



LANCASTER COUNTY

Strategic Session and Interactive Solution Recommendations

June 21, 2017

1201 Infinity Court
Lincoln, NE 68512
402.437.0000

1515 South 75th Street
Omaha, NE 68124
402.930.0000

295 West Broadway
Council Bluffs, IA 51503
712.322.2679

firespring.com



LANCASTER COUNTY

Lancaster County Nebraska is home to nearly 300,000 people. The county government is responsible for providing a wide range of services from law enforcement to the court system. These services are for the benefit of the residents of the county, and those who visit the county.

Lancaster County is seeking to develop a new website to be used to make those services more readily available and easy to locate by residents. This new site will serve as the hub of information for the wide array of services the county has to offer.

OUR APPROACH AND PROCESS

COLLABORATIVE

At Firespring, we pride ourselves on our ability to work seamlessly with clients, leveraging their expertise in combination with ours to create positive results. Our partnership approach is part of what makes us such a good fit for this project. We believe you will find us to be a logical and practical extension of your team, providing constant communication and sharing of knowledge. As with any project, we will look to your team for direction and input throughout the process. By better understanding your stakeholder needs and perspective, we can address any issues. We employ many talented creative and interactive developers and have the expertise to work alongside your team.

COMPREHENSIVE

We understand the importance of getting to know you, your business and your stakeholders before we begin the process of strategy and development. With that in mind, we will meet in person with key management and staff to learn about the many factors that need to be considered. This will help us better understand your organization and its goals and objectives so we move forward in one unified direction. A pre-meeting questionnaire will be provided prior to our meeting to allow our team to have a basic understanding of the project and use meeting time efficiently and effectively.

WEB APPLICATION OBJECTIVES

We understand your objectives to be:

- A site that is modern and beautifully represents the mission of the Lancaster County government and administration.
- A responsive design viewable across all devices.
- An application that facilitates online interaction, making the use of county services easier to obtain.
- A site that allows for divisions of the county government to have a unique section while still maintaining the identity of the overall site.

PLANNING

STRATEGIC SESSION

We follow a results-driven, systematic process that produces effective interactive solutions. During the strategic session, Lancaster County's key team members will meet with a core team of Firespring interactive experts. During this session, we will follow these steps:

- Identify goals and objectives for the application.
- Fully define all desired features of this application.
- Prioritize the features for build out.

INTERACTIVE SOLUTION RECOMMENDATIONS

After completing the strategic session, Firespring will compile a research results document that will serve as Lancaster County's interactive solution plan. We will present the findings and recommendations to your team, providing clarification and confirmation of the plan elements and answering any questions you may have. The plan will serve as a road map, outlining:

- **Visual sample**
The visual sample will serve as a representation of how we envision some of the key pages or interactions discussed in our meeting. It is not meant to be a final draft, rather a quick wireframe to document the approach we see as a good fit at this point in the conversation.
- **Ordered story list with relative sizing**
The story list will represent the features and functionality determined by the group in our meeting. Each item will have a relative size attributed to it and will be generally formatted in the actor-action syntax. For example: "As a user, I can login with my Google credentials."
- **High-level class/model diagram**
The class or model diagram breaks down the software into pieces that will represent segments of data or functionality. This will be used by software teams to understand how the software architecture may be aligned with the way it is intended to be used and to assist with reducing redundancies in code.
- **System architecture diagram**
The system architecture diagram will lay out the data and web layers along with any third party services needed and show how data will flow between them. This will be used by system architects understand how to build out an appropriate and secure server environment to house the application and its intended functionality and data.
- **MVP description and maintenance estimations**
The minimum viable product description will be a brief textual summary of what was agreed upon in our meeting to be the product that contains the smallest feature set while retaining the acceptable business value if it were launched. The maintenance expectations will be our best estimate on the amount of effort the development team is anticipating to keep the application and the system environment secure and up-to-date.

Estimate | \$2,500–\$3,500

Timeline | 2–3 weeks from our initial meeting

BILLING STRUCTURE

Once approved to begin, the projects will be billed at 50 percent of the highest estimated cost of the range(s) chosen with the remainder billed upon completion. Although a budget has been provided you will be billed for the amount of actual time spent on the project. Your account manager will provide up-to-date tracking of the budget so you are aware of the time spent.

This cost proposal is good for 90 days. Sales tax is additional, when applicable. This proposal represents a good-faith estimate. Any additional costs exceeding the budget and scope of this project will be submitted to the client in writing for review and approval.

WHY FIRESPRING

OUR PHILOSOPHY

We've positioned ourselves to do great work by putting together a breadth and depth of in-house expertise that is unmatched in the region. Our team is highly creative without arrogance. Sure, we're proud of what we do, but only when results and happy clients are part of the process.

As Nebraska's first Certified B Corporation, Firespring's highest priority is to create an abundance of positive social impact. Our core purpose is to leverage our people, products and profit as a force for good. Using the greatest resources we have, we execute on that promise via our Power of 3 program.

- 3% of our Products (free products and services to nonprofits)
- 3% of our Profit (cash donations and discounts to nonprofits)
- 3% of our People (every team member volunteers eight hours per month)

Every full-time team member is expected to volunteer at least 96 hours per year for one or more nonprofit organizations of their choosing. In addition, many of the nonprofits that receive charitable donations from Firespring through the Power of 3 program are chosen by a panel of our team members.

OVERVIEW

With more than 250 team members in Lincoln, Omaha and Council Bluffs, Firespring is one of the largest providers of marketing services and products in the Midwest. We offer an unmatched range of integrated print, creative, website and IT solutions in addition to subscription-based software and turnkey marketing tools.

Firespring's top priority is to create an abundance of positive social impact. And we utilize the greatest resources we have to leverage our company as a force for good—our people, our products and our profit.

Firespring opened for business on August 3, 1992, as an AlphaGraphics print shop in downtown Lincoln, Nebraska. In 1996, we launched an internet services division called Level100 Communications and started building websites for local businesses.

In 2001, we left the AlphaGraphics franchise network and became Cornerstone Print & Marketing. We then created a spinoff company called Digital IMS. It was during 2001 that the company was incorporated as a C Corporation.

In 2007, Digital IMS changed its name to Firespring. As a result of our team-centered culture, we were featured in *Inc. Magazine* in 2011 as one of the Top 50 Small Company Workplaces.

In 2012, Firespring moved into its current headquarters at 1201 Infinity Court in Lincoln, Nebraska. In December 2013, we merged with Floor99, a cloud computing application services provider. This merger catapulted Firespring to 100-plus team members for the first time in company history.

In July 2014, we became the first Certified B Corporation in Nebraska, joining TOMS Shoes, Ben & Jerry's, Patagonia and more than 1,500 other companies leading a global movement to redefine success in business. Our B Corp status cements our core purpose of leveraging our people, products and profit as a force for good.

On June 1, 2015, Firespring joined forces with Cornerstone Print & Marketing, 42 and Snitily Carr. The merger enabled us to offer an unmatched range of integrated print, creative, website and IT solutions for nearly 6,000 brands, businesses and nonprofits all over the world.

On June 29, 2016, we announced the consolidation of our Omaha printing and mail marketing operations into one location. Until this time, the Omaha division had operated as Cornerstone Print & Marketing, which had acquired MinuteMan, Copycat, United Enterprises and Mail Marketing in recent years. Jacob North Print & Media Solutions and A To Z Printing were then acquired by Firespring on August 30, 2016. All companies now operate under the Firespring brand.

FINAL THOUGHTS

We are excited about the opportunity to work with you. Our team is ready to put its talents to work to provide recommendations that will reach and resonate with your target audience.

Please contact Andy Bretz at Andy.Bretz@firespring.com or 402.437.0181 if you have any questions or if you would like additional information.

Thank you.