

CIVICENGAGE®



Hapeville, Georgia

Website Design & Implementation

Presented by | Lisa LaNoue, CivicEngage Account Executive



April 12, 2019

302 South 4th Street, Suite 500
Manhattan, Kansas 66502
888-228-2233



City of Hapeville
Attn: Crystal Griggs-Epps
3468 N Fulton Avenue
Hapeville, GA 30354
cepps@hapeville.org

RE: Website Design & Implementation

Dear Ms. Griggs-Epps and Members of the Selection Committee:

We want you to know how much CivicPlus values Hapeville as its long-term partner. The loyalty and invaluable input we have received working with you throughout the years has helped us to become the leader in web design, communication programming, and hosting for local government.

With your new redesign we will once again deliver a unique and innovative website that you and your community will find engaging, interactive, and easy to use. We will tailor our solutions to meet your specific needs as you continue to evolve your web environment. With CivicPlus, LLC (CivicPlus) as your partner, you'll receive:

- One-of-a-kind design that captures your community's unique qualities
- 40+ modules with all of the features and functionality you need
- Guaranteed redesign after 48 months of service to keep your website fresh and innovative
- Migration of your current website content
- 24/7/365 support with secure hosting and maintenance
- 100% satisfaction with your new website

Your redesigned site will be developed on the most robust and flexible content management system available. Our CivicEngage CMS is an easy-to-use suite of cloud-based tools built specifically for local government. You'll be able to inform and empower your citizens and staff in more efficient ways. Easier for you, easier for them.

We have included additional client references for you to contact and find out for yourself their continued experience with CivicPlus as their web partner. A Hapeville and CivicPlus partnership will continue to save you time and money with a website for your community to find what they need, when they need it.

Sincerely,

A handwritten signature in blue ink that reads "M. Lisa LaNoue".



Lisa LaNoue
CivicEngage Account Executive
lanoue@civicplus.com
Direct Line 785-477-8604

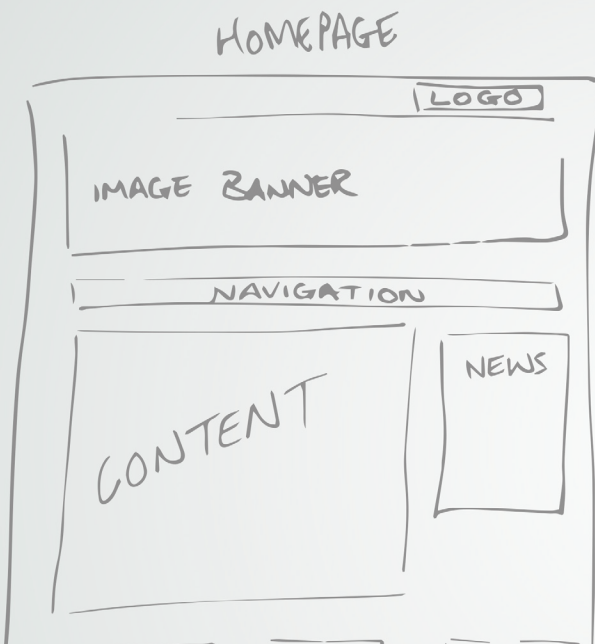


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Introduction



Company Overview

20+

years of experience with
a focus to help
local governments

3,500+

local government clients across the U.S.
and Canada

300+

employees, many
who have experience
in local government
organizations

60k+

internal admin users



75M+

online visitors (and
counting!)

CivicPlus is the integrated technology platform for local government, delivering superior local government web technology, including website design & content management, human resources efficiency, mass notification communication tools, parks & recreation management functionality, and agenda & meeting management solutions.

Our Promise To You

We will deliver a high-caliber, responsive web presence that reflects your vision in design, features, and functionality. CivicEngage is user-friendly, yet flexible, and powerful with intuitive navigation for your citizens and easy-to-use administration for your staff. True live editing and training is included so your staff can be efficient on day one, and we'll continue to support you after launch. Your system will be secure and continuously updated, as our experts develop further cutting-edge solutions designed specifically for local government.

8-Time Inc. 5000 Honoree

GovTech 100 Company



Summary

We propose the following approach to help you meet your goals:

Easy-to-Use CMS	Our CivicEngage Content Management System (CMS) is developed specifically for local government with unique functionality to streamline your processes as well as offer self-service options to reduce call volumes and walk-ins for common requests. CivicEngage has a suite of built-in, robust, and straightforward editing tools as well as permission-based access that will empower your staff to update your website content easily and efficiently.
Responsive Website Display	We will use a mobile-first design approach to ensure your website is fully responsive, using design that is optimized for any device, screen size, and orientation. We also implement a mobile-friendly menu configuration for easy page navigation. A responsive design also provides centralized website maintenance, eliminating the need to update both a desktop and mobile version of your website.
Accessibility	During system development and website implementation process, our first focus is to ensure we provide you with a website compliant with accessibility standards outlined within Section 508 and WCAG Level A & AA.
Dedicated Project Team	A specialized team of experts will assist you throughout the implementation process to website launch, including a Project Manager, Art Director, and Trainer.
Design Creation	Your Art Director will collaborate with you to develop a website that best represents your community while taking advantage of the CivicEngage functionality to meet your needs.
Content Migration & Optimization	The content from your current website will be migrated to your new CivicEngage website – saving your staff hours of effort. Our Content Development team will ensure the migrated information is clean and formatted to match your new design.
Customized CivicTraining® Plan	Through one day of interactive web-based instruction, our trainers will ensure your staff gains the confidence to effectively and easily maintain your new website with our WYSIWYG live editing tools and intuitive user interface. Special focus is given to the new tools available to you on the updated version of your site.

SSL Certificate	We will aid in the setup up your current domain for your new website. Also included is one SSL Certificate to protect your new website and information through encryption of sensitive data and identify verification.
Secure Hosting, Cloud-Based Access	Our solution is supported by an enterprise-level hosting environment with vigilant 24/7/365 monitoring and continual system updating. We guarantee a 99.9% uptime for your website (excluding maintenance). Access can be achieved anywhere from nearly any device so there is no need to log into a network.
24/7/365 Support	Our helpful in-house support team is available via telephone, email and live chat to ensure your complete and ongoing satisfaction with our products and service.
Guaranteed Redesign	At the end of your fourth year of continuous service with us, you're eligible to receive a basic website redesign with no further out-of-pocket expense. Your website stays current and doesn't need to be rebuilt from the ground up.

Before & After – Loudoun County, Virginia

Before CivicPlus Redesign



After CivicPlus Redesign



With CivicPlus, Loudoun County, Virginia was able to upgrade their web presence through our advanced website redesign process. For more details on Loudoun County's redesign experience, please visit: www.civicplus.com/case-studies/county-of-loudoun-va-partners-with-civicplus-for-engagement-strategy


 | 2

Company Profile



CivicPlus Company History

CivicPlus began in 1994 when our founder Ward Morgan decided to focus on helping local governments work better and engage their citizens through their web environment. CivicPlus was originally incorporated as a Kansas corporation in June of 1998 and was legally converted to an LLC in January of 2019. This business structure change was made by the owners of CivicPlus for estate and tax planning purposes and will have no impact on the business or our clients.

CivicPlus continues to implement new technologies and services to maintain the highest standards of excellence and efficiency for our clients. Our commitment to deliver the right solutions in design and development, end-user satisfaction, and secure hosting has been instrumental in making us a world leader in government web technology. We consider it a privilege to partner with our clients and provide them with solutions that will serve their needs today and well into the future.

Company & Contact Information

Contact Information

Lisa LaNoue
CivicEngage Account Executive
lanoue@civicplus.com
Direct Line 785-477-8604

Primary Office

302 S. 4th Street, Suite 500
Manhattan, KS 66502
Toll Free: 888-228-2233
Fax: 785-587-8951

Legal Information

CivicPlus, LLC
Converted in State of Kansas,
January 2019
f/k/a CivicPlus, Inc. Incorporated
State of Kansas, June 1998

Company Website

www.CivicPlus.com

Ancillary Offices

Boxborough, MA
Dunwoody, GA

Demonstrated Financial Stability

On the following page, we have included a letter from our bank stating our good financial standing. If required, additional financial documents can be provided later in the process with the understanding that it would be treated as confidential.

Financial Stability



1010 WESTLOOP PLACE
MANHATTAN, KS 66502 | 785-587-4000

March 6, 2019

CivicPlus, LLC
302 S. 4th Street, Suite 500
Manhattan, KS 66502

RE: CivicPlus, LLC

To Whom It May Concern:

KS StateBank of Manhattan is pleased to provide this Bank Letter of Recommendation for our valued customer; CivicPlus, LLC. In addition to deposit accounts, we currently extend credit facilities to CivicPlus, LLC aggregating in the low eight figure proportions. All deposit and credit facilities have been handled in a very satisfactory manner.

The company's reported financial position is sound and supportive of current and future credit extensions. We enjoy a strong working relationship with CivicPlus, LLC and are pleased to call them a valued customer.

If you have any questions or require additional information, with CivicPlus, LLC approval, please do not hesitate to contact us.

Sincerely,

A handwritten signature in black ink, appearing to read 'Lowell L. Kohlmeier'.

Lowell L. Kohlmeier
Executive Vice President

LLK/mlr

Project Team Roles



From project management to design and development to training and support, a dedicated project team will assist you throughout the development process to ensure your project's success and your complete satisfaction. Your individual, dedicated team members will be determined just prior to kickoff so we can be sure they will be available to begin your project immediately and work directly with you throughout the entire process. This ensures we deliver the attention and effort you need and deserve to create a website that achieves your vision of success.

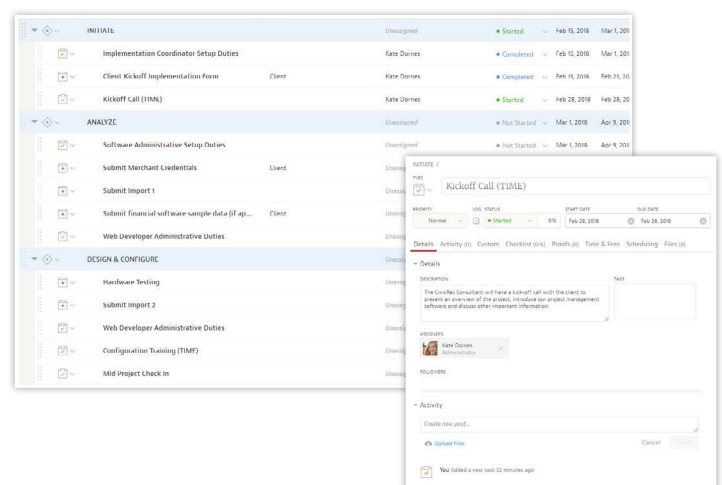
- **Project Manager** – Provides communication, establishes project plan, schedules project resources, facilitates project tasks, ensures requirements are met according to scope
- **Art Director** – Establishes vision for website design, collaborates with graphic design team to create website design to meet your needs, coordinates design application to functioning website
- **Web Content Specialist** – Guides content development process, ensuring application of best practices for usability and accessibility
- **Trainer** – Educates your team to use the CivicEngage content management system, demonstrates effective use of tools and functionality

Communication Venues

Communication between you and your CivicEngage team will be mostly through email and Mavenlink, with some phone calls and virtual meetings to enhance your experience. Mavenlink is our project management software, which offers task management with a multi-level work breakdown structure, Gantt Chart-based project plan, and a focused communication channel.

- Centralized project communication and task management tools in a cloud-based project workspace. Conversations are linked to files and tasks for easy reference.
- Tasks, deliverables and milestones aligned to your specific scope of work.

The tools available through Mavenlink combined with regular check-ins with your Project Manager provide you ample opportunities to review your project, check deliverables and communicate any feedback, positive feedback, or concerns, quickly and efficiently.



Project Team

Our expert project leaders will coordinate qualified specialists who will work directly with you throughout your project development and beyond.



Nick Scherzer – Solutions Director of Citizen Engagement Services

With his experience in creating software and business solutions, Nick manages the product strategy and overall vision for CivicEngage. Keeping our CivicEngage products evolving and positioned for future expansions is a top priority for Nick and his team. This tailored knowledge and leadership provides the best possible web experience for our clients.

Education

BS Management Information
Systems

Resume

Product Manager
Business Systems Analyst

20+ Years of Experience

Software Development



Adam Block – Director of CivicEngage Implementation

Adam oversees the teams responsible for creating your CivicEngage website to ensure you are satisfied with your end product and implementation experience. This includes our implementation team managers, project managers, art directors, web content specialists, and resource teams.

Education

BS Business Administration
Management
Economics

Resume

Lead Project Manager
Financial Services

5+ Years of Experience

Project Management
Business Management
Team Building
Customer Service



Katrina Lewison – Director of Professional Services

Katrina oversees the CivicPlus operational teams to guarantee a comprehensive and coordinated experience for multi-product implementations – CivicEngage, CivicHR, CivicReady, CivicRec, CivicClerk, and CP Connect.

Education

MA Organization Psychology
and Leadership
Master of Public Policy
Administration
BS International Relations

Resume

Product Manager
Manager of Project
Administration
Executive Officer U.S. Army

12+ Years of Experience

Training, Consulting, and Leadership
Policy Implementation
Account and Project Management



Jeremy Wilson – Manager of Client Success

Upon launch of your website to the public, Jeremy will assign a Client Success Manager to your account. Your dedicated Client Success Manager is a specialized team member that will ensure you stay current on CivicPlus solutions. By partnering together, you'll create an ongoing strategy to better engage your citizens by utilizing the tools and products that CivicPlus has to offer.

Education

BS Political Science

Resume

Assistant Manager of Account
Management
Solutions Specialist

5+ Years of Experience

Customer Service
Leadership
Sales
Team Building



Constance Cooke – Director of Technical Support

Constance Cooke manages the technical support team for all CivicPlus products. Upon launch of your new CivicPlus website, any technical questions or issues you may encounter may be reported to your CivicPlus Technical Support Team. This specialized team operates on a 3 tier, product specific, escalation process to report technical issues to the products development team and works hand-in-hand with our Help Center to continually improve online assistance content and best practices information.

Education

BA English, Communication

Resume

Technical Support Specialist
Documentation and
Communications Manager

5+ Years of Experience

Technical Support
Business Management
Team Building
Customer Service



Jim Flynn – Director of Information Security and Infrastructure

Jim is a passionate advocate for Information Security and performs a critical role in aligning CivicPlus Security Strategy with the needs of clients like you. He coordinates and manages our in-house experts on the technical aspects of your project. From data center operations to security and compliance, his team will ensure that your hosting and security needs are met.

Education

BA Computer Information
Systems

Resume

Chief Systems Architect
Information Technology Director
Software Engineer

18+ Years of Experience

Cybersecurity
Network Infrastructure
System and Software Architecture

Municipal Website Design Experience

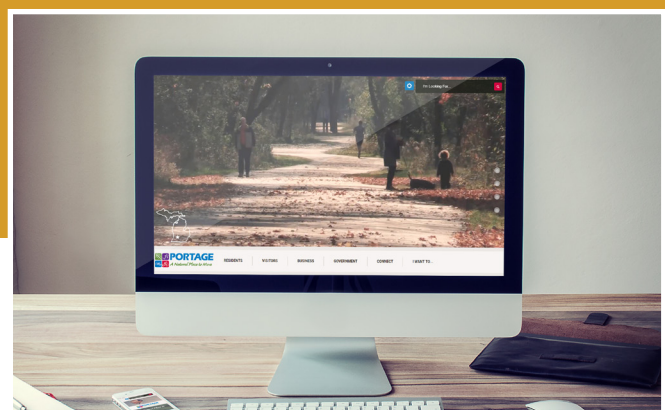


Marietta, Georgia
www.mariettaga.gov
Client since April 2016

Bruce Bishop, Website Manager
770-794-5551 | bbishop@mariettaga.gov



Lowndes County, Georgia
www.lowndescounty.com
Client since March 2014
Paige Dukes, County Clerk
229-671-2440 | pdukes@lowndescounty.com



Portage, Michigan
www.portagemi.gov
Client since January 2017
Mary Beth Block, Communications Manager
269-329-4405 | blockm@portagemi.gov

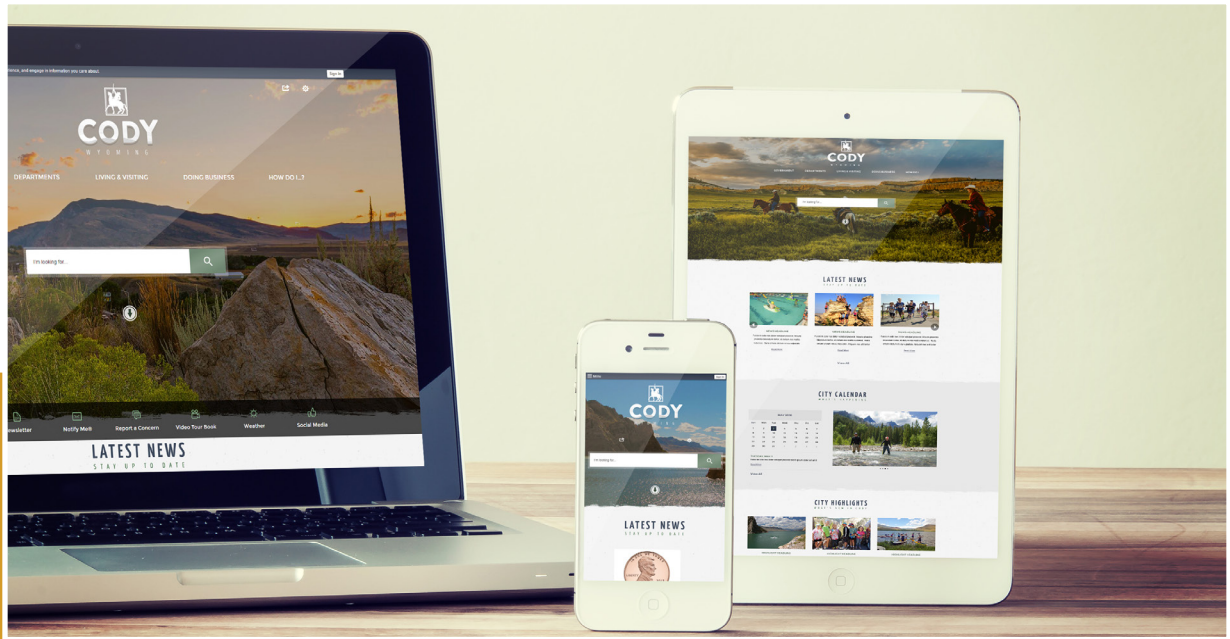
Additional References

Cody, Wyoming

www.cityofcody-wy.gov

Toby Startin, Information Technology Director

307-527-6532 | tobys@cityofcody.com



Greenville, South Carolina

www.greenvillesc.gov

Lori Sondov, Deputy City Clerk

864-467-4441 | lsondov@greenvillesc.gov

Award-Winning Websites

Frisco, Texas

www.friscotexas.gov

2016 SAVVY Award
Digital Interactive - Overall Website
Population 60,000 and Up
From: City-County Communications & Marketing
Association (3CMA)



Roanoke, Virginia

www.roanokeva.gov

2016 Award of Excellence
Digital Interactive - Overall Website
Population 60,000 and Up
From: City-County Communications & Marketing
Association (3CMA)



McKinney, Texas

www.mckinneytexas.org

2017 TAMI Award
Technological Services - Website
Population 100,00 and Up
From: Texas Association of Municipal Information
Officers



Fuquay-Varina, North Carolina

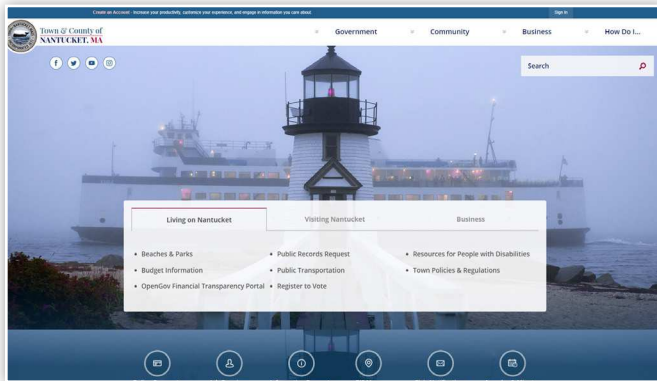
www.fuquay-varina.org

2016 Excellence in Communications
First Place
Communications Technology - Website
From: North Carolina City & County
Communicators (NC3C)

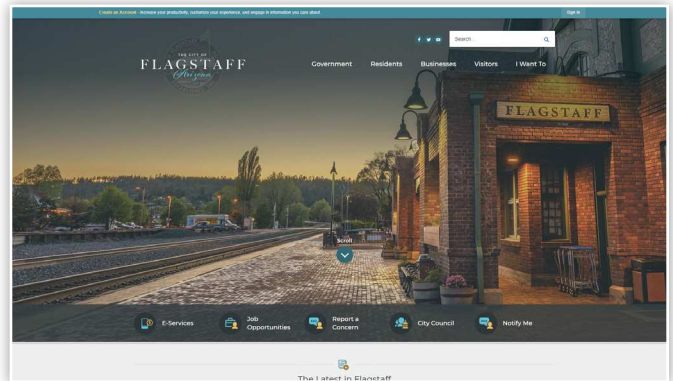


Design Portfolio

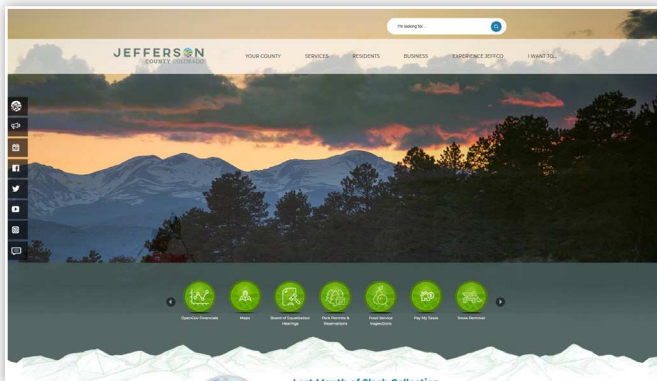
The included design portfolio will provide you an idea of the different directions we can take your creative design. Please note that not all parties listed have agreed to be contacted for reference.



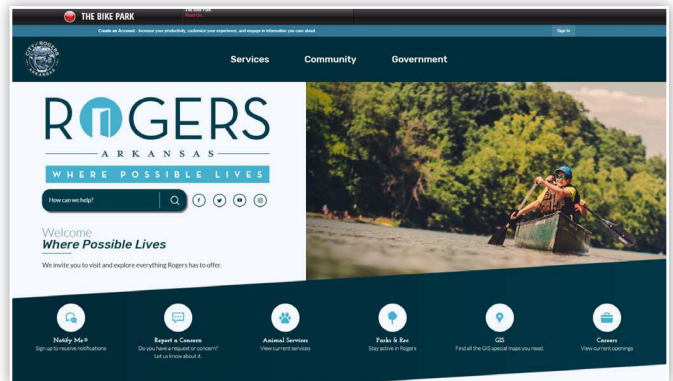
Nantucket, Massachusetts
www.nantucket-ma.gov



Flagstaff, Arizona
www.flagstaff.az.gov



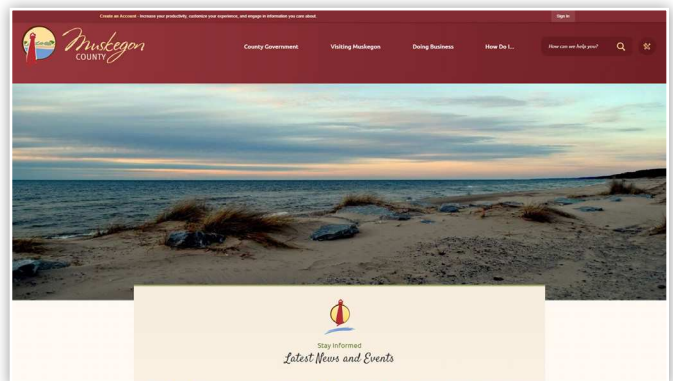
Jefferson County, Colorado
www.jeffco.us



Rogers, Arkansas
www.rogersar.gov



Carbondale, Illinois
www.ci.carbondale.il.us



Muskegon County, Michigan
www.co.muskegon.mi.us

Project Development Approach



Typical Project Timeline: 16 – 30 weeks

Design creation, accessibility/usability guidance, content optimization, and dedicated training – CivicPlus delivers all of this and more during the development of your new website. Your exact project timeline can vary based on determined project scope, project enhancements purchased, your availability for meeting coordination, action item return/completion, approval dates kept, and other factors. Project timeline, tasks, and communication will be managed and visible to you via Mavenlink – our project management software. Based on our experience, the estimated timeline for the successful completion of your CivicEngage project is approximately 30 weeks.

1

Initiate

~3 – 5 Weeks

2

Analyze

~3 – 7 Weeks

3

Design & Configure

~5 – 8 Weeks

4

Optimize

~2 – 4 Weeks

5

Educate

~1 – 2 Weeks

6

Launch

~2 – 4 Weeks

Phase 1: Initiate

Project Kickoff Meeting

During the Project Kickoff Meeting, your project manager will perform introductions, detail items needed from you, provide a high-level overview of the development process, and introduce you to the tools and resources used to manage the project.



Planning & Scheduling

Your project manager will create a comprehensive project timeline based on your project scope and specific needs. CivicEngage will schedule the design, content, development, and training resources needed to implement your new website to ensure on-time completion of your website project.

Phase 2: Analyze

Design Discovery & Content Preparation

The CivicEngage Team will collaborate with you to determine the goals and objectives you would like to achieve with your new website and use that information to develop a strategy for your content and design. CivicEngage professionals will outline our best practices and standards, and you will work with your project team to determine how you want your website to look, feel, and function.

Mood Board

Your Project Team will present a custom mood board reflecting the color and imagery that will set the tone for your design. A mood board is a collection of colors, textures, images, graphics, text, and descriptive words. A greyscale layout will also be provided, indicating the overall placement of design elements. Once approved, these design features will be used to develop the design concept for your website.

Phase 3: Design & Configure

Design Concept Development & Review

You'll be presented with a design composition – a JPG rendering of the website design. You will have the opportunity to evaluate the presented design composition and collaborate with the CivicEngage Project Team on proposed changes. If needed, design composition revisions can be made before the approval deadline that you and your project manager agree upon in your timeline.

Content Migration & Optimization

During the previous phases, your staff has the role of updating the content on your current primary site based on CivicEngage recommendations. This existing content will then be migrated to your new site and "touched up" to ensure the formatting matches your new website design.



Website Reveal

The CivicEngage Team will present to you a completed website featuring your approved design and finished content.

Phase 4: Optimize

Website Finalization

You will evaluate the completed website and confirm expectations were met in accordance with the Statement of Work and the goals outlined have been achieved. The CivicEngage Team will work with you to prioritize and plan any final needs for the website.

Phase 5: Educate

User Training

Our goal is to give your staff the skills and tools they need to quickly and easily keep your website current. CivicPlus will provide one day of online training for six staff members to equip your staff with the knowledge and comfort level needed to prepare your website for launch and maintain it in the future.

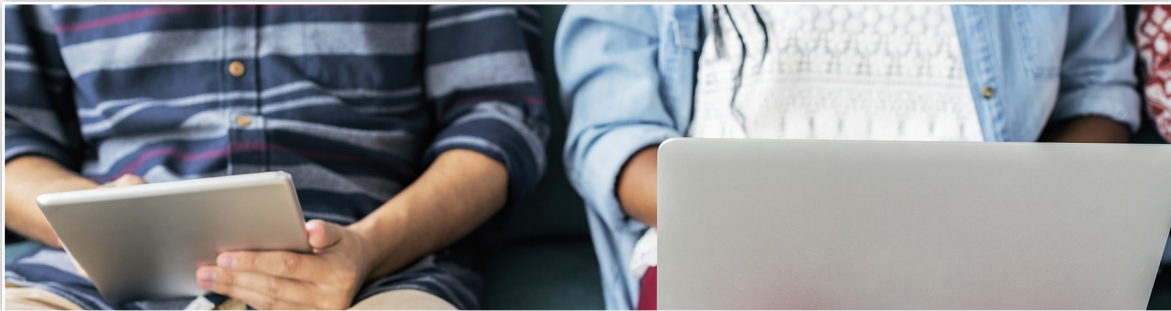
Regardless of technical ability, we will help your staff gain the confidence to effectively use and maintain your website. The training session will utilize your production website, so users are familiar with your specific configuration and you get real, hands-on learning opportunities.

Phase 6: Launch

Launch Preparation

This is an exciting time – it is the last step before your new site launches! Your Project Team will provide you with a pre-launch checklist to complete and ample time to complete any updates before your website launch.

During this time, you will be able to add, create, and make adjustments to content on your production site, as well as ensure overall satisfaction with your website.



Website Launch

After website launch confirmation is received, your domain name is directed to the newly developed website and your beautiful new website is made available to the world.

Your Role

We will need your help to create the best possible website for your community. During the process, we will ask for you to complete various action items in that effort.

Client Deliverables

At the beginning of your project, we will ask you to complete and submit the following to help us get started:

- **Photos for Design** – 10 to 15 high-quality photos you would like used in the overall design of your website
- **Logo(s) & Branding Materials** – Any logo(s) and/or seal(s) to be used in your website design, along with any color specifications or brand standards we will need to use
- **Website Statistics** – Analytics to be utilized in reorganizing your website content/navigation and determining design needs
- **Design Discovery Form** – Used to specify your design preferences and evaluate design maintenance capabilities
- **DNS Form** – Technical information needed to set up the domain name(s) for your new website

Review & Approvals

During the development process, you will be asked to review and provide official approval for the following:

- Project Timeline
- Mood Board
- Design Concept
- Training Date
- Final Website Approval
- Website Launch

Content Updates & Maintenance

Your Web Content Specialist will provide you with tasks related to:

- Updating your website content in preparation for migration and optimization
- Tracking website updates to be completed during your training session

Training Preparation

To get ready for your CivicTraining session, you will want to:

- Update your web browser to the most recent version (Chrome is recommended.)
- Compile a list of your website users and desired permission levels
- Reserve training location and necessary resources - computers, conference phone, etc.

Website Redesign Details

Scope of Work

- CivicPlus will provide a new design for your homepage.
- CivicPlus will provide one coordinating design for your interior pages. Individual department pages will not receive custom designs.
- CivicPlus will migrate pages, documents, and modules from your existing site to your redesigned website.
- CivicPlus will apply new site styles (colors and fonts) to migrated pages.
- CivicPlus will provide a one-day webinar training session for up to six individuals.

Project Development

Consulting, design, usability guidance, programming, secure hosting, and dedicated training – CivicPlus delivers all of this and more during the development of your new website. The typical redesign project timeline is 16-30 weeks from the date of the completion and submission of the request client deliverables – photos for design, logo(s) and branding materials, and Design Discovery Worksheet. Your project manager will prepare your project timeline based on your agreement to a due date for the completion of these items.

Key Dates

Initial Design Revisions

You will be asked to submit your change requests via email approximately one week after your Initial Design Presentation. In order to provide you with ample time to complete an additional iteration of design revisions, you will need to submit your initial revisions by the date indicated on your timeline. CivicPlus will complete and return revisions to you within five working days. This process will be repeated until you are ready to give final approval of the design.

Final Design Approval

The final design approval date is the date on which we need your written approval of your design concept. If we are still working through revisions and are unable to approve the design on this date, it can be extended. Extending the approval date will require us to reschedule design application/programming with our Website Development team. This will cause an extension of the entire timeline, including your production website available date, training date(s), and website launch.

Content

CivicPlus will make an exact copy of your website on a pre-determined day. Any content added to your current website after this date will not be available on your new production website. Our content team will touch every published page of your website to ensure all information has transferred without error. The process ensures that each page has proper formatting, menu structure, and site style.

Production Website Completion

You will be provided with the URL and login information for your production website on or before the production website available date on your timeline. This production website will feature your approved design and completed content. This is the site that will launch at the end of the project but is made available prior to launch so you can see the design on a working website and make updates. You will be able to login to begin updating modules (News, Calendar, Agenda Center, etc.) as soon as the production website is provided to you, but should refrain from editing pages until after your training session.

Training

CivicPlus redesigns include a complimentary training session to detail the upgrade you receive with your redesign. You have six seats reserved for this live training that will include one day of instructor-led training. You will use your production website for the training session. The following topics will be covered in this training:

- Editing pages using the WYSIWYG live editing tool
- Adding, deleting, modifying, and moving pages in the menu
- Utilizing content widgets to customize page content
- Utilizing module widgets to integrate module content
- Basic module training: Document Center, News Flash, Calendar, FAQs, Quick Links, Form Center, and Info Advanced
- Q&A time with instructor



Website Launch

Your project manager will reach out the week of your website launch to confirm you are still comfortable with the date. If you would like more time, we can easily move this date.

When you are ready to launch, your project manager will schedule a date and time. You will not need to do anything to complete the launch process. Our Systems Administrator will initiate the launch when scheduled.

Content Migration Process

The Focus

At CivicPlus, our #1 focus in developing your website's content is its usability, because we want to make it easy for your website visitors to quickly find what they're looking for so they can accomplish their task and move on about their day. We strive to build a bridge of communication between local government and citizens and work to make your new website as citizen centric as possible.

We also want to make managing your content easy for you. Our intuitive Aurora platform allows you to easily copy, move, remove, or otherwise alter content. As a part of that, our internal search engine and site maps are optimized to help you find your content quickly and easily. We base our content development best practices on usability, consistency, Americans with Disabilities Act (ADA) and WCAG compliance standards from leading industry experts like HowTo.gov, and the Research-Based Web Design and Usability Guidelines (PDF) from Usability.gov.

The Process

The Content Migration process is a manual process that is performed by our team of Content Developers. The Content Developers pay close attention to how the information is organized, structured, and presented so that your website is easy-to-navigate for people who aren't familiar with government.

You will have the opportunity to discuss the content migration process with your Project Manager and choose either a high touch or low touch approach based on your needs.

- High Touch: With our High Touch approach, we re-format your content by applying our Best Practices, breaking it up, adding bullet points to call out important information, and adding headings to help guide your users through your content. We edit your content for basic grammar and punctuation. (Note: we do not re-write your existing content or create new content.)
- Low Touch: The Low Touch approach is the option to choose if your site's content is already very deliberate and suitable for your community. With this method, we would ensure that your navigation and page content were left very similar to your current site, only changing what we find is not usable or accessible for the end-users (citizens).

Highlights of your content development experience include:

- Evaluation of content and structure on existing website
- Optimization of current content into CivicEngage
- Assistance in migrating or managing content
- Optimization of current navigation structure to allow visitors to find what they need quickly and easily
- Automated Quality Control review
- A Final Content Report complete with recommendations for how to take content to the next level of serving citizen needs
- Access to CivicPlus' Content Best Practices and information to help guide you through maintaining and making additions to your content

Accessibility

ADA Section 508 Compliance

We provide highly compliant sites based on WCAG 2.0 A and AA guidelines, which encompass and surpass ADA accessibility requirements. Our focus is to provide a high degree of compliance with WCAG 2.0 A and AA, which maximizes accessibility for all users while providing freedom to create a visually rich and appealing site.

Our approach for each website includes the following steps to provide you a compliant and accessible website:

- We will deliver you a site that meets ADA (Section 508) and WCAG 2.0 A and AA levels.
- Our trainers will use CivicPlus best practices to teach your staff to keep your content and design elements accessible and up-to-date with the latest ADA/WCAG standards.
- Any new regulations that require code changes are done automatically for you and we perform code changes quarterly with no additional effort required from you.
- Our product team closely follows changes in regulations and updates our best practices as well as provides regular updates to clients via our CivicPlus website, blog articles, webinars, and other publications.

We will deliver a compliant website and training to provide you some tools that will help you maintain compliance after launch including:

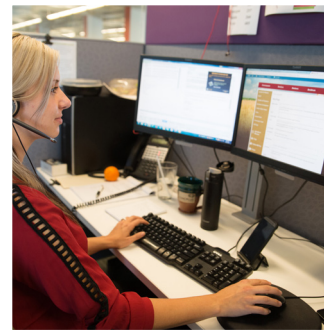
- **Accessibility Checker** – scans content in the editor widget, NewsFlash, and FAQs for any accessibility issues so you can correct them before publishing.
- **Accessibility Checklist** – assists in reviews of your site's design and content.
- **Best Practices** – helps your team take personal responsibility and accountability for your web pages.
- **Ongoing Scans** – we think it is a best practice to occasionally scan your site to check ongoing compliance.

CivicPlus also partners with AudioEye to provide a suite of accessibility tools and services at a discounted rate to our clients. Additional details and a quote can be provided upon request.

Continuing Partnership

CivicPlus has a dedicated Client Success team to help you implement the tools needed to successfully meet the level of community engagement that you desire. Upon website launch, your Client Success Manager will continue to provide you with further information on how to utilize the tools in your new website. Lisa will also keep you informed of new CivicPlus products and ways to optimize your site.

Support and Maintenance



Around-the-Clock Service & Support

With technology, unlimited support is crucial. Our live support personnel based in the United States are ready to answer your staff members' questions and ensure their confidence. When you choose CivicPlus, our knowledgeable staff is available from 7 a.m. to 7 p.m. (CST) to field your calls, emails, and live chat. Emergency services are available free of charge after regular hours with our on-call staff 24-hours a day.

CivicPlus is also proactive in identifying any potential system issues. Through regularly scheduled reviews of site logs, error messages, servers, router activity, and the internet in general, our personnel often identify and correct issues before they ever affect our clients' websites.

Technical Support

- Dedicated support personnel available 7 a.m. – 7 p.m. (CST) Monday – Friday (excluding holidays)
- 4-hour response during normal hours
- 24/7 emergency support

Maintenance

- Full backups performed daily
- Regularly scheduled upgrades, including fixes and other enhancements, and OS system patches

In February of 2019, CivicPlus Technical Support was presented with a Bronze Stevie® Award in the Front-Line Customer Service Team of the Year – Technology Industries category in the 13th annual Stevie Awards for Sales & Customer Service.

The Stevie Awards are the world's top honors for customer service, contact center, business development, and sales professionals.

www.civicplus.help - The CivicPlus Help Center

CivicPlus clients have 24/7 access to our online Help Center where users can review articles, user guides, FAQs, and can get tips on best practices. The Help Center also provides our release notes to keep you in the loop on upcoming enhancements and maintenance. The Community Forum allows your staff to interact with each other, send CivicPlus feedback and suggestions for future system enhancements, and view trending topics.

System Ownership

After full and complete payment, the City will own the customer content (defined as website graphic designs, the page content, all module content, all importable/exportable data, and all archived information relevant to the work and deliverables). Intellectual property of the CivicPlus CivicEngage Content Management System (CMS) will remain the property of CivicPlus. If the contract is canceled due to Hapeville's wishes, CivicPlus support staff will take all of the content and information, store it in a file location, and help to make a smooth transition to the new hosted solution. In the unlikely event that CivicPlus goes out of business, Hapeville will be provided with an electronic copy of the site.



Scheduled Maintenance

Our maintenance window is from 10 p.m. CST Saturday nights to 6 a.m. CST Sunday mornings. Any maintenance on servers are regularly scheduled to occur during this time unless an out-of-band maintenance is warranted. All critical updates are applied after testing unless they are a very high security risk in which they will be applied out of band. All others are evaluated and installed if needed. Sites are normally available during this window period. If there is an event that requires no risk of any downtime, it can be communicated through support or your client success manager that you do not wish to receive the pushes, and it can be scheduled for a later date.

For additional information on the subject of ongoing operations and maintenance, please refer to the "Continuing Services" section on page 20 of this document.

Training Differentiator

While other companies may show you the fields and the steps needed, our trainers know the business processes behind the work being done on the site and they help clients understand the process and steps they need to complete from start to finish. We teach users how to use the system, how to leverage it to increase department efficiencies, and how to increase citizen engagement.

Our goal isn't just to train your staff, but to increase the use of the website, reduce incoming call volume and walk-ins, and help internal staff to maintain it the easiest way possible all while ensuring your site remains service-oriented and citizen-focused. We also teach best practices, ADA requirements, image optimization, and much more.



Typical CivicTraining® Plan

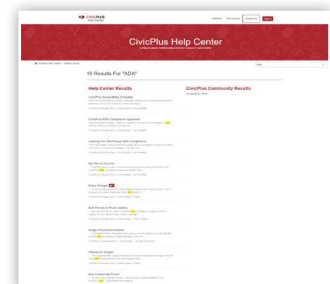
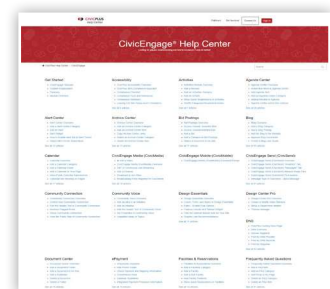
Your CivicTraining plan will be customized to the needs and skill levels of your site users and administrators on your CivicPlus website. All training sessions will utilize your production site, so users are familiar with your new site and managing the CivicEngage content management system software.

For more information on the specifics and extent of CivicTraining plan included with your redesign, please refer to page 17 of this document.

We want your website to be an investment that holds its value over time rather than a big expense that you have to budget for every few years. We apply this same thinking to our approach toward training and support. After the launch of your website you should be able to keep current staff as well as new hires trained and supported as they update and maintain your site. CivicPlus offers ongoing training and support, as well as the incredible interactive community of more than 3,500 other municipalities that use the CivicEngage CMS. Stay up to date and always informed with unlimited access to the CivicPlus Help Center.

With CivicPlus Help Center, you can:

- Access online training manuals and videos to learn the tips, tricks, and processes to become the expert at creating the best website for your users
- Attend webinar series for refresher trainings or for sneak peeks at the newest features and functionality in development
- Share ideas and contribute to bettering our community through opinion polls, surveys, and group discussions
- Stay up to date on the latest trends in web technology, design, and government processes through blogs, webinars, and informational updates tailored to local government professionals
- Access our always-available online support center for our clients that is easy to navigate with predictive search
- Sign up to be a part of the CivicPlus beta testers to get your hands on the newest features and functionality first



Upgrade Testing

The CivicPlus Development Team develops software using the Agile development methodology. We currently work in 2-week sprints with several teams addressing new functionality and services and additional teams and select members dedicated to software fixes and minor enhancements. Prior to any software update or rollout, all code changes go through an internal testing process which includes an alpha testing phase, a beta testing phase, and a final Release Candidate testing phase. Separate internal servers, isolated from our client hosts, are used for these various stages of testing. At times, we do ask for Beta clients to test our Release Candidate on their site. This is an opt-in program. At any time during these testing phases, any member of the CivicPlus team can report an issue that needs to be addressed before rollout, essentially removing the product from the deployment schedule.

A separate and isolated testing environment that mirrors our production servers is maintained for internal testing of not only our own codebase, but any updates to the host operating system as well. All updates are logged and tested prior to rollout to ensure compatibility with our CMS.

Software Licensing

CivicEngage is a web-based, SaaS model and provides Hapeville with unlimited user access. The Annual Services fee includes the CivicEngage CMS, support, hosting, and maintenance. The Annual Service fee is a fixed fee that will be subject to a 5% technology fee uplift beginning in Year 3. CivicEngage doesn't require any additional software downloads outside of Hapeville's browser preference.

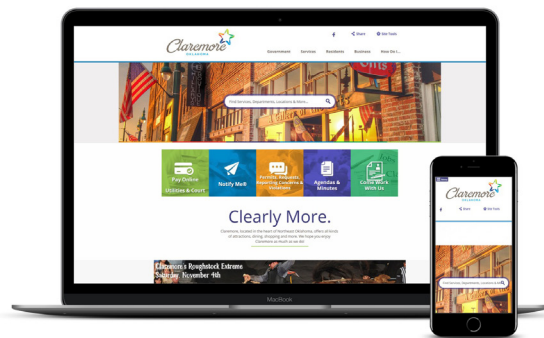
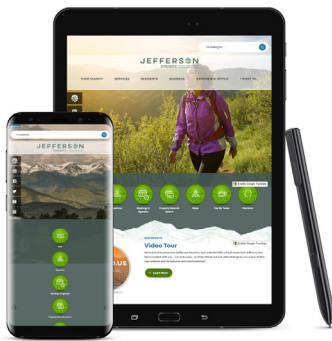
Site Design



Responsive Design

As part of providing industry-leading technology, responsive design is included with your CivicPlus site. With responsive design, your site adjusts to the screen size regardless of what device is being used. CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome. This flexibility provides a seamless user experience.

Jefferson County, Colorado | www.jeffco.us



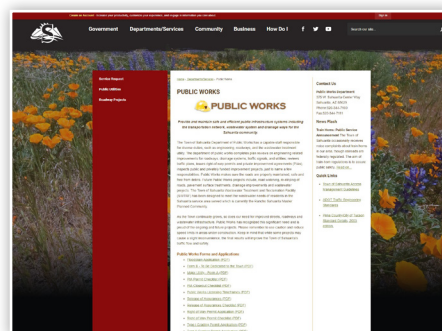
Claremore, Oklahoma | www.claremorecity.com

Page Designs

After your design concept and direction has been determined with your Art Director, one overall design template featuring your City's branding and chosen aesthetics will be created incorporating both a homepage layout and an interior page layout. Page layout options are available within the Online Page Editor content creation functionality. Those layouts are separate from the overall design of the site, though they do reflect font sizes and styles associated with the various heading levels and content types. Unlimited pages can be created with the CivicEngage CMS.



Home Page



Interior Page - Public Works

Dynamic Page components such as Quick Links, Events Calendar, FAQs, Opinion Poll, News Flash, and others, may be placed on any page and will help dedicated areas of the site appear as its own website. For example, the entry page for your Parks and Recreation Department can be customized with specific lists of events, FAQs, and news announcements pertaining to that department.

CivicEngage CMS



The CivicEngage CMS is robust and flexible with all the features and functionality you need today and in the future. Developed for organizations that need to update their site frequently, CivicPlus provides a powerful government content management structure and website menu management system. The easy-to-use system allows non-technical employees to easily update any portion of your website with ease.

Each website begins with a unique design developed to meet your specific communication and marketing goals, while showcasing the individuality of your community. Features and capabilities are added and customized as necessary, and all content is organized in accordance with web usability standards.

User Interface

CivicEngage's intuitive interface empowers your staff in more efficient ways. Based on client input and extensive testing, the CivicPlus team has created a clean, crisp, updated look and feel for the administrative side of CivicEngage. It's sleek, streamlined, and designed specifically to make your job easier.

All CivicPlus Trainers and Consultants are UI/UX certified to ensure they deliver the best experience for our clients and their end users.



The CivicPlus Platform

The CivicPlus Platform helps municipalities streamline their processes while also enabling robust solutions and integrations. We continually add new functionality and features to the platform to further connect your solutions.

Features

- Single Sign-On (SSO) to all your CivicPlus products
- Easily access all your CivicPlus products and integrated solutions from one dashboard or toolbar
- Strengthened password and user security
- Access to a continually growing set of APIs in order to better connect your organization's processes

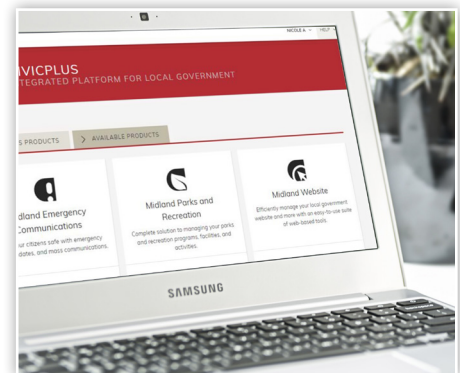


Table 1 - CMS Features

Component/ Module Name	Function	Offered (Yes/No)	Vendor Comment
Browser Based Administration	Create, edit, or delete and template-based web pages and news updates	Yes	No installation of programs or software needed, meaning you and your staff can update the site from any Internet connection or platform (Mac or PC) at any time.
Calendar	Update/publish calendars w/ optional ability to import Google Calendar feeds	Yes	Utilize the Calendar Module & Zapier to create a connection between a calendar such as Google or Office 365 to your website calendar.
Departmental Home Pages	Ability create landing pages for associated municipal departments	Yes	Use Dynamic Page Components to create department-specific landing pages for your departments.
Directories, Listing for Staff	Dynamic content	Yes	Use the Staff Directory and Dynamic Page Components to display detailed contact information for your staff and various offices.
Document and File Repository	Upload/download capability, back-end ability to search within	Yes	Any documents or PDF's uploaded in a readable format or converted to PDF within the system are searchable on both the citizen facing and administrating side of the website.
Publicly Warned Meeting Document Management	Create, manage, and host agendas, minutes, and other relevant documents	Yes	Create and display agendas and minutes for various organizations or departments with Agenda Center.
Search / Archive Center	Searchable solution for live or archived content, documents, and news updates (internal site search engine).	Yes	Intuitive & predictive keyword search functionality is within the website, not outside search engines.
News Updates	Online publishing of blog-style news updates with email subscription capability	Yes	CivicEngage includes the new flash module & Blog module with e-notification capability.
Alerts & Emergency Notification	Front page solution for emergency notification updates with a registration widget and the ability to share via social media	Yes	CivicEngage includes the Alert Center for a front-page solution and Notify Me to send messages to subscribers.
Interface to existing systems and databases	Integration or links to Interactive GIS, Smartgov, Land Records Portal, Google Suite, etc.	Yes	These items can be easily linked to or embed within a page of the website.
Recreation Programming/Event Registration & Facility Management	Web-based registration software for Recreation and facility rentals	Yes	CivicEngage includes both an Activities and Facilities module. We also offer CivicRec for a more robust solution.
Online Payment Solution	Secure online transaction by department	Yes	We also offer electronic payments.
Survey/Polling Capability	Web-based software for polling, surveys, and answer tracking (or capability to embed third-party programs)	Yes	CivicEngage includes a fully robust Form center
RFP/RFQ/Bid Posting	Dynamic content	Yes	CivicEngage includes the Bid Postings module.
Integrated Human Resources Solution(s) for Employment Opportunities	Applicants can view job openings and apply (fill out applications, attach resumes and documents) to submit electronically via website.	Yes	CivicEngage includes a basic Job Posting module that can utilize our Form Center for applications submissions. We also offer a more robust standalone Human Resources solution with additional security for personal information.
Security Integration	SSL encryption	Yes	All of our sites carry an SSL certificate since 1/1/2018
Video Hosting	Ability to embed third-party videos	Yes	Videos can be embedded or iFramed on any page.
Site Statistics	Integration of comprehensive analytical status reports	Yes	Matomo (formerly Piwik) or Google Analytics
Sitemap	Dynamic	Yes	
Mobile Browsing	Website can be accessed from any mobile platform	Yes	Your site will be 100% mobile responsive.
Online Forms	Forms, publishing, and tracking with email forwarding capability	Yes	Included in our Form Center Module.
Photo Center	Optional - Display community photos in a central location on website	Yes	All your photos can be held in the Photo Gallery.
Multi-Lingual Support	Dynamic content	Yes	This will be achieved via Google Translation.
Printable Pages	Print-friendly function	Yes	All pages and forms have print-friendly features.
Social Media Interface	Facebook and Twitter feeds	Yes	This can be accomplished via iFrame/embed on a page.
Real Estate Management	Properties – commercial or residential – can be organized by and searched	Yes	CivicEngage includes the Real Estate module.
Sideshow (Photos/Banners)	Dynamic image/ video display	Yes	Utilize the Slideshow widget for video and image displays.
Volunteer Management & Registration software	Provide web-based software or enable third-party embeddable portal(s)	Yes	This can be accomplished via iFrame/embed. We also have CivicRec for a more robust solution.

Features and Functionality



Modules & Tools

Activities – Create activities and accept registrations while integrating with other CMS modules.

Agenda Center – Create and display agendas and minutes for various civic organizations.

Alert Center – Post emergency or important information on your website to notify citizens via email and SMS.

Archive Center – Store and retrieve agendas, minutes, newsletters and other data-driven documents.

Bid Postings – Post your bids with this easy-to-use tool.

Blog – Post opinions/information about various community topics and allow citizen comments and subscriptions.

Business/Resource Directory – List municipal contact information and community resources.

Calendar – Create multiple calendars and events to inform citizens of upcoming activities.

Carousel Widget – Present more impactful information with easier navigation in a single page element that can hold up to 10 clickable rotating groups of 1-3 widgets.

Citizen Request Tracker™ (CRT) – Allow users to report a problem and provide follow-up communication with the point of contact.

Community Voice™ – Interact with citizens about projects in your community.

Document Center – Organize and house documents in one central location.

ePayment Center – Create a secure, PCI-compliant payment gateway for your online services with our opt-in service, CP Pay. Additional fees apply.

Facilities & Reservations – Showcase community facilities and allow reservations online.

Form Center – Create custom online forms that can be completed and submitted online.

Frequently Asked Questions (FAQs) – Answer the most frequently asked questions from your visitors.

Job Postings – Post available jobs online and accept online applications.

My Dashboard – Allow users to personalize their dashboard to stay updated on news, events, and information they care about.

Notify Me® – Send out unlimited mass emails and SMS messages to subscribers of specific lists. (Includes 50,000 messages annually)

News Flash – Post organizational news items that are important to your citizens.

Opinion Poll – Interact with your site visitors by posting various questions and polls.

Photo Gallery – Store and display photos.

Quick Links – Place links on any page using your WYSIWYG editor that let your visitors find what they need quickly.

Spotlight (Advanced widget) – Highlight important text or widgets in a compact, easy-to-update tool.

Staff Directory – Share detailed contact information for your staff and offices.

Social Networking

CivicPlus understands the importance of Gov 2.0 and how social networking sites like Facebook and Twitter help governments connect with their residents in unique and innovative ways. Many CivicEngage modules can be integrated into your Facebook and/or Twitter profile to automatically post information like news items, calendar events, and more. CivicEngage can also incorporate available, compatible social media feeds and widgets into the design of your new website to create a social media hub.

Administrative Features

Automatic Alt Tags – Built-in features allow ongoing ADA compliance of your site.

Browser Based – No installation of software needed. Update the site from an internet connection and any platform (Mac or PC).

Content Creation – Easily add new content, edit old content, and keep page layout consistent through use of our What You See Is What You Get (WYSIWYG) editor.

Content Scheduling – Any material in the system can auto-publish and auto-expire.

Content Versioning – An archive of all published content to access and review previous versions.

Dynamic Breadcrumbs and Site Map – Dynamic breadcrumbs are automatically generated and used to show a visitor's location within the site. The site map is dynamically generated and automatically updates to reflect new navigation if changes are made.

Dynamic Page Components – Events Calendar, FAQs, Opinion Poll, News Flash, and other new features may be included as dynamic page components and may be placed on any page.

History Log – Track changes made to your website including items in your Page Menu, Archive Center, Document Center, and more. History Log information is searchable, sortable, and exportable.

Intranet – Use permissions to set a secure location on your website that allows employees to login and access non-public resources and information.

Levels of Permissions – Assign staff members to groups with different levels of permissions of access and authority throughout the CMS.

Link Redirects – Instead of sending your users to <http://civicplus.com/248/Awards-and-Recognition>, you can send them to <http://civicplus.com/awards>.

Live Edit – Quickly edit directly on the front-end with point-click-edit access to information. See where your information will be posted before you commit to any changes.

Maps – Maps can be developed by using our native Image Map Editor to create different link areas. Easily embed maps from Google, ESRI, and more using the HTML widget.

Mega Menu – A main navigation menu makes it easy to get to any page on your site with a single click.

MobileAdmin App – A separate app to update your admin functions (Alert Center is included. Upgrade option includes NewsFlash, Calendar, and CRT) from any location using your tablet or phone.

Pending Approval Items – Administrators have direct access to a queue of pending items to be published or reviewed upon login.

Predictive Site Search and Search Log – Powerful site search automatically indexes all content making it easy for visitors to find information. All search words are kept in a log, allowing you to update highly searched information and feature key items.

Printer Friendly – Separates critical content from the site template to provide a clean print without menu structure and banner information included.

RSS Feeds – Real Simple Syndication (RSS) allows patrons to sign up to receive email notifications.

Supported Browsers – CivicPlus websites are viewable in all common browsers. We optimize them for administrative use with Windows 2000+ and in the two most recent versions of major browsers including Microsoft Edge, Firefox, Safari, and Chrome.

Translation – Integration with Google Translate translates web pages into over 100 languages.

Website Statistics – Matomo (formerly Piwik) Analytics provides web statistics for analysis.

Application Programming Interfaces (APIs)

We know that each municipality has unique needs and develops individualized solutions through software, data integrations, and custom programming to meet those needs. We help you to bring these pieces together in a single location. We continue to improve and evolve our CMS to make integrations with our CivicEngage CMS and disparate applications as straightforward as possible. This open architecture approach allows your IT staff and programmers to spend time creating applications and systems that are specific to your community's needs using the site itself as a sturdy platform on which to build.

- **APIs:** CivicPlus offers integration via SOAP and REST APIs. Our APIs are available within the CivicEngage system, which allow your IT staff and developers to build community-specific applications right from your website. Enabling communication between your CivicPlus software and third-party systems provides the flexibility to leverage the capabilities of both. This information exchange between systems maximizes productivity and efficiency, allowing you to do more with your available resources.
- **Integrations:** CivicPlus routinely integrates with other software to maximize the efficiency and effectiveness of our platform. Most integrations are embedded tools, allowing you to seamlessly leverage the technology with no additional steps. Common integrations that help local government organizations are our data integrations with ESRI and Google Maps within our emergency management, facilities management, and activities software. Additionally, our clients utilize analytics tracking offered through Matomo or Google Analytics. CivicPlus also utilizes the robust functionality and options available through Zapier to assist with client integrations.

Functionality Disclosure

As CivicPlus continues to evolve and improve our solution to support our clients' needs and goals, we reserve the right to upgrade, replace, modify, or terminate any of the features and functionality elements listed, at our sole discretion, and when feasible, providing reasonable notice to our clients of any changes. These features and functionality are offered on a gratuitous basis to our clients, with no monetary value per feature, and should any changes be enacted, will not affect any terms in a signed agreement with CivicPlus.

Content Creation

Recognizing that not all site administrators possess high levels of technical expertise, the CivicEngage CMS makes it easy to add new content, edit old content, and keep page layout consistent through use of our WYSIWYG editor.

The page content creation functionality is separate from the overall design of the site; the content will reflect font sizes and styles associated with the various heading levels and content types. Content changes will not affect the design, though the site breadcrumbs, page structure and sitemap will dynamically update upon publish of any content changes.

This front-end edit feature makes updating website content even quicker and easier, as users have point-click-edit access to information, right from the front-end of the website. To edit content, all you have to do is follow the steps below.

- Step 1: Enable the Live-Edit feature and click on the area of the website that you wish to edit.
- Step 2: Make changes to the website, then click 'Save'. Changes are immediately reflected on the site.

A great tool for users to update the website from the public view, CivicPlus' Live Edit allows you to see where your information will be posted before you make any changes. If you would like to move a page under a different department or move the entire department section of your website to a different location, just follow the steps below.

- Step 1: Find the page creation icon and click on the section of the navigation you wish to move.
- Step 2: Drag-and-drop the page or section in its new location. Changes are immediately reflected on the site.

Unlimited pages can be created with the CivicEngage CMS and there is no limit to the depth of pages that can be created. You are responsible for the depth of navigation. With mega menus and dropdown and pop-out menu functionality, you can essentially get to any page on your website within a single click if you desire.

Content Changes & Design

One overall design template is created specifically for the site's homepage and interior pages. Page layout options are available within the Online Page Editor content creation functionality, and those layouts are separate from the overall design of the site, though they do reflect font sizes and styles associated with the various heading levels and content types. Content changes will not affect the design, though the site breadcrumbs, page structure, and sitemap will dynamically update upon publish of any content changes. Should design changes be requested and/or necessary, the site's content – in most cases – should adjust to the new design with little to no content manipulation needed.

Content Scheduling

When creating an entry, simply select the date and time desired for the material to publish and/or unpublish. Material can be set to auto-unpublish or it can be manually retired.

Every aspect of the system has the ability to have expiration dates. These dates are logged in an Expiring Items Report and can have an automatic email sent to you 72 hours before it is set to expire. When items expire, they are unpublished from public view but will remain in the system until someone manually removes them from the archive. This allows you to bring the page back at any time with updated content.

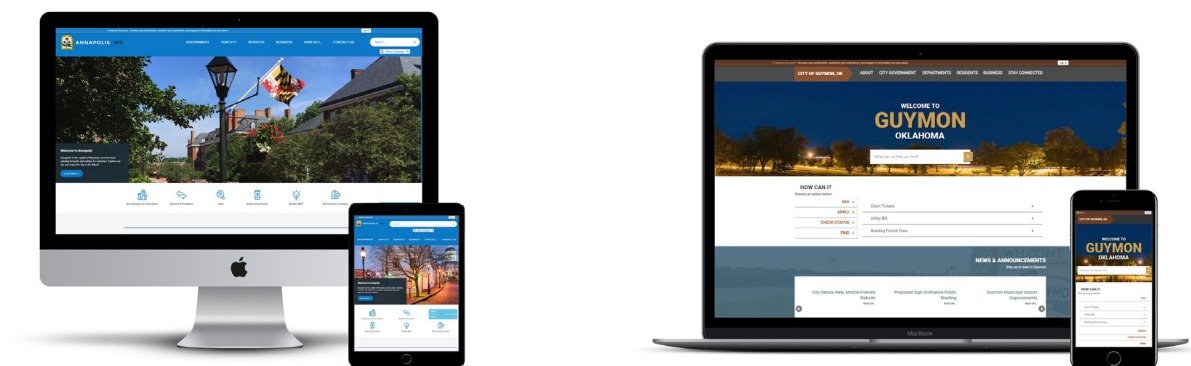
Content Versioning

The CMS includes version control, a history log for reviewing changes made within the system, file locking through our permission system and an archive of all published content so that previous versions can be accessed or used, if necessary.

User Permission Levels

Most information is constantly changing and needs to be updated frequently. With CivicPlus, each department is capable of updating their own content. Even though each department can update their own information and web pages, the menu structure, top of page, banner, and navigation throughout the site remains the consistent.

A central administrator is given the ability to establish groups with specific rights and capabilities to update the website. Users are then assigned to those groups based upon the role they will have in updating the website. Users of the administrative system may be defined as publishers or authors of the content, or as administrators of modules. A central publisher for each department can then approve the pages.



Credit Card Processing

CP Pay™

Opt-in to use CP Pay, our secure, PCI-compliant, standalone payment gateway that is integrated within the CivicPlus Platform. Local governments can use CP Pay within any CivicPlus solution or third-party product. Providing flexible payment solutions, CP Pay offers integrations with commonly used payment gateways in addition to our recommended merchant account gateway partnership, CP Pay Merchant.

Our recommended payment gateway, CP Pay Merchant, will relieve your finance and IT teams of the risk of maintaining and monitoring merchant processing responsibilities and vendor relationships. Take advantage of having all your payment transaction information in a consolidated area, while having the peace of mind that all digital financial compliance requirements are met and your chargebacks and refund requests are being managed for you. Key benefits of CP Pay Merchant include:

- Next-day funding
- Support for the latest secure digital transaction technology with Europay, MasterCard, and Visa (EMV)
- Smart payment transactions (chip cards)
- Consolidated, real-time CP Pay reporting across products and third-party software



Not only does CP Pay Merchant accept online payments, you will also be able to accept secure payments in your office with the OpenEdge Hardware Program for CivicPlus. Because each device is encrypted specifically for the payment gateway, you'll need to leverage devices directly from OpenEdge available for either a one-time purchase or rent. We are happy to assist in your procurement of such devices.

To utilize our recommended merchant account, CP Pay Merchant, separate merchant account fees and 3% + \$0.30 transaction fees will apply. Additional information can be provided upon request.

Supported Gateway Providers

Providing flexible payment solutions, CP Pay also has a number of supported gateways that you can leverage for an additional set-up fee.

Hosting and Security



Redundant power sources and internet access ensures consistent and stable connections. We invest over \$1.0M annually to ensure we adapt to the ever-changing security landscape while providing maximum availability. To help ensure your site is protected at the level you need, CivicPlus' Included Hosting & Security Package is built into your solution.

Your system is monitored 24/7/365. CivicPlus' extensive, industry-leading process and procedures for protecting and hosting your site is unparalleled. From our secure data center facilities to constant and vigilant monitoring and updating of your system, including 99.9% guaranteed up-time (excluding maintenance), we've got you covered. If you experience a DDoS attack or threat, CivicPlus has mitigation and DDoS Advanced Security options that are available to you at the time of event.

Hosting & Security Features

Data Center	Bandwidth
- Highly reliable data center & secure facility - Managed network infrastructure - On-site power backup & generators - Multiple telecom/network providers - Fully redundant network - System monitoring - 24/7/365	- Multiple network providers in place - Unlimited bandwidth usage for normal business operations (does not apply in the event of a cyber attack) - Burst bandwidth - 22 Gb/s
Hosting	
- Automated CivicEngage software updates - Server management & monitoring - Multi-tiered software architecture - Server software updates & security patches - Database server updates & security patches	- Antivirus management & updates - Server-class hardware from nationally recognized provider - Redundant firewall solutions - High performance SAN with N+2 reliability
Disaster Recovery	
- Emergency after-hours support, live agent (24/7) - On-line status monitor by Data Center - Event notification emails 8-hour guaranteed recovery TIME objective (RTO)	24-hour guaranteed recovery POINT objective (RPO) - Pre-emptive monitoring for disaster situations - Multiple, geographically diverse data centers
DDoS Mitigation	DDoS Advanced Security Coverage
- Defined DDoS Attack Process - Identify attack source and type - Monitor attack for threshold* engagement	Not Included. Additional coverage available at time of event. Additional fees will apply.

*THRESHOLDS: Traffic exceeds 25 Mb/s sustained for 2+ hours. Traffic over 1 Gb/s at any point during attack

Hosting Location & Information

Hosting Facility and CMS

- 100% of CivicPlus customers (regardless of city size) host at our dedicated hosting facility
- CivicPlus has a dedicated hosting facility in Kansas City specifically built and maintained for government website hosting and administration
- CivicEngage CMS is web-based software, and with a fully-hosted and maintained solution, there are no versions from which to choose and no annual system upgrades to purchase
- Technical experts at CivicPlus are dedicated to improving and enhancing the existing system

Customer Benefits

- Hosted customers get the benefits of new technologies and improvements in operations, and when problems do arise, a faster response time
- Redundant power sources and internet access ensure consistent and stable connections
- Average uptime of 99.9%
- On-site internet access provides bandwidth up to 22 Gbps
- Regular hardware upgrades ensure that CivicPlus-hosted sites are maintained on the most up-to-date, reliable equipment

Backups and Recovery Plans

- Full backups provided as a regular service for CivicPlus-hosted customers
- All servers backed up daily, weekly, and monthly
- Technical Specifications
- No additional hardware or in-house configurations changes on existing servers
- CivicPlus-hosted sites can be maintained and upgrades provided without coordination
- Technical support and maintenance processes handled more smoothly with sites hosted on our servers
- CivicPlus servers are optimized for our CMS; customers don't need to purchase or maintain additional hardware specifically for your website

More Customer Advantages

- Clients can create and maintain their own web-based applications as individual pieces which CivicPlus can dynamically pull into the website itself
- Hosting with CivicPlus allows customers to maintain their current security preferences on all internal IT resources: no need to open any channels to outside sources for maintenance
- No additional setup or annual charges for hosting with CivicPlus; remote installations incur considerable additional charges due to coordination that must take place between CivicPlus technical staff and client IT staff

Redundancy

CivicPlus maintains a “warm” off-site facility (Phoenix, AZ) for hosting in the event of complete failure of the primary hosting facility (Kansas City). We do have additional, non-disclosed back-up locations in the event additional locations are needed.

System Monitoring & Scalability

Systems are monitored via several methods. Bandwidth is Monitored via Sflow and Zabbix and other open and custom tools. Server availability and performance are monitored via Zabbix and Nagios. Site availability and performance are monitored via Nagios, Zabbix, and custom tool that leverages GTmetrix. Scalability on the web level is possible with multi-tenancy we can run a given site on multiple web servers distributing the load.



Project Pricing Estimate/ Cost for Services



All quotes are priced per project and presented in US dollars. Pricing is valid for 60 days from April 12, 2019.

CivicPlus has endeavored to meet Hapeville's needs and expectations for your redesigned website based on the information provided. This investment proposal is subject to change should additional functionality, custom development, security, escrow requirements, or other design or project enhancements, outside of the included scope, are added prior to contract signing.

Redesign Website Implementation

- New responsive design presented on latest CivicEngage CMS Platform
 - Redevelop Navigation Method (may choose top drop-down or other options)
 - Wireframe Design Setup and Banner Administration
 - Redevelop Graphic Elements of Website (News Flash, FAQs, Calendar, etc.)
 - Project Management, Testing, and Review
 - Content
 - Includes migration of all existing content and retouching of published pages to ensure new site styles are applied and modules are related to feature columns
 - Contact information will be moved to a feature column area if previously formatted in a right contact layout
 - Ensure modules are related to feature columns
 - Content Optimization – move text and images out of editor tables into corresponding widgets to optimize responsiveness
- Note:** Content will not be rewritten, reformatted, or broken up. Additionally, new pages will not be created.
- Spelling and broken links will be checked and updated by our team where possible- additional report will be provided
 - One day of virtual CivicTraining® for up to six staff members

Annual Services

- Included Hosting and Security Package
- Software Maintenance Including Service Patches and System Enhancements
- 24/7 Technical Support and Access to the CivicPlus Help Center
- Dedicated Client Success Manager
- Annual Services are subject to a cumulative annual 5% technology fee increase beginning Year 3 and beyond

Total Investment – Year 1	\$5,770
Annual Services (Year 2 & Beyond)	\$4,275

Project Pricing Estimate/Cost for Services

CivicPlus Project Pricing & Invoicing

CivicPlus prices on a per-project, all-inclusive basis. This type of pricing structure eliminates surprise costs, the uncertainty of paying by the hour, and is overall more cost effective for our clients. It provides you with a price based on the products and features listed in this proposal that only varies if additional functionality of work, outside of the original project scope, is requested. We understand that local governments must look beyond just functionality and that multiple factors come into play when determining which vendor can meet not only your functional needs, but also your budgetary needs. CivicPlus offers:

- **Standard CivicEngage Invoicing** – 30% of your Total Investment – Year 1 fees (detailed on the previous page) will be due at contract signing and the remaining 70% will be due at completion of implementation or at the six-month mark in the implementation process – whichever date is earlier.
- **CPA Invoicing** – The CivicPlus Advantage (CPA) provides zero interest, level payments that divides the Year 1 expense of your project over the first three years of your contract. Each payment also includes your Annual Hosting/Maintenance Services and any technology fees if applicable. This option may not be available with all products offered by CivicPlus.
- **Customized Billing/Invoicing** – Although not available with all products offered by CivicPlus, we will be happy to discuss other billing options with you prior to contract signing and, if feasible, develop a plan that works for both of us. Please contact your sales representative for details.
- **Annual Services** – The annual fee for your first year is included with your Total Investment – Year 1 cost. Subsequent annual invoicing occurs on the anniversary of the contract signing date, subject to a 5% technology fee uplift each year starting in Year 3 of your contract.

CivicPlus wants our clients to succeed in delivering a viable, sustainable, and flexible web environment for their communities and we will work with you prior to contract signing to determine which of our billing processes will meet both your needs for budget planning and our accounting processes.

Optional Enhancements

The following item is not included in your project, but can be provided as a scope adjustment or following the completion of the website development. A quote and additional details can be provided upon request.

- | | | |
|--------------------------------|---------------------------------------|--------------|
| ■ CP Media™ | ■ Virtual Webmaster | ■ CivicHR |
| ■ CivicEngage Send | ■ Identity Provider (IdP) Integration | ■ CivicRec |
| ■ CivicEngage Mobile | ■ Design Center Pro | ■ CivicReady |
| ■ Department Header with Theme | ■ CivicAdvise Consulting Services | ■ CivicClerk |
| ■ Subsite | | ■ AudioEye |

Guarantees/Warranties



Guarantee

After scope is finalized, CivicPlus will work with Hapeville until you are 100% satisfied with the finished product. As a member of the CivicPlus family, your project will be covered for the duration of your partnership with our organization.

Redesign Guarantee

At the end of your fourth year of continuous service with us, you are eligible to receive a basic website redesign with no further out-of-pocket expense. Keep your website fresh, innovative, and up-to-date!



Additional Information



Optional Enhancement – CP Media™

Today's digitally-minded citizens are logging more hours watching online video than ever before, and they are searching for content that ranges from entertaining, to informative. For local governments, video is a powerful mechanism for sharing news and events, encouraging civic participation, meeting transparency requirements, building a brand, recruiting employees, and encouraging citizens to develop a sense of civic pride.



Live Stream:

- Board meetings
- Community concerts or parades
- School sporting events
- Council meetings
- Elected official Q&A sessions
- Press conferences

Live and On-Demand Video Streaming

CP Media is a core component of the CivicPlus Platform and is accessible by all our unified applications, including our CivicEngage website design and hosting solution and our CivicClerk agenda and meeting management solution. With CP Media, you can integrate live or recorded videos of meetings and events anywhere on your CivicEngage website that are easily accessible by citizens from any desktop computer or mobile device—no technical or coding skills necessary.



Immediate availability of recorded videos for on-demand viewing - no additional steps or manual file uploads.



Create event templates for effortless set up of recurring meetings.



Convenient integration with social media platforms including Facebook, YouTube, and Twitter.



Pause live streaming and post a custom message to viewers.



High-definition video for professional quality presentations.



Accommodate unlimited events and viewers.



Link meeting agendas and bookmarks.



Closed captioning support.

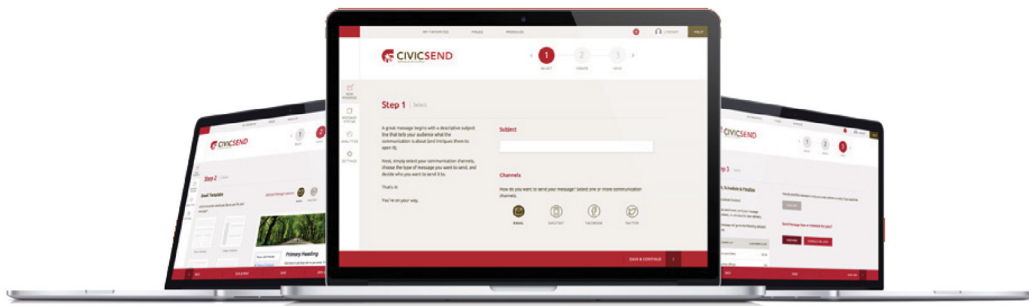


Auto-start recordings of meetings, so video viewers never miss a moment of live proceedings.

Additional Information

Optional Enhancement – CivicEngage Send

CivicEngage Send is a visually rich communication module for government, used to efficiently distribute general (non-emergency) communication to citizens. CivicEngage Send is more than a simple email newsletter tool – it provides CivicPlus clients with a single point of access, via integration with CivicEngage, to multiple communication channels, including email, SMS/text, Facebook, and Twitter. CivicEngage Send centralizes communication, saves administrative users time and improves overall productivity.



Additional benefits of the CivicEngage Send module include:

- Content auto-posts to your website
- Unlimited communication – there is no limit to the number of emails you can send (text messaging rates do apply)
- Template options to make customizing your message quick and easy
- Access to all subscriber lists in your CivicEngage website, including the ability to select multiple lists