and feel that markets the city, features activities and events, and welcomes the broader community to easily locate information. Vision will provide unique branding for all 13 departments, microsites for Economic Development, Cultural Arts Center, Library, and Transit, improved usability, integration with social media, mobile optimization and device friendly, portal for open government, and an on-going refresh on the design over the next five-years.

LeRoy J. Jackson
City Manager

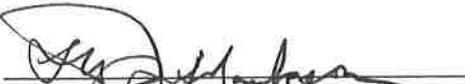


By: _____
Michael D. Smith
Cable & Community Relations Manager

CONCUR:



Richard Shigaki, Director
Communications and Information Technology


LeRoy J. Jackson
City Manager

ATTACHMENT
A) Vision Internet Proposal

creating what's next
for the City of Torrance



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Date: October 5, 2015



VISION[®]
INTERNET

Innovators of
Online Government™



Cover Letter

Dear Selection Committee Members,

Thank you for the opportunity to submit a proposal for the upgrade of the City of Torrance's website. Based on the thoroughness of your RFP, we can see creating a comprehensive website designed to enhance the communication efforts of the City is a top priority.

Since 1995, Vision Internet has partnered with nearly 700 local government clients across North America to develop their online presence, shaping the evolution of online government and transforming the way residents interact with local government.

A recent survey of more than 330 local government professionals revealed that though 77% believed their websites were "essential" to their communication strategy, only 34% felt their sites were "highly effective" today. Why is that? Our experience has shown that agencies often think about their websites in terms of the technology that powers them. Though CMS functionality is important, what really matters is what you can achieve through it. The clients we partner with endeavor to have websites that Serve, Represent and Delight their communities, drawing upon the experience and best practices we have honed over the last 20 years. More than just a website, Vision Internet offers:

- **Expertise:** We have worked with leading agencies across the country, including the City of San Francisco, the City of Atlanta, the City of Cupertino and more. We have refined our approach in direct response to lessons learned from these agencies and will rely on this experience while guiding you through our research-based process.
- **Flexibility:** While our process is designed to uncover your needs and architect a solution to enable you to fulfill those needs, we also recognize the increasing tempo of change in the online world. Not only has the visionCMS™ been designed to put control in your hands, but we maintain an active user community and provide on-going educational opportunities to ensure you stay up to date about trends and have the tools to adapt to them.
- **Innovation:** Years ago, we were the first local government website developer to offer mobile websites. Similarly, we were the first to offer mobile responsive design. We take our responsibility to deliver "what's next" to our clients very seriously and continually bring enhancements to the visionCMS™ and share about trends with our Client Partners via our online forums, webinars, and regional live user groups.

We see tremendous potential for your website and would welcome the opportunity to help you achieve it. I look forward to talking with you soon about what's next for the City of Torrance.

Respectfully submitted,

A handwritten signature in dark ink, appearing to read "Reed McGinnis", written in a cursive style.

Reed McGinnis
Regional Sales Manager
Vision Internet Providers



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Executive Summary

For nearly 20 years, Vision Internet has maintained its leadership in government website development. While most companies take a cookie-cutter approach, Vision Internet remains true to the idea that every community is unique. Through our service of nearly 700 of some of the most progressive municipalities across the United States, we developed and refined a comprehensive, research-based development process that will help us understand your goals and implement a solution that will address your community's needs and reflect its personality. Our approach is one of partnership, guiding you to achieve extraordinary results by creating a website that will address three governing purposes, to: 1. Serve, 2. Represent and 3. Delight the community.



Serving your community

Vision recognizes the core of a city government's online presence is to Serve the members of their community. This means providing key services online to allow residents to conduct business with you 24/7 - eliminating the need for cumbersome visits to your offices.

Vision Internet takes the core purpose of serving your community seriously. We will ensure that your residents' needs are quickly addressed by:

- Analyzing the top tasks residents look to complete on the website and the way they access your current site
- Consulting with you to ensure these needs guide the design process
- Providing numerous interactive components, such as Online Job Applications, Facility Reservations, Online Payments, eNotifications and more to create a robust, functional website.

We feel that quality and design are necessary components to ensure your community is well served. At Vision, we will work with you determine and meet your community's specific needs.

Representing your community

In addition to providing basic services, many of our customers are recognizing that their website can become an indispensable part of their overall communications strategy. Years ago, the concept of "branding" was rarely discussed. However, as residents expect more from their city's online presence, many Vision clients are seizing the opportunity to use their website to brand their community, its leaders and their individual agencies and departments.

- *Your Community*– Use of bold graphics and full resolution imagery to convey the identity of your community. Vision clients leverage the flexibility of the CMS to change out homepage backgrounds to reflect their community's seasonal identity. We can highlight the economic and cultural identity of your city to residents, visitors and businesses.

- **Your Leadership** – Your elected officials are looking for ways to connect with constituents and have a non-mediated voice to the community. Vision sites are innovating ways for your leaders to use the website as an important, and unfiltered, mode of communicating directly to the residents.
- **Your Agency** – Create an identity for your agencies and their missions. Leverage our visionCMS's ability to individualize the design of your department's subsite, while adhering to the overall style and approval structure of the larger site.

“The new website represents our city well and helps us tell our story to visitors and citizens alike.

Don Tracy, City of Cedar Park

Delighting your Community

Certainly, many residents' interactions with the city can be far less than "delightful". Since governments first went online, they have sought to digitize a mountain of forms, policies and other paper content and get it on the web. That thought process led to cumbersome sites, often with thousands of pages of dated content that confounds residents and challenges site administrators to keep content current and relevant. If residents can't readily find the information they seek - quickly and easily and on the device of their choice - their opinion of their city administration can understandably be affected.

However, when a resident finds a website that is streamlined and can be accessed on their terms, the seeds of delight are planted. Vision Internet's process and functionality is ever-mindful of the resident, delivering a solution to keep content current, relevant and easily-accessible via:

- **A delightful mobile experience** – Vision was the first to bring mobile responsive design to government websites. Many of you residents want information right now, at the point of need, which means it should be equally easy to find and understand information on phones and tablets as it is on a computer.
- **A delightful visual experience** – When complete, your website will have a stunning design that reflects your community and your visitors will easily find what they are looking for. We will organize your information by audience, topic, service, and/or department, create multiple paths to information, and implement a site search tool.
- **A delightful interactive experience** - The website will include advanced interactive components for navigating special types of content like news, events, and directories. It will improve outreach with tools like eNotification and Web 2.0 features like RSS Feeds, Social Media Integration, and Bookmark and Share.
- **A delightful CMS experience** - To empower staff, reduce administration time, and give you complete control we will implement our advanced content management system - visionCMS™. With one click access to regularly used features and individualized workspaces, your staff will have complete control over their online experience.



A Partner that supports you in a changing world

Vision Internet clients are our Partners. Our partnership does not end when the website is launched, rather that signals the beginning of the relationship. To best serve our Client-Partners, we have to help them adapt to the increasing tempo of change. Your site is dynamic; your mission and priorities can change daily. In this environment, our clients realize they can no longer keep their site static for 4-5 years between redesigns while resident expectations increase and technology evolves.

Vision can provide you with tools which evolve to meet the challenges of tomorrow and advice on how to address emerging trends. We impart our expertise and best practices to ensure your site meets the challenges of today and tomorrow, by remaining innovative in our technology and approach. However, we do not innovate alone, and we realize another key aspect of staying ahead is to draw from others that share your same challenges on a daily basis. To meet that need for our Partners, Vision has built and maintains an active user community of hundreds of the most progressive cities in the US. Our Client Partners interact via our online forums and regional live user groups to share ideas, best practices and "pro tips" with their peers. Since our user community all work on a common Software-as-a-Service platform, attainable innovation is achieved daily, and our visionCMS, the most flexible CMS in the industry for the government market, allows our clients to respond to an environment of change.

visionCMS™

visionCMS™ was created from the ground up to be the most flexible CMS available to meet the government mission. It allows non-technical staff from different departments to maintain their own content while preserving consistency throughout the site. Its intuitive editor allows staff to incorporate text, images, documents, and links. Further, visionCMS™ allows you to control the delegation of authority. You can define the content that editors can update and the tasks they can perform. With the Approval Cycle, you can create any number of custom workflows that are unique on a per-department and/or type of content basis. This level of control and flexibility is unmatched in the industry. The system scales to support any size community: You are allowed unlimited users, pages, and categories.

Ongoing Support

Additionally, our visionLive™ subscription maintenance plan keeps you covered long-term, by including unlimited technical support, system upgrades and hosting for one set subscription fee. As technology advances, we will continue to lead the industry in flexibility and functionality with monthly release cycles to continually enhance the functionality of the visionCMS™. Flexibility is engrained in everything we do, so as an alternative, you are still free to host the website in-house or with a third-party provider. No matter how you would like to engage with us for ongoing service, we have a plan that will work for you! It is this commitment to service, coupled with our industry expertise, creativity, and advanced technology that will produce a remarkable website for the City and its residents.

Vision would very much like to work with your team to Serve, Represent and Delight your community as your partner. We would welcome the opportunity to leverage our expertise, library of best practices and industry-leading tools to architect and support your website for many years to come. Thank you for the opportunity to offer this proposal and please do not hesitate to ask for any required clarification or additional information that will assist your evaluation of potential partners.



Company Background and Recent Experience

creating what's next

Company History – Shaping the Evolution of Government Websites

The fact that Vision Internet has been in business for the past twenty years offering website consulting, design, development, hosting, and maintenance services is not nearly as important as how this experience equips us to address the unique needs of Torrance. The insights gained, combined with the consequent innovation stoked from serving 700+ progressive cities across the US, well positioned Vision Internet to be a thought leader in the industry.

In the beginning, when the notion of a government agency even providing a website offering basic contact information was considered “cutting edge”, Vision Internet launched its first version of the visionCMS™ which enabled even non-technical staff to update and maintain dynamic websites. The flexibility and ease of use sparked creativity and agencies began expanding the services offered to residents online - adding features like job applications, RFP postings, and eNotifications - transforming websites into virtual city halls. As the use of smartphones became widespread, Vision Internet focused on delivering mobile-friendly services and was the first local government provider to offer Responsive Web Design to clients. Innovation, focused firmly on the resident experience, is at our core.

If experience has shown us one thing it's that creating a successful online presence requires more than just technology. Our clients want a trusted adviser that can help them achieve their emerging goals. When the City of West Hollywood desired a creative design that would represent their unique identity and “not look like a government website” - they came to us. The resulting colorful, bold website has won seven awards from industry associations and creative agencies. When the City of Bell's new administration struggled to regain public trust in the wake of a corruption scandal - they came to us. Together we created a website that adhered to best practices for transparency and won an “A” rating from the Sunny Awards.

Each of the 700+ agencies we have partnered with over the years has had unique goals and objectives. We recognize you will, too. Our history of innovation and expertise in online government makes us exceptionally qualified to help lead the City of Torrance through a comprehensive, research-based process to achieve those goals, uncovering needs and creating a website that will uniquely Serve, Represent, and Delight your community.

“ Vision Internet's experience was unparalleled, allowing us to learn what they had learned while working with other municipal clients. Their process was truly collaborative and strategic, allowing them to work seamlessly with our web content management committee and give our customers what they were looking for; a website that is attractive, informative, interactive, and intuitive.”

Bill Baker, City of Westbrook



Company and Contact Information

Company Name	Vision Technology Solutions, LLC dba Vision Internet Providers
Company Address	2530 Wilshire Blvd., 2nd Floor Santa Monica, CA 90403 310-656-3100 888-263-8847 toll free 310-656-3103 fax
Company Website	www.visioninternet.com
Form of Business	LLC
Parent Company	Vision Internet is currently not engaged with a parent company.
Subsidiaries	Vision Internet is currently not engaged with subsidiaries.
Years in the Business	20 Years
Primary Contacts	Reed McGinnis – Regional Sales Manager rmcginnis@visioninternet.com 805.637.8165

Experience

Vision Internet has extensive experience serving government agencies with populations ranging from towns of less than one thousand residents to cities and counties of several million. We serve all levels of government agencies, educational institutions and non-profit organizations, including websites for cities, counties, state and federal agencies, special districts, economic development departments, transit, performing arts, workforce development, environmental services, tourism and visitors bureaus, and more. Below is a sampling of our clients:



- › Accomack County, VA
- › Amador County, CA
- › Augusta County, VA
- › Boone County, IA
- › Borough of Quakertown, PA
- › Calcasieu Parish Police Jury, LA
- › Chatham County, NC
- › Cherokee County, NC
- › City of Ames, IA
- › City of Ankeny, IA
- › City of Atlanta, GA
- › City of Belmont, CA
- › City of Brentwood, TN
- › City of Burbank, CA
- › City of Calistoga, CA
- › City of Carmel, IN
- › City of Carson City, NV
- › City of Cathedral City, CA

- › City of Charlottesville, VA
- › City of College Station, TX
- › City of Crystal Lake, IL
- › City of Cupertino, CA
- › City of Dana Point, CA
- › City of Decatur, GA
- › City of Denton, TX
- › City of Diamond Bar, CA
- › City of Eden Prairie, MN
- › City of Englewood, CO
- › City of Enid, OK
- › City of Evansville, IN
- › City of Franklin, TN
- › City of Galt, CA
- › City of Garden City, GA
- › City of Germantown, TN
- › City of Gillette, WY
- › City of Goodyear, AZ

- » City of Grand Forks, ND
- » City of Grand Island, NE
- » City of Grande Prairie, AB
- » City of Grandview, MO
- » City of Greenfield, CA
- » City of Hercules, CA
- » City of Janesville, WI
- » City of Keller, TX
- » City of La Mirada, CA
- » City of La Quinta, CA
- » City of Lake Elsinore, CA
- » City of Lancaster, CA
- » City of Leesburg, FL
- » City of Lexington, NE
- » City of Littleton, CO
- » City of Longview, WA
- » City of Manhattan Beach, CA
- » City of Maple Valley, WA
- » City of Marco Island, FL
- » City of Maryland Heights, MO
- » City of Medicine Hat, AB
- » City of Mesa, AZ
- » City of Millbrae, CA
- » City of Montgomery, AL
- » City of National City, CA
- » City of Newport Beach, CA
- » City of Newton, KS
- » City of North Port, FL
- » City of Novato, CA
- » City of Odessa Police Department, TX
- » City of Oroville, CA
- » City of Palm Bay, FL
- » City of Palm Desert, CA
- » City of Palm Springs, CA
- » City of Palos Verdes Estates, CA
- » City of Park City, UT
- » City of Pittsburg, CA
- » City of Plymouth, MN
- » City of Provo, UT
- » City of Redmond, OR
- » City of Reno, NV
- » City of Richfield, MN
- » City of Rohnert Park, CA
- » City of Rosemead, CA
- » City of Rosenberg, TX
- » City of San Angelo, TX
- » City of San Fernando, CA
- » City of San Francisco, CA
- » City of San Juan Capistrano, CA
- » City of San Marcos, CA
- » City of Santa Clara, CA
- » City of Santa Clarita, CA
- » City of Santee, CA
- » City of Sausalito, CA
- » City of Seaside, CA
- » City of SeaTac, WA
- » City of Sedona, AZ
- » City of Shoreline, WA
- » City of Shoreview, MN
- » City of Silverthorne, CO
- » City of Simi Valley, CA
- » City of Smyrna, GA
- » City of Sunrise, FL
- » City of Thompson, MB
- » City of Union City, GA
- » City of Victoria, TX
- » City of Wasilla, AK
- » City of Wenatchee, WA
- » City of West Des Moines, IA
- » City of West Hollywood, CA
- » City of Westbrook, ME
- » City of Williamsburg, VA
- » City of Winder, GA
- » City of Yonkers, NY
- » Collier County, FL
- » Collier County Sheriff's Office, FL
- » Columbia Basin College, WA
- » Columbia County, GA
- » Columbia County Sheriff's Office, GA
- » Coweta County, GA
- » Dallas County, IA
- » Dorchester County, SC
- » Fond du Lac County, WI
- » Franklin Township, NJ
- » Frederick County, VA
- » Health Care District of Palm Beach County, FL
- » Imperial Irrigation Dist, CA
- » Jackson County, GA
- » Jefferson County, NY
- » Kershaw County, SC
- » Lethbridge County, AB
- » Lexington-Fayette Urban County, KY
- » Livermore Amador Valley Transit Authority, CA
- » Mathews County, VA
- » Mojave Desert Air Quality Management District, CA
- » Port of Everett, WA
- » Sheboygan County, WI
- » St. Charles Parish, LA
- » Sweetwater Authority, CA
- » Town of Apple Valley, CA



- Town of Blacksburg, VA
- Town of Breckenridge, CO
- Town of Chapel Hill, NC
- Town of Fraser, CO
- Town of Glastonbury, CT
- Town of Leesburg, VA
- Town of Queen Creek, AZ
- Town of Silverthorne, CO
- Town of Truckee, CA
- Town of Westport, CT
- Vanderburgh County, IN
- Village of Barrington, IL
- Village of Elk Grove, IL
- Village of Hoffman Estates, IL
- Village of Mount Prospect, IL
- Village of Northbrook, IL
- Village of Pinecrest, FL
- Washington County, AR
- Yolo County, CA
- Yuma County, AZ

“ We could not have had a better experience with Vision Internet. Everyone was super-responsive, patient, very helpful and positive throughout the entire project. Any time we needed guidance, our project manager was always there for us. The Vision Team went above and beyond. They were as invested in the website as we were, and we truly appreciated that.

Anthony Wilson, City of San Angelo



Similar Projects

Vision Internet has developed hundreds of websites for a variety of local government and education agencies across North America. Our process is set up to uncover the unique goals of each organization and bring those goals to life online.

The following client profiles were included to showcase a variety of projects that were particularly relevant to the City of Torrance to help demonstrate how our process has worked for others with goals similar to yours.

“ Many companies claim to be experts about government websites, but I can tell you after switching to Vision Internet we know who truly holds that title.”

Sara Berry, City of Maryland Heights



The City of Glendale partnered with Vision Internet to build a website that engages citizens, provides easily accessible information, and delivers information efficiently. When creating this website, the City focused on their residents' needs. Everything from informative written content to a plethora of information on City parks, public safety, and local government information.

The new website features a clean, modern design, a well-configured customer-centric navigation structure, and access to the website with ease across different mobile devices with the help of Responsive Design with visionMobile™. The technology backing the website is the award-winning visionCMS™, a powerful government CMS that is simple to use.



Noted as having the "Best Climate on Earth", the City of Lemon Grove, CA aimed to create a website that showcases its community pride and spinity. The vibrant homepage greets website visitors with a beautiful dynamic slideshow, a reformatted design layout built for maximum usability, and intuitive navigation categorized by the needs of residents, businesses and visitors.

Updates are made through visionCMSTM, allowing City employees to easily refresh content on a daily basis. New interactive features can be found throughout the new website. An interactive community calendar listing all upcoming events and meetings easily interacts with personal calendars. An eNotification system allows users to subscribe to future notifications on news, calendar events, or job postings. The "I Want To..." search feature allows visitors to easily search for important information such as "Report a Problem" or upcoming events.



The City of Palm Springs is a picturesque tourist destination with a unique community in the heart of California. It's known for its hot springs, stylish hotels, trendy restaurants and shops, and a number of golf courses. In order to better showcase what the City has to offer along with creating a strong overall communications strategy, Palm Springs partnered with Vision Internet to redesign its website.

Improved navigation and interactive tools keep the community engaged and fully informed. Responsive Design with visionMobile™ allows users to access the City's website while on-the-go and across all mobile devices. Residents are able to find frequently used services right on the homepage such as apply for a permit, submit a service request, or look up flights in and out of the Palm Springs Airport.

For website administrators, the technical transformation was just as dramatic. Once depending on the IT department to make all the website updates, the city staff now takes full advantage of the built-in workflow system in visionCMST™. This feature allows updates to be delegated to non-technical staff members and simplifies the website updating process.



- W3 Silver Award
- MarCom Award
- Davey Silver Award

City of San Clemente, CA

www.san-clemente.org



“ San Clemente’s new website is designed not only for aesthetic appeal but provides residents, businesses and visitors with a higher level of online service and greater access to City resources. All that, and it still has the beloved beach cameras!

Tim Brown,
Mayor

The City of San Clemente, CA is well known for its ocean, hill, and mountain views as well as its Spanish Colonial style architecture, giving way to the City’s slogan “Spanish Village by the Sea”. Throughout the years, the City’s website has grown to become a communication hub for citizens, visitors, and local businesses. To keep up with the advances in technology and web design, the City partnered with Vision Internet to breathe new life into its website.

The dynamic homepage showcases images of the City, while intuitive buttons direct visitors to popular online services such as bill payment options, recreation sign-up, and a listing of current projects within the City. The main navigation uses mega-menus to display multi-level interior navigation at a glance. Direct links to social media and a powerful search bar provide additional options to easily find important and up-to-date City information.

The City of San Clemente website is powered by visionCMS™, a powerful government content management system. Customizable page templates, in-page editing, and personal toolbars are just a few of the features that make visionCMS simple-to-use for City staff members. The intuitive user interface allows for even non-technical staff members to make regular updates.



The City of Manhattan Beach is a close-knit coastal community in Southern California. Throughout the years, the City's website has become a communication cornerstone for citizens, visitors, and local businesses. To keep up with advances in technology and web design, the City collaborated with Vision Internet for a second time to bring new life to their local government website.

The dynamic homepage showcases an updated design that boasts the community's welcoming beach vibe. Intuitive buttons direct citizens and visitors to popular online services such as eNews Sign Up, Service Requests, Online Payments, the MB Forum, and more. The main navigation uses mega menus to display multi-level interior navigation at a glance. Direct links to social media and a powerful search bar provide additional options to easily find important City information.

The City of Manhattan Beach website is powered by visionCMS™, an industry-leading government content management system. Customizable page templates, personal toolbars, in-page editing, and simple drag & drop functionality are a few of the features that make visionCMS simple-to-use for City staff members. The intuitive user interface allows for even non-technical staff members to make regular updates. Hosting, software upgrades, and tech support are also made simple for the City with visionLive™.



“ I don't think it's a stretch to say Vision Internet has set a new precedent for government website design. We couldn't be happier with our new website. Vision has hit this one out of the park! ”

*Brett White,
Digital Media Coordinator*

Dubbed the Creative City, West Hollywood (aka WeHo) is known for its lively, spirited community. Annual cultural events and a vibrant social scene make for a City full of excitement. Residents and visitors alike gather at delectable eateries, one-of-a-kind boutiques, and famous theaters to experience all that WeHo has to offer. The City however found it increasingly difficult to keep residents and visitors up-to-date on pertinent information about the City, as well its festivities, because of their outdated website. In partnering with Vision Internet, all of that changed.

The two teams set out to redefine the City of West Hollywood online and ended up changing the way people look at municipal sites altogether. From the unique background design to the detailed banners, the dynamic homepage is full of color. The featured slideshow provides exciting glimpses of life in West Hollywood. Links to the City's Facebook and Twitter accounts are also featured on the homepage, keeping residents up to speed on the latest from City Council meetings, WeHo TV programming, and much more. Powered by visionCMS™, the website is kept up-to-date by multiple city staff members – ensuring that no gallery opening, building dedication, or street festival falls through the cracks.



- W3 Silver Award
- MarCom Award
- WebAward



“ One of the main goals for the website redesign is to encourage citizen engagement by our residents. We designed this website with the citizen in mind.”

*Deanna Gescheider,
Director of Communications
and Community Engagement*

Increased community engagement was a top priority when Reno, Nevada set out to redevelop their City website. The website was redesigned to provide website visitors (especially citizens) with a positive and fully engaging online experience. The new homepage design was inspired by accessibility. An enhanced search bar positioned in the center of the homepage allows citizens to easily search and discover information of interest. Thoughtful navigation, intuitive icons and the beautiful backdrop photography (provided by the citizen's of Reno) create a stress-free environment to interact.

To encourage tourism, a comprehensive community events calendar was added to the new website. This calendar allows both locals and visitors to view events taking place in and around Reno. Hotel booking capabilities were also incorporated into the new website to allow for a one-stop shop for visitors interested in the region. For those wanting to dig a little deeper, the City's social media links are prominently displayed as well as a link to the Biggest Little City movement.

The City of Reno website is powered by visionCMS™, an award-winning government content management system developed by Vision Internet. A number of interactive visionCMS components are featured on the Reno website including e-Notification, multilingual translation, facilities and staff directories, job application management, and more. Mobile-friendly versions of the new design are automatically displayed on mobile devices using Responsive Design with visionMobile™.



Techniques and Tasks

creating more than a new website

A recent survey of more than 330 local government professionals revealed that through 77% believed their websites were “essential” to their communication strategy, only 34% felt their sites were “highly effective” today. The reality is that though most agencies currently utilize some form of a content management system, their challenges are borne out of the fact that technology alone does not produce effective websites that Serve, Represent and Delight their communities. Success is realized when powerful technology is coupled with expertise and best practices to produce attractive, easy to navigate websites that provide clear, succinct content to visitors.

Serve

Vision recognizes the core of a local government’s online presence is to Serve the members of their community. This means providing key services online to allow residents to conduct business with you 24/7 – eliminating the need for cumbersome visits to your office.

In order to fulfill this purpose, Vision Internet will provide consultation services and key functionality to ensure your residents can find what they need and complete the processes with ease.



Powerful Tools and Flexible Content Management: visionCMS™

visionCMS™ was created from the ground up to be the most flexible CMS available to meet the government mission. It allows non-technical staff from different departments to maintain their own content while preserving consistency throughout the site. Its intuitive editor allows staff to incorporate text, images, documents, and links. Further, visionCMS™ allows you to control the delegation of authority. You can define the content that editors can update and the tasks they can perform. With the Approval Cycle, you can create any number of custom workflows that are unique on a per-department and/or type of content basis. This level of control and flexibility is unmatched in the industry. The system scales to support any size community: You are allowed unlimited users, pages, and categories.

Additionally, numerous interactive components are included with the visionCMS™ to allow you to offer interactive services to your residents 24/7. Features include:

- Agenda and Minute Management
- Calendar
- Citizen Request Management
- eNotification
- Event Registration
- Form and Survey Builder
- Facility Directory and Reservation Tool
- Online Job Application

- Online Payments
- RFP Postings
- Service Directory
- Staff Directory

visionCMS™ Reviews

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

Mandy Cawby, WaterOne

“ The easy-to-use technology that Vision Internet has developed allows more staff members to be involved in the website. This, in turn, has made the site more informative and more useful. The response from the community has been outstanding.

Sergio Gonzalez, City of South Pasadena

“ The visionCMS™ platform gives us a lot of options to creatively deliver important information. Whether it's in a video format or an email through the eNotification portal, we have creative ways to use the tools available within this platform that ultimately make it easier for the public to stay informed.

Stacy LaVanture, City of Palm Bay

Represent

In addition to providing basic services, many of our customers are recognizing that their website can become an indispensable part of their overall communications strategy. Years ago, the concept of “branding” was rarely discussed. However, as residents expect more from their city’s online presence, many Vision clients are seizing the opportunity to use their website to brand their community, its leaders and their individual agencies and departments.



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

- Creative design that reflects your community and creative design elements that capture the essence of the City.
- Highly functional layout that makes important information available from the homepage and pages throughout the site.
- Photos and collages of recognizable landmarks, scenery of the City, and the local area.
- Consistent look and feel throughout the site to make it easier for website visitors to navigate the site and find information they need.
- Section 508 Compliance making it accessible to persons with disabilities.
- Easy-to-use drop down menus helping users to quickly understand navigation and locate information with the least amount of clicks.
- Breadcrumbs showing the user’s current path to let them know exactly where they are on the website.

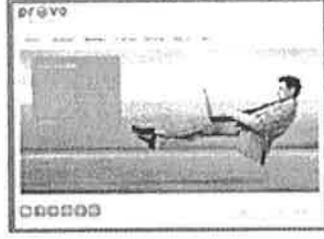
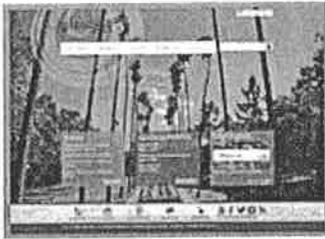
Vision Internet is recognized for its ability to create great designs that fulfill each of the above objectives. We have been featured in the national media and have won over 250 awards for creating effective web solutions, including the most prestigious awards in the industry. We intend to use all of this skill and experience to create an award-winning quality website for your community.

“ “ No one compared to Vision Internet and what they could do... we looked at all the awards that they had won – and the websites for those awards – and could see definitely what they were doing was what we wanted to do. ” ”

Kathy Ward, City of Dana Point

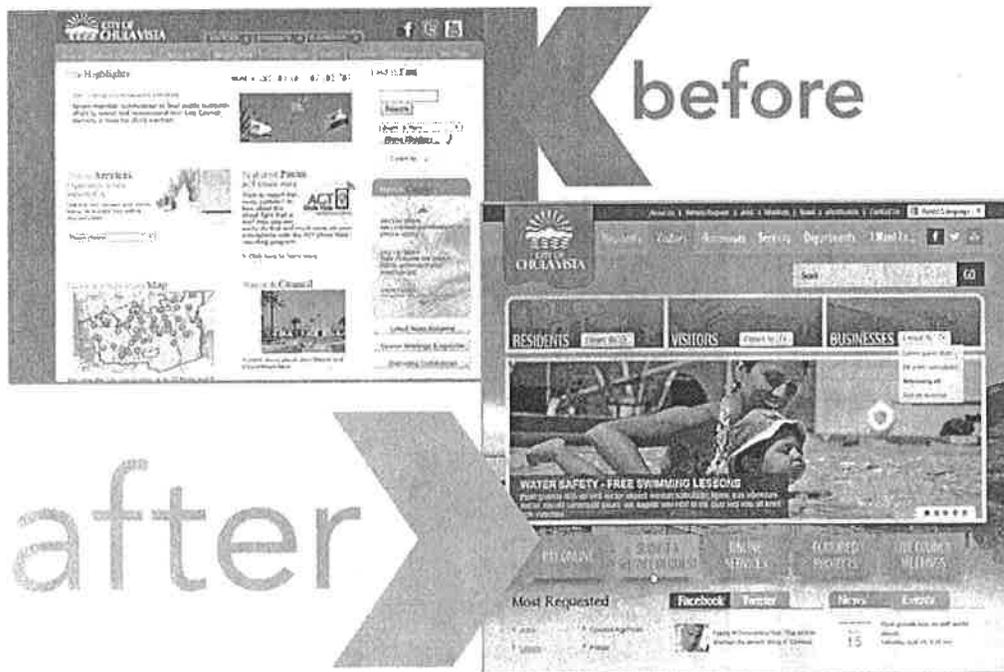
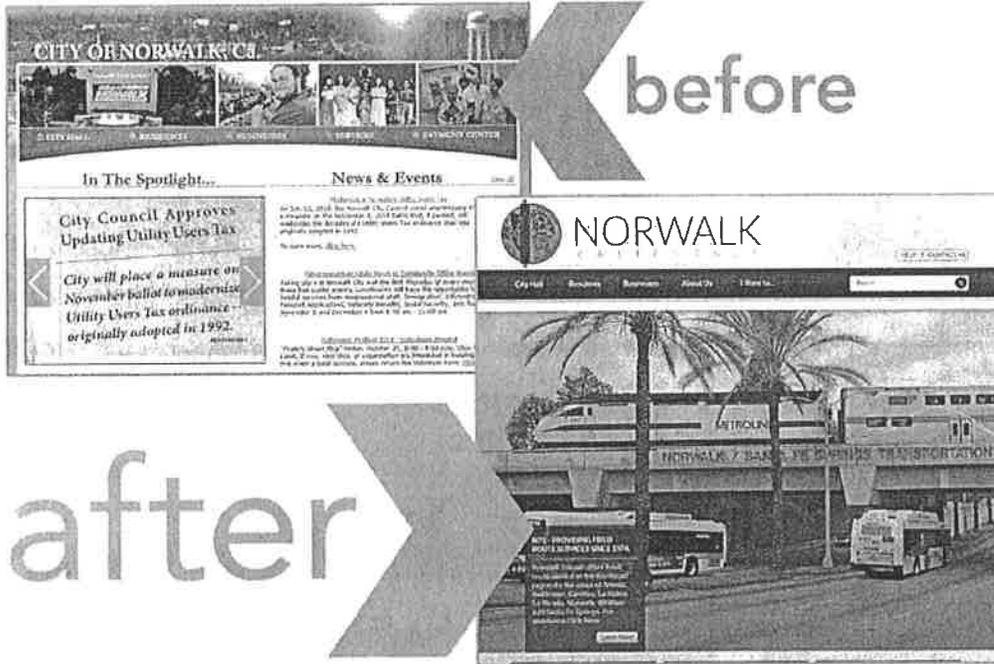
Unique, Custom Website Designs

The flexibility of our content management system allows for creative freedom in styles and layouts not available from other firms. Our team will work with you to understand your community and create a design that will provide an accurate sense of place for your virtual visitors:



Dramatic Transformations

The effectiveness of our process to uncover the unique identity of our clients and reflect that identity online is demonstrated by the remarkable transformations undergone by our clients.





before



after



before



after



Delight

Certainly, many residents' interactions with the city can be far less than "delightful". Since governments first went online, they have sought to digitize a mountain of forms, policies and other paper content and get it on the web. That thought process led to cumbersome sites, often with thousands of pages of dated content that confounds residents and challenges site administrators to keep content current and relevant. When a resident finds a website that is streamlined and can be accessed on their terms, the seeds of delight are planted. Vision Internet's process and functionality is ever-mindful of the resident, delivering a solution to keep content current, relevant and easily-accessible.



Navigation Consultation to Make Information Easy to Find

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

It is also easy for your staff to update and maintain web pages because of our single-source web-publishing model. It lets you update the web page one-time and multiple connected pages throughout the site are also instantly updated. This creates greater consistency while maintaining maximum usability for website visitors.

Access on all devices with Responsive Design with visionMobile™

Your site visitors utilize a wide variety of devices to access your website, including mobile phones, tablets, and computers with large and small monitors. Fortunately, with visionMobile™ your website will detect the screen resolution of the user's device and automatically respond, producing a view of the site optimized specifically for that screen. This ensures your site visitors will be able to easily use the site, no matter what device they are using.



Figure 1: Responsive Design with visionMobile™ will make your website compatible with all major smart phones including iPhone, Blackberry, Android, Windows Mobile phones and more.



Understanding that Responsive Design is key for the City, our experience and innovation in this area makes us the clear leader for mobile technology. See our listing of websites below that currently utilize this technology. Since launching our first responsive site in January 2013, we have built quality Responsive websites and continue to be a leader in this innovative technology. Below is a sampling of sites where you can view Responsive Design in action:

- › www.ci.manhattan-beach.ca.us
- › www.sheboygancounty.com
- › www.burbankfire.us
- › www.tdpud.org
- › www.lvmwd.com
- › www.cofairhope.com
- › www.mbplannedprogress.com
- › www.fcva.us
- › www.shoreviewmn.gov
- › www.shoreviewcommunitycenter.com
- › www.fairfaxva.gov
- › www.ci.agoura-hills.ca.us
- › www.waterone.org
- › www.lacombe.ca
- › www.fairfaxva.gov
- › www.franklinohio.org
- › www.fortsask.ca
- › www.cityofpearland.com
- › www.ci.tumwater.wa.us
- › www.victoriatx.org
- › www.richmondtx.gov
- › www.cityofmarion.org
- › www.cityofyonkers.com
- › www.ci.moorhead.mn.us
- › www.oaklawn-il.gov
- › www.reno.gov
- › www.westbrookmaine.com
- › www.co.chippewa.wi.us
- › www.chippewafalls-wi.gov
- › www.gilbertaz.gov
- › www.pmfcu.org
- › www.marioncountyfl.org
- › www.hoffmanestates.com
- › www.shakopeemn.gov
- › www.henderson-county.com
- › www.ci.tumwater.wa.us
- › www.lauderhill-fl.gov
- › www.cosatx.us
- › www.redmond.or.us
- › www.lafourchegov.org
- › www.belmont.gov
- › www.glendaleca.gov
- › www.yolocounty.org
- › www.cityofkalama.com
- › www.co.newton.ga.us

Search Engine Registration

The City of Torrance's website will include at no additional costs search engine optimization tools that help your website appear more prominently on popular search engines. This includes meta data and descriptions for content as well as a Friendly URL Manager for creating search friendly URLs.

Furthermore, being registered on popular search engines is a great way to improve your website's visibility, making it easy for residents, potential visitors, and your other target audiences to find your online portal. As a part of our services, Vision Internet will register your website with all the most widely used search engines, putting you a step ahead of most other local government websites.

We can discuss additional search optimization tools with the City upon request and find the best solutions for your needs.



Ongoing Services

Vision Internet clients are our Partners. Our partnership does not end when the website is launched, rather that signals the beginning of the relationship. To best serve our Client-Partners, we have to help them adapt to the increasing tempo of change. Your site is dynamic; your mission and priorities can change daily. In this environment, our clients realize they can no longer keep their site static for 4-5 years between redesigns while resident expectations increase and technology evolves.

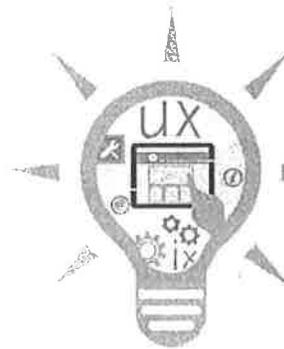
Vision can provide you with tools which evolve to meet the challenges of tomorrow and advice on how to address emerging trends. We impart our expertise and best practices to ensure your site meets the challenges of today and tomorrow, by remaining innovative in our technology and approach. With that goal in mind, Vision Internet offers multiple training and collaboration opportunities for our clients in order to learn from best practices and each other.

Training Webinars

Every month, Vision Internet provides free training webinars to clients. These sessions focus on visionCMS™ functionality, client best-practices and general trends from the industry, such as transparency, accessibility and content strategy. Anyone from your organization that is interested may attend at no cost, providing an easy to access training resource.

Innovation in Online Government Academies

Vision Internet’s Innovation in Online Government Academies bring our clients together to participate in a free educational conference showcasing best practices and trends in website management. Each one-day event features a keynote from an industry-leading speaker, educational sessions about trends in the industry, an update about what’s new at Vision Internet and advanced training on the visionCMS™. We are at our best when we’re listening to our clients and these events provide a unique opportunity to learn and develop together.



Innovation in
**ONLINE GOVERNMENT
ACADEMY**

“ The Innovation in Online Government Academy proved to be an excellent platform for receiving best-practice tips and training, a better understanding of the direction and plans of Vision Internet, and a sense that the company cares about their partnerships with their customers.

Jason Eggers, City of Belmont

Vision Hosting

For over eighteen years, website hosting has been an integral part of our operations. We started our business as an Internet Service Provider (ISP) offering full service connectivity, design, and hosting. As the business evolved, we developed our relationship with CoreSite and Cogent, a global network provider,



which enables us to provide comprehensive hosting solutions for our clients. We have our own co-location suite within a secure, state-of-the-art facility.

Our hosting services include:

- Necessary bandwidth for website (over a 1 Gbps fiber digital line)
- Power failure equipment including battery backup
- Redundant generator backup
- VMware Virtualization server with high available setting
- Operating system health monitoring and automatic hardware failover capability
- Centralized storage area network
- Full climate control
- Firewall protection
- 24 hour monitoring
- Security access via ID, biometrics, CCTV and key card
- Microsoft Windows Server (based on the CMS version)
- Microsoft SQL Server (based on the CMS version)
- Fixed IP address for the website
- Daily onsite backups
- Guaranteed 99.9% uptime

visionCMS™ Hardware and Software

Below are details on the hosting environment we are offering the City:

Shared Server

- Quad-core or Hex-core processors
- 10 GB~16 GB memory per hosting virtual server
- VMware High Availability Configuration
- RAID 50 and up Storage Area Network Configuration

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

Web Server

- Dual processors with quad cores at minimum 2.8 GHz CPU
- Minimum 6 GB RAM
- Minimum 40 GB Hard Drive
- Windows Server 2012

Database Server

- Dual processors with multiple cores at minimum 2.8 GHz CPU

- Minimum 8 GB RAM
- Minimum 80 GB Hard Drive
- Windows Server 2012
- Microsoft SQL Server 2012

Note: The Web Server and Database Server can either be separate or reside on the same machine. In case they are on the same machine, the minimum requirements are dual processors with Quad cores and at least 2.8 GHz CPU and 8GB RAM. For better performance, we recommend dual processors with Quad cores and 3.0 GHz CPU and above.

Web Analytics

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

Included with our hosting services, we offer web analytics to analyze website traffic. It presents site traffic reports in an organized and concise format, all with full-color graphics. By utilizing this, we are able to offer complete reports on website visitor patterns, referring sites, visitor paths, and demographics. The reports enable you to understand the website end-users, what search engines and keywords they use to find your website, the pages they access, the documents they download most often, and much more.



Figure 2: Web analytics provide advanced, interactive reporting.

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

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

Unlimited Support

At Vision Internet we stand behind our clients and can provide you with the support you need. Typical support questions include how to perform advanced tasks, configure the system, or accomplish some organizational need in the best way possible.

In all cases, Vision Internet is able to address your technical and/or operational needs. Continual monitoring of your site is provided to assist your staff in finding solutions to any unexpected problems. For issues that occur after business hours, emergency staff support is provided 24 hours a day, 7 days a week.



Upgrades

Technology is continually evolving. visionLive™ ensures your website will keep pace. If upgrades to visionCMS™ are released, they will automatically be added to all visionLive™ client websites at no additional charge. Has a new browser been released? Has a new mobile device become popular? No worries! We have you covered.

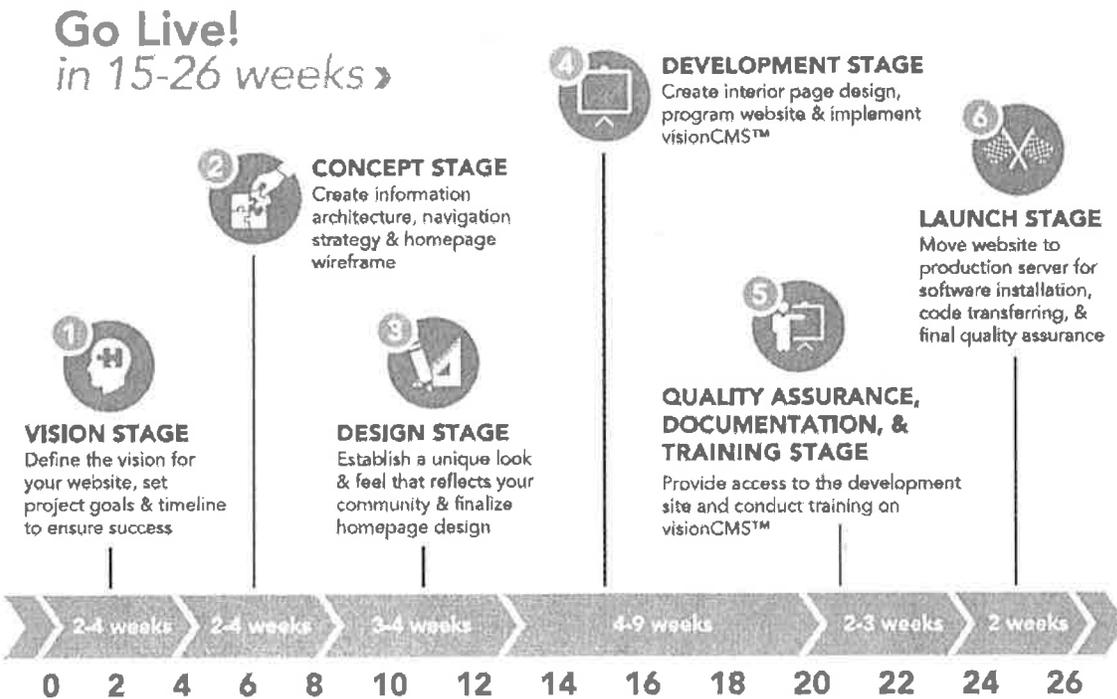


Our Process

creating together, strategically

Each of the 700+ agencies we have partnered with over the years has had unique goals and objectives. We recognize you will, too. Our history of innovation and expertise in online government makes us exceptionally qualified to help lead the City of Torrance through a comprehensive, research-based process to achieve those goals, uncovering needs and creating a website that will uniquely Serve, Represent, and Delight your community.

Here is an overview of the stages and anticipated timeframe for your reference:



“ Vision Internet's streamlined process really moved us through the development quickly and efficiently and made it just a wonderful experience.

Mark Barham, City of Williamsburg

The six stages of the Vision Process are explained in the sections below:

Stage 1: Vision Stage

In order to create a strategic website, you must first define your vision and goals. Our Vision Stage is designed help uncover what's working and not working on your existing site as well as better understand what your community expects to see on the website. We will conduct surveys, review your website statistics and analyze your site usage in order to lay the foundation for our recommendations in later project phases.

To create this vision, we will:

- Prepare and review a survey document which will focus on goals and objectives.
- Lead an onsite brainstorming and planning session where we discuss your current website, the results of surveys, the needs of users and staff, and possible approaches for the future.
- Review your existing website and those of similar cities.
- Study examples of other websites you like.
- Review project goals and timeline.
- Collect content and materials for the new website.

The heart of this stage is defining the vision for the project, setting goals, and creating a timeline to ensure the project's success.

Stage 2: Concept Stage

Creating an effective website starts with the content. That's why we build your site from the inside out, starting with the information architecture. Based on the research gathered in Stage 1, we will work with you to define the layout/wireframe that will best suit your users' needs and the information you need to share.

Through the Concept Stage we realize the vision by:

- Creating information architecture which supports easy access to information.
- Defining the navigation strategy.
- Reviewing and recommending interactive components and features to ensure streamlined navigation through special types of content.
- Creating a conceptual sitemap and categorization of pages. The navigation and information architecture will take into account your current needs plus allow for future expansion and growth.
- Creating a homepage layout wireframe that shows the placement of key information and dynamic content.

The Concept Stage will conclude with your satisfaction and approval of the homepage layout wireframe.

Stage 3: Design Stage

Once the layout of the site is complete, it's time to move into the Design Stage to bring the site to life with a compelling, but usable design. We work closely with your staff to establish a look and feel that represents your community by incorporating graphics, photos, fonts, colors, and other design elements



that fit together to create a stunning, harmonious design. For examples of our design work, please refer to page 5.

We create a unique homepage design concept based upon your direction and input plus do all revisions as necessary. The Design Stage will conclude with your satisfaction and approval of the homepage design comp.

Stage 4: Development Stage

During the Development Stage the process continues as we create the interior page design then program the website. Development includes implementation of visionCMS™ and integration of the interactive components and features. Quality is ensured by our extensive experience, testing, and the proven technology of visionCMS™.

Included in the scope of your project is the content migration of up to 200 pages into the new website

For more information about the visionCMS™, please refer to page 17.

Stage 5: Quality Assurance, Documentation and Training Stage

While quality assurance is an integral part of every stage of the project, in the Quality Assurance, Documentation, and Training Stage we:

- Perform extensive functional testing.
- Review content.
- Provide administrator and content editor training.

For your project we will provide a one day onsite training consisting of two sessions; one for your staff representatives on content editor training and the other session for advanced administrator functions including system configuration, system maintenance, reporting, and strategies for future expansion.

Stage 6: Launch Stage

In the Launch Stage, the website is moved to the production server. Our launch process includes the installation of necessary software, making configuration changes, and transferring code and content. Once transferred, we again go through the final quality assurance process to ensure the site transferred correctly plus do a final check for broken links, Section 508 compliance, and others. The site will be available to the public upon your final approval.

Post Launch Services

Once your website has launched, Vision Internet will continue to offer support for your website. This includes access to our visionLive™ subscription service. Please see page 25 for details on these services.

Testing

The frontend of the website will be tested in the browser/operating system combinations according to the following testing matrix¹:

	Firefox ²	IE 9, 10 & 11	Chrome ³	Safari ⁴
Windows XP	✓	N/A	✓	✓
Windows Vista/7	✓	✓	✓	✓
Windows 8	✓	✓	✓	✓
Mac OSX	✓	n/a	✓	✓

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

Note: The website may exhibit some appearance differences when viewed in these various browsers. The backend will be fully compatible with Internet Explorer 9 or later and latest version of Firefox. Other browsers can also be used for the backend but are not officially supported.

¹ Should the City require any additional testing with other browser/operating systems/mobile devices, we can discuss this with you during consulting and determine your precise needs. We can provide a budget for any additional work at this time.

² Latest released version.

³ Latest released version.

⁴ Latest released version.

Project Schedule

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

Implementation Step	
Vision Stage <ul style="list-style-type: none"> Initial kick-off call with City's project manager Survey preparation and review One day onsite brainstorming and planning session 	2 – 4 Weeks
Concept Stage <ul style="list-style-type: none"> Creation of Information Architecture Create conceptual sitemap Homepage layout wireframe 	2 – 4 Weeks
Design Stage <ul style="list-style-type: none"> Unique, custom graphic design Custom icons, buttons, screen elements, and backgrounds Homepage design comp 	3 – 4 Weeks
Development Stage <ul style="list-style-type: none"> Implementation of visionCMS™ Integration of interactive components Migration of up to 200 pages of content 	4 – 9 Weeks
Quality Assurance, Documentation, and Training Stage <ul style="list-style-type: none"> Final testing One day onsite training session 	2 – 3 Weeks
Soft Launch & Final Launch <ul style="list-style-type: none"> Move website to production server Completed website Website goes live 	2 Weeks
Total estimated time to launch	15 – 26 Weeks

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



References

creating a reputation of success

City of Dana Point, California

Contact name: Kathy Ward, City Clerk
Address: 33282 Golden Lantern
Dana Point, CA 92629
Phone number: 949-248-3505
E-mail: kward@danapoint.org
URL: www.danapoint.org

City of Glendale, California

Contact name: Damion Patrick, Project Manager
Address: 141 N. Glendale Avenue
Glendale, CA 91206
Phone number: 818-551-3012
E-mail: dpatrick@ci.glendale.ca.us
URL: www.glendaleca.gov

City of Lafayette, California

Contact name: Tracy Robinson, Administrative Services Director
Address: 3675 Mt. Diablo Blvd.
Lafayette, CA 94549
Phone number: 925-299-3227
E-mail: TRobinson@lovelafayette.org
URL: www.ci.lafayette.ca.us

City of Manhattan Beach, California

Contact name: Leilani Emnace, IS Manager
Address: 1400 Highland Avenue
Manhattan Beach, CA 90266
Phone number: 310-802-5571
E-mail: lemnace@citymb.info
URL: www.citymb.info



Price Proposal

creating for you

With Vision Internet, you are sure to receive a website that delivers on its potential. Using our in-depth consultation process, we create unique solutions tailored to our government clients' most pressing concerns.

Vision's services are comprised of three components:

- 1) **Professional Services** – During the Vision Implementation Process, our Professional Services team will take you through Vision, Concept, Design, Development, Documentation, Training and Launch stages of your project and will create a unique website that meets your needs.
- 2) **Software Subscription** – The Software Subscription provides access to our SaaS-based Content Management System (CMS) and includes Support and On-Going Services offered through visionLive™. Since we continually update and launch new functionality to our CMS, you have the knowledge that your website will be fresh and relevant over the course of the contract.
- 3) **Optional Departmental Services** – Often-times certain departments require specialized functionality and branding to best serve their unique audiences. In order to accommodate these needs, Vision Internet offers three department branding packages that allows you to customize these sites to the level you need.

Based on our initial understanding of your RFP, the focus of your current website, and our extensive knowledge of local governments' needs, we propose the following scope of services. While you will find details regarding our proposed services and plans throughout this section, here is a summary of costs for your quick reference:

Cost Summary

Year	Included Services	Fee
Year 1:	<ul style="list-style-type: none"> ➤ Included Professional Services ➤ 1st Year of visionLive™ FREE 	\$37,095
Year 2:	<ul style="list-style-type: none"> ➤ 2nd Year of visionLive™ (assumes Standard Edition) 	\$7,500
Year 3:	<ul style="list-style-type: none"> ➤ 3rd Year of visionLive™ (assumes Standard Edition + 5% increase) 	\$7,875
Year 4:	<ul style="list-style-type: none"> ➤ 4th Year of visionLive™ (assumes Standard Edition + 5% increase) 	\$8,268

Included Professional Services

Services	
Vision Stage <ul style="list-style-type: none"> ➤ Preparing and reviewing a survey document which will focus on goals and objectives ➤ Leading a onsite planning and brainstorming session where we discuss the current website, needs of users and staff, and possible approaches for the future ➤ Studying examples of other websites you like ➤ Reviewing project goals and timeline ➤ Collecting content and materials for the new website ➤ Scope includes one onsite consultation meeting 	
Concept Stage <ul style="list-style-type: none"> ➤ Creating the information architecture which supports easy access to information ➤ Creating a conceptual sitemap and categorization of pages ➤ Up to 200 pages of content migration ➤ Creating a homepage layout wireframe that shows the placement of key information and dynamic content. 	
Design Stage <ul style="list-style-type: none"> ➤ Providing art direction ➤ Conducting a design review ➤ Scope includes the Basic Design Package <ul style="list-style-type: none"> ○ One homepage design concept with revisions 	
Development Stage <ul style="list-style-type: none"> ➤ Implementing your visionCMS™ and interactive components on a Development site 	
Documentation and Training Stage <ul style="list-style-type: none"> ➤ Conducting training on the visionCMS™ with city staff ➤ Scope includes a one day onsite training session 	
Launch Stage <ul style="list-style-type: none"> ➤ Conducting final quality assurance checks ➤ Bringing the new site live 	
TOTAL	\$37,095

Optional Professional Services

Please note that included with your project, we are already providing one homepage design concept with revisions. Depending upon your needs and available resources, you may opt for additional design services.

Optional Services	Fee
Premium design services ➤ Up to three homepage design concepts total (the City will select one for implementation)	\$4,840



Software Subscription

Vision Internet provides three editions of visionLive™, a subscription-based Content Management System and service plan designed to equip you with the technology, expertise and training to keep your website relevant and effective over time. Recognizing each agency will have unique goals, we offer three editions, each designed to provide appropriate functionality and services for a variety of needs and budget ranges.



Based on our assessment of Torrance's needs, we recommend the Standard Edition, but have included information about each option for your consideration.

Basic Edition

A great way to get started, the Basic Edition was created to provide a comprehensive suite of visionCMS™ functionality coupled with our basic hosting, support and training services. This plan is well suited for you if your organization has few content editors and limited training needs.

Standard Edition

Our most popular option, Standard Edition was designed to provide you with advanced visionCMS™ functionality and hosting with a variety of training and support resources to equip your staff with the tools and expertise needed to maintain a highly effective website. In addition to an on-going series of webinars and consultation with your account manager, included services, such as the Annual Site Analytics Report, will help you measure your site's performance and effectiveness over time. Should these reports indicate tweaks need to be made in order to optimize your site's design, main navigation or buttons, you can simply apply your Site Improvement Credits to engage Vision's team of designers and programmers.

Plus Edition

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

The features and services included in each edition are outlined below in order to allow you to easily compare and select the plan that best suits Torrance's needs.

visionLive[®]
 editions

	Basic Edition	Standard Edition	Plus Edition
Annual Price	\$5,500	\$7,500	\$9,500
visionCMS™ Functionality			
Site Administration & Security			
 Advanced WYSIWYG Editor	✓	✓	✓
 In-page Editing	✓	✓	✓
 User Management & Security	✓	✓	✓
 Navigation Management	✓	✓	✓
 Accessibility Features	✓	✓	✓
 Approval Cycle *		✓	✓
 Advanced Mega Menu *		✓	✓
 Extranet (Password Protected External Content)		✓	✓
User Experience & Interactivity			
 Calendar	✓	✓	✓
 FAQs	✓	✓	✓
 Facility Directory	✓	✓	✓
 Staff Directory	✓	✓	✓
 Service Directory	✓	✓	✓
 Google Translation	✓	✓	✓
 Online Form Builder	✓	✓	✓
 News Postings	✓	✓	✓
 Job Posts	✓	✓	✓
 Facilities/Events Registration		✓	✓
 Online Polling		✓	✓
 Citizen Request Management Tool		✓	✓
 Business Directory		✓	✓

* Requires an implementation fee

visionLive [®] editions »	Basic Edition	Standard Edition	Plus Edition
 RFP Posts		✓	✓
 Online Payments		✓	✓
 Job Application Manager			✓
Outreach, Media & Social Networking			
 eNotification Tool	✓	✓	✓
 Emergency Alerts	✓	✓	✓
 RSS Feeds	✓	✓	✓
 Facebook & Twitter Feed Readers	✓	✓	✓
 Audio & Video Embedding	✓	✓	✓
 Photo Gallery & Slide Show	✓	✓	✓
 One-Click Social Networking	✓	✓	✓
 Streaming Video Center		✓	✓
Developer Features			
 APIs		✓	✓
 Sandbox Test Environment			✓

visionLive [®] editions		Basic Edition	Standard Edition	Plus Edition
Hosting				
	State of the Art 3rd Party Datacenter (SSAE 16 Type 2 Certified)	✓	✓	✓
	Full Hardware Redundancy	✓	✓	✓
	Redundant Generator Backup	✓	✓	✓
	Daily Data Backups	✓	✓	✓
	Intrusion Protection	✓	✓	✓
	24/7 Monitoring	✓	✓	✓
	99.9% Uptime Guarantee	✓	✓	✓
	State of the Art 3rd Party DDoS Mitigation Service	✓	✓	✓
	Disaster Recovery Facility with On-going Data Replication		✓	✓
	Storage	15 GB	50 GB	250 GB
Support and On-going Services				
	Site Improvement Credits (annual)	Up to 5 Hours	Up to 15 Hours	Up to 30 Hours
	Dedicated Account Manager		✓	✓
	Health Checks (Account Review)		Annual	Semi-Annual
	Site Analytics Report		Annual	Semi-Annual
	Graphics Site Audit		Annual	Semi-Annual
	Training & Best Practice Webinars	✓	✓	✓
	Access to On-Demand Training Library	✓	✓	✓
	On-going New User Training (Via WebEx)		✓	✓
	Monthly Office Hours (Via WebEx)		✓	✓



Optional Department Branding Packages

Often, as we dig into the discovery process, cities find that certain departments require a level of specialized functionality and branding to best serve their unique audiences. In order to accommodate these needs, Vision Internet offers three department branding packages. These would be most applicable for the implementation of the City's microsites. We would be glad to talk through with the City the options for its microsites:

Design Theme

The Design Theme package allows a department to customize their pages with an unique color scheme while still utilizing the framework of the main website. The consistency of the page layout and menus makes navigating the site intuitive, while still allowing for a distinct look and feel.

Basic Subsite

For departments that require customization beyond a simple color changes, the Basic Subsite package provides the ability to set up separate top-level navigation and a unique homepage template. In addition, a unique instance of Google Analytics measures traffic only on the sub-site. While the structure will be the same as the main website, these design changes -- including the ability to incorporate up to five custom homepage widgets -- will allow the department to truly differentiate itself.

Advanced Subsite

The Advanced Subsite package is intended to serve the needs of larger departments that have either maintained their own separate websites in the past, or would like to develop one as part of this project. Any department that purchases this package will receive comprehensive services, including one-on-one consultation through the development process, in order to define their unique goals, analyze their audiences, and ultimately create a structure, navigation and site design that serves those goals.

The resulting site will include the same functionality as the main website since it will use the same administrative backend and have the same interactive components. This means that there is a single instance of visionCMS™ where all content is stored.

Please also note that any department that selects the Advanced Subsite package will also receive their own department-specific Account Management services, equivalent to those included in the visionLive™ edition selected by the city.

visionLive
 department branding >

	Design Theme	Basic Subsite	Advanced Subsite
Design			
Design Elements			
 Department logo in site header	✓	✓	✓
 Unique color scheme	✓	✓	✓
 Unique background	✓	✓	✓
 Separate font style	✓	✓	✓
 Logo can link to departmental homepage instead of main homepage		✓	✓
Page Layout			
 Custom page template based on main site wireframe		✓	
 Custom wireframe			✓
 Interior page layout same as the main site	✓	✓	✓
 Number of new widgets included	0	5	7
Mobile			
 Unique color scheme	✓	✓	✓
 Department logo in header	✓	✓	✓
 Logo can link to own departmental home page instead of main homepage		✓	✓
Design Services			
 Heatmap analysis			✓
 User surveys			✓
Functionality			
Own Domain		✓	✓
Main Navigation			
 Same as main site	✓		
 Separate page tree from main site		✓	✓

visionLive
department branding

	Design Theme	Basic Subsite	Advanced Subsite
Header and Footer Sections			
 Independent header configurations (logo, top nav, social icons, quick links)		✓	✓
 Independent footer configurations (footer nav, social icons)		✓	✓
Search			
 Result part of main site search	✓		
 Stand alone search		✓	✓
Separate Google Analytics			
		✓	✓
Background			
 Ability to change background image if main site is able		✓	✓
Page Limit	N/A	50	Unlimited
Additional Storage	N/A	5 GB	10 GB
On-going Services*			
 Health checks (account review)			✓
 Site analytics report			✓
 Graphics site audit			✓
Price			
Implementation Fee			
 Base	\$2,500	\$7,500	\$12,000
 Each additional	\$1,625	\$7,500	\$12,000
Recurring Annual Fee			
 Base	N/A	\$2,500	\$3,250
 Each additional	N/A	\$1,500	\$2,250

* Based on visionLive edition – Outlined services will occur annually if main site is Standard Edition of visionLive or semi-annually if main site is Plus Edition of visionLive.



Additional Information

Included Warranty

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

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

Terms and Conditions

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

Disability Accessibility

Although the language of the ADA does not explicitly mention website accessibility, the Department of Justice has issued guidance on the ADA as applied to the websites of public entities. We are capable of fully complying with Section 508 and WCAG 1.0.

Ownership and Licensing

Vision Internet will grant to the City of Torrance a non-exclusive and perpetual license to use the website design, and a non-exclusive and subscription-based license to the visionCMS™.



RFP Forms

Please find below our completed RFP Forms as requested by the City. We can discuss further details upon request.

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:

Vision Technology Solutions, LLC dba Vision Internet Providers
Name of Company

2530 Wilshire Blvd., 2nd Floor
Street Address

Santa Monica
City

90403
Zip Code

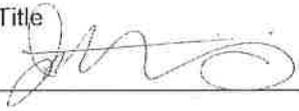
805.637.8165
Telephone Number

310.656.3103
Fax Number

Reed McGinnis
Printed Name/Title

rmcginnis@visioninternet.com
E-Mail Address

Signature



9/28/2015
Date

Proposer's Website: www.visioninternet.com

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

Corporation Partnership Sole Proprietorship Other: **LLC**

Do you have a Parent Company? No Yes,
(Name of Parent Company)

Do you have any Subsidiaries? No Yes,
(Name of Subsidiary Company)

Business History:

Years in business under your current name and form of business organization? **1 Years**
If less than three (3) years and your company was in business under a different name, what was that name?
Vision Internet Providers - 18 years under this name.

Contact for Additional Information:

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

Reed McGinnis
Printed Name
805.637.8165
Telephone

Regional Sales Manager
Title
rmcginnis@visioninternet.com
E-Mail Address

Proposal Submittal (continued):

Vendor Name: Vision Technology Solutions, LLC dba Vision Internet Providers

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

Addendum No.	Date Received
1	9/22/2015

Addendum No.	Date Received
2	9/24/2015

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? No

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.

Katrina Bondoc
Name
310.656.3100
Cell Phone Number

310.656.3103
Fax Number

Associate Counsel
Title

kbondoc@visioninternet.com
Email Address

Proposal Submittal (continued):

Vendor Name: Vision Technology Solutions, LLC dba Vision Internet Providers

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: Vision Technology Solutions, LLC dba Vision Internet Providers

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.)

The fact that Vision Internet has been in business for the past twenty years offering website consulting, design, development, hosting, and maintenance services is not nearly as important as how this experience equips us to address the unique needs of Torrance. The insights gained, combined with the consequent innovation stoked from serving 700+ progressive cities across the US, well positioned Vision Internet to be a thought leader in the industry.

In the beginning, when the notion of a government agency even providing a website offering basic contact information was considered "cutting edge", Vision Internet launched its first version of the visionCMS which enabled even non-technical staff to update and maintain dynamic websites. The flexibility and ease of use sparked creativity and agencies began expanding the services offered to residents online - adding features like job applications, RFP postings, and eNotifications - transforming websites into virtual city halls. As the use of smartphones became widespread, Vision Internet focused on delivering mobile-friendly services and was the first local government provider to offer Responsive Web Design to clients. Innovation, focused firmly on the resident experience, is at our core.

If experience has shown us one thing it's that creating a successful online presence requires more than just technology. Our clients want a trusted adviser that can help them achieve their emerging goals. When the City of West Hollywood desired a creative design that would represent their unique identity and "not look like a government website"- they came to us. The resulting colorful, bold website has won seven awards from industry associations and creative agencies. When the City of Bell's new administration struggled to regain public trust in the wake of a corruption scandal - they came to us. Together we created a website that adhered to best practices for transparency and won an "A" rating from the Sunny Awards.

Each of the 700+ agencies we have partnered with over the years has had unique goals and objectives. We recognize you will, too. Our history of innovation and expertise in online government makes us exceptionally qualified to help lead the City of Torrance through a comprehensive, research-based process to achieve those goals, uncovering needs and creating a website that will uniquely Serve, Represent, and Delight your community.

Vision Internet has developed hundreds of websites for a variety of local government and education agencies across North America. Our process is set up to uncover the unique goals of each organization and bring those goals to life online. Our recent projects include:

- City of Glendale, CA
- City of Lemon Grove, CA
- City of Palm Springs, CA
- City of San Clemente, CA
- City of Norwalk, CA
- City of San Luis Obispo, CA
- City of Chula Vista, CA

Proposal Submittal (continued):

Vendor Name: Vision Technology Solutions, LLC dba Vision Internet Providers

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

For full details of the techniques and tasks used for the completion of the project, please refer to the "Our Process" section of the technical proposal.

Proposal Submittal (continued):

Vendor Name: Vision Technology Solutions, LLC dba Vision Internet Providers

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. City of Dana Point, California
Company Name

33282 Golden Lantern
Street Address

Dana Point
City

92629
Zip Code

Kathy Ward
Contact Name

949-248-3505
Telephone Number

kward@danapoint.org
E-Mail Address

2. City of Glendale, California
Company Name

141 N. Glendale Avenue
Street Address

Glendale
City

91206
Zip Code

Damion Patrick
Contact Name

818-551-3012
Telephone Number

dpatrick@ci.glendale.ca.us
E-Mail Address

3. City of Lafayette, California
Company Name

3675 Mt. Diablo Blvd.
Street Address

Lafayette
City

94549
Zip Code

Tracy Robinson
Contact Name

925-299-3227
Telephone Number

TRobinson@lovelafayette.org
E-Mail Address

4. City of Manhattan Beach, California
Company Name

1400 Highland Avenue
Street Address

Manhattan Beach
City

90266
Zip Code

Leilani Emnace
Contact Name

310-802-5571
Telephone Number

lemnace@citymb.info
E-Mail Address

5. City of San Marcos, California
Company Name

1 Civic Center Drive
Street Address

San Marcos
City

92069
Zip Code

Sarah Divan
Contact Name

760-744-1050 ex. 3174
Telephone Number

sdivan@san-marcos.net
E-Mail Address

Proposal Submittal (continued):

Vendor Name: Vision Technology Solutions, LLC dba Vision Internet Providers

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	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 type="checkbox"/> Yes <input checked="" type="checkbox"/> No Page _____ 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 Please see the "Sample Contract" section of our submittal for details.
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	\$37,095
Hourly Rate to provide additional work that may be requested during the term of the project	\$135/hour

STATE OF CALIFORNIA

PROPOSER'S AFFIDAVIT

COUNTY OF LOS ANGELES

Reed McGinnis being first duly sworn deposes and says:

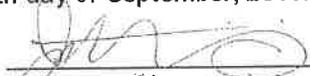
- 1. That he/she is the **Regional Sales Manager** of **Vision Technology Solutions, LLC dba Vision Internet Providers**
 (Title of Office) (Name of Company)

Hereinafter called "proposer", who has submitted to the City of Torrance a proposal for

Redesign of the Citywide Website and Provide CMS for the City of Torrance
 (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 28th day of September, 2015.



(Proposer Signature)

Regional Sales Manager
 (Title)



Sample Contract

For your convenience, we have included a copy of the contract that most of our government clients use. However, we understand that you may have some modifications and can discuss these with you upon request.

Please see the envelope labeled "Sample Contract of Vision Internet" for this information.



Conclusion

By implementing your new website as we propose, the City of Torrance will take a significant step forward in its ability to serve its citizens. The website will incorporate our advanced content management system and creative design to enable users to get the information they need when they need it.

It is our un-matched years of experience, innovative creativity and focused attention to our clients' unique needs that allows us to create award-winning quality websites. Just as we have done for cities and counties in 44 states, we aim to do the same for the City of Torrance.

We are very excited about the opportunity to direct our creativity and technical expertise towards creating a unique solution for you and your community. We are confident that our consulting, graphic design, programming, and client support expertise will result in the innovative website you are looking for. We look forward to the opportunity to work with the City of Torrance to create what's next.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Reed McGinnis", written in a cursive style.

Reed McGinnis
Regional Sales Manager
Vision Internet Providers

Appendix I: The Vision Team

WHO WE ARE & WHAT WE DO

Every member of the Vision Internet team brings years of experience and ability to any project they work on. For your project, we will assign one of our highly skilled Project Managers who will work with our lead Project Managers on developing your website. We will also assign our in-house developers and designers, who have experience creating award winning websites for other government projects. Biographies of key staff are provided in the following section.

- Kristoffer von Bonsdorff – Lead Project Manager
- Yuliang Ding – Director of Software Development
- Gabriela Lifshitz – Graphic Designer
- Natalia Cudlip – Graphic Designer

Kristoffer von Bonsdorff – Lead Project Manager

Joined: 2008

Role: Lead Project Manager

Favorite Project: City of Reno, NV

Kristoffer has years of experience creating website solutions tailored to the specific needs of clients. Prior to joining the Vision Internet staff, he managed his own website development firm which helped clients develop website solutions, solve system/server issues, and provide other IT support services. In his role at Vision Internet, Kristoffer oversees the project management department to ensure every client receives a high-quality website.

He has attended Folkuniversitetet and Nacka Gymnasium in Sweden where he studied computer science.

Yuliang Ding – Director of Software Development

Joined: 2014

Role: Director of Software Development

Favorite Project: City of Atlanta, GA

Yuliang is a truly exceptional programmer and serves as the primary developer of our content management system and developed many of our advanced and innovative interactive components.

Gabriela Lifshitz – Graphic Designer

Joined: 2009

Role: Graphic Designer

Favorite Project: City of Glendale, CA



Gabriela is a highly creative designer that brings a unique eye to the Vision Internet team. Her intuitive understanding of design balance has helped her to effectively transform a number of websites from chaotic to cohesive.

Gabriela holds a Bachelor's degree in Design from Universidad Iberoamericana, Mexico City.

Natalia Cudlip -- Graphic Designer

Joined: 2007

Role: Graphic Designer

Favorite Project: City of Longmont, CO

Natalia brings a fresh perspective to government design. Her expertise in creating eye-catching, user-friendly designs makes her a strong member of the Vision Internet design team. She helps Vision Internet clients create designs that focus on the unique branding efforts of their individual communities.

Natalia holds a Bachelor's degree in Art with a Computer Animation focus from California State University, Los Angeles and a Computer Graphic Design certificate from Santa Rosa Junior College.



Appendix II: visionCMS™ Component Highlights

visionCMS™ is the most advanced government-focused content management system available. In addition to the plethora of functions that simplify administration and save staff time, visionCMS™ includes interactive components and features essential to serving your website visitors.

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

Interactive Components and Features

This section highlights the components and features available for the visionCMS. Included features will be based on the visionLive Edition selected as detailed on page 38.

Approval Cycle

For websites where content authorship and updates are distributed throughout an organization's departments, it is helpful to implement the Approval Cycle where content updates and changes do not go live on the website until one or more persons have approved them. Our clients find that having the Approval Cycle allows website maintenance to be delegated while ensuring consistency throughout the site. This eliminates errors and the posting of inaccurate content.

Our Approval Cycle allows you to segment the management of content by groups of users (such as departments), in addition to types of content as determined by the interactive components. Unlike most content management systems available today which restrict you to only two-step workflows such as authoring and publishing, visionCMS™ is extremely flexible allowing you to define as many workflows as you require with as many steps in the approval as you deem necessary! As your work requirements change overtime, you will want the flexibility and scalability of visionCMS™ to customize your current and future approval process needs.

Business Directory

One way to promote local businesses is the use of a Business Directory in the City's website. This supports local industry and businesses by increasing their ability to reach a national/international market while at the same time making residents more aware of them. When you list businesses on your website, their individual websites may receive higher placement in search engines because of your link to them.

The Business Directory is an interactive index of local businesses. Your staff can post a business's name, description, location, contact information, links to their sites, and, if available, a graphic (i.e. logo or photo). Users would then be able to browse an alphabetical listing of these businesses or filter the directory based upon categories you define.

Additionally, businesses will be able to submit their information through the website and maintain their information over time. All submitted information must be approved by a website administrator before being made public on the website.



Figure 1: Subdirectory shows local restaurants.

Calendar

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

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

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



Figure 2: Use the Calendar to find meetings and events quickly.

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

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

Emergency Alert (Site-wide)

In the case of an emergency, it is extremely important for cities to reach out to residents in the most efficient way possible. By doing so, potentially life-saving information reaches those who need it most. Notifying the City's website users is simple with the Emergency Alert banner. The notice is easily customized and can be prepared in advance with common evacuation or shelter information. As some users may not access the website through the homepage, when activated, the Emergency Alert banner will prominently display across the top of the website of every page so users would not miss it.

eNotification

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

To better manage the eNotification process, your staff can see how many subscribers there are for each category, plus edit subscriber information and export the subscriber database for use in other systems. Additionally, a marketing dashboard allows administrators to track the number of sent emails and the open rate.

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

Extranet (Members Only)

Vision Internet can implement an Extranet where restricted content is integrated into the main city website. The restricted content is not viewable by users until they log into the website (i.e. designated staff or elected officials). Once they log in, they will see the additional content within the menus or as an additional section to the main website.



When implementing the Extranet, you may want to have different levels of information access. With our Extranet tool, you can define an unlimited number of groups such as designated staff, executive management, and elected officials. Registered users can belong to any number of groups and any number of groups can be associated with most pages in the Extranet. Once implemented, the website visitors will need to log into the website using a username and password to view the secure pages.

The Extranet functionality is included as part of the following components: Business Directory, Calendar, Document Central, Facility Directory, FAQs, Forms Builder, Job Postings, News, Pages, Photo Gallery, RFP Postings, Service Directory, and Staff Directory.

Facebook and Twitter Feed Readers

Vision Internet incorporates feed readers into your website that pull content from social media websites such as Twitter and Facebook. This allows you to display all of your social media updates simultaneously on your website without having to make updates in two different places. The benefits of this are two-fold: your residents no longer have to check more than one website to stay updated with all the newest information, and you encourage your website visitors to be active and interact with the community via both social media and the website itself.



Facilities Directory

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

Facilities listed on the directory can also be added to a Google map of your area, providing website visitors with a visual guide to City amenities.

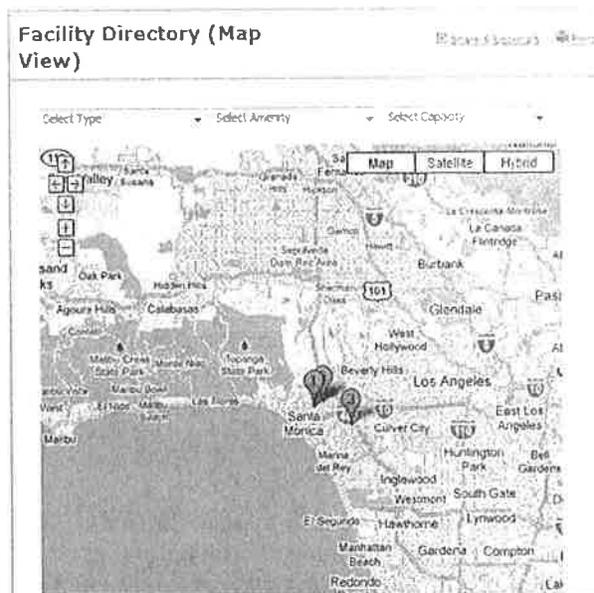


Figure 3: Locations listed on the Facilities Directory can be posted onto a Google map.

Facilities Reservations

As an additional function of the Facilities Directory, your users will be able to reserve facilities online, making it more convenient for your visitors and residents who are trying to plan events. With the Directory implemented with maps and reservation capabilities, your website will become a one-stop location for finding and using City amenities!

Frequently Asked Questions

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

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

Google Translation Integration

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

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

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

govTrack CRM™ (Citizen Request Management)

It is important for the City of Torrance to provide their residents with advanced features for requesting services online, saving both your users and your staff time. Included with your project, Vision Internet can implement our advanced govTrack CRM™ for your website.

Your residents will be able to make service and information requests based on categories defined by the City. Users can also send comments and files (such as photos of a street lamp requiring maintenance, graffiti that needs to be removed, etc.) to the case processor so that they will have a clearer idea of the work that needs to be done. These requests will be automatically routed to the appropriate case processor and a confirmation email will be sent to the user.

Passwords provided to users will allow them to log-in and track the progress of their request throughout the process. Users will also receive emails updating them on their requests.

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

Assigned case processors will be notified of service requests by email. After logging-in, an easy-to-use queue will show them a list of pending requests, including highlighted overdue projects. Either City staff or a contractor can be assigned as a case processor and receive service requests; since requests do not need to be accessed via the Vision Content Management System, you do not need to worry about granting access to the website's backend to non-City employees.

Job Application Manager

The Job Application Manager helps government hiring managers save time by streamlining and simplifying the creation, customization and management of online job applications. This is the most flexible job application tool available for the government website development industry today.

Some of the Job Application Manager features include:

- Ability to create customized online job application forms on the fly.

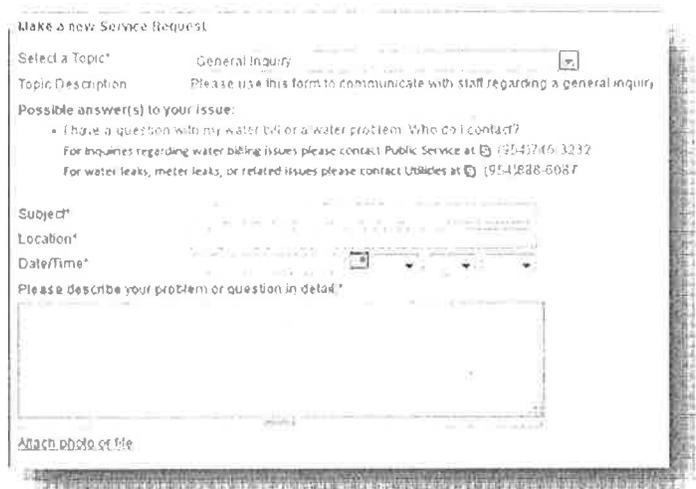


Figure 4: With the govTrack CRM, citizens can fill out a simple form to report code violations, submit questions or other inquiries.

- Ability to mark questions as sensitive, automatically encrypting answers in database to protect applicants' sensitive information.
- Secure personalized log in accounts for job seekers to view the status of their application.
- Ability to directly set interview dates and hire dates.
- Filter capabilities for application lists based on date, status, or other parameters.

Job Posts

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

Our Job Posts component makes posting jobs a snap. Your HR staff fills out a simple form with fields such as position, department, salary, and benefits. Staff can schedule when postings go live on the website and when they expire, thus simplifying the process and reducing your administrative time and costs.



Figure 5: Users can filter for jobs of interest.

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

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

News Postings

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



Figure 6: News items are easy to find from a centralized location.

news items are automatically available to website visitors.

NOTE: The News Postings component integrates with eNotification for broadcasting information to subscribers via email.

OneClick Social Networking™

The innovative OneClick Social Networking™ component allows your staff to post content to your website and to the most popular social networking sites, such as Twitter and Facebook, with one click--saving your staff precious time and helping you broadcast your news, alerts, events and other notices easily and selectively all across the web. OneClick Social Networking™ works by generating an RSS feed of each component, which can be connected to Twitter, Facebook and any other tool that allows importing of RSS feeds using a third party service.



Online Payment Integration

The Online Payments functionality is a core tool integrated into the content management system, and used by other components requiring online transactions. It would include integration with an online transaction service where transaction information would be transmitted securely to a third-party vendor. This vendor would then process the credit card or e-check and transfer the funds from the transaction to your bank account.

A recording of each transaction is logged into a local database for reconciliation with the transaction report made available from the vendor. Transactions recorded within the central database would also be associated with the transactions by different applications using the tool. For security reasons, however, credit card information will not be stored into the database. This is an add-on to payment related functions and forms.

Transaction based forms and/or functions are an additional cost beyond the Online Payments tool. The City will be responsible for fees paid to third-party online transaction services. Our standard online payment services are Authorize.Net and PayPal. Integration of other services may result in additional fees.

Page Template Builder

Unique to visionCMS™, the Page Template Builder allows your website administrators to create and configure custom interior page layouts throughout the website. Need to create a two-column page that displays just news and calendar items? Have a special event that needs a unique landing page? No problem! Simply drag and drop your desired content and widgets and your new layout is set. Best of all, you can determine which department content editors are able to use individual templates, providing additional oversight. The Page Template Builder puts you in control and ensures you will be able to easily adapt to your organization's changing content needs

Photo Gallery

Nothing spices up a website like pictures. With our Photo Gallery component, your website visitors can browse through images of your beautiful city and its exciting events. Users can view photo albums defined by your staff, and either look at images via thumbnails or a slide show. Simply upload the image from the Image Library to the new album and add a caption; thumbnails are created and added to pages based upon the predefined template. What a great way to save staff time while livening up your website!

RFP Posts

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

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

NOTE: RFP Postings can be integrated with our eNotification system to alert users by email.

RSS Feeds

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

Service Directory

Key to serving your community is making it easy for them to find the services they need. While we generally recommend organizing information by topic or service in addition to by department and target audience, the interactive Service Directory allows users to filter or search a list of services by category, department, and keyword, thus simplifying the entire process.

For each service in the directory, you can provide a title and description plus associate the service with contacts in the Staff Directory.

Single Sign On

The Single Sign On component is an area where registered users can log in, view and update information they have submitted and make new submissions to various components, all from their dashboard. If the Extranet (Members Only) component is present, they can also view pages and content that is only available to members. This is a versatile tool that can be set up to fill various needs, with each feature able to be turned on or off on a per-user basis or site-wide. Registered users may either be added through the visionCMS™, or they can be allowed to register from the frontend. For fast and easy registration, users can also be allowed to log in using their Facebook or Google accounts.

If activated, users can:

- Update their account information.
- Add a profile picture.

- Change their eNotification preferences.
- Access Member Only content.
- Submit service requests, monitor and update existing service requests.
- Process service requests, if they are a service request processor.
- Submit businesses to the Business Directory, view past Business Directory submissions.
- Submit events to the Dynamic Calendar System, view past event submissions.
- Register for events, view past event registrations, sign up for waiting lists.
- Reserve facilities in the Facilities Directory, view past facility reservations.

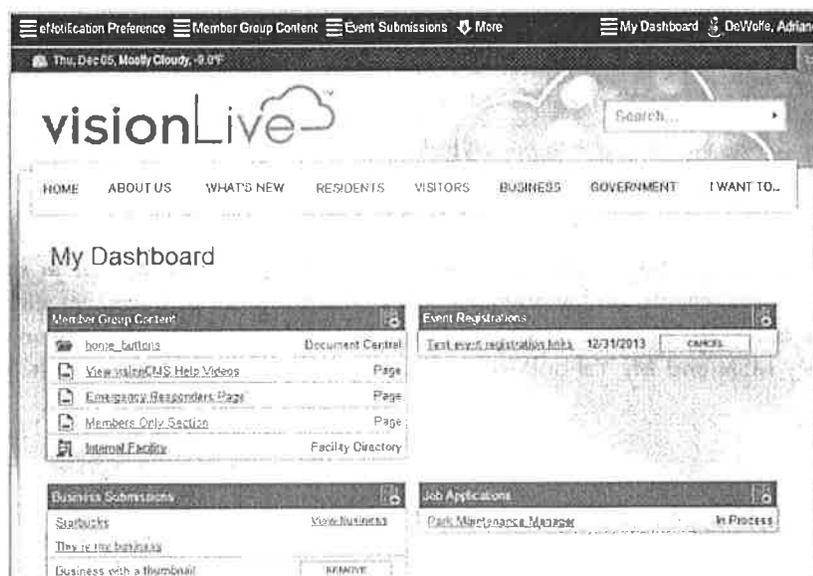


Figure 7: Single Sign On allows your staff to perform various functions from their visionCMS™ dashboard.

Staff Directory

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

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



Figure 8: Staff Directory allows users to interactively find staff contact information by department or name.