

# revize.

The Government Website Experts

## Website Redesign Proposal for

# The City of Appleton, Wisconsin



Prepared by Thomas J. Jean [Thomas.Jean@revize.com](mailto:Thomas.Jean@revize.com)

Ph: 248-269-9263 x8035 Fax: 866-346-8880 [www.revize.com](http://www.revize.com) April 28, 2023

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# Revize Wisconsin Clients!

- Belleville, WI [www.villageofbelleville.com](http://www.villageofbelleville.com)
- Cudahy, WI [www.cudahy-wi.gov](http://www.cudahy-wi.gov)
- Fort Atkinson, WI [www.fortatkinsonwi.net](http://www.fortatkinsonwi.net)
- Harrison, WI [www.harrison-wi.org](http://www.harrison-wi.org)
- Rothschild, WI [www.rothschildwi.com](http://www.rothschildwi.com)
- Sturgeon Bay, WI [www.sturgeonbaywi.org](http://www.sturgeonbaywi.org)
- Trempealeau County, WI [www.co.trempealeau.wi.us](http://www.co.trempealeau.wi.us)
- Vernon County, WI [www.vernoncounty.org](http://www.vernoncounty.org)
- Waukesha, WI [www.waukesha-wi.gov](http://www.waukesha-wi.gov)
- Watertown, WI [www.ci.watertown.wi.us](http://www.ci.watertown.wi.us)
- West Bend, WI [www.ci.west-bend.wi.us](http://www.ci.west-bend.wi.us)
- Many More!

## Colleen Roberts, New Bern, NC - Public Information Officer

“Revize is a beehive of creative thinkers who are interested in putting your organization’s communication objectives front and center. They’re extremely easy to work with and they’re engaged every step of the way. Before, during and after Revize did our site build, they were super responsive any time we had questions or concerns. & they’re always open to new ideas too. We couldn’t be happier!”

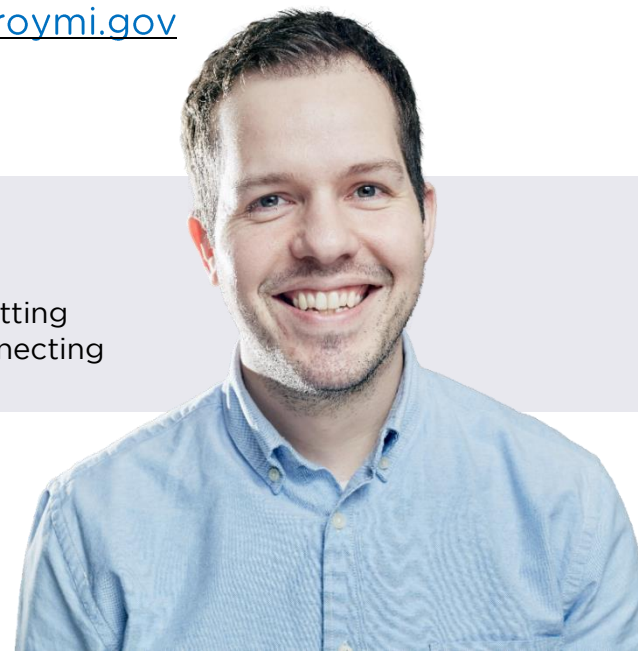


# Revize Clients!

- Arcadia, CA [www.arcadiaca.gov](http://www.arcadiaca.gov)
- Clark County, NV [www.clarkcountynv.gov](http://www.clarkcountynv.gov)
- Des Moines, IA [www.dsm.city](http://www.dsm.city)
- Gatlinburg, TN [www.gatlinburgtn.gov](http://www.gatlinburgtn.gov)
- Glencoe, IL [www.villageofglencoe.org](http://www.villageofglencoe.org)
- Largo, FL [www.largo.com](http://www.largo.com)
- Myrtle Beach, SC [www.cityofmyrtlebeach.com](http://www.cityofmyrtlebeach.com)
- New Bern, NC [www.newbern-nc.org](http://www.newbern-nc.org)
- Olympia, WA [www.olympiawa.gov](http://www.olympiawa.gov)
- St. Petersburg, FL [www.stpete.org](http://www.stpete.org)
- Troy, MI [www.troymi.gov](http://www.troymi.gov)
- And Many More!

**Michael Bruckner, Assistant to the City Manager,  
City of Arcadia, CA**

“Revize has done it again! Another game changing, cutting edge website that moves the industry forward by connecting citizens to services in as few clicks as possible.”



## Revize Government Websites Proposal

Dear City of Appleton Website Selection Committee,

Thank you for considering Revize as your web development partner. For nearly two decades, Revize has been a leader in providing high-quality, government-compliant web solutions. A myriad of industry awards and hundreds of satisfied clients stand as a testament to the quality and value of our work.

Every member of the Revize team understands that your website is more than a website. It's a valuable resource that can help you build a better community.

Visitors are drawn to websites that are appealing yet functional, user-friendly with a plethora of services, and accessible on a wide range of devices. A Revize website will allow your residents and businesses to easily fill out and submit documents, review and pay bills and taxes, perform searches to answer frequently asked questions and perform a suite of other tasks that would otherwise require staff assistance. What's more, a Revize website will enable you to increase staff productivity and decrease costs by reducing off-line departmental operations.

### Some of our great clients in include:

- City of Largo, FL [www.largo.com](http://www.largo.com)
- New Bern, NC [www.newbern-nc.org](http://www.newbern-nc.org)
- City of Arcadia, CA [www.arcadiaca.gov](http://www.arcadiaca.gov)
- City of St. Petersburg, FL [www.stpete.org](http://www.stpete.org)
- City of Des Moines, IA [www.dsm.city](http://www.dsm.city)
- And Many More!

We will work closely with you to design and develop a dynamic, functional and easy to navigate website that will perfectly fit your community. Then we empower you to control your digital presence with the industry's best administrative management applications. Revize training ensures that your team has the skills needed to expertly update and manage website content and delivery.

**Government clients select Revize because we can help them**

- Effectively engage residents.
- Enhance their web presence and build an online communications center.
- Empower non-technical web content editors and administrators to easily execute changes.
- Implement a scalable solution that allows them to affordably grow their web presence for the long term.

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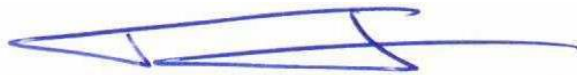
“Revize Websites build engagement  
with your constituents.”

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We have worked hard to establish a reputation for creating online community websites that engage, inform, and increase participation of your community. With our help, your community’s website can serve your residents better, inspire them more, and get them actively involved in your government.

Please contact me if you have any questions at all.

Sincerely,



Thomas J. Jean  
Project Manager  
248-269-9263 x8035  
[Thomas.Jean@revize.com](mailto:Thomas.Jean@revize.com)

# A. Executive Summary

Thank you for considering Revize Software Systems for your new website project. We understand the importance of this undertaking and know how motivated your government/community is to selecting the right vendor; one who will work with you through all the steps required to build the perfect website featuring a plethora of high quality online services that your constituents will want to use regularly. In more than two decades of working with government leaders, as well as through nationwide surveys, we have learned that the key to choosing a website vendor is finding the right balance between the total cost of the solution and the quality of the design, online apps and user functionality. In simpler terms, you need a solution that works for you and serves your constituents.

## About Us

With approximately 3,000 government websites launched nationwide, Revize Software Systems is one of the industry's leading providers. We credit our rapid growth to our 20-year track record of building award-winning government websites and content management systems. When you work with Revize, you're not just a client, you become part of the Revize family and will receive the service and support you need and expect! We are among the most highly respected government website experts in the United States and we proudly stand by our work.

## Our Innovative Responsive Web Design (RWD) and Web Apps

Revize has been a pioneer in implementing the latest trends in design by using Responsive Web Design (RWD). This technology ensures that site visitors have an optimal viewing experience — easy reading and navigation with a minimum of resizing, panning, and scrolling — across a wide range of devices, from desktop monitors to mobile phones. RWD provides flexible and fluid website layouts that adapt to almost any screen. When you implement a dynamic new website powered by Revize, you will not only get an outstanding look, layout and navigation, but you also receive 24/7 access to our Government Communication Center for residents, business and visitors.

Here you will find the communication tools you need such as:

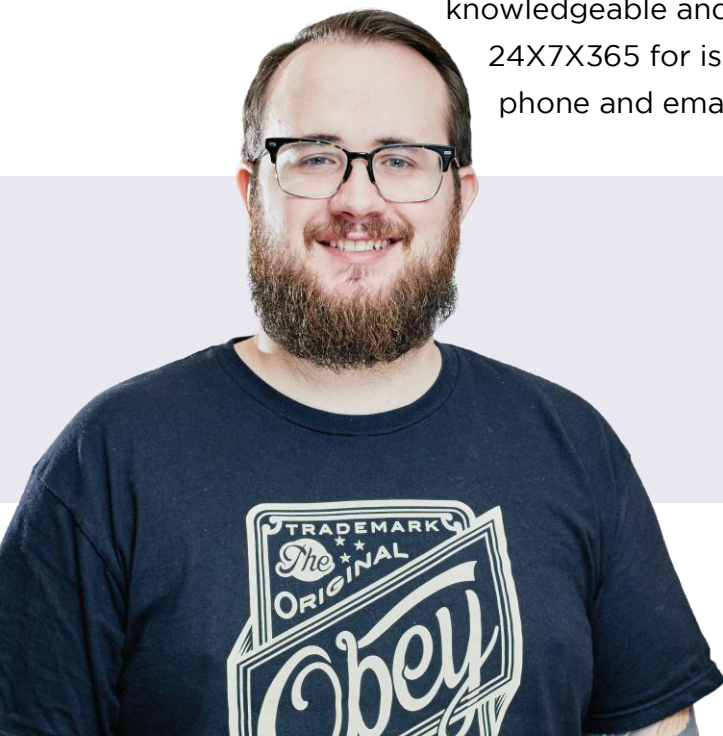
- Public Service Request App
- Calendar of Events
- E-Notification Modules
- On-Line Payment Portal
- Facilities Reservations
- News Center with Facebook/Twitter Integration
- Emergency Alerts
- Online Forms / Survey Tools
- E-Newsletter Applications
- Job Posting and Tracking Module
- Public Records Request Tracker

### Our Award-Winning Government CMS

Revize is renowned as a leader in providing practical, high-value, easy to use content management software Government CMS. This simple-to-use yet powerful solution enables clients to manage their online presence with high functionality and style. With applications such as an online document center, public service request app, public records request tracker, agendas and minutes, frequently asked questions and more, Revize ensures that our clients have the tools they need to make information and services available for website users at the click of a mouse.

### Quick Deployment, Personalized Training and Support

Revize addresses time concerns by completing websites in considerably less time than our competitors. And because our software is so easy to use, we are also able to effectively train our clients in less than half the time it takes our competitors. Our training program is customized based on each client's needs, and we provide hands on training the way you want it - either onsite or off site through web conferencing tools. We pride ourselves on the skills of our support staff, who are responsive, knowledgeable and helpful. Our online support portal is available 24X7X365 for issue tracking and management. We also provide phone and email support during regular business hours.



### Did you know?

Our technical support staff are trained developers. When you call for tech support, you'll be speaking to staff with direct knowledge of development!



## B. Qualifications, Experience, and Terms

FOUNDED	HEADQUARTERS	PHONE	WEB SITE
1995	150 Kirts Blvd. Troy, MI 48084	248-269-9263	<a href="http://www.revize.com">www.revize.com</a>

Revize Software Systems was founded in June, 1995 as a "new media" development company specializing in the creation of interactive web design, multimedia content delivered on CD-ROM, and video production. Since then, Revize has made an unsurpassed name for itself in the web/internet industry as THE master of government website design, which remains our specialty. We now boast more than 3,000 websites launched in North America and have created acclaimed website designs for hundreds of municipalities and counties, as well as government departments and agencies. In September, 1996 as the Internet was becoming a world-wide reality, Revize began developing a Web Content Management System (CMS) for the government market to enable non-technical contributors to quickly and easily update content on their websites. The result was the creation of our state-of-the-art Revize Government CMS. Our mission has always been to enhance the communications of government organizations nationwide with their varied and valued audiences. This is based on our vision statement, which reads:

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“The empowerment of people through simplified information management technologies.”

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Focused exclusively on creative web design, government web apps and content management technologies, Revize continues to invest in its technology, continually adding new capabilities and features that manifest our vision. While many municipalities choose Revize to develop and cost-effectively manage their website

content, clients also use Revize as an information-sharing platform. Our suite of Revize Government web-based solutions has proven valuable as a powerful technology that empowers clients to build and maintain sophisticated web sites, all while using the Internet and internal Intranets/Extranets to acquire, analyze, process, summarize and share information – ensuring that the right people always have the right information at the right time.

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“We are proud of our award winning web designs, technologies, continued innovations to build government centric modules and apps, web content management, training and support capabilities. We are especially proud of being recognized as one of the industry’s top government website experts and innovators. We are committed to pursuing the continued evolution of all our services to provide increased value to our government clients.”

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### Terms

As requested in the RFP, Revize does carry Professional Liability/Cyber Liability insurance.

In addition, Revize agrees to name the State of Wisconsin as the governing law of the contract.



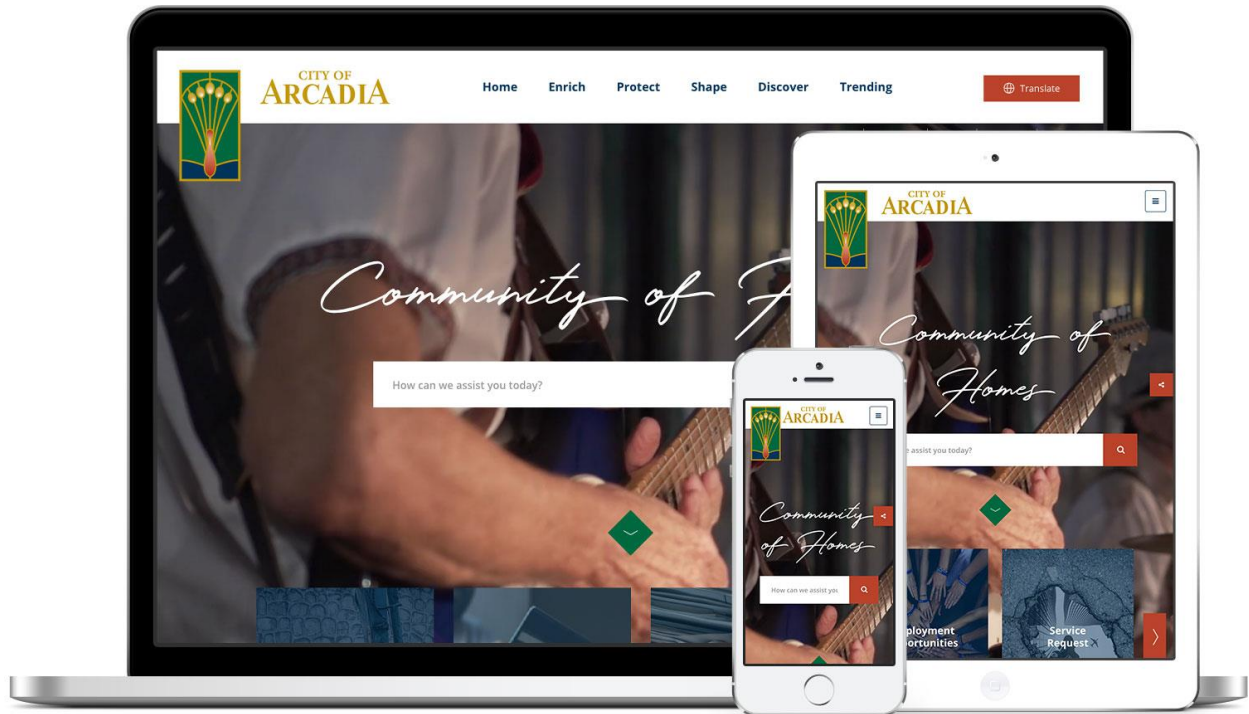
#### Did you know?

Revize has won national awards for our websites!

# Government Project Experience

## The City of Arcadia, California

[www.arcadiaca.gov](http://www.arcadiaca.gov)



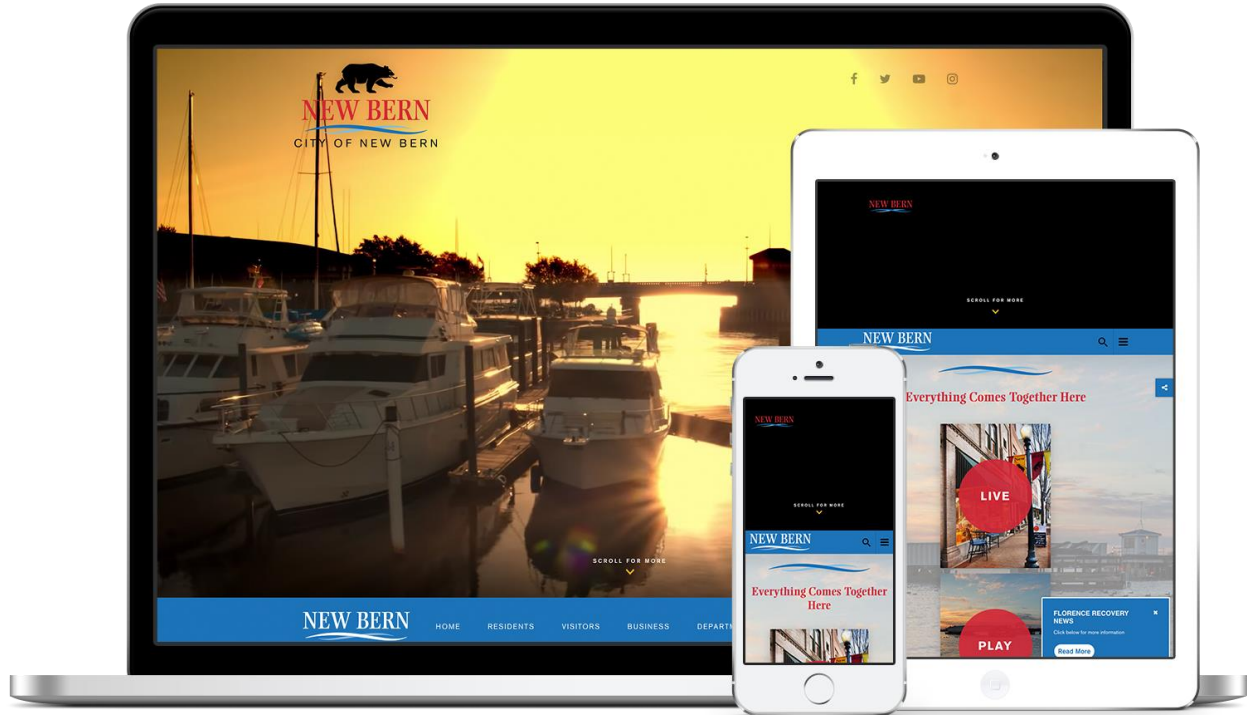
## Horizon Interactive Award Winner

### Details:

The City of Arcadia, California chose Revize because they wanted a website that stood out from all of the others in Los Angeles County. In this site, we built unique designs for the city, recreation department, and library. Each one has its own unique look and feel while maintaining the brand. This site also includes our proprietary “curated search” feature. This feature puts you in control of the search results on the site. You get to decide which results display based on the search criteria your users input into the search. This allows them to find the results they are looking for instantly!

## The City of New Bern, North Carolina

[www.newbernnnc.gov](http://www.newbernnnc.gov)

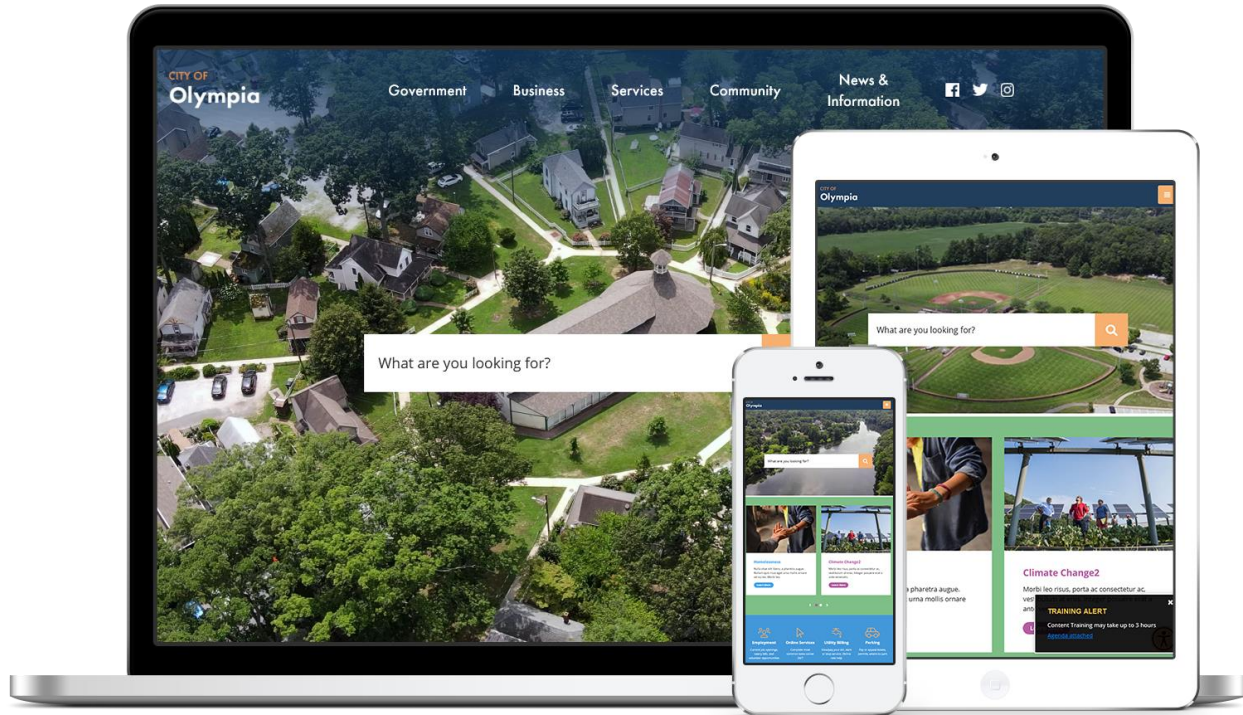


### Details:

New Bern, North Carolina wanted a design unlike any City out there. With this design we pushed the limit of what people think when they see a City website. We integrated a drone video that plays on the full width homepage. In addition, this site features more scrolling than you may notice on more traditional websites. That is a good thing! Users are now, more than ever, viewing websites on their hand-held devices. Some estimates say this is as high as 60% of all internet usage! With more scrolling we are able to give the user a lot of information, without having to squeeze it into such a small space. We use images, icons, and interactive features to create an experience for the user. This type of design also allows us to extend the City's brand in a way that is unmatched in the industry!

## The City of Olympia, Washington

[www.olympiawa.gov](http://www.olympiawa.gov)

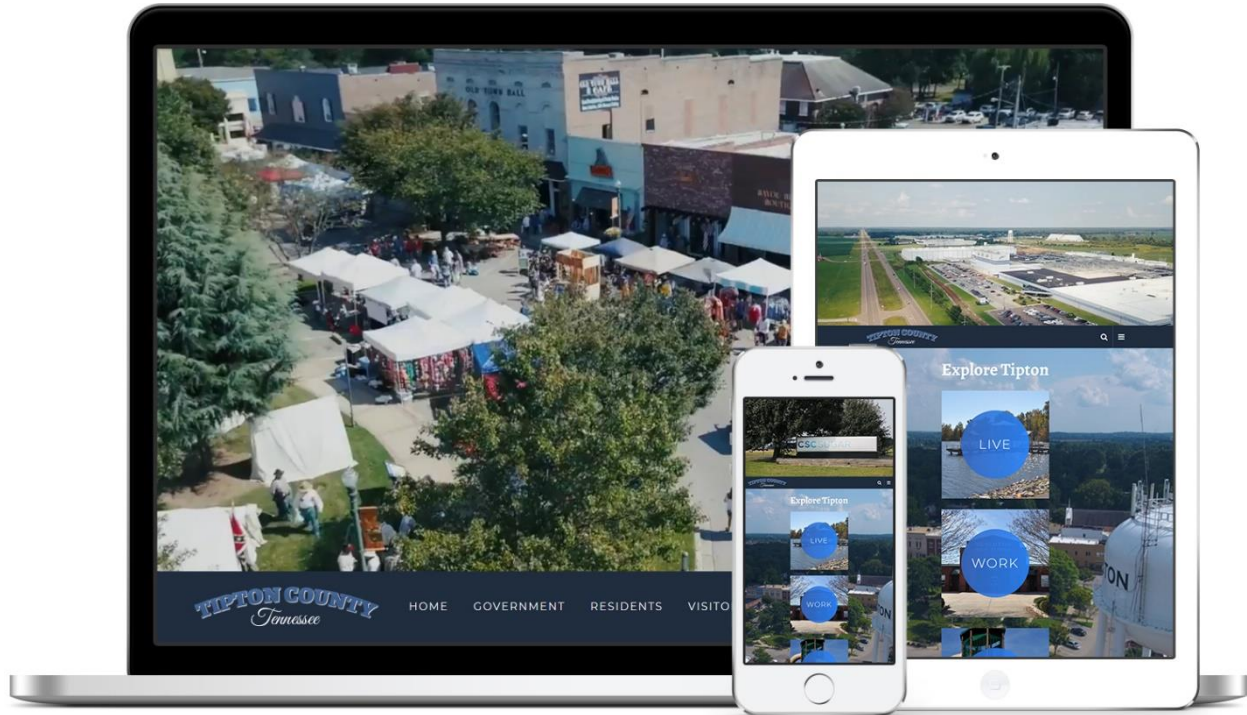


### Details:

The City of Olympia, the Capitol City of Washington, presented a unique opportunity for Revize and the City's web team. This website features an extremely innovative homepage. As users scroll from one section to the next, they can explore different trending topics, services, news, events, and much more in an extremely modern fashion. We built this website to be one of the most visually inspiring, but also most functional websites in the United States. With the unique design coupled with features such as a curated "smart search" feature and online interactive forms, this website makes a strong case for that title!

## Tipton County, Tennessee

[www.tiptonco.com](http://www.tiptonco.com)



### Details:

Tipton County is located on the Mississippi River north of Memphis and is one of the fastest growing counties in the state. Because of this fact, the website needed to refocus its attention. In addition to resident services, this website has a focus on economic development. To achieve this, we started off by integrating a drone video. That video instantly showcases the growth in industry that Tipton is experiencing. As you scroll down the website, this business-friendly atmosphere is intertwined with resident engagement features. Each department has their own icon that is used to identify them uniquely. The interior pages have distinctive features that make them stand out as if they were stand-alone websites. With its service for residents and its appeal to the business community, this is the next generation of government websites.

## The Village of Glencoe, Illinois

[www.villageofglencoe.org](http://www.villageofglencoe.org)

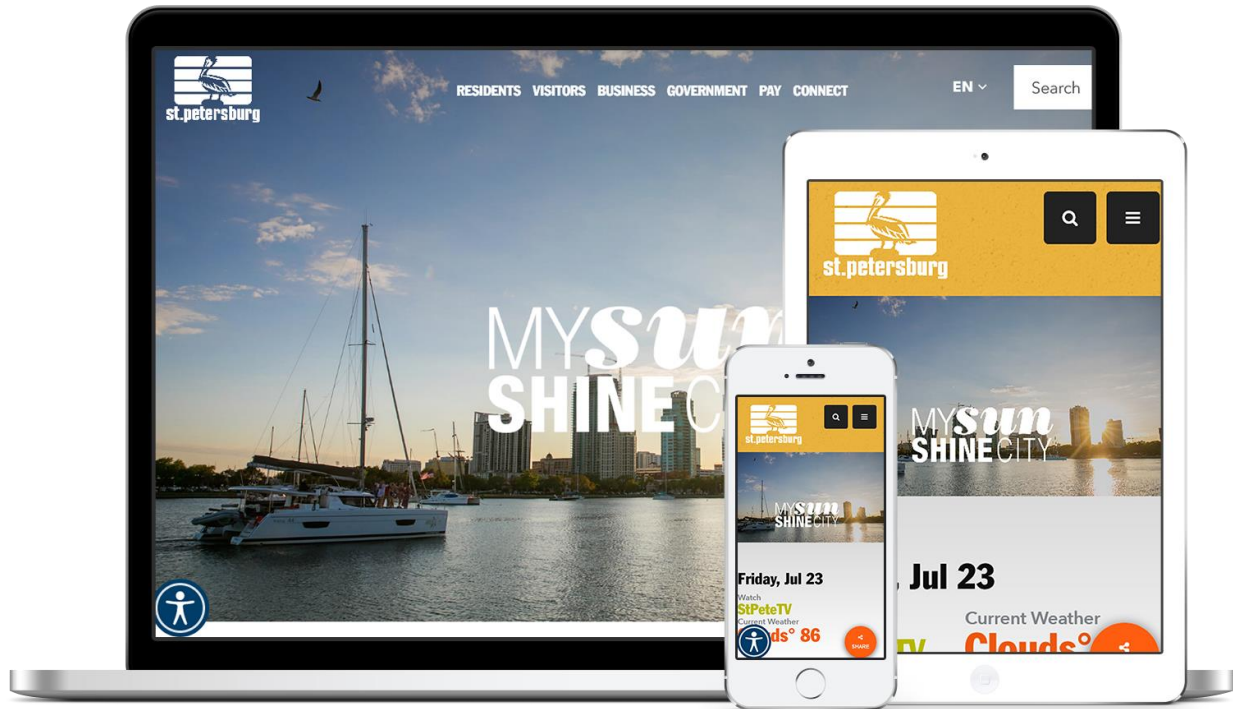


### Details:

The Village of Glencoe is beautiful community on the shores of Lake Michigan just north of Chicago. This website brings together an amazing design with a full suite of web apps to engage Village residents. Smooth transitions from the home page to interior pages of this website allow users to find exactly what they are looking for easily. The Revize Public Service Request App, Village Manager’s Blog, fillable online form database, and a high traffic featured news and headlines area round out this website!

## The City of St. Petersburg, Florida

[www.stpete.org](http://www.stpete.org)



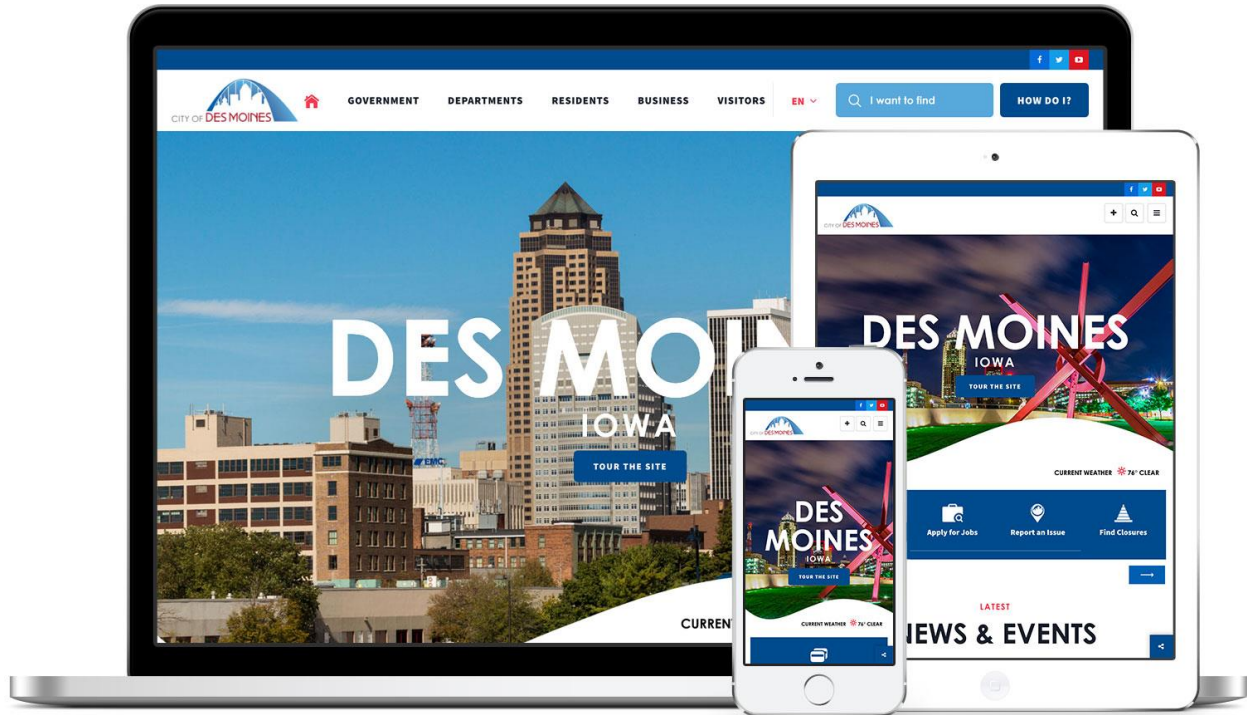
### Details:

As Florida's 5<sup>th</sup> largest, St. Petersburg is an iconic City with something to offer everyone. Because St. Pete is a longtime Revize client, their team worked very closely with ours and actually provided their own design concepts. We did the integration/pre-launch work and their staff was with us every step of the way. Inner pages are flexible to allow departments to have dedicated pages with a cohesive feel across all pages. Social media feeds from Instagram, Flickr, Facebook, Twitter, and YouTube all on the homepage! St. Petersburg also uses the Revize API to develop their own templates. This website is an elite representation of the power and beauty of the Revize process.



## City of Des Moines, Iowa

[www.dsm.city](http://www.dsm.city)



### Details:

The City of Des Moines, Iowa came to Revize for a website that was completely different. Coming from an internally developed site, they wanted to work with a vendor that could lead them to a new way of interacting with their users. Page layouts were created to allow unique interaction with the City. This included board listings, Q&As, interactive park directories, plain language, and a resident focused navigation. We also incorporated some of their internal databases and features that had been built internally. This site improves the online experience for residents, business owners, and visitors!

## City of Largo, Florida

[www.largo.com](http://www.largo.com)

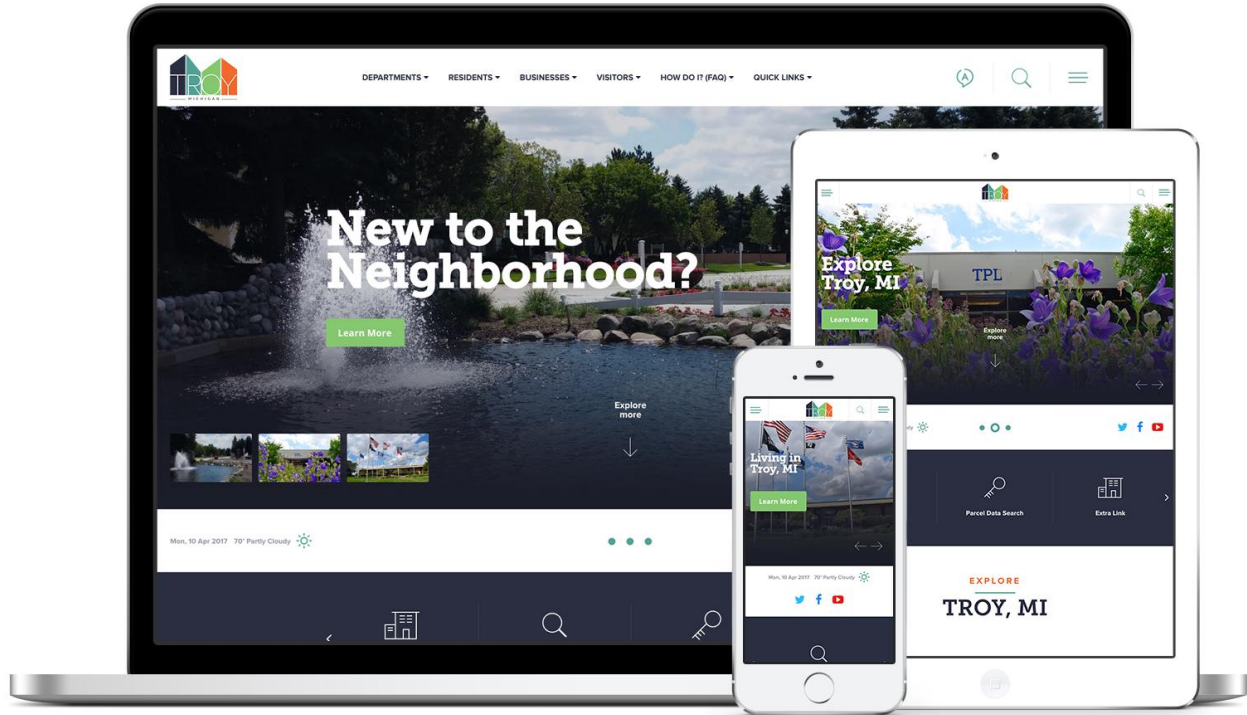


### Details:

Largo, Florida wanted a website like no other. Through a collaboration between the city marketing team and Revize, we were able to create this award winning website. Each page in this website was designed to uniquely fit the needs of the community. We also built unique designs for the city parks, library, and theater. The navigation within this site is built based on services rather than department silos. Overall this website brings together an amazing mix of design expertise and functional clarity to create a great user experience!

## The City of Troy, Michigan

[www.troymi.gov](http://www.troymi.gov)



### Details:

The City of Troy wanted a website to increase ease of communication to all of their audiences. In addition, the city has been experiencing an economic resurgence particularly in the technology sector. In fact, Revize headquarters are in the City of Troy! This project included custom designs for The City, Library, and Recreation Department. Integration with the City's existing 3<sup>rd</sup> party software was a major linchpin of this project. Included is a live-searchable "How Do I" section that narrows down results as the user is typing. This allows any user to easily find what they are looking for regardless of which department it exists under.

# Government Account References

**Client: City of Waukesha, WI**  
Andrew Noffke, UI/UX Designer  
Office: (262) 524-3575  
Email: [anoffke@waukesha-wi.gov](mailto:anoffke@waukesha-wi.gov)  
Website: [www.waukesha-wi.gov](http://www.waukesha-wi.gov)

**Client: City of Wylie, TX**  
Craig Kelly, Public Information Officer  
Office: (972) 516-6016  
Email: [craig.kelly@wylietetexas.gov](mailto:craig.kelly@wylietetexas.gov)  
Website: [www.ci.wylie.tx.us](http://www.ci.wylie.tx.us)

**Client: City of Olympia, WA**  
Joshua Linn, Website Administrator  
Office: (360) 570-3782  
Email: [JLinn@ci.olympia.wa.us](mailto:JLinn@ci.olympia.wa.us)  
Website: [www.olympiawa.gov](http://www.olympiawa.gov)

**Client: City of Arcadia, CA**  
Michael Bruckner, Assistant to the City Manager  
Office: (626) 574-5433  
Email: [mbruckner@ArcadiaCA.gov](mailto:mbruckner@ArcadiaCA.gov)  
Website: [www.arcadiaca.gov](http://www.arcadiaca.gov)

**Client: Tipton County, TN**  
Shawn Anderson, GISP Director  
Phone: (901) 476-0234  
Email: [sanderson@tiptonco.com](mailto:sanderson@tiptonco.com)  
Website: [www.tiptonco.com](http://www.tiptonco.com)

# Revize Project Team

Revize understands the importance of having a talented and experienced staff. We are proud of our well-respected team of top notch experts in the field of government website design, development, analysis, content management, training and support. From the first creative concepts through to the design phases, and from site launch to training of personnel and continued support of your website project, we have the right group of seasoned professionals to work with you through the website process and beyond. We are pleased to introduce them:

## **Thomas Jean**

### **Project Manager**

As a project manager, Thomas has managed many award-winning website projects for our clients, including Des Moines, IA - Arcadia, CA - Largo, FL - Oswego County, NY - Kentwood, MI! Thomas has brought to Revize a very special skill set. Not only does he manage some of our highest priority projects, he is also a genuine subject matter expert when it comes to the inner workings of government. As an elected Township Trustee in a Michigan Township, he knows the advantages that come with modernizing the way government does business. With his unique background and education from one of the nation's top universities, Thomas has managed nearly Thomas is uniquely experienced to give an honest and accurate assessment of your community's website needs.

- **Philosophy:** Learn as much as possible about our clients and use that knowledge to help build an amazing website.
- **Education:** BA degree in Political Science from University of Michigan;
- **Expertise:** Government procedure, special projects, public affairs, community development.
- **Role on your website project:** Project Manager

### Joseph J Nagrant

#### Business Development Director

Joseph is an accomplished professional internet and website design consultant with more than 20 years of successful business development and account management leadership experience. He has worked with well over 400 townships, cities, counties, educational institutions, companies, and non-profit organizations. He's a foremost expert in translating technical solutions into compelling living websites and other online community building opportunities. Additionally, he is a board member for Mott Community College (Flint, MI) MTEC Center, IT Advisory Council, Education Advisory Group. He also participates in many government discussions regarding the Internet for government use, including being a frequent guest on WDET (NPR) public radio and in The Detroit News. He has an excellent reputation for building and sustaining effective, long lasting client relationships.

- **Philosophy:** "Put yourself in the client's shoes and do what is best for them."
- **Education:** BS in Electrical Engineering, Lawrence Tech University, MS in Business, Central Michigan University.
- **Expertise:** 29+ years of project, sales and marketing experience with government, education, corporate, and non-profit organizations.
- **Role on your website project:** Supervisor of account management between client and project team.

### Ray Akshaya

#### Technical Director

Ray has 20+ years of extensive technical experience with internet and website solutions. He has worked on hundreds of government, non-profit and educational websites and has a keen eye for web visitor requirements, information architecture, and usability. He is also a long-time veteran of Revize Software Systems and our clients enjoy working with him. In his career, he has deployed and/or assisted with technical solutions for more than 500 websites. When working on a project, Ray always visualizes himself in the client's chair at the closing stages of the project and makes sure that all decisions made on a project are in alignment with the client's vision and best practices for developing the system.

- **Philosophy:** "Work Hard, Help People and Live Honest."
- **Education:** MS in Engineering Science, Louisiana State University, Baton Rouge
- **Expertise:** Client Management, Project Management, Technology Development for CMS & Web Apps
- **Role on your website project:** Technical Director

### Samir Alley

#### Creative Director

Samir has more than a decade of experience in managing web site design projects. He has deployed 360+ municipal websites and has a solid background in web design and the latest web technologies. Formerly with Google, Samir is a leader equipped to handle any kind of sophisticated web project. He is an exceptional communicator with an innate listening skill that gives him the ability to understand and deploy a client's unspoken needs. Samir's blend of creativity, proficiency, and technical knowledge is unsurpassed in the industry.

- **Philosophy:** "Empathy, Focus, and... Impute"
- **Expertise:** Web Project Management - Adobe Design Premium CS5.5: Photoshop, Illustrator, InDesign, Flash, DreamWeaver, Fireworks, HTML, CSS, CSS3, SEO, PHP, JavaScript, MySQL, JQuery and HTML5.
- **Role on your website project:** Graphic design of website and backup support.

## Denise Brazier

Project Manager/Trainer

Denise is an educator by nature. Her 20 years of experience in the public school system has made her a master of engaging participants during training. She effortlessly builds effective relationships with all clients. Denise has served as Advisory Counselor, Coordinator, Publicity Director, and Project Manager for several organizations in the education, non-profit and public sectors. She has been appointed to the state's quality committee evaluating organizational policies and procedures for recognition.

- **Philosophy:** "Always explain things in the terms of your audience to ensure their understanding"
- **Education & Training:** MS in the Art of Education from Marygrove College.  
Certification in Secondary Education
- **Expertise:** Training, education, teaching, public affairs and project management.
- **Role on your website project:** Trainer for the Content Management toolset and project manager

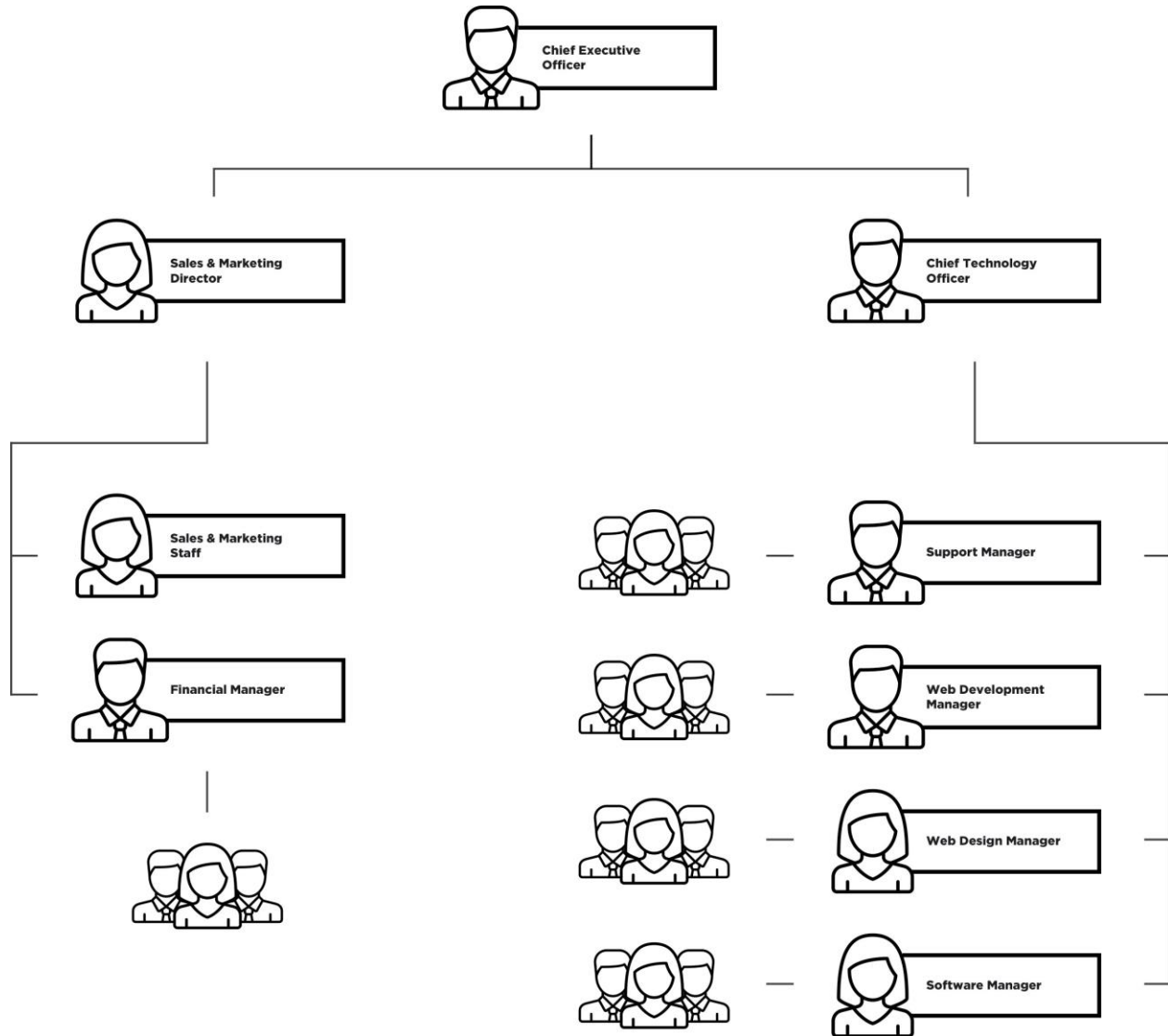


### Did you know?

Revize will put together a project team based on the unique needs of your project!



# Revize Organization Chart



# Why Choose Revize?

## **We Have Government Specific Experience and Outstanding Client Testimonials**

You can rely on Revize and our 20 years of experience building and maintaining websites for municipal, county and government agencies of all sizes throughout North America, to deliver a customized site design that improves layout, navigation, usability and content. Using Revize ensures that your website will be reliable, W3C and ADA compliant, and allow for easy integration with existing or future web applications and third-party software. But there's no need to take our word for it -- we encourage you to peruse our massive file of testimonials from our many satisfied clients.

## **We Will Build a Government Communication Center that Works for Your Community!**

The Revize website design, Government CMS and interactive tool sets have been developed exclusively for our government clients to help them effectively communicate with their key target audiences such as residents, businesses and visitors. Some of our most popular website and Government applications and modules include: a new and improved Online Calendar, the comprehensive Forms Center, our News Center with real-time social media connectivity, Emergency Alerts, E-Notifications, Citizen Request Tracker, Parks & Shelter Reservations System, Document Center, and Online Payment Portal.

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“We Build Superior Technology  
into Every Website with CMS  
Performance & Reliability That’s  
Second to None.”

What sets Revize apart from other companies? Revize's superior technical architecture, unsurpassed staff expertise and highly effective publishing engine provide our government clients with the most reliable website solutions in the industry today. By ensuring our client's data security and providing redundant server architecture and back-up data centers, Revize has a nearly 100% up-time rate. Plus, our clients never have to worry about data loss or data corruption because of our instantaneous back-up process and our data center's tape back-up processes. Revize believes that investing a higher percentage of our profits into our technology and security makes us the best choice for the short and long term for governments seeking the best value for their community's website.

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**“We Always Provide Knowledgeable,  
Friendly and Responsive Service!”**

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All this, and a reliable IT partner too! Our website development is superior, and our Government CMS and suite of online apps is easy to learn and administer, but our 24/7 technical support will also be there for you to help you get over the hurdles! Our technical support team is widely considered to be among the industry's best. We also provide a sophisticated backup infrastructure which allows us to guarantee 99.99 percent uptime. Plus regular updates and improvements to ensure that your site will remain current with industry standards and keep running smoothly for years to come. The Client Owns the CMS License and the Code!

We often hear the question: “What happens if we want to move the website to another vendor? Do we lose all access or any of our website data?” The answer is 100% NO! As our client, you own the template source code, the CMS, and any data that you put onto the website. We understand that clients may come and they go, but we always make sure they know they are just as important to us at the end of our tenure as they were at the beginning. If you decide to run the CMS in your own server, we can transfer the CMS license and software to your server as you own the license and you can run it from your server as long as you want.

## Top Reasons Why Revize gives you the Greatest Value!

- Modern, timeless and unique website design integrated with online Government apps
- On-time delivery
- Competitive pricing
- Responsible stewardship of the organization's stakeholders
- Full functionality to update and manage your website
- All the tools/apps needed to increase communications with citizens
- An easy CMS to train employees quickly
- Extended phone and email support
- Unlimited Upgrades: Revize provides unlimited upgrades to new and existing modules at no additional cost to you. Once you invest in Revize, you will receive free upgrades and feature enhancements for life.



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“The Revize responsive website design is second to none for us providing an excellent experience for the growing number of residents, visitors and businesses accessing WylieTexas.gov on mobile devices. Our website’s progressive look captures the vibrant culture of our community.

— Craig Kelly, Public Information Officer, City of Wylie, TX

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### Did you know?

Revize CMS is one of the most advanced CMS in the government web design industry with over 15 years of development.

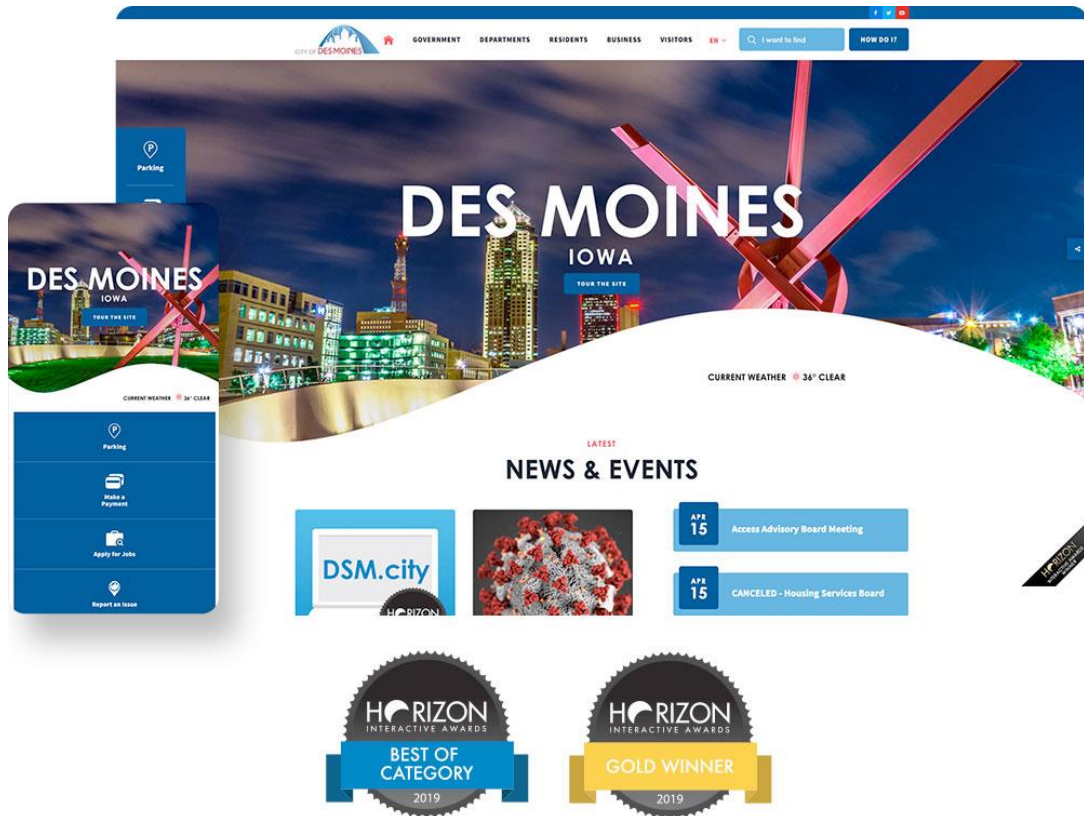
# Awards & Accolades

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“The project was a collaboration between Revize, who understood our vision and had the technical expertise to make it happen”

- MaryLee Woods, Deputy Chief Information Officer for the City

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## C. Solution Specifications

Thank you for considering Revize as your web development partner. Revize has built websites for hundreds of cities across the U.S. With us, you will get all of the features that you have come to expect from a modern government website. But, where Revize sets itself apart is in taking the next step beyond your expectations.

We've reviewed the RFP and put a ton of work into preparing this proposal. If selected, Revize will build the city a modern and clean website that will allow citizens to find what they are looking for intuitively and easily.

In addition, we will also provide an upgraded look and additional functionality to include our curated **"smart search"** feature similar to [www.utah.gov](http://www.utah.gov) and [www.arcadiaca.gov](http://www.arcadiaca.gov). We will also include our full suite of apps and modules like an improved city calendar, Public Service Request System, Drag-N-Drop forms, intuitive navigation, and much more to enhance the usability of the website. We will also incorporate our Revize Content Management System, which will utilize a full suite of modern CMS tools. We will host it in highly secure data centers with our innovative hosting protocols. And we'll support you with our expert tech support team here at Revize HQ!

To accomplish this, Revize will provide an in-person or virtual discovery process. Our team will meet with you to review the current website, and set goals for the new website. These meetings will include the city web team, department representatives, city staff, and citizens. From those meetings, we will develop a refined project plan that will summarize key goals and objectives. Next, we will provide 100% custom-designed mockups of the homepages, interior pages, and subsites. We will provide an unlimited number of revisions to those mockups until you are satisfied with the look and feel. After that, we will code out the website, add in our CMS technology, and build out each new website page using our best-practices approach. We will then provide training for as many staff members as you like and work with you to make final tweaks. After that, we will lead the website project through go-live, providing excellent tech support for as long as you are a Revize client!

## How Revize Helps Set Your Website Apart!

First, we will tailor the entire project to the unique needs of your community. Rather than using a cookie-cutter approach, we will use data and research to drive the project plan. It all starts with our project planning and analysis. That process will include in-person stakeholder meetings. We will also implement heat mapping technology to map out where your users spend most of their time and why. Along with online surveys and previous analytics, this information is put together in a written report for your review with our initial wireframe designs. The wireframes will include custom designs for each department. So the data will drive our project process.

Beyond that, we do not use the “off the shelf” only approach. While we certainly will implement many “off the shelf” Revize features, they may not stay that way for long. Built into our process is a portion of the project where you can request functional changes to those features. So instead of you changing for us, we change for you. That isn’t it, however. We take it a step further by building custom features into the new website for the city. These are features that are likely something that is a unique need for you but is not available off the shelf. We identify these features throughout the project and build them into your site before the website go-live.

Another area of distinction for Revize is post-go-live support. Rather than simply being available for bug fixes, Revize sees itself as your assistant web development team. Therefore, new graphics, photo editing, page template builds, and new features are included at no additional charge. We guarantee rolling updates throughout your relationship with Revize and redesign your website in year 4. We also hold periodic webinars and provide learning opportunities throughout the year.

Overall, this is much more than a simple website build. It is an ongoing partnership that aims to make your website the best it can be for years to come. In more than two decades of working with government leaders, as well as through nationwide surveys, we have learned that the key to choosing a website vendor is finding the right balance between experience and innovation. Revize includes both “off the shelf” features as well as customized features. We believe this hybrid approach is the key to a successful website redesign project for the city!

## Project Planning and Setup

What makes Revize unique in its project approach and experience is our thorough preparation for each individual community combined with the range of website deployments and creative, customized fit we implement for each client. From small to large, rural to urban, the Revize project management process guarantees a perfect fit between the concept of the deployment and the expectations of the client's level of engagement preferences.

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We don't use a "one size fits all" approach because it doesn't make sense.

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However we do use a standard, proven effective process methodology. Each client is unique and we tailor our process to fit their unique needs. For as long as you are our client you will have staff dedicated to your account and access to an on-line portal for communication, design process and on-going support.

**Dedicated Accounts Manager:** Your dedicated Account Manager will handle all issues related to your contract, pricing, future product add-ons, and general account satisfaction. During the initial kick-off meeting, your Account Manager will introduce you to the team, explain roles and responsibilities, and place you in the very capable hands of your Dedicated Project Manager and Designer.

**Dedicated Project Manager:** Your dedicated Project Manager will handle all issues related to the website design, development, navigation, content, training, timelines and deliverables, as well as ensuring that feedback and communication occurs promptly in order to keep the project on-track. Also, the dedicated project manager will be the point of contact for any future technical support or issues that need to be addressed during the deployment and post deployment of the site.

**24/7/365 Project Portal Access:** From day one, your project and on-going support is tracked in the Revize On-line Project Portal. The main point of contact you select for



the project will receive an invitation to register, including setting up a secure user name and password. The Project Portal serves as a communication tool for any matter pertaining to your website design, development and on-going support even after your website is launched.

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“We guarantee the best support in the industry that’s 24/7 365 by the trained developers & technicians”

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### Did you know?

Revize will provide a project portal that allows you to check in on the status of your project at any time!

# Implementation Plan

## Phase 1: Kickoff Meeting and Discovery (project planning/analysis)

### Revize:

- Revize will conduct an in-person or virtual kickoff meeting with the client. (Sample schedule to be provided by Revize.) .
- Sample sitemap provided by Revize and site mapping process overview
- After meeting, Revize will provide a detailed project plan that assesses key findings and details.
- Revize will facilitate a follow-up meeting to review project plan and custom functionality needs via web/phone conference

### Client:

- Before kickoff meeting client is required to register in Revize project portal, complete design questionnaire, upload at least 20 preliminary photos, and provide Revize with a kickoff meeting schedule.
- Client representative will be asked to participate in a follow-up meeting to review the project plan

## Phase 2: Design Mockups/Wireframes

### Revize:

- Within (5) five weeks of the kick-off meeting Revize will provide (1) one custom homepage mockup and up to (3) three basic interior page mockups.
- Revize will provide a unique department microsite mockups.
- As deemed appropriate by Revize, additional wireframes may be delivered to provide a view of custom functionality or other areas of the site that are of particular importance. (Intended to focus development efforts later in the project.)
- Revize will provide revisions to each mockup based on the feedback received from the client.
- There will be no limit to the amount of revisions Revize will provide to each mockup.
- Web/phone meetings may be necessary between each round of mockups/wireframes

### Client:

- Within (10) ten business days of acceptance of the first mockup, the client shall provide design feedback/change requests to Revize through the customer portal in a single list. Feedback should be what the client website committee agrees to together. Any lists that have requests that compete with one another may result in delays.
- Revize will return an updated mockup based on that feedback to the client. Delivery time is dependent upon amount and specifics of feedback. Large lists of feedback may take longer. Depending on the number of rounds, this process can cause delays to the timeline.
- When the client considers the mockups final, they will indicate their approval in the Revize project portal
- Based on previous sitemap process overview, Client will decide whether they would like to create a sitemap or whether they would like Revize to create the sitemap. The sitemap should be provided in an excel or word format. Existing pages that client wants to be rebuilt in the new site should be linked with the correct URL and any notes for functionality of the new page. New pages should include a page name and brief description of the page functionality (e.g., freeform page style, staff directory, document center, etc.)

**(Next steps cannot begin until main client homepage mockup is approved.)**

**Phase 3 begins on next page**

## Phase 3 and 4: Revize Template Development & CMS Integration

**Revize:**

- Mockups will be developed into HTML pages making them clickable and resizable.
- Following HTML Development, Revize will add in the Revize Content Management System which makes the website easily editable.
- Integration of any 3<sup>rd</sup> party software will begin during this phase

**Client:**

- There are zero major tasks assigned to the client at this stage of the project. But, this is an ideal point of the project to be working on a final sitemap and begin writing any new content. Content can be written in MS-Word and provided to Revize. Or, added by the client directly into the beta website after phase 7.

## Phase 5: Quality Assurance, Accessibility, & Custom Development

**Revize:**

- Revize will review all developed assets for functionality. The development team will review functionality, style sheet, and formatting checking for errors and verifying that site matches approved design mockups.
- Any custom needs identified earlier in the project will be executed during this phase and tested for quality assurance.
- ADA programming and beta site review with the client

**Client:**

- Much like phase 4, phase 5 does not require much involvement by the client. However, Revize may request an online web meeting to discuss the progress of particular custom development.
- The client may also be asked to review/approve changes that are suggested by Revize for accessibility reasons

Phase 7 begins on next page

### Phase 6: Site Map Development and Content Migration

#### Revize:

- Revize will deliver a suggested sitemap, in Excel format, for the website prior to this phase (Unless the client has chosen to create their sitemap). Client and Revize will review and provide updated versions for approval. Pages will be built out one-by-one according to this previously approved sitemap architecture. Pages that are not linked in the sitemap will be created as blank pages.
- Migration includes up to all webpages, documents, and new content up to the relevant amount on the current website.

#### Client:

- To avoid delays, the client should plan to approve a sitemap before this phase.
- Any new content that the client would like Revize to add into the website should be provided either directly from the old website, or in an MS-Word like format. Otherwise, the client will have the ability to add new content before go live.
- After migration, the beta site will be provided with built out pages and content for review.

## Phase 7 & 8: Core Content Editing Training, Beta Site Review, Full Staff Training, Usability Analysis, and Go Live

### Revize:

- Revize will conduct a review of the beta site followed by a core team training (smaller group).
- After the beta site review, the client may request tweaks to the functionality of the website.
- Revize will conduct a separate full staff training for all CMS editors virtually.
- The training schedule will include editor training, and administrator training with a question and answer period.
- Results of the user experience testing will be provided to the client for review.
- Any change requests will be reviewed by Revize for feasibility and scope conformance before they are completed.
- Revize will conduct meeting with client IT department before go live to discuss the process and establish pre-go-live checklist (e.g. SSL certificates, redirects, subdomains, etc.)
- Retraining is available anytime after Go Live.

### Client:

- Through the project portal, the client should provide a date and time to conduct beta site review and training.
- After training, the client will complete any final content polishing. This may include adding in different header photos, post migration content, or basic tweaks.
- The client may also request functional tweaks to the site based on their review or results of UX testing
- The client should provide a list of pre-go-live questions to Revize for review and discussion.
- When ready for the site to be pushed live, the client will make a request in the project portal at least 48 hours before desired go-live time. Revize will provide the go-live instructions before that time.

# Revize Project Life Cycle

## **Phase 1: Initial Meeting, Communication Strategy, SOW**

Your Revize Account Manager will set up the initial internal project planning meeting where we will talk about the overall management of your project, establish a timeline, and devise a Revize-Client Communication Strategy that will keep everyone engaged and up-to-date on the progress of the project. We will also discuss specific technical requirements of the project and determine the phases through which those requirements will be addressed. In addition, Revize will address the content strategy of the new site, any new content that needs to be written and how to fit the existing content into the new site. Additionally, as an optional item, Revize will discuss the process of conducting online surveys to gather feedback from your constituents for the new website layout and requirements. After this meeting, Revize will develop a Statement of Work and provide it to the client for review and approval.

Prior to the design kick-off meeting, you will receive our questionnaire to complete with various answers that will help our designers gather information regarding your needs and preferences. Our team will also brainstorm ideas and suggestions with you during the meeting.

### **The questionnaire addresses various issues such as:**

- As a result of a new website design and navigation, what are the main improvements you hope to achieve?
- What are some key points and areas you may want featured on the Home Page?
- Do you need help with logo design? Image? Marketing & branding?
- What key modules do you want featured in your web site, like Document Center, Report a Request, News & Events, Events Calendar etc.
- Do you need social media features need to be highlighted in the new site? etc..

## **Phase 2: Discovery & Design**

If there is client approval, we will collect feedback from the residents on the new design layout by setting up an online survey with a set of standard questions. The survey questions need to be approved by the client prior to our adding a link from your current website. This link can also be distributed through other channels like email, newsletter or any other form of communications you might be using to stay in touch with your residents. Usually there is a 1- to 2-week survey period.

Once survey results have been tabulated and your needs have been determined, you and your Revize team will participate in a Design Kick-Off Meeting. A senior designer and team will conduct an in-depth interview, and brainstorm ideas with you about your vision for the look and feel of your custom website. Our efforts on this project will extend far beyond placement of provided information within a stunning design. It's about uncovering how your audience wants to be informed, and applying our 20+ years of web design and development expertise to create the most effective ways of displaying that information and getting users to access and use your website. We always strive for nothing less than an award winning design!

### **Revize Design Principles**

The Revize Web Application Developers are not only responsible for the look, functionality, and performance of your website. They are also responsible for the security of the web content and web-based applications they create. They ensure that the code supports secure authentication and authorization, and provides access control mechanisms as required.

Good design principles are always based on readability, taking into consideration appropriate font type and size for headlines and text area, as well as line height – ensuring all page elements are balanced. Our designers also pay meticulous attention to their use of shadows and gradients. To the layman's eye there may not appear to be a shadow, however on the website the font will appear sharper (or maybe softer depending on the amount of shadow used).

Of course color cannot be overlooked. Our designers first take the client's preferences, official logo colors, and pictures into consideration to create a color scheme consisting of no more than three colors. We then use variants and hues to create visual appeal, contrast, eye-catching allure and invoke the overall feeling that the client desires.

Last but not least is effective use of page elements such as call to action buttons, social sharing icons, email newsletter sign-up, and promotion areas. The ultimate goal is to provide an easy to navigate webpage that is informative without being overwhelming. Therefore, it is the designer's job to guide the client in making appropriate placement choices for needed items.



### Revize Design Trends

There are some exciting new design trends, and Revize is always on the cutting edge, implementing the best of these innovations in our websites. We are especially pleased at how effectively they are proving to be in increasing engagement in government websites.

**#1 Responsive Web Design** – The most important development in website design in years, Responsive Web Design (RWD) automatically conforms and optimizes websites for any screen size. With the substantial increase in smartphone and tablet users today, people are going online using a vast number of devices with wildly different screen sizes. Our websites offer this very important feature of easily and cleanly conforming to computer, tablet and mobile device screens.

**#2 Liquified Content** – This is another important trend that address the fact that information is no longer static or concrete. Instead, content is specifically customized for each unique user. Liquidity of content enhances the immediacy and flexibility of content. The more liquid your community's content, the easier it is for residents and businesses to access this information in ways and via the channels of their choice: fixed or mobile, interactive and live. Revize is able to effectively make your content liquid. This will make it adaptable to various situations and, therefore, easy to reuse in different contexts distributed for a variety of display formats and communication channels.

**#3 Image Tiles** – This is a trend that enables developers to display content in a pin board style of display. Revize now offers this feature, which creates a very visually appealing display of content, such as pictures or social streams. Image tiles also help promote engagement by encouraging site visitors to comment or reply to items from directly within the image tile. This is an especially useful option for web pages promoting tourism.

**#4 Parallax Scrolling** – This is a highly advanced, innovative design technique for sophisticated websites. Parallax Scrolling allows Revize to build websites in multiple layers, with content that moves across the screen at different speeds as visitors scroll. This unique design technique is very visually engaging and can help improve time-on-site metrics.

**#5 Innovative Typography** - This plays a very important role in website design, image and branding, and is especially important for maximizing the look and feel of the website when accessing it from mobile devices. Our designers are experts in effective typography and take many factors into consideration when selecting the type of fonts, font sizes, and colors to be used for a website.

**#6 Social Feeds** - With the proven ability to strengthen and deepen interpersonal connections, social networks present a wonderful opportunity for government organizations to increase community engagement and make governments more accessible to the people they serve. One method already mentioned for improving social activity is using pin boards; another is creating a social area or social wall that combines activity from multiple social networks, like Facebook, LinkedIn, YouTube and Pinterest. Revize offers a comprehensive line of popular social media applications and networking.

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“Over the past 20 years, Revize has mastered the art of designing government websites.”

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### **Key Phase Objectives & Deliverables:**

**The following steps are followed while designing new sites**

- **Establish Needs and Creative Direction:** Understand your objectives and requirements, and provide recommendations for effective online branding pertinent to your requirements, existing branding and your web audience’s needs. The Revize designer will also conduct his own research in order to capture the character and “feel” of your area, which will inspire ideas for the overall

design direction of the website.

- **Main Menu Navigation & Home Page Wireframes:** Work with you to establish a main-level navigational architecture and identify key items accessible from your home page. This establishes a baseline for the navigational structure, as well as the preferred content structure (wireframe\*) for the home page.
- **Page Layout and module placement:** We will follow all the best practices to layout the different features and modules so that they can be easily accessed by your residents. For example, on the home page there will be sliding picture gallery and quick link buttons for Notify Me, Report a Concern, Document Center, FAQs etc. Also the news and announcements module and events calendar would be integrated into the website, along with the Social Media Center.

Please Note: The home page “wireframe” will simply serve as a realistic guideline in terms of content placement, but will not include the final text nor final imagery for this phase. Please see a sample wireframe to concept development snapshot in the next page.

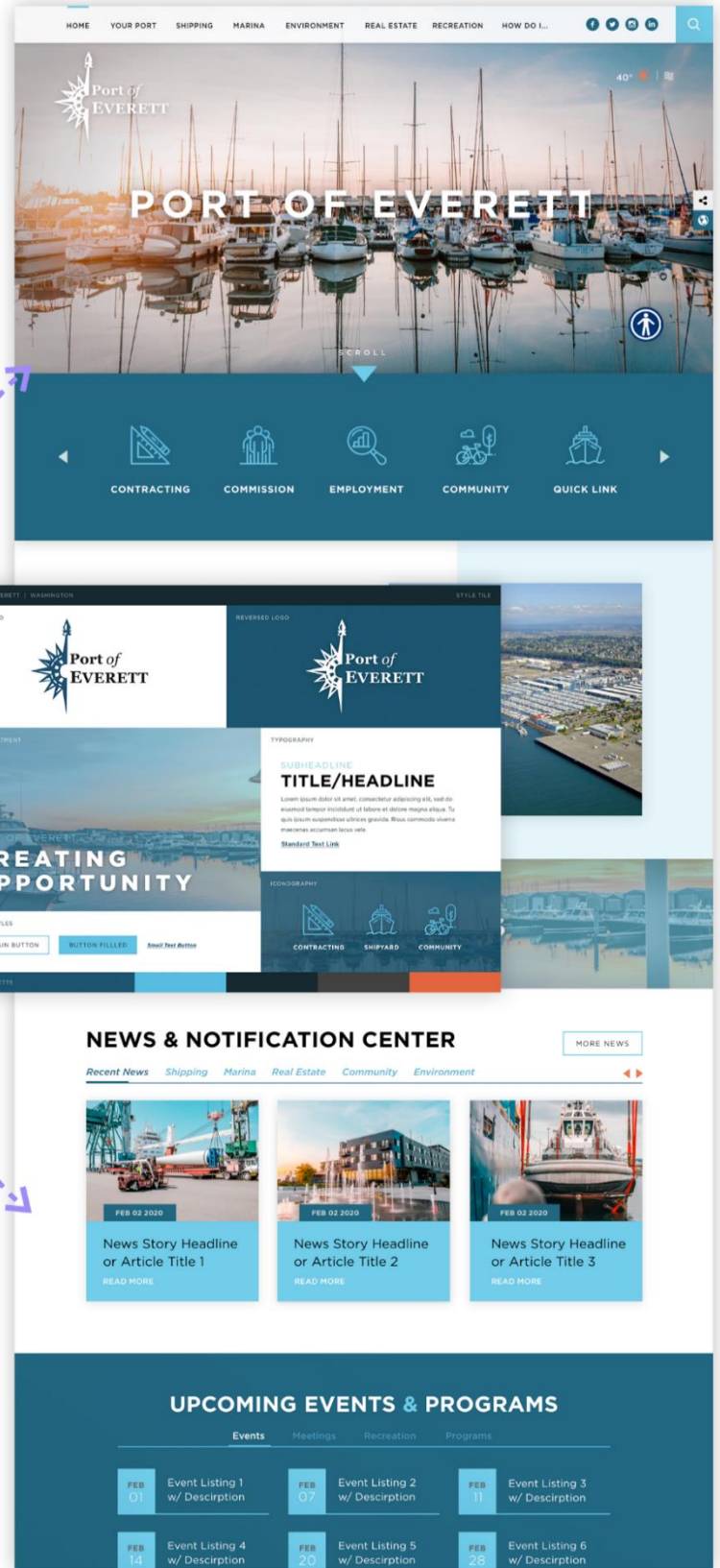


### Did you know?

Revize will provide a 100% from scratch design with a satisfaction guarantee!

# Wire Frame to Concept

- Design Deliverable:** The design concepts for this phase will be based on one or possibly two home page layouts. The client will review and provide design feedback to the designer for changes. Revize asks that clients have no more than three iterations of changes up to the point that the final concept is approved.
- Final Home Page Sign Off:** When all changes have been made, Revize will present your final home page design and layout for approval. Customer approval is required to proceed to the next phase, the inner pages of the website, and the process repeats itself before the actual HTML & CSS is written.
- Final Inner Page Sign Off:** When all changes have been made, Revize will present your final inner page designs and layouts for approval. Customer approval is required to proceed to the next phase, when the actual HTML & CSS is written.



### **Phase 3: Template Development, CMS Integration**

First, the Revize development team will transform the approved designs from mere pictures into fully-functioning HTML/CSS and Revize Smart Tag enabled web page templates using the Revize Dreamweaver Extension. The Revize Smart Tags are fully customizable and allow customers to expand functionality as needed. To maximize this extensibility, the full Revize Java API is provided to clients with our Advanced Training Program.

### **Phase 4: CMS Modules Setup**

In this phase, all of the features and modules the client has requested will be set up, e.g. calendar, document center, picture galleries, alert center, e-Notify, etc. are all brought to life and made functional while also being tested in the Revize CMS. Revize enhances current modules and adds new modules continuously, and you will receive all future updates to modules at no additional cost.

### **Phase 5: Custom Functionality Development & QA Testing**

In this phase and according to your specifications, custom functionality of existing CMS modules, database scripting and programming, as well as any custom application development will be executed. The Revize development team will be interfacing directly with your technical staff to obtain information and test information exchange and application functionality.

This phase may overlap phases 2 - 4.

In our testing phase, we ensure that your website meets functionality, performance and security standards. Our QA team uses mock data to test navigation and interfaces of the templates, along with any custom developed applications or modules. Additionally, through a series of tests, we perform input validation to ensure that security mechanisms cannot be bypassed if anybody tampers with data he or she sends to the application, including HTTP requests, headers, query strings, cookies, and form fields. We also ensure that when errors do occur, they are processed in a secure manner to reduce or eliminate exposure of sensitive implementation information.

## **Phase 6: Content Development / Content Migration**

Revize will develop all of the pages for your site to make the initial content available upon site deployment. Our content development and migration experts use the latest standard formatting practices to develop the navigation and create the most effective content possible for your website. This includes spelling and style corrections into the new website.

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There are no limits to the number of pages you can create after you have gone through training.

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Revize will implement an effective website architecture with the latest technology and usability trends so your website visitors can find information in an instant. We will also assess your current website content and incorporate what you currently have with additional content to maximize interest and excitement for your readers. Our content experts are educated in proper writing and terminology, and will use correct grammar, spelling and punctuation.

Our web designers use creative typography which makes the website more visually appealing and also plays a role in defining the hierarchy of content to be placed on the web page. Variations in size and color are used, as well as strategic placement on the page to highlight certain site areas so the visitors can easily navigate the site. Effective typography also ensures that your website will look good on desktop, laptop, mobile and tablet devices.

## **Phase 7: Training Your Staff (in-person or web based training)**

Once your website is ready for you to begin editing, you will be able to easily revise your content as often as needed. Revize will train you on how to operate the Administrative and Content Editor functions so you can manage your website. We typically provide this training on-site; however, we can also provide on-line training for your staff if you prefer. For your convenience, training materials can be downloaded from the Revize website. After training, our friendly and responsive support staff is always here to answer questions and provide training refreshers as needed.

### Standard Training Agendas

#### **Basic Administrator Training (How to)**

- Sign-in
- Create users
- Assign roles
- Set page level permissions
- Set section level permissions
- Configure and set up workflow approval process

#### **Content Editor Training (How to)**

- Sign-in
- Edit page content
- Copy/paste content or add new
- Create a file link
- Create a link to another web page or external web site
- Create a new page and link to it
- Insert/update a picture
- Insert/update a table
- Spell check
- Save and Save as Draft
- History of the page content (content archive)
- Create a survey form or any other type of online web form
- Create navigation pages (top/left menus)
- Create new calendar and create/edit calendar events
- Edit metadata

#### **Advanced Administrator Training (How to)**

- Run back-end reports
- Run Google Analytics reports

#### **Training on use of specific Modules included, such as**

- Emergency Notification Center
- Public Service Request App
- Web Calendar
- E-Notify
- Quick Links
- Document Center
- Form Center
- News Center

## Revize Government Websites Proposal

- Frequently Asked Questions
- Request Center
- Bid Posting Center
- Job Posting Application
- RSS
- And more....

### Revize Maintenance Covers

- 4 CMS upgrades per year
- Software and modules upgrades (Automatic Install)
- Server Hardware & OS upgrades
- Immediate bug fixes/patches
- Round the clock server monitoring
- Data Center network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly newsletters on major feature updates
- Regular Webinars on CMS features and usage



### Did you know?

Revize has launched hundreds of municipal and county websites large and small!



## **Phase 8: Final Phase: You Go Live!**

At last, your website content is complete and your staff is sufficiently trained! The final phase in the process is to redirect your website domain name from your old site to your beautiful new one. Once this is completed, Revize will closely monitor the transfer for the first 24 hours to ensure that everything is working properly. Any issues that arise will be immediately resolved.

## **Marketing & Ongoing Consultation**

Revize seizes on every effort to make our clients' sites highly visible. We draft press releases for posting on our website and for distribution locally, and will continuously monitor your site after it goes live so that you can take advantage of all marketing opportunities. We also look to submit your site for different awards and recognition competitions to further maximize your site's exposure.

## **Search Engine Registration and Marketing**

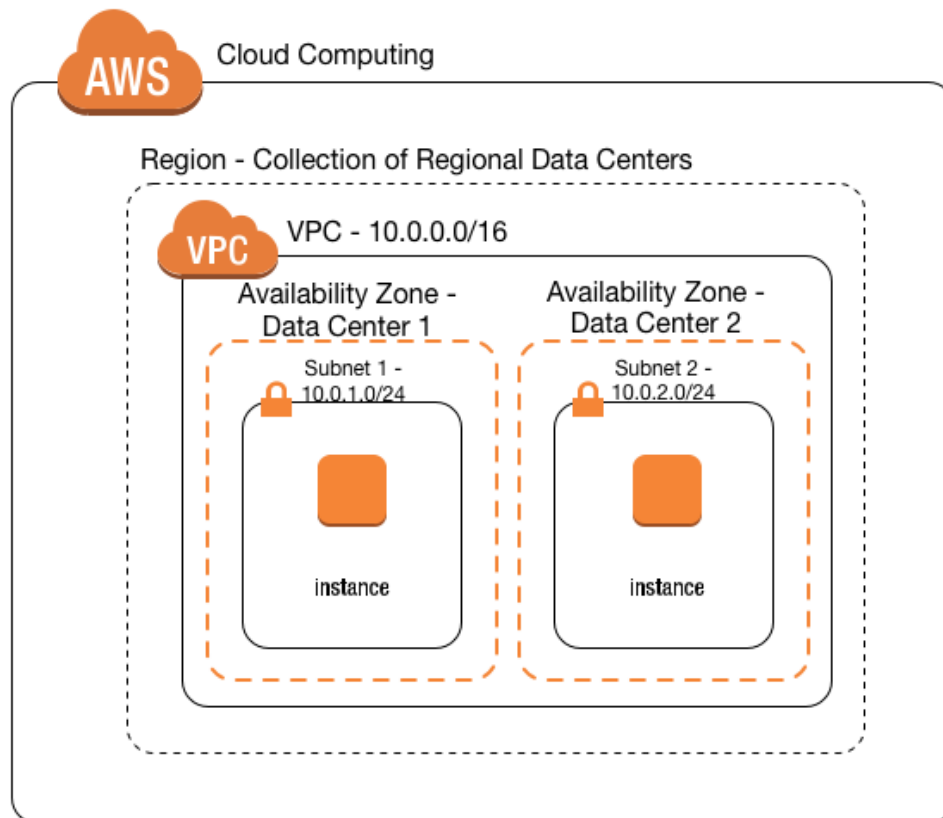
Revize will input all the targeted keywords to make your web pages search engine friendly, thus enabling users to find targeted information when they do a Google, Yahoo or any other search on your site.

## Revize Cloud Hosting, Disaster Recovery, & Security

### Resilient Hosting:

Revize uses Amazon Web Services (AWS) Hosting Infrastructure that is offered in multiple Regions in the United States and around the World. Each Region is a separate geographic area completely isolated one from another. AWS Regions are connected to multiple Internet Service Providers (ISPs) and to a private global network backbone to offer lower cost and more consistent cross-region network latency when compared with the public internet

A region has multiple, isolated locations known as Availability Zones (AZ). Availability Zones are inter-connected through low-latency links. A Virtual Private Center (VPC) spans across multiple availability zones.



Revize Web Sites are hosted on a Virtual Machine running Windows Server operating system with Internet Information Service (IIS) as a Web Server. Virtual Machine is an EC2 instance in AWS terms is hosted inside a VPC in an availability zone of a pre-

selected region. A number of EC2 are provisioned in multiple locations across the United States inside a Virtual Private Center isolated from the Internet and the rest of Amazon Web Services infrastructure to offer faster access to the end-users and to minimize the impact of an outage, whether of a specific EC2 instance, an availability zone or an entire AWS region.

### **Disaster Recovery:**

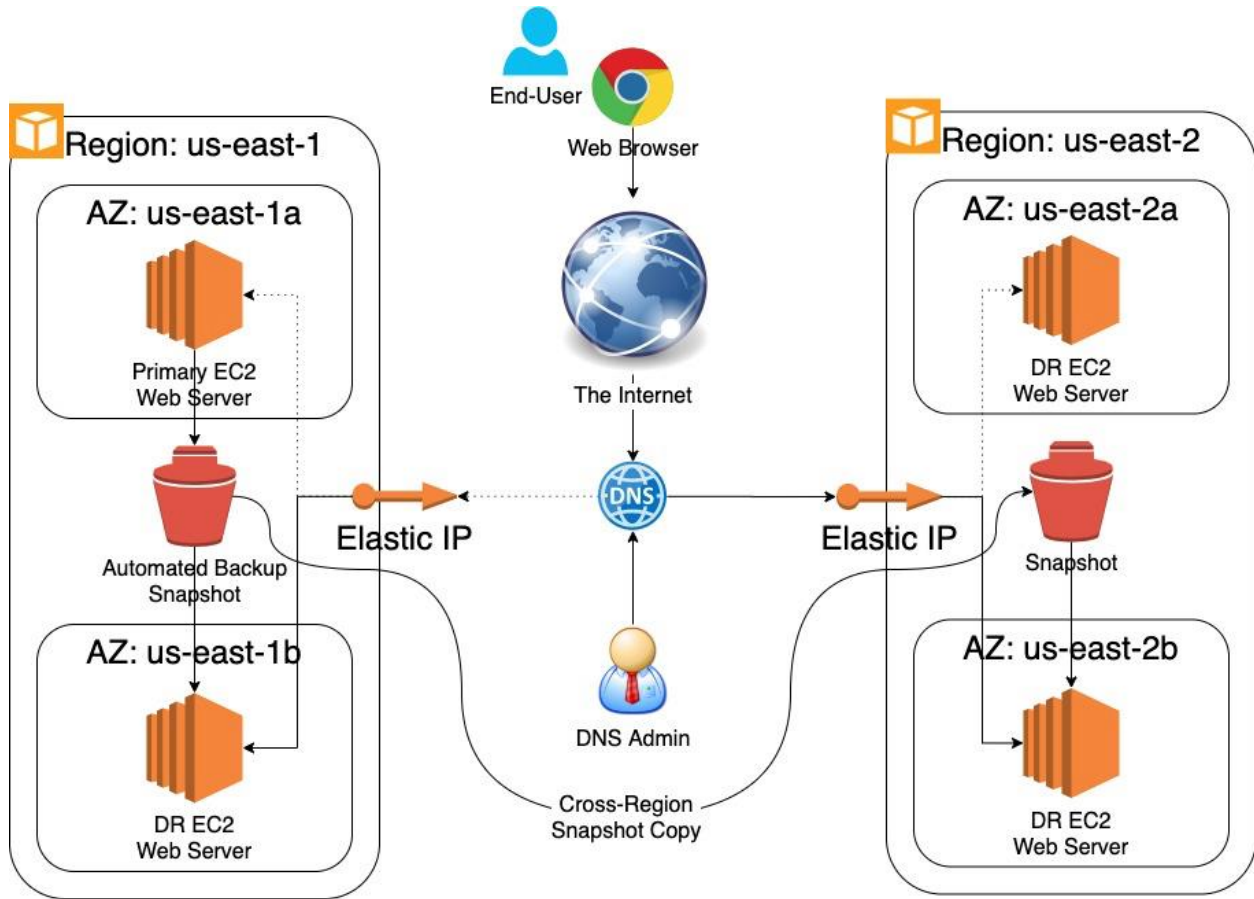
Windows Web Server virtual disk or EC2 Elastic Block Storage (EBS) is backed up on every night at 10 PM EST. Additionally, the snapshots or virtual disk backups are subsequently automatically copied between regions to enable cross-region recovery capabilities.

Should a Web Site hosted by Revize and monitored in automated fashion become unavailable, another EC2 instance can be restarted. When that proves insufficient EC2 instance will be reprovisioned in the same availability zone, a different availability zone, or, in a different region using the latest snapshot in the matter of a couple of minutes.

The incoming request, from the Internet traffic, is bound to a static IP address or Elastic IP in AWS terms that leverages NAT to forward traffic to a running EC2 instance private IP address. In the case of an EC2 instance re-provisioned in the same region, whether in the same or a different availability zone, Elastic IP is re-assigned to the new EC2 instance.

Elastic IP is represented to the public internet using CName or A-Host domain name services entry. In case of an EC2 instance or an availability zone failure, no adjustment to domain name service is required. In the case of a regional, wide-spread AWS outage, an EC2 instance is reprovisioned in a different region, re-using the latest snapshot preserving the content as of the last automated backup. However, an Elastic IP is specific to the region and, therefore a change to CName or A-Host configuration is required to point to the disaster recovery regional Elastic IP.

# Revize Government Websites Proposal



Revize Disaster Recovery Infrastructure Diagram. AZ stands for Availability Zones

# Security

Revize takes website security very seriously and we provide our clients with the very best website protection protocols. Our data centers are located on secure premises equipped with card-reader access, security cameras and guards on duty 24/7 to ensure the physical protection from unauthorized entry.

Revize/AWS complies with SOC 1/ISAE 3402, SOC 2, SOC 3, FISMA, DIACAP, and FedRAMP, PCI DSS Level 1, ISO 9001, ISO 27001, ISO 27017, ISO 27018 and other programs. Revize is responsible for securing the content, access to the content on the web server, to snapshots, configurations and infrastructure as a whole.

Our web and network administrators monitor network activity 24-hours-a-day to ensure system integrity and protection against threats such as Denial of Service (DoS) attacks that could corrupt your website or block user access. Maintaining the secure configuration of our web servers is managed through application of appropriate patches and upgrades, security testing, vulnerability scans, monitoring of logs, and backups of data and OS.

## Security Controls, SSL, and Active Directory (LDAP)

- Anti-malware software such as antivirus software, anti-spyware software, and rootkit detectors
- Shield Plus Security Bundle to prevent DDoS attacks
- Intrusion detection and prevention software (such as file integrity checking software)
- Host-based firewalls to protect CMS servers from unauthorized access
- Patch management software
- Security and Authentication Gateways
- Content filters, which can monitor traffic to and from the web server for potentially sensitive or inappropriate data and take action as necessary
- HTTPS (Hypertext Transfer Protocol over SSL), which provides encryption and decryption for user page requests that require more secure online transactions
- SSL (Secure Socket Layer) provides an encrypted end-to-end data path between a client and a server regardless of platform or OS
- If you have an existing SSL Certificate we can transfer it to the new website. Otherwise, if included, we will install a new SSL Certificate upon go live.
- Active Directory (LDAP) is compatible with the Revize CMS. It can be set up in a variety of configurations. As part of the process we will work with you to determine which configuration will best meet your needs.

## Application Security Authentication

- Role-Based Security: Role-based authentication to add individual user accounts and assign them system roles like Editor, Developer, Administrator, Workflow Approvers, etc., or department roles and empower the department to assign specific roles to users.
- Permission-Based Security: Ability to set up Content Owners/Editors and restrict which site pages they are authorized to update
  - Global & Department Workflow Management: Create workflow management and approval processes where authorized department personnel become approvers



### Did you know?

Revize will host your website and CMS in at least two completely separate geographic locations!

### Maximum Response Times

- 1 hour for crisis issues
- 4-6 hours for critical issues
- 24 hours for normal issues

### Revize Support

- 8 a.m. – 8 p.m. EST Phone Support (Monday thru Friday)
- 24X7X365 Portal & Email Support
- Dedicated support staff to provide assistance and answer all questions
- New and existing user training
- Training refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- E-Newsletter module support
- Automatic upgrades of CMS Modules such as Calendar, Document Center, etc...

### Software Maintenance

Revize rolls out two new versions of the Revize CMS, and six to eight product updates every year. The Revize CMS is continuously enhanced to keep pace with cutting edge technologies and industry trends. When a software update or new version is rolled out, Revize will automatically update all servers used by our subscription service clients.

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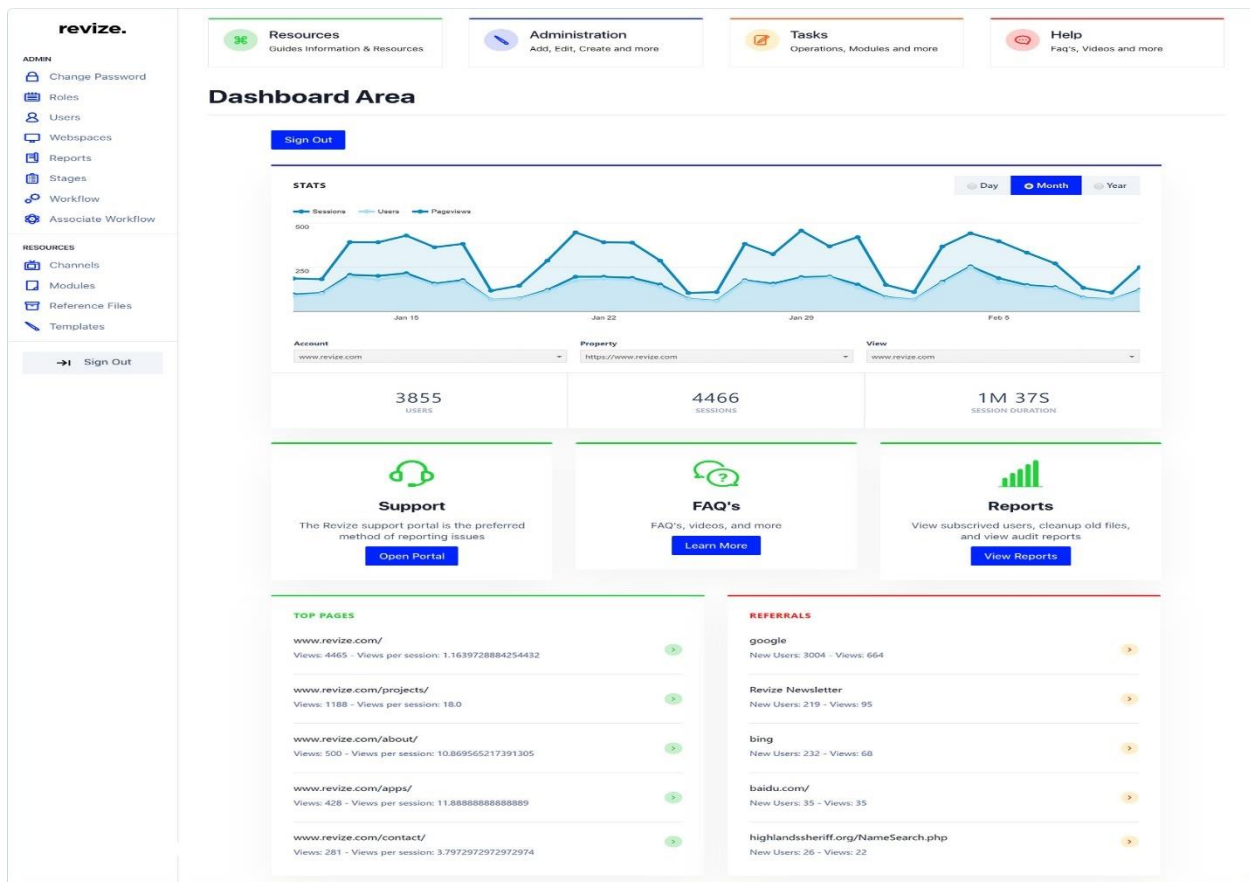
“As a Revize client, you will receive full access to all enhancements to the core components and modules in the Revize CMS at no additional charge.”

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# Revize Website Analytics

Revize has Custom APIs for Google Web Analytics that is integrated in each of our client’s websites. Analytics makes it easy to understand how your site and app users are engaging with your content, so you know what’s working and what’s not. Revize CMS dashboard for Analytics provides an overall picture of how residents are interacting with your site, which pages/documents are being viewed most, how much traffic you are getting in your site across different geographic regions etc. You can filter and download all sorts of analytics reports for your IT Team and Management to analyze the data and effectiveness of your website content and services offered. Below is a graphical view of our analytics dashboard interface, the data shown is for our own website but this will be replaced by your site data when it’s integrated.

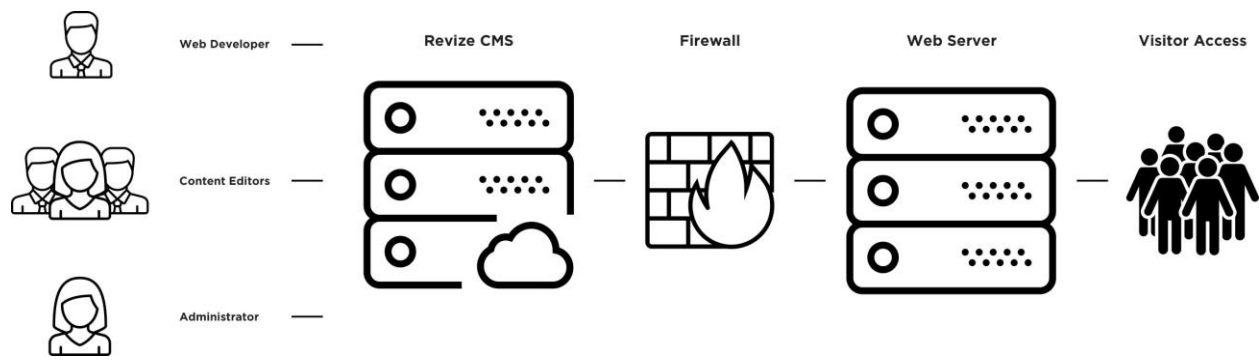




# Revize Technology Architecture

The Revize Government CMS is a standards-based, open architecture software product without any proprietary restrictions. Revize uses leading technologies to avoid integration problems with existing systems and comes complete with its own Integrated Publishing Engine, Embedded Relational DB, JSP/Servlet Engine, and Application Server.

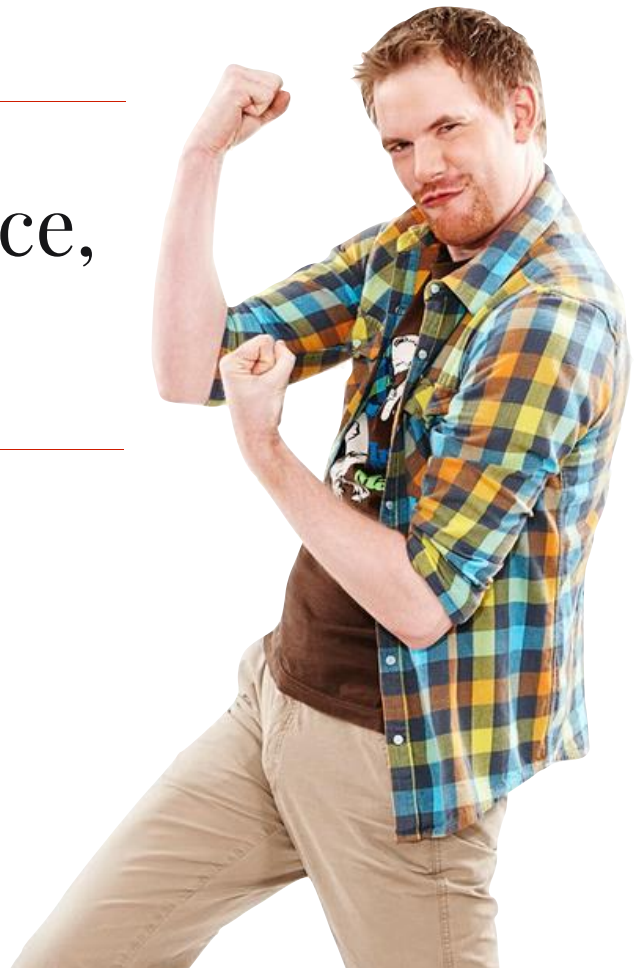
## Revize Intelligent Publishing WCM



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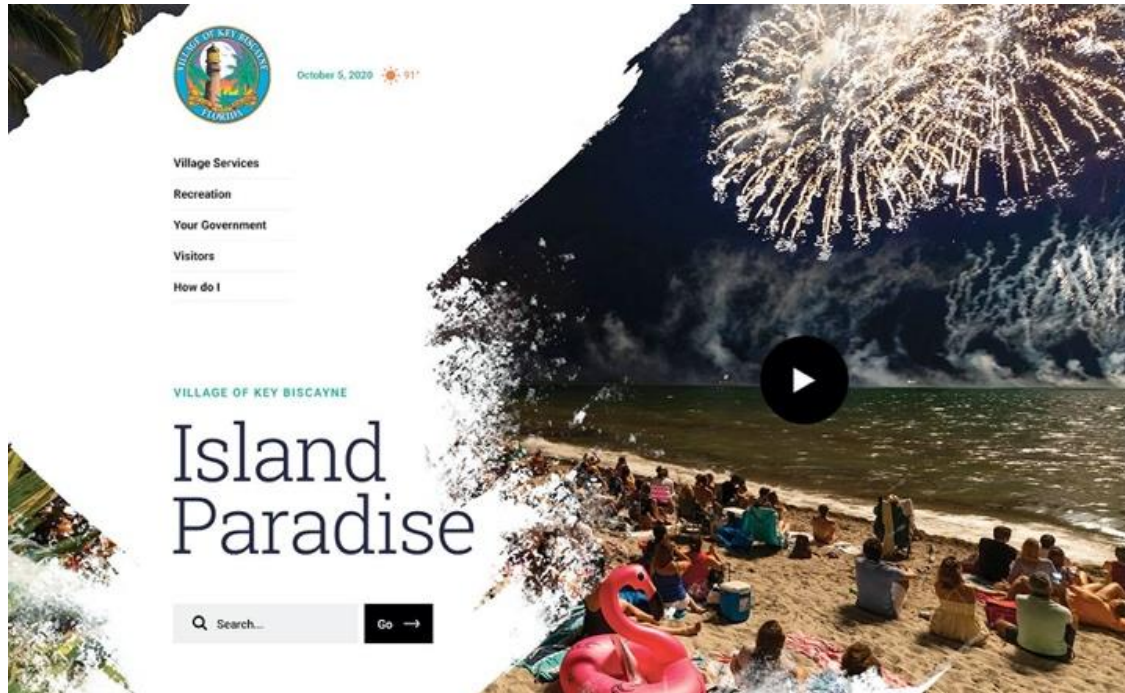
“Security, Performance,  
Redundancy”

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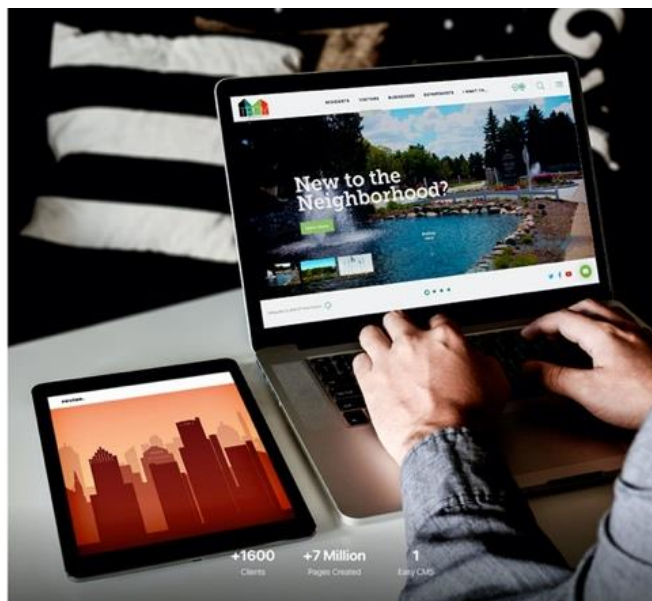
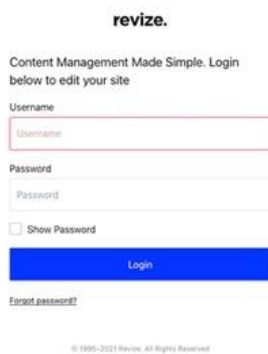


# Revize Government CMS User Interface

## 1. Revize CMS User Interface Home Page

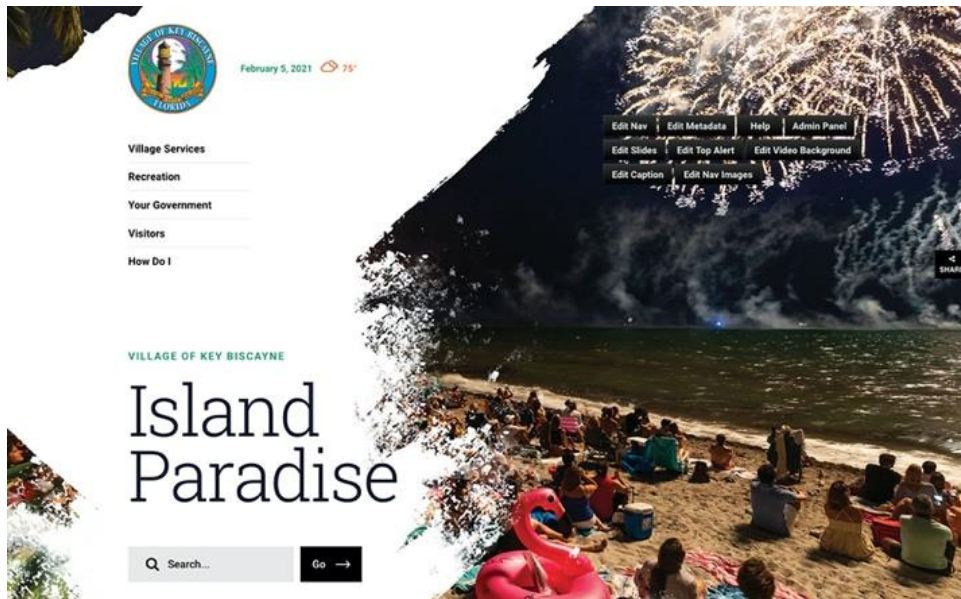


2. Users simply browse to a page that they want to edit, select the Login button, and then insert their Login Name and Password into a login screen as shown below.

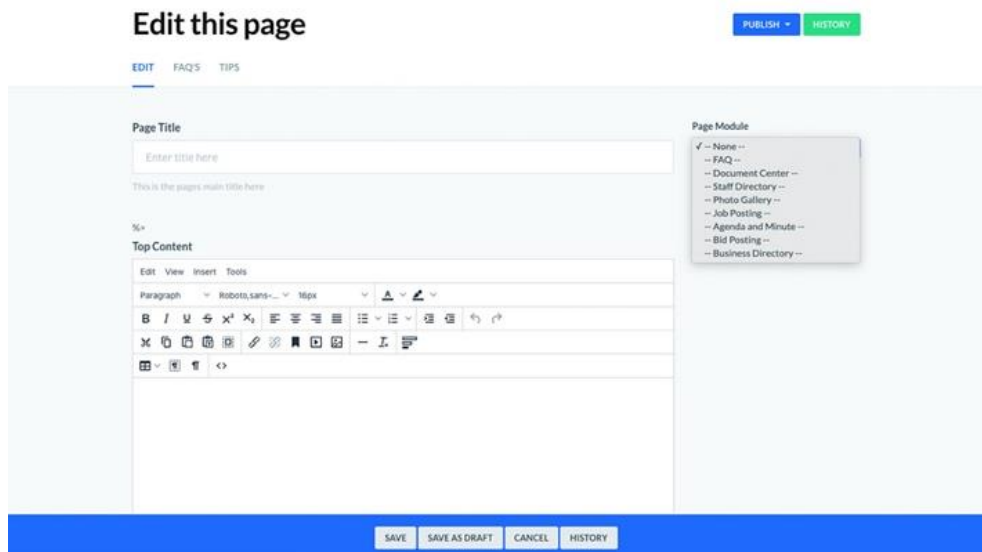


## Revize Government Websites Proposal

3. Edit buttons appear on the page after the Login executes. Based on users roles/permissions, the appropriate buttons are displayed.



4. The input form appears as shown below. Content Editors can change banner, page heading and the content displayed in the center of the page. Notice the content is changed using a “Word Like” editor.



After the page is “saved”, the page can be sent to an approver for review or immediately published to the web site.

# D. Timeline

Phase	Duration
Phase 1: Initial Meeting, Communication Strategy, SOW	1 Week
Phase 2: Discovery & Design	6 Weeks
Phase 3: HTML Template Development	2-4 Weeks
Phase 4: CMS Integration & Module Setup	5-6 Weeks
Phase 5: Custom Development & Quality Assurance Testing (Ongoing)	3 Weeks (Overlaps with Remaining Phases)
Phase 6: Sitemap Development / Content Migration	5-6 Weeks
Phase 7: Content Editor and Web Administrator Training on your new website, final content changes and Go Live preparation	1-3 Weeks
Phase 8: Go Live	1 Week
Go-Live (Average)	21-27 Weeks



**Did you know?**

The project planning process is designed to fit your needs. We will adapt our timeline if your schedule requires.

## E. Manufacturers and Subcontractors

Revize does not plan to utilize any outside manufacturers for this project. We do build websites in commonly used industry standard languages such as HTML 5, CSS, Bootstrap, Java, PHP, and others.

# F. Price Proposal

<b>Phase</b>	
Phase 1: Kickoff Meeting and Discovery (project planning/analysis)	
Phase 2: Design Mock-ups/Wireframes (City Main Site and Up to 5 Subsites)	
Phase 3 and 4: HTML Template Development & Revize CMS Integration	
Phase 5 & 6: Quality Assurance, Accessibility, & Custom Development	
Phase 7: Site Map Development and Content Migration	
Phase 8: Core Editor Training, Beta Site Review, Full Staff Training, and Go Live	
Revize Annual Software Subscription, Tech Support, CMS Updates, and Website Hosting, pre-paid annual fee, Unlimited Users, Unlimited GB website storage, Includes Service Level Agreement:	
<b>Grand Total First Year</b>	<b>\$92,500</b>
<b>Annual Fee</b>	<b>\$16,400/Year</b>

## Payment Options

**Revize provides a free website redesign during year four of service!**

### Optional Payment Plan – The Revize Client First Plan

The Revize Client First Plan offers local governments an alternative payment plan that makes it easier to purchase a new website on your budget and spreads the one-time project design and development costs over a longer period of time.

Through a minimum three-year contract, The Revize Client First Plan dramatically lowers the one-time project development and start-up costs of launching a new website. What Revize does is combine the one-time and recurring fees and spreading them over the life of the contract. And because we value our continuing relationships with our customers, those who extend their contract beyond the three-year minimum will receive a redesign at the end of their fourth year with Revize Free of Charge.

### Optional Payment Plan – Three Year Payment Breakdown – Interest Free

<b>Year 1:</b>	1/3 <sup>rd</sup> of project costs + Annual Hosting, Support, Maintenance
<b>Year 2:</b>	1/3 <sup>rd</sup> of project costs + Annual Hosting, Support, Maintenance
<b>Year 3:</b>	1/3 <sup>rd</sup> of project costs + Annual Hosting, Support, Maintenance
<b>Year 4:</b>	Annual Hosting, Support, Maintenance (Optional) Includes Free Redesign

### Included Features

The Following Applications & Features will be integrated into Your Website:  
In addition to the Government Content Management System that enables non-technical staff to easily and quickly create/update content in the new web site, Revize provides a suite of applications and features specifically designed for municipalities. All of those apps and features are fully described in the following section. The applications and features are grouped into five categories:

- Citizen's Communication Center Apps
- Citizen's Engagement Center Apps
- Staff Productivity Apps
- Site Administration and Security Features
- Mobile Device and Accessibility Features

#### Citizen's Communication Center Apps

- Notification Center with Text/Email Alerts
- Bid Posting
- Document Center
- Email Notify
- FAQs
- Job Posting
- Multi-use Business Directory
- News Center with Facebook/Twitter Integration
- Online Forms
- Photo Gallery
- Quick Link Buttons
- Revize Web Calendar
- "Share This" Social Media Flyout App
- Sliding Feature Bar
- Language Translator

#### Citizen's Engagement Center Apps

- Citizen Request Center with Captcha
- Public Service Request
- Online Interactive Forms (Public Records Request App)
- Citizen Connect (Community Blog)
- Online Bill Pay
- RSS Feed



### Staff Productivity Apps

- Agenda Posting Center
- Job Posting App
- Image Manager
- iCal Integration
- Intranet
- Link Checker
- Menu Manager
- Online Form Builder
- Staff Directory
- Website Content Archiving
- Website Content Scheduling

### Site Administration and Security Features

- Audit Trail
- Auto Site Map Generator
- History Log
- URL Redirect Setup
- Roles and Permission-based Security Mode
- Secure Site Gateway
- Unique Login/Password for each Content Editor
- Web Statistics and Analytics
- Workflows by Department

### Mobile Device and Accessibility Features

- Font Size Adjustment
- Alt-Tags
- Responsive Website Design (RWD)

# Revize Support Includes

- 8 AM - 8PM EST Phone Support (Monday thru Friday)
- 24X7X365 Portal and Email Support
- Staff provides assistance and answers all questions
- Dedicated support staff
- New/existing user training
- Free Training Refreshers
- Video tutorials and online training manual
- Automatic integration of enhancements
- E-Newsletter Module support
- Automatic upgrade of CMS modules, such as Calendar, Document Center, etc.
- Four major CMS upgrades per year
- Software and modules upgrades (automatic install)
- Server hardware and OS upgrades
- Immediate bug fixes/patches
- Round the clock server monitoring
- Data Center Network upgrades
- Security and antivirus software upgrades
- Firewall and router upgrades
- Bandwidth and network infrastructure upgrades
- Remote backup of all website assets
- Tape backup of all website assets
- Quarterly Newsletters on major feature updates
- Regular webinars on CMS features and usage



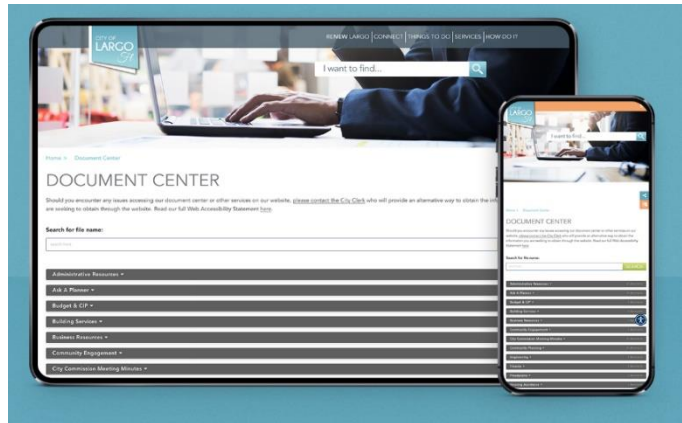
## Did you know?

Revize updates your Content Management System an average of 4 times per year!

# Citizen's Communication Center Apps

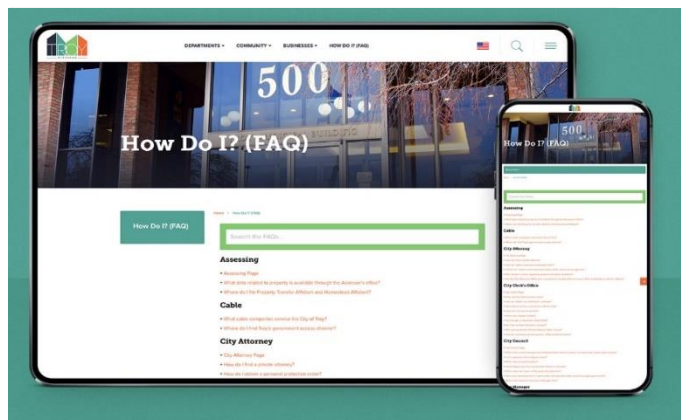
## DOCUMENT CENTER APP

Revize helps clients save thousands of dollars each year in employee time and resources with our Document Management Center. Using this module you can create and archive the documents your site visitors need: applications, brochures, manuals, policy and data sheets, research papers, meeting minutes, and more. By providing all of your documents online, your site visitors can access them 24/7 - usually within two clicks -- and you won't incur any printing or postage costs.



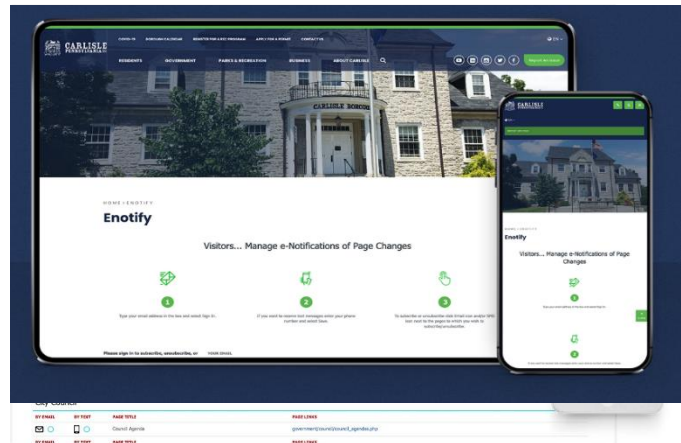
## FAQ

FAQ's make it easy for site visitors to find answers to common questions and will greatly decrease the number of calls coming into your switchboard each day. In fact, within six weeks of a Revize website launch, our clients typically experience a significant decrease in the number of daily phone calls... some by as much as 23%!



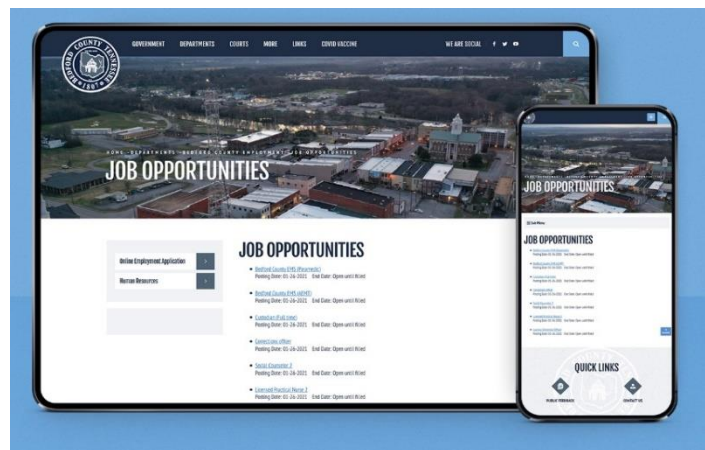
## E-NOTIFY

Many of our municipal clients include an email/text notification option on their Meeting Minutes and Meeting Agendas pages so that interested citizens can sign up for automatic updates anytime there is a new posting.



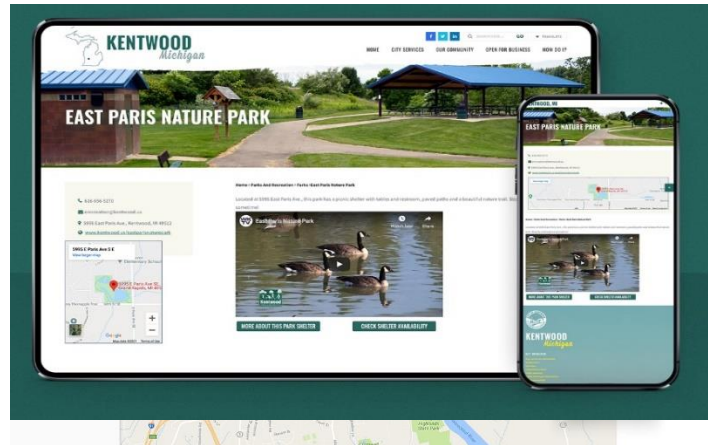
## JOB POSTING

Revize's job postings app allows your site visitors to view and apply for open positions online. Postings are removed automatically based on the job expiration date input by your HR personnel. You can provide as much detail as you like and link to or upload any number of files that fully describe the job position. Best of all, with the form fill interface, new openings can be posted in minutes by non-technical staff.



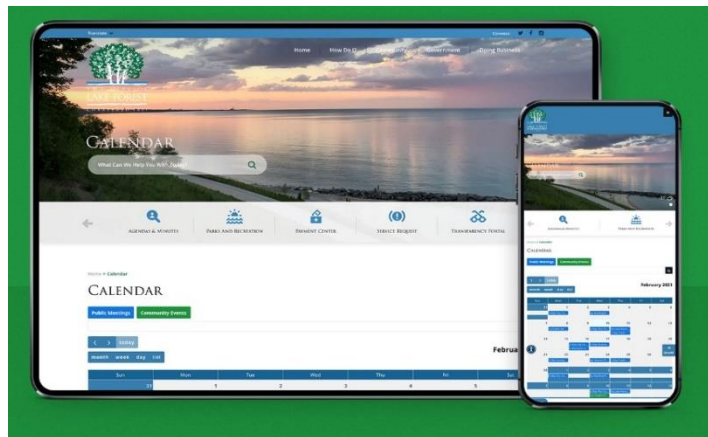
## INTERACTIVE MAP

Not only does the Revize CMS ensure that your site is easy for visitors to navigate, we've made it even easier for them navigate the real world surrounding your location. Specific buildings, parks, bike paths, mass transit stations, nearby businesses, tourist attractions, parking lots, voter polling locations, and more are incredibly easy to identify with the familiar Google Maps highlighted with Pins.



## CALENDAR APP

The Master/Sub Calendar provides an easy-to-use tool to enhance usability and encourage the communication of events both internally and externally. It provides visibility and transparency into activities, meetings, and events with a visually appealing display and easy to find event contact information. The ability to insert recurring events saves time by allowing you to create the event once then repeat automatically; great for Board and City Council meetings.



## **NOTIFICATION CENTER**

You can't fool or control Mother Nature. But you can protect members of your community from her wrath. Posting emergency notifications on your home page, any other page, or throughout your site, this module allows your content editor to accurately explain the situation and instruct members of your community on the next steps to take.

## **BID POSTING**

The Bid Postings App provides a simple and easy-to-use method for organizing and presenting bids, RFPs and RFQs online for vendors or local contractors interested in providing products and services to your community.

## **BUSINESS DIRECTORY**

Ideal for municipalities, chambers of commerce or any membership organization, this module allows you to easily create and maintain a searchable directory for either members or businesses within the website. Listings can be added, removed and categorized by non-technical staff in a simple table interface.

## **NEWS CENTER WITH FACEBOOK INTEGRATION**

Many of our municipal clients include an email/text notification option on their Meeting Minutes and Meeting Agendas pages so that interested citizens can sign up for automatic updates anytime there is a new posting.

## **ONLINE FORMS**

Using this module, you can create -- from scratch -- an unlimited number of online forms on any page of your site using various field options such as long answers, radio buttons, drop-down lists, multiple choice, etc. Having online web forms provides a quick and easy alternative for users to communicate with you and provide important feedback, opinions or complete tasks online. These forms can be used to have web visitors contact you with questions, comments and requests, give feedback, volunteer, or to sign-up for various events, activities or programs.







## **PARKS RESERVATION**

This app allows the display of parks shelters and their amenities and to manage their availability to the public. A website visitor can search for facilities by type available, review the amenities for each facility and easily reserve the facility including the option to pay for its use.

## **ONLINE BILL PAY**

Allows clients to set-up secure on-line payment processing for credit card transactions. Can be used for utility and tax payments; Purchasing items on-line; or making donations to non-profit organizations.

## **RSS FEED**

Site visitors will be eating out of the palm of your hand with our RSS feeds module. Revize's CMS allows customers to generate RSS (Real Simple Syndication) feeds for any genre of news or events. RSS feeds are a trusted way to communicate important information to site visitors while ensuring that they remain engaged with your organization and regularly return to your site.



# Staff Productivity Apps

## **AGENDA POSTING CENTER**

Using this app, you can upload agendas, meeting packets, meeting minutes, proposals for review, and more, all into one area on your website for easy access and review before, during, or after each meeting. Old meeting agendas and information are archived per meeting for quick access at any time.

## **JOB POSTING APP**

This app allows you to post a job and receive resume submissions online. Candidates can fill in all the fields and submit the job application online. Once the job application is submitted, a link to the filled in application form will be emailed to the responsible HR person which they can view, print and file for their records.

## **IMAGE MANAGER**

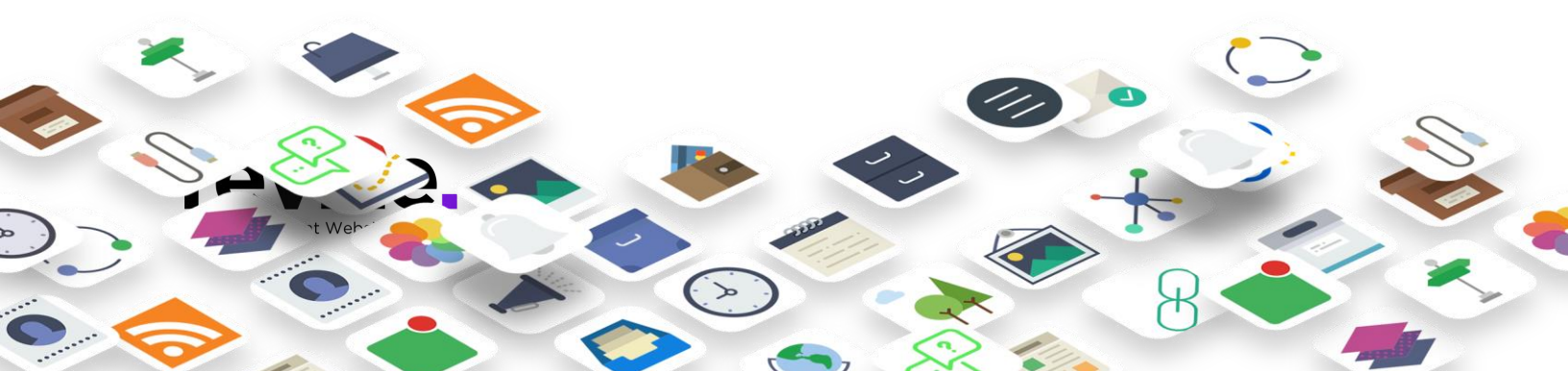
Allows approved staff to upload images from their computer or network folders. This very simple interface allows you to upload new pictures and stores uploaded pictures for reuse. Each department can create their own image folders and organize image libraries by department. Also, obsolete images can be deleted from the image library.

## **INTRANET**

Provides a Dynamic CMS-enabled area with secure login to build out an entire Intranet for employee specific information only. It benefits your employees to have an internal organization landing page that can be updated with news, events, alerts and many of the same modules used on the extranet.

## **LINK CHECKER**

When a new link is created, the Revize system checks if the URL (link) is valid or not. If not, an error message will be displayed. This benefits the Content Editor by double checking bad links before they are saved on your website.



### **MENU MANAGER**

Allows approved content editors to add or edit site-wide top navigation, department or section specific links (e.g. left or right navigation). This feature gives you control to change and update the Navigation menus of your website for continuous improvement.

### **NEWS LETTER APP**

The system allows non-technical staff to build attractive, informative newsletters and disseminate them with one click to everyone on your distribution list. Activity metrics include emails sent successfully to help you validate email addresses. The application provides the ability to import contact lists, upload images, add groups, assign contact lists to groups, as well as export lists.

### **ONLINE FORM BUILDER**

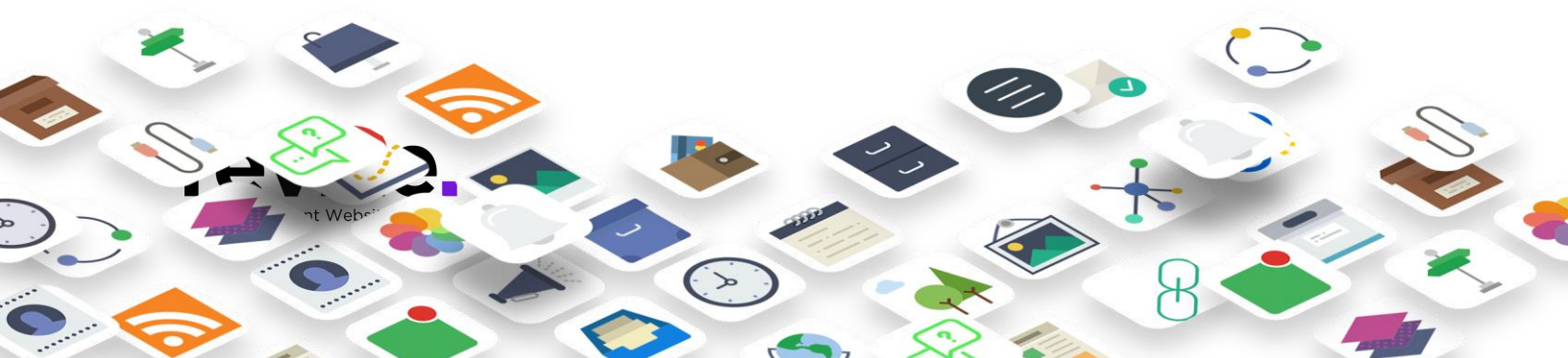
Having online web forms provides a quick and easy alternative for users to communicate with you and provide important feedback, or complete tasks online. These forms can be used to have web visitors contact you with questions, comments and requests, give feedback, volunteer, or to sign-up for various events, activities or programs.

### **WEB CONTENT ARCHIVE**

Your site history will never be a mystery because all content edits for your site are archived on the Revize CMS database. Your content editors can click on the History button to view previous versions of a particular page or content block from your site.

### **WEB CONTENT SCHEDULE**

This feature eliminates the possibility of having dated or past events being promoted on your site AFTER the event has passed, thus potentially undermining the perceived accuracy and currency of the site's content in the minds of your audience.



### **AUDIT TRAIL**

This is a powerful administrative tracking tool that provides reports on the content change activities of any webpage within the system. The administrator can gauge how often the site is updated, which departments are most active; and also use the audit trail for recovery of data if necessary.

### **AUTO SITEMAP TOOL**

Revize CMS provides this tool to automatically generate a sitemap. Anytime a new page is added or deleted from the system, the sitemap will republish to show the change. An up-to-date sitemap is very critical to boost the ranking of your website in different search engines.

### **HISTORY LOG**

Administrators can view all the archived versions of any web page and restore any old/archived page. It is a very useful feature for referring to any archived legal documents or press releases.

### **ROLES/PERMISSION SETUP**

Our CMS uses a role based authentication system where you can add individual user accounts and assign them system roles like Editor, Developer, Administrator, Workflow Approvers etc., or you can add roles for each department and assign department-specific roles to each user.

### **SECURE SITE GATEWAY**

Provides a secure login area for either users of an intranet or users to access information not available to the general public. Once users are set-up with a secure login ID, they can manage their own password changes as necessary.

### **WEBSITE STATISTICS**

Revize integrates Google's Web Analytics tool to track number of site visits, website traffic sources, etc. Your website administrator can run various reports to collect important data on the usage of your website.

## WORKFLOWS BY DEPARTMENT

Provides a method for Supervisory Oversight of content updates. The process allows an authorized “approver” to compare the current page with the proposed new page content (side-by-side) for easy review and comparison.

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“Our innovative solutions are custom-tailored to meet the needs of each individual client.”

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### Did you know?

Revize installs new features into your content management system on a rolling basis!





Thank you  
For Considering Revize

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