

# Lancaster County, Nebraska

Website Development and Hosting Services  
RFP 18-199

Presented by | Will Spicer, Enterprise Sales Manager



# Investment Proposal Description

All quotes are priced per project and presented in US dollars. Pricing is valid for 120 days from August 15, 2018.

## Website Implementation

- CivicEngage Content Management System
- Custom Design
- Migration of up to 800 Pages of Existing Content for URL: www.lancaster.ne.gov
- Two (2) SSL Certificates
- Eight (8) Days On-Site CivicAdvise Consulting (travel costs included)
- Four (4) Days On-Site Implementation Training for up to 12 Staff Members / Session (travel costs included)
- Logo and Branding Development
- ADFS Integration
- 500 Additional SMS Subscribers for Notify Me®
- Google Analytics

## Annual Services

- Platinum Hosting and Security Package
- Software Maintenance Including Service Patches and System Enhancements
- 24/7 Technical Support and Access to the CivicPlus Community
- Dedicated Account Manager
- Annual Services are subject to a cumulative annual 3% technology fee increase beginning Year 3 (for non-CPA payment projects) and beyond



## CivicPlus Advantage - Alternate Payment Plan

The CivicPlus Advantage (CPA) provides zero interest, level payments that divides the Total Investment - Year One expense of your project over the first three (3) years of your contract. Each payment also includes your Annual Hosting/Maintenance Services. Our CivicPlus Advantage payment plan lowers your initial "out of pocket" expenses dramatically.

1st Year CPA Payment .....	\$47,685	3rd Year CPA Payment.....	\$47,685
2nd Year CPA Payment.....	\$47,685	4th Year Annual .....	\$18,803 <i>(annual + 3% technology fee)</i>

## 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!



## Project Pricing

CivicPlus prices on a per-project basis. We have found that this type of pricing structure eliminates surprise costs and is overall more cost effective. Our goal is not to "nickel and dime" our clients with hidden fees or hourly rates. We have presented the most cost effective solution while still meeting your needs. This model of pricing eliminates the uncertainty of paying by the hour and provides you with a concrete price that only varies if additional functionality of work outside of the original project scope is requested.





Attachment F

Title	Description	Start	Due
Contract Review & Project Setup	CivicPlus and Lancaster County contract execution and NTP	12-Feb-19	12-Feb-19
Branding Package			
Logo & Branding Project Initiation & Review	"Project Manager will review the contract, Statement of Work (SOW) and any other documentation from the sales process. Project Manager will send initial project kickoff information to the client. Project Manager will validate that applications and tools have been set up appropriately. Project Manager and Sales Representative will discuss information gathered during the sales process that is pertinent to the project."	11-Feb-19	15-Feb-19
Logo Planning & Scheduling	Project Timeline will be coordinated by the Project Manager and approved by the client. Internal resources needed for the website production will be scheduled.	18-Feb-19	8-Mar-19
Logo Project Timeline Preparation	Project Manager will coordinate the complete project timeline based on the agreed due date of the client deliverables established during the Project Kickoff Meeting and available internal resources. Project Manager will provide this timeline for the client to review and approve.	18-Feb-19	22-Feb-19
Logo Project Timeline Review & Approval	"Client will review the Project Timeline and request any changes necessary due to scheduling conflicts. Client will submit the Project Timeline Approval Form to indicate confirmation of final Project Timeline. <a href="http://civicplusdemo.com/timelineapproval">http://civicplusdemo.com/timelineapproval</a> Resource allocations will be released if the Project Timeline Approval Form is not received by the due date of this task."	25-Feb-19	8-Mar-19
Existing Logo	If available, client submits existing branding collateral - logo, seal, color palette, etc.	18-Feb-19	8-Mar-19
Logo & Branding Discovery Form	Client completes Logo & Branding Discovery Form.	18-Feb-19	8-Mar-19
Logo & Branding Discovery Meeting	CivicPlus and Client meet to collaborate on design specifics for logo development.	11-Mar-19	15-Mar-19
Logo Concept Creation	CivicPlus creates four logo sketches for Client consideration.	18-Mar-19	22-Mar-19
Logo Concept Presentation Meeting	CivicPlus presents initial logo concepts in sketch format.	25-Mar-19	29-Mar-19
Logo Concept Review & Selection	Client reviews logo concepts and selects two options to be fully developed.	1-Apr-19	12-Apr-19
Logo Development	CivicPlus develops full concepts of the selected logo concepts.	22-Apr-19	26-Apr-19
Logo Review Meeting	CivicPlus presents developed logo concepts.	29-Apr-19	3-May-19
Review & Final Logo Selection	Client reviews developed logo concepts and selects logo for finalization.	6-May-19	17-May-19
Logo Finalization	CivicPlus completes final requests / changes to logo selection.	20-May-19	24-May-19
Branding Development	CivicPlus creates branding materials / stationary collateral.	27-May-19	31-May-19
Package Review & Approval	30% of Year 1 fees due upon County approval (\$14,306.00)		
INITIATE	Client reviews final logo and branding deliverables. Client submits Logo & Branding Package Approval form.	17-Jun-19	19-Jul-19
Project Initiation & Review	Align goals and objectives in order to set the stage for a successful project.	17-Jun-19	21-Jun-19
Project Kickoff Meeting	Project Manager will review the contract, Statement of Work (SOW) and any other documentation from the sales process. Project Manager will send initial project kickoff information to the client. Project Manager will validate that applications and tools have been set up appropriately. Project Manager and Sales Representative will discuss information gathered during the sales process that is pertinent to the project.	24-Jun-19	5-Jul-19



Consulting Engagement Coordination	Project Manager will set the expectations for the website implementation process, assign client deliverables / due dates and collaborate with the client to understand goals for the project.	8-Jul-19	12-Jul-19
Project Timeline Preparation	Consultant will review project documentation and connect with client to discuss consulting schedule, logistics and technology requirements to prepare for engagement.	8-Jul-19	12-Jul-19
Project Timeline Review & Approval	Project Manager will coordinate the complete project timeline based on the agreed due date of the client deliverables established during the Project Kickoff Meeting and available internal resources. Project Manager will provide this timeline for the client to review and approve.	15-Jul-19	19-Jul-19
Package Review & Approval	10% of Year 1 fees due upon County approval (\$4,769.00)		
ANALYZE	Client will review the Project Timeline and request any changes necessary due to scheduling conflicts. Client will submit the Project Timeline Approval Form to indicate confirmation of final Project Timeline. Resource allocations will be released if the Project Timeline Approval Form is not received by the due date of this task.	8-Jul-19	1-Nov-19
Client Submit: Website Analytics	Collaborate as a team on design and content goals	8-Jul-19	2-Aug-19
Client Submit: Photos for Design	If available, client will share analytics from their current website to help guide the development of the new website.	8-Jul-19	2-Aug-19
Client Submit: Logo & Branding Materials	Client will submit 10-20 high-resolution images for possible use in the homepage website design. These may be used in the website background, homepage slideshow, etc.	8-Jul-19	2-Aug-19
Client Submit: DNS Worksheet	Client will provide any branding guidelines and / or imagery that should be used in the website design - logo, seal, color palette, branding guide, etc.	8-Jul-19	2-Aug-19
Website Content Review	Client will complete the DNS Worksheet to provide details needed to complete setup of website domain. <a href="http://civicplusedemo.com/dnsform">http://civicplusedemo.com/dnsform</a>	5-Aug-19	9-Aug-19
DNS Configuration	Web Content Specialist will conduct an initial review of the client's existing website to gain an understanding of what will be required for content development.	5-Aug-19	16-Aug-19
Package Review & Approval	10% of Year 1 fees due upon County approval (\$4,787.00)		
Site Map Creation	Systems Engineer will prepare domain name transfer or setup according to the specifications in the submitted DNS Worksheet.	5-Aug-19	9-Aug-19
Design & Configure Consulting Engagement	Content Analyst will create a site map documenting the client's existing website and note any questions requiring client feedback.	12-Aug-19	23-Aug-19
Design Discovery Form	Consultant will perform stakeholder alignment and deliver need-based recommendations for the project regarding website goals, design, content and best practices.	8-Jul-19	16-Aug-19
Design & Configure Strategy Meeting	Client will complete the Design Discovery Form indicating design preferences to be discussed during the Design Discovery Meeting. <a href="http://civicplusedemo.com/designdiscovery">http://civicplusedemo.com/designdiscovery</a>	19-Aug-19	23-Aug-19
Mood Board & Layout Creation	Consultant, Project Manager, Art Director and Content Specialist will meet with you to present findings from your current state analysis, as well as our recommended website design and content build strategy for your team.	26-Aug-19	30-Aug-19
Mood Board & Layout Review & Approval	Art Director will prepare the Mood Board and Layout based on discussions from the Design Discovery Meeting. The Mood Board will be shared via email when complete.	2-Sep-19	13-Sep-19
Package Review & Approval	20% of Year 1 fees due upon County approval (\$9,537.00)		
	If needed, client will provide feedback on the Mood Board & Layout. Client will submit the Mood Board Approval Form to indicate confirmation of		13-Sep-19
DESIGN & CONFIGURE		16-Sep-19	13-Dec-19
Design Creation	Apply design to website based on team collaboration	16-Sep-19	20-Sep-19
Design Preparation	Creative Services team will create the Design Concept.	23-Sep-19	27-Sep-19
Quality Control - Design	Graphic Designer will prepare the website design files for design setup.	16-Sep-19	20-Sep-19
Quality Control - Design Revisions	Art Director will review, provide feedback and approve the website design before it is prepared for website development.	23-Sep-19	27-Sep-19



Design Setup	If needed, Graphic Designer will make adjustments requested by Art Director.	30-Sep-19	4-Oct-19
Quality Control - Design Setup	Web Developer will convert the prepared design into a functioning production website to be shared during the Design Concept Meeting.	30-Sep-19	4-Oct-19
Quality Control - Design Setup Revisions	Art Director will review the design setup prior to the Design Concept Meeting.	30-Sep-19	4-Oct-19
Design Concept Meeting	If needed, Web Developer will make adjustments requested by Art Director.	7-Oct-19	11-Oct-19
Design Concept Review & Approval	CivicEngage team will present the Design Concept in a working production environment.	14-Oct-19	8-Nov-19
Design Concept Revisions	If necessary, client will provide feedback on the Design Concept. Client will submit the Design Concept Approval Form to indicate approval of final Design Concept.	14-Oct-19	8-Nov-19
Training Engagement Coordination	If applicable, CivicEngage team will make requested changes to the Design Concept. Completed changes will be returned to client for any additional feedback or approval.	21-Oct-19	1-Nov-19
Training Engagement Facility & Technology Requirements	Trainer will review project documentation and connect with client to discuss training schedule, logistics and technology requirements to prepare for engagement.	21-Oct-19	1-Nov-19
Project Workbook: Change Tracking	Client will review Training Preparation Packet and ensure training facility & technology requirements have been met.	11-Nov-19	13-Dec-19
Site Map Review	Client will keep a record of all changes made to their existing website during Content Development. Client will have access to make updates and changes recorded during / after training in preparation for Website Launch. All updates must be made prior to the Content Preparation & Updates due date to ensure they are included in Content Migration & Optimization.	28-Oct-19	1-Nov-19
Content Migration Setup	Content Analyst will review the site map documenting the client's existing website and update based on any changes.	4-Nov-19	8-Nov-19
Content Migration & Optimization	Web Content Specialist will prepare project for migration process.	11-Nov-19	22-Nov-19
Quality Control - Content	Content Team will migrate content from client's existing website to the production website and optimize using best practices for usability and accessibility.	25-Nov-19	29-Nov-19
Quality Control - Content Revisions	Content Analyst will review production website to ensure usability and consistency.	25-Nov-19	29-Nov-19
Final Content Report Creation	If needed, content will be updated as requested by the Content Analyst.	25-Nov-19	29-Nov-19
Design Templates & Tools	Web Content Specialist will create final content report to be shared with client.	11-Nov-19	15-Nov-19
Quality Control - Production Website	Graphic Designer will create templates and other design tools for website maintenance.	25-Nov-19	29-Nov-19
Website Reveal Meeting	CivicEngage team will execute a thorough review of the production website in preparation for the Website Reveal Meeting.	2-Dec-19	6-Dec-19
Package Review & Approval	25% of Year 1 fees due upon County approval (\$11,921.00)		
OPTIMIZE	CivicEngage team will present the completed website, including finished design and content.	2-Dec-19	13-Dec-19
Website Finalization	Review and finalize the website design and content to ensure a successful training experience	2-Dec-19	13-Dec-19
Project Workbook: Finalization Planning Worksheet	Client will evaluate the completed production website and confirm all expectations were met in accordance with the Statement of Work / project contract.	2-Dec-19	6-Dec-19
Website Corrections	Client completes Finalization Planning Worksheet in the workbook. Project Manager coordinates resources and remaining items.	9-Dec-19	13-Dec-19
EDUCATE	CivicEngage team completes outstanding items from the Finalization Planning Worksheet.	16-Dec-19	20-Dec-19
Training Engagement	Empower users with the tools and skills to maintain their new website.	16-Dec-19	20-Dec-19
LAUNCH	Trainer delivers product training.	23-Dec-19	10-Jan-20
Website Launch Preparation	Transition from implementation to ongoing customer care.	23-Dec-19	27-Dec-19
Website Launch Confirmation Meeting	CivicEngage team will collaborate with client to complete final requirements in preparation for Website Launch.	23-Dec-19	27-Dec-19

Project Workbook: Pre-Launch Checklist	Project Manager will review the launch process.	23-Dec-19	27-Dec-19
Website Launch Administration	Client will complete the Pre-Launch Checklist from the Project Workbook.	23-Dec-19	27-Dec-19
Website Approval	CivicEngage team will complete final tasks related to website launch.	23-Dec-19	27-Dec-19
Website Launch	Client will submit the Website Approval Form to indicate statement of work has been fulfilled.	30-Dec-19	3-Jan-20
Project Close Procedures	The new website is scheduled to be made available to the public with live domain name.	6-Jan-20	10-Jan-20
	Project Manger will complete the administrative tasks related to transitioning project from implementation to client care.		
Package Review & Approval	FINAL PAYMENT of Year 1 fees due upon County approval (\$2,384.00)		

Annual Payment	Year 2 CPA Payment - \$47,685.00 (One year from date of contract execution)
Annual Payment	Year 3 CPA Payment - \$47,685.00 (Contract Anniversary Date)
Annual Payment	Year 4 CPA Payment - \$18,803.00 (Contract Anniversary Date)
Basic Redesign	End of Year 4